FINAL REPORT

My views on the news!



THE SOUTHERN AFRICAN GENDER AND MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY

gmas

WOMEN AND MEN RESPOND TO THE NEWS

Edited by
Colleen Lowe Morna,
Kubi Rama &
Agnes Muriungi







My views on the news!
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Gender Links
9 Derrick Ave
Cnr Marcia Street,
Cyrildene, 2198,
Johannesburg, South Africa
Phone: 27 (11) 622 2877
Fax: 27 (11) 622 4732
Email: info@genderlinks.org.za
Website: www.genderlinks.org.za

Editors: Colleen Lowe Morna, Kubi Rama and Agnes Muriungi
Cover photo: Colleen Lowe Morna
Back photo: Trevor Davies
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Media students at Stellenbosch University debate how women and men are represented in the media.

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LIST OF ACRONYMS

AIDS	Acquired Immunodeficiency Syndrome
AIPA	Associação da Imprensa Privada (The Private Print Press Association)
AJM	Association of Journalists and Media Workers
AMPS	All Media Products Survey
AMUJA	Associação das Mulheres Jornalistas de Angola (The Women's Journalists Association of Angola)
ASA	Advertising Standards Authority
BAZ	Broadcasting Authority of Zimbabwe
BCCSA	Broadcasting Complaints Commission of South Africa
BOMWA	Botswana Media Women's Association
CCM	Chama Cha Mapinduzi (The Revolutionary Party)
CSCS	Supreme Mass Media Council
CSO	Central Statistics Office
CUF	Civic United Front
EMU	Eduardo Mondlane University
FAMSA	Federation of African Media Women Southern Africa
FAMWZ	Federation of African Media Women, Zimbabwe
FES	Friedrich Ebert Stiftung
FXI	Freedom of Expression Institute
GDP	Gross Domestic Product
GEM	Gender and Media
GEM Plus	Gender and Media Plus
GEMSA	Gender and Media Southern Africa Network
GEMzi	Gender and Media Zimbabwe
GL	Gender Links
GMAS	Gender and Media Audience Study
GMBS	Gender and Media Baseline Study
GMMP	Global Media Monitoring Project
HIV	Human Immunodeficiency Virus
IBA	Independent Broadcasting Authority
ICASA	Independent Communications Authority of South Africa
ICT	Information and Communication Technologies
IT	Information Technology
MACRA	Malawi Communications Regulatory Authority
MAMWA	The Malawi Media Women's Association
MBC	The Malawi Broadcasting Corporation
MCDGC	Ministry of Community Development Gender and children
MCT	The Media Council of Tanzania
MDDA	Media and Diversity Development Agency
MIC	Media and Information Commission
MIJ	Malawi Institute of Journalism
MISA	Media Institute of Southern Africa
MMP	Media Monitoring Project
MMPZ	The Media Monitoring Project of Zimbabwe (MMPZ)
MWO	Mauritius Media Watch Organisation
NAMIS	The National Media Institute of Southern Africa
OSFSA	Open Society Foundation (South Africa)
OSISA	Open Society Initiative for Southern Africa
PAZA	Press Association of Zambia
PON	Polytechnic of Namibia
POSA	Public Orders and Security Act
POTRAZ	Telecommunications Regulatory Authority of Zimbabwe
RAMS	Radio Audience Measurement Survey
RNA	RNA- Rádio Nacional de Angola (National Radio of Angola)
SAARF	South African Advertising Research Foundation
SADC	Southern African Development Community
SAEF	Southern African Editor's Forum
SAGEM	South African Gender and Media Network
SANEF	South African National Editor's Forum
SBC	Seychelles Broadcasting Corporation
SJA	Sindicato dos Jornalistas (The Syndicate of Journalists)
SMAWA	Swaziland Media Women's Association
SMEGWA	Swaziland Gender Media Watch
SMPAW	Swaziland Media Publishers' and Allied Workers' Union
SNUJ	Swaziland National Association of Journalists
TAMS	Television Audience Measurement Survey
TAMWA	Tanzania Media Women Association
TGNP	Tanzania Gender Network Programme (TGNP)
TPA	Televisão Pública de Angola (Public Television of Angola)
TUJ	Tanzania Union of Journalists
UJA	União dos Jornalistas Angolanos (The Union of Angolan Journalists)
UNITA	National Union for the total Independence of Angola
WAA	The Writers and Authors Association
WNC	Women's National Coalition
ZAMCOM	Zambia Institute of Mass Communication
ZAMPS	Zimbabwe All Media and Products Survey
ZAMWA	Zambia Media Women's Association
ZAMWATCH	Zambia Media Watch
ZUJ	Zambia Union of Journalists
ZWRCN	Zimbabwe Women's Resource Centre Network (ZWRCN).



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Kubi Rama presents the preliminary findings of the Gender and Media Audience Study (GMAS) at the Gender and Media Summit in Johannesburg, September 2004.

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While this publication has been undertaken in partnership with, and with the support of, many institutions and individuals, GL takes sole responsibility for the findings of the research, their interpretation, the conclusions and recommendations drawn.

FOREWORD

"In most cases, men are the 'highlights' in the news, on almost anything. Mens issues don't go unnoticed, but they would rather talk about women spreading AIDS. Social, economic and political issues in today's world should be in the interest of the world that is seemingly equal."



This insight, from a respondent in the Botswana Gender and Media Audience Study (GMAS) is at the heart of both the reasons for, and the findings of, this study. A follow up to the Gender and Media Baseline Study (GMBS) that found that women in Southern Africa represent a mere 17% of news sources and are portrayed in limited roles (most often, either as victims or as sex objects) the GMAS set out to discover how audiences perceive these imbalances and biases - or whether they perceive them at all.

Discovery is the operative term. The desk top research for the 13 countries covered showed that there is barely any data on news consumers in Southern Africa. The research that exists, primarily in South Africa, is targeted at advertisers, who need to know who is reading, hearing or watching what, where, so that they can target their wares more appropriately. This has little to do with who is reading, hearing or watching what *why*, which would inform both marketing and editorial policies. The central question in this study - of whether there are similarities or differences in the way in which women and men interact with the news - has barely been a consideration.

What did the discovery reveal? In a nutshell, it confirmed much of what we may have guessed to be the case about news consumption generally, though it is also a reminder that nothing should ever be taken for granted.

For example, the study found that in the more affluent countries, television is fast taking over from radio as the main source of news. Yet Mauritius is the most affluent of the countries studied, but radio there is still the main source of news. In Mozambique, the poorest country in the region, consumers cited TV as their main source of news!

The study confirms the global finding that in general more men than women rely on newspapers for the news. Yet in Namibia, Lesotho and Seychelles the opposite is true! It also reflects the digital and gender divide in the finding that only tiny proportions of audiences, and even tinier proportions of women, get their news from the Internet. Yet in Mauritius, one of the most socially conservative countries in the region, more women than men said that they rely on the Internet for news!

Do audiences perceive the gender gaps and biases that the GMBS, which monitored actual editorial content, unequivocally revealed? Yes and no. When asked if the news reflects the concerns of women and men equally, or whether the views of women are consulted often or seldom, audiences had a mixed set of responses. But the comments made in open-ended questions, revealed a fairly high degree of awareness of gender *bias,* if not gender *imbalance*, in the news.

Among the most clear cut findings in the study are those that relate to what audiences, especially women, would like to see more of, such as women in more diverse roles, as leaders, experts, in business etc; and men, as parents, care givers and in non-traditional roles.

The other unequivocal finding is that audiences either feel uncomfortable with, or are insulted by sexual images in the news. Contrary to the line often taken by media marketing departments, these images apparently do not prompt audiences to rush out and buy the news. This is likely to be one of the more contentious findings of the study. There will be those who argue that audiences said what they thought researchers wanted to hear.

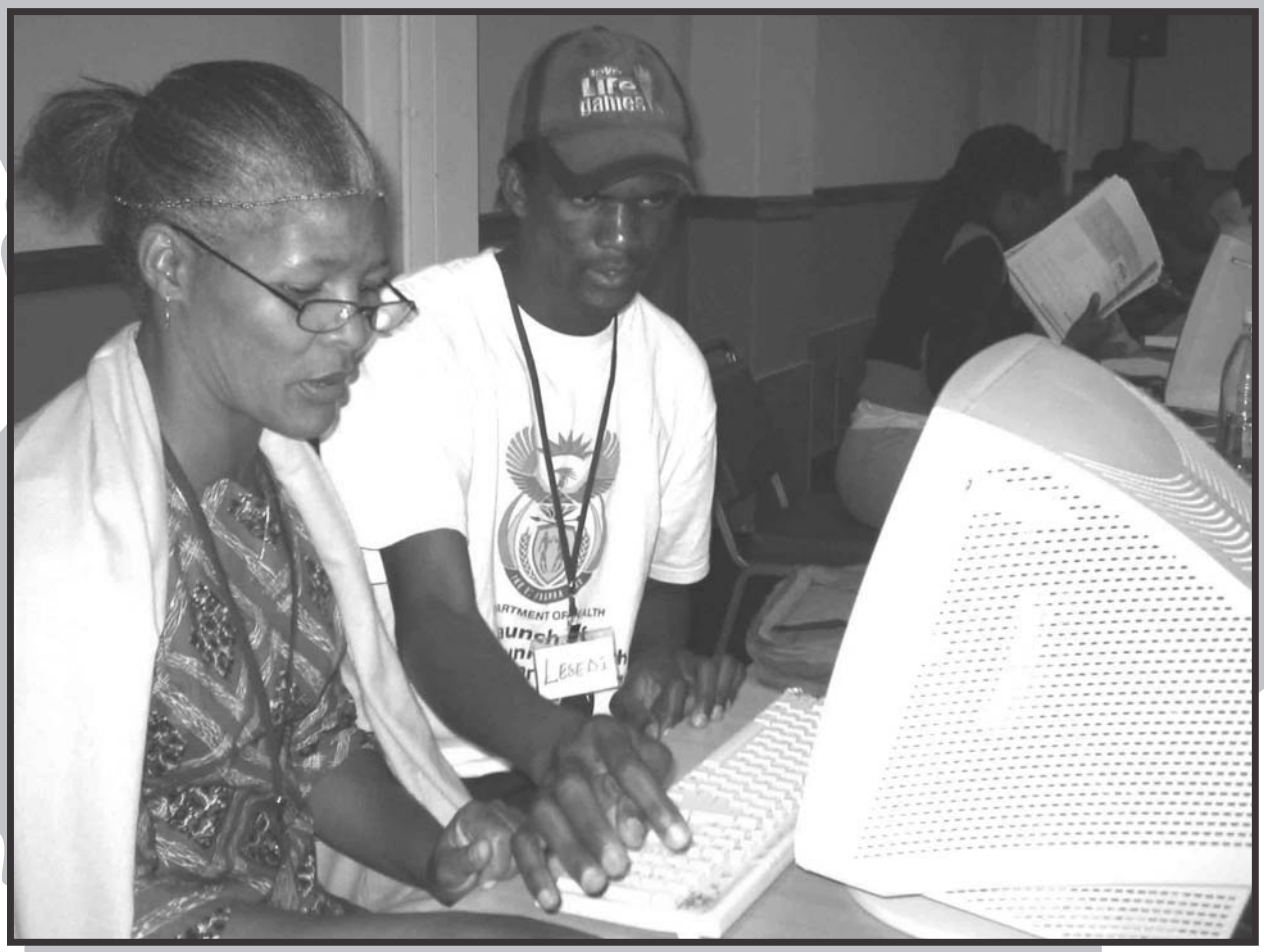
Anyone who reads this report thoroughly will realise that such an argument has little merit. The research was undertaken primarily with academic institutions and designed by experts in the field of audience research. Samples included a broad cross section of respondents from different geographical locations most of whom had probably never heard of the GMBS or the gender advocacy that surrounded it. Students, male and female, conducted the research.

More important, the key messages in this research are not about *limiting* market opportunities, but about *expanding* them. In simple terms: imagine if the media woke up to the fact that 52% of all audiences or potential audiences are women. Imagine if the media woke up to the fact that actually the majority of women don't find sexual images of women attractive and feel belittled by being perpetually portrayed, as women, in this way. Imagine if the media woke up to the fact that women in our society come in as many glorious shapes and forms and with as many diverse views as men.

Democracy for the people, by the people, demands that news should also be for the people by the people: men and women. May the GMAS be a wake up call, for all of us who work, as the GEMSA slogan puts it, "to make every voice count, and count that it does."

Colleen Lowe Morna, Executive Director, GL
Chair, GEMSA.

Executive summary



The internet is still a rare source of news for audiences in Southern Africa – especially for women. *Photo: Colleen Lowe Morna*

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY • WOMEN AND MEN RESPOND TO THE NEWS • gmas

gender links

GEMSA Gender and Media Southern Africa

MEDIA INSTITUTE OF SOUTHERN AFRICA MISA PROMOTING MEDIA DIVERSITY • PLURALISM • SELF-SUFFICIENCY • INDEPENDENCE

While radio remains the main source of news in Southern Africa, television is fast catching up in the more affluent countries and more women than men rely on television for news. There is a strong correlation between literacy and education levels and reliance on newspapers for news. The gender gap in newspaper readership, and the very low levels of reliance on the Internet for news, especially among women, present challenges and market opportunities.

Women and men perceive gender biases in the news and are uncomfortable with images that portray women as sex objects. In general, they would like to hear, see and read more positive, human interest stories as well as stories in which women, are portrayed in more diverse roles. Both women and men would also welcome more stories on men in non-traditional roles.

These are some of the findings of the ground-breaking Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership the Media Institute of Southern Africa (MISA), the Gender and Media Southern Africa (GEMSA) Network, the Media Monitoring Project (MMP) universities and media advocacy organisations across Southern Africa in 2004 and 2005. It is the first major study of audience responses and preferences to the news in Southern Africa, as well as the only such study that disaggregates these findings by gender.

Objectives of the audience research

A sequel to the 2003 Gender and Media Baseline Study (GMBS) that monitored editorial content and showed that women are both under-represented in the media and portrayed in limited roles, the GMAS focused on news consumers. The research aimed to probe how women and men interact with the news. Specific questions that the research sought to answer are:

- What aspects of the news do women and men interact with?
- Why do they interact with these aspects of the news (as opposed to other aspects)?
- What impact do gendered representations have on these news preferences?
- What aspects of news are considered to be omitted or insufficiently included?

Partners

The GMBS was carried out in partnership with the Media Institute of Southern Africa (MISA), the South African Media Monitoring Project (MMP) and several institutional partners in thirteen Southern African countries.

In the case of the GMAS, GL partnered with these organisations, GEMSA (launched at the Gender and Media Summit in 2004) as well as with universities in the region as a way of engaging institutions of higher learning, that represent a key intellectual resource in the region, in gender and media research. GL particularly sought to use this opportunity to interest students - media analysts of the future - in gender and media work. GL also worked with media advocacy groups. In addition to MISA, the MMP and GEMSA the institutions worked with are the:

- University of Botswana.
- Mauritius Media Watch Organisation.
- Polytechnic of Namibia.
- Rhodes University.
- University of Witswatersrand.
- University of Stellenbosch.
- University of Swaziland.
- Zambia Institute of Mass Communication (ZAMCOM).
- University of Mozambique.
- GEM Plus Seychelles.
- The Gender and Media Zimbabwe Network (GEMZi).
- The Media Monitoring Project of Zimbabwe (MMPZ).

As in the GMBS, the Media Monitoring Project (MMP) of South Africa compiled the quantitative data and results for the research. Jeanne Prinsloo and Larry Strelitz, audience research experts from the Journalism and Media Studies Department of Rhodes University, developed the theoretical framework for the research (see **Annex one**) and the briefing document for researchers, who consisted of team leaders from the partner institutions working with student researchers. International gender and media expert Margaret Gallagher, an advisor to the Global Media Monitoring Project (GMMP) as well as to the GMBS, provided technical support to the project.

Process

The GMAS was conducted in two phases: Botswana, Mauritius, Namibia, South Africa, Swaziland and Zambia followed by Angola, Lesotho, Malawi, Mozambique, Seychelles, Tanzania and Zimbabwe.

The project consisted of:

- Desk top research on audience studies in Southern Africa and globally.
- A concept paper disseminated for comment to academics, researchers, activists and media professionals in the region.
- A reference group meeting held in Johannesburg in March 2004 which decided to conduct the research in two phases, with six countries covered in the first phase and seven countries in the second phase.
- Design of the research and of research tools.
- Testing of the questionnaire in the Gauteng and Eastern Cape provinces of South Africa.
- Constituting of the research teams including identification of team leaders who were asked to select research assistants that could help administer the process.
- Training of the lead researchers and research assistants from all the participating organisations in July 2004 and May 2005.
- Field work in each country in July/ August 2004 for phase one and in June/August 2005 for the second one.

- Preliminary quantitative analysis for all six countries and presentation of these at the Gender and Media (GEM) Summit in September 2004.
- Launch of phase one of the report (the six countries) on World Press Freedom Day, 3 May 2005, and workshops on the findings in all six countries that took part in the first phase of the study during this year.
- Research and writing up of phase two during 2006, with the intention to launch this on 8 March, International Women's Day 2006.

Approach

The following principles guided the research:
- The research is concerned with news consumption both in relation to commercial imperatives, and to promoting a more informed, more participative and democratic citizenry.
- The research seeks to investigate whether or not there is evidence that news media could increase their audience ratings through changes relating to gender representations.
- If there is evidence to this effect, then it would arguably make commercial sense for the news media to change these representations in order to increase their overall audience ratings.
- Thus this research project represents an opportunity to marry the concerns of critical research (the politics of representation, issues of social power, inequality, etc.) to those of administrative research (increased audience ratings).

Methodology

The research consisted of the administration of a questionnaire (see **Annex two**) to respondents chosen on the basis of a "purposive sampling" method described in detail in the overview.

In each country, the sample incorporated two variables:
- Sex (male/female) and
- Education (primary; secondary (Matric/A-levels) and tertiary, or higher than secondary education.

In addition, researchers had to ensure a mix of ages (an equitable distribution of men and women in three age categories 20-35; 36-50; 50+). The research also took place in three different geographical sites in each country. In all the researchers interviewed 1294 women and 1286 men: a total of 2580 respondents in 13 countries.

The Likert scale, the most commonly used scale in mass media research, was used to probe specific dimensions of the research. The questionnaire sought as far as possible to avoid leading questions. It consists of three types of questions: ones in which there is a restricted list of answers from which participants had to choose one answer; ones in which there is a range of options to choose from in order of priority as well as two open-ended questions.

Scope of the research

The research covered news content across all media: newspapers; television; radio and the Internet. News includes:
- Short news reports.
- In-depth features/documentaries.
- Feedback from audiences, for example letters to the editor and talk shows.
- Opinion and commentary.

Key questions

Questions put to respondents included:
- Which medium is their main source of news and why?
- Who chooses which media to buy/listen to/watch?
- Which news genre do they prefer?
- How do they see women and men represented and portrayed in the news? How would they like to see women and men represented and portrayed?
- How do they perceive sexual images of women in the news?
- Does the sex of the journalist affect the way news stories are told?
- What would they like to consume more or less of ?

KEY FINDINGS

Table A provides a summary of the key data from the study. Key findings include:

Where audiences get their news from

- ***Radio is still the main source of news but television news audiences are growing:*** Overall, radio is the main source of news with an equal proportion of women and men (51%) choosing this medium. This is true in nine out of the thirteen countries. However, in Namibia, South Africa, Seychelles and Zimbabwe television is now the main source of news for both women and men. Television is the main source of news for women in Mozambique, a finding that may reflect the fact that the interviews largely took place in urban and peri-urban settings; but is nonetheless an interesting indicator of the extent to which TV is taking over as the main source of news in the region. In Botswana, also one of the higher income countries in the study, television is fast catching up among women with 42% of women identifying television as their main source of news, compared to 44% for radio. The comparative figures for men are 25% for television and 50% for radio. The consolidated findings illustrate that to the extent that audiences get their news from television, more women (37%) than men (31%) get their news from this source. The reason most often cited by women for their preference of radio and television is that they are able to perform other tasks while consuming news from these types of media. Women also tend to be at home more when news in being aired on TV. This reflects the dual roles that most women in the region play, in the work place and as homemakers.

Table A: Summary of key data from the consolidated findings of the GMAS

KEY DATA	Angola		Botswana		Lesotho		Malawi	
	% women	% men	% women	% men	% women	% men	% women	% men
Most important source of news								
Radio	81	78	44	50	83	77	94	98
Television	16	17	42	24	14	23	6	1
Newspapers	2	5	10	21	3	0	0	1
Internet	0	0	3	4	0	0	0	0
Who selects the news medium?								
Self	53	62	55	68	48	50	45	46
Spouse/partner	18	9	8	5	7	12	20	15
Other family member	25	17	29	21	25	22	25	20
Fellow worker	1	2	2	2	1	3	2	1
Employer	1	1	0	0	0	0	2	4
Friend or neighbour	2	8	5	2	8	10	5	10
Proprietor	0	1	1	2	7	12	0	3
News preferences (genres)								
Short news	66	62	54	44	49	36	74	72
Features	27	33	27	39	33	42	18	25
Feedback	7	5	14	11	15	18	8	3
Opinion and Commentary	0	1	5	6	2	4	0	0
How women and men are represented and portrayed *The news reflect the interests of both men and women equally.*								
Agree	36	41	30	26	39	24	43	55
Unsure	17	24	26	26	10	10	9	11
Disagree	47	35	44	48	42	51	48	34
How often are women used as sources in news stories?								
Very often	10	7	18	18	23	33	10	16
Often	43	48	38	41	33	21	28	34
Seldom	45	43	37	40	38	41	61	49
Never	2	1	7	1	7	5	1	1
Sexual Images								
I find these stories and images entertaining and/or interesting	7	16	4	12	1	5	3	4
I don't really notice them	20	16	3	4	5	13	0	2
I feel uncomfortable when I see them	31	24	45	37	45	41	49	46
I feel they are insulting to women	37	30	42	38	48	36	48	47
They encourage me to buy the newspaper or watch the news	5	14	6	8	2	5	0	1
Audience preferences *If the ideas and views of women were reported more often, the news would be*								
More interesting	63	45	57	45	74	51	65	69
No different	33	42	29	35	14	18	9	8
Less interesting	5	13	14	20	12	31	26	23
The news would be more interesting if there were stories about women doing a wider range of things.								
Agree	68	57	71	57	81	55	79	79
Unsure	19	24	23	21	4	6	6	7
Disagree	13	19	6	22	14	39	16	14

Mauritius		Mozambique		Namibia		Seychelles		South Africa		Swaziland		Tanzania		Zambia		Zimbabwe		Region	
% women	% men	% women	% men	% women	% men	% women	% men	% women	% men	% women	% men	% women	% men	% women	% men	% women	% men	% women	% men
50	41	29	42	37	31	25	20	34	34	53	63	51	48	58	63	36	33	51	51
24	23	56	39	40	49	67	75	49	40	31	17	40	31	34	26	46	34	37	31
19	31	13	16	23	21	7	5	15	21	16	19	8	20	8	11	15	30	11	16
7	4	2	2	0	0	1	0	1	4	0	1	1	1	0	0	2	3	1	2
37	49	41	48	61	66	30	35	58	66	53	60	41	49	47	57	46	56	49	55
18	16	18	16	9	7	9	8	9	8	9	9	17	16	16	9	15	13	14	12
26	24	27	25	25	20	22	26	26	22	33	23	30	25	30	23	30	18	28	23
4	1	4	2	2	3	3	4	2	1	2	2	1	2	2	1	1	2	2	2
3	4	5	3	1	0	9	5	1	1	2	2	3	2	3	2	5	6	2	2
2	2	3	3	2	3	2	3	3	3	1	1	7	5	2	6	2	3	4	4
0	2	1	2	1	1	0	1	0	0	0	2	1	2	1	2	1	1	0	2
24	29	34	45	57	51	51	65	55	54	74	63	66	62	44	50	53	51	55	53
56	44	37	39	19	23	36	22	31	34	7	24	23	31	32	30	19	28	28	32
12	20	23	11	19	19	1	5	9	5	14	7	4	4	19	15	21	17	12	10
8	7	6	6	6	7	11	8	5	5	5	7	7	3	5	6	7	3	5	5
34	42	48	66	33	39	60	64	50	43	33	34	34	35	52	48	26	42	40	43
27	20	28	14	11	14	15	10	17	15	25	17	14	17	14	13	16	19	17	16
39	38	24	20	56	47	25	26	34	42	42	48	52	48	34	39	59	40	42	41
3	18	9	5	27	29	38	37	21	25	26	18	23	18	21	30	8	19	18	21
39	34	55	51	38	38	47	45	38	39	40	50	28	18	17	34	37	43	36	37
54	44	34	41	28	29	16	14	39	34	33	31	48	59	57	35	53	37	42	39
3	4	1	3	8	4	0	3	2	3	1	1	2	5	4	1	2	1	3	3
6	14	5	13	3	11	11	15	3	15	4	17	4	11	5	10	1	8	4	12
14	19	8	10	9	10	12	18	8	11	10	7	4	8	3	4	6	14	7	10
37	25	48	34	42	33	44	38	42	33	36	49	47	37	46	38	45	38	43	36
39	31	37	33	42	31	33	26	47	33	44	23	42	33	41	39	48	36	42	34
4	11	3	11	3	16	0	3	0	7	6	4	3	10	5	9	1	4	3	8
76	36	64	51	70	54	68	45	66	46	76	41	72	45	70	47	64	37	68	47
22	58	33	43	27	28	26	52	23	38	12	26	22	34	20	41	18	37	22	36
2	6	26	6	3	18	6	3	11	16	12	32	6	22	10	13	18	26	10	18
81	63	86	69	85	59	80	65	73	56	79	51	85	62	66	47	77	51	78	59
13	27	12	16	7	22	3	19	15	25	8	23	5	16	13	20	8	20	10	19
6	10	2	15	8	19	16	16	12	19	13	26	10	22	20	33	15	29	12	22

- ***Newspapers are still struggling but there are interesting exceptions and market possibilities:*** Overall, only 16% men and 11% women identified newspapers as their main source of news. The averages for this news medium are particularly low in Lesotho and Malawi. The respective figures are 3% women and no men in Lesotho; and 1% men and no women in Malawi. However nearly a third of the men in Mauritius and Zimbabwe (two countries in the region with high literacy levels as well as fairly well established newspapers) cited newspapers as their main source of news. The figure for women in both countries is about half as high. The gender gap in newspaper consumption in almost all countries in the study reflects disparities in literacy, education, spending and social power between women and men. However, it also presents a market opportunity, especially as those women who identified newspapers as their main source of news cited convenience as an important reason for their choice. Namibia, Lesotho and Seychelles – the only countries in the region in which more women (23%, 3% and 7% respectively) than men (21%, 0% and 5% in that order) said they get their news from newspapers – are interesting exceptions to the norm that suggest there is indeed a greater potential market among women for newspapers than might be imagined. These cases warrant further study.

- ***Despite progressive ICT polices, the Internet is still hardly a source of news - especially among women:*** Although many countries in the study (for example South Africa, Botswana and Mauritius) have policies to create "information societies", overall only 1% of women and 2% of men in the sample chose the Internet as their main source of news. In five countries, Namibia, Zambia, Angola, Lesotho and Malawi, no women or men chose the Internet as their main source of news. Many countries in the study reflected a gender gap in access to the Internet. In South Africa, for example, 1% women, compared to 4% men, said they got most of their news from the Internet. However, in Seychelles and Mauritius, higher proportions of women than men cited the Internet as their main source of news, probably because there are high levels of employment among women in these countries and they are able to access the Internet at work. In general, there is need in all countries to increase access to the Internet and to be aware of the need to ensure equal access for women and men.

- ***There is a strong correlation between levels of education and the main source of news:*** Although there are exceptions, in general those with higher levels of education gravitated more towards the print media and the Internet, and those with lower levels of education towards radio. TV tended to have a cross cutting appeal, particularly among women. Given the extended family system in the region, the fact that a person does not own a TV does not necessarily mean that they do not have access to one. In countries where radio was cited as the main source of news this also tended to be accessed by all strata. In some countries in the region newspapers are expensive relative to income, even for those with higher levels of education.

What news genres audiences prefer

- ***Women and men prefer short news reports to any other news genre but there are interesting exceptions:*** Most of the women (55%) and men (53%) interviewed said they preferred short news reports to any other news genre. Conversely only 28% of women and 32% men said they like in-depth features. In Swaziland only 7% of women identified in-depth features as the genre they like most. However, in Mauritius 56% women and 44% men said they preferred in-depth features. This may partly reflect the fact that in Mauritius, where almost all news stories are in French, there is a journalistic tradition of detailed and in-depth stories. It also probably reflects the higher literacy and education levels in Mauritius.

- ***Opinion and commentary are viewed as distant by most audiences:*** Only 5% women and 5% men chose opinion and commentary as their favorite news genre. This may be attributed to several factors, such as the fact that this genre is generally associated with newspapers (which are not the main source of news for many citizens) and the fact that the appreciation of such news may be correlated to levels of education. However, this finding also raises editorial challenges. Leader pages are generally the preserve of small elites of (largely male) decision-makers and influential personalities who might draw the interest of policy makers but are apparently seen as distant by the majority of news consumers. Conscious efforts to diversify the sources of opinion and commentary (including giving greater voice to women) could help to grow audiences, especially for newspapers. Although generally men tended to favour this genre more than women, more Tanzanian and Zimbabwean women than men cited opinion and commentary as their favourite genre, suggesting that women readers can be cultivated in this area.

- ***More women than men prefer interactive news:*** Another significant finding is that 12% women and 10% men chose "news that asks for feedback, such as letters to the editor" as their favorite news genre. Being able to debate through, and challenge the media is an important tenet of democracy and citizenship, as well as the public's watchdog function over the media. The finding shows that contrary to the perception that women do not have time for, or are not interested in current affairs, they are in fact keen to engage with the news.

Who decides on where to get the news

- ***There are still gender gaps in who decides on news***

medium, but women are increasingly making independent choices: Some 49% women and 55% men said they make their own decisions about where to get their news from. Although the 6% difference between women and men represents a significant gender gap in the extent to which independent choice is exercised, the fact that the majority of women make their own choices reflects an important advance for gender equality in the region. Moreover, only 14% of women and 12% of men identified their spouse or partner as the person who selects the news medium. Some 28% women and 23% men identified another "family member" as being influential in their choice of news medium. The fact that women are not as influenced by others, and especially by their spouses, as might be expected in the choice of news medium is a significant finding for media marketing, which has tended to treat women as a secondary rather than primary market for news.

Audience perceptions of how women and men are represented and portrayed

- ***There are mixed perceptions about women's representation in the news:*** Some 40% of women said they felt that the news "does reflect the interests of women and men equally" compared to 42% who believe the news "*does not* reflect the interests of women and men equally". Similarly, 43% of men said they felt that the news "does reflect the interests of women and men equally" compared to 41% who held the opposite view. The question about the extent to which women feature as news sources elicited similar split responses, with just about even proportions of women and men saying women are "seldom" used as news sources to those who said they are "often" used as news sources. These mixed perceptions contrast with the most stark finding of the GMBS: that on average women constitute a mere 17 percent of news sources. They are also at odds with the finding, especially among women, that the news would be more interesting if it carried more women's views and voices (see below).

- ***But strong perceptions about gender biases in portrayal:*** On the other hand, there was a strong correlation between the findings of the GMBS and audience perceptions of the *roles and way* in which women and men are portrayed in the news. According to both the GMBS and the GMAS respondents women are most likely to be portrayed as models/beauty contestants; victims, health workers; home-makers; sex-workers and citizens. Both studies also show that in reality and in the perception of consumers men are most frequently portrayed as politicians; government officials; police; business person; criminal and sports person. The combined findings suggest that – possibly as a result of socialisation and the expectation that "men make the news" – neither women nor men have given much thought to *gender balance* in the news, but they are instinctively aware of *gender bias.* This poses a challenge to activists to step up gender and media awareness and literacy campaigns among consumers, as well as to editors, to diversify their news sources and agendas (see also the section on news preferences below).

- ***And especially strong views on the use of sexual images of women:*** Amongst the women sampled, 43% found sexual images of women in the news "uncomfortable" and 42% found them "insulting". The comparative figures for men are 36% and 34% respectively. Mauritian men felt least uncomfortable about sexual images of women in the news while women in Malawi, Mozambique and Swaziland felt most uncomfortable about these. Women in Lesotho, Malawi and Zimbabwe felt most "insulted" by such images. These findings, which cut across all countries, are echoed in the response to the question of what women and men would like to see less of in the news, in which sexual images featured highly, along with topics such as violence and war. The two findings together challenge the widely prevailing view that sexual images of women sell the news, and especially newspapers. The extent to which audiences, and especially women, viewed such images as demeaning should be pause for thought for media decision-makers who defend the use of sexual images on grounds that this is vital to their bottom line.

Gender perceptions of media practitioners

- ***Sex of journalist not seen to make a difference, but the principle of equality in newsrooms gets a thumbs up:*** Audiences do not seem to perceive any major gendered differences to the way in which male and female journalists report, but a significant majority of men and women in each country endorsed the principle of gender equality. Studies on editorial content have generally failed to establish a strong correlation between the sex of the journalist and the extent of gender bias or sensitivity, but show that a more progressive environment is created by having gender balance in newsrooms. This underscores the importance of media houses adopting gender policies and of gender training for both male and female journalists.

What audiences would like more and less of

- ***Women and men want more positive, human interest news:*** Women and men across the thirteen countries said they would like to receive more positive, local and human interest news. In addition women want more stories on women's rights.

- ***Audiences, especially women, would find the news more interesting if the ideas and views of women were reported more often:*** Both women and men, but especially women (68% women, compared to 47% men) felt that the news would be more interesting if the ideas and views of women are reported more often.

- ***Audiences strongly endorse the challenging of stereotypes:*** Both women and men, but especially women (78% women, compared to 59% men) agreed that the news would be more interesting if it carried stories about women in a wider range of roles. This finding is consistent across all thirteen countries. Women and men also want to see more men portrayed in non-traditional roles such as parents, care-givers and home-makers.

Key recommendations

These findings have important implications for different stakeholders involved in the production, dissemination, marketing and consumption of the news, as well as in creating conducive policy environments for this. The key recommendations emerging from the study include:

Media decision-makers: marketing:

Those involved in the business side of the media need to identify women as a distinct and critical segment within the media market; gather gender disaggregated data as part of their market intelligence and devise strategies that capitalise on the market potential among women media consumers as well as seek to meet their news needs. Specific findings that warrant further attention among media marketing departments include:

- More women than men get their news from television.
- Although there is a strong gender gap among newspaper readers, in Namibia, Lesotho and Seychelles there are more women than male readers.
- There is considerable scope for marketing the Internet as a source of news both among women and men.

Media decision-makers: editorial:

Editors should take note of the clear messages about editorial content arising from the study, and adapt their policies accordingly, as this will also help in growing markets, especially among women. These preferences include:

- More positive, human interest and local stories.
- More stories on health/HIV/AIDS.
- More stories on women's rights.
- The views and voices of women in all their diversity.
- Stories that challenge gender stereotypes, including those about men in non-traditional roles.
- Less images that portray women as mere sexual objects.
- Less violence and war.

Editors should also explore ways of making the news more interactive and accessible, for example by seeking out more views and voices, especially among women, in the opinion and commentary pages.

Media practitioners:

To generate more gender balanced, diverse content that challenges gender stereotypes, there is need for gender training of media practitioners. The fact that audiences do not perceive much difference in the way that male and female journalists report suggests that such training is important for both sexes.

Gender and media activists:

The mixed perceptions among audiences about the representation of women in the news, but desire to see greater balance and diversity, especially among women audiences, suggests the need for gender and media activists to:

- Conduct gender and media literacy using the findings of the GMBS and GMAS.
- Produce user-friendly materials from these studies that can be used for education, generating debate, lobbying, creating and extending awareness and training.
- Disseminate the findings of the research as widely as possible and link them with the findings of the GMBS.
- Use the GMBS to grow the Gender and Media Southern Africa (GEMSA) Network and all its affiliates at country level.

Citizens and media consumers:

The main objective of activism such as that described above should be, as the GEMSA slogan puts it, to "make every voice count, and count that it does." The findings suggest strong views on, yet a lack of a direct response to, the news and those who make it. The news media will ultimately only become more responsive to women and men if they interact more directly with content through:

- Audience response channels such as letters to the editor and talk back shows.
- Opinion and commentary.
- Complaints mechanisms within media houses or as provided by media regulatory authorities.
- Where warranted, consumer demonstrations, boycotts or other forms of activism.

Media policy makers:

Media policy makers, including government communication ministries and authorities, independent regulatory authorities as well as self-regulatory and advocacy bodies created by the media industry itself to set standards and promote a conducive environment have a critical role to play in:

- Promoting awareness of the GMBS and GMAS that both point to gender biases in the news.
- Initiating policies that promote diversity, gender balance and sensitivity in the news.
- Promoting higher education and literacy levels, as well as media literacy, particularly among women, so as to afford all citizens more choice in where they get the news.
- Promoting greater access to the information superhighway, particularly among women.

Chapter one: Overview



Members of parliament from around Southern Africa analyse how women and men are represented in the media of their countries at a workshop on communication policy.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

GEMSA
Gender and Media Southern Africa

MEDIA INSTITUTE OF SOUTHERN AFRICA
MISA
PROMOTING MEDIA DIVERSITY • PLURALISM • SELF-SUFFICIENCY • INDEPENDENCE

This chapter provides the background to the GMAS, the methodology used in the study and the consolidated findings (all thirteen countries). Important contextual and technical information on the research is provided in this chapter. Reference is made to this information in the specific country reports that follow for comparative purposes.

CONTEXT

As mentioned in the executive summary, the GMAS is a follow up to the GMBS and takes place against the backdrop of limited audience data and research in the region as well as low levels of consumer awareness and activism. This makes the study unique, not only in so far as it raises critical gender issues, but also as the first major audience research study in Southern Africa.

Gender and Media Baseline Study

The GMBS, which focused on the representation and portrayal of women and men in the editorial content of the Southern African media, involved monitoring the media in twelve Southern African countries over one month in September 2003. In July 2004, gender and media activists in Seychelles, which was not part of the original GMBS, conducted their own study using the GMBS methodology, bringing to thirteen the number of countries in which the study took place.

A joint initiative of MISA and GL, the research set out to analyse the print and electronic news, private and state-owned, both quantitatively and qualitatively. The findings of this study are strikingly similar to gender and media research undertaken internationally (for example the Global Media Monitoring Programme 2000). Key quantitative findings include:

- Women constitute 17% of the identifiable news sources (compared to 18 percent in the GMMP study).
- In contrast to older men, older women are virtually absent in news media.
- Women are more likely to be identified in relation to their private (familial) role than men, e.g. as a wife daughter, mother etc.
- Women are hardly portrayed in certain occupational categories, while they dominate in the categories of beauty consultants, sex-workers and home-makers.
- The only topic on which women's voices as sources outnumber men is on gender equality.
- Male sources dominate in all hard news categories.
- The highest level of representation of women media practitioners is as TV presenters, and even then, most of them are under 35.
- Women constitute only 22% of print journalists and are particularly scarce in the opinion, commentary and editorial genres.
- Women media practitioners predominate in the soft beats although there is not a single beat in which they achieve parity with men, including in the gender equality category. Their absence is marked in economic, political, sport, mining and agricultural news reporting.
- While there are still instances of blatant sexism in the Southern African media, subtle stereotypes that reinforce patriarchal attitudes and are often not even seen as such are increasingly the main concern.
- Most stories are "gender-blind" and fail to probe the gendered dimensions of the kinds of situations that are deemed newsworthy, whether HIV/AIDS, national budgets or war.
- Examples of gender-aware reporting cited as part of the qualitative findings attest to the fact that change is possible.

Audience data

The GMBS prompted questions on how the gender discrepancies and biases in editorial content are perceived by audiences. Audience research generally, not to mention its gendered dimensions, is patchy.

During the desktop research attempts were made to gather information on audience data in each of the research countries. Individual media in each country had market research available for their own media. However, with the exception of South Africa and Zimbabwe, none of the countries in the study had audience research figures at national level. Even then, much of this research is geared towards advertising, rather than towards making editorial content more responsive to audiences. The South African Advertising Research Foundation (SAARF) stated that there are moves to establish a similar structure in other Southern African countries.

Snapshot of South African news audiences

Consistent with international studies, the South African audience research statistics show that news has higher male than female audiences, particularly for newspaper readership. The findings can be summarised as follows:

- The *newspaper* readership figures (AMPS 2003) for South African newspapers reveal a significantly higher percentage of male to female readers. Of the 42 newspapers (both dailies and weeklies) included in the SAARF survey only four have a female readership of more than 50%, one has a 50% female readership while 37 have less than 50% female readership. Several of the newspapers have markedly higher male to female readership: *Soccer Laduma* with 86.5%, *Business Day* with 69.6%, the *Mail & Guardian* 68.6% and *The Mercury* with 66.1% male readers.
- The audience figures for *community newspapers* reported in the AMPS survey (2001A) for "Any

Community Paper Freesheet" readership for 2001 and 2002 indicate a relatively even split between male and female readers.
- The *television news* audience figures produced by SAARF for television news are more equitable than the readership of daily and weekly newspapers.
- No audience figures are available for male/female radio news listeners.

THEORETICAL FRAMEWORK

The theoretical framework for this study, developed by Dr Jeanne Prinsloo and Dr Larry Strelitz from the Journalism and Media Studies Department of Rhodes University, is attached at **Annex One.**

News describes what journalists write about and report on that is new. Betty Medsger, former Chair of San Francisco State University and a prominent US journalist, defines journalism as:

> *"Story gathering and story telling in words and visual elements on behalf of the public interest and through any means of distribution by independent gatherers, organisers and analysers of information and ideas (rather than by representatives of special interests, as happens in advertising and public relations)."*

For the purpose of this research, news is understood in this way. It includes particular non-fiction genres (reports, features, analysis, etc.) that bring ideas and information of people and events, more particularly current events, to a broad public through different media, whether newspapers, radio, television or the Internet.

Gender: This research is premised on the understanding that gender is socially constructed. Masculinity is constructed as powerful, physical and rational and femininity as passive, dependent and emotional. Masculinity is seen to belong to the public sphere and femininity to the private sphere.

Gender and the media: The media tends to reinforce unequal power relations. Significantly, news, supposedly neutral and balanced, is proposed to be a masculine genre.

News, the public sphere and gender: News is conventionally understood as functioning within the public sphere and as playing a significant role in enabling the public sphere. However, it is argued, the very notion of the "public sphere" privileges masculine interests. In response to the critiques of the masculine nature of the public sphere, there have been calls to reconceptualise it in order to address the existing dichotomy between private and public and to consider how women's experience is obscured. News production, it is argued, should be more inclusive and encourage greater diversity of argument and representation.

Audience research

Gender and media research has tended to focus on the content of news and to probe the gender dimensions of newsrooms. Very little work has focused on the reception of news along gender lines. This research therefore focuses on the neglected area of the gendered reception of news.

Audience research can be categorised as "critical" and "administrative" research. They are frequently placed in an antagonistic relationship to each other.

Administrative research is primarily quantitative and is committed to producing reliable, valid, data that can be generalised through the implementation of appropriate research methods. It attempts to answer the ongoing problem of how best to deliver audiences to advertisers and thus includes market research. It primarily serves the private corporate interests that pay for it.

Critical research is interested in the media as cultural and economic institutions: questions of power and ideology are central to this approach. The approach is underpinned by the understanding that the messages and representations generated and circulated by the media industries play a role in either supporting or challenging social relationships of domination and subordination. It aims to uncover how these ideological processes are sustained or challenged. It foregrounds qualitative research methods (increasingly in combination with quantitative methods).

Gender-related audience research: The importance of audience research undertaken from a gender perspective into news reception is acknowledged. For example, the 2003 International Newspaper Marketing Association report addresses the issue of female newspaper readership within the concerns and priorities of administrative research. Its concern is that the relative lack of female newspaper readers is threatening the survival of this industry. Newspapers need to win back this disappearing market. Missing from this analysis, however, is any consideration of the need to attract female readers in order to create a more informed citizenry, thus contributing to democratic processes.

METHODOLOGY

The budget constraints of the project and its spread across thirteen countries excluded a probability sampling strategy (whereby each sample element/respondent is selected on a random basis from a sampling frame and each element has an equal chance of inclusion in the sample). Instead the research adopted a non-probability, purposive sampling method.[1]

[1] While nonprobability sampling is frequently used in mass media research (Wimmer and Dominick 1991: 65) there is the recognition amongst researchers that since the probability that a person will be chosen for the sample is not known, the researcher cannot claim that his/her sample is representative of the larger population. This generally limits the researcher's ability to generalize his/her findings beyond the specific sample studied (Bailey 1978: 81).

Purposive sampling, in contrast to **quota sampling**, does not require the researcher to fill a quota from within various strata (difficult to achieve consistency across thirteen countries). Rather the researcher used his/her own judgment about which respondents to choose, and picked only those who best met the purpose of the study.

However, in order to ensure a reasonable spread of respondents for each research site, interviewers fulfilled limited quota requirements.[2] This limited quota incorporated two variables, both of which were applicable across the six countries chosen for the research:

- Sex (Male/Female)
- Education (primary education; secondary education (matric/A-levels); tertiary (higher than secondary education).

In addition, researchers had to consider two other important variables:

- Age (an equitable distribution of men and women in three age categories 20-35; 36-50; 50+).
- Location (the research was conducted in **three** different geographical sites in each country).

The number of respondents in each country varied according to population. With populations of 45 million in South Africa and 36 million in Tanzania, these two countries had a transfer of 306 respondents, a credible sample size for these countries. Populations in Angola, Botswana, Lesotho, Malawi, Mozambique, Zimbabwe, Seychelles, Zambia, Namibia, Swaziland and Mauritius range between one million and 19 million people. These countries had transfer samples of 180 each.

While every attempt was made to ensure the exact number of stipulated respondents in each site, slight variations in some sites resulted in the consolidated figure being a total of 1294 women and 1286 men (2580 in total), compared to the transfer of 1296 women and 1296 men (2592 in total - see table 1.1)

Table 1.1: Research sample

Country	Sites	Sample	
		% women	% men
Angola	Luanda	30	30
	Benguela	30	30
	Labango	30	30
Botswana	Gaborone	30	30
	Francistown	30	30
	Jwaneng	30	30
Mauritius	Port Louis and Pamplemouses	30	30
	Plaines-Wilhelms and Moka	30	30
	Grand Port and Savanne	30	30
Malawi	Blantyre	30	30
	Lilongwe	30	30
	Mzuzu	30	30
Mozambique	Maputo city	54	54
	Matola	36	36
Namibia	Windhoek	30	30
	Ongwediwa	30	30
	Rehoboth	30	30
Seychelles	Mahe North	30	30
	Mahe South	30	30
	Victoria	30	30
South Africa	Eastern Cape	51	51
	Gauteng	51	51
	Western Cape	51	51
Swaziland	Manzini	30	30
	Mbabane	30	30
	Piggs Peak	30	30
Zambia	Kabwe	30	30
	Kafue	30	30
	Lusaka	30	30
Zambia	Kabwe	30	30
	Kafue	30	30
	Lusaka	30	30
Total		1296	1296

Angola, Botswana, Lesotho, Malawi, Mauritius, Mozambique[3], Namibia, Seychelles, Swaziland, Zambia and Zimbabwe

In these countries, researchers were to interview 30 male and female respondents in each of the education cells.

Table 1.2: Respondents by sex and education level for Angola, Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, Swaziland, Zambia and Zimbabwe

Sex	Education	Per site	Total for 3 sites
Female	1. Primary	10	30
	2. Secondary	10	30
	3. Tertiary	10	30
Male	4. Primary	10	30
	5. Secondary	10	30
	6. Tertiary	10	30
Total		60	180

[2] Unlike the case with strict quota sampling, the size of each quota will not relate directly to the known distribution of these quotas in the research population. To undertake a strict quota sample across six countries is financially prohibitive in that the sample size is ultimately decided by the size of the smallest cell (which is advisedly not less than 30 respondents).

[3] In the case of Mozambique, it was difficult to find three locations that provided respondents fitting into the sex, age and educational classifications used in the research. As a result, only two sites were used. Six areas in Maputo city and four in Matola were selected. The areas have different social and economic characteristics. See the country analysis for more information.

South Africa and Tanzania

In the case of South Africa and Tanzania, the brief stipulated that 17 male and 17 female respondents be interviewed for each of the three education categories at each site. This gives a figure of 102 respondents to be interviewed at each of the three sites, a total of 306 respondents in each country: 153 male and 153 female[4], as illustrated in Table 1.3.

Table 1.3: Respondents by sex and education level for South Africa and Tanzania

Gender	Education	Total for 3 sites
Female	1. Primary	51
	2. Secondary	51
	3. Tertiary	51
Male	4. Primary	51
	5. Secondary	51
	6. Tertiary	51
Total		306

Because of the significance of race in the South African context, the brief further stipulated "racial" quotas with equal numbers of women and men. While a certain number of respondents were specified in this manner, a percentage remained unspecified and was randomly selected in line with the sex and education quotas.

Table 1.4: Respondents by race in the three sites in South Africa

	Gauteng	W Cape	E Cape	Total
African	50%(52)	50%(52)	50%(52)	50%(156)
Coloured		30%(30)		10%(30)
Indian	16%(16)			5%(16)
White	10%(10)	10%(10)	10%(10)	10%(10)
Unspecified	24%(24)	10%(10)	40%(40)	25%(74)
Total	100%(102)	100%(102)	100%(102)	100%(306)

The questionnaire

The questionnaire (see **Annex two)** provided researchers with a way to elicit highly structured interview data. However, the inclusion of two open-ended questions in the proposed questionnaire enabled the researchers to elicit the respondent's unique views on particular issues.

In addition, specific dimensions of the research question were probed by means of a number of statements to which the Likert scale, the most commonly used scale in mass media research, was applied. The questionnaire consists of 27 items in seven sections as follows.

Section A: Demographic information: Details of respondents in relation to sex, age, educational level achieved, race (for South Africa) and number of people in the household.

Section B: Media availability and use: What media are available to respondents and their news media habits in terms of choice of news media, frequency of consumption and access to news media?

Section C: News genres: Preferences for particular kinds of articles and programmes. Features, for example, have been identified in interviews with stakeholders in the news industry as popular among women readers of newspapers in some studies.

Section D: Topics: What aspects of the news by topic the respondents engage with through preference and interest, and the reasons for this preference.

Section E: Representation and portrayal: Women as news sources, as well as the roles and way in which women and men are portrayed. Several questions probe the perceptions of audiences about whether the news media is gendered or not (items 21 –25) as well as whether women and men would prefer the news to carry a greater diversity. Item 25 focuses on audience responses to images that portray women as sex objects.



Gender and media training workshop in South Africa's Limpopo province.

[4] The 'gender' category works appropriately in relation to the research question. According to Statistics South Africa's General Household Survey (July 2003), the national sex statistic is 52% female and 48% male. When considering education, according to the General Household Survey (July 2003), 34% of the population has less than Grade 8, 52% have Grade 8 to 12, and 12% have higher qualifications.

Section F: Media practitioners: Perceptions of the respondents as to whether women and men journalists produce different kinds of news.

Section G: What you'd like to see in the media: The final four questions probed what changes the respondents would like to see in the news both in terms of gender and more broadly in relation to issues and topics[5]



New roles for men.

The qualitative input

Two questions required qualitative responses and analysis:

Question 15: Please explain your reason in a few words. (In reference to: "Whether news stories reflect the concerns and interests of both men and women equally.")

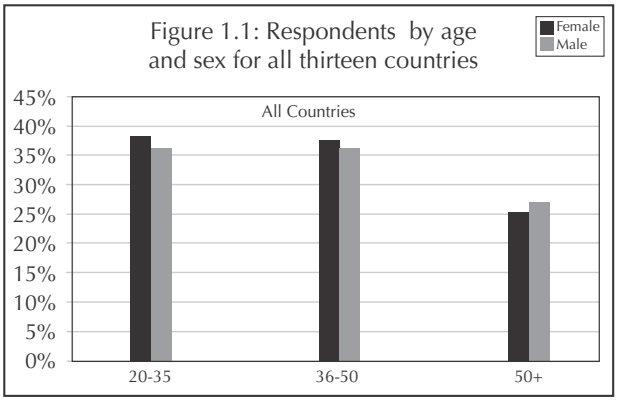
Question 22: Explain your answer in a few words. (In reference to: "Responses to the "sexual images of women" in the news.)

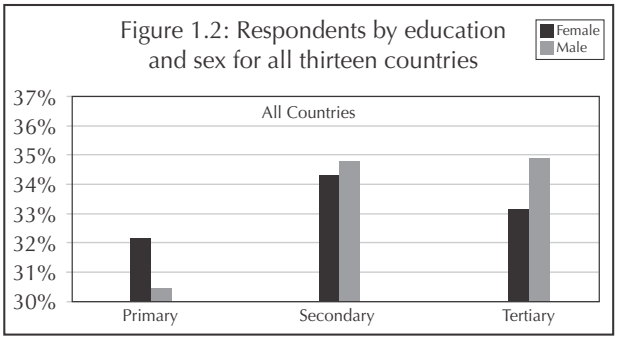
The responses to these questions were used to elaborate on the quantitative data gathered from the related questions. Specific quotes from the respondents are included in the report.

DEMOGRAPHIC INFORMATION

The sample consisted of 1294 women and 1286 men in three age groups (20-35; 36-50 and 50+) across three education levels (primary; secondary and tertiary). The graph below illustrates the distribution of women and men across age and sex.

Figure 1.1 illustrates the proportion of respondents by education level





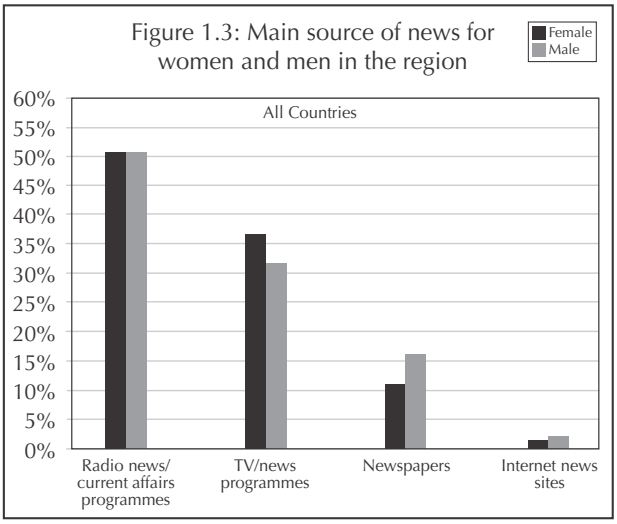
[5] If both women and men do not provide responses that propose they are in any way dissatisfied with the news as it is, this talks to the naturalisation of the news discourse and patriarchy. Should the results show a disinterest by women in news and a disinterest in the public sphere, this too is of significance in a democratic country.

OVERALL FINDINGS

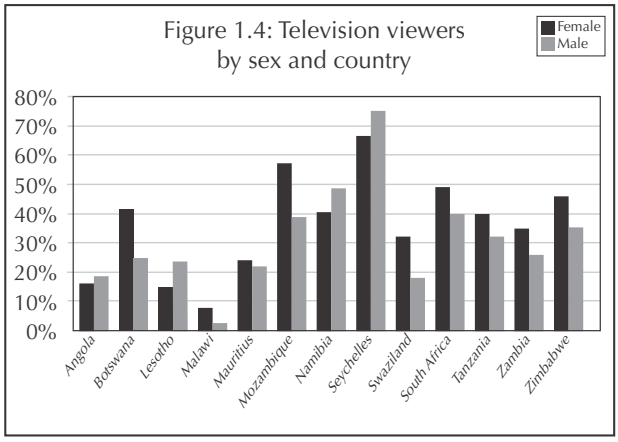
Media availability and use

Main source of news

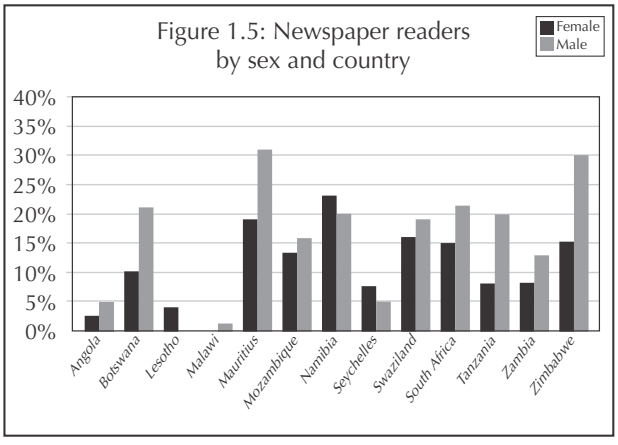
An equal proportion of women and men (51%) chose radio as their main source of news. Both women and men cited one of the primary reasons for choosing radio as the fact that "they can do other things at the same time." Radio listenership is highest in Malawi with 98% men and 94% women claiming this medium as their main source of news. Other countries in which the percentages of women and men who chose radio as their main source of news is higher than in the consolidated finding are Angola (81% women and 87% men) and Lesotho (83% women and 77% men) Swaziland (53% women and 63% men), as well as Zambia (58% women and 63% men).



Television: With 37% women and 31% men indicating that television is their main source of news, it appears that TV is fast catching up with radio, especially in the more affluent countries. In Namibia, Seychelles, Zimbabwe and South Africa, TV has now overtaken radio as the main source of news for women and men. In Mozambique, TV is the main source of news for women and radio remains the main source of news for men. With the exception of Lesotho, Seychelles, Namibia and Angola, more women than men cited television as their main source of news. The difference is especially marked in Botswana (42 % among women as compared to 25% among men); and Mozambique (56% among women as compared to 39% among men). For women and men, the primary reason for choosing television is that they "like to see what is going on." The stronger preference for TV among women than men may be due to the fact that women are more often at home than men. TV is more home-bound than radio.



Newspapers: Reliance on newspapers as the main source of news is low, and – as is the case globally- reflects a wide gender gap with 16% men and 11% women stating that they rely on newspapers as their main source of news. However, as Figure 1.5 shows, there are important variations between countries. In Mauritius, 31% men and 19% women say that they rely on newspapers as their main source of news. Zimbabwe is a close second, with 30% men and 15% women citing newspapers as their main source of news. Comparatively, the figures for Angola (2% women and 5% men); Lesotho (3% women and no men) and Malawi (no women and 1% men) are very low. Important differences between the high and low countries include levels of literacy as well as the regularity and quality of the print media.



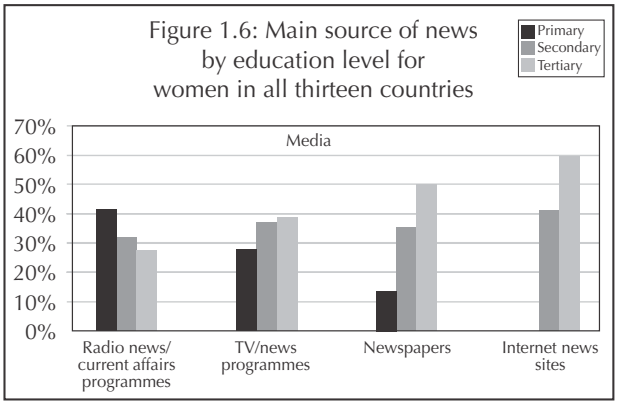
Three countries in the study deviate from the gender patterns showed in other countries, with more women than men in Namibia, Seychelles and Lesotho stating that they rely on newspapers as their main source of

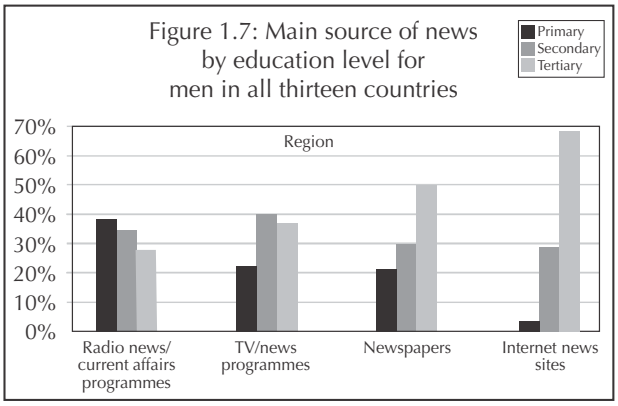
news. This suggests that there is potential for growing the market of women readers elsewhere. Both women and men in the study who said newspapers are their primary source of news cited the reason that "they can access it when it is convenient." Given the dual role of most women in the workplace and as homemakers, the convenience factor could be an important one in seeking to win more women readers.

Education: Further analysis by education levels illustrates that women and men with primary level education constitute the highest proportion of the sample that chose radio as their main source of news. In the case of television, there is a spread across all education levels of those that chose this medium as their main source of news. The highest usage of television, newspapers and the Internet as the main source of news is amongst women and men with tertiary education. None of the women with primary education chose the Internet as their main source of news.



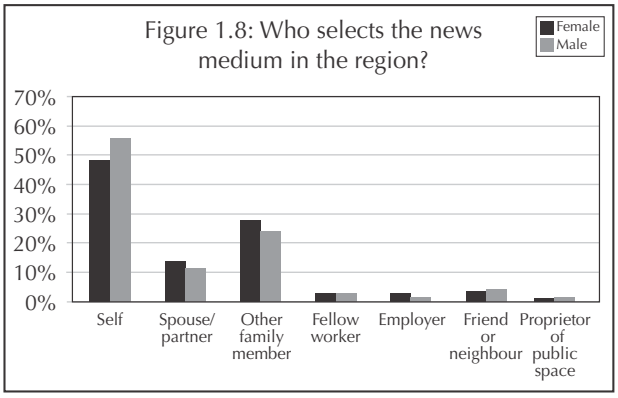
Literacy class in South Africa's Kwa Zulu Natal province.





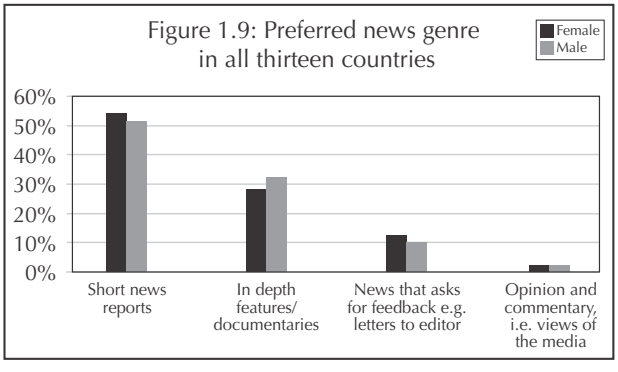
Who selects the news medium?

Figure 1.8 illustrates who makes decisions about which medium to buy, listen to or watch. Although with 55% men and 49% women saying they exercise individual choice there is still a clear gender gap on this front, the fact that the majority of women are making their own decisions is significant and sends a strong message to media marketing departments to take women consumers seriously.



News genres

Most women (55%) and men (53%) prefer short news reports as opposed to any other news genre. In some countries these figures ran even higher, with 74% women and 63% men in Swaziland, and 74% women and 72% men in Malawi saying they prefer short news items. About a third of the women and men in the sample chose in-depth features as their preferred news genre. In Mauritius which, as noted earlier has high literacy and education levels, 56% women and 44% men chose in-depth features as their favourite genre. A higher proportion of women (36%) than men (22%) in Seychelles also selected in-depth news. A low percentage of women and



men in the sample chose opinion and commentary, and news that asks for feedback, as their favourite genres. This is especially pronounced in Malawi where neither women nor men chose opinion and commentary as their preferred news items.

Topics

Respondents were provided with a list of news topics (see question 13, **Annex two**) and asked to choose the three topics of most interest to them. The graphs below illustrate the topics that were chosen by the highest percentage of women and men as their first, second and third choices.

Most of the men in the sample chose sport as the topic they are most interested in followed by political stories, followed by education and social issues. Women, on the other hand, chose education and social issues as their first or second most important news topic followed by stories about women's lives. The GMBS showed a heavy bias in news topics towards sports and political coverage. This suggests that the news media is far more responsive to the news tastes of men than of women.



Education and social issues are top for women.

Figure 1.10: Most preferred news topics for women in all thirteen countries

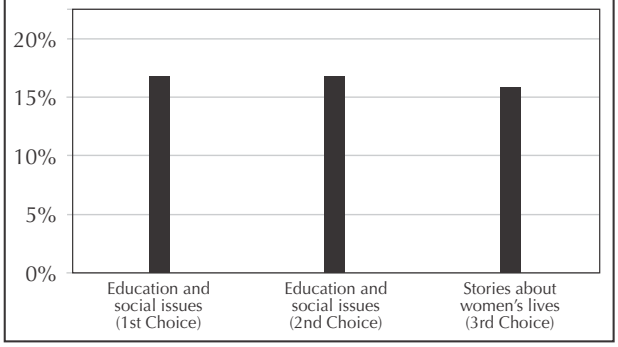
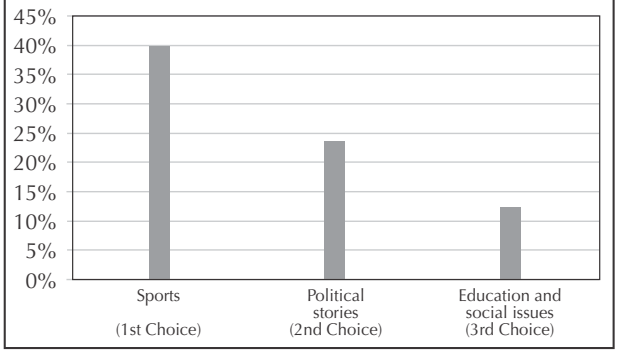


Figure 1.11: Most preferred news topics for men in all thirteen countries

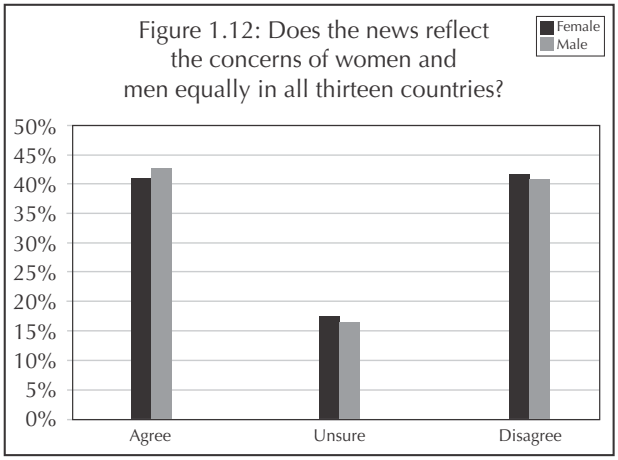


Representation and portrayal

Does the news reflect the concerns of women and men equally?

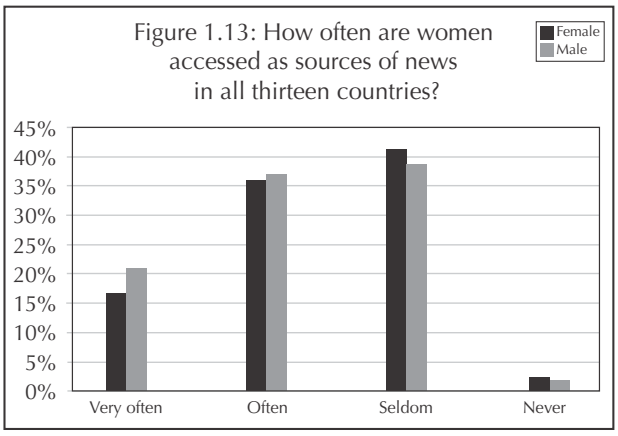
Slightly more men (43%) than women (40%) agreed that "news stories do reflect the interests of women and men equally" while a slightly higher number of women (42%) than men (41%) state that "news stories *do not* reflect the concerns of women and men equally". A higher percentage of women (17%) than men (16%) are unsure whether news stories do reflect the concerns of women and men equally.

Figure 1.12: Does the news reflect the concerns of women and men equally in all thirteen countries?

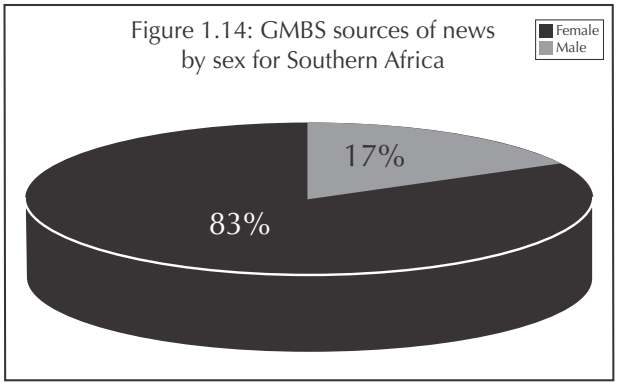


Women as sources of news

Audiences in the sample had similar mixed perceptions on the extent to which women feature as news sources. Some 42% of women believe that women are "seldom" used as sources compared to 36% who believe that women are used "often" as sources. The comparative figure for men is 37% who believe that women are often used as sources while 39% believe that women are "seldom" used as news sources.

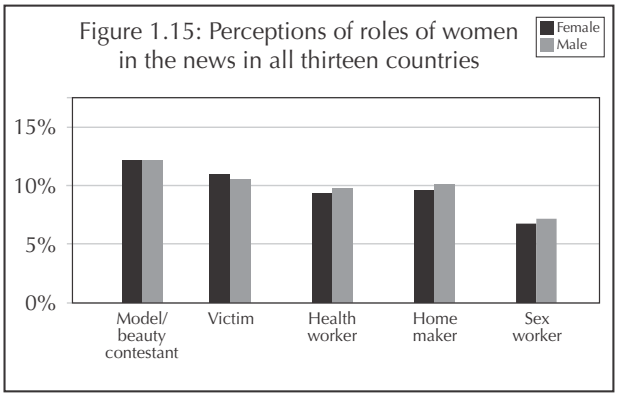


These mixed perceptions contrast with one of the most glaring findings of the GMBS: that women constituted only 17% of news sources in the region, marginally lower than the global figure of 18%. The varying perceptions reflect the fact that most audiences have probably not thought much about gender representation in the news and underscore the importance of gender and media advocacy and awareness.



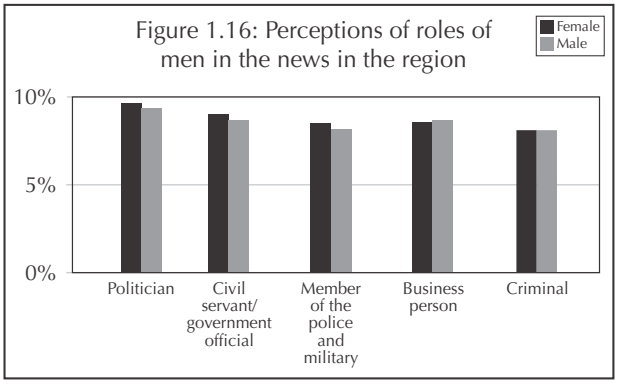
In what roles are women and men most likely to be portrayed in the news?

Respondents were asked to choose from a list of categories how they see women and men most often represented in the news. As illustrated in figure 1.15 responses by women and men showed a high degree of concurrence. They agreed that women are most often portrayed in the news as victims, models/beauty contestants, health workers, sex workers and home makers. These perceptions concur strongly with the GMBS which monitored actual editorial content and found that the three top occupational categories of women sources in the Southern African media are sex workers, beauty contestants and home-makers.



Responses regarding the roles in which men are portrayed in the news showed similar concurrence. According to most women and men in the sample men are in the news most often seen and heard in the news as sports persons; politicians; civil servants/government officials; business persons; members of the police and military and as criminals. They also state that men are more likely to be portrayed as criminals.

The GMBS found that male sources in the news predominate as sportspeople; politicians; religious figures; business people and as royalty.

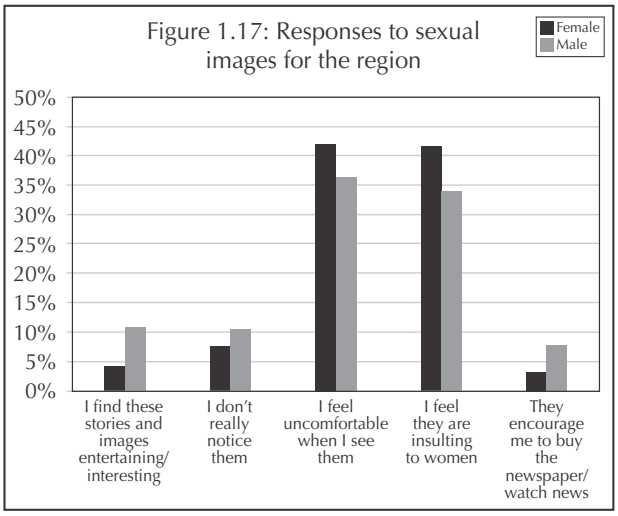


Sexual images of women

Some 43% women and 36% men said they find sexual images of women in the news "uncomfortable" while 42% women and 34% men said they find such images "insulting." The main reasons cited were morality, culture and the possibility of an adverse effect on children.



A world apart.



Media practitioners

Table 1.5 summarises the responses of the women and men in the sample to a set of statements about media practitioners. Approximately half of the women and men in the sample agreed that it is mostly men who report on the news and that women report on different kinds of news to men while the others disagreed or remained uncertain. However, a resounding 73% men and 82% women believed that "there should be equal numbers of male/female journalists."

Table 1.5: Perceptions of media practitioners

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that is is mostly men who report the news.	54	57	13	14	32	29
I prefer news stories reported by men.	25	39	25	23	50	37
I prefer news stories reported by women.	44	29	24	31	32	40
I think that women report different kinds of news stories to men.	44	43	20	24	36	33
I think that there should be equal numbers of male/ female reporters.	82	73	7	10	11	17

Audience preferences

Types of news

Respondents were asked what they would like to see more of and less of in the news. The questions were open ended. The answers were grouped and the graphs below show the top three choices for women and men of the issues they want to see more of and less of in the news.

More positive stories

Women and men both said they wanted to receive more positive as well as more local/community news. In addition, women said they wanted more news on women's rights, concerns and issues.

Figure 1.18: Top three types of news preferred by women in all thirteen countries

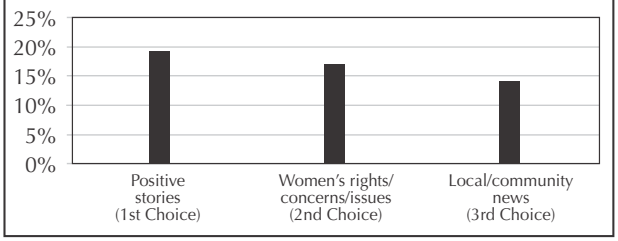
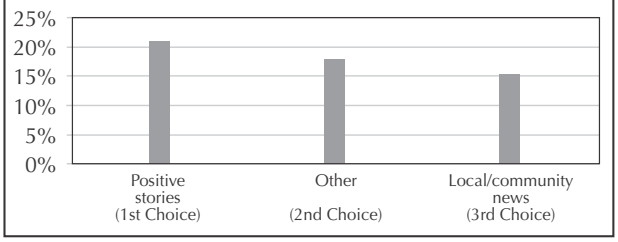


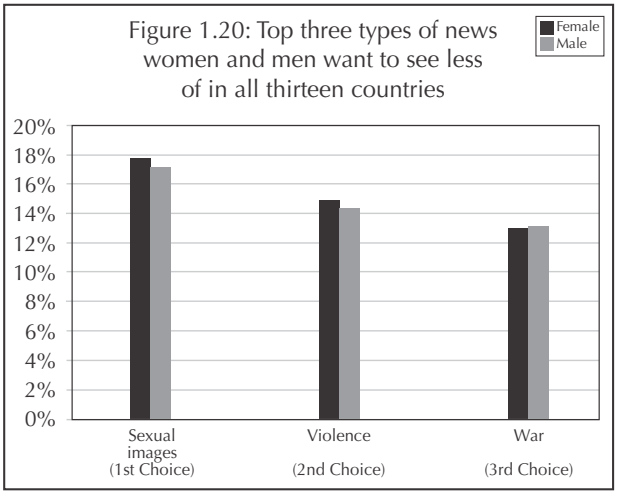
Figure 1.19: Top three types of news preferred by men in all thirteen countries



Less sexual images, violence and war

When asked what they would like to see less of in the news, women and men cited sexual images first, followed by violence and war.

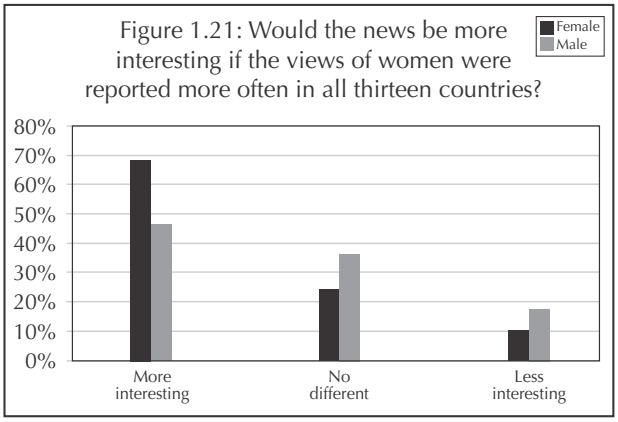
Figure 1.20: Top three types of news women and men want to see less of in all thirteen countries



More women's voices

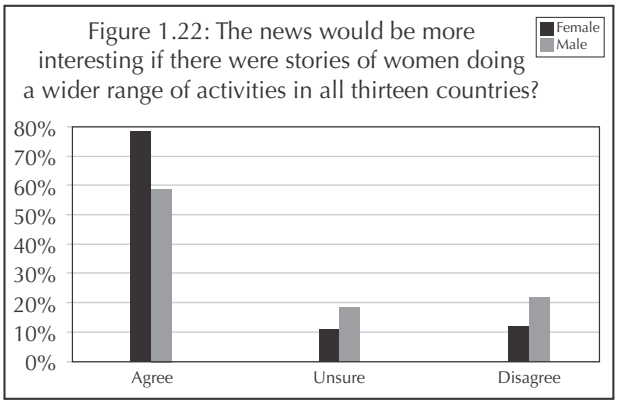
Women and men, but especially women (68% women, compared to 47% men) agreed that the news would more interesting if the views of women were reported more often. Fewer respondents and a higher proportion of men (36% men compared to 22% women) believe the news will be no different if the views of women were reported more often. A low percentage of women (10%) and relatively low percentage of men (18%) felt the news would be less interesting if the ideas of women were reported more often.

Figure 1.21: Would the news be more interesting if the views of women were reported more often in all thirteen countries?



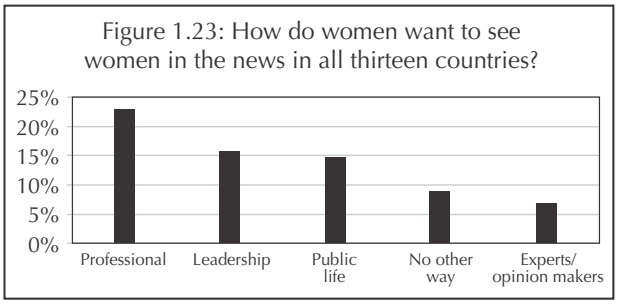
Diversity of roles

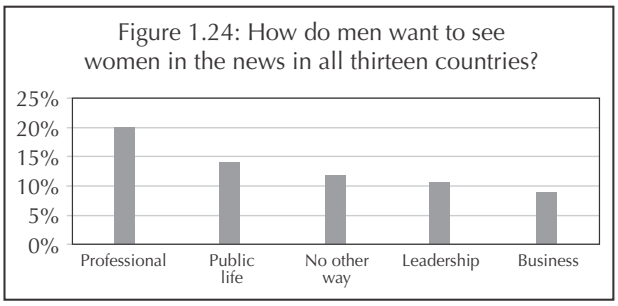
A resounding 78% of women and 59% of men said the news would be more interesting if there were stories of women in a diversity of roles.



New roles for women

Women and men identified three common roles they would like to see women in more often. These include professional roles; in public life and in leadership roles. In addition women want to see more women in the role of expert/opinion makers while men want to see more women in business stories. A relatively small proportion of men and women, (and higher proportion of men) said they do not want to see women in any other roles.



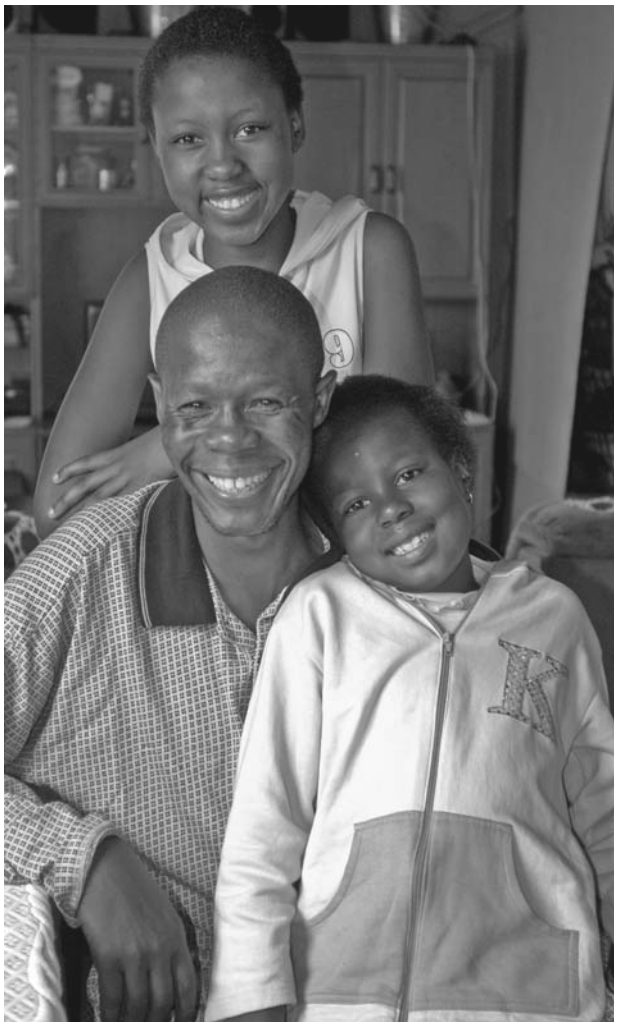




South African Foreign Affairs Minister, Nkosazana Dlamini Zuma.

New roles for men

Approximately one quarter of women and men said they did not see the need for men to be portrayed in any other roles in the media. But relatively high proportions of both women and men said they would like more stories on men as parents, care-givers and home-makers, with women adding "non-traditional" roles.



Men as parents.

Figure 1.25: How do women want to see men in the news in all thirteen countries?

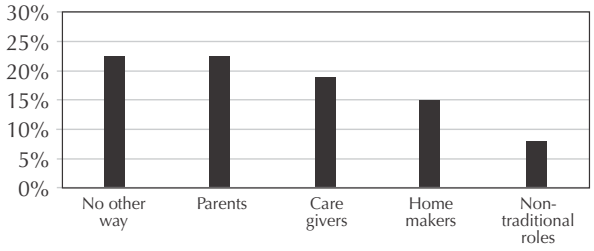
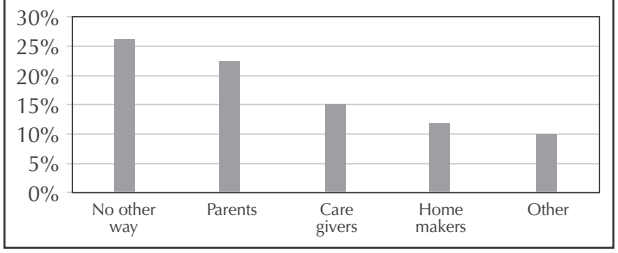


Figure 1.26: How do men want to see men in the news in all thirteen countries?



Conclusions and recommendations

The conclusions and recommendations to be drawn from this overview and the detailed findings in each country are summarised in Chapter fifteen, that charts the way forward.

Chapter two: Angola



GL gender and media workshop in Angola.

GENDER & MEDIA AUDIENCE STUDY

gender links

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

MEDIA INSTITUTE OF SOUTHERN AFRICA
MISA
PROMOTING MEDIA DIVERSITY● PLURALISM●SELF-SUFFICIENCY ●INDEPENDENCE

Table 2.1: Summary of key data from the findings of the GMAS in Angola

KEY DATA	ANGOLA		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	81	78	51	51
Television	16	17	37	31
Newspapers	2	5	11	16
Internet	0	0	1	2
Who selects the news medium?				
Self	53	62	49	55
Spouse/partner	18	9	14	12
Other family member	25	17	28	23
Fellow worker	1	2	2	2
Employer	1	1	2	2
Friend or neighbour	2	8	4	4
Proprietor of a public space	0	1	0	2
News preferences (genres)				
Short news reports	66	62	55	53
In depth features	27	33	28	32
News that asks for feedback (e.g. Letters to the editor)	7	5	12	10
Opinion and Commentary	0	1	5	5
How women and men are represented and portrayed *New stories reflect the interests of both men and women equally.*				
Agree	36	41	40	43
Unsure	17	24	17	16
Disagree	47	35	42	41
How often are women used as sources in news stories?				
Very often	10	7	18	21
Often	43	48	36	37
Seldom	45	43	42	39
Never	2	1	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	7	16	4	12
I don't really notice them	20	16	8	10
I feel uncomfortable when I see them	31	24	43	34
I feel they are insulting to women	37	30	42	39
They encourage me to buy the newspaper or watch the news	5	14	3	8
What audiences would like to see more of *If the ideas and views of women were reported more often, the news would be*				
More interesting	63	45	68	47
No different	33	42	22	36
Less interesting	5	13	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	68	57	78	59
Unsure	19	24	10	19
Disagree	13	19	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Angola Gender and Media Audience Study (GMAS) conducted by Gender Links in partnership with the Media Institute of Southern Africa (MISA) and the Gender and Media Southern Africa (GEMSA) Network. It is the first comprehensive study of audience news consumption patterns and preferences in Angola generally, as well as the gender dimensions of these.

The findings are based on the responses of 86 women and 87 men, a total sample of 173 in Luanda, Benguela and Lubango. The theoretical framework for the research and the methodology are described in detail in Chapter One, the overview to this report.

Table 2.1 provides a summary of the key data from Angola and consolidated (all thirteen countries) findings of the GMAS. The key findings include:

Radio is the most important source of news. Radio is overwhelmingly the main source of news in Angola with 81% women and 78% men saying that they get most of their news from this medium. The figure for women is third highest in the study after Malawi (94%) and Lesotho (83%); while that for men is second after Malawi that had 98% of men claiming this medium as their main source of news. The low reliance on television as a main source of news in Angola could reflect the lack of variety in TV stations, as Angola has only one state-owned TV station with two channels.

More men than women identified television as their main source of news: Television is the second most important source of news in Angola. Unlike the findings in ten other countries in the study, more men (17%) than women (16%) selected television as their main source of news.

Newspapers lag behind and the figure for women is second lowest in the study: Similar to findings elsewhere, there is a gender gap in newspaper readership in Angola (5% men, compared to 2% women.) Other than in Lesotho where no women selected newspapers as their main source of news, Angola has the second lowest newspaper preference in the study. The gaps in market share as well as in usage by women and men represent important challenges and opportunities for the future.

No one in Angola gets their news from the Internet: Similar to the findings in Namibia, Malawi, Lesotho and Zambia, none of the respondents rely on the Internet as their main source of news. This finding underscores the need for more efforts by the government to promote information and communications technologies in Angola.

There is no strong correlation between levels of education and the main source of news: Unlike the other countries and in a finding that mirrors the situation in Malawi, there tended to be no direct correlation between educational levels and the main source of news, with the majority of women and men in all educational categories in the sample choosing radio. The findings show that 32% women with tertiary education and 34% men with tertiary education chose radio as their main source of news, while an equal percentage (32%) of men and women with secondary education also chose radio. Unlike the findings in most countries in the study women and men with primary education therefore did not constitute the highest proportion of those who chose radio.

There are still gender gaps in who decides on the news medium, but women are increasingly making independent choices: Although more men (62%) than women (53%) make decisions about where they get their news from, the fact that the majority of women make independent choices is important for media marketing departments that have tended to regard women as invisible. The proportions of women and men who make independent choices in Angola are higher than the regional average.

Women and men prefer short news reports to any other genre: As in the rest of the study, most women and men in Angola prefer short news reports to any other genre of news. The figures for Angola (66% women and 62% men) are higher than the consolidated findings of 55% women and 53% men and are third highest in the study (after Swaziland and Malawi but equal to Tanzania).

Interactive news is more popular among women than among men: Mirroring the trend in the rest of the countries in the study, fairly low proportions of both women and men cited news that asks for feedback as their favourite genre, with 7% females and 5% males preferring this genre. However, as in eight of the other countries in the study, it is significant that more women than men said that they prefer news that asks for feedback. As these genres provide avenues for citizens to participate directly in the creation of news, as well as make their voices heard, the findings pose a challenge to media decision-makers to popularise these genres, especially among women

But opinion and commentary is unheard of among female respondents: Raising serious editorial challenges in Angola, only 1% of men chose opinion and commentary as their favourite genre and, similar to Malawi, no women respondents chose this genre.

There are mixed perceptions about women's representation in the news: As in the consolidated findings, there are mixed perceptions among women and men as to whether the news reflects the views of women and men equally. Women and men similarly have conflicting views about whether or not women are used "often" or "seldom" as sources. The GMBS showed that Angola had the highest percentage (26%) of women being accessed as news sources in the news in the region, although this is still well below par. The mixed perceptions

about women's representation in the news is at odds with the perceptions of gender bias in the news, and desire to see and hear more women's voices, particularly among women (see below). They suggest that audiences have not consciously thought about whether or not there is gender balance in the news. Many respondents, for example, appeared slightly perplexed when confronted with questions about news "sources" as they had never really deconstructed news in this way. The findings suggest the need for more advocacy, gender and media literacy linked to the GMBS and GMAS among consumers broadly.

But strong perceptions about gender biases in portrayal: Consistent with the overall findings of this study, women are represented most frequently in the news as model/beauty contestants; health workers; home-makers; victims and entertainers. Men, on the other hand, are represented in a diversity of "power" roles such as politicians, sports person, civil servant/government official, business person and members of the police/military.

Angolan men are the least uncomfortable about the use of images that depict women as mere sex objects: In findings similar to those in the consolidated report, some 31% of Angolan women in the sample found sexual images of women in the news "uncomfortable" and 37% found them "insulting." However, a substantially lower proportion of men (24%, as compared to 36% in the consolidated report) found sexual images of women in the news "uncomfortable", the lowest such proportion of men in the study. Some 30% men (compared to 42% in there regional finding) agreed that such images are "insulting" to women. This figure is second lowest in the region. Some 14 percent of Angolan men (the second highest percentage to Namibia) said that such images would encourage them to go out and buy the news.

There are mixed views about whether the sex of the journalists makes a difference to their reporting, but strong support for gender equality in newsrooms. While high percentages of women and men both prefer news reported by a journalist of their sex, equal proportions (70%) are in agreement that it is mostly men who report the news. A staggering 89% women and 85% men believe it is important to have equal numbers of female and male journalists. This is an important message to media decision-makers about the need for gender policies in newsrooms as well as gender training for male and female journalists.

Women and men want to see more positive news: As in the other countries in the study, male and female audiences in Angola want to see more positive news stories. Furthermore, similar to most women in other countries, Angolan women want more local/community news and information on women's issues. On the other hand men prioritised human interest stories as well as news on accessing services and resources.

Women and men would find the news more interesting if the ideas and views of women were reported more often: Angola mirrors the overall trend, with women and men, but especially women (63%, compared to 45% men) feeling that the news would be more interesting if the ideas and views of women are reported more often. A fair percentage of women (33%) and men (42%) felt that the news would be no different if the views of women were reported more often. But only 5% women and 13% men said the news would be less interesting if the ideas of women are reported more often.

It's not just about more women's voices but about women in diverse roles: As in the rest of the region, a high proportion of women (68%) and men (57%) agreed that the news would be more interesting if there were stories about women doing a wider range of activities. Women and men also identified the need to see men in different roles in the news as parents; care-givers; home-makers and models.

CONTEXT

About Angola

Angola is a landlocked country in central Southern Africa that shares borders with Namibia in the west, Zambia in the north, Zimbabwe in the northeast and South Africa in the south. A former colony of Portugal, Angola got its independence in 1975. Despite a semi-tropical climate well suited to agriculture and a huge variety of natural resources (oil, diamonds, manganese, cooper, uranium and iron), 58% of Angola's 12 million people live in extreme poverty. Around 50% of Angolans are illiterate and only 28% of women are able to read and write. The HIV/AIDS prevalence rate is 37%.

Three years after the signing of the peace agreement between the Angolan Government and the opposition party UNITA (National Union for the total Independence of Angola) that ended the 30-year armed conflict, the country is now facing another great challenge: how to consolidate the process of democratisation. This is partly related to the coming general elections, the second in Angola's democratic history, expected to be held in October 2006.

Media context

Like the rest of Angolan society, the media sector faces critical challenges. There is need to rethink the quality of journalism and its transformation as an effective tool to serve the public interest. The excessive politicisation of the state media and the operational context of the broadcasting system, still highly controlled by the government through the National Radio of Angola (RNA-Rádio Nacional de Angola) is a major challenge.

There is need to reform the legislation that is directly or indirectly applicable to the media to bring it in line with other principles of a democratic society.

There is one state-owned television station with two channels, the Public Television of Angola (TPA - Televisão Pública de Angola). Through Multichoice Angola it is possible for those who can afford to pay a subscription to view a variety of foreign channels.

The state-owned daily Jornal de Angola is the leading newspaper and the only one with a daily circulation. The others are weekly newspapers that basically circulate in Luanda, due to the high price of transportation to the rest of the country. The Actual, a weekly newspaper, recently stopped circulation.

Table 2.2: Media in Angola

MEDIA	STATE	PRIVATE
Television		
Channel 1	✓	
Channel 2	✓	
Radio		
RNA	✓	
Canal A	✓	
Radio N'gola Yetu	✓	
Radio FM Stereo	✓	
Radio Luanda	✓	
Radio 5	✓	
Radio LAC		✓
Radio Morena		✓
Commercial Radio of Cabinda		✓
Radio 2000		✓
Radio Ecclesia		✓
Newspapers		
Jornal de Angola	✓	
Semanário Angolense		✓
Agora		✓
A Capital		✓
Angolense		✓
Folha 8		✓
O independente		✓

There are several independent media bodies in Angola promoting media freedom and professionalism, although some of them are currently inactive. These include:

- The Syndicate of Journalists (SJA – Sindicato dos Jornalistas).
- The Private Print Press Association (AIPA- Associação da Imprensa Privada).
- The Union of Angolan Journalists (UJA – União dos Jornalistas Angolanos).
- The Women's Journalists Association of Angola (AMUJA – Associação das Mulheres Jornalistas de Angola).
- The Media Institute of Southern Africa (MISA) Angola.

Gender and media in Angola

The Gender and Media Baseline Study (GMBS) found that women constituted 26% of news sources in Angola. This figure is higher than the regional average of 17% and the global average of 18%.

The GMBS also showed that women hardly feature as sources in the "hard" news categories such as economics, business and politics. Angola had the highest proportion (27%) of women accessed for political news stories, although this number is still low in comparison to male sources. Women constitute only 29% of journalists in the print media. As in other countries in the region, the only category in which women predominate in the media in Angola is as TV presenters (52%).

The preliminary desk top research for the Gender and Media Audience Study (GMAS) showed that there is little formal audience research carried out by the media in Angola. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regard to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research.



Locations

The research tool place in the capital city of Luanda and provincial capitals of Benguela and Lubango.

Demographic information

As illustrated in table 2.3, in Angola, the research included 86 women and 87 men in three locations: Luanda, Benguela and Lubango; slightly less than the 90 women and 90 men targeted.

Table 2.3: Research sites in Angola

Country	Sites	women	men
Angola	Luanda Beguela Lubango		
Total		86	87

Figure 2.1 illustrates the distribution of the 86 women and 87 men interviewed across age variables.

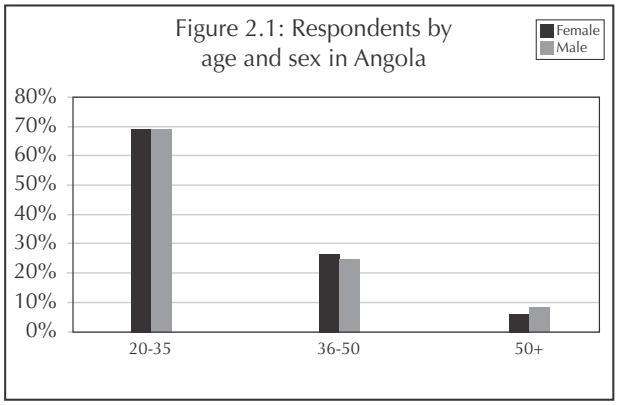
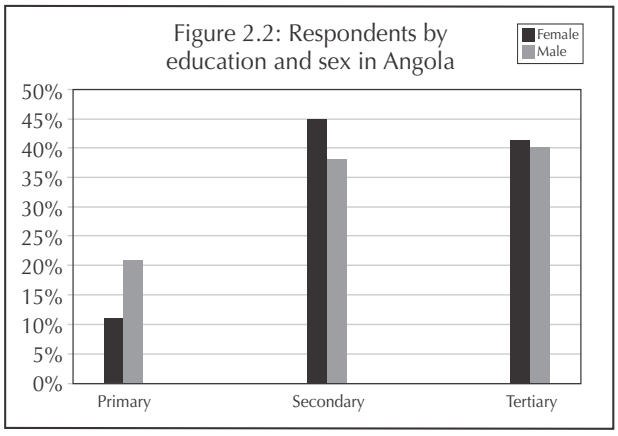


Figure 2.2 illustrates the distribution of male and female respondents across levels of education



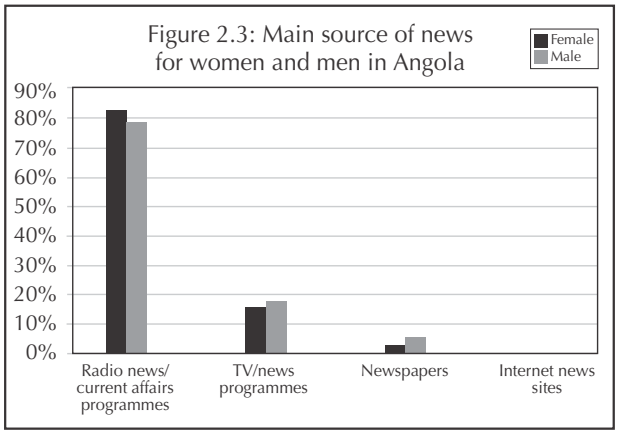
FINDINGS

Media availability and use

Main source of news

Radio: In Angola the main source of news for the great majority of women (81%) and men (78%) is radio. For both women and men, the primary reason for choosing radio is that they "can do other things at the same time as listen to the news." The second reason is that "it is affordable".

Television: A slightly higher number of men (17% compared to 16% women) access their news from television. Across the countries in the study, a higher proportion of women (37%) than men (31%) said they

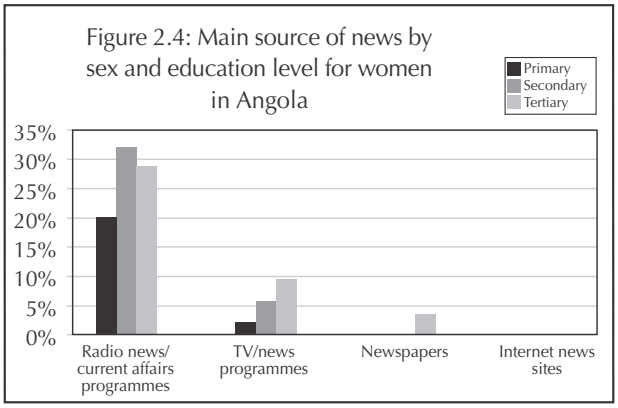


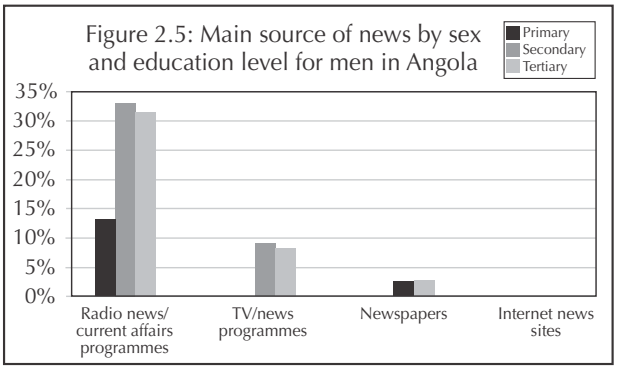
got their news from television. This could be attributed to low income levels among women in Angola. Interestingly in Angola, equal proportions of women (21%) cited the following reasons for choosing television: "can do other things at the same time"; "can get up to the minute/breaking news"; "habit/always done it this way" and "I like to see what is going on".

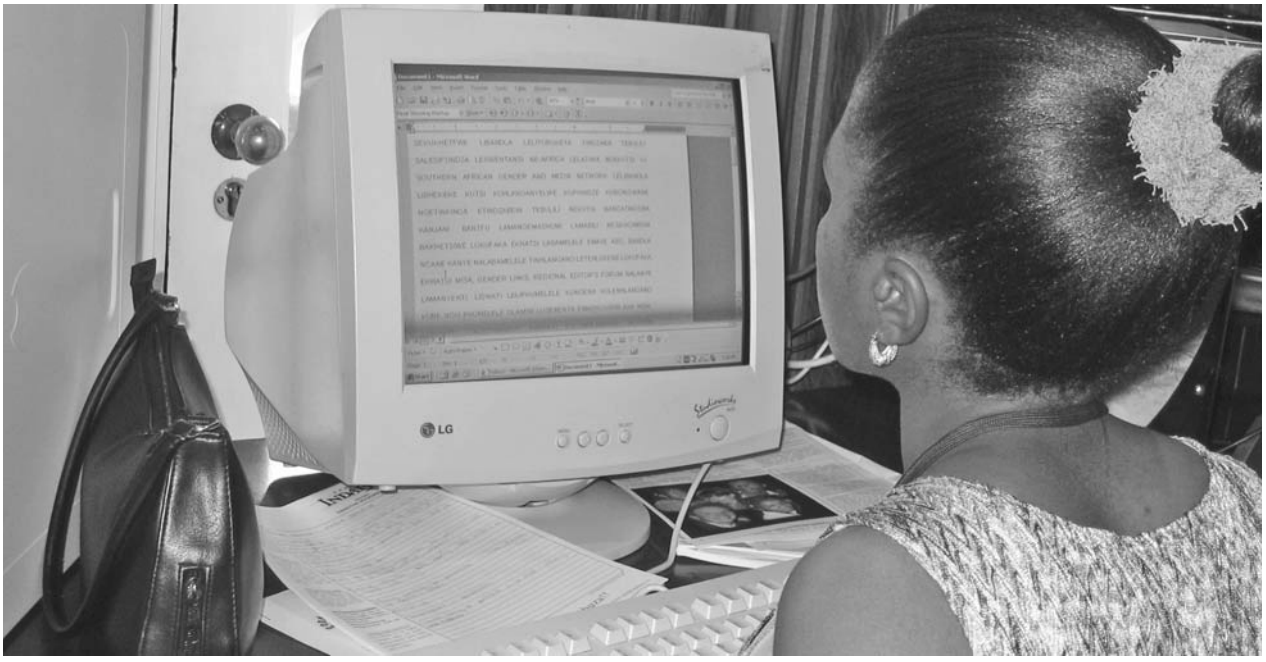
Newspapers: A very low percentage of women (2%) identified newspapers as their main source of news; this figure is less than half of that for men (5%) and is far below the regional averages of 11% for women and 16% for men. For women, the primary reason for choosing newspapers as their main source of news is that "they can access it when it is convenient" and because they "can get up to the minute/breaking news". Men gave similar reasons, but one quarter added that "it is affordable".

The Internet: None of the respondents chose the Internet as a main source of news. The finding underscores the challenges and opportunities for developing an IT culture in Angola, especially among women.

Education: Consistent with the finding that the vast majority of all Angolans get most of their news from radio, figure 2.4 shows that respondents from all education levels get their news from radio. Most of the women and men who cited TV as their primary source of news either have secondary or tertiary education, and therefore probably also have higher income levels. All the women who cited newspapers as their main source of news have a tertiary education, while the men either have a secondary or tertiary education. This suggests that there is a correlation between low levels of literacy and education generally, and the extremely low levels of newspaper consumption in Angola.



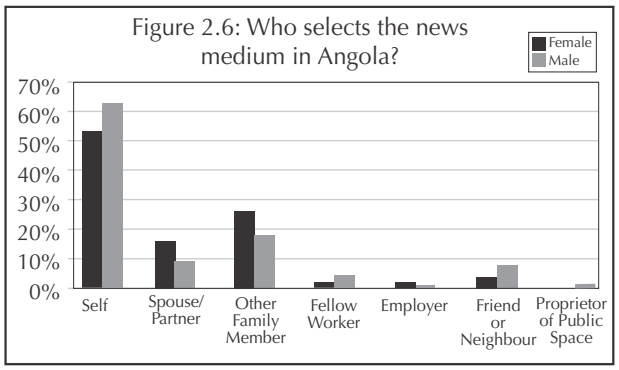




The Internet is still not a source of news in Angola.

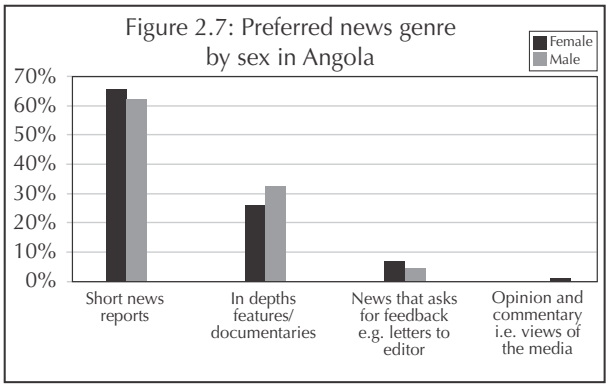
Media selection and acquisition

As in the rest of the study, a high proportion of men (62%) but also a majority of women (52%) make their own decisions about which media they consume. This challenges conventional wisdom that women do not select their own news medium but consume news from a medium selected by a spouse or partner. Similar to findings in the region, other than selecting which medium they consume themselves, women and men in Angola are likely to consume a medium selected by "another family member". However, the 18% women in Angola and Mozambique who said they are likely to consume news from a medium selected by a spouse/partner are the highest such proportion of any country in the study. This figure is also higher than the regional average of 14%.



News genres

Most Angolan women (66%) and men (62%) prefer short news reports as compared to any other news genre. Preference for interactive news is low, but as in the region generally a higher proportion of Angolan women (7%) preferred this kind of news to men (5%). Similar to Malawi, no women (and only 1% men compared to 5% in the consolidated finding) chose opinion and commentary as their preferred genre.

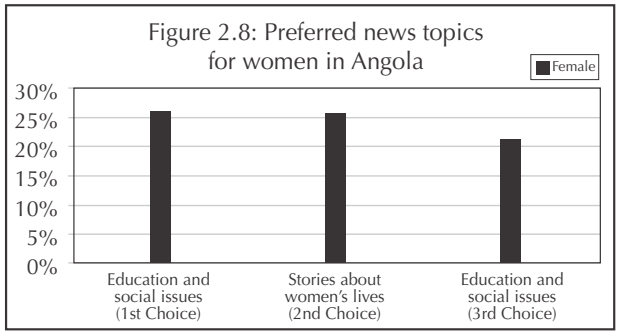


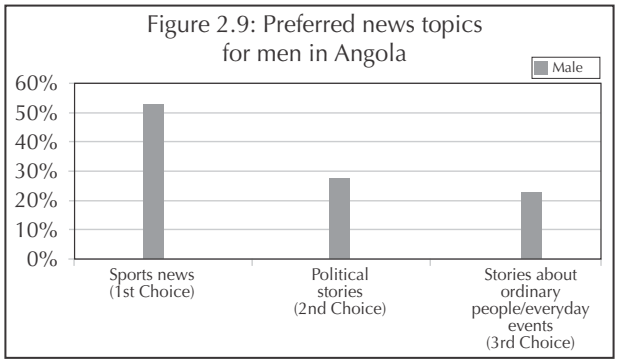
Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. Figure 2.8 and figure 2.9 illustrate the topics chosen by the highest percentage of women and men as their first, second and third choice.

Consistent with preferences of men in the regional findings, most of the men in the sample chose sport news followed by political stories as the topic that they find most interesting. The third choice for men in Angola is stories about ordinary people/everyday events.

On the other hand, women chose educational and social issues as their first and third choices, and stories about women's lives as a second preference. In the aggregate findings, women chose educational and social issues as first and second preferences and stories about women's lives as their third preference.

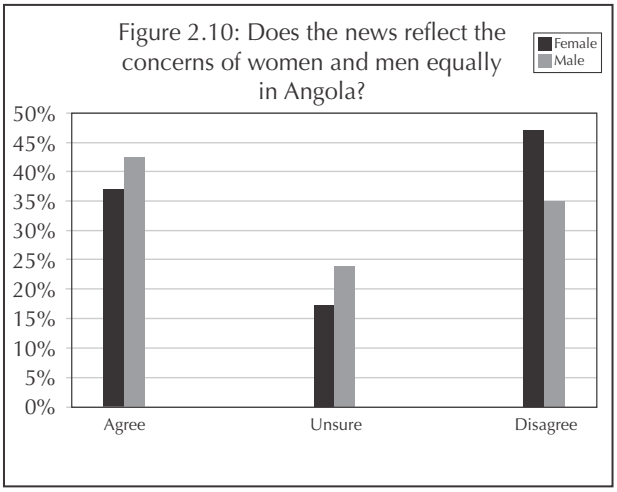




Representation and portrayal

Does the news reflect the concerns of women and men equally?

Almost half the women and 35% men in the sample believe that the news does not reflect the concerns of women and men equally. 41% of men agree while 24% are unsure.



A male domain?

Most women interviewed said that the news does not reflect the interests of men and women equally; that society, politics and the media are male dominated with men occupying the main decision-making positions. Below are some of the comments made.

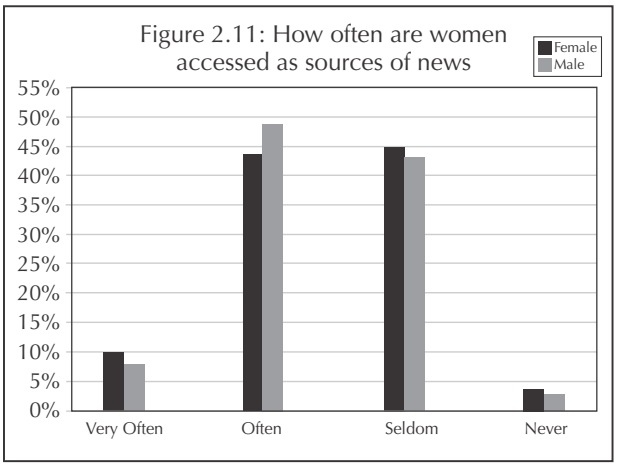
- "I do not agree. The news reports more on men because they manage the country. They are seen as more important than women".
- "I do not agree. The news's focus is politics and governmental/public issues, which involve more men than women".
- "I do not agree. Sometimes, the news reflects social problems without focus on the woman's side".
- "I do not agree. The news shows more men than women and addresses mostly the men's concerns. I think also that the news's main topic is politics and the men are usually the leaders in politics".
- "I do not agree, the men appear in the news more frequently than women".
- "I agree. I see in the news the same number of women and men".

Male respondents shared the view that the news does not reflect the concerns of men and women equally because men dominate most aspects of society. In addition, they identified lack of respect for women as an important reason for their concerns not being covered in the media. Some of their comments are listed below.

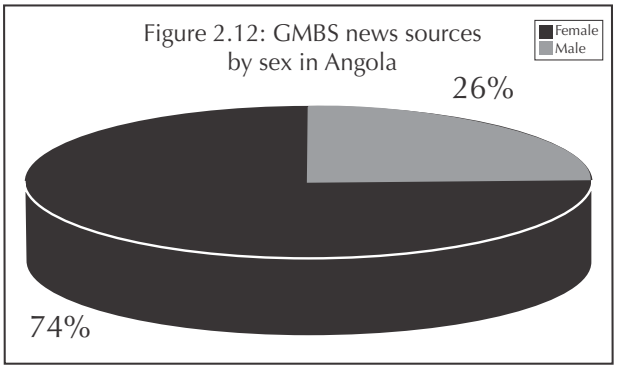
- "I do not agree, because women do not still have the space they should have in our society".
- "I do not agree. The female sex is, in fact, discriminated against".
- "I do not agree. Mostly the news focuses on male issues".
- "I do not agree, because there is a weak participation of women in the social, political and economic life of the society".
- "I do not agree. The news is a reflection of the lack of equality between men and women".
- "I do not agree, because we see in news more men than women".
- "I do not agree, the issues on news are usually about male interests".
- "I do not agree, because news only report on women during the special dates/events regarding to the women".
- "I do not agree, because the prejudice in relation to the women still exists".
- "I do not agree, because we still have more male journalists".
- "I do not agree, because the woman still is diminished and we do not reach the gender equality yet".
- "I agree. There is no relation between the sex of the people and the news".
- "I agree, however men dominate the world".
- "I am not sure. Our society still continues to be very male dominated despite the space women are gaining".

Women as sources of news

Women and men gave contradictory answers in response to the question: "How often do you think that women are used as sources in news stories?" Almost equal proportions of women said women are used as news sources "often" (43%) and "seldom" (45%). Amongst men, 48% believe women appear "often" while 43% said "seldom".

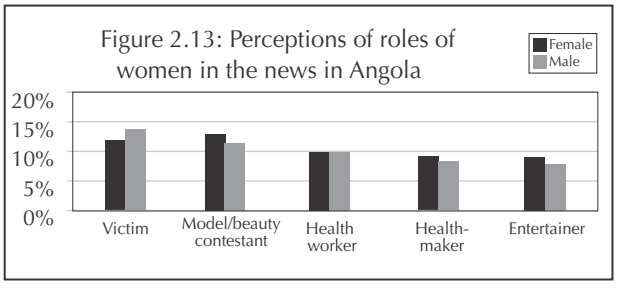


The GMBS for Angola found that women constitute 26% of news sources, higher than the regional average of 17% and global figure of 18%. However, the difference between the actual under-representation of women in the news and mixed perceptions as to whether or not this is so reflects different levels of gender awareness among news consumers – women and men. This underscores the importance of advocacy and awareness-raising around the findings of the GMBS in Angola, as well as the need for greater media literacy generally.

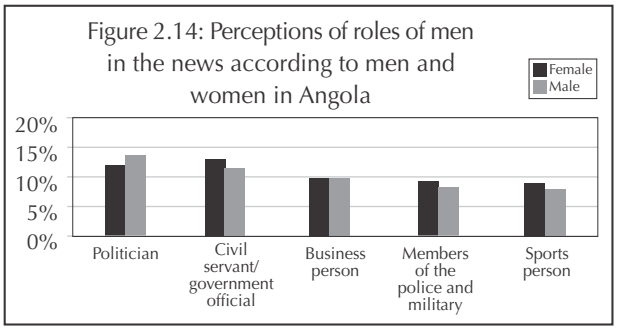


How are women and men represented in the news?

Respondents were asked in what roles women and men are most frequently portrayed in the news. A list of categories was given to each respondent and they identified the regularity with which they see women and men in particular roles. In findings that mirror those of the GMBS that focused on news content, male and female consumers highlighted the roles of victim, model/beauty contestant; health worker; homemaker and entertainer.



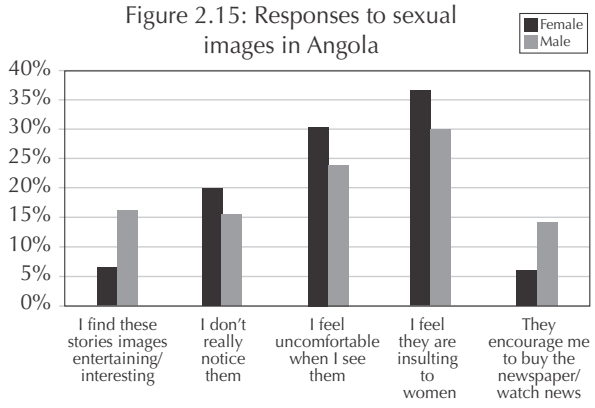
Respondents also identified the roles they see men represented in most often in the news. Again in findings similar to the GMBS, women and men concurred that these are as: politician, civil servant/government official; business person, member of the police and military and sports person.



Sexual images

Fewer women and men in Angola feel "uncomfortable" about sexual images of women in the news compared to the region. The comparative figures are 31% for women and 24% for men in Angola; and 43% among women and 36% among men in the region. Similarly, 37% women and 30% men in Angola said they found the use of sexual images of women in the news "insulting" compared to the regional average of 42% for women and 34% for men. A significant number of respondents (20% among women and 16% among men) said "I really don't notice them". Angola had the highest proportion of men (14%) of any country in the study who said that such images encourage them to go out and buy the news.

Figure 2.15: Responses to sexual images in Angola



A matter of respect

The majority of women felt that sexual images of women in the media belittle women while also reflecting society's disrespect for women. The following comments by women reflect the sense of personal offence that such images invoke:

- "I do not feel well when I see sexual images of women, because I am also a woman."
- "They are an insult to women, because they are not educational."
- "They do not call my attention and I consider them insulting to the women."
- "They show lack of respect to women and I feel ashamed especially if I see the images when my five children and my two little brothers are with me."
- "I consider the sexual images insulting to women, because they call the attention to women but in a negative way."
- "They can be dangerous to children."
- "They do not call my attention and I consider them as an insult to women, because they discredit women and hurt their sensibility."
- "I feel uncomfortable and I consider the images insulting to women, because through these sorts of images a woman is only seen as a sexual object and not like someone who is useful for the society."

Men, on the other hand, stressed the fact that they consider sexual images to be a violation of women's dignity and had a bad influence on children. Others said that these images are an insult to men:

- "I consider them an insult to women. I am faithful and I think these sexual images show lack of respect for women."
- "I consider the images as an insult to women and also to men. I have a religious education and I do not like these sorts of images. They hurt women and also men."
- "I feel uncomfortable and I consider the images insulting to women, because I consider being against the civic and social behaviour to show this sort of images."
- "I feel uncomfortable and I consider the images insulting to women, because with this sort of images men are persuaded to think that women's role is only to serve as a sexual object."
- "I feel uncomfortable and I consider the images insulting to women. These images should not be seen because they are bad for children/minors behaviour."
- "I consider interesting, but at the same time insulting to women."

Media practitioners

Table 2.4 contains a summary of the responses to a set of statements about media practitioners. A majority of women (51%) and men (48%) in the sample believed that women report different kinds of news to men, although a fair percentage also disagrees. An overwhelming 70% of men and equally high proportion of women agree that it is mostly men who report on the news. The majority of women (89%) and men (85%) agreed that there should be gender balance in newsrooms.

Table 2.4: Perceptions of media practitioners in Angola

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that it is mostly men who report the news.	70	70	15	15	15	15
I prefer news stories reported by men.	22	30	16	23	62	47
I prefer news stories reported to women.	40	17	19	37	41	47
I think that women report different kinds of news stories to men.	51	48	20	11	29	40
I think that there should be equal numbers of male and female reporters.	89	85	4	0	7	15

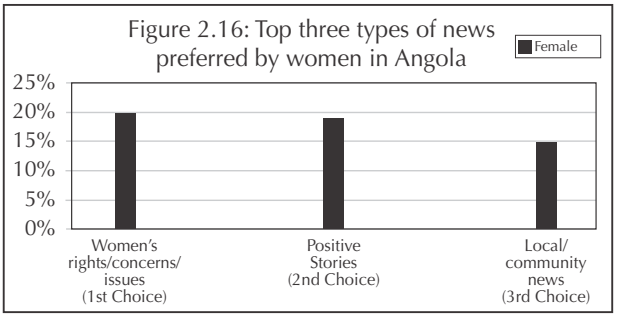
Audience preferences

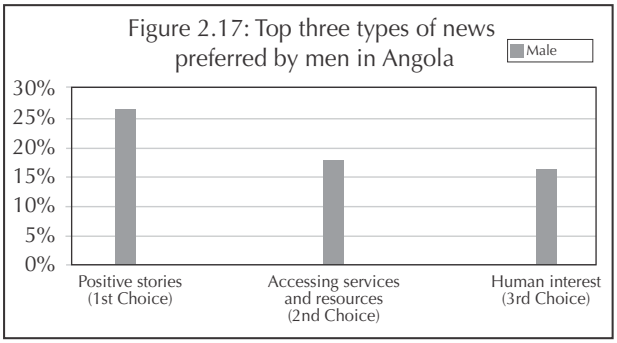
Types of news

Respondents were asked, in the form of open-ended questions, what they would like to see more of and less of in the news. The answers were then grouped.

More positive news

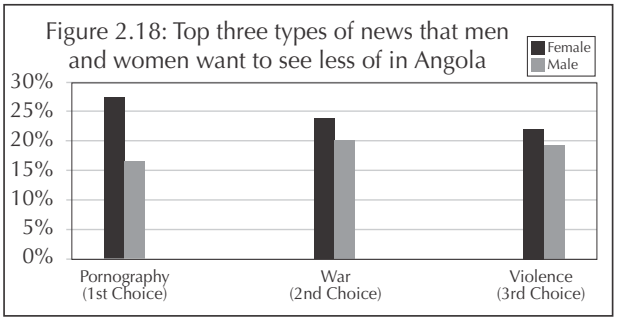
Women and men want more positive news. Women want to see, read and listen to more local/community news and news on women's issues. Men would like more human interest stories and news that provides information on accessing services and resources.





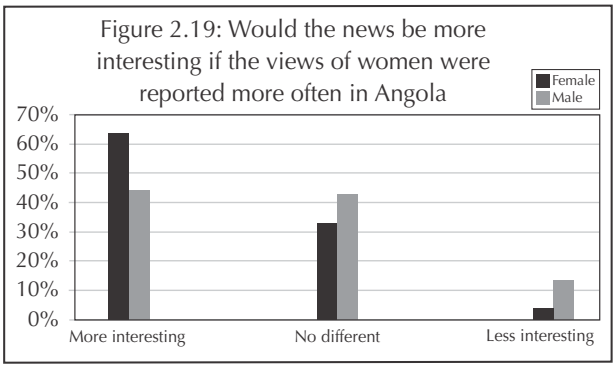
Less sexual images and war

When asked what they would like to see and hear less of in the news, women and men gave similar views. Women and men in Angola concurred that they would like to see less pornography, violence and war coverage in the news. While pornography came first for women, it came third for men.



More women's voices

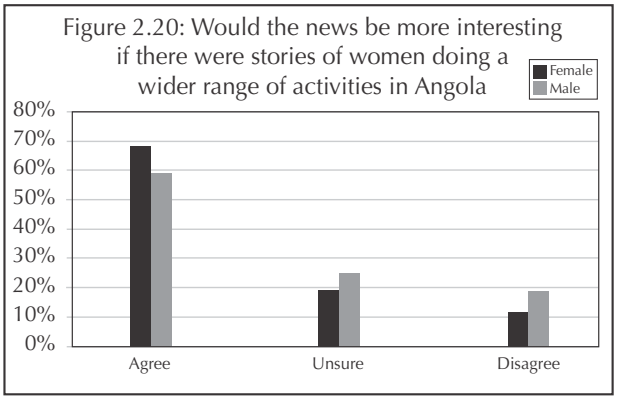
As in other countries, a high proportion of women (63%) and men (45%) agreed that the news would be more interesting if the views of women were reported more often. However, compared to the region, a relatively high proportion of respondents in Angola, especially men (42%) felt it would be "no different". A relatively low percentage of women and men felt the news would be less interesting if the ideas of women were reported more often.

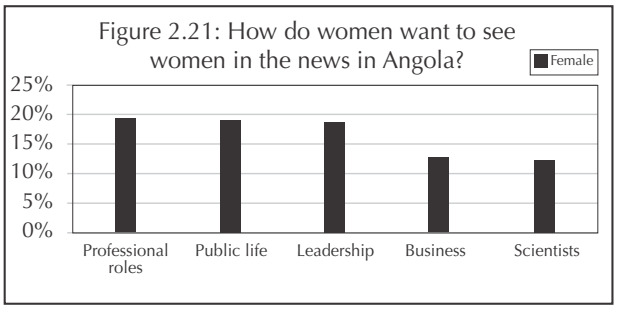


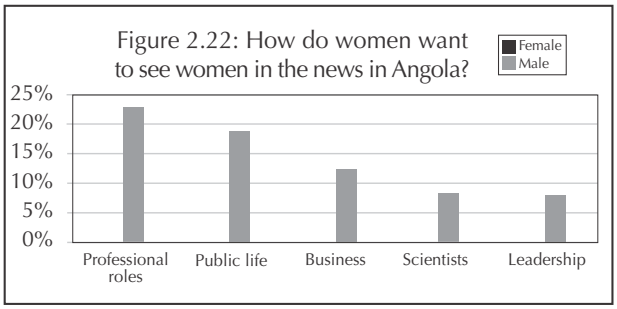
Diversity

Most women (68%) and men (57%) in Angola concurred that the news would be more interesting if it carried stories of women in a greater diversity of roles. This is however considerably lower than in the consolidated finding (78% among women and 59% among men.)

Respondents were asked, in an open-ended question, to identify the ways in which women and men should be represented more in the news. Respondents provided answers that were subsequently analysed and grouped together.







New roles for women

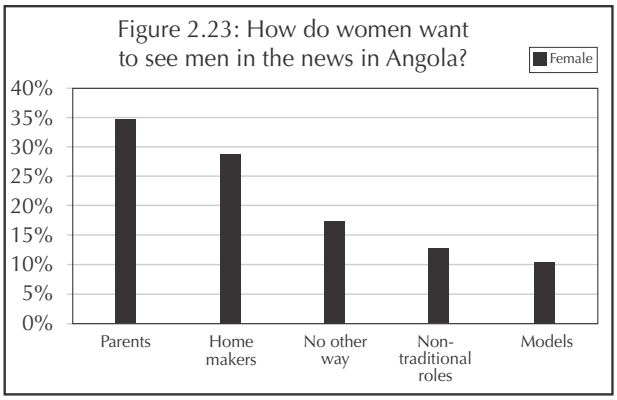
Women and men identified five common roles in which they would like to see women more often: in public life, in professional roles, in leadership roles, in business and as scientists.

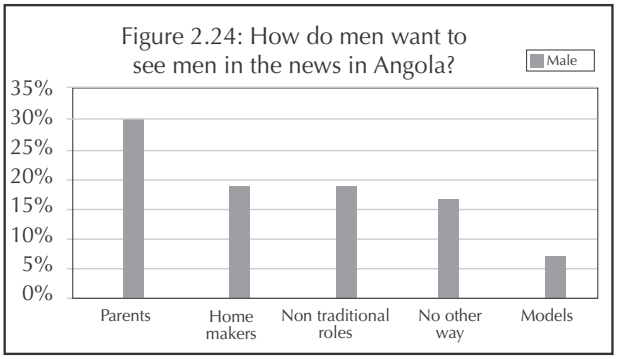


GL workshop on women in politics in Angola.

New roles for men

Women and men had similar views on the kinds of roles that they would like to see men represented in more often: as care-givers, parents, as home-makers and in non-traditional roles. Some 16% women and 17% men said they did not see the need for men to be cast in any other roles than those in which they are already.





Conclusions and recommendations

The findings of this study that reflect distinct gender patterns in the news consumption and preferences have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.



GL workshop on women in politics in Angola.

Chapter three: Botswana



GL Director, Colleen Lowe Morna (left) and Keabonye Ntsabane of the Botswana NGO coalition (right) conduct newsroom training at Yarona fm.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

UNIVERSITY OF BOTSWANA

Table 3.1: Summary of key data from the findings of the GMAS in Botswana

KEY DATA	BOTSWANA		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	44	50	51	51
Television	42	24	37	31
Newspapers	10	21	11	16
Internet	3	4	1	2
Who selects the news medium?				
Self	55	68	49	55
Spouse/partner	8	5	14	12
Other family member	29	21	28	23
Fellow worker	2	2	2	2
Employer	0	0	2	2
Friend or neighbour	5	2	4	4
Proprietor of a public space	1	2	0	2
News preferences (genres)				
Short news reports	54	44	55	53
In depth features	27	39	28	32
News that asks for feedback (e.g. Letters to the editor)	14	11	12	10
Opinion and Commentary	5	6	5	5
How women and men are represented and portrayed *New stories reflect the interests of both men and women equally.*				
Agree	30	26	40	43
Unsure	26	26	17	16
Disagree	44	48	42	41
How often are women used as sources in news stories?				
Very often	18	18	18	21
Often	38	41	36	37
Seldom	37	40	42	39
Never	7	1	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	4	12	4	12
I don't really notice them	3	4	8	10
I feel uncomfortable when I see them	45	37	43	36
I feel they are insulting to women	42	38	42	34
They encourage me to buy the newspaper or watch the news	6	8	3	8
What audiences would like to see more of *If the ideas and views of women were reported more often, the news would be*				
More interesting	57	45	68	47
No different	29	35	22	36
Less interesting	14	20	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	71	57	78	59
Unsure	23	21	10	19
Disagree	6	22	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Botswana Gender and Media Audience Study (GMAS) conducted by Gender Links in partnership with the University of Botswana. It is the first comprehensive study of audience news consumption patterns and preferences in Botswana generally, as well as the gender dimensions of these.

The findings are based on the responses of 86 women and 90 men, a total sample of 176 in Gaborone, Francistown and Jwaneng. The theoretical framework for the research and the methodology are described in detail in Chapter one, the overview to this report.

Table 3.1 provides a summary of the key data from the Botswana and consolidated (all thirteen) findings of the GMAS. Key findings include:

Radio is the most important source of news but for women television is not far behind: As in nine countries in the study, radio is the main news source in Botswana, with 44% women and 50% men saying that they get most of their news from this medium. But with 42% women citing television as the second most important source of news (compared to 25% men) it is clear that at least for women, television is catching up. The consolidated findings show that, in general, more women than men rely on television for news.

Newspapers and the Internet lag behind, especially for women: Similar to findings elsewhere, there is a wide gender gap in newspaper readership in Botswana (21% men, compared to 10% women.) Despite Botswana's progressive communication policies, the Internet is still largely unheard of as a source of news for both men (4%) and women (3%). These gaps in market share as well as in usage by women and men represent important challenges and opportunities for the future.

There is a strong correlation between levels of education and the main source of news: Women and men with primary level education constitute the highest proportion of those who chose radio as their main source of news, although, almost as many men with secondary level education also prefer radio as their main source of news. Women and men with tertiary level education constituted the highest proportion of those who chose newspapers and the Internet as their main source of news.

For women, short news items and for men, in-depth features and documentaries are the most important news genres: As in the rest of the study, most women and men prefer short news reports, although a relatively high percentage of men in Botswana (39%) compared to the regional average of 32% said they prefer in-depth features. This finding could possibly reflect the difference in education levels and the time that women and men have available to consume the news.

Interactive news, opinion and commentary are not that popular: As in the other countries in the study, fairly low proportions of both women and men cited news that asks for feedback, opinion and commentary as their favourite genre. As these genres provide avenues for citizens to participate directly in the creation of news, as well as make their voices heard, the findings pose a challenge to media decision-makers to popularise these genres.

There are still gender gaps in who decides on the news medium, but women are increasingly making independent choices: Although more men (68%) than women (55%) make decisions about where they get their news from, the fact that the majority of women make independent choices is important for media marketing departments that have tended to regard women as invisible. The proportions of women and men who make independent choices in Botswana are slightly higher than the regional average, consistent with the relatively high income levels in the country, and the high incidence of female headed households.

There are mixed perceptions about women's representation in the news: As in the consolidated findings, there are mixed perceptions among women and men as to whether the news reflects the views of women and men equally. Women and men similarly have conflicting views about whether or not women are used "often" or "seldom" as sources. These contradictory perceptions contrast with one of the most glaring findings of the GMBS: that women constitute 16% of news sources in Botswana. The findings are also at odds with the perceptions of gender bias in the news, and desire to see and hear more women's voices, particularly among women (see below). They suggest that audiences have not consciously thought about whether or not there is gender balance in the news. Many respondents, for example, appeared slightly perplexed when confronted with questions about news "sources" as they have never really deconstructed news in this way. The findings suggest the need for more advocacy, gender and media literacy linked to the GMBS and GMAS among consumers broadly.

But strong perceptions about gender biases in portrayal: Consistent with the overall findings of this study, and with the findings on editorial content in the GMBS, women and men in Botswana said that women are represented most frequently in the news as models/beauty contestants; health workers; home-makers; victims; sex-workers and citizen/member of the public or community. Men, on the other hand, were seen as being represented in a diversity of "power" roles such as politicians, sports person, civil servant/government official, business person and criminal.

And especially strong views on the use of images that portray women as mere sex objects: In findings similar to other countries in the study, some 45% women and 37% men said they found sexual images of women in the news "uncomfortable" while 42% women and 38% men said they found these images "insulting."

Both women and men identified sexual images in the news as the type of news that they most dislike.

The sex of a journalist seems to make little difference to their stories: Most women and men in Botswana either believed that the sex of the journalist does not make any difference to the way stories are reported, or expressed uncertainty on this issue. However, most women and men believed that it is important to have equal numbers of women and men in newsrooms. This concurs with findings in the other countries, and with other studies that have failed to establish a strong correlation between the sex of the journalist and the extent, for example, to which they consult women sources. It underscores the importance of gender policies and training in newsrooms, for male and female media practitioners.

Women and men want to see more positive and local news: As in the other countries in the study, male and female audiences in Botswana want to see more positive, human interest and local news stories.

Women and men would find the news more interesting if the ideas and views of women were reported more often: Botswana mirrors the overall trend, with women and men, but especially women (57%, compared to 45% men) feeling that the news would be more interesting if the ideas and views of women are reported more often. A fair percentage of women (29%) and men (35%) felt that the news would be no different. A low percentage of women (14%) and men (20%) said the news would be less interesting if the ideas of women are reported more often.

It's not just about more women's voices but about women in diverse roles: A high proportion of women (71%) and men (57%) agreed that the news would be more interesting if there were stories about women doing a wider range of activities. Women and men also identified the need to see men in different roles in the news as parents; care-givers; home-makers and models.

CONTEXT

Botswana is a landlocked country in central Southern Africa that shares borders with Namibia in the west, Zambia in the north, Zimbabwe in the northeast and South Africa in the south. With a population of 1 561 973, Botswana is one of the oldest and most mature multi-party democracies in Southern Africa. Botswana has one of Africa's most successful economies built on the diamond mining industry. With an HIV/AIDS prevalence rate of 37% the key challenge facing Botswana is the impact of this pandemic. Botswana has put into place one the most progressive programmes in the region for addressing the crisis.

Media context

Freedom of speech is enshrined in Botswana's Constitution, limited only by specific interests such as defence, public safety and public order. As illustrated in the table below, in addition to one state newspaper, state radio and television, the people of Botswana have access to a variety of privately owned media. These include one private television station, two commercial radio stations and ten daily and weekly newspapers.

Table 3.2: Media in Botswana

MEDIA	STATE	PRIVATE
Television		
Botswana Television	✓	
GBC TV		✓
Radio		
Radio Botswana 1 and 2	✓	
Gabz FM		✓
Yarona FM		✓
Newspapers		
The Daily News	✓	
Mmegi		✓
Mmegi Monitor		✓
Morongwa		✓
The Voice		✓
The Botswana Gazette		✓
Guardian		✓
Mid Week Sun		✓
Sunday Standard		✓
Mokgosi		✓
The Mirror		✓
Ngami Times		✓

There are several independent media bodies in Botswana promoting media freedom, media practice, media transformation and media standards. These include:

- Botswana Media Consultative Council
- Botswana Press Club
- Botswana Media Women's Association
- Botswana Journalists Association
- Media institute of Southern Africa (MISA) Botswana
- Press Council of Botswana

There are plans to establish a Media Complaints Commission in Botswana. A draft constitution for the commission is being drawn up.

Gender and media in Botswana

The Gender and Media Baseline Study (GMBS) launched in Botswana on 3 May 2003 at a World Press Freedom Day celebration found that women constituted 16% of news sources in Botswana - slightly lower than the regional average of 17%. Women's voices were almost completely absent in certain occupational categories including

science and technology; social sciences and religion as well as among labourers, royalty and criminals.

However, the research found that women constituted 24% of news sources in economics, a figure double that of the region. This may be a reflection of Botswana's long history of male migrant labour to South Africa, leaving women as an important force in the economy, especially in the "informal sector."

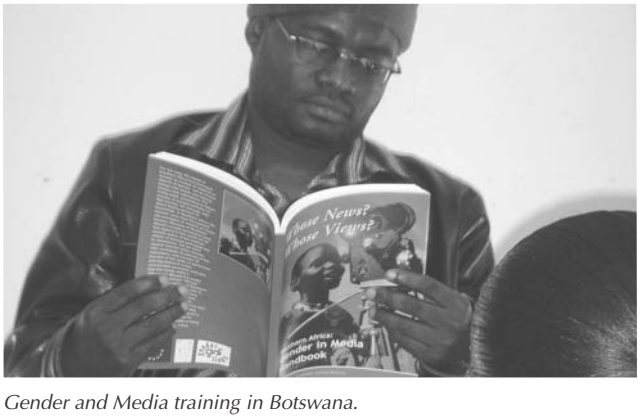
Botswana also had the highest proportion of women in the region in the print media: 41 %, compared to the regional average of 22%. The study found that there is also greater gender balance in news beats in Botswana than in the rest of the region. Women journalists constitute the majority of those reporting on economics, disaster, war and conflict, media and entertainment, health and HIV/AIDS and sustainable development.

Strong partnerships have been forged between the Botswana chapter of MISA, the Botswana Media Women's Association (BOMWA), the media studies department at the University of Botswana, the Women's National Coalition (WNC) and the government to advocate for greater gender balance in the media since the launch of the GMBS. Activities undertaken include several workshops to popularise the GMB, gender, media and election training workshops and a campaign during the Sixteen Days of Activism on Gender Violence.

In a report to the Gender and Media (GEM) Summit held from the 12-14 September 2004 in Johannesburg, the Botswana partners identified the following activities as priority areas:

- Continue using the GMBS to extend awareness and to educate people on gender and the media.
- Strengthen existing ties between stakeholders and the network wherever possible.
- Work with media houses in Botswana to develop gender policies.
- Monitor the media and compile reports on their performance with regard to gender.

At the time of writing, gender and media activists in Botswana were forming a local network of the Gender and Media Southern Africa (GEMSA) network launched during the GEM Summit.



Gender and Media training in Botswana.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research.

Locations

The salient features of the three locations (see map below) are as follows:



***Gaborone and surrounding areas*:** These include: Mogobane, Mogoditshane, the city centre and Tlokweng. Gaborone itself is located in the South East district of the country. The city's population of over 200 000 includes people from all over Botswana as well expatriates comprising diplomats, business people and those working for various government agencies.

Francistown and surrounding areas: These include: Tati Siding, a village located a few kilometres out of the city, the city centre and the neighbouring areas. Francistown is the second largest city in Botswana after Gaborone and is located in the north east of the country. It has a population of over 100 000 people comprising a large number of expatriates, mostly from Zimbabwe and Zambia.

Jwaneng and surrounding areas: These include: the town, at a nearby village, Mokhomba, and the surrounding cattle posts. Jwaneng is a mining town located in the Southern district and has a population of approximately 30 000 people. A large portion of the population is constituted of migrant workers from other parts of the country and a considerable number of expatriates.

Demographic information

As illustrated in table 3.3, in Botswana, the research was to include interviews with 90 women and 90 men in three locations: Gaborone, Francistown and Jwaneng. The actual sample was 86 women and 90 men.

Table 3.3: Research sites in Botswana

Country	Sites	% women	% men
Botswana	Gaborone Francistown Jwaneng		
Total		86	90

Figure 3.1 illustrates the distribution of the 86 women and 90 men interviewed across age and sex variables.

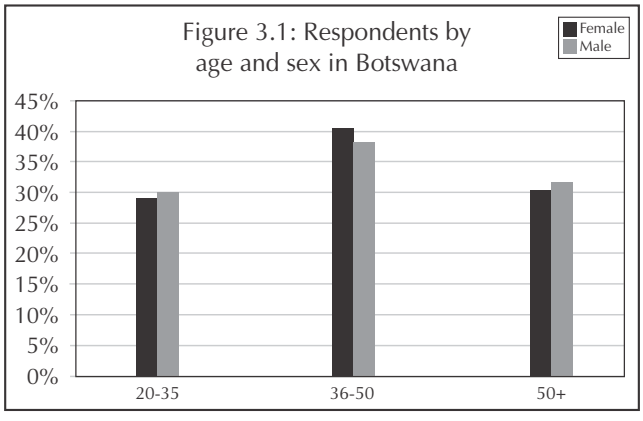
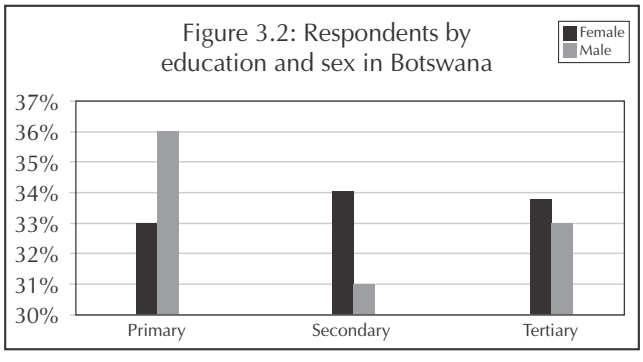


Figure 3.2 illustrates the distribution of the 86 women and 90 men interviewed across levels of education.



FINDINGS

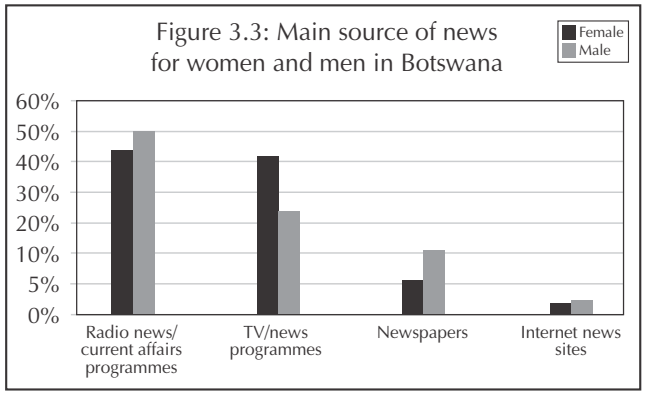
Media availability and use

Main source of news

Radio: In Botswana the main source of news for most women (44%) and men (50%) is radio. For women, the primary reason for choosing radio is that they "can do other things at the same time as listen to the news." For men, the primary reason for choosing radio is "that it is affordable or doesn't cost anything."

Television: However, the fact that 42% of women access their news from television as compared to 24% of men is significant. Across the countries in the study, a higher proportion of women (37%) than men (31%) said they got their news from the TV.

The relatively high proportion of respondents in Botswana who say that they get their news from TV is probably a reflection of the relatively high per capita income in Botswana (in all the more affluent Southern African countries TV is fast taking over from radio as the main source of news). The fact that women are more likely to get their news from TV both in Botswana and the region is probably a reflection of the fact that women are at

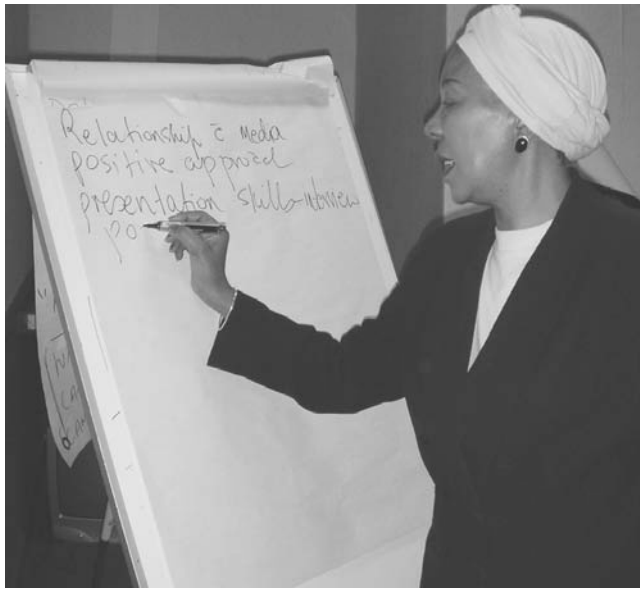


home more, especially at news times, and watch more TV than men. For women and men, the primary reason for choosing television news is that "they like to see what is going on."

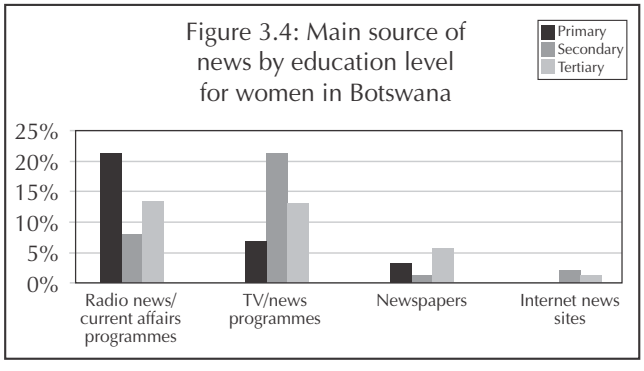
Newspapers: A low percentage of women (10%) identified newspapers as their main source of news; this figure is half of that for men and is below average of 11%. For women, the primary reason for choosing newspapers as their source of news is that "they can access it when it is convenient." For men, the primary reason for choosing newspapers as their main source of news is that "it provides in-depth news." Men cited convenience as the second most important reason for choosing newspapers. This is an interesting comment on the gender division of labour in Botswana.

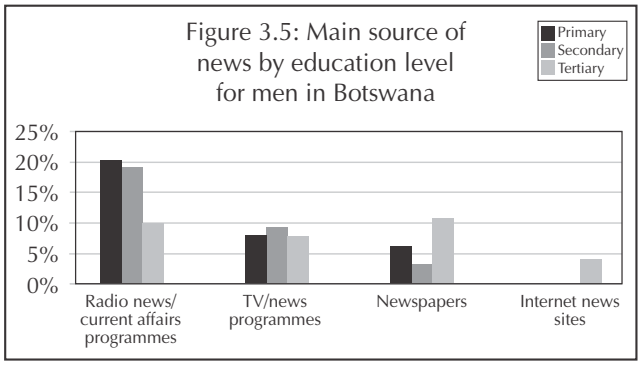
The Internet: Despite the government's commitment to advancing access to, and applications of, information technology, only 7% of all respondents chose the Internet as their main source of news: 3% women and 4% men. This underscores the challenges and opportunities for developing an IT culture in Botswana, especially among women.

Education: Further analysis of media consumption patterns by education levels shows that the highest proportion of male and female radio news listeners have a primary level education. Substantial numbers of men with secondary level education also prefer radio news to news from any other media. A high proportion of women with secondary level education prefer television as their main source of news. Few women in all levels of education access the news from newspapers. However, to the extent that either women or men access news from newspapers, they tend to have tertiary level qualifications. This illustrates the strong correlation between levels of education and preference for newspapers.



Women politicians grapple with media matters in Botswana.



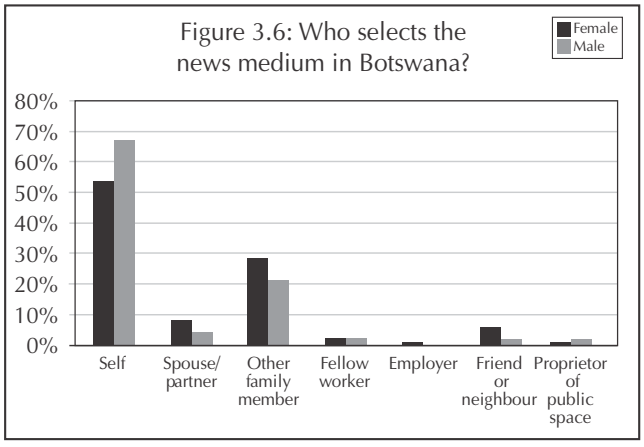




Traditional forms of communication still play an important role in rural Botswana.

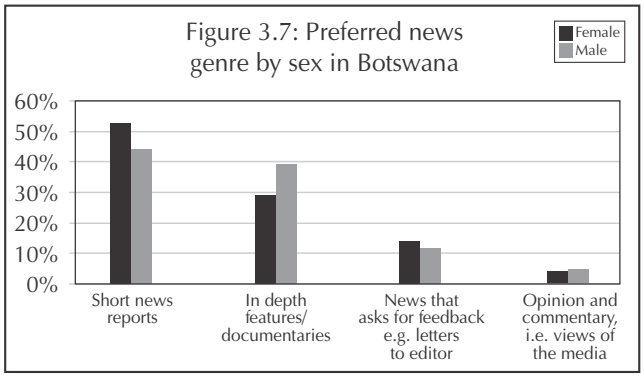
Media selection and acquisition

As in the rest of the study, a high proportion of men (68%) but also a majority of women (55%) make their own decisions about which media they consume. This challenges conventional wisdom that women do not select their own news medium but consume news from a medium selected by a spouse or partner. In the case of Botswana, the trend towards independent decision-making among women at household level could in part reflect the high incidence in this country of female-headed households.



News genres

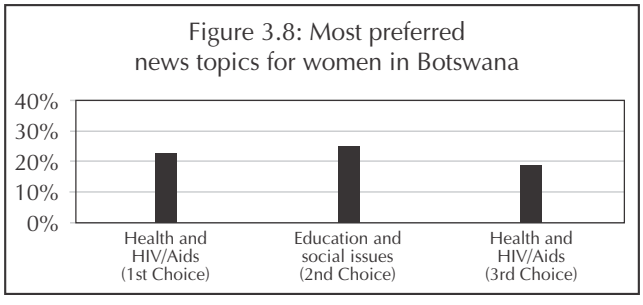
Most women (54%) and men (44%) prefer short news reports as compared to any other news genre. But with 39% men citing in-depth features as their favourite genre (compared to 27% women) this is a close second for men. As in other countries in the study women (14%) are more interested in news that asks for feedback than men (11%). As is the case in most countries a very low proportion of the sample of women and men are interested in opinion and commentary.

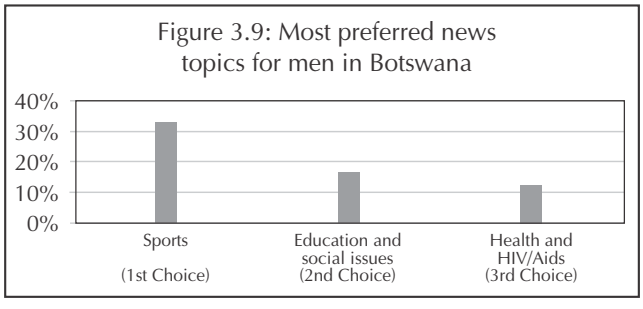


Topics

Respondents were provided with a list of news topics and asked to choose the three topics that were of most interest to them. Figure 3.8 and Figure 3.9 illustrate the topics chosen by the highest percentage of women and men as their first, second and third choice. Most of the men in the sample chose sport as the news topic they were most interested in while women identified Health/HIV and AIDS as their most important news topic. Apart from sports there is little difference between the topics that women and men prefer. Health, HIV/AIDS, education and social issues featured strongly in both instances.

The finding on men's first preference for sports news is consistent with findings in all the countries. However, the prominence of HIV/AIDS and social issues among the choices made by respondents in Botswana underscores the severity of this crisis in the country and the need for more information on the pandemic, especially among women. The GMBS showed that across the region, there is a strong bias in coverage towards political, economic and sports news, with social and health issues taking a back seat. The findings in Botswana point to the need for news editors to be more responsive to their audiences, and to adapt their values/policies accordingly.





Representation and portrayal

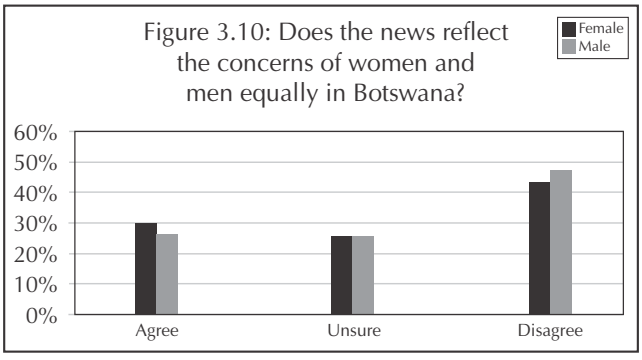
Does the news reflect the concerns of women and men equally?

Almost half the women and 44% men in the sample believe that the news does not reflect the concerns of women and men equally. Equal numbers (26%) of women and men in the sample are not sure about whether or not the news reflects the interests of women and men equally. A third of the sample of women and 26% of men in the sample believe that the interests of women and men are equally reflected.

Women suggested that the main reason why the news does not reflect the interests of men and women equally is because the media is a mirror of the inherent gender inequality in society. Other reasons were that the media industry is dominated by men and reflects the concerns of men.

Male respondents shared the view that the news did not reflect the concerns of men and women equally because the media industry is dominated by men. They also identified lack of respect for women as an important reason for their concerns not being covered in the media.

Figure 3.10: Does the news reflect the concerns of women and men equally in Botswana?



Media by men for men?

In response to the question,"Does the news reflect the interests of women and men equally?", the following are some of the comments made by women:

- "In most cases, men are the 'highlights' in the news, on almost anything. Men's issues don't go unnoticed, but they would rather talk about women spreading AIDS. Social, economic and political issues in today's world should be in the interest of the world that is seemingly equal."
- "Most of the people in the media fraternity are males so I think they always report in favour of their sex."
- "In most cases news is about men not women."
- "More women should be encouraged to join the media industry. There should be media education at an early age; children should be exposed to such education so that when they are adults, they can understand the world better."

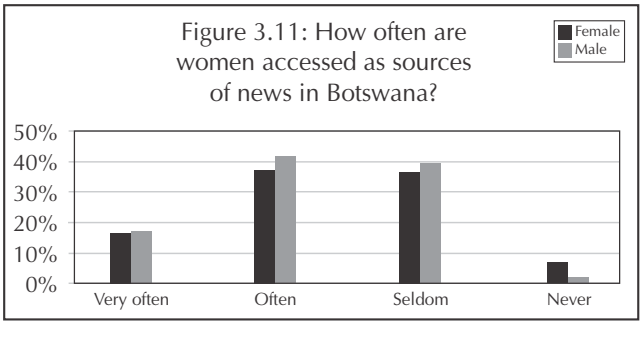
Men added:

- "Most of the time men appear on almost every programme be it on TV or radio so I don't feel women are given a chance. Sometimes newspapers do not treat women with respect and they are usually not allowed to air their views as men are given the upper hand. I feel men are given a bigger chance in terms of coverage as compared to women."
- "It depends on the person reporting the news story and his/her motives."
- "Most of the news stories reflect interests of women badly as compared to their counterpart (men). Again, one of the reasons may be that most of the editors are men."
- "The media is dominated by men so is the news."

Women as sources of news

Women and men gave contradictory answers in response to the question: "How often do you think that the news reporters use women as the sources of their stories?" Amongst the women, 38% stated that women appear "often" as sources and 37% stated that women appear "seldom" as sources. Similarly 41% men believe that women appear "often" as sources and 40% believe that women appear "seldom" as sources.

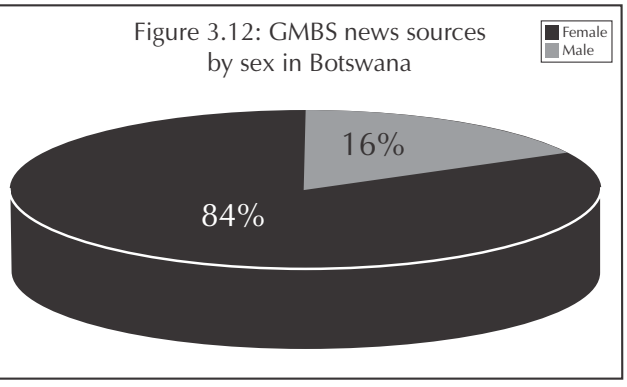
Figure 3.11: How often are women accessed as sources of news in Botswana?



What the GMBS showed:

The GMBS for Botswana found that women constitute only 16% of news sources compared to the regional average of 17% and global figure of 18%. The difference between the actual under-representation of women in the news and mixed perceptions as to whether this is so reflects different levels of gender awareness among news consumers – women and men - and the need for continued advocacy and awareness-raising around the findings of the GMBS in Botswana.

Figure 3.12: GMBS news sources by sex in Botswana



How are women and men represented in the news?

Respondents were asked in what roles women and men are most frequently portrayed in the news. A list of categories was given to each respondent and they identified the regularity with which they see women and men in particular roles. Women and men highlighted the roles of model/beauty contestant; health worker; homemaker and victim; with women adding sex workers and men community member.

The findings mirror those of the Botswana GMBS in which monitoring of actual editorial content found that women are most likely to feature in the news as home-makers, beauty contestants and in the health category.

Figure 3.13: Women's perceptions of roles of women in the news in Botswana

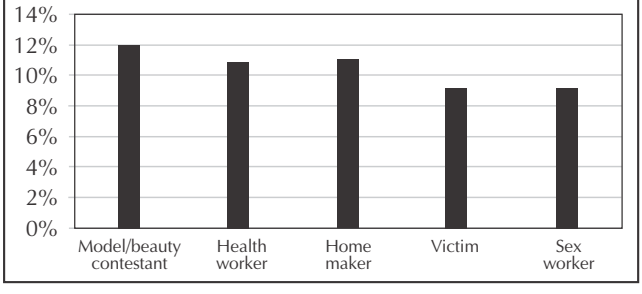
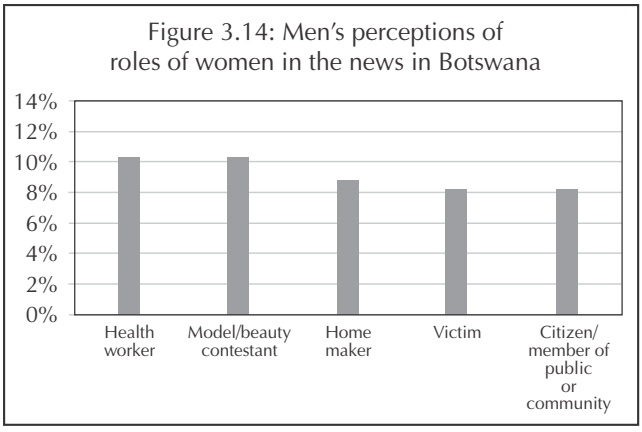


Figure 3.14: Men's perceptions of roles of women in the news in Botswana



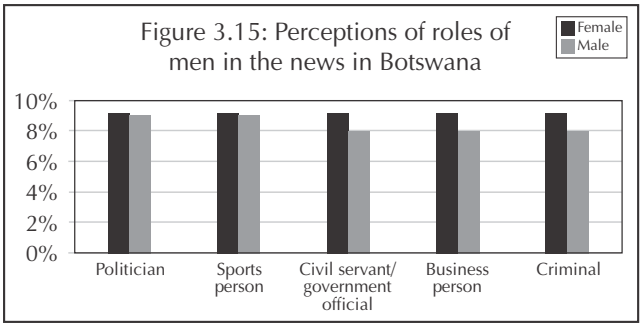


Typical roles of women and men in the news.

Respondents also identified the roles they see men represented in most often in the news. Women and men concurred that these are as: politician, sports person, civil servant/government official; business person and criminal.

Again, the findings are similar to the Botswana GMBS based on the monitoring of actual editorial content which found that men are represented in the media most often as politicians, sports people, office and service workers, criminals and business people.

Figure 3.15: Perceptions of roles of men in the news in Botswana



Sexual images

In findings that again are strikingly similar to the consolidated findings, 45% women and 37% of men said they are uncomfortable with sexual images of women being used in news. Some 42% women and 38% men said they found the use of sexual images of women in the news "insulting". Only 4% women and 12% men said they found such images "entertaining."

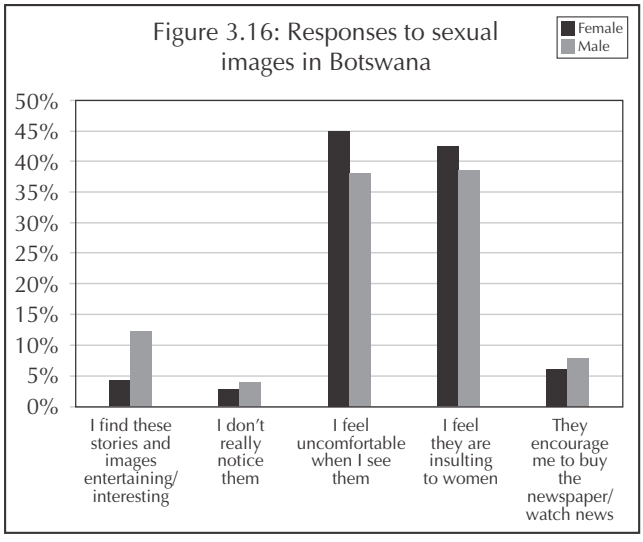


Figure 3.16: Responses to sexual images in Botswana

Humiliating and disrespectful

The following comments by women reflect the sense of personal affront that such images invoke:
- "I do not like seeing those images because they belittle women."
- "I hate it."
- "Humiliating."
- "It is inhuman."
- "It is insulting to the nation."

Men, on the other hand, stressed the fact that they consider sexual images to be a violation of women's dignity and respect:
- "Respect for women is minimal in newspapers."
- "They show sexual parts of women which is never the case with men."
- "It disturbs me."
- "It undermines women's status."
- "What I have noticed is that women only make new-headlines when it's sexual matters. They are not well portrayed, sometimes it undermines their dignity."



Media practitioners

Table 3.4 contains a summary of the responses to a set of statements about media practitioners. Women and men in the sample had mixed views about whether or not it is mainly men who report the news and whether or not the sex of the journalist affects how they report on news (as well whether it affects their appreciation of the news). But a majority of women (79%) and men (74%) agreed that there should be gender balance in newsrooms.

Table 3.4: Perceptions of media practitioners in Botswana

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that it is mostly men who report the news.	47	57	22	22	31	21
I prefer news stories reported by men.	37	57	35	20	28	23
I prefer news stories reported to women.	30	36	48	30	22	34
I think that women report different kinds of news stories to men.	33	28	23	35	44	37
I think that there should be equal numbers of male and female reporters.	79	74	5	10	16	16

Audience preferences

Types of news

Respondents were asked, in the form of open-ended questions, what they would like to see more of and less of in the news. The answers were then grouped.

More positive news

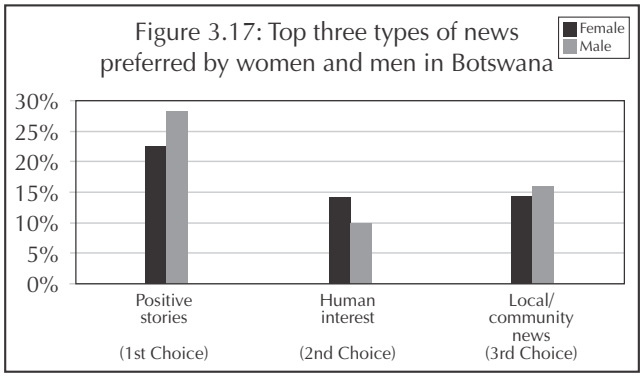
Women and men had the same top three choices of what they would like to see more of: more positive, human interest and local stories.

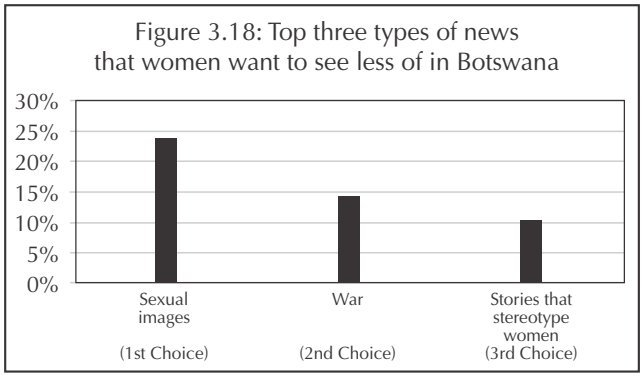
Less sexual images and violence

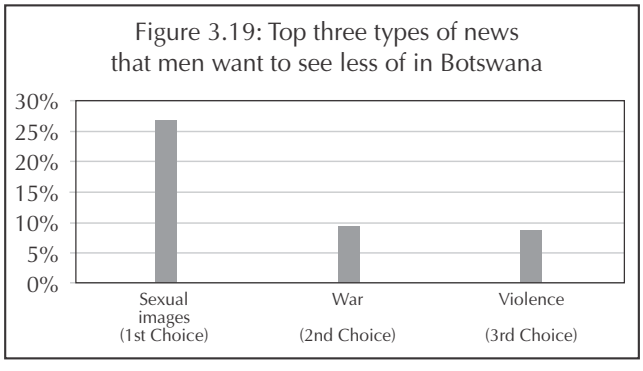
Women and men in Botswana concurred that they would like to see fewer sexual images and less war coverage in the news. Women would particularly like to see fewer stories that stereotype women. Men would like to see less violence in the news.



Keabonye Ntsahane of the Red Cross and Sechele Sechele, editor of Mmegi at the GEM summit.

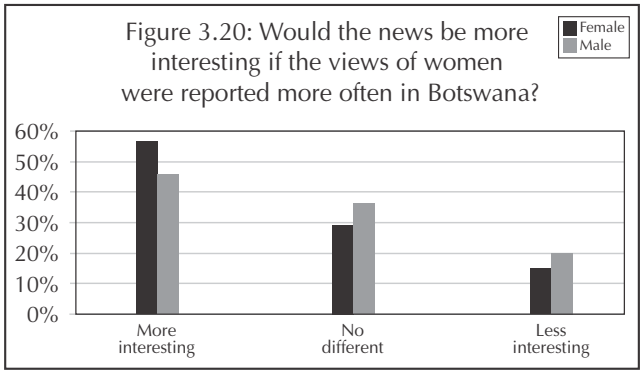






More women's voices

Most women (57%) and men (45%) agree that the news would be more interesting if the views of women were reported more often. Fewer respondents (29% of women and 35% of men) believe the news would be no different. A relatively low percentage of women and men felt the news would be less interesting if the ideas of women were reported more often.



Diversity

A resounding 71% women and 57% men (compared to 78% women and 59% men in the consolidated findings) said the news would be more interesting if it carried stories of women in a greater diversity of roles.

Respondents were asked to identify the ways in which women and men should be represented more in the news. The responses to the questions were open ended. Respondents provided answers that were subsequently analysed and grouped together.

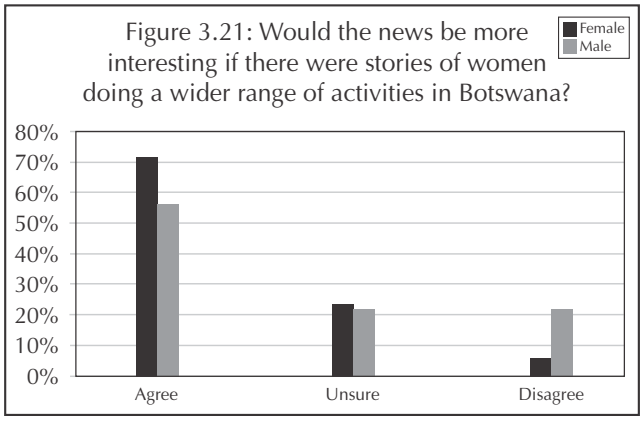


Figure 3.21: Would the news be more interesting if there were stories of women doing a wider range of activities in Botswana?

New roles for women

Women and men identified four of the same roles they would like to see women represented in more often: professional roles, business, leadership and public life. Only some male respondents said there was no other way in which they would like to see women represented. And some women added "farming" to the roles for women that they would like to see featuring in the news.

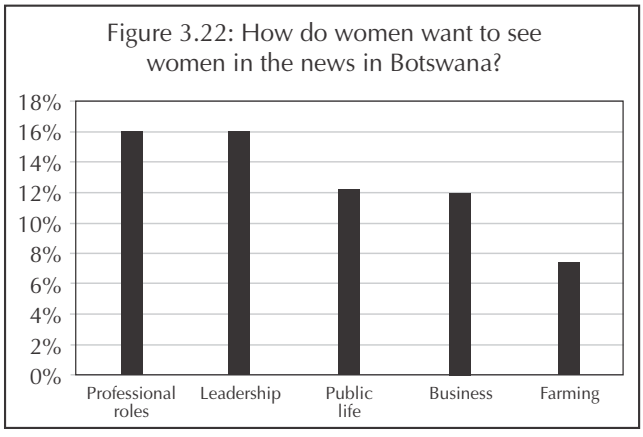


Figure 3.22: How do women want to see women in the news in Botswana?



Women politicians make their voices count in Botswana

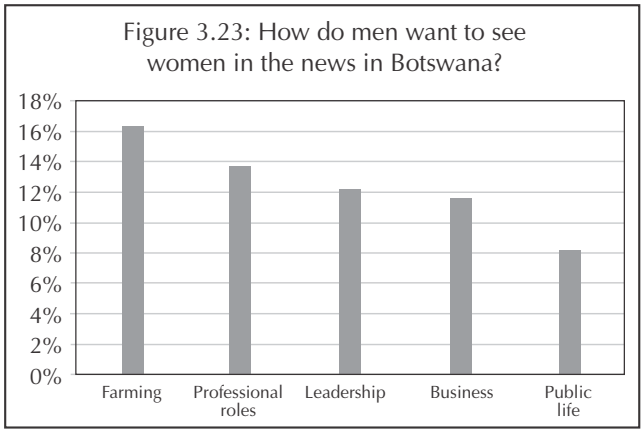


Figure 3.23: How do men want to see women in the news in Botswana?

New roles for men

In response to a similar set of questions on how audiences would like to see men in the news, women and men had the same five responses: as parents, care givers and home makers and models. It is interesting that while some men (and no women) wanted to see women in no other way than that in which they already appear in the news, 30% men and 20% women felt that there is no need to change the way that men are already represented and portrayed in the media.

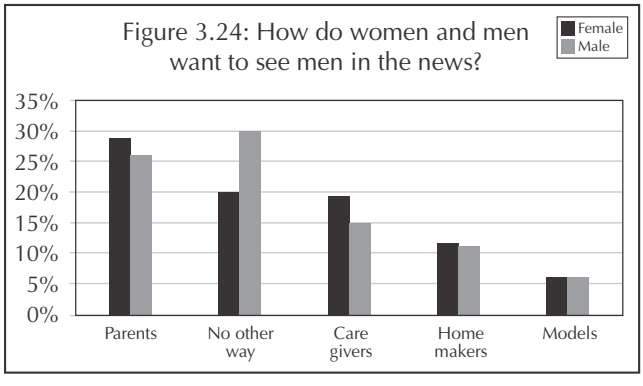
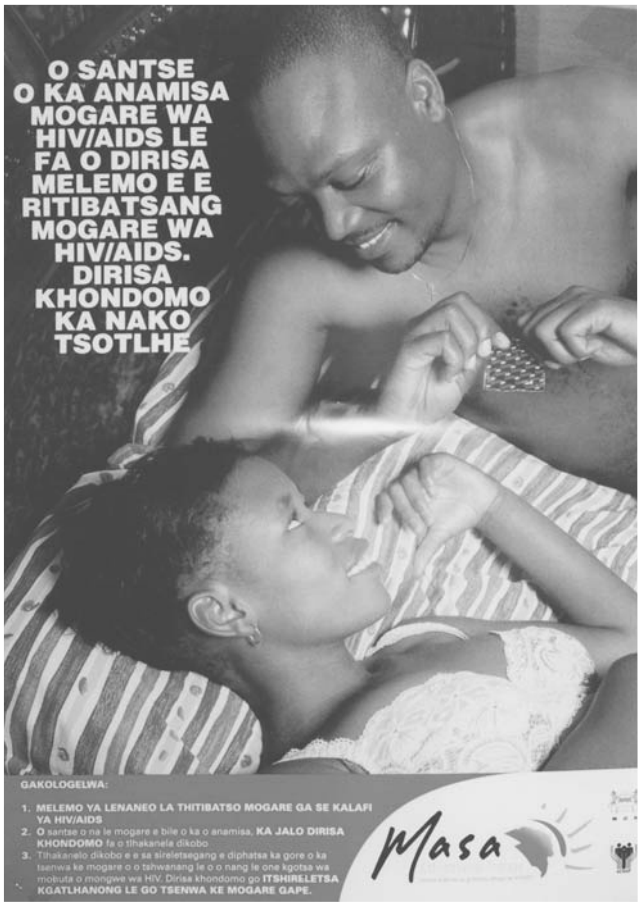


Figure 3.24: How do women and men want to see men in the news?

Conclusions and recommendations

The findings of this ground-breaking study, which reflect important gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter that charts the way forward.



Using images that convey mutual respect to promote safe sex.

Chapter four: Lesotho



Mathabeng Fanyane, Lesotho GEMSA country representative, and Keabanye Ntsabane from Botswana at GL workshop.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

MEDIA INSTITUTE OF SOUTHERN AFRICA
MISA
PROMOTING MEDIA DIVERSITY • PLURALISM • SELF-SUFFICIENCY • INDEPENDENCE

Table 4.1: Summary of key data from the findings of the GMAS in Lesotho

KEY DATA	LESOTHO		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	83	77	51	51
Television	14	23	37	31
Newspapers	3	0	11	16
Internet	0	0	1	2
Who selects the news medium?				
Self	48	50	49	55
Spouse/partner	7	12	14	12
Other family member	25	22	28	23
Fellow worker	1	3	2	2
Employer	0	0	2	2
Friend or neighbour	8	10	4	4
Proprietor of a public space	7	12	0	2
News preferences (genres)				
Short news reports	49	36	55	53
In depth features	33	42	28	32
News that asks for feedback (e.g. Letters to the editor)	15	18	12	10
Opinion and Commentary	2	4	5	5
How women and men are represented and portrayed *New stories reflect the interests of both men and women equally.*				
Agree	39	24	40	43
Unsure	10	10	17	16
Disagree	42	51	42	41
How often are women used as sources in news stories?				
Very often	23	33	18	21
Often	33	21	36	37
Seldom	38	41	42	39
Never	7	5	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	1	5	4	12
I don't really notice them	5	13	8	10
I feel uncomfortable when I see them	45	41	43	36
I feel they are insulting to women	48	36	34	34
They encourage me to buy the newspaper or watch the news	2	5	3	8
What audiences would like to see more of *If the ideas and views of women were reported more often, the news would be*				
More interesting	74	51	68	47
No different	14	18	22	36
Less interesting	12	31	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	81	55	78	59
Unsure	4	6	10	19
Disagree	14	39	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Lesotho Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with the Gender and Media Southern Africa (GEMSA) network and student researchers from the National University of Lesotho Institute of Extra Mural Studies. It is the first comprehensive study of audience news consumption patterns and preferences in Lesotho generally, as well as the gender dimension of these.

The findings are based on the responses of 93 women and 86 men, a total sample of 179 from Maseru, Mafeteng and Maputsoe. The theoretical framework and the methodology for the research are described in Chapter One, the overview to the report..

Key findings

Table 4.1 provides a summary of the key data from Lesotho and the regional findings of GMAS.Key findings include:

Radio is by far the most important source of news: As in nine other countries in the study, women (83%) and men (77%) cited radio as their main source of news. One of the main reasons for this is the lack of daily newspapers in the country, which makes radio the main source for daily, breaking news.

More men than women get their news from television: The second most important source of news for men (23%) and women (14%) is television. The finding that more men get their news from television than women contrasts with regional findings (37% women and 31% men).

Newspapers are still battling to gain market share, especially among men: An interesting finding in Lesotho is that although a very low percentage of women (3%) said they rely on newspapers for news, no men cited this medium as a source of news. This finding may be a reflection on the poor quality of newspapers in the country, many of which have lost credibility among the public as a trustworthy source of news. There also is a low reading culture among the Base. But, contrary to trends elsewhere in the region, women in Lesotho have higher literacy levels than men, many of whom commute back and forth to work in the mines in South Africa.

The Internet is virtually unheard of: None of the respondents – women or men – cited the Internet as the main source of news. This finding is similar to other countries, such as Angola, Malawi, Zambia and Namibia. It reflects the need for more efforts by government to promote information and communications technologies.

There is no strong correlation between levels of education and the main source of news, due to the lack of a strong print media: Reflecting the lack of a strong print media in the country and the existence of only weekly newspapers, the correlation between education and the type of media relied on for news is not as pronounced in Lesotho as elsewhere in the region. The highest proportion of women (34%) and men (35%) who chose radio as their main source of news have secondary education, not primary as is the case in other countries in the study where radio is cited as the main source. Some 32% women and 23% men with primary education chose radio, and 16% women and 19% men with tertiary education also said they rely on radio for news.

Women prefer short news reports, while men favour in-depth features: In trends similar to those in the rest of the region, more women (49%) compared to 36% men said they prefer short news reports. A relatively high proportion of men (42%, and the second highest in the study) compared to 33% women opted for in-depth features as their preferred choice of news genre. This finding reflects the fact that while women and men may first listen to short news items, there is a tendency to want follow-up stories for more explanation and analysis. In general, men tend to have more time for this.

There are still gender gaps in who decides on the news medium, but this is relatively small: In Lesotho, there is a strong tendency for women and men to make their own choices about which medium to access the news from, and the gender gap is not as wide as elsewhere in the region. Women in Lesotho (48% compared to 49% in the regional findings) and men (50% compared to 55% in the regional findings) said they make their own decisions about where they get their news from.

Men have a stronger preference for interactive news: More men (18%) than women (15%) chose news that asks for feedback as their favourite news genre. This finding is different and slightly higher than the region which shows that more women (12%) than men (10%) prefer interactive news.

Opinion and commentary lag behind : As in other countries in the region, only a tiny percentage of women (2%) and men (4%) in Lesotho identified opinion and commentary as their favourite news genre. This could be due to the fact that this genre is associated mainly with newspapers (which are not the main source of news for the majority of the consumers); as well as the lack of daily newspapers which contributes to the fact that the genre is not well developed in Lesotho.

There are mixed perceptions about women's representation in the news: While an equal number of women and slightly more men than in the regional findings believed that the news does not reflect the interests of women and men equally, there were mixed perceptions on this as well as the related question of whether or not women are accessed "often" or "seldom" as sources. The GMBS showed that women constituted 21% of news sources in Lesotho. Varying perceptions of women's representation in the news highlight the need to step up gender and media literacy campaigns.

But strong perceptions about gender biases in portrayal: Despite the varying views on the extent to which women are represented in the news, audiences in Lesotho had clear views on gender bias in the portrayal of women and men. Reflecting the findings of the GMBS, they said women are most likely to feature in the news in roles such as models/beauty contestants, health workers, home makers, victims and sex workers, while Base men appear more frequently in the news as officials: politicians; members of the police and military; civil servants/government officials; business and sports personalities; scientists; criminals and professionals.

And especially strong views on the use of images that portray women as mere sex objects: As in all the other countries in the study, high proportions of both women and men, but especially women, found sexual images of women in the news "uncomfortable" and "insulting". Women and men in Lesotho identified sexual images of women in the news as the kind of news they would most like to see less of.

There are mixed views about whether the sex of the journalists makes a difference to their reporting, but strong support for gender equality in newsrooms: While more Base women than men believe that female journalists report on different news stories to their male counterparts, views on this issue are mixed, with more men preferring stories written by male journalists. However, a high proportion of both women and men believe it is important to have equal numbers of female and male journalists. This is an important message to media decision-makers about the need for gender policies in newsrooms as well as gender training for male and female journalists.

Women and men want to see more positive stories; and women more stories about their concerns: Base women and men would like to see more positive stories in the news. In addition, women want more stories on women's rights/concerns/issues and local and community news. Men want more human interest stories and more stories on accessing services and resources.

Women and men, but especially women, would find the news more interesting if the ideas and views of women were reported more often: A high proportion of women (74%) and the majority of men (51%) said that the news would be more interesting if the ideas and views of women were reported more often.

It's not just about more women's voices, but about women in diverse roles. The vast majority of women (81%) and the majority of men (55%) agreed that the news would be more interesting if there were stories about women doing a wider range of things. Women and men also want to see men in non-traditional roles: as parents, care-givers and home-makers.

CONTEXT

About Lesotho

The Kingdom of Lesotho is situated in the south eastern region of Southern Africa. It is the only country in the world that is entirely surrounded by another (South Africa). The country's population is estimated at 2.2 million people (2003), with the majority of the population living in the lower lands of the north and west, where the capital Maseru is located. The official languages are Lesotho and English. About 70 percent of the population is Catholic. In 1993, Lesotho held the first national election in nearly 30 years, ending a long period of military rule. The country's main exports are: clothing, wool, mohair, food and livestock.

Media context

The media in Lesotho is still largely government owned, with strong competition from the church-owned media, followed by media owned by political parties and some small private/independent media. Many of the small publications and private radio stations have not been able to see much growth, because of lack of capacity and access to resources such as affordable and efficient printing and transmitter services.

The government operates a range of media. South African radio and TV stations can also be received in Lesotho. Commercial radio stations began to appear following reforms in 1998, but Radio Lesotho remains the only state-owned station with nationwide coverage.

MISA Lesotho, an independent media body which promotes media freedom and professionalism, has launched a campaign for the transformation of all state-owned media into public service broadcasters. Section 14, of the Constitution of Lesotho guarantees the right to freedom of expression. The country's supreme law prohibits discrimination on the grounds of race and sex.

But the media is also hampered by a range of media laws. Media activists are lobbying for the enactment of the Access and Receipt of Information Bill, drafted by the Lesotho Law Reform Commission in 2000, which if passed, would ensure and recognise the principles of access to information, transparency, accountability and participation.

Table 4.2: Media in Lesotho		
MEDIA	**STATE**	**PRIVATE**
Television		
Lesotho Television	✓	
Radio		
Lesotho	✓	
MoAfrica FM		✓
People's Choice FM		✓
Joy Radio FM		✓
Catholic Radio FM		✓
Khotso FM		✓
Harvest FM		✓
Thahakhube Fm		✓
Newspapers		
Moeletsi Oa Basotho		✓
MoAfrika		✓
Mopheme-The Survivor		✓
The Mirror		✓
Public Eye		✓
Leselinyane La Lesotho		✓
Lesotho Today		✓

Gender and media in Lesotho

As in other countries in the region, media coverage in Lesotho tends to be event-driven with a dependence on the voices of people in positions of prominence and authority. This, coupled with deeply-entrenched patriarchal attitudes, has resulted in the exclusion of the voices, perspectives and representation of a wide section of the Base population, especially women.

The Gender and Media Baseline Study (GMBS) found that women constitute 21% of news sources in Lesotho. Women's voices were almost completely absent in news stories on topics such as politics, human rights, sports, crime, economics, among others.

Gender and media is an integral part of the work of MISA Lesotho which does regular gender monitoring of the media. GEMSA also has a well-established chapter in Lesotho.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research. The preliminary desk top research for this study showed that there is little formal audience research carried out by the media in Lesotho. Editorial decisions are guided by audience feedback received in letters ad talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regards to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

Locations

The salient features of the three locations (see map below) are as follows:



Maseru: Maseru, which means "the place of red sandstone", is the capital city. It is situated in the west of Lesotho in the relative lowlands. The city reflects the contrasts of modern and traditional Africa, and is the headquarters of the government.

Maputsoe: This is a border town north of Maseru. The population has relative access to all media, including the traditional public "pistols" or gatherings where people are informed about pertinent issues that affect their day to day lives.

Mafeteng: Located around 78 kilometres south of Maseru, Meeting is one of Lesotho's most important commercial centres. The town is bordered on the east by a spectacular mountain range which features the Than-Put (blue mountain), the highest peak in western Lesotho.

Demographic information

As illustrated in table 4.3 the study included interviews with 93 women and 86 men (for a total sample of 179) compared to a target of 90 women and 90 men.

Table 4.3: Research sites in Lesotho

Country	Sites	women	men
Lesotho	Maseru Maputsoe Mafeteng		
Total		93	86

Figure 4.1 illustrates respondents by age groups (20-35; 36-50 and 50+).

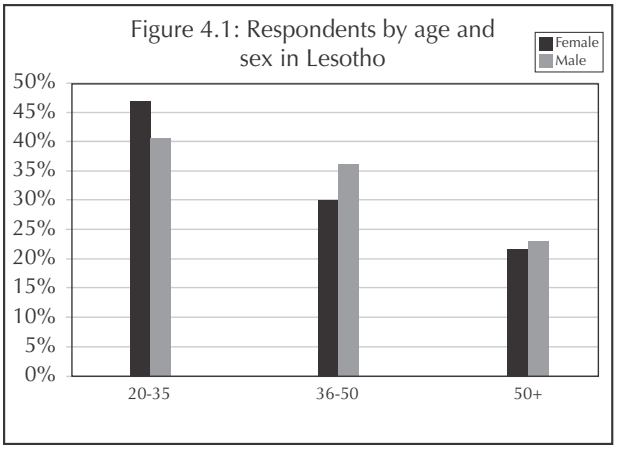
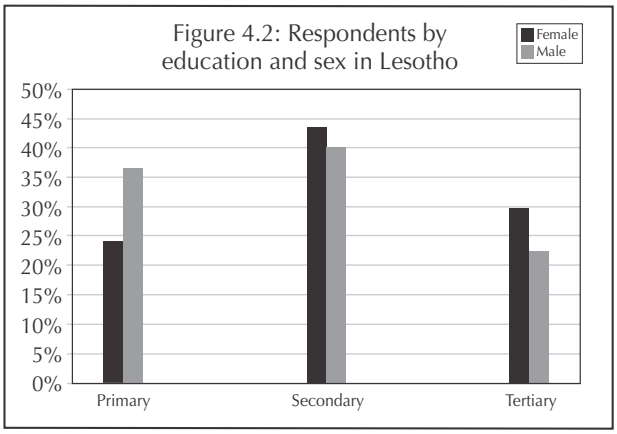


Figure 4.2 illustrates respondents according to education levels (primary; secondary and tertiary).





Media availability and Use

Main source of news

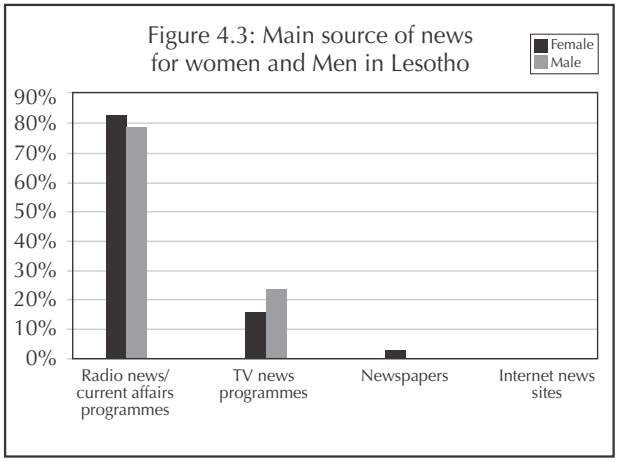
Radio: The main source of news for the majority of women (83%) and men (77%) in Lesotho is radio regardless of educational levels. For women, one of the primary reasons for choosing radio is that "they can do other things at the same time". For men, one of the primary reasons for choosing radio is because "they can get up to the minute/breaking news".

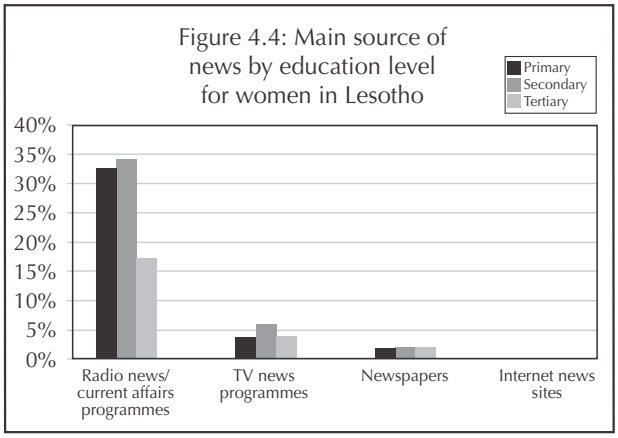
Television: Chosen by 23% of men and 14% of women, television emerged as the second most important source of news. For women and men one of the primary reasons for choosing radio is they "like to see what is going on".

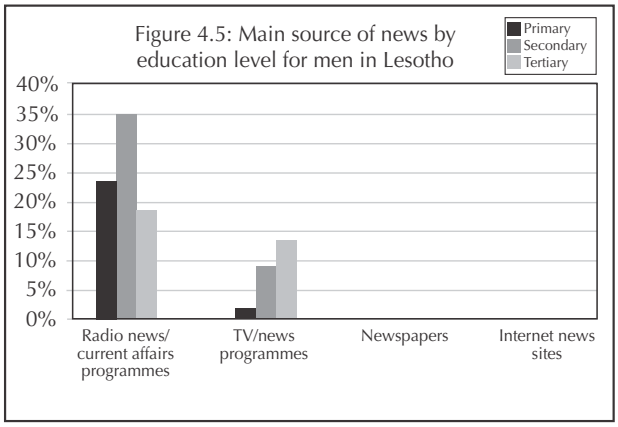
Newspapers: Only women (3%) cited newspapers as their main source of news, and the women who chose this medium said that the primary reason for choosing it is "it is affordable/does not cost me anything". No men in the sample chose newspapers. One reason for the low proportion of respondents choosing this medium may be the fact that the country has only weeklies and many are not of high news quality.

The Internet: None of the respondents in the sample identified the Internet as their main source of news. The need to create access to, and training in the use of ICTs, is critical in Lesotho.

Education: Further analysis by education levels shows that there is little correlation between this and the choice of news medium by women and men in Lesotho. Similar numbers of women and men with primary, secondary and tertiary education chose radio as their main source of news. More men with tertiary education chose television as their main source of news, possibly reflecting a higher economic status. A very low percentage of women with primary, secondary and tertiary education chose newspapers as their most important source of news.

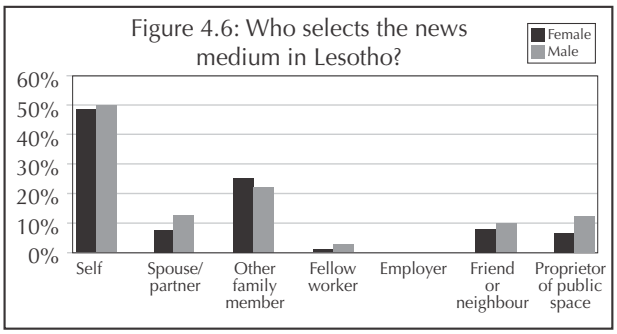






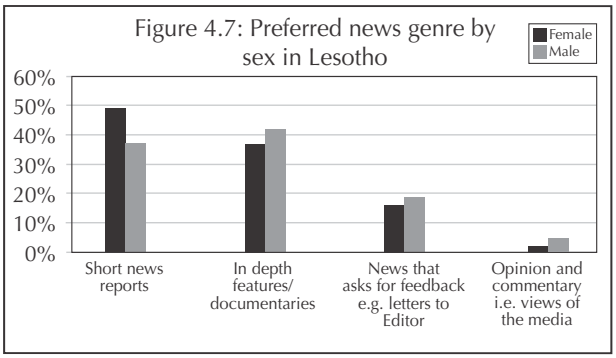
Media selection and acquisition

Some 48% of the women and 50% of the men in Lesotho said they choose their own news medium (compared to 49 percent women and 55% men in the region overall). Only 7% women (compared to 14% for the region overall) said that their spouse makes this decision for them. As in the case of Botswana and Namibia, the high percentage of women who make their own choices is a reflection of the large numbers of female-headed households in Lesotho. The second highest category is "other family member" which does not include spouse or partner. These findings are significant in that they show that women are by and large independent news consumers, and their preferences need to be taken into account in media marketing.



News genres

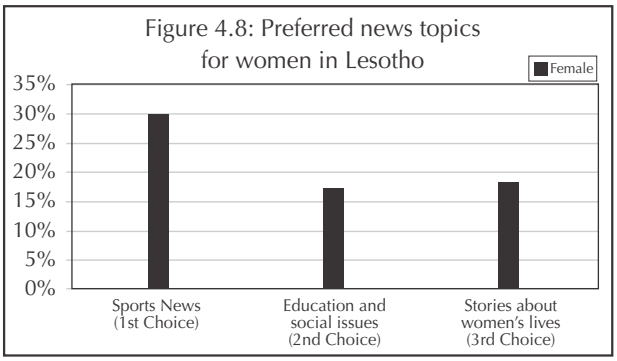
Most women (49%) compared to 36% men said they preferred short news reports to any other genre. Men (42%) compared to 33% of the women cited in-depth features/documentaries as their preferred news genre. A very low proportion of the sample of women and men showed an interest in opinion and commentary (2% of the women and 4% of the men).

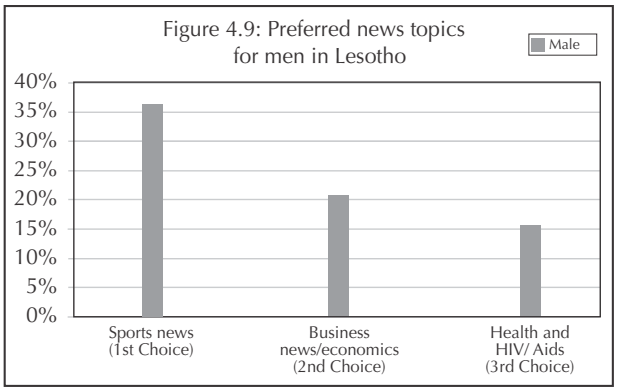


Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. Figures 4.8 and 4.9 show the topics chosen by the highest percentages of women and men as their first, second and third choices.

Most of the men in the sample cited sports news as their favourite topic, followed by business and economics. Unlike any other country in the region, women also chose sports news as their favourite news topic followed by education and social issues. The GMBS showed a heavy bias in news coverage in the region towards political, economic and sports reporting, with much more limited coverage of education and social issues.





Representation and portrayal

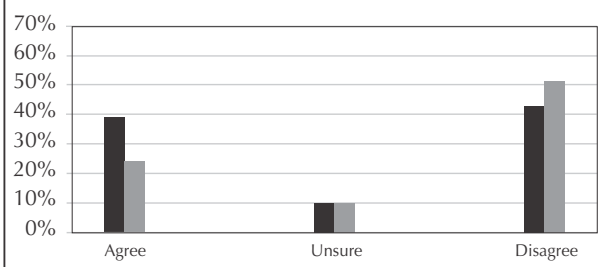
Does the news reflect the concerns of women and men equally?

Reflecting relatively high levels of gender and media awareness in Lesotho (possibly as the result of the advocacy work of organisations like MISA and GEMSA) most women (51%) and men (42%) said that the news does not reflect the concerns of women and men equally. Some 39% of the women and 24% of the men in the sample believe that the news does reflect the interests of women and men equally. The other respondents remained unsure.

Explaining their views, some women said women are marginalised and that men tend to make the headlines more. When women do make the news, others said, they often appear as victims in stories about violence.

Men in the sample believe that the news does not cover the concerns of men as much as the focus is on women, stating that women are given more attention by the news media. The men attributed this to the focus on women's empowerment and to the media's coverage of gender-based violence.

Figure 4.10: Does the news reflect the concerns of women and men equally in Lesotho?



Women's views "marginalised"

The following is a summary of comments made by women in Lesotho in response to the question of whether the news reflects the concerns of women and men equally:

- "Women are marginalised. Their rights are not respected. Women are often discriminated against."
- "Men always hit the headlines and women are ignored."
- "Women are undermined."
- "The media concentrate on men alone."
- "Women's issues and concerns are usually overshadowed by those of men. This is really bad and discriminatory."
- "It is always men, men and nothing about women."
- "Even if we have important news, they are never reported because we are regarded as minors."

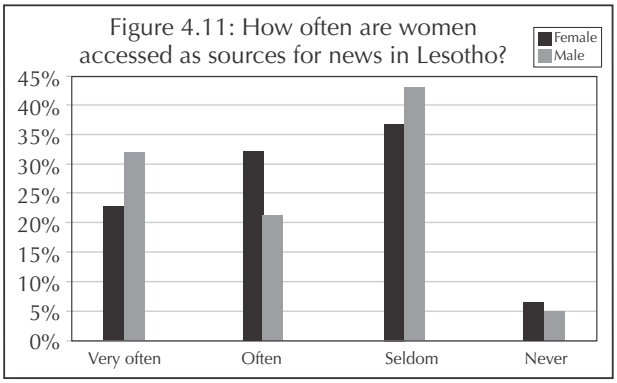
Men respondents added:

- "This is the men's world and the interest of men is first."
- "Men's views are reported more often than women. Men are making decisions for women."
- "Women's issues are more prevalent."
- "There is always some bias towards men."
- "Every media nationally and internationally is focusing on women's activities."
- "Focus is on women's empowerment more than any other issues. Men are forgotten and are left behind."
- "Women are considered more than men."
- "Men are not given the opportunities to raise their issues."

Women as sources of news

As illustrated in Figure 4.11, women and men expressed mixed perceptions about whether or not women are used as sources "very often", "often", "seldom" or "never" in the news in Lesotho.

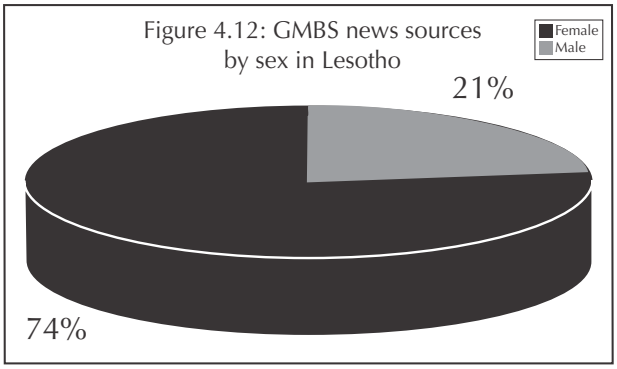
Figure 4.11: How often are women accessed as sources for news in Lesotho?



What the GMBS showed

The GMBS in Lesotho found that women constituted only 21% of news sources which is 4% higher than the regional figure of 17%. The global figure was 18%. The varying perceptions among audiences point to the need for continued gender and media literacy awareness in Lesotho.

Figure 4.12: GMBS news sources by sex in Lesotho

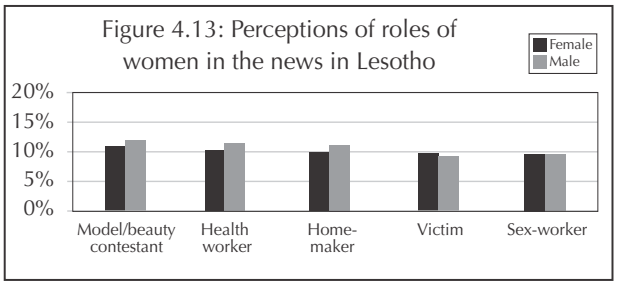


Respondents were given a list of categories and asked to identify the regularity with which they see women and men in particular roles in the news.

How are women and men represented in the news?

Most women and men in the sample said women are in the news most often in the roles of models/beauty contestants; health workers; home makers; victims and sex workers. The GMBS in Lesotho, which monitored actual editorial content, found that women predominate in the news as home makers, beauty contestants, entertainers and sex workers.

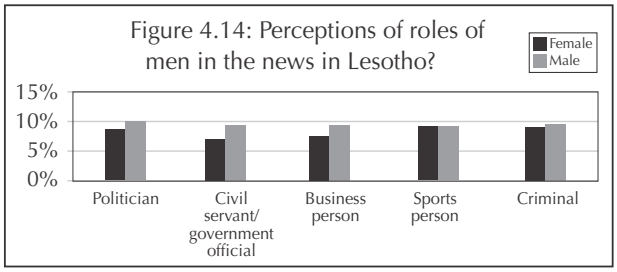
Figure 4.13: Perceptions of roles of women in the news in Lesotho



How are men represented in the news?

Most women and men in the sample said that men appear in the news most often in the roles of politicians, business person, civil servant/government official or criminal. The GMBS in Lesotho found that men predominate in the news as politicians, sportspersons and as entertainer

Figure 4.14: Perceptions of roles of men in the news in Lesotho?



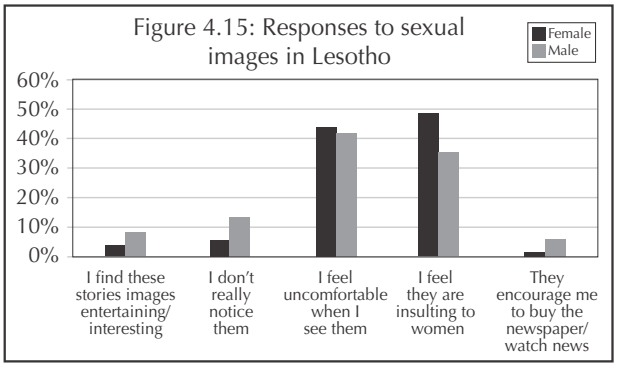


PITSO on women in politics in Lesotho.

Sexual images

In responses similar to those in all the other countries in the study, 45% women and 41% men said they find sexual images of women in the news "uncomfortable", while 48% of the women and 36% of the men said they find such images "insulting". Only 5% of the men and 2% women said that such images "encourage me to buy the newspaper or watch the news." This is at odds with the argument frequently put forward by the media decision-makers that such images are critical to their bottom line.

Figure 4.15: Responses to sexual images in Lesotho



An insult to women

Explaining their responses, many women spoke about women's loss of dignity and that these images belittled women and put them at risk of sexual violation. Men in the sample said that these images are insulting to women and that they should not be shown in front of children. They also expressed the view that sexual images are insulting to women and are provocative to men.

- "I feel uncomfortable when I see them. I feel they are insulting to women. I think it is a sin."
- "…A woman has to put on clothes all the time, because it is disappointing/embarrassing to see a naked woman."
- "No one is supposed to be naked. The body is God's temple."
- "…Women are portrayed as sex objects. There is no respect for women."
- "Women's bodies have to be respected and kept private; their bodies should not be exposed in public."

Men added:

- "I feel uncomfortable with sexual images of women and feel that they're insulting to women. Women should not be portrayed in a manner that is provocative to men."
- "…We have children, so children should be respected and even parents would be ashamed or switch off the news completely."
- "Any woman who allows herself to be photographed in that manner is nuts."
- "I find these stories and images entertaining and interesting. They encourage me to buy the newspaper or watch the news."
- "I don't really notice them but I feel uncomfortable when I do."
- "They are bad and not suitable for children and children turn to practice all what they see or hear on the news."

Media practitioners

Table 4.4 is a summary of the responses of the women and men in the sample to a set of statements about media practitioners. More than half of the men (57%) and 46% of the women agreed that it is mostly men who report the news. Most women and men had mixed views as to whether women report on different kinds of stories with 75% of the women preferring news reported by women, while 70% of the men prefer news reported by men. But 84% women and 72% men endorsed the principle of gender equality in newsrooms.

Table 4.4: Perceptions of media practitioners in Lesotho

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that is it mostly men who report the news.	46	57	15	10	39	34
I prefer news stories reported by men.	37	70	19	9	44	20
I prefer news stories reported to women.	75	49	16	18	9	34
I think that women report different kinds of news stories to men.	50	47	13	15	37	38
I think that there should be equal numbers of male and female reporters.	84	72	5	5	11	24

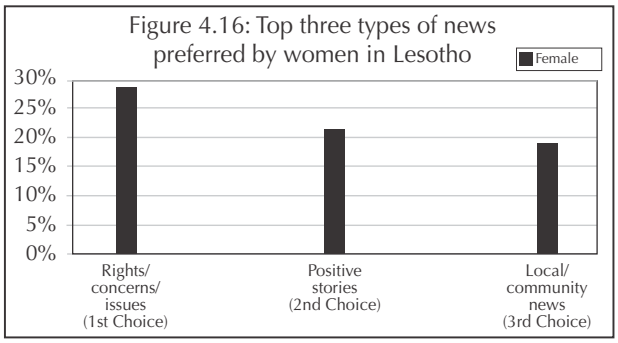
Audience preferences

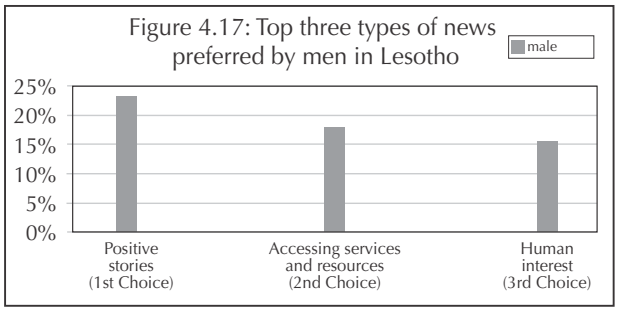
Types of news

Respondents were asked, in the form of an open-ended question, what they would like to see more of and less of in the news. The answers were then grouped.

More positive news

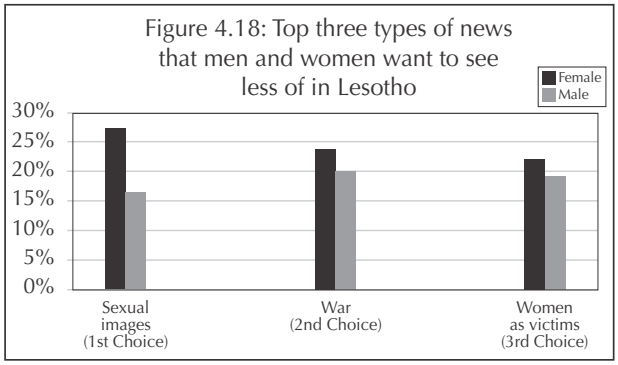
Women and men in Lesotho want to see more positive news stories. In addition women want to see more stories about women's right's/concerns/issues and more local and community news. Men want to see more stories that cover accessing services and resources, and more human interest stories.

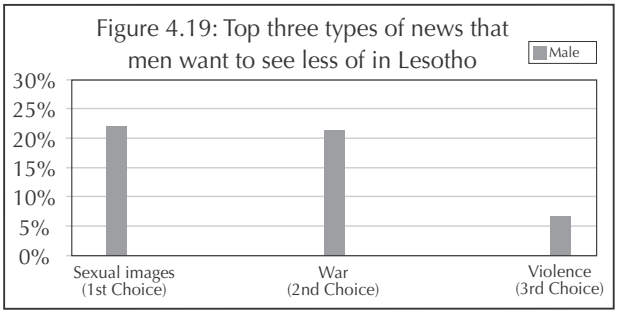




Less violence and sexual images

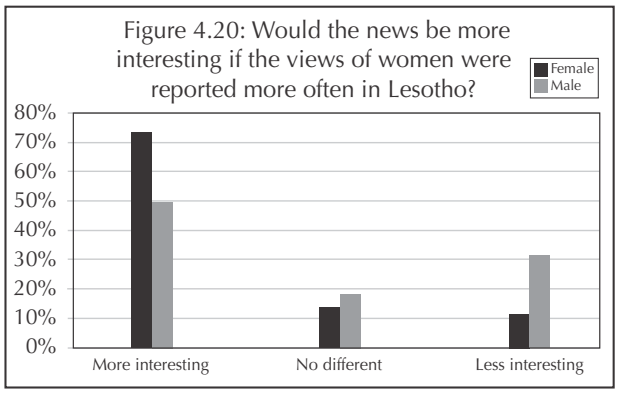
When asked what they would like to see and hear less of in the news, women and men had strikingly similar responses. They both cited sexual images and fewer war stories as topics they would like to see and hear less of. Women also cited women as victims while men want to see less stories on violence.





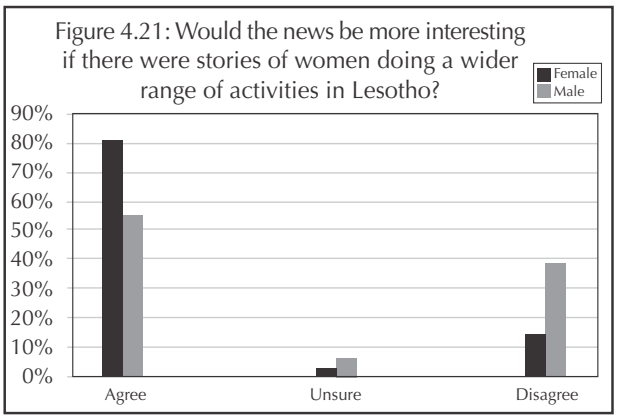
More women's voices

As in other countries, a high proportion of women (74%) and the majority of men (51%) agree that the news would be more interesting if the views of women were reported more often. Fewer respondents (14% of women and 18% of the men) believe the news would be no different. A relatively low percentage of women (12%) but high proportion of men (31%) said the news would be less interesting if the views of women were reported more often.



Diversity

Some 81% of the women and 55% of the men in the sample believe the news would be more interesting if women featured in a wider diversity of roles. Respondents were asked in the form of an open-ended question to identify the ways in which women and men should be represented more in the news. Answers were subsequently analysed and grouped together.

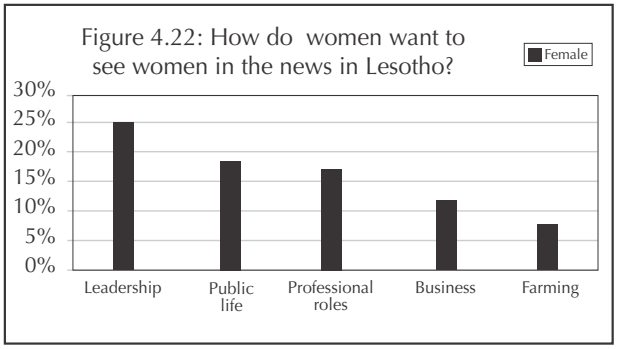


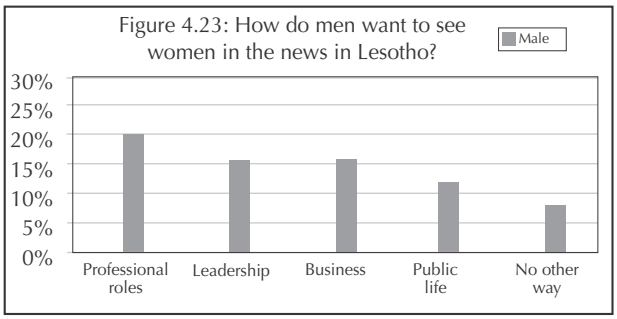
New roles for women

Women and men identified the following common roles in which they would like to see women more often: in leadership, public life, as professionals and in business. In addition, women identified the role of farming. A small proportion of men said they did not want to see women represented in any other way.



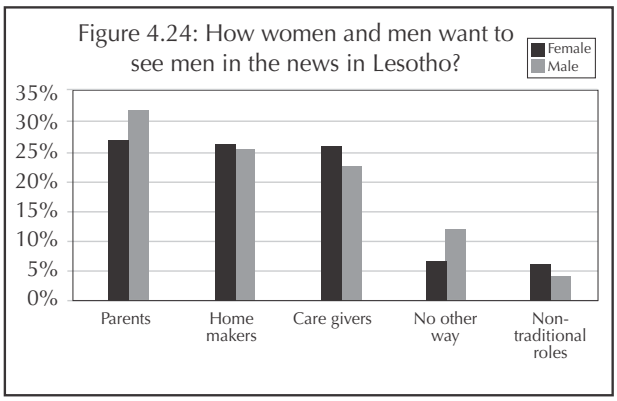
Lesotho Speaker Ntlhoi Motsamai.





New roles for men

Women and men said they would like to see and hear more men in the roles of parents, home makers and care givers and in non-traditional roles. A minority said they did not see the need for men to be cast in any other roles than those in which they are seen already.



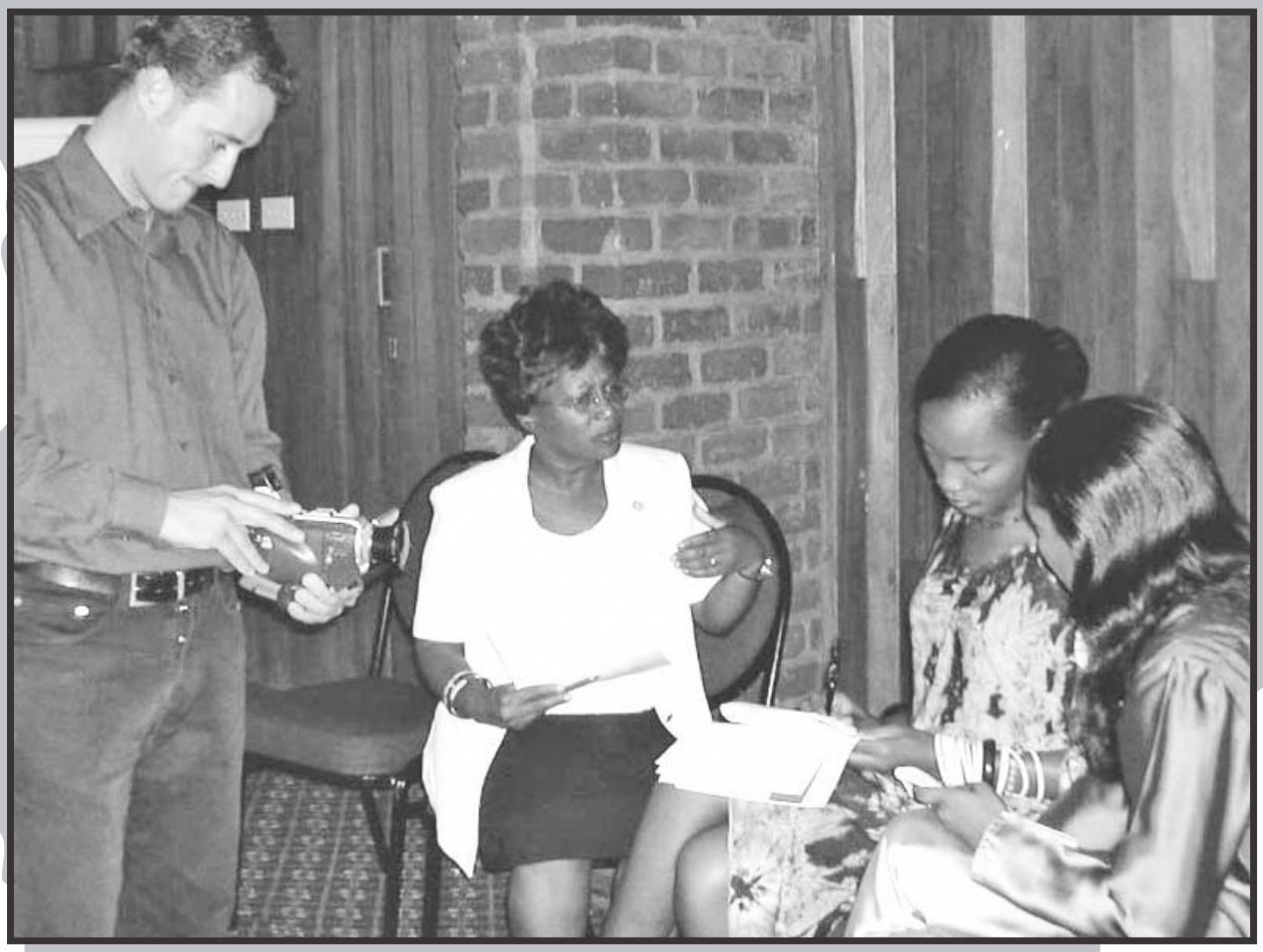


Women and Law in Southern Africa (WLSA) workshop on gender justice in Lesotho.

Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.

Chapter five: Malawi



GL gender and media training workshop in Malawi.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

GEMSA
Gender and Media Southern Africa

Table 5.1: Summary of key data from the findings of the GMAS in Malawi

KEY DATA	Malawi		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	94	98	51	51
Television	6	1	37	31
Newspapers	0	1	11	16
Internet	0	0	1	2
Who selects the news medium?				
Self	45	46	49	55
Spouse/partner	20	15	14	12
Other family member	25	20	28	23
Fellow worker	2	1	2	2
Employer	2	4	2	2
Friend or neighbour	5	10	4	4
Proprietor of a public space	0	3	0	2
News preferences (genres)				
Short news reports	74	72	55	53
In depth features	18	25	28	32
News that asks for feedback (e.g. Letters to the editor)	8	3	12	10
Opinion and Commentary	0	0	5	5
How women and men are represented and portrayed *News reflects the interests of men and women equally.*				
Agree	43	55	40	43
Unsure	9	11	17	16
Disagree	48	34	42	41
How often are women used as sources in news stories?				
Very often	10	16	18	21
Often	28	34	36	37
Seldom	61	49	42	39
Never	1	1	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	3	4	4	12
I don't really notice them	0	2	8	10
I feel uncomfortable when I see them	49	46	43	36
I feel they are insulting to women	48	47	42	34
They encourage me to buy the newspaper or watch the news	0	1	3	8
What audiences would like to see more of *If the ideas and views of women were reported more often, the news would be*				
More interesting	65	69	68	47
No different	9	8	22	36
Less interesting	26	23	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	79	79	78	59
Unsure	6	7	10	19
Disagree	16	14	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Malawi Gender and Media Audience Study (GMAS) conducted by Gender Links in partnership with GEMSA-Malawi and the Malawi Institute of Journalism (MIJ). It is the first comprehensive study of audience news consumption patterns and preferences in Malawi generally, as well as the gender dimensions of these.

The findings are based on the responses of 91 women and 89 men, a total sample of 180 in Lilongwe, Blantyre and Mzuzu City. The theoretical framework for the research and the methodology are described in detail in Chapter One, the overview to this report.

Key findings

Table 5.1 summarises the main findings of the study. Key findings include:

Radio is the most important source of news. Radio is overwhelmingly the main source of news in Malawi with 94% women and 98% men (the highest such proportion of any country in the study) saying that they get most of their news from this medium. The percentage of women and men in the sample in Malawi who get news from television and newspapers is extremely low in comparison with the region. For example, only 6% women in Malawi cited television as a main news source compared to the region's 37%, and for men in Malawi, it was even lower at 1% compared to the region's 31% men. The high consumption of radio news is due to the fact that 65% of the country's estimated 12 million people, the majority of whom are women, are unable to read or write. Radio is also more affordable than other forms of mass media.

Newspapers lag behind, especially for women. Despite the existence of a number of print media in Malawi, no women and only 1% men cited newspapers as their main source of news. This is the lowest such finding for any country in the study.

No one in Malawi gets their news from the Internet: Similar to the findings in Namibia, Zambia, Angola, and Lesotho none of the respondents rely on the Internet as their main source of news. Even though the figures for the Internet elsewhere are low, they reflect at least some access to the new Information and Communication Technologies (ICTs). This poses a major challenge to Malawi and countries with similar findings to increase Internet access and promote an IT culture.

There is no correlation between levels of education and the main source of news: Unlike the other countries, there tended to be no direct correlation between educational levels and the main source of news, with the majority of women and men in all educational categories in the sample choosing radio. The findings show that 32% women with tertiary education and 34% men with tertiary education chose radio as their main source of news, while 30% women and 30% men with secondary education also chose radio. Women (32%) and men (34%) with primary education did not constitute the highest proportion of those who chose radio, which tends to be the dominant medium for all groups as a source of news in Malawi.

Women and men prefer short news reports to any other news genre: Consistent with the overall findings, most women (74%) and men (72%) interviewed prefer short news reports to any other news genre. In Malawi, fewer women (18%) and men (25%) preferred in-depth features compared to the regional findings for the same category (28% women and 32% men).

More women than men prefer interactive news: Although less women and men chose news that asks for feedback as their favourite genre compared to the rest of the region, the fact that a considerably higher proportion of Malawian women (8%, compared to 3% men) did, is significant. This shows that women are interested in engaging with the media.

No one in Malawi chose opinion and commentary: None of the respondents interviewed in Malawi chose opinion and commentary as their most important news genre. This finding partly reflects the fact that newspapers, which are traditionally associated with this genre, account for an extremely low proportion of news consumption, with no women citing newspapers as a source of news.

There are still gender gaps in who decides on the news medium, but this is relatively small: The majority of both women (45%) and men (46%) in Malawi, make independent choices about which news medium they get their news from. As in other countries in the region, both women and men cited other family members as the next most important category influencing such choices. However a higher proportion of Malawian women (20%) than in any other country in the region said their spouse decides which medium is consumed. This reflects the deeply embedded patriarchal roots of Malawian society.

There are mixed perceptions about women's representation in the news: In Malawi as in other countries in this study, there were mixed views on whether the news reflects the interests of women and men equally. While 48% women (compared to 34% of the men) in Malawi said the news **does not** reflect the concerns of women and men equally, 55% men, compared to 43% women, agreed that the news does reflect women's and men's concerns equally. On the related question of whether or not women are accessed "often", or "seldom" as news sources, 61% women and 49% men in the sample said women are "seldom" accessed while 29% women and 34% men said women are "often" accessed as sources. The GMBS showed that women, at the time of the study, constituted 12% of the news sources in Malawi. Varying perceptions on women's representation and access to expression in the news highlight the need to step up gender and media literacy campaigns.

But strong perceptions about gender biases in portrayal: Like audiences in the other countries that participated in GMAS Malawian audiences had clear views on gender bias in the portrayal of men and women. Reflecting the findings of the GMBS and the regional findings of GMAS, they said that women are most likely to feature in the news in roles such as model/beauty contestant, victim, health worker, sex worker and as a business person (most likely referring to the predominance of women in the informal business sectors as traders, etc). Malawian men, on the other hand, appear as politicians, sportspersons, civil servants/government officials, business persons (perhaps in the more formal and corporate business sector) and as entertainers.

And especially strong views on the use of images that portray women as mere sex objects: As in all other countries in the study, high proportions of both women and men found sexual images of women in the news "uncomfortable" and "insulting". Both Malawian women and men identified sexual images of women as the kind of news they would most like to see less of.

Malawians prefer stories reported by women, and strongly support gender equality in newsrooms: In Malawi, 56% women and 53% men said that they preferred news stories reported by women. More men (47%) than women (40%) said they believe that women report different kinds of news stories to men. The majority of the women and men in the sample said it is mostly men who report the news. As in other countries, a high proportion of both women (81%) and men (70%) believe it is important to have equal numbers of female and male journalists. This is an important message to media decision-makers about the need for gender policies in newsrooms as well as gender training for male and female journalists.

Women and men want to see more positive stories; and women more stories about their concerns: Malawian women and men would like to see more positive stories in the news. Women want more stories on women's rights/concerns/issues, human interest and more local and community news. Men also want human interest and local/community news, but also cited more in-depth news and analysis.

More men than women would find the news more interesting if the ideas and views of women were reported more often: In Malawi, both women and men, but especially men (69% compared to 65% women) said the news would be more interesting if the ideas and views of women were reported more often. This is an interesting finding in that in other countries in the GMAS, more women than men said they would find the news more interesting with more women accessed as sources.

It's not just about more women's voices but about women in diverse roles: An equal percentage (79%) of women and men interviewed in Malawi agreed that the news would be more interesting if it carried more stories about women doing a wider range of things. Women and men also want to see men in non-traditional roles: as care-givers, parents and home-makers.

CONTEXT

Malawi is a small landlocked country in Southern Africa, bordered by Tanzania in the north and Zambia in the west. Its southern and eastern borders are flanked by Mozambique. The country's population is more than 12 million, the majority of whom are women. After 30 years of single-party rule, the country adopted a multi-party democracy system in 1994. Divided into three administrative regions – southern, central and northern – a large proportion of the population is concentrated in the southern region, where Blantyre, the commercial capital, is located. Malawi has a predominately agrarian economy, with tobacco as the main foreign exchange earner for the economy.

Media context

The country's Constitution guarantees freedom of expression and the right to information. A vibrant media environment has emerged in Malawi with the adoption of a new Constitution in 1995 to institute a multi-party democracy. In 1998, the Communications Act, which liberalises the airwaves, was passed. This Act paved the way for a plethora of private and community radios nationwide. The official media regulatory body is the Malawi Communications Regulatory Authority (MACRA) established in 2001. A large majority of the media in Malawi are concentrated in the Southern region.

Malawi also has a number of media training institutions, media monitoring organisations and groups involved in media advocacy. These include, among others:

- The Malawi Institute of Journalism
- The University of Malawi Polytechnic
- The National Media Institute of Southern Africa (NAMISA)
- The Journalists Association of Malawi
- The Malawi Media Women's Association GEMSA Malawi

Table 5.2: Media in Malawi		
MEDIA	**STATE**	**PRIVATE**
Television		
Television Malawi	✓	
Radio		
African Bible College		✓
Capital Radio 102.5 FM		✓
Dzimwe Radio		✓
Mij Radio	✓	
Malawi broadcasting Corporation		✓
Power 101 FM		✓
Radio Islam		✓
Transworld Radio Blantyre FM		✓
Calvary Family Church Radio		✓
Joy Radio		✓
Newspapers		
Daily Times		✓
The Nation		✓
The Chronicle		✓
Malawi News		✓
UDF News		✓
The Dispatch		✓
The Enquirer		✓
Weekly News	✓	
The Malawi Standard		✓

Gender and media in Malawi

Although Malawi has a national gender policy and a plan of action for mainstreaming gender into all programmes and policies, the country's media lags far behind. Prior to the 2002-2003 Gender and Media Baseline Study (GMBS), the Malawi Media Women's association (MAMWA) commissioned research on inequality in newsrooms.

Independent female researchers have published studies on the media's negative portrayal of women. The GMBS found that women constituted 12% of all known media sources; the lowest figure of all the 12 countries participating in the study. Men predominated as sources in categories such as politics, sports, education, media and entertainment and even on issues of gender equality.

At the Gender and Media Summit held from 12-14 September 2004 in Johannesburg, two Malawian media houses – The Malawi Broadcasting Corporation (MBC), which is state-owned, and Capital Radio Malawi, a privately-owned media that scored lowest in the GMBS with only 6% women sources – presented case studies on their development of gender policies.

Both media houses aim to mainstream gender in all their policies, strategies and programmes. Capital Fm now has a 30 minute, twice weekly programme, *Gender Voices*, which strives to introduce new perspectives on issues that affect the lives of women and men in the country. According to the monitoring report on the Malawi 2004 elections by MAMWA, this station also gave access to women candidates and was the first private radio station to start phone-in programmes on political and campaign issues, including gender.



Henry Malunda (right) of the MIJ at a gender workshop for media trainers.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research.

The preliminary desk top research for this study showed that there is little formal audience research carried out by the media in Malawi. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regards to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

Locations

The salient features of the three locations (see adjacent map) are as follows:

Lilongwe is the country's capital and is located in the central region. It has a new and old city and has been the capital since 1975. This is the agricultural market centre for the fruitful central region plateau and the city is home to a population of over 223,000.

Blantyre is the industrial and commercial centre of Malawi. Most of the country's media houses are located in this city in the southern region. It stretches for about 20 kilometres into the neighbouring city of Limbe.

Mzuzu is the capital city of the north which is the country's most sparsely populated region. This is the main stopover city and turning off point for all areas in the north.



Getting the news in Malawi



Demographic information

As illustrated in table 5.3, the study included interviews with 89 men and 91 women (compared to the 90 of each in the brief).

Table 5.3: Research sites in Malawi

Country	Sites	women	men
Malawi	Lilongwe Blantyre Mzuzu		
Total		91	89

Figure 5.1 illustrates respondents by age groups (20-35; 36-50 and 50+).

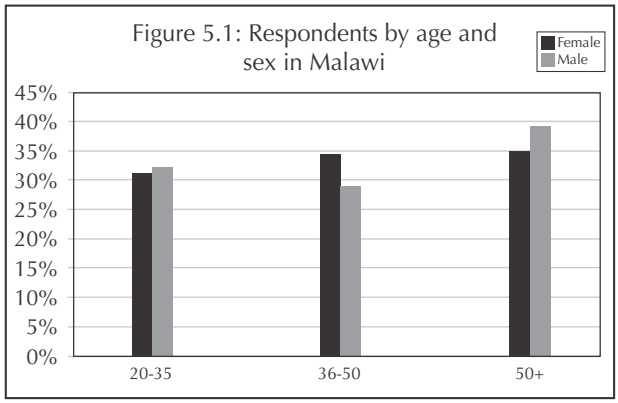
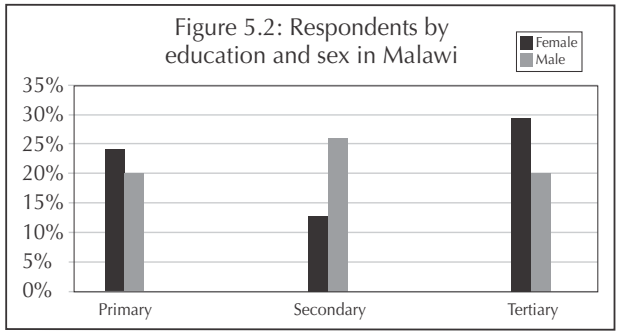


Figure 5.2 illustrates respondents according to education levels (primary, secondary and tertiary).





Advocating women's rights.

Media availability and Use

Main source of news

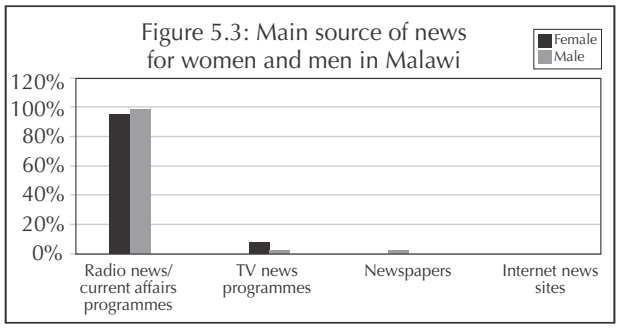
Radio: Across all education levels, radio is overwhelmingly the main source of news for women (94%) and men (98%). The main reason cited by women and men for the choice of radio is its affordability and wide reach in a country where newspaper circulation is small.

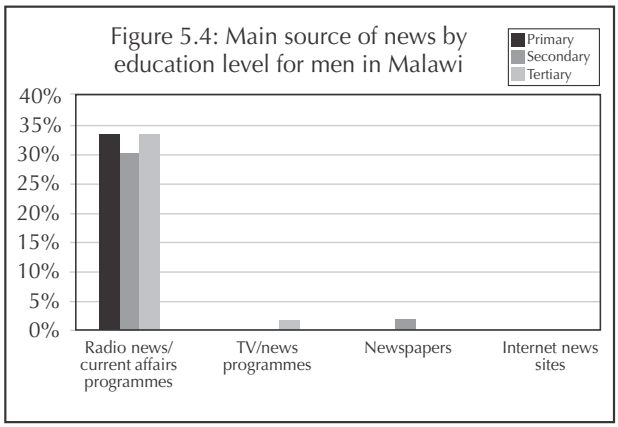
Television: Only 6% women and 1% men chose TV. In a country where the per capita income is estimated at $US600, one prohibiting factor against television is the cost.

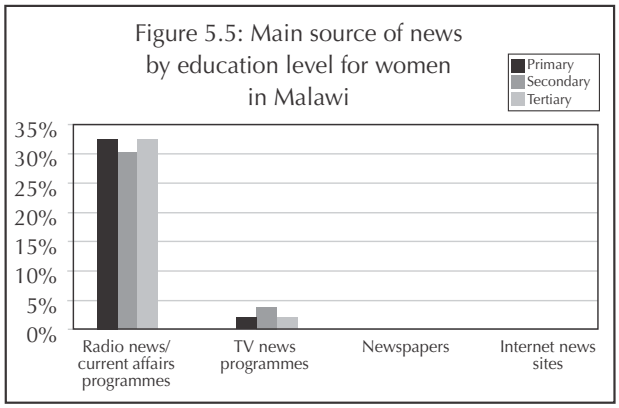
Newspapers: Malawi is also the country in the study with the lowest newspaper readership among the sample interviewed. Only 1% men and no women chose this medium as a main source of news.

Internet: None of the respondents interviewed chose this medium.

Education: Radio news appeals to women and men across all education levels. This underscores the fact that affordability, as well as convenience and low levels of literacy, especially among women (2003 estimates indicate that only 49.8% of the female population is literate), play a key role in determining which media is consumed in Malawi.

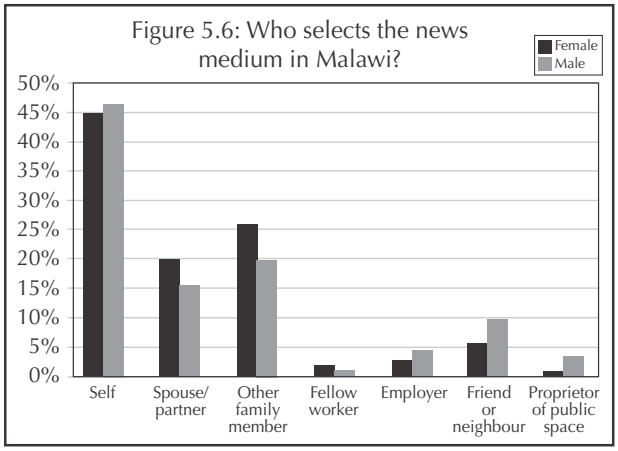






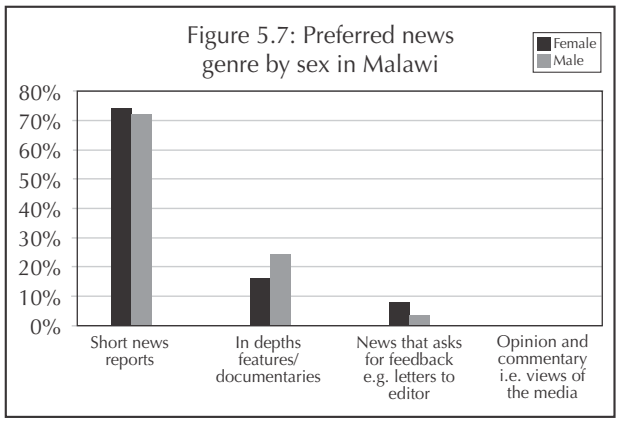
Media selection and acquisition

Figure 5.6 illustrates who makes the decisions about which medium to buy, listen to or watch. There is a small gender gap of 1 % between the women (45%) and the men (46%) in the sample who select their own news medium. As in the overall findings, the second highest category of those seen to influence a decision on which medium is accessed are other family members, not including spouse or partner. Some 25% women and 20% men cited other family member as influencing the news medium selected. However, Malawi had the highest proportion of women (20%) who said that a spouse or partner decides on which medium is consumed.



News genres

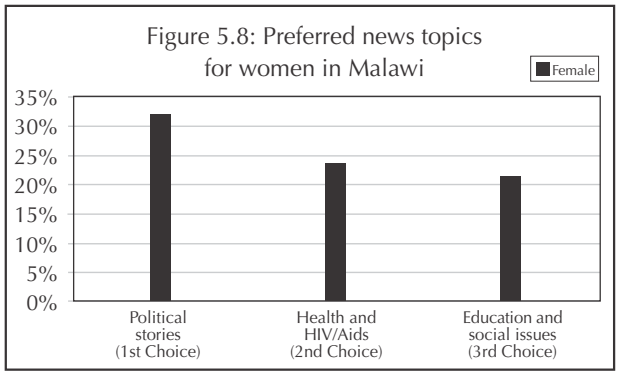
The majority of women (74%) and men (72%) prefer short news reports to any other news genre, which is consistent with the majority choice of radio as a main source of news. While more women (8%) than men (3%) prefer news that asks for feedback such as letters to the editor, this genre was not as popular as in other countries in the regional findings. 18% women and 25% men chose in-depth features/documentaries, but none of the respondents chose the opinion and commentary genre.

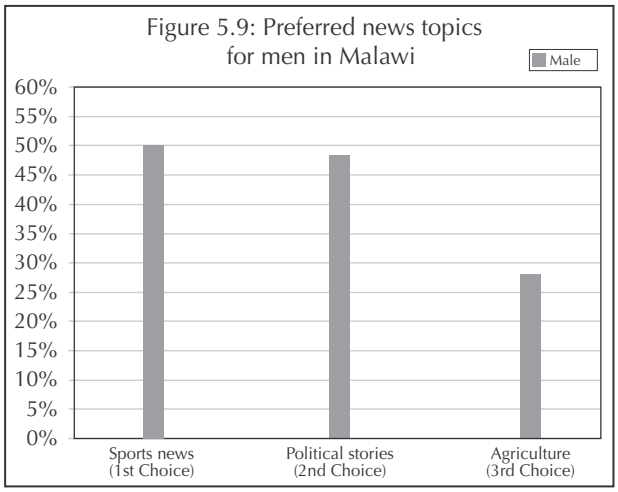


Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. As in other countries in the study, most of the men chose sports and political stories followed by agriculture. Women in Malawi were the only ones in the study who chose political stories as their first choice, followed by health and HIV/AIDS, and then stories about education and social issues.

The GMBS found a strong bias in news coverage towards the kinds of topics that men said they are most interested in with those that women selected (education, social issues, health, etc) being regarded as "soft news". This suggests that media decision-makers do not pay enough attention to their women news consumers, who constitute half of their potential market. The finding that Malawian women are interested in political stories should open important opportunities for expanding media marketing.



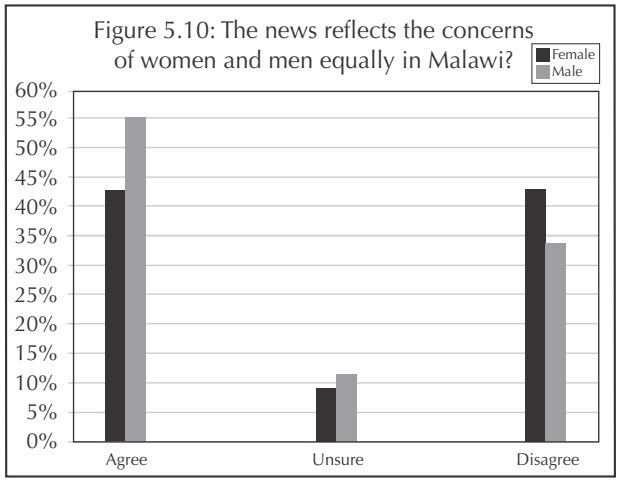


Representation and portrayal

Does the news reflect the concerns of women and men equally?

More women (43%) than men (34%) believe that the news does not reflect the concerns of women and men equally, while more men (55%) than women (43%) in the sample said that the news does reflect women's and men's concerns equally.

Women said that women are sidelined in the news because men hold high positions and are "favoured" by the media and that women are not considered a priority by the media. Men suggested that the coverage is equal, but that women are unable to express themselves, and that with the democratic changes in the country, media houses are giving equal coverage to both women and men.



"Women are sidelined"

The following is a summary of responses by Malawian women in the sample to the question: does the news reflect the concerns of women and men equally?

- "Men dominate the news in challenging topics while women appear in less important topics such as beauty and homemaking."
- "Men are favoured because fellow men hold high positions in the media."
- "No equality, men dominate."
- "Women are sidelined on issues like politics and government business."
- "Concerns are expressed equally only that woman's views are sourced in unimportant issues."
- "News portrays men as important whose concerns should be considered first than women's."
- "There is room for women to contribute their views in the news."

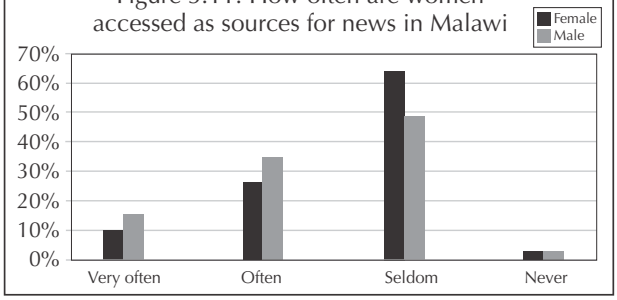
Men added:

- "With the coming of democracy media houses are giving equal coverage to both women and men."
- "More news is centred on men, journalists just follow trends writing news."
- "Women too are given the opportunity to express their views unlike in the past."
- "Both men's and women's concerns are reflected in such issues as business and agriculture".
- "Information from women is in small quantities, so they are left out."
- "There is equality in news coverage due to gender awareness."
- "Reporters try to give equal coverage to both men and women, however men still dominate." "Men and women are represented in the same way."

Women as sources of news

The majority of the women (61%) and men (49%) believe that women are "seldom" accessed as sources in stories. This is higher than the regional findings where 42% women and 39% men said the media "seldom" accesses women as sources. Fewer women (10%) and men (16%) believed women are used "often" as sources of news. This reflects a relatively high level of gender and media awareness that might be attributed to the lobbying and advocacy work of organisations like MAMWA, GEMSA, MIJ etc.

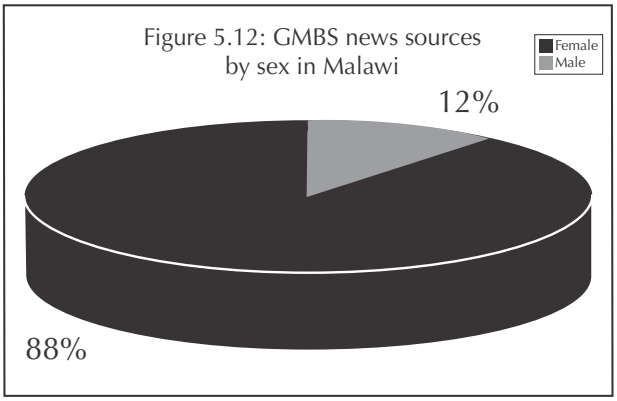
Figure 5.11: How often are women accessed as sources for news in Malawi



What the GMBS showed

The GMBS in Malawi found that women constituted only 12% of news sources, compared to the regional average of 17%. Malawi had the lowest figure of all the 12 countries surveyed. The relatively high awareness among the women and men interviewed in the GMAS on women's limited access to expression in the media reflects the concerted gender and media advocacy campaigns that have taken place in Malawi.

Figure 5.12: GMBS news sources by sex in Malawi

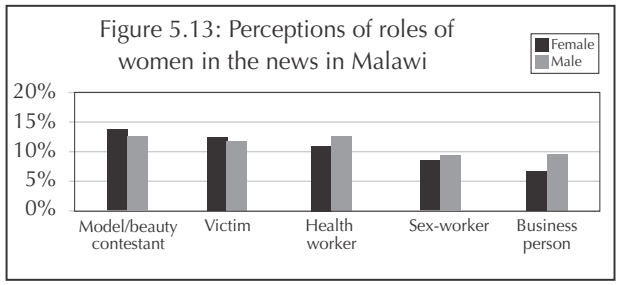


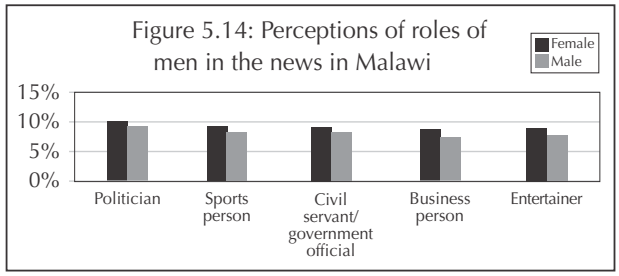
How are women and men represented in the news?

Women and men in the sample were asked how they see women and men represented in the news. A list of categories was given to each respondent and they identified the regularity with which they see women and men in particular roles.

Most women and men in the sample said women are most likely to be portrayed in the news as models/beauty contestants, victims, health workers, sex workers and as business persons (this may be a reflection of the large number of women in the informal business sector). The GMBS found that women appeared most often as home-makers and beauty contestants.

Most women and men in the GMAS sample said men appear more often in the news as politicians, sportspersons, civil servants/government officials, business persons (perhaps in the more formal business and corporate sectors) and as entertainers.

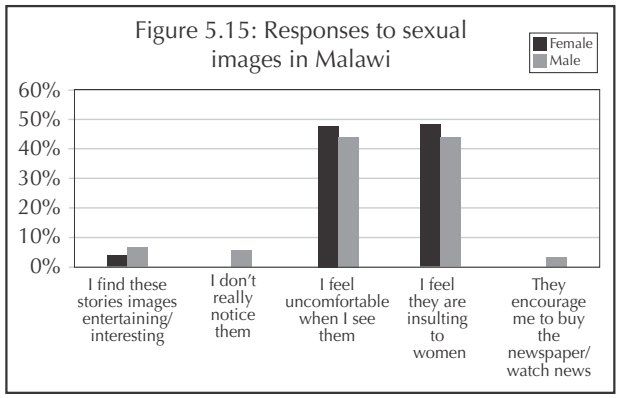




Sexual Images

Some 49% of Malawian women in the study and 46% men (higher than the region's 43% women and 36% men) said they find sexual images of women in the news "uncomfortable". Some 48% women and 47% men in Malawi (compared to the region's 42% women and 34% men) said they find such images "insulting". No women and only 1% men said that such images "encourage me to buy the newspaper or watch the news", one of the lowest such findings in the study. This is at odds with the argument frequently put forward by the media decision-makers that such images are critical to their bottom line.

Explaining their responses, many women spoke about the images as being "degrading", "embarrassing" and against Malawian culture. Men also said that such images are not culturally acceptable and also noted that such images show no "respect" for women, are "offensive", and may lead to women being "sexually harassed".





GEMSA country representative Stella Mhura (right)

"It's like undressing my own mother"

Even more so than women and men in other countries, Malawian respondents expressed strong sentiments about the use of sexual images in the media. Explaining their response to these images in the news, women had this to say:

- "I react negatively. Women are treated like sex objects."
- "It is bad. The media should also show nude pictures of men. Why women only?"
- "The images deprive women's dignity."
- "They encourage stereotyping of women and bad behaviour among children."
- "It's contrary to our cultural set up".
- "It's like I have been undressed too."
- "It's irritating. People are driven crazy after seeing pornographic pictures."
- "They depict the country's image as unholy."

Men added:

- "We are losing our tradition."
- "I feel sorry for the women."
- "Interesting in such a way that despite equality awareness messages, the media is still portraying such images."
- "It's abusing women."
- "It's against women's rights."
- "It's bad, because people see women as sex instruments."
- "It's shocking to see women used in such manner".
- "I always switch off my television, because I feel embarrassed."
- "I feel disappointed and embarrassed with our media."
- "It's against our culture and my religion (Islam) to expose women in public."
- "It's embarrassing. It's like undressing my own mother."

Media practitioners

Table 5.4 is a summary of the responses of women and men in the sample to a set of statements about media practitioners. More than half of the women and men in the sample agreed that it is mostly men who report the news. Most women and men had mixed views as to whether women report on different kinds of stories to men. But 70% men and 81% women endorsed the principle of gender equality in newsrooms.

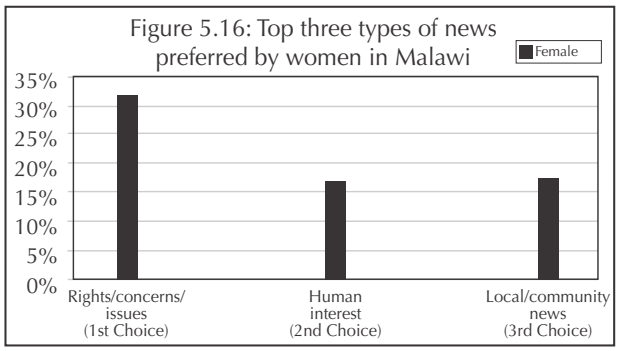
Table 5.4: Perceptions of media practitioners in Malawi

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that it is mostly men who report the news.	74	63	6	13	20	25
I prefer news stories reported by men.	26	47	21	21	53	32
I prefer news stories reported to women.	56	53	15	21	53	36
I think that women report different kinds of news stories to men.	40	47	7	17	53	36
I think that there should be equal numbers of male and female reporters.	81	70	4	8	14	22

Audience preferences

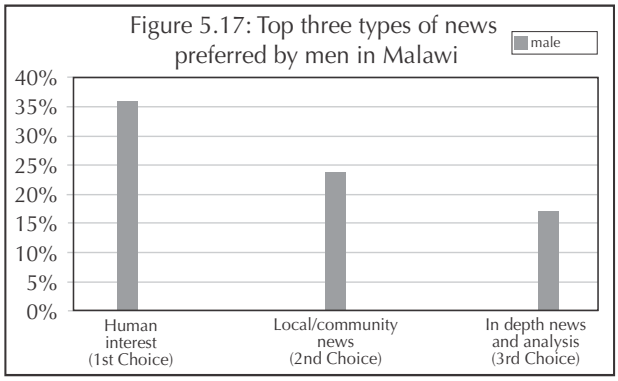
Types of news

Respondents were asked in the form of an open-ended question, what they would like to see more of and less of in the news. The answers were then grouped.



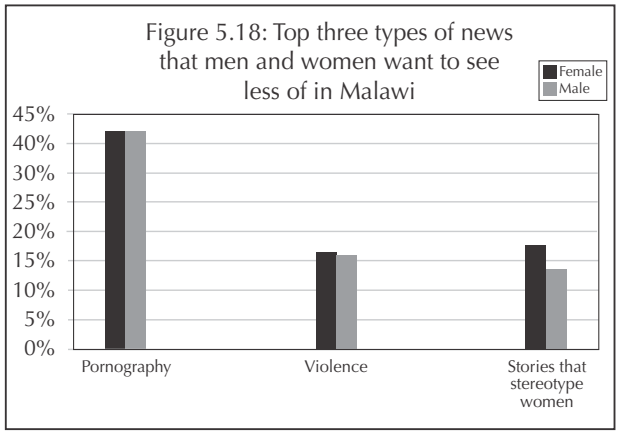
More human interest stories

Women and men want to see more human interest stories. In addition, women want to see more stories about women's rights/concerns/issues and more local/community news. Men also want to see more local/community news and in-depth news and analysis.



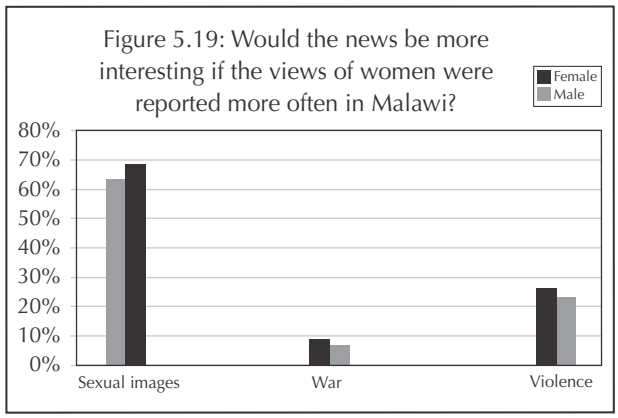
Less pornography and violence

When asked what they would like to see and hear less of in the news, women and men had strikingly similar responses. They both cited pornography, violence and stories that stereotype women in the news as what they would like to see and hear less of.



More women's voices

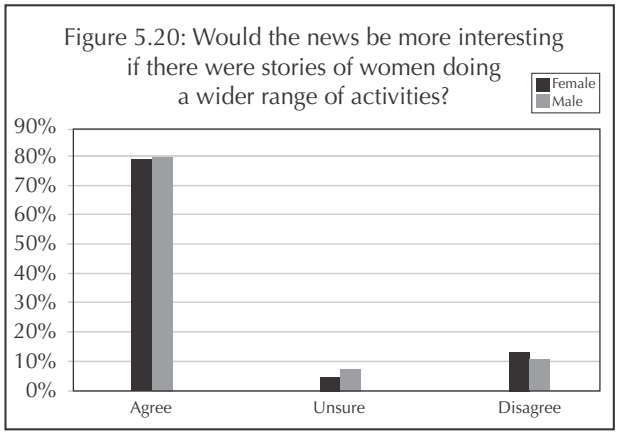
As in other countries, a high proportion of women (65%) and the majority of men (69%) agree that the news would be more interesting if the views of women were reported more often. Malawi is the only country in the region where a slightly higher proportion of men than women hold this view. Few respondents (9% of women and 8% of men) believe the news would be no different if the views of women featured more often. However, Malawi and Mozambique had the highest proportion of women (26%) who said the news would be *less interesting* if the views of women were reported more often. This points to the need for continued gender and media literacy.



Diversity

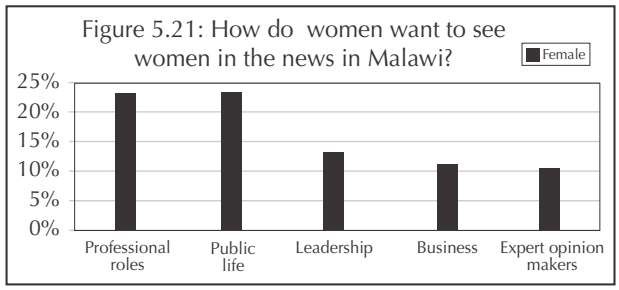
An equal proportion of women and men (79%) agreed that the news would be more interesting if women featured in a wider diversity of roles. The comparative figure for the region is 78% women and 59% men. The fact that such a high proportion of Malawian men believe that the news would be more interesting if it featured women in a wider diversity of roles is an important finding, and one that should be pause for thought among media marketing departments.

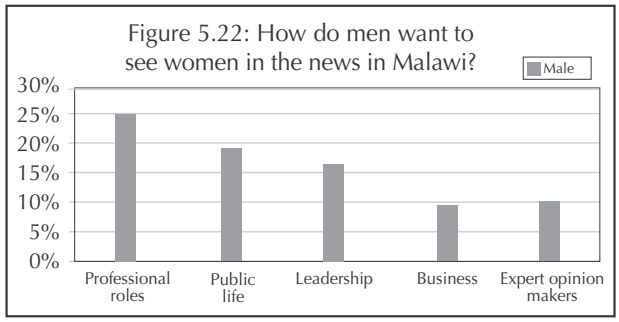
Respondents were asked, in the form of an open-ended question, to identify the ways in which women and men should be represented more in the news. Respondents provided answers that were subsequently analysed and grouped together.



New roles for women

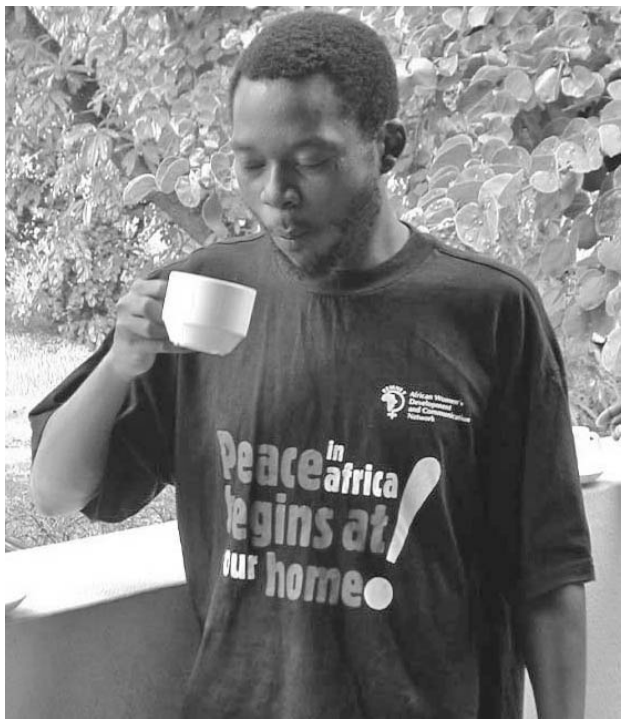
Women and men identified the following as roles in which they would like to see more women in the media: in professional roles, in public life, in leadership roles, in business and as expert opinion makers.

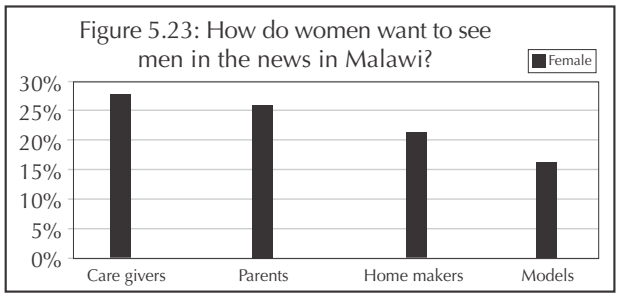


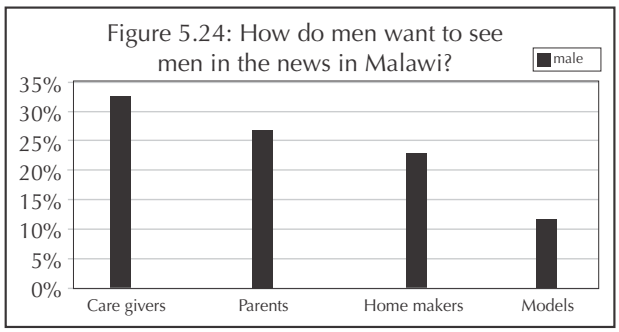


New roles for men

Women and men said they would like to see and hear more men in the non-traditional roles of care-giver, homemaker, parent and model.







Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.

Chapter six: Mauritius



Engaging with the news in Mauritius.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

Media Watch Organisation

Table 6.1: Summary of key data from the findings of the GMAS in Mauritius

KEY DATA	MAURITIUS		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	50	41	51	51
Television	24	23	37	31
Newspapers	19	31	11	16
Internet	7	4	1	2
Who selects the news medium?				
Self	37	49	49	55
Spouse/partner	18	16	14	12
Other family member	26	24	28	23
Fellow worker	4	1	2	2
Employer	3	4	2	2
Friend or neighbour	2	2	4	4
Proprietor of a public space	0	2	0	2
News preferences (genres)				
Short news reports	24	29	55	53
In depth features	56	44	28	32
News that asks for feedback (e.g. Letters to the editor)	12	20	12	10
Opinion and Commentary	8	7	5	5
How women and men are represented and portrayed *News reflects the interests of both men and women equally?*				
Agree	34	42	40	43
Unsure	27	20	17	16
Disagree	39	38	42	41
How often are women used as sources in news stories?				
Very often	3	18	18	21
Often	39	34	36	37
Seldom	54	44	42	39
Never	3	4	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	6	14	4	12
I really don't notice them	14	19	8	10
I feel uncomfortable when I see them	37	25	43	36
I feel they are insulting to women	39	31	42	34
They encourage me to buy the newspaper or watch the news	4	11	3	8
Audience preferences *If the ideas and views of women were reported more often, the news would be...*				
More interesting	76	36	68	47
No different	22	58	22	36
Less interesting	2	6	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	81	63	78	59
Unsure	13	27	10	19
Disagree	6	10	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Mauritius Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with the Mauritius Media Watch (MWO) Organisation. It is the first comprehensive study of audience news consumption patterns and preferences in Mauritius generally, as well as the gender dimensions of these.

The findings are based on the responses of 90 women and 90 men, a total sample of 180 respondents, from Port-Louis and Pamplemousses; the lower Plaines-Wilhems and the district of Moka and the districts of Grand-Port and Savanne. The theoretical framework and the methodology for the research are described in greater detail in Chapter one, the overview to this report.

Key findings

Table 6.1 provides a summary of the key data from the Mauritius and consolidated (all thirteen countries together) findings of the GMAS. Key findings include:

Radio is the most important source of news: As in nine out of thirteen countries in the study, most women and men in Mauritius cited radio as their main source of news (50% women and 41% men). Despite Mauritius being one of the higher income countries in the region, television ranked relatively low (24% for women and 23% for men compared to 37% for women and 31% for men in the consolidated findings.)

Mauritius has the highest newspaper consumption figures in the study: With 19 % women and 31% men citing newspapers as their main source of news (for men, the second highest choice after radio) Mauritius has the highest newspaper consumption figures in the study, with Zimbabwe as a close second. The comparative figures in the consolidated report are 11% for women and 16% for men. The relatively high newspaper usage in Mauritius may be attributed to the high literacy and education levels in the country as well as the diversity of publications to choose from.

And it is one of the two countries in the study in which more women than men rely on the Internet for news: Mauritius and Seychelles are the only countries in the study in which more women (7% for Mauritius and 1% for Seychelles) than men (4% in Mauritius and none in Seychelles) cited the Internet as their main sourrce of news. At 11% Mauritius had the highest number of respondents who chose the Internet as their main source of news. This reflect the emphasis that Mauritius has placed on being at the cutting edge of IT and is a positive comment on women's access. However, there is still a long way to go in creating greater access for all citizens to the Internet as well as developing an IT culture.

There is a correlation between levels of education and the main source of news: As is the case in most other countries in the study, the highest proportion of both women and men who said they access their news from radio has a primary level education. However, it is interesting that the highest proportion of those who cite television as their main source of news have a tertiary education (perhaps because they can afford to have television) while the highest proportion of both newspaper and Internet users have a secondary school education. The latter defies the notion that such media are only for the highly educated elite. In the case of newspapers, this probably also reflects the diversity of publications in Mauritius, targeting a broad cross section of readers.

Mauritius is only one of two countries in the study in which both women and men, but especially women, prefer in- depth features to any other news genre: Uniquely in this study, 56% women (compared to 28% women in the consolidated findings) and 44% men (compared to 32% men in the consolidated findings) chose in-depth features as their main news genre preference. The only other country in which more women (36%) than men (22%) cited this kind of news as their favourite genre is Seychelles. Fewer women (24%) and men (29%) in Mauritius (as compared to 55% women and 53% men in the consolidated findings) preferred short news reports. This is a positive reflection on higher levels of education and a long tradition of democratic participation in Mauritius. It may also reflect the French journalistic tradition in Mauritius which puts greater emphasis on detailed, in-depth stories. The findings for women in Mauritius and Seychelles defy the generally held view that women do not have the time for, or are not interested in, current affairs; and to market opportunities for newspapers among women.

Mauritian men take a keener, but women a lesser interest in news that asks for feedback than elsewhere: Some 20% of Mauritian men cited news that asks for feedback as their favourite genre, compared to 10% in the consolidated findings. This is a positive reflection on the democratic traditions in Mauritius, one of the few countries in the region that has always had a multiparty democracy. However, the gap in this finding between men and women (of whom 12% cited news that asks for feedback as their main choice is cause for concern. It suggests that women in Mauritius do not enjoy the same degree of participation as men. Despite being politically progressive Mauritius is socially conservative, and currently has among the lowest levels of women's political participation in the region.

Opinion and commentary are not still that popular: Although the figures of 8% women and 7% men with regard to preference for opinion and commentary are marginally higher than the consolidated findings of 5% for both women and men, this finding is lower than might be expected, given the relatively high levels of education and political participation in Mauritius. As in other countries in the study, they may reflect the fact that this genre is seen as an elite preserve and needs to open up more to the broad public.

Fewer women and men make independent choices about where they get their news than elsewhere in the region: In contrast to the overall findings, 37% women (compared to 49% women in the consolidated report) and 49% men (compared to 55% men in the consolidated report) make decisions about where they get their news from. A relatively high proportion of Mauritian women - 18% compared to the consolidated finding of 14% - get their news from a medium selected by a spouse or partner. The comparative figure for men in Mauritius, (12%,), equals the regional average. Both women and men cited other family members as playing a key role in the choice of the news medium. These findings reflect both the island's strong family tradition (general comment) as well as women's secondary social status.

There are mixed perceptions about women's representations in the news: As in other countries in the study, there are mixed perceptions among women and men as to whether the news reflects the interests of women and men equally.

But a higher awareness than elsewhere about women as sources: However, in contrast to other countries in the region, a higher proportion of both men and women in Mauritius agreed that women are seldom used as sources (54% women and 44% men compared to 42% women and 39% men in the consolidated report.) Malawi is the only country that beats Mauritius, with 61% of women and 49% men saying women are seldom used as sources of news. Tanzania has the highest proportion of men (59%) in the study who say that women are seldom used as sources. The GMBS, based on monitoring of actual editorial content, found that women constitute 17% of news sources in Mauritius. The higher awareness of this imbalance in Mauritius may be due to the intensive advocacy around the GMBS, including regular follow up monitoring by MWO-GEMSA, that have received considerable media coverage. However, to the extent that there is still a high proportion of the pubic that is either unsure or unaware of the gender imbalances in the news, there is need for greater gender and media literacy among media consumers.

And strong perceptions about gender biases in portrayal: While there may be mixed views on women's representation in the news in Mauritius, responses on the roles and ways in which women are portrayed closely mirrored the GMBS. Women and men in Mauritius perceive that women feature most frequently in the news as model/beauty contestants; health workers; home-makers; victims and sex-workers and that men feature most frequently as business persons; civil servant/government officials; members of the police and military; politicians; sportsperson; criminals and professionals.

Women have strong views on the use of images that portray women as mere sex objects but men are less concerned about this issue: In findings very similar to those in the consolidated report, some 37% of Mauritian women in the sample found sexual images of women in the news "uncomfortable" and 39% found them "insulting." However, a substantially lower proportion of men (25%, as compared to 36% in the consolidated report) found sexual images of women in the news uncomfortable, though 31% (compared to 43% in the overview) agreed that such images are "insulting" to women. Angola is the only country in the study in which a slightly lower proportion of men (24%) compared to Mauritius said they find sexual images of women in the news uncomfortable and 30% said they find them insulting.

In contrast to the findings in eleven other countries in which both women and men cited sexual images as one of the things they dislike the most in the news, in Mauritius only women identified this as something they dislike. In Seychelles, neither men nor women chose sexual images as things they would like to see less of in the news. These findings underscore the gender gap in Mauritius and the challenges of transforming the attitudes of men.

There are mixed views about whether or not the sex of a journalist makes a difference to their reporting: Neither women nor men perceive much difference in the way that male and female journalists report the news, but they believe that there should be gender balance in newsrooms.

Women and men want more positive, human interest stories and women want more stories on women's rights: Both women and men in Mauritius want to see more positive and human interest stories. In addition, men want to see more in- depth news and analysis and women more stories on women's rights, issues and concerns.

Women, but not men, would find the news more interesting if the ideas and views of women were reported more often: As in the overall study, a high proportion of Mauritian women in the sample (76%, the highest in the study along with Swaziland) said they would find the news more interesting if the ideas and views of women were reported more often. In contrast to the views of women, and also to the overall trend in the study, most men in the sample (58%, the highest in the study; compared to 36% in the consolidated findings) believed that the news would be no different if the ideas and views of women were reported more often. This is again a reflection of the gender gap in Mauritius and the challenges of changing the attitudes of men.

It's not just about more women's voices but about women in diverse roles: A resounding 81% of women and 63% of men (compared to 76% women and 56% men in the overall findings) agreed that the news would be more interesting if there were stories about women doing a wider range of things.

CONTEXT

About Mauritius

The Republic of Mauritius is a group of islands in the south west of the Indian Ocean, consisting of the main island of Mauritius, Rodrigues and several outer islands located at distances greater than 350 Km from the main island. The population is estimated at 1.2 million. During the past thirty years, the Mauritian economy has diversified from one based mainly on sugar to manufacturing (mainly textiles and garments) and tourism. The information, communication and technology sector is growing rapidly. Other than Botswana, Mauritius is the only country in the Southern African Development Community (SADC) region that has had a multiparty democracy since independence. The island has an active trade-union movement, a strong civil society and a free press.

Media context

The Mauritian press has a history which dates as far back as 1773. During the period of censorship, after the British took over in 1810, the Franco-Mauritian elite fought for, and won, the right to a free press from the British rulers in 1832. During the nineteenth century, the press became an instrument/tool in the fight for political and social emancipation of different groups. In post-colonial Mauritius, the media has consolidated its position as a key player in the island's democracy.

Table 6.2: Media in Mauritius

MEDIA	STATE	PRIVATE
Television		
MBC TV	✓	
Radio		
MBC Radio (3 channels)	✓	
Newspapers		
La Mauricien		✓
Week End		✓
Week End Scope		✓
L'Express Expresso		✓
L'Express Region		✓
L'Express Dimanche		✓
Le Militant		✓
5-Plus		✓
La Vie Catholique		✓
La Defi Plus		✓
Le Dimanche		✓
B. Magazine		✓
Impact News		✓
News on Sunday Financial News		✓
Le Quotidien		✓
Sunday Vani		✓
Echo Austral		✓
Le Socialiste		✓
Star		✓
Le Republicain		✓
Mauritius Times		✓

The Independent Broadcasting Authority (IBA) is a statutory body that regulates the airwaves while the Advertising Standards Association (ASA) is a self-regulatory body. The Mauritius Media Watch Organisation (MWO) is the first civil society organisation established to "watch the watchdogs." One of its key objectives is to promote diversity in the media.

Gender and media in Mauritius

The Gender and Media Baseline Study (GMBS) found that women constituted 17% of news sources in Mauritius. Women's voices are virtually absent in certain occupational categories including politics, religion, the police, military and science and technology. The GMBS also found that women comprise only 24% of print journalists.

The major gender and media issues in Mauritius may be summarised as follows:

- The recruitment/employment policies in the media places little emphasis on achieving gender parity.
- There is a paucity of women in media management/ decision-making, as well as the lack of promotion and career opportunities for women who are not in senior positions.
- The representation of women in the media reflects the patriarchal values prevalent in Mauritius with politics and the public arena still being male domains.
- The Mauritian media has tended to view its role as reflecting society and its injustices, rather than having a pro-active role to play in bringing about change.
- Gender-sensitive coverage is not proportional to the increase of women in the media. The subtle, unconscious bias tends to be perpetuated by male and female journalists alike, in the absence of training, education and sensitisation.

MWO, which undertook the GMBS with GL and MISA, has conducted a vigorous advocacy campaign around the findings of the GMBS, including awareness raising in schools. MWO and GL worked together with the Mauritius Broadcasting Corporation on a one year pilot project to devise and implement a gender policy for the public broadcaster and biggest media house on the island.

GL and MWO have also conducted a number of media raining workshops including newsroom training at *L'Express* and *Le Mauricien,* two major newspapers on the island. There have been visible efforts to improve gender balance and sensitivity in the editorial content of media houses that have engaged seriously with gender advocacy groups over the last two years.

MWO has also successfully challenged a number of sexist advertisements by taking up cases through the IBA and ASA, and mobilising public opinion, demonstrating the power of consumer activism in transforming the media.

In a report to the Gender and Media (GEM) Summit held from the 12-14 September 2004 in Johannesburg, MWO,

now an affiliate member of GEMSA, identified the following activities as priority areas in Mauritius:

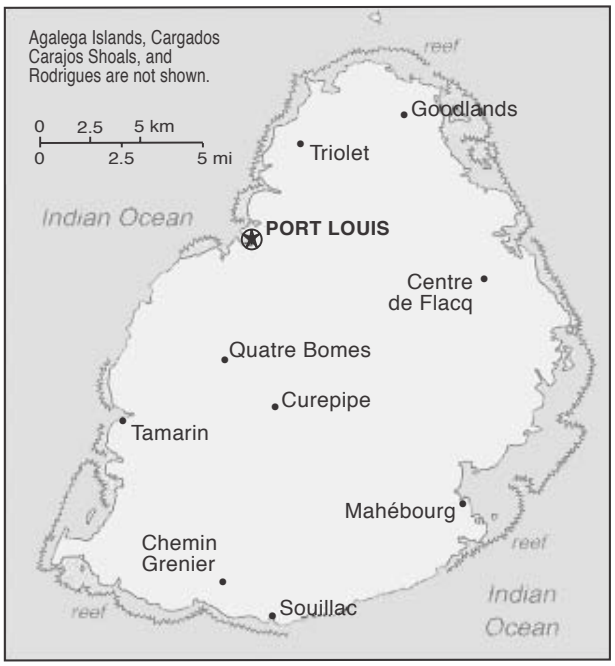
- To continue GMBS awareness raising through national forums, debates and workshops on gender in the media.
- Engage with the media around the findings of the GMAS.
- Work with Chrysalide – the first ever residential center to cater for women who are on drugs and sex work. The Centre will be opened in October 2004 and will start operation with 19 women and their children.
- To establish a gender task team to monitor gender mainstreaming in the Mauritius Broadcasting Corporation (MBC).
- To replicate the MBC gender mainstreaming pilot project in other media houses.
- To pilot a project in two schools regarding the prevention of child prostitution.
- To participate in a women's forum that will lobby for women in politics, in boards and in decision making positions.
- To monitor the media and issue regular reports.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how the interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research.

Locations

The salient features of the three locations (see map below) are as follows:



Port Louis and Pamplemousses: Port Louis and Pamplemousses are located in the North-West and Northern regions of Mauritius. Port Louis is the capital city of Mauritius. These two areas represent the main urban centres of Mauritius. The population of the two areas is 257 216 people with an almost equal spread of women (129 763) and men (127 453).

Plaines-Wilhems and Moka: Plaines-Wilhems and Moka are located in the centre of the island and considered rural areas. The total population of the two areas is 262 280 (133 500 women and 128 780 men).

Grand-Port and Savanne: Grand-Port and Savanne are located in the southern region of Mauritius and considered to be rural. The total population is 178 081 (88328 women and 89 753 men).

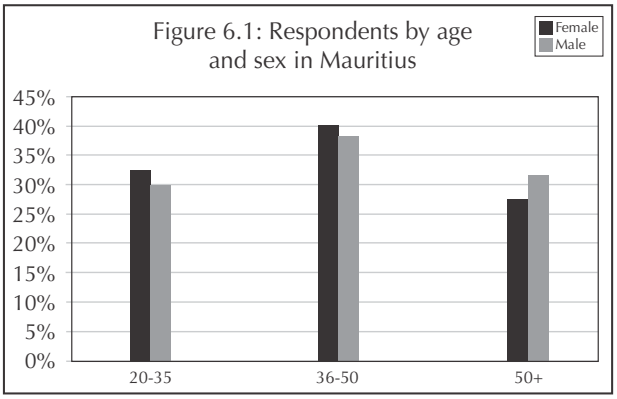
Demographic information

As illustrated in table 6.3, in Mauritius, the research included interviews with 90 women and 90 men in three locations: Port Louis and Pamplemousses, Plaines-Wilhelms and Grand-Port and Savanne.

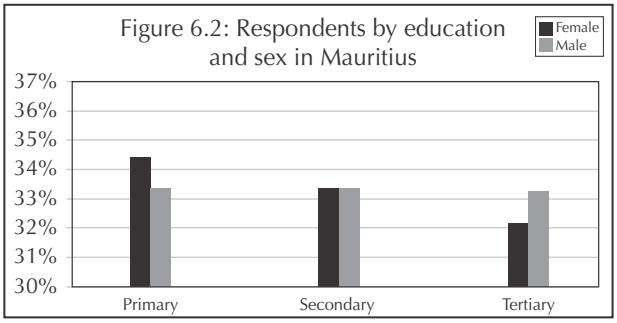
Table 6.3: Research sites in Mauritius

Country	Sites	% women	% men
Mauritius	Port Louis and Pamplemousses	30	30
	Plaines-Wilhelms and Moka	30	30
	Grand Port Savanne	30	30
Total		90	90

The graph below illustrates the distribution of women and men across age and sex variables.



The graph below illustrates the distribution of the 90 women and 90 men interviewed across levels of education.



FINDINGS

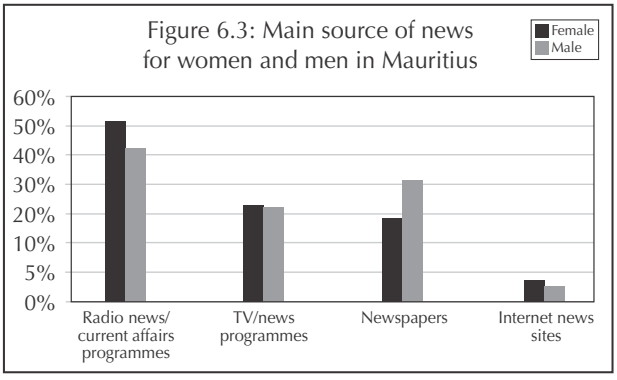
Media Availability and Use

Main source of news

Radio: The research found that in Mauritius the main source of news for most women (51%) and men (41%) is radio. For women and men, the reason for choosing radio is that they can "do other things at the same time."

Television: Television is not as important as a source of news in Mauritius as it is in the other countries in the sample. The figures for women at 24% and men at 23% are much lower than the consolidated figures of 37% for women and 31% for men. This may be attributed to the fact that Mauritius has only one television station and a much higher proportion of radio stations and newspapers. For women and men, the reason for choosing television is that they "like to see what is going on."

Figure 6.3: Main source of news for women and men in Mauritius



Newspaper: Mauritius has the highest newspaper readership in the region. Like most of the other countries, more men (31%) than women (19%) chose newspapers as their main source of news. But, possibly reflecting the high literacy levels in Mauritius, the figures for men and women are higher than the consolidated figures for women (15%) and men (21%). For women, the primary reason for choosing newspapers is convenience. For men, the primary reason is that "they can get up to the minute/ breaking news."

The gender gap in newspaper consumption (a global phenomenon) and the explanations given reflect the social status of women in Mauritius (despite relatively high levels of education) as well as the dual role that women in play in the economy and in the workplace. However, the relatively high proportion of women newspaper readers (compared to the other countries in the study) points to the potential for growing newspaper markets among women.

The Internet: A unique finding in Mauritius is that more women (7%) than men (4%) cited the Internet as their main source of news. This is a positive comment on IT developments in Mauritius. It may also reflect the fact that many women work in the information-related industries that Mauritius is promoting (such as translation services, editing and publishing.)



Pouba Essoo led the GMAS in Mauritius.

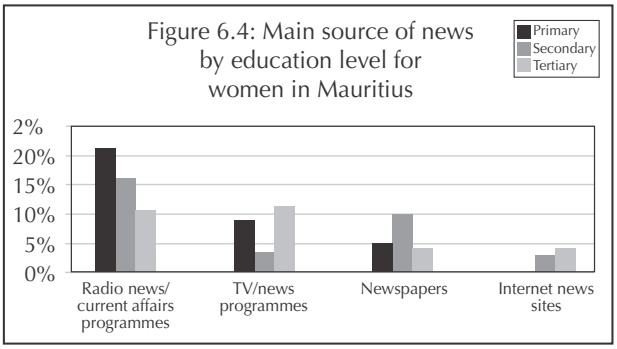


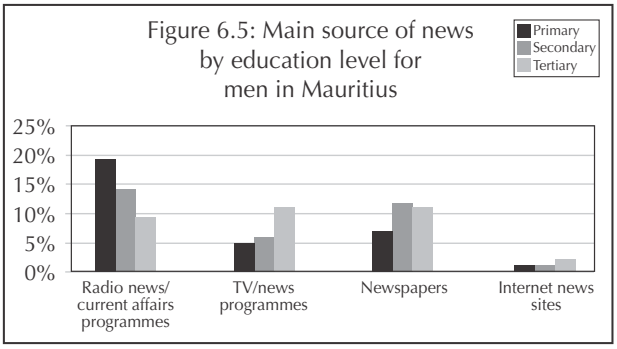
Members of MWO monitoring the media.

Education: Further analysis by education levels shows that the highest proportion of radio news listeners has primary education amongst both women and men.

Substantial numbers of women and men with secondary level education also prefer radio news to news in any other media. A high proportion of women and men with tertiary level education prefer television as their main source of news.

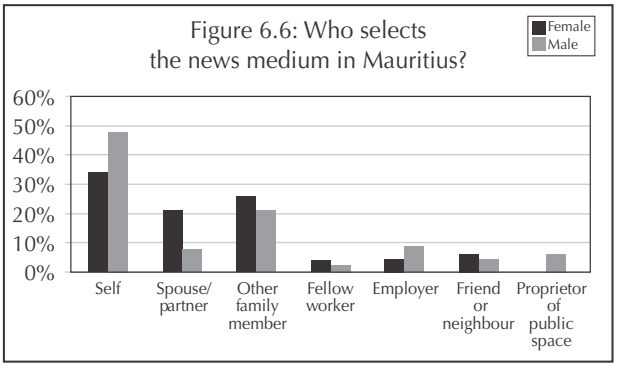
Women and men with secondary level education constitute the highest number of respondents who use newspapers as their main source of news. Internet users include women and men with both secondary and tertiary qualifications. The findings for both newspapers and the Internet suggest that these media, often regarded as a preserve of the educated elite, can have broader audiences if they are sufficiently diverse and (in the case of the Internet) if access is facilitated.





Media selection and acquisition

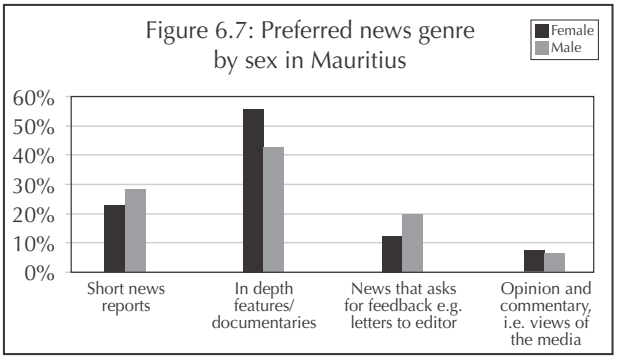
Mauritius lags behind other countries in the study with regard to the exercise of individual choice on which media to consume. At 37% the figure for women is considerably lower than the regional average of 49%. The figure for men (49%) is also lower than the consolidated figure of 55 %. The second highest category is "other family member" which does not include spouse or partner. These findings reflect the tightly knit family structure in Mauritius as well as the subordinate position of women.



News genres

Mauritius is the only country in the study in which audiences chose in-depth news as their favourite news genre, and, other than in Seychelles, the only other instance in which more women (56%) than men (44%) gave this genre the thumbs up. This challenges stereotypes about women not being interested in more analytical news.

Low proportions of women and men showed interest in opinion, commentary and news that asks for feedback. The gender gap in the latter is cause for concern, as it suggests that women news consumers in Mauritius are not exercising their right to "talk back" to the media to the same degree that men are.

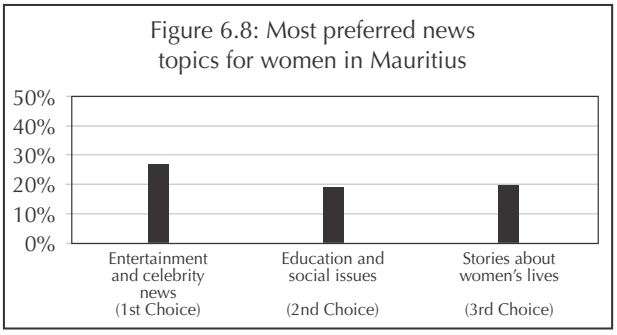


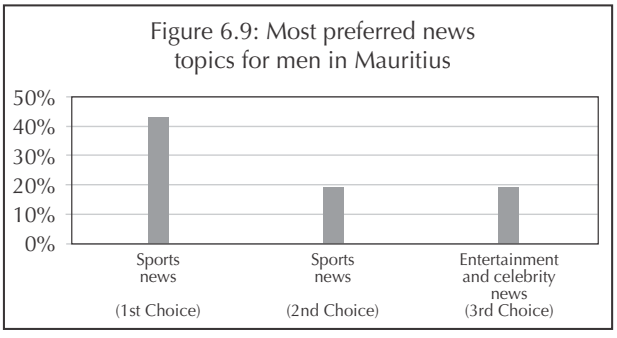
Topics

Respondents were provided with a list of news topics and asked to choose the three topics of most interest to them. The graphs show the topics chosen by the highest percentage of women and by the highest percentage of men as their first, second and third choices. Reflecting the overall trend, most of the men in the sample chose sport as their most interesting news topic while women chose entertainment and celebrity news as their most important news topic. Women are also interested in stories about women's lives, education and social issues.



Women excercise their rights as citizens.



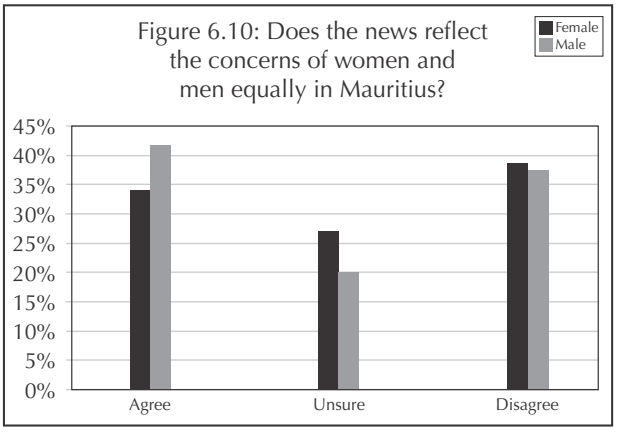


Representation and portrayal

Does the news reflect the concerns of women and menequally?

Figure 6.10 reflects conflicting views among women and men with regard to whether of not the news reflects the concerns of women and men equally, with some saying yes, others no, and a fair proportion unsure.

The qualitative responses, summarised in the box, amplify these conflicting views, with some feeling that women are marginalised; others stating that they are treated equally and others suggesting that because news is for everyone, it can't be discriminatory.



Yes or no?

Women in Mauritius had this to say:

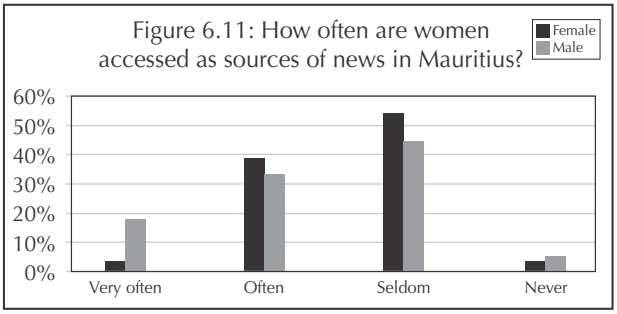
- "I find that all news concern only men as if women do not have their place here."
- "Women are still afraid of participating."
- "It is in the culture that men speak for women."
- "The mentality of people has not changed. The place of a woman is at home. She is not to be listened to and she does not take decisions."
- "Since the voices of women are being heard, I find that the news stories are for both of them."
- "Every single information is delivered to the public not particularly to women or men but both."
- "I think that whatever goes on, news, stories, they are for everybody, not only for men or not only for women."
- "I find that they pay attention to both men and women."

Men in Mauritius had this to say:

- "Most of the time the news stories concern men."
- "We see less women in the news."
- "Only men take decisions and he is the boss at home."
- "Men No.1 – Women No. 2."
- "In brief, there is no specific reason, I find that the news stories reflect the concerns and interests equally – that's all."
- "I find that everybody gets equal treatment."
- "More women taking over everywhere, soon men will be staying at home."
- "I think both men and women are always equal in news stories."

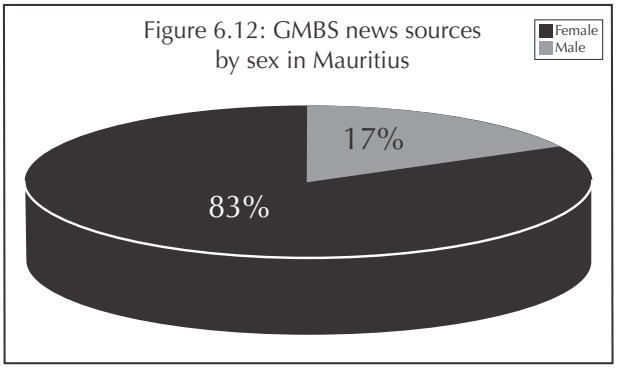
Women as sources of news

Most women (54%) and men (44%) in the sample believed that women are seldom used as sources in stories. These proportions are higher than the regional average: 42% for women and 39% for men respectively. Fewer women (39%) and men (34%) believed women are used "seldom" as sources of news.



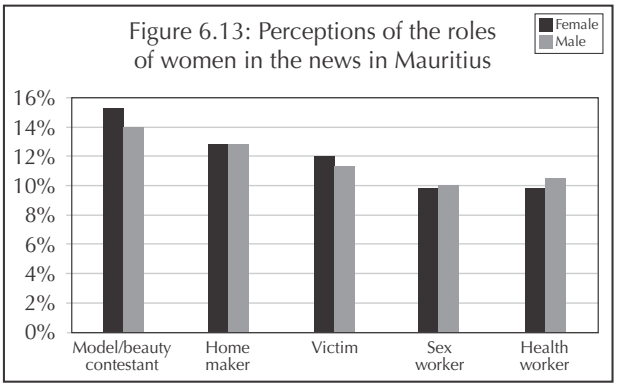
What the GMBS showed

The GMBS in Mauritius found that women constitute only 17% of news sources which is the same as the regional figure of 17% and marginally lower than the global figure of 18%. The fact that the majority of respondents in Mauritius seemed to be aware of this gap may reflect the extensive advocacy that has been undertaken around the GMBS in Mauritius by MWO.



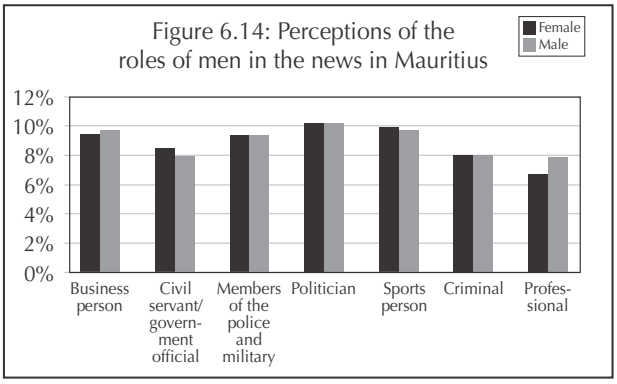
How are women represented in the news?

Women and men in the sample were asked how they see women and men represented in the news. Each respondent identified the regularity with which they see women and men in particular roles. Most women and men in the sample said they see women in the news most often in the roles of model/beauty contestants; health workers; home-makers; victims and sex-workers. The findings closely mirror those of the GMBS, which involved the monitoring of editorial content, and found in Mauritius that women predominate in the roles of beauty contestants, home makers, entertainers, sex workers and students.



How are men represented in the news?

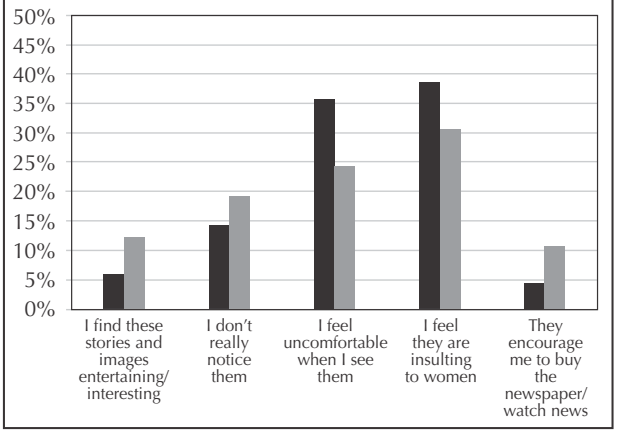
Similarly, respondents identified the roles they see men represented in most often in the news. Women and men highlighted the roles of politician; members of the police and military; civil servant/government official, business person and sports person. The Mauritius GMBS found that men in the news predominate in the categories of miners; police/military; royalty; government official; sports person, criminal and politician.



Sexual images

As in the overall findings, a high proportion of women expressed their displeasure with sexual images of women in the news, with 37% of women saying they are "uncomfortable" with such images and 39% saying that they are "insulted" by these images. Mauritian men, on the other hand, seemed less concerned about this aspect than in the overall findings, with 25% saying that they are "uncomfortable" with sexual images of women in the news and 31% saying they feel such images are "insulting" for women; figures lower than those for other men in the study. However, as in the other countries, among the lowest figures are those of women and men saying that sexual images encourage them to buy the news. This directly contradicts the oft-heard argument in the media industry that such images are essential to their bottom line.

Figure 6.15: Responses to sexual images in Mauritius



In the qualitative responses, respondents, and especially women, said these images show a lack of respect for women and are a serious affront to their dignity. Men raised concerns about the adverse effect on children and the extent to which such images compromise the human rights of women.

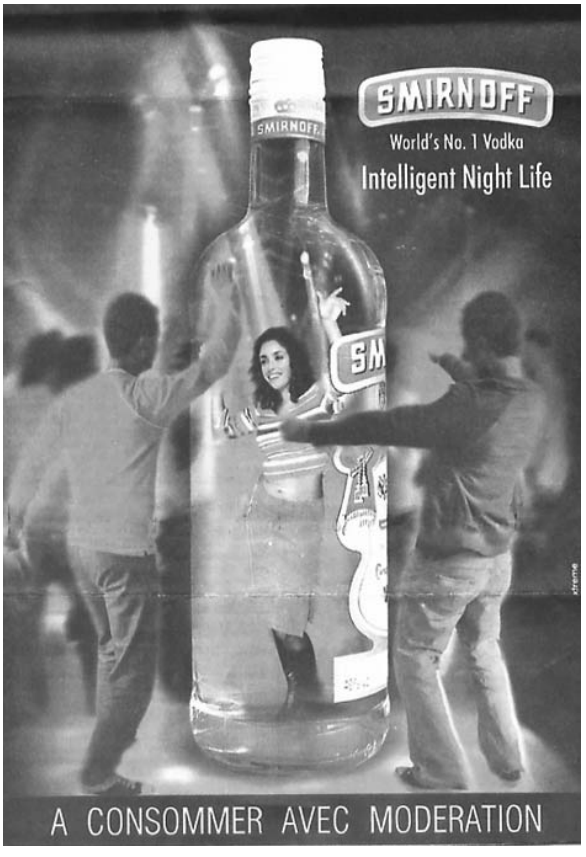
Not up for sale

Mauritian women felt that sexual images of women in the news:

- "Spoil the dignity of women for money…"
- "Show no respect for women. I get very angry as to why women are being used in such ways and why should they accept? Is it money which makes you happy or respect yourself?
- "It's degrading for women's values. Women are being used just to make money. They speak only about the sex of a woman, why not that of a man?"
- "Disgrace for women. Women are being used as an object to boost their sales."
- "It seems they are insulting women by exposing her body."

Men commented that:

- "A woman is a human being."
- "It is revolting, we have children at our place and we would not have liked seeing them exposing themselves like this. A woman should be subject to respect, but it depends on women themselves. I feel sad to observe that the body of a woman is being used as an object."
- "Women must react legally."
- "According to me, a woman comes just after God. Don't use her as a sexual object."
- "People who usually use women as an object, they do not realise that to some extent they are exploiting women, and they don't respect the value of a human being."



This image of a "woman in a bottle" on a brand of Vodka in Mauritius sparked an uproar among gender and media activists who maintained that it portrayed women as hapless objects for the pleasure and entertainment of men. The advertisers argued that the advert aimed to show how clear Vodka is because the men dancing can see right through it to the woman behind. Although the Advertising Standards Authority dismissed a complaint by Media Watch Organisation, the "woman in a bottle" saga led to a spirited debate about the way that women are typically portrayed in the media.

Media practitioners

Table 6.4 is a summary of the responses of the women and men in the sample to a set of statements about media practitioners. Most of the men (64%) and the majority of women (49%) agreed that it is mostly men who report the news. Most men (52%) and women (53%) agree that women report on different kind of news stories to men, although they also reflected a fair degree of uncertainty on this issue. However both men (65%) and a resounding 80% women in the sample agreed that there should be equal numbers of male and female reporters.

Table 6.4: Perceptions of media practitioners in Mauritius

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that it is mostly men who report the news.	49	64	18	13	33	23
I prefer news stories reported by men.	19	27	26	33	55	40
I prefer news stories reported to women.	38	30	23	42	39	28
I think that women report different kinds of news stories to men.	53	52	27	26	20	22
I think that there should be equal numbers of male and female reporters.	80	65	7	16	13	19



Sabrina Quirin of Weekend celebrates her award at the GEM Summit for a story challenging stereotypes of men.

Audience preferences

Types of news

Respondents were asked what they would like to see more of and less of in the news. The questions were open ended. The answers were grouped.

More positive news

Both women and men said they wanted to see more positive and human interest stories. In addition, women said they wanted to see more stories on women's rights/concerns/issues. Men want to see more in-depth news and analysis.

Figure 6.16: Top three types of news preferred by women in Mauritius

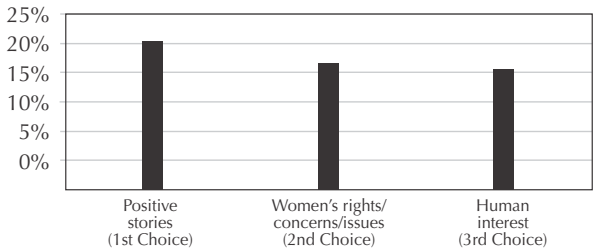
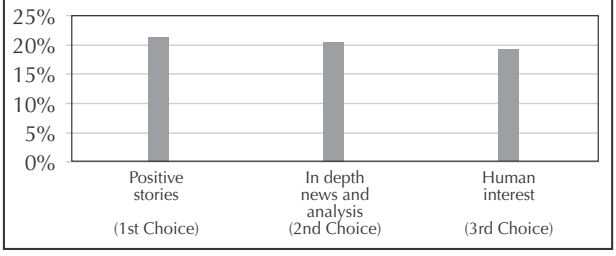


Figure 6.17: Top three types of news preferred by men in Mauritius



Less war and bad news

In response to the question what would they like to see less of, women and men cited war and violence, and men less bad news. Unlike other countries, where both women and men said they would like to see less sexual images of women in the news, in Mauritius only women raised this topic as one they would like to see less of.



Loga Virahsawmy, President of Media Watch Organisation, a Mauritian NGO that campaigns to make all voices count.

More women's voices

As in the other countries in the study, most women (76%) agree that the news would more interesting if the views of women were reported more often. Unlike the trend among men elsewhere in the study, most Mauritian men (58%) believe that the news would be no different if the ideas and views of women were reported more often. These findings reflect the deep-seated patriarchal attitudes among men in Mauritius.

Diversity

As in other countries, an unequivocal 81% of women and 63% of men in the sample said the news would be more interesting if there were stories of women in a greater diversity of roles.

Figure 6.18: Top three types of news that women want to see less of in Mauritius

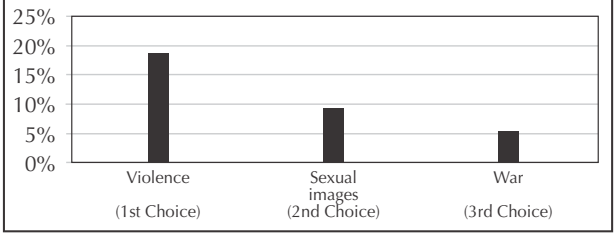


Figure 6.19: Top three types of news that men want to see less of in Mauritius

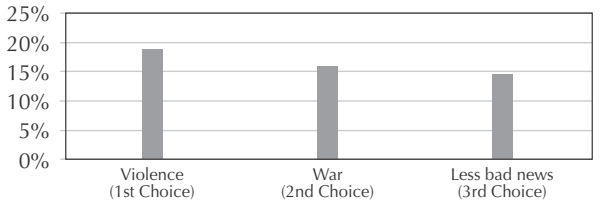


Figure 6.20: Would the news be more interesting if the views of women were reported more often in Mauritius?

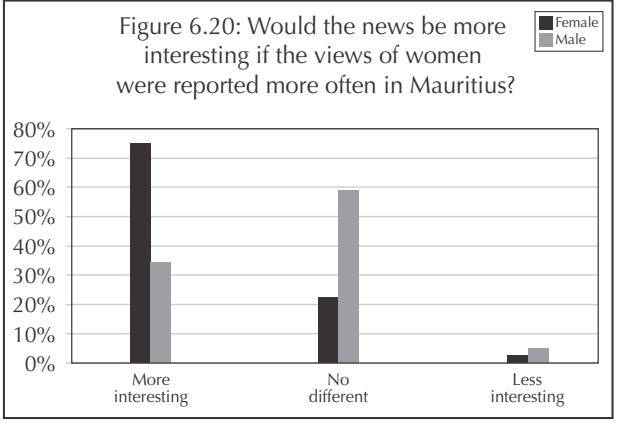
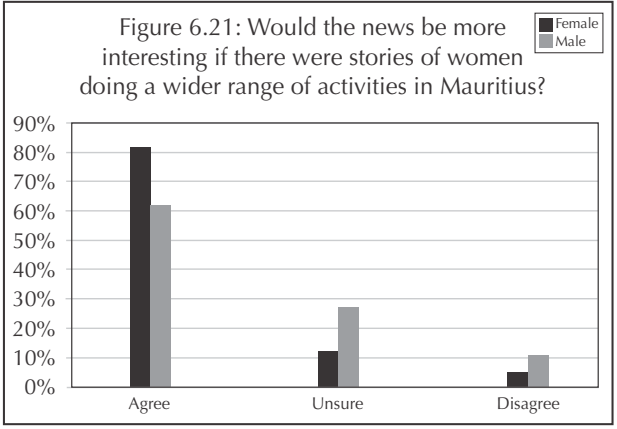
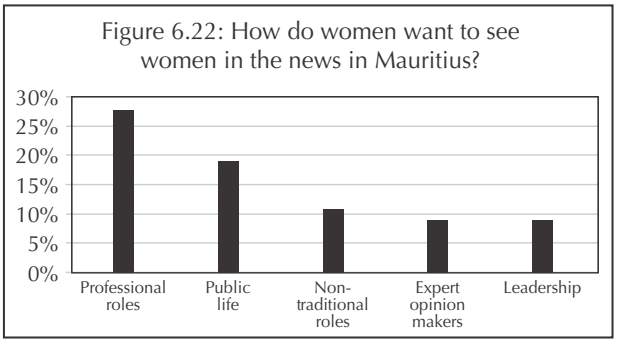


Figure 6.21: Would the news be more interesting if there were stories of women doing a wider range of activities in Mauritius?

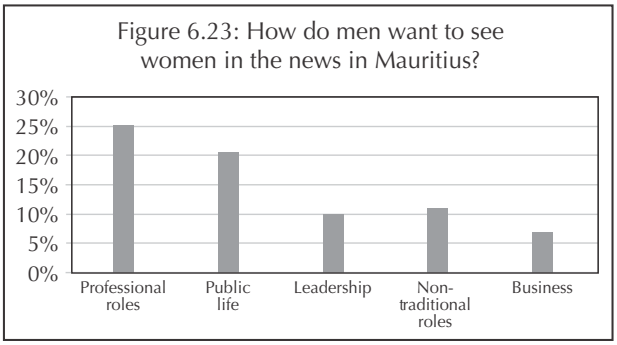


Respondents were then asked to identify the ways in which women and men should be represented more in the news. The question was open-ended. Respondents provided answers that were subsequently analysed and grouped together.



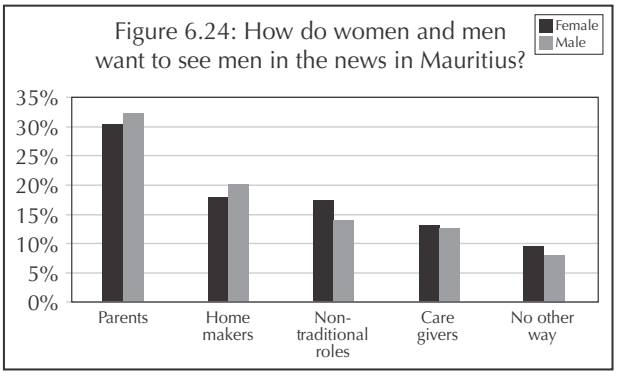
New roles for women

Women and men identified four common roles as those in which they would like to see women more often: professional roles, in public life, leadership roles and non-traditional roles. Women identified the role expert/opinion makers and men the role of business person as additional options.



New roles for men

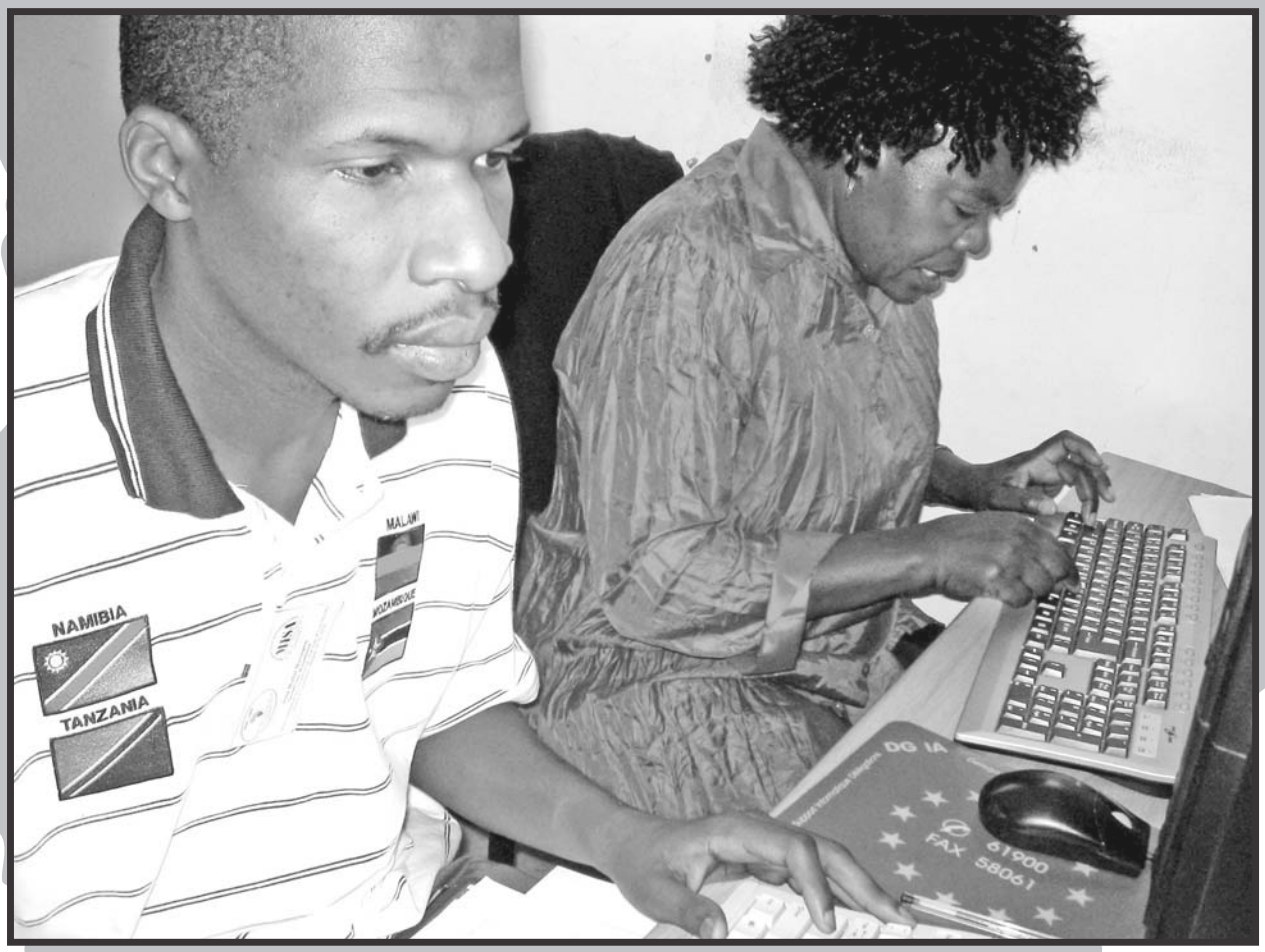
In response to the same question about men, both women and men identified the need to see men in the roles of care-giver; home-maker, parent and non-traditional roles more often. A minority of women and men in the sample said they did not want to see men in any other roles.



Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.

Chapter seven: Mozambique



Mozambique GEMSA country representatiove Jose Marciano Mubai (left) with Sarry Xoagus - Eises of Namibia.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

Universidade Eduardo Mondlane

Table 7.1: Summary of key data from the findings of the GMAS in Mozambique

KEY DATA	MOZAMBIQUE		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	29	42	51	51
Television	56	39	37	31
Newspapers	13	16	11	16
Internet	2	2	1	2
Who selects the news medium?				
Self	41	48	49	55
Spouse/partner	18	16	14	12
Other family member	27	25	28	23
Fellow worker	4	2	2	2
Employer	5	3	2	2
Friend or neighbour	3	3	4	4
Proprietor of a public space	1	2	0	2
News preferences (genres)				
Short news reports	34	45	55	53
In depth features	37	39	28	32
News that asks for feedback (e.g. Letters to the editor)	23	11	12	10
Opinion and Commentary	6	6	5	5
How women and men are represented and portrayed *New stories reflect the interests of both men and women equally.*				
Agree	48	66	40	43
Unsure	28	14	17	16
Disagree	24	20	42	41
How often are women used as sources in news stories?				
Very often	9	5	18	21
Often	55	51	36	37
Seldom	34	41	42	39
Never	1	3	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	5	13	4	12
I don't really notice them	8	10	8	10
I feel uncomfortable when I see them	48	34	43	36
I feel they are insulting to women	37	33	42	34
They encourage me to buy the newspaper or watch the news	3	11	3	8
What audiences would like to see more of *If the ideas and views of women were reported more often, the news would be*				
More interesting	64	51	68	47
No different	33	43	22	36
Less interesting	26	6	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	86	69	78	59
Unsure	12	16	10	19
Disagree	2	15	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with Eduardo Mondlane University (EMU). It is the first comprehensive study of audience news consumption patterns and preferences in Mozambique generally, as well as the gender dimensions of these.

The findings are based on the responses of 86 women and 87 men, a total sample of 173 from Maputo city and Matola district. The theoretical framework for the research and the methodology are described in detail in Chapter One, the overview to this report.

Key findings

Table 7.1 provides a summary of the key data from Mozambique and the consolidated (all thirteen countries) findings of the GMAS. Key findings include:

Television is the main source of news for women and radio for men: As in nine other countries in the region, the majority of men (42%) in Mozambique chose radio as their main source of news. However, the majority of women (56%, compared to 39% men) cited TV as their main source of news. This is in keeping with the general trend in the study of higher proportions of women than men citing TV as their main source of news (a regional average of 37% women, compared to 31% men). But the high proportion of women citing TV as their main source of news is surprising, given the economic circumstances in Mozambique. These figures should be read against the fact that the interviews took place in two urban and peri-urban centres (Maputo and Matola), but are still interesting from a media marketing perspective.

Newspapers are more popular among women in Mozambique than in the region: In a trend similar to most of the other countries in the study, more men (16%) than women (13%) cited newspapers as a main source of news. But the figure for women is higher than the regional average of 11% while that for men is the same as the regional average.

Internet access is very low and an equal percentage of women and men get their news from this medium: Some 2% of women in Mozambique (a percentage higher than the regional average of 1%) get their news from the Internet. Similarly, only 2% (equal to the regional average) of men cite the Internet as a main source of news. Although these figures are low, they show that IT is taking root in Mozambique, and it is heartening that women and men seem to have equal access.

There is a strong correlation between levels of education and the main source of news: Women and men with primary level education constitute the highest proportion of those who chose radio as their main source of news. The Mozambican findings for television depart from the consolidated findings which show that the highest proportion of those who chose television as their main source of news had tertiary-level education. The highest percentage of female and male respondents who chose television as their main source of news had secondary education, followed by those with tertiary education. Of those who chose newspapers as their main source of news, most women had secondary while most men had tertiary level education. The latter finding shows that consumers do not have to be highly educated to take to newspapers, if these are targeted at different market niches.

Women in Mozambique prefer in-depth news: Unlike the majority of countries in the study, where most women showed a strong preference for short news reports, the majority of Mozambican women (37%) said they prefer in-depth features (second only to the 56% Mauritian women who indicated a preference for this genre.)

But short news reports are popular amongst men: Consistent with the overall findings, most men (45%) interviewed prefer short news reports to any other news genre, although a relatively high proportion (39%) said they prefer in-depth features. The findings on in-depth news for women and men are a good reflection on the quality of journalism in Mozambique which has a strong tradition of investigative reporting.

Interactive news is more popular among women in Mozambique than in any other country in the study: Mozambique has the highest percentage of women in the study that chose news that asks for feedback as their preferred genre. At 23% the number is almost twice that of women who chose this genre in the consolidated regional findings. This is an interesting finding and shows that women want to participate in making the news and importantly, in making their voices heard. In comparison, only 11% men chose this as their favourite genre, roughly consistent with the regional average.

Opinion and commentary are yet to take root: Although at 6% the number of men and women who chose this genre is higher than the regional average of 5% for both women and men, there is clearly more work to be done in popularising this genre.

Fewer women and men make independent choices about what news medium to access: Mozambique and Tanzania have the lowest percentage of women who make independent choices about which news medium to access, with Malawi as a close second. In contrast to the overall findings, 41% women (compared to 49% women in the regional average) and 49% men (compared to 55% men in regional average) make their own decisions about where they get their news from. As in the rest of the region, the second most influential category in making decisions on news consumption is "another family member", but for both women and men "spouse" ranked a fairly high third.

There are mixed perceptions about women's representation in the news: In Mozambique, as in other countries in this study, there were mixed perceptions on whether the news reflects the interests of women and men equally. Relatively high percentages of respondents indicated that the news does reflect the concerns of women and men equally. Mozambique has the lowest ratio of respondents who felt "the news does not reflect the concerns of women and men equally"; although 28% women and 14% men were unsure about the statement. High proportions of women (55%) and men (51%) said that women and men are used as sources "often" (the GMBS showed that women constitute 19% of news sources in Mozambique.) This suggests that despite the country's progressive stance on gender issues, there is still considerable work to be done on gender and media literacy.

But strong perceptions about gender biases in portrayal: Respondents in Mozambique had strong views on gender bias in the portrayal of women and men in the news. They said that women are most likely to feature in the news in roles such as victims; model/beauty contestants; health workers and home-makers while Mozambican men appear most frequently in the news as politicians, officials in government and the civil service; sportspersons; and as business people.

And discomfort with the use of sexual images in the news: In findings strikingly similar to the consolidated findings, 48% women and 34% of men said they are uncomfortable with sexual images of women being used in news. Some 37% women and 33% men said they found the use of sexual images of women in the news "insulting". Only 3% women and 11% men said they found such images "entertaining."

There is strong support for gender equality in newsrooms: Mozambique has the highest percentage of men (80%) in the study stating that it is men who mainly report the news. Women come second in the study (79%), after Swaziland (82%). Although a high proportion of women (40%) prefer news reported by women, a higher percentage of both women (74%) and men (73%) believe it is important to have equal numbers of female and male journalists. This is an important message to media decision-makers about the need for gender policies in newsrooms, as well as gender training for male and female journalists.

Women and men want to see more positive stories; and women more stories about their concerns: Mozambican women and men would like to see more positive stories in the news. Women also want more stories on women's rights/concerns/issues, information about reproductive health and local/community news. Men want more human interest stories, in-depth news and analysis and information on accessing resources and services.

Women and men, but especially women, would find the news more interesting if the ideas and views of women were reported more often: Similar to findings in a majority of the countries in the study, a high proportion of women (64%) said the news would be more interesting if the ideas and views of women were reported more often. Some 51% of men in Mozambique hold a similar view; slightly higher than in the overall findings (47%). But 43% men and 33% women said that the news would be "no different" if the ideas and views of women were reported more often, pointing to the need for greater gender and media literacy.

Mozambique has the highest percentage of women saying it's not just about more women's voices in the media but about women in diverse roles: 86% women and 69% men (compared to the regional average of 78% and 59% respectively) believe that the news would be more interesting if there were stories about women doing a wider range of things. This is the highest proportion of any woman in the study holding this view, with Tanzania a close second.

CONTEXT

About Mozambique

Located in south-eastern Africa, Mozambique shares borders with Tanzania to the north; Malawi, Zambia, and Zimbabwe to the west; and South Africa and Swaziland to the south. Its population is estimated at 19. 4 million. The country is roughly divided into three socio-economic zones – the northern zone, the central zone and the southern zone.

From the almost five-hundred years of Portuguese colonial rule, Mozambique inherited the Portuguese language. Adult literacy in Mozambique stands at about 39.6%.

Mozambique has enjoyed peace since the signing of the Rome General Peace Agreement in 1992 ending the 16-year civil war that raged on with the support of apartheid South Africa after independence in 1975. The country has experienced dramatic economic growth rates as a result of a series of macroeconomic reforms launched in 1987 designed to stabilise the economy, combined with donor assistance and with political stability since the first multi-party elections held in 1994.

The Mozambican economy is based on agriculture. Mineral resources such as coal, natural gas, titanium ore, tantalite, graphite, iron ore and semi-precious stones are some of the products that make up the economy of the country.

Media context

The Constitution, the 1991 Press Law and the 1992 Rome Peace Accords guarantee freedom of the media in Mozambique. However, there are a number of restrictions on these freedoms that relate to the duty of the media to respect foreign policy, national defense, human dignity

and the Constitution. Criminal libel has been used against media outlets. The government also controls the largest and most influential newspapers together with all public broadcast media.

There is a lively independent press, but with limited reach due to the low levels of literacy in the country. Reporters continue to experience threats and intimidation, as well as direct violence. As in most African countries, the media in Mozambique is heavily concentrated in the national capital, Maputo, and barely reaches into the countryside.

This concentration also limits the diversity of voices in the media. Several regulatory and professional bodies have been established in the country. These include the Supreme Mass Media Council (CSCS), Media Institute of Southern Africa (MISA) Mozambique, National Union of Journalist and the Mozambican Association of Media Owners.



GEMSA Mozambique

Table 7.2: Media in Mozambique

MEDIA	STATE	PRIVATE	MEDIA	STATE	PRIVATE
			Radio Angonia		✓
TVM (Mozambique)	✓		Radio Licungo		✓
TV Mira-mar		✓	Sirt Radio & Television		✓
STV		✓	A Voz da Ciance Community		✓
			Mocuba Community Radio		✓
			Alto Molocue Community Radio		✓
Radio Mozambique	✓		Gurue Community Radio		✓
Radio Capital		✓	Milange Community Radio		✓
Radio Terra Verde		✓	Morrubala Community Radio		✓
Radio Viva		✓			
Radio SFM		✓	**Newspapers**		
Radio Mira-Mar		✓	Correio da Manha		✓
Radio Maria		✓	Imparicial		✓
Radio Vos		✓	Expresso da Tarde		✓
Radio RDP Africa		✓	Mediafax		✓
Radio Encontro		✓	Vertical		✓
Radio Pax		✓	Ponto Zero		✓
Namaacha Community Radio		✓	Diario de Noticias		✓
Moamba Community Radio		✓	Diario de Mocambique		✓
Radio Muthiana		✓	Diario de Economia e Negocios		✓
Manhica Community Radio		✓	Exame		✓
Xinavane Community Radio		✓	O Campo		✓
Xai-Xai Community Radio		✓	Savana		✓
Gesson Community Radio		✓	Zambeze		✓
Sussundenge Community Radio		✓	Domingo		✓
Mcequesse Community Radio		✓	Demos		✓
Homoine Community Radio		✓	Embondeiro		✓
Radio Progrsso Maxixe		✓	Sanana		✓
Radio e Televisao Vilankulo		✓	Amanhecer		✓
Rabaue Community Radio & TV		✓	Tempo		✓
Namialo Community Radio & TV		✓	Mais		✓
Watana Community Radio & TV		✓	Wamphula Fax		✓
Radio Vida		✓	Lurio		✓
Buzi Communiy Radio		✓	Eshario		✓
Radio Mutarara		✓	O Autarca		✓
Radio Escola Moatize		✓	Faisca		✓
Nova Radio Paz		✓			

Gender and media in Mozambique

The GMBS, focusing on news consumers and how they interact with the news from a gender perspective found that women constituted 15% of news sources in Mozambique, lower than the regional average of 17% and the global 18%. In Mozambique, women constituted a notable 31% of MPs at the time of the study (36% now) yet in the study women accounted for only 10% of the politicians accessed as news sources. The ratio of male to female journalists in Mozambique revealed a shocking gap, with only 3% female journalists in the print media.

The preliminary desk top research for the GMBS showed that there is little formal audience research carried out by the media in Mozambique. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regard to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.



THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research.

Locations

The salient features of the three locations are as follows:

***Maputo and Matola*:** Maputo is the sprawling capital of Mozambique with a population of about two million people. In 1898 central authority for the country was transferred from Mozambique Island to Lourenço Marques, now Maputo, and the city quickly became established as the trade and industry centre and as a port to serve the gold fields of South Africa. Matola is an adjoining port to the city. Maputo City contributes 35% to national GDP. The percentage of the population that can write and read is higher in Maputo City (85%) than anywhere else in the country, where the national average illiteracy is around 60%. Maputo hosts the Central Government, the Parliament and the Supreme Court as well as the major media houses and the largest and oldest public university.

Demographic information

In Mozambique, the research was to include interviews with 90 women and 90 men in three locations and interviewees were to be represented across three age groups (20-35; 36-50 and 50+). In addition, people were to be represented across three education levels (primary; secondary and tertiary). However, it was difficult to find three locations that provided respondents fitting into the sex, age and educational classifications used in the research. For example, it was difficult to find respondents with tertiary level of education, particularly within the age of +50. It was even more difficult to find female respondents in this category.

The majority of the Mozambicans live below poverty line and more than half of its population is illiterate. The population comprises mainly of the youth and the life expectancy is below 40. As a result, only two areas were used: Maputo city and Matola. The selection of the areas was based on the need to reach the largest area possible, attempting to get to the urban and suburban areas and the diversified social stratum of the population in both locations. Efforts were also made to keep the balance between female and male respondents within the three age groups in each area.

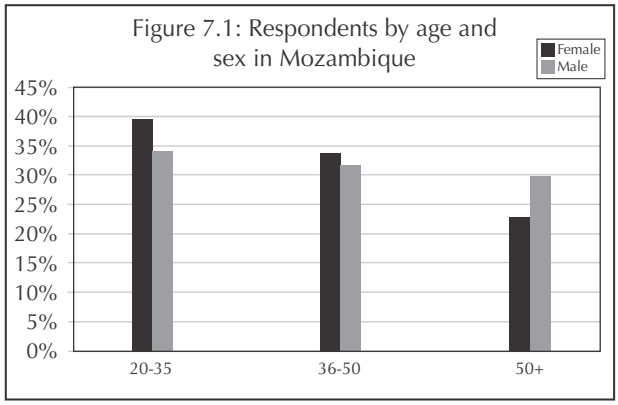
Six areas were selected: Maxaquene, Sommerchield, Hulene, Polana, Coop and Xipamanine and four in Matola district: Liberdade, Machava, Matola city and Matola 700. Of the targeted 90 men and 90 women, the team interviewed 87 women and 86 males (a total of 173).

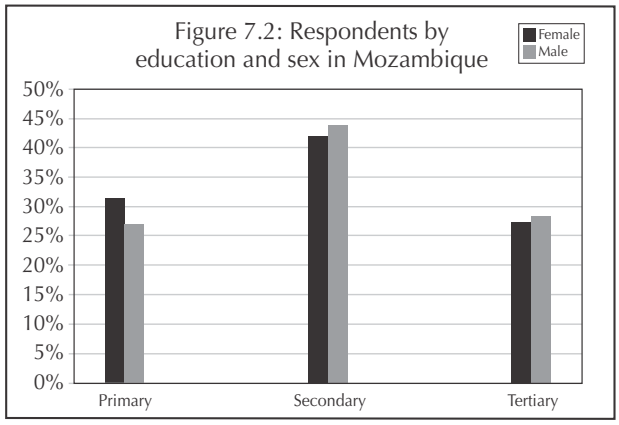
Figure 7.1 illustrates the distribution of the 87 women and 86 men interviewed across age and sex variables.

Figure 7.2 illustrates the numbers of respondents by education level.

Table 7.3: Research sites in Mozambique

Country	Sites	Women	Men
Maputo city	Maxaquene Sommerchield Hulene Polana Coop Xipamanine		
Matola	Liberdade Machaya Matola city Matola 700		
Total		86	87





Media Availability and Use

Main source of news

***Radio**:* Radio is the main source of news for men (42%) while it is the second most important source of news for women (29%). For women, the reason for choosing radio is that they "can do other things at the same time" while for men it is because they "can get up to the minute/breaking news". The preference for radio may be due to the fact that most of the population in Mozambique is illiterate and radio makes more use of local languages.

***Television**:* Television is the main source of news for women (56%) followed by radio. The gap between women who identified television as their main source of news and those who selected radio is quite big. Television is popular among women because "they can do other things at the same time". This was also the reason given by men that selected this medium.

***Newspapers**:* More women in Mozambique (13%, compared to the regional average of 11%) chose newspapers as their main source of news compared to any other country in the region. Some 16% men cited this as their main source of news; the same as in the rest of the region. Men and women gave two main reasons for this choice: "Habit/always done it this way" and "can access it when it is convenient".

***The Internet**:* Only 2% women and men identified the Internet as their main source of news. As elsewhere in the region, the need to create access to, and training in the use of ICTs is critical in Mozambique. It is heartening however that women and men seem to be moving equally on this front.

Education: Further analysis by education levels shows some important correlations between levels of education and medium preference. Women and men with primary education constituted the highest proportion of those who use radio as their main source of news. More women than men with primary education chose television as their main source of news while none with this level of education chose the Internet as a main source of news. The majority of men and women who chose television and newspapers had secondary education while it is men with secondary and tertiary education and women with secondary education that selected the Internet.

Figure 7.3: Main source of news for women and Men in Mozambique

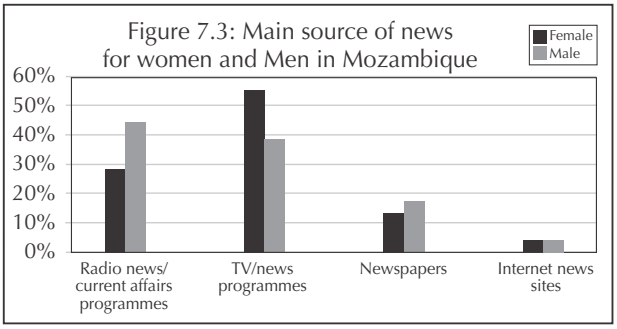


Figure 7.4: Main source of news by sex and education level for women in Mozambique

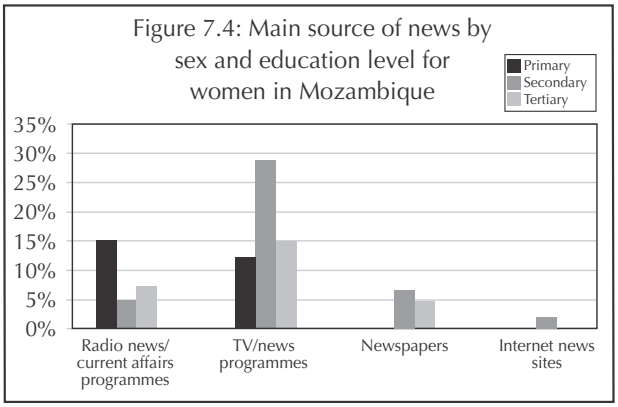
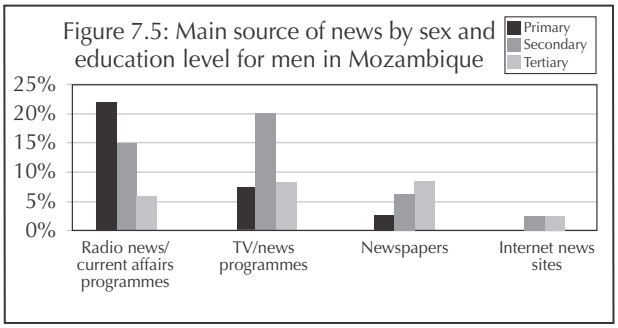
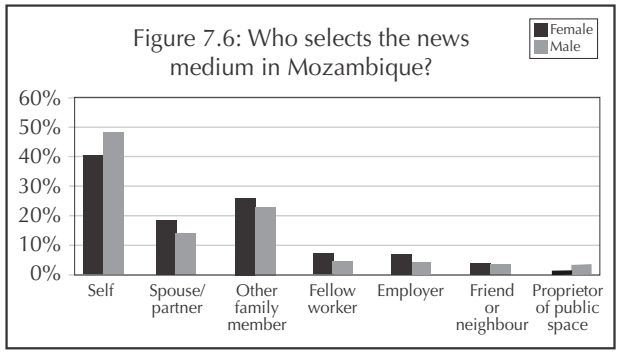


Figure 7.5: Main source of news by sex and education level for men in Mozambique



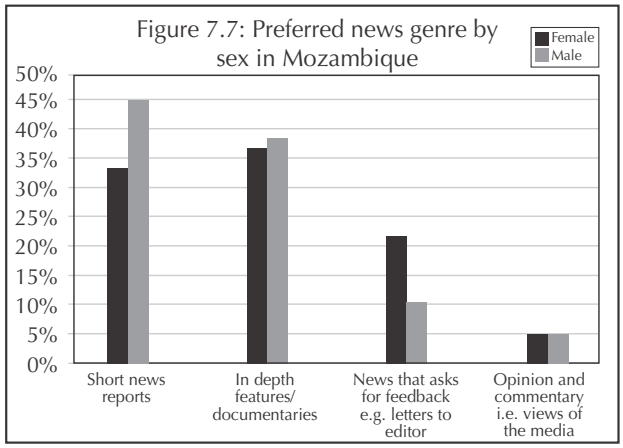
Media selection and acquisition

The number of women and men who make independent choices about which medium to access in Mozambique is lower than the regional finding. The figures are 41% for women (compared to 49% in the consolidated findings) and 48% for men (compared to 55% in the consolidated finding). However, the figure for women challenges conventional wisdom that women do not select their own news medium but consume news from a medium selected by a spouse or partner. As in the overall findings, the second highest category of those seen to influence a decision on which medium is accessed is other family member, not including a spouse or partner. Some 27% women and 25% men cited other family member as influencing the news medium selected, while 18% women and 16% men consume news from a medium selected by a spouse/partner. The latter is relatively high compared to the regional averages.



News genres

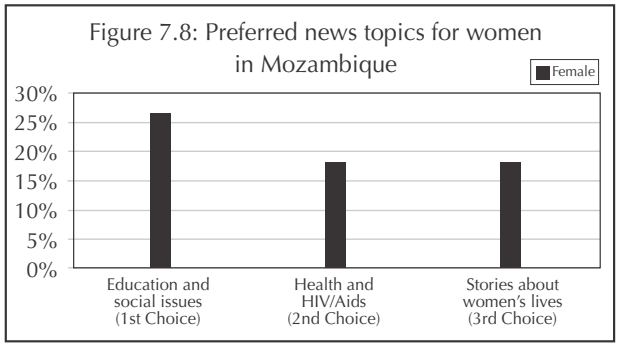
Unlike other countries in the region, more men than women (45% compared to 34%) said they preferred short news with 37% women (and 39% men) saying that they prefer in-depth news. Consistent with findings in many other countries though, more women (23%) than men (11%) prefer news that asks for feedback such as letters to the editor. The number is highest in the study and almost twice that of men in Mozambique. This underscores the fact that women in Mozambique are active news consumers, a trend that should be encouraged. An equal proportion of women and men (6%) cited opinion and commentary as their favourite news source; slightly higher than the regional average of 5% for women and men.

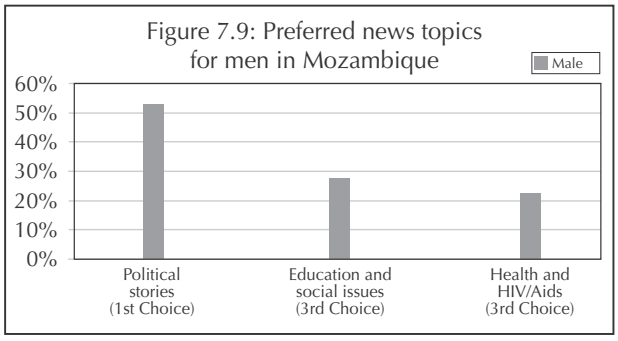


Topics

Respondents were provided with a list of news topics and asked to choose the three topics that were of most interest to them. Figure 7.8 and figure 7.9 illustrate the topics chosen by the highest percentage of women and men as their first, second and third choice.

As elsewhere in the region, political stories featured highly for men, although unlike the rest of the region it is interesting that sports did not feature at all in these choices. Women and men ranked social, education issues and HIV/AIDS highly. In addition, women wanted more information on "stories about women's lives".

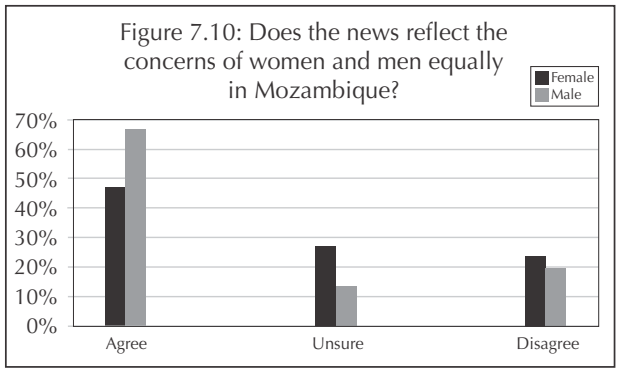




Representation and portrayal

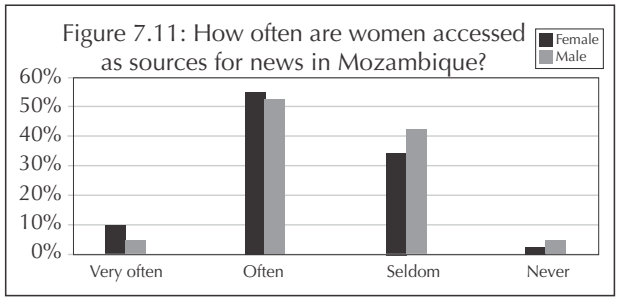
Does the news reflect the concerns of women and men equally?

Contrary to findings in most other countries in the region, most women (48%) and men (66%) said they believe that the news does reflect the concerns of women and men equally. Only 24% women and 20% men believe that the news does not reflect the concerns of women and men equally. The other respondents remained unsure. The finding may reflect the general perception of greater equality between women and men, as a result of the government according this issue high prominence, even though there are still major gender gaps in reality in the political, economic, social and economic spheres.



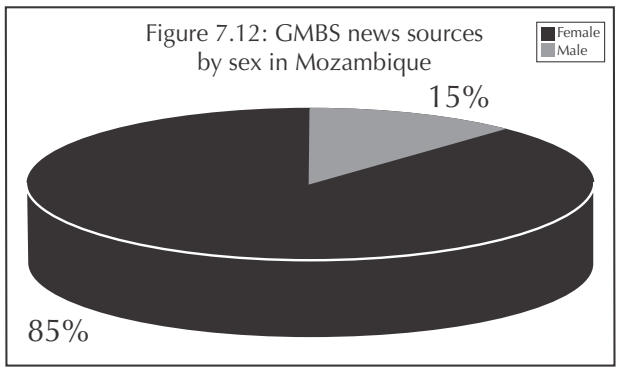
Women as sources of news

On the interlinked question of how often women are used as sources in news stories, a relatively high proportion of women (55%) and men (51%) agreed that women are "often" used as sources of news, while 34% women and 41% men also said that they are "seldom" used as sources of news.



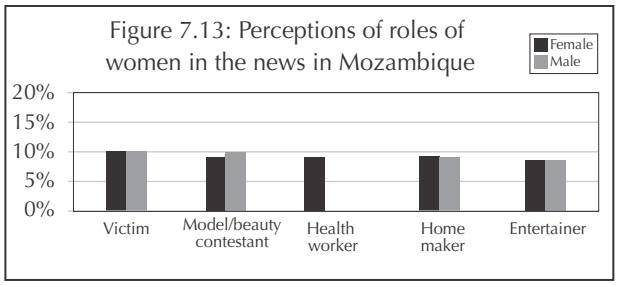
What the GMBS showed

The GMBS showed that women in Mozambique only constitute 15% of news sources. This is lower than the regional average of 17% and global average of 18%. The fact that audiences are not well aware of this discrepancy suggests that many have probably not stopped to think about how the news is constituted, and may also be confused by the use of technical terms likes "sources". This underscores the importance of greater gender and media literacy.

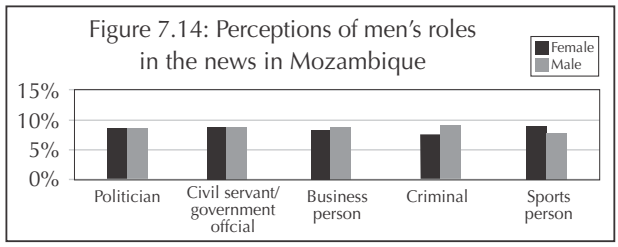


How are women and men represented in the news?

Respondents were asked in what roles women and men are most frequently portrayed in the news. A list of categories was given to each respondent and they identified the regularity with which they see women and men in particular roles. As illustrated in figure 7.13 for women, both male and female respondents highlighted the roles of model/beauty contestant; health worker; homemaker and citizen/member of the public.

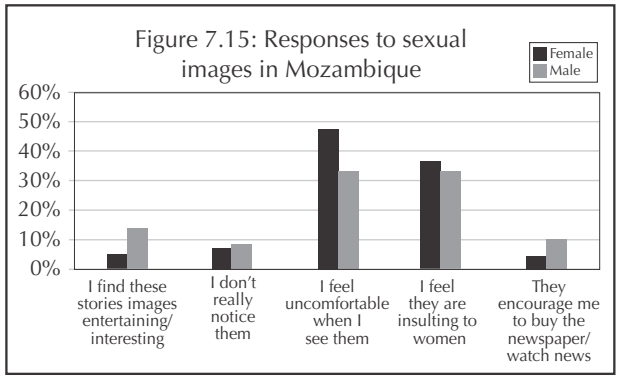


As illustrated in figure 7.14 for the majority of women and men believed that men are most likely to be represented as politician; civil servant; business person; criminal or sports person. These perceptions mirror the reality of the GMBS that analysed editorial content.

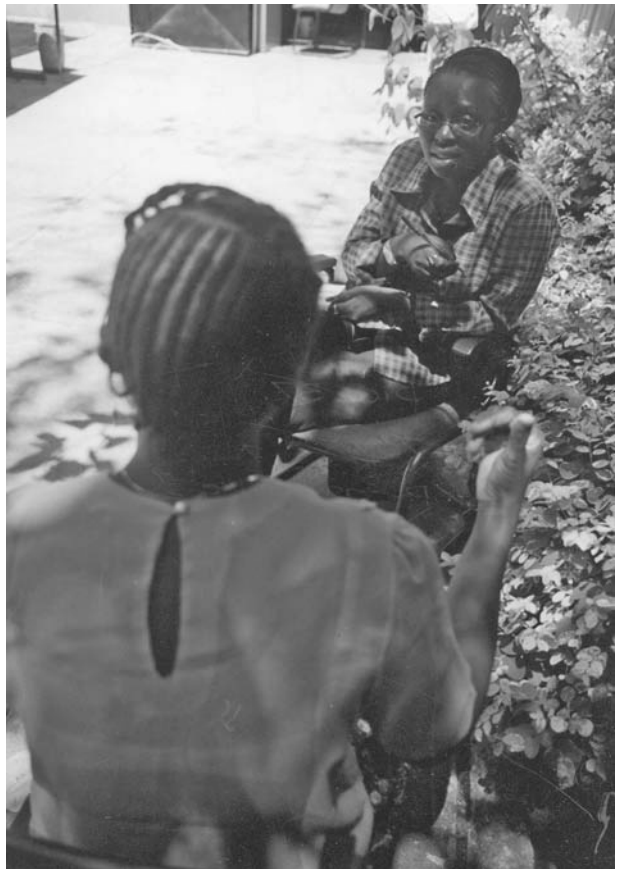


Sexual images

In findings that again are strikingly similar to the consolidated findings, 48% women and 34% of men (compared to 43% women and 36% men in the regional finding) said they are uncomfortable with sexual images of women being used in news. Some 37% women and 33% men said they found the use of sexual images of women in the news "insulting" (compared to 42% women and 34% men in the overall study). Only 3% women and 11% men said that such images encouraged them to want to go out and buy newspapers (compared to 3% women and 8% men in the regional findings).



The answers from all age groups and both sexes show clearly how issues related to sex are still considered taboo in the Mozambican society. Although the society is experiencing some changes in its values (mainly in the urban areas), the issue of sex is still confined to the intimacy of private life, and can only be tolerated when sexual issues are dealt with discretely by old people or those considered having some authority in the society.



Mozambican journalist at work during a GL workshop on Gender violence.

Media practitioners

Table 7.4 contains a summary of the responses to a set of statements about media practitioners. Women and men in the sample believed strongly that it is mostly men who report the news. Although a large proportion of women (40%) prefer news reported by women, a majority of women (74%) and men (73%) agreed that there should be gender balance in newsrooms.

Table 7.4: Perceptions of media practitioners in Mozambique

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that is is mostly men who report the news.	80	79	14	10	6	10
I prefer news stories reported by men.	23	27	37	43	40	30
I prefer news stories reported to women.	40	22	35	41	25	37
I think that women report different kinds of news stories to men.	36	34	35	24	29	42
I think that there should be equal numbers of male and female reporters.	74	73	16	16	9	10

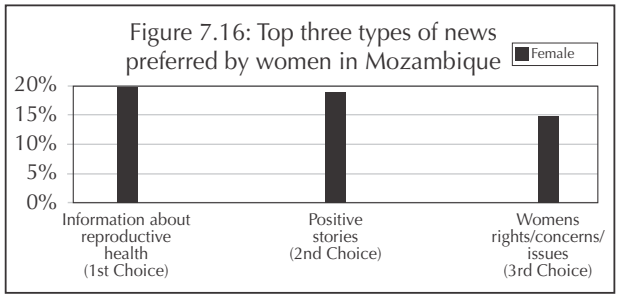
Audience preferences

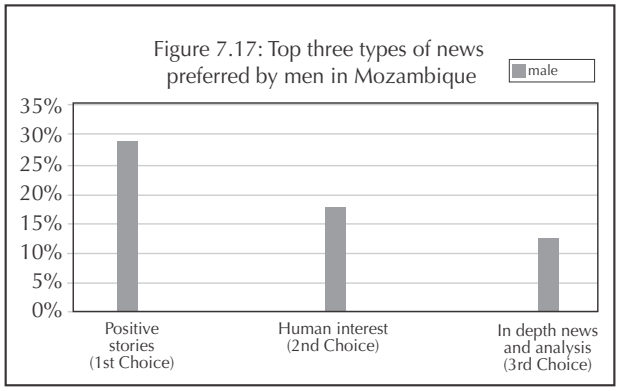
Types of news

Respondents were asked, in the form of open-ended questions, what they would like to see more of and less of in the news. The answers were then grouped.

More positive stories

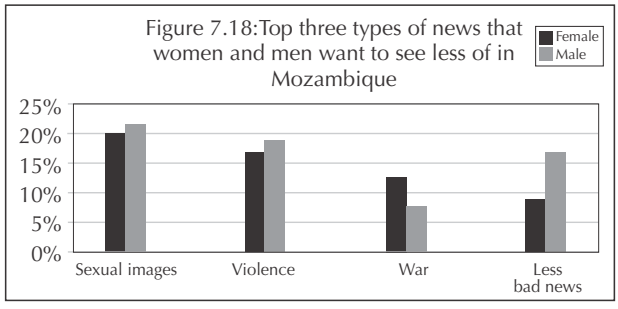
Women and men, but especially men, want to see, hear and read more positive stories. In addition, women would like more news stories on women's rights/issues/concerns and those with information about reproductive health; while men want more in-depth features and human interest news.





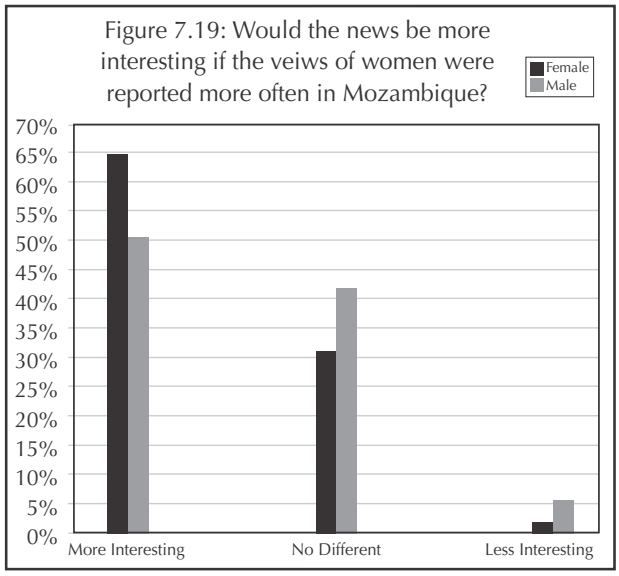
Less sexual images and violence

When asked what they would like to see and hear less of in the news, women and men had similar concerns. They both cited sexual images, violence and bad news as issues they would like to see, read and hear less of in the news. In addition, both women and men, but especially women, would like less news on war. Men particularly wanted less bad news.



More women's voices

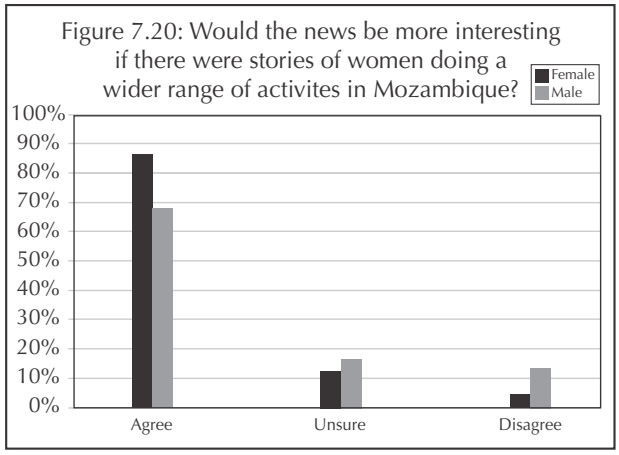
Most women (64%) and men (51%) agree that the news would be more interesting if the views of women were reported more often. A relatively low percentage of women (2%) and men (43%) felt the news would be less interesting if the ideas of women were reported more often.



Diversity

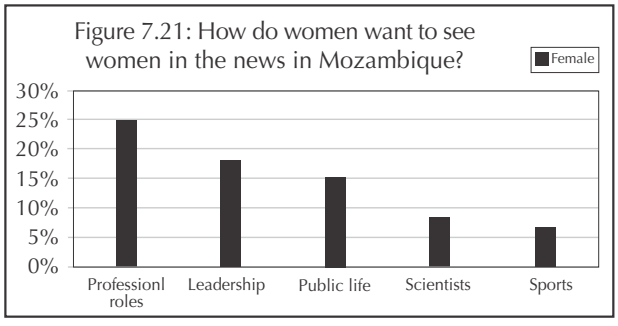
A resounding 86% of women and 69% of men (compared to 78% women and 59% men in the consolidated findings) said the news would be more interesting if it carried stories of women in a greater diversity of roles. Only 15% of men say the news would be "less interesting" if women were represented in a variety of roles in the media.

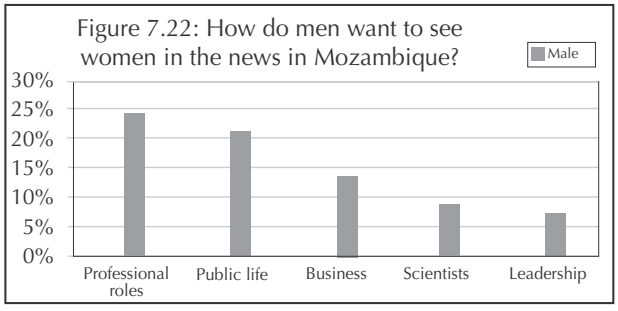
Respondents were asked to identify the ways in which women and men should be represented more in the news. The responses to the questions were open ended. Respondents provided answers that were subsequently analysed and grouped together.



New roles for women

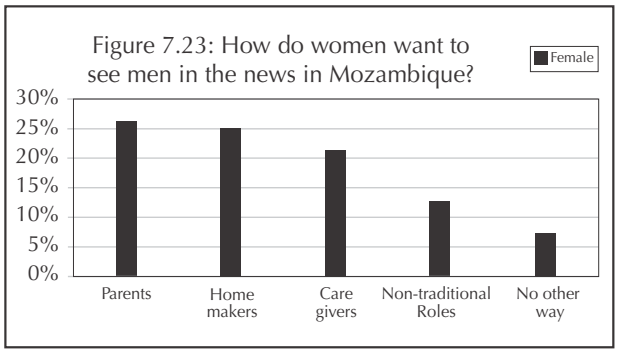
Women and men identified four of the same roles they would like to see women represented in more often: professional roles, leadership roles, in public life and as scientists. Men also want to see women represented as business persons and women mentioned wanting to see more women as sports persons.

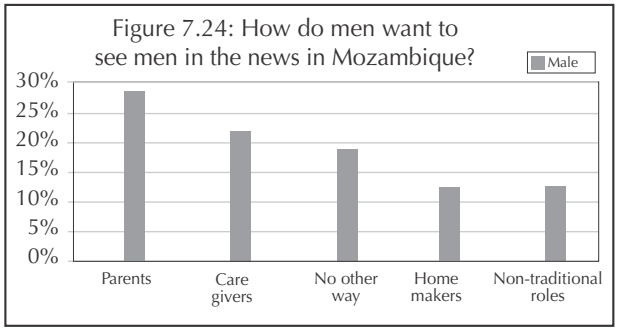




New roles for men

Women and men concurred that they would like to see more men in the roles of parents, caregivers, homemakers, and in non-traditional roles. Some women also felt that men are already represented in a diversity of roles in the media and there is no need to represent them in any other way.

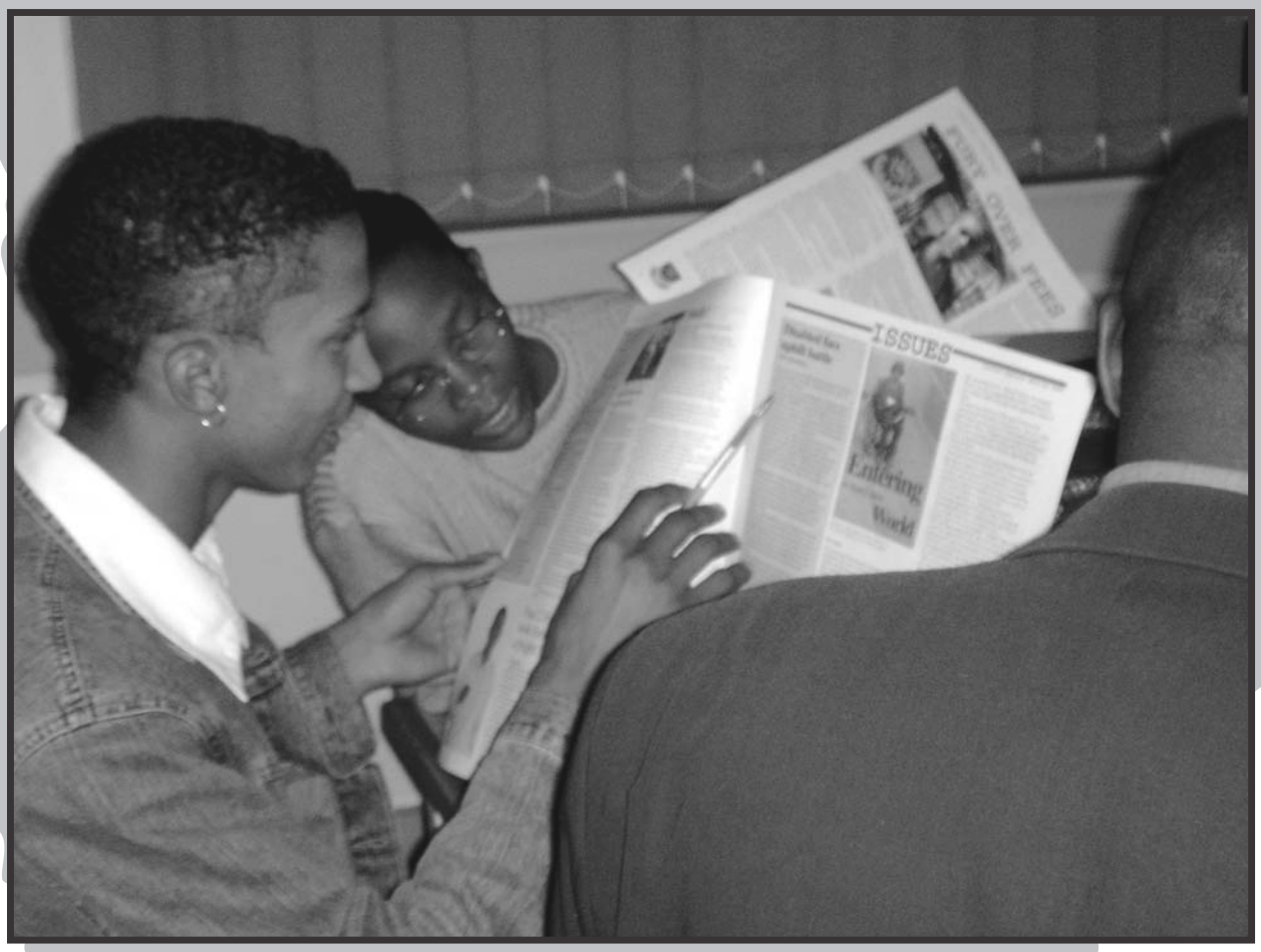




Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.

Chapter eight: Namibia



Students at the Polytechnic of Namibia check out the news.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

TECHNOLOGY AND DEVELOPMENT

Table 8.1: Summary of key data from the findings of the GMAS in Namibia

KEY DATA	NAMIBIA		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	37	31	51	51
Television	40	49	37	31
Newspapers	23	21	11	16
Internet	0	0	1	2
Who selects the news medium?				
Self	61	66	49	55
Spouse/partner	9	7	14	12
Other family member	25	20	28	23
Fellow worker	2	3	2	2
Employer	1	0	2	2
Friend or neighbour	2	3	4	4
Proprietor of a public space	1	1	0	2
News preferences (genres)				
Short news reports	57	51	55	53
In depth features	19	23	28	32
News that asks for feedback (e.g. Letters to the editor)	19	19	12	10
Opinion and Commentary	6	7	5	5
How women and men are represented and portrayed *Does the news reflect the interests of both men and women equally?*				
Agree	33	39	40	43
Unsure	11	14	17	16
Disagree	56	47	42	41
How often are women used as sources in news stories?				
Very often	27	29	18	21
Often	38	38	36	37
Seldom	28	29	42	39
Never	8	4	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	3	11	4	12
I really don't notice them	9	10	8	10
I feel uncomfortable when I see them	42	33	43	36
I feel they are insulting to women	42	31	42	34
They encourage me to buy the newspaper or watch the news	3	16	3	8
Audience preferences *If the ideas and views of women were reported more often, you would find the news...*				
More interesting	70	54	68	47
No different	27	28	22	36
Less interesting	3	18	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	85	59	78	59
Unsure	7	22	10	19
Disagree	8	19	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with the Polytechnic of Namibia (PON). It is the first comprehensive study of audience news consumption patterns and preferences in Namibia generally, as well as the gender dimensions of these.

The findings are based on the responses of 90 women and 90 men, a total sample of 180 from Windhoek, Ongwediwa and Rehoboth. The theoretical framework for the research is and the methodology is described in the overview to this report.

Key findings

Table 8.1 provides a summary of the key data from the Namibia and consolidated (all thirteen country together) findings of the GMAS. Key findings include:

Television is the most important source of news: In contrast to the finding in nine out of the thirteen country studied that radio is the main source of news, most women (40%) and men (49%) in Namibia stated that television is their main source of news. South Africa, Seychelles and Zimbabwe are the only other countries in the study where women and men cited television as their main source of news. In Mozambique, television is the main source of news for women and radio for men. Radio in Namibia is the second most important source of news for women (37%) and men (31%).

Namibia has the highest newspaper readership among females in the study: In Namibia 23% women and 21% men get their main news from newspapers. This is higher than the regional average of 11% for women and 16% for men. Namibia is also one of two countries in the study in which more women than men cite newspapers as their main source of news (the other is Seychelles). In the findings in Namibia and Seychelles underscore the potential growth market for newspapers among women readers.

No one in Namibia gets their news from the Internet: An alarming finding in the Namibia study, similar to that in Zambia, Angola, Lesotho and Malawi is that none of the respondents rely on the Internet as their main source of news. Even though the figures for the Internet elsewhere are low, they reflect efforts by governments to promote new information and communication technologies.

There is a strong correlation between levels of education and the main source of news: Women and men with primary level education constitute the highest proportion of those who chose radio as their main source of news. The Namibian findings for television mirror the consolidated findings which show that the highest proportion of those who chose television as their main source of news had tertiary level education. Of those who chose newspapers as their main source of news, most women had tertiary while most men had secondary level education. The latter finding shows that consumers do not have to be highly educated to take to newspapers, if these are targeted at different market niches.

Women and men prefer short news reports to any other news genre: Consistent with the overall findings, most women (57%) and men (51%) interviewed prefer short news reports to any other news genre. In Namibia even fewer women (19%) and men (23%) preferred in-depth features in comparison to the consolidated findings for the same category (28% women and 30% of men). This finding reflects the (as yet) relatively low human resource development in Namibia, which is still struggling to overcome its apartheid-dominated past.

Interactive news is more popular in Namibia than elsewhere: A relatively high proportion of women (19%) cited news that asks for feedback like letters to the editor and talk shows as their favourite genre, compared to the consolidated figure of 14%. The figure for men (19%) is also higher than the regional average (10%). These figures are similar to Zimbabwe (21% for women and 17% for men).Namibia's case is a positive reflection on citizenship participation in the country. It is especially significant that there is no gender gap in this response, as there is, for example, in Mauritius:

But opinion and commentary still lag behind: As in the rest of the region, a low percentage of women and men identified opinion and commentary as their most important news genre. This finding partly reflects the fact that newspapers, which are traditionally associated with this genre, account for a small proportion of news consumption as well as the fact that the genre itself is often viewed as distant by ordinary citizens.

Nambia has the highest percentage of men and women who make their own choices about which medium to access: In Namibia, there was an even stronger tendency than elsewhere in the study for women and men to make their own choices about which medium to access the news from, and the gender gap is not as wide. Women in Namibia (61%, compared to 49% in the consolidated findings) and men (66%, compared to 55% in the consolidated findings) said they make their own decisions about where they get their news from. Only South Africa comes close to these figures (with 66% men and 55% women saying that they independently select the news medium to consume).

There are mixed perceptions about women's representation in the news: There were mixed perceptions on whether the news reflects the interests of women and men equally and on the related question of whether or not women are accessed "often" or "seldom" as news sources. The GMBS showed that women constitute 19% of news sources in Namibia. Varying perceptions on women's representation in the news highlight the need to step up gender and media literacy campaigns.

But strong perceptions about gender biases in portrayal: Despite the contradictory views on the extent to which women are represented in the news, Namibian audiences had clear views on gender bias in the portrayal of men and women. Reflecting the findings of the GMBS, they said that women are most likely to feature in the news in roles such as victims; model/beauty contestants; health workers and home-makers while Namibian men appear most frequently in the news as officials; politicians; members of the police and military; business and sports personalities.

And especially strong views on the use of images that portray women as mere sex objects: As in all the other countries in the study, high proportions of both women and men, but especially women, found sexual images of women in the news "uncomfortable" and "insulting." Women identified sexual images of women in the news as the kind of news they would most like to see less of.

There are mixed views about whether the sex of the journalist makes a difference to their reporting, but strong support for gender equality in newsrooms: While more Namibian men than women believe that female journalists report on different news stories to their male counterparts, views on this issue are mixed. However, a high proportion of both women and men believe it is important to have equal numbers of female and male journalists. This is an important message to media decision-makers about the need for gender policies in newsrooms as well as gender training for male and female journalists.

Women and men want to see more positive stories; and women more stories about their concerns: Namibian women and men would like to see more positive stories in the news. In addition, women want more stories on women's rights/concerns/issues and access to services and resources. Men want more local/community news and human interest stories.

Women and men, but especially women, would find the news more interesting if the ideas and views of women were reported more often: A high proportion of women (70%) and the majority of men (54%) said that the news would be more interesting if the ideas and views of women were reported more often.

It's not just about more women's voices but about women in diverse roles: The vast majority of women (85%) and the majority of men (59%) agreed that the news would be more interesting if there were stories about women doing a wider range of things. Women and men also want to see men in non-traditional roles: as parents, care-givers and home-makers.

CONTEXT

About Namibia

Namibia is situated in south-western Africa. It shares its borders with Angola in the north, Botswana in the west and South Africa in the south. Following a long and troubled history of illegal occupation by apartheid South Africa, Namibia's independence in 1990 brought a new era to the nation starting with the adoption of a progressive Constitution that outlaws discrimination based on sex. The Constitution also makes provision for affirmative action to redress past racial, gender and other forms of imbalance. The 2001 Namibian Population and Housing Census estimated that there are 1.8 million people living in Namibia. Namibia has a predominately agrarian economy. The agricultural sector is divided into the commercial and subsistence sectors. Most of Namibia's population live in rural areas and largely depend on subsistence agriculture supplemented by cash income, pensions and other incomes.

Media context

Although freedom of expression is enshrined in the Constitution, the government officials, includings ex-President Sam Nujoma have launched frequent verbal assaults on the independent press, especially *The Namibian*, over the last two years. The NBC, which was established as a public broadcaster, often appears to be a government mouthpiece. However, for the size of its population, Namibia has a relatively diverse media, and the recent emergence of community media is an encouraging development.



Women's Action for Development (WAD) at work in Namibia.

Table 8.2 : Media in Namibia		
MEDIA	**STATE**	**PRIVATE**
Television		
NBC TV	✓	
Radio		
Constituency Channel	✓	
NBC Radio	✓	
Radio 99		✓
Cosmos Digital Namibia		✓
Channel 7		✓
Radio Energy		✓
Radio Ecclesia		✓
Katatura Community Radio		✓
Radio Kudu		✓
Radiolive		✓
Radio Omulunga		✓
UNAM Radio		✓
Radio Wave		✓
Newspapers		
New Era	✓	
Allgemeine Zeitung		✓
The Namibian		✓
Republikein		✓
The Namibian Economist		✓
Windhoek O bserver		✓
Namib Times		✓
Caprivi Vision		✓
Southern Sun		✓

There are several independent media bodies in Namibia promoting media freedom and professionalism. These include:

- The Media Institute of Southern Africa (MISA) Namibia.
- The Namibia Media Women's Organisation (NAMWA).
- Press Club Windhoek.

Gender and media in Namibia

As in other countries in the region, media coverage in Namibia tends to be event driven with a depen-dence on the voices of people in positions of prominence and authority. This, coupled with deeply-entrenched patriarchal attitudes, has resulted in the exclusion of the voices, perspectives and representation of a wide section of the Namibian population, especially women.

The Gender and Media Baseline Study (GMBS) found that women constitute 19% of news sources in Namibia. Women's voices were almost completely absent in certain occupational categories including politics, religion, science, technology and sport.

Gender and media is an integral part of the work of MISA Namibia. PON has just completed a pilot project with GL to mainstream gender into the journalism and media curriculum of the Media Technology diploma and this process has been documented in the form of a primer.

In a report to the Gender and Media Summit held from the 12-14 September 2004 in Johannesburg, gender and media activists identified the following activities as priority areas in Namibia:

- Training journalists using the findings of the GMBS.
- Formulating and implementing comprehensive gender policies in media organisations.
- Integrating gender into voter education programs using GMBS findings.
- Continuing working with the Polytechnic of Namibia to mainstream gender into curriculum and policies.

At the time of writing, gender and media activists in Namibia were forming a local network of the Gender and Media Southern Africa (GEMSA) network launched during the GEM Summit.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research. The preliminary desk top research for this study showed that there is little formal audience research carried out by the media in Namibia. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regard to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.



Planning the day's news at New Era.

Locations

The salient features of the three locations (see map below) are as follows:



Windhoek: Windhoek is the capital city of the country and hosts the widest demographic spread as well as the widest access to a variety of media.

Ongwediwa: Ongwediwa, with a population of approximately 27 000, is a sister town, and more of a satellite suburb, of Oshakati in the densely populated northern Namibia. The area is primarily populated by Oshiwambo speaking Namibians and the main source of income is subsistence farming.

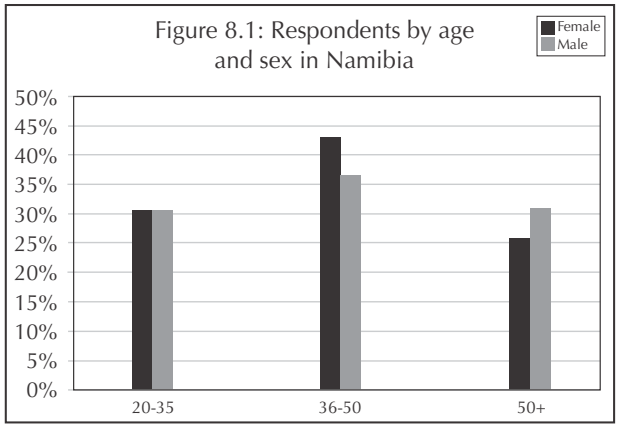
Rehoboth: Rehoboth, with a population of approximately 21 300, is situated approximately 90 km south of Windhoek in the Hardap region. The majority of the residents are Afrikaans speaking members of the 'Baster' community. Rehoboth has a local radio station, Live FM, as well as two weekly community papers, *Die Spiden* and *Voorslag*.

Demographic information

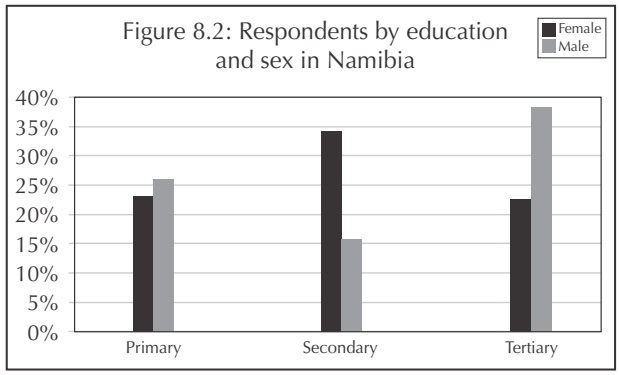
The study included interviews with 90 men and 90 women in three age groups (20-35; 36-50 and 50+). In addition people were represented across three education levels (primary; secondary and tertiary).

Table 8.3: Research sites in Namibia

Country	Sites	% women	% men
Namibia	Windhoek	30	30
	Ongwediwa	30	30
	Rehoboth	30	30
Total		90	90



The graph below illustrates the numbers of respondents by education level.





Tomorrow's news audience.

Media availability and use

Main source of news

Television: In contrast to nine of the other countries in the study, the research found that in Namibia the main source of news for most women (49%) and men (40%) is television. For women, one of the primary reasons for choosing television is "habit/always done it this way." For men one of the primary reasons for choosing television is because "they like to see what is going on." This finding may have been affected by the fact that most of the research took place in urban and per-urban settings which proved necessary in order to get the right education and age mix of participants. However, the finding on TV is consistent with findings elesewhere that show that, particularly in the more affluent countries, TV is fast taking over as the main source of news.

Radio: Chosen by 37% of women and 31% of men, radio emerged as the second most important source of news. For women and men, one of the primary reasons for choosing radio is that "it is in their mother tongue."

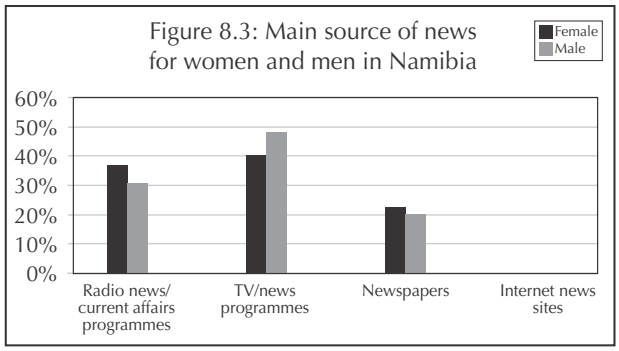
Newspapers: Bucking the trend in all the other countries except Seychells in the study, more women (23%) than men (21%) cited newspapers as their main source of news. Further challenging the stereotype that women do not have the time for, or are not interested in current affairs, women cited their primary reason for choosing newspapers as the fact that this provides "in-depth" news. For men, the primary reason for choosing newspapers was "habit/always done it this way."

The Internet: None of the respondents in the sample identified the Internet as their main source of news. The need to create access to, and training in the use of, ICTs is critical in Namibia.

Education: Further analysis by education levels shows that women and men with primary level education constitute the highest proportion of those who use radio as their main source of news. Almost equal numbers of women with primary level education chose television or radio as their main source of news. Women with tertiary, but men with secondary level of education constitute the majority of those who chose newspapers as their most important source of news.

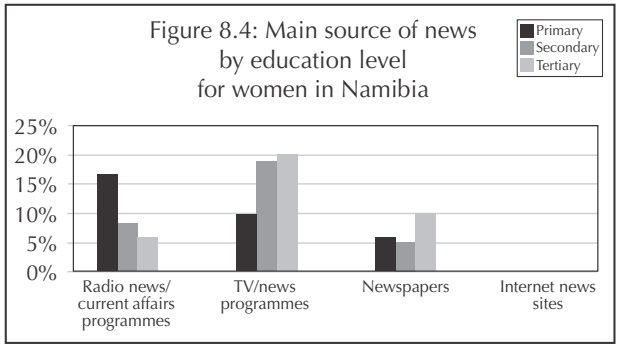


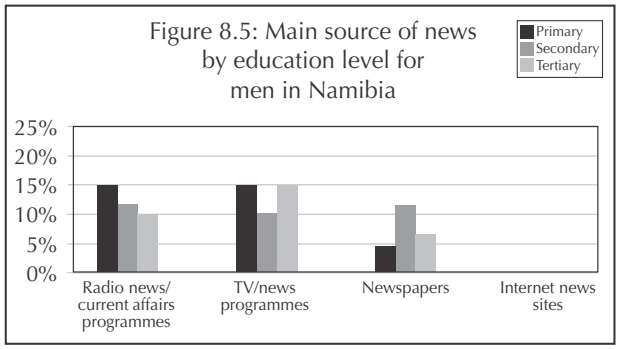
None of the respondents chose the Internet as the main source of news in Namibia.





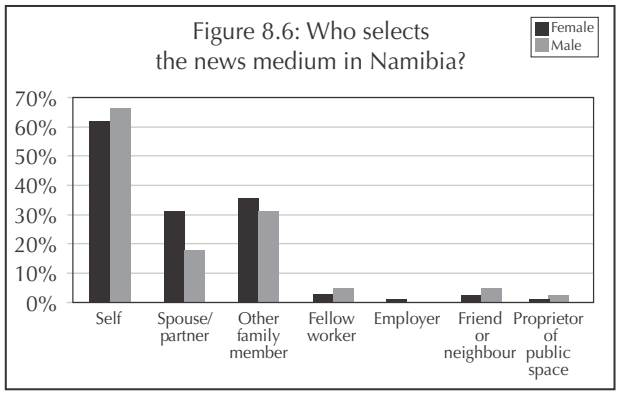
Learning audio-visual skill at the Polytechnic of Namibia





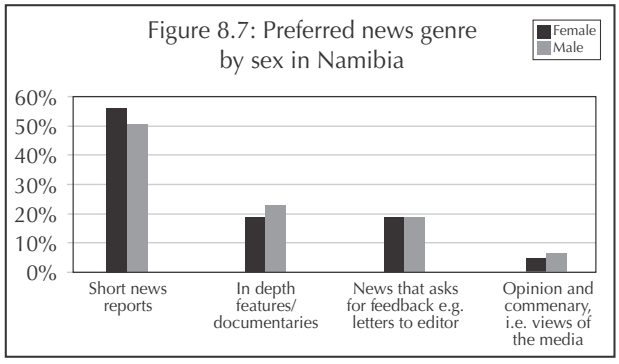
Media selection and acquisition

Most women and men in Namibia, even more so than in other countries in the study, make their own selections of news medium. At 61%, the figure for women challenges conventional wisdom that women do not select their own news medium but consume news from a medium selected by a spouse or partner. As in Botswana, this could reflect the relatively high level of female headed households in Namibia. The second highest category is "other family member" which does not include spouse or partner, while that for spouse or partner, at 9% for women and 7% for men is lower than the consolidated figures of 14 % and 12% respectively.



News genres

Most women (57%) and men (51%) prefer short news reports to any other news genre. Only 19% women and 23% men in Namibia prefer in-depth features (compared to 28% and 32% respectively in the consolidated findings). A very low proportion of the sample of women and men are interested in opinion and commentary. Despite having a higher income level than other countries in the study, Namibia is still struggling to overcome the huge under-development of human resources in the country prior to independence in 1990.

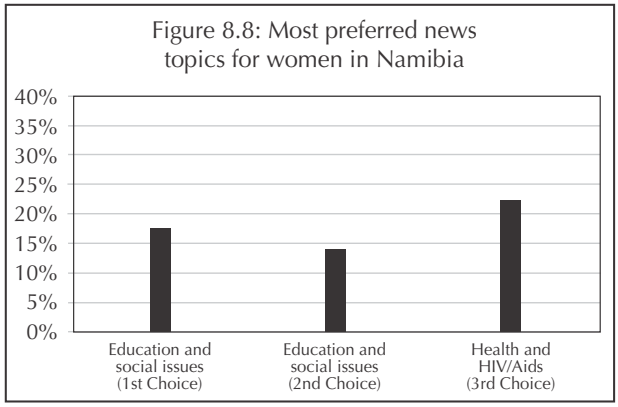


Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. Figure 8.8 and 8.9 shows the topics chosen by the highest percentage of women and men as their first, second and third choices.

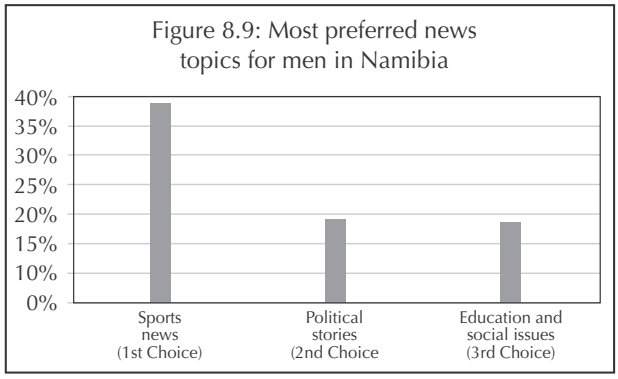
Different tastes

Most of the men in the sample chose sports as their most interesting news topic followed by politics, while women chose education and social issues as their most important news topic followed by health and HIV/AIDS.



Male bias

The GMBS showed a heavy bias in news coverage in the region towards political, economic and sports reporting, with much more limited coverage of the kinds of issues that are of concern to women, such as social issues and HIV/AIDS.



Representation and portrayal

Does the news reflect the concerns of women and men equally?

Most women (56%) and men (47%) in the sample believe that the news does not reflect the concerns of women and men equally. Over a third of the sample of women and men believe that the news does reflect the interests of women and men equally. The other respondents remained uncertain.

Explaining their views, some women said that the media is attempting to achieve gender balance in news stories. But they are concerned that stories about women are being confined to stories about gender-based violence and reproductive health. They attribute the change in news coverage to the recognition of women's rights in Namibia.

Men in the sample attribute the unequal coverage of women's concerns in the news to the fact that women have been oppressed in the past even though they have equal rights now. The result of this oppression is that men still dominate the media. They do also share the view that the media is making efforts to balance its content.

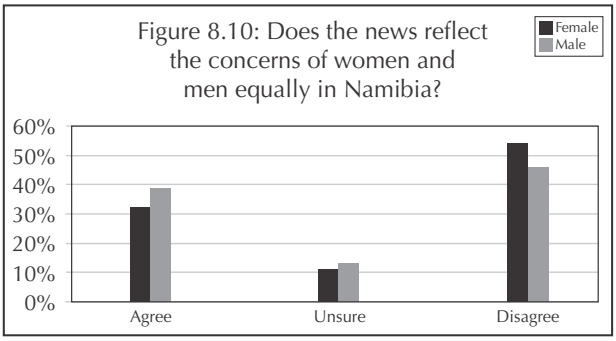


Students at the Polytechnic of Namibia are taught to seek out diverse opinion.

Women as sources of news

As illustrated in figure 8.11, women and men expressed mixed perceptions about whether or not women are used as sources very often, often, seldom or never in the Namibian news.

Figure 8.10: Does the news reflect the concerns of women and men equally in Namibia?



Things are changing- but slowly

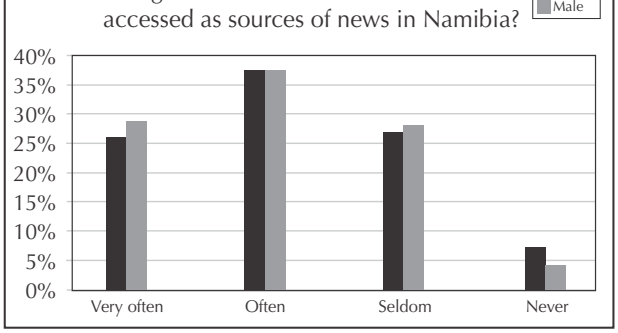
The following is a summary of comments made by women in Namibia in response to the question of whether the news reflects the concerns of women and men equally:

- "It is unfair; women are reflected by all negative things like being raped, etc., while men are reflected by their efforts."
- "Women's interests are applied only if they are talking about health and reproductive roles of women."
- "Women's rights are being brought forward these days."
- "Not everything is about men any more, the time when women are excluded is over."
- "There are too few women in leadership positions. Women do not come to the fore themselves."

Male respondents added:

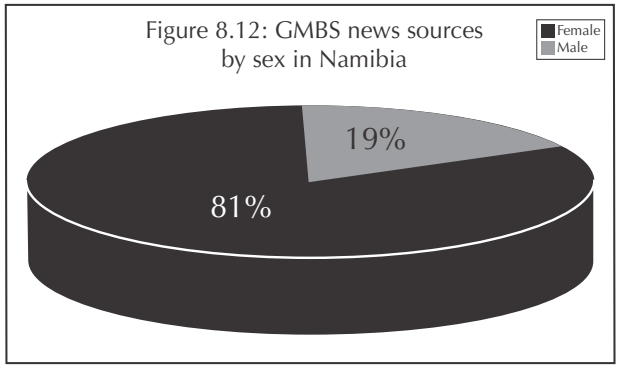
- "There are equal rights. Some ministers are women."
- "Men are still more in the news.
- "Our community is still male centered."
- "Media are always one-sided; it gives people different feelings about themselves, whether they are important, as they are never considered. women are only used when it comes to dumping of babies, but if not, then nothing."
- "In a couple of years men's issues were dominating but now media are trying to balance and fill in the gaps between men and women."

Figure 8.11: How often are women accessed as sources of news in Namibia?



What the GMBS showed

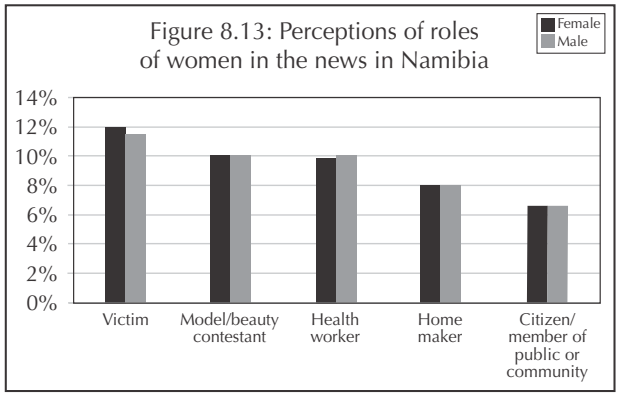
The GMBS in Namibia found that women constitute only 19% of news sources which is marginally higher than the regional figure of 17% and the global figure of 18%. The varying perceptions among audiences point to the need for greater gender and media literacy awareness and in Namibia.



Respondents were given a list of categories and asked to identify the regularity with which they see women and men in particular roles in the news.

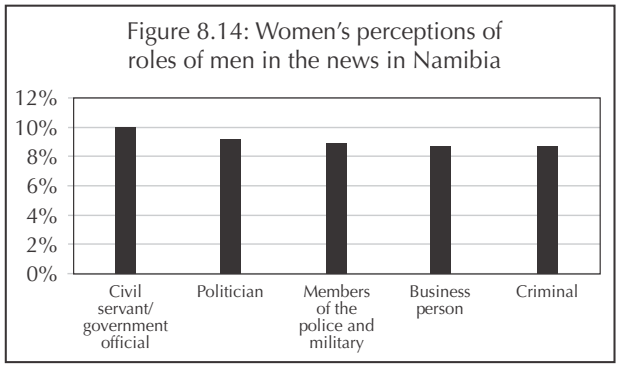
How are women represented in the news?

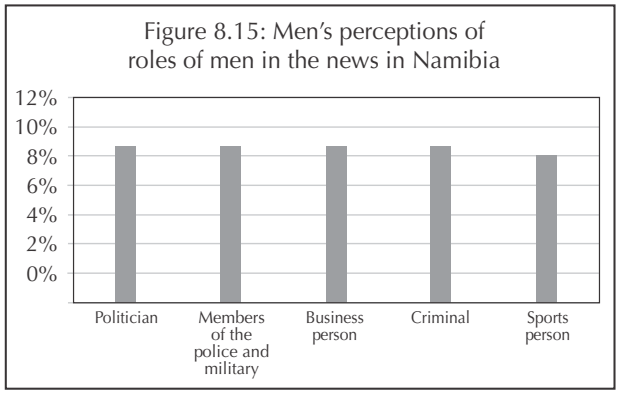
Most women and men in the sample said women are in the news most often in the roles of victims; models/beauty contestants; health workers; home makers and citizen/member of the public or community. The Namibia GMBS, which monitored actual editorial content, found that women predominate in the news as beauty contestants, entrepreneurs, office and service workers, in the social sciences and as students.



How are men represented in the news?

Most women and men in the sample said that men appear in the news most often in the roles of politician, members of the police and military, as business persons and as criminals. Women identified civil servant/government official as their fifth choice and men identified sports person as their fifth choice. The Namibia GMBS found that men predominate in the news as criminals, politicians, sports persons, business persons and in agriculture.







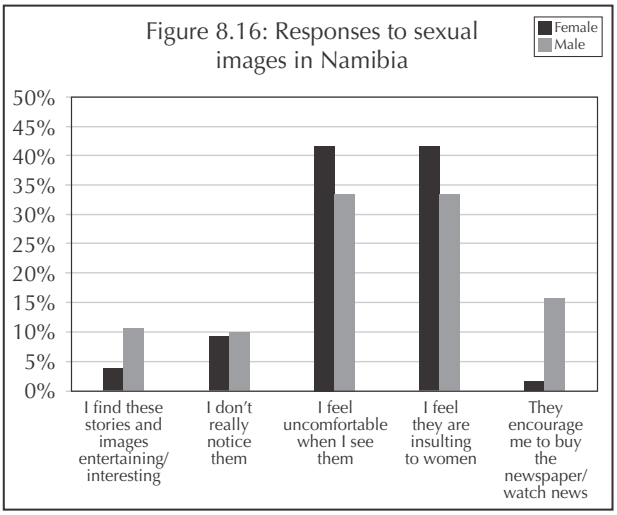
Debating how women and men are represented in the news.

Sexual images

In responses similar to those in all the other countries in the study, 42% women and 33% men said they find sexual images of women in the news "uncomfortable" while 42% women and 31% men said they find such images "insulting." Some 16% men, but only 3% women, said that such images "encourage me to buy the newspaper or watch the news." This is at odds with the argument frequently put forward by media decision-makers that such images are critical to their bottom line.

Explaining their responses, many women spoke about the loss of dignity as women and the fact that sexual images contribute to women being seen as "useless". Men in the sample said that these images contradict culture and tradition and impact negatively on children. They also expressed the view that sexual images are embarrassing to women and could lead to them losing respect in society.

Figure 8.16: Responses to sexual images in Namibia



Belittled?

Explaining their response to sexual images in the news women had this to say:

- "Women are the most important people in the society, but the way they are portrayed in the media is always negative. Women should be given equal respect as men instead of making them lose their dignity."
- "As a woman I didn't grow up in an environment where women's body is exposed, in our culture it is an insult."
- "We are losing our dignity as women because our whole body can be exposed to the public without fears."
- "It encourages men to think of women as sex objects."
- "This has a negative impact on our children, they will grow up with this type of image in their mind and it will affect them in different ways."

Men added:

- "In my culture, women should be given enough respect because hey are mothers of the nation; but not to be presented like children's toys to be played with. This is because the media didn't consider women's value at all; it is disappointing to see that type of pictures. I know women are not happy with it."
- "It diminishes women's value."
- "Those images are very offensive and against women."
- "They do it to get attention, and to sell copy. They don't take women's feelings into consideration."
- "Exposing women's body to the public will lead the young generation to grow up with a bad image in their minds."

Media practitioners

Table 8.4 is a summary of the responses of the women and men in the sample to a set of statements about media practitioners. Approximately half of the women and men in the sample agreed that it is mostly men who report the news. Most women and men had mixed views as to whether women report on different kinds of stories to men. But 74 % men and 85% women endorsed the principle of gender equality in newsrooms.

Table 8.4: Perceptions of media practitioners in Namibia

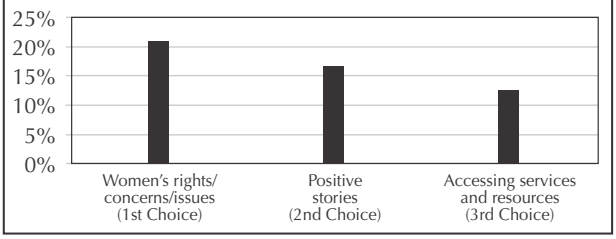
Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that is is mostly men who report the news.	46	49	13	12	41	39
I prefer news stories reported by men.	20	33	17	14	63	53
I prefer news stories reported to women.	25	21	20	20	55	59
I think that women report different kinds of news stories to men.	40	53	22	13	38	34
I think that there should be equal numbers of male and female reporters.	85	74	6	7	9	19

Audience preferences

Types of news

Respondents were asked, in the form of an open-ended question, what they would like to see more of and less of in the news. The answers were then grouped.

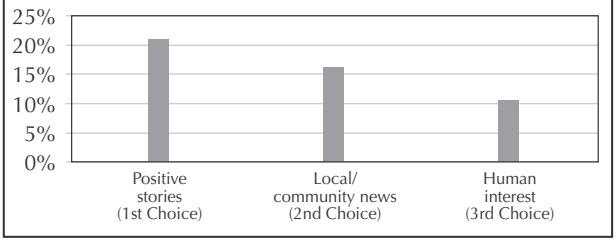
Figure 8.17: Top three types of news preferred by women in Namibia



More positive news

Women and men want to see more positive news stories. In addition women want to see more stories about women's/concerns/issues and stories relating to access to services and resources. Men want to see more stories that cover local/ community news and human interest stories.

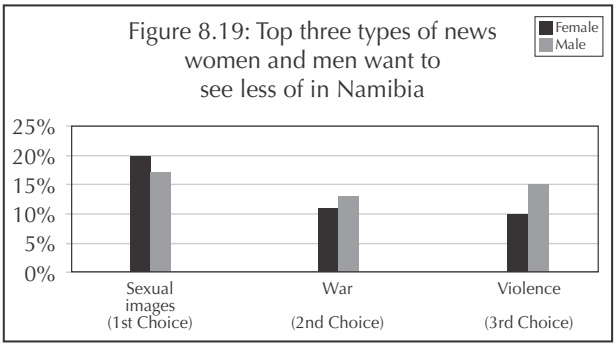
Figure 8.18: Top three types of news preferred by men in Namibia



Less sexual images and violence

When asked what they would like to see and hear less of in the news, women and men had strikingly similar responses. They both cited sexual images, less violence and fewer war stories in the news as topics they would like to see and hear less of.

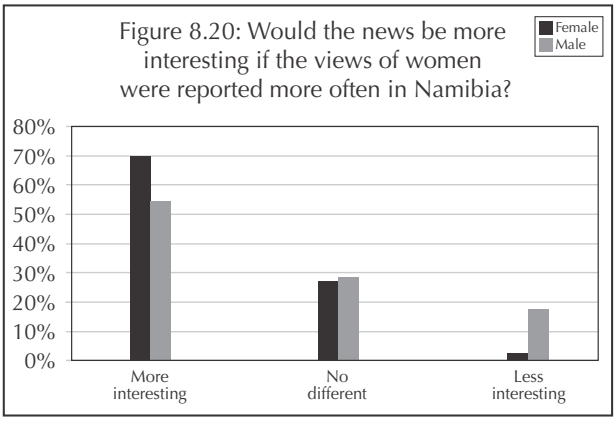
Figure 8.19: Top three types of news women and men want to see less of in Namibia



More women's voices

As in the other countries, a high proportion of women (70%) and the majority of men (54%) agree that the news would be more interesting if the views of women were reported more often. Fewer respondents (27% of women and 28% of men) in the sample believe the news would be no different. A very low percentage of women (3%) and relatively low percentage of men (18%) felt the news would be less interesting if the views of women were reported more often.

Figure 8.20: Would the news be more interesting if the views of women were reported more often in Namibia?

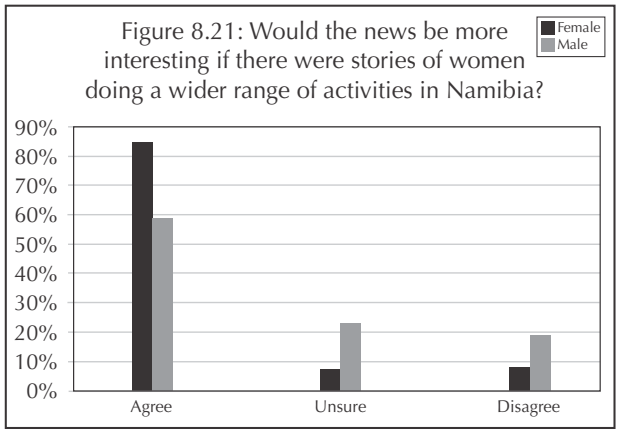


Diversity

A resounding 85% of women and substantial 59% of men in the sample believe the news would be more interesting if women featured in a wider diversity of roles.



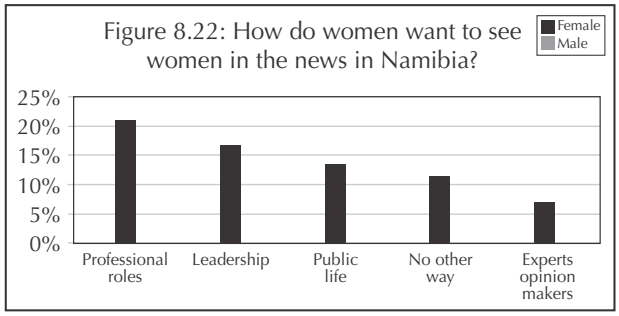
Audiences would like to see women in a more diverse roles.

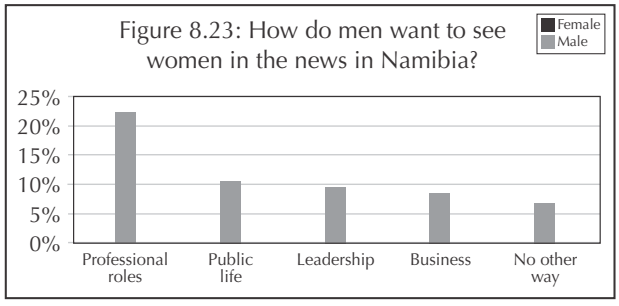


Respondents were asked, in the form of an open-ended question, to identify the ways in which women and men should be represented more in the news. Respondents provided answers that were subsequently analysed and grouped together.

New roles for women

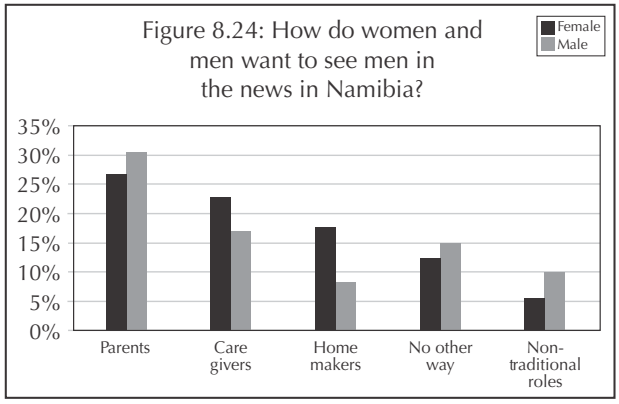
Women and men identified three common roles in which they would like to see women more often: as professionals, in public life and in leadership roles. In addition, women identified the roles of expert/opinion makers and men of business person. A small proportion of women and men said they did not want to see women represented in any other way.





New roles for men

Women and men said they would like to see and hear more men in the roles of care-giver; home-maker; parent and in non-traditional roles. A minority, (but higher proportion than in the case of responses to the question on women's roles) said they did not see the need for men to be cast in any other roles than those in which they are seen already.



Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.



Media trainers at the Polytechnic of Namibia discuss next steps.

Chapter nine: Seychelles



Women in Seychelles play a visible role in public life.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

GEMplus

Table 9.1: Summary of key data from the findings of the GMAS in Seychelles

KEY DATA	Seychelles		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	25	20	51	51
Television	67	75	37	31
Newspapers	7	5	11	16
Internet	1	0	1	2
Who selects the news medium?				
Self	30	35	49	55
Spouse/partner	9	8	14	12
Other family member	22	26	28	23
Fellow worker	3	4	2	2
Employer	9	5	2	2
Friend or neighbour	2	3	4	4
Proprietor of a public space	0	1	0	2
News preferences (genres)				
Short news reports	51	65	55	53
In depth features	36	22	28	32
News that asks for feedback (e.g. Letters to the editor)	1	5	12	10
Opinion and Commentary	11	8	5	5
How women and men are represented and portrayed *New stories reflect the interests of both men and women equally.*				
Agree	60	64	40	43
Unsure	15	10	17	16
Disagree	25	26	42	41
How often are women used as sources in news stories?				
Very often	38	37	18	21
Often	47	45	36	37
Seldom	16	14	42	39
Never	0	3	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	11	15	4	12
I don't really notice them	12	18	8	10
I feel uncomfortable when I see them	44	38	43	36
I feel they are insulting to women	33	26	42	34
They encourage me to buy the newspaper or watch the news	0	3	3	8
What audiences would like to see more of *If the ideas and views of women were reported more often, the news would be*				
More interesting	68	45	68	47
No different	26	52	22	36
Less interesting	6	3	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	80	65	78	59
Unsure	4	19	10	19
Disagree	16	16	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Seychelles Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with the social development division of the Ministry of Social Affairs and Employment and GemPLus, the national affiliate of the Gender and Media Southern Africa (GEMSA) network. It is the first comprehensive study of the gendered dimensions of audience news consumption and preferences in Seychelles.

The findings are based on the responses of 89 women and 92 men (a total sample of 181) from the North, South and Victoria (central) regions of Mahe across different age, education and racial groups. The theoretical framework and methodology for the research is described in Chapter One, the overview to this report.

Key findings

Table 9.1 provides a summary of the key data from Seychelles and the regional findings of GMAS. These may be summarised as follows:

Television is by far the most important source of news, especially for men: In a pattern similar to countries Namibia, South Africa and Zimbabwe, women (67%) and men (75%) cited television (rather than radio) as their main source of news. This is by far the highest proportion of any of the countries in which respondents cited TV as their main source of news, and probably reflects the relative affluence of the island. Unlike the other countries, more men than women said that they get their news from television. Radio is the second most important source of news (25% women and 20% men). Central statistical findings (2004) show little difference in people's access to radio (92%) and television (88%).

There is a gender gap in newspaper readership: Contrary to findings in most countries, but consistent with the findings in Namibia, more women (7%) than men (5%) rely on newspapers as their main source of news. Seychelles is considered a matriarchy, and women have had wide access to education and participation in various levels of public life. There is little difference between the educational levels of women and men in this tropical archipelago. This finding underscores the potential growth markets for newspapers among women readers in the region generally.

Internet access is low: Similar to the findings in the region, the Internet is not a main source of news with low numbers of respondents citing this medium. However, as in Mauritius, a higher proportion of women (1%, compared to no men) cited the Internet as a main source of news. This may be due to the large numbers of women in formal employment in sectors where access to computers and the Internet is available.

There is no strong correlation between levels of education and the main source of news: Unlike in many of the other countries in this study, there is little correlation between education level and the choice for main source of news. As levels of literacy are generally high across the board, there is considerable cross over on who gets their news from where.

Women and men prefer short news reports to any other news genre, but more women than elsewhere cited in-depth news as a second choice: Consistent with the overall findings, most women (51%) and men (65%) prefer short news reports to any other news genre. In Seychelles however, more women (36%) preferred in-depth news compared to the regional findings (28% women) while less men in Seychelles (22%) compared to the region (32%) chose in-depth news.

Unlike elsewhere, interactive news is not very popular in Seychelles: A low proportion of both women (1%) and men (5%) cited news that asks for feedback like letters to the editor and talk shows as their favourite genre, compared to the regional findings of 12% women and 10% men. The low proportion of women who cited this as their favourite genre is surprising given the high levels of literacy and of women's involvement in public life on the island. It may reflect the fact that such forms of news are still relatively under-developed in the island's small media sector.

But, opinion and commentary is higher than the regional finding: Unlike in other countries, opinion and commentary is not viewed as distant by ordinary citizens with 11% women and 8% men citing this as their favourite news genre compared to 5% (in both cases) women and men in the region. This is the highest finding for this category in the study, and probably reflects the high levels of literacy on the island.

Seychellois exercise less choice over news medium that elsewhere in the region: A lower percentage of women respondents in Seychelles (30% compared to 49% in the regional findings) and men (35% compared to 55% in the regional findings) said they make their own decisions about where they get the news from. Other family members exercise greater influence in Seychelles than elsewhere, possibly reflecting the fact that there are often a wide variety of family members (immediate and extended) in each family dwelling.

There are mixed perceptions about women's representation in the news: While slightly more women (60%) and men (64%) than in the consolidated findings (40% women and 43% men) believed that news does reflect the interests of women and men equally, there were mixed perceptions of this issue as well as the related question of whether or not women are accessed "often" or "seldom" as news sources. The GMBS showed that women constitute 21% of news sources in Seychelles.

Varying perceptions on women's representation in the news highlight the need to step up gender and media literacy campaigns.

But strong perceptions about gender biases in portrayal: Respondents in Seychelles had clear views on gender bias in the portrayal of women and men in the news. Reflecting the findings of the GMBS, they said that women are most likely to feature in the news in roles such as victims; model/beauty contestants; health workers and home-makers while Seychellois men appear most frequently in the news as officials in government and the civil service; politicians, sportspersons; and members of the police and military forces.

And especially strong views on the use of images that portray women as mere sex objects: As in all the other countries, high proportions of both women and men, but especially women, found sexual images of women in the news "uncomfortable" and "insulting".

There are mixed views about whether the sex of the journalists makes a difference to their reporting, but strong support for gender equality in newsrooms: While more Seychellois men (57%) than women (55%) believe that female journalists report on different news stories to their male counterparts, a high proportion of both women and men (77% for both) believe it is important to have equal numbers of female and male journalists. This is an important message to media decision-makers about the need for gender policies in newsrooms as well as gender training for male and female journalists.

Women and men want to see more positive stories; and women more stories local and community news: Women and men in Seychelles would like to see more positive stories in the news. In addition, both women and men respondents in this study want more local and community news, as well as human interest stories.

Women and men, but especially women, would find the news more interesting if the ideas and views of women were reported more often: A high proportion of women (68%) compared to men (45%) said that the news would be more interesting if the ideas and views of women were reported more often. Some 52% of the men compared to 26% of the women said there would be no difference.

It's not just about more women's voices but also about women in diverse roles: The vast majority of women (80%) and the majority of men (65%) agreed that the news would be more interesting if there were stories about women doing a wider range of things. While the majority of the respondents said they want to see men depicted in "no other way" than how they are currently seen in the news, women and men also want to see men in non-traditional roles as parents, care-givers and home-makers.



Looking to the future in Seychelles.

CONTEXT

About Seychelles

Seychelles is a tropical archipelago consisting of 115 islands scattered in the south western Indian Ocean, northeast of Madagascar. It is more than 1500 kilometres from the eastern coast of Africa, and has a population of 81,177 people (2002 census). The majority of the population lives on the islands of Mahe, Praslin and La Digue. Seychelles' culture is a mixture of French and African (Creole) influences. Creole is the native language of 94% of the people, but English and French are commonly used. English is the language used by government and commerce.

About 88% of the adult population is literate and Roman Catholicism is the major religion. In 1993, the country became a multi-party state with three different political parties and it adopted a new Constitution. The main economic activities in the country are tourism, marine fishing, agriculture and small-scale manufacturing. Tourism is the main foreign exchange earner and employs some 30% of the work force. Thanks to major developments in housing, health services and education, Seychelles ranks 36th on the United Nations Human Development Index.

Media context

The print media is the oldest medium. The first newspaper, *Le Impartial appeared* in 1877, followed by *Le Reveil* in 1899; both hand written. In the 19th century, a variety of daily, weekly and monthly newspapers began, and in 1935, Seychelles passed laws regulating the printing and publishing of newspapers. The first laws dealt with sedition, libel and defamation. Political weeklies began in the 1980s and 1990s.

Radio broadcasting dates back to 1945. The only radio station today is the Seychelles Broadcasting Corporation (SBC), which is state-owned, and it is two frequencies: FM and AM. In 1980 television broadcasting merged with radio into the current SBC. In 1986, 98% of the population gained access to television programmes with the advent of evening broadcast seven days a week. A private French channel, TV5, began in 2004, and people also can subscribe to cable TV.

Comprehensive research on the media is virtually non-existent, both for the print and electronic media. The SBC has conducted four marketing surveys to understand the listening and watching patterns of its audiences. The findings were not disaggregated by sex. The GMAS is the first of its kind in Seychelles, seeking women's and men's views in both the print and electronic media.

There is no school for media studies in the country.

Table 9.2: Media in Seychelles

MEDIA	STATE	PRIVATE
Television		
Seychelles Broadcasting Corporration (SBC)	✓	
TV 5		✓
Radio		
Seychelles Broadcasting Corporation	✓	
Newspapers		✓
Seychelles Nation	✓	
The Peolpe		✓
Regar		✓
The Nouveau Seychelles Weekly		✓
L'Echo Des LIes		✓
Isola Bella		✓
Public Eye		✓

Gender and media in Seychelles

Similar to other countries in the region, the media in Seychelles demonstrates gender bias in both the representation and portrayal of women, and there is a general lack of gender sensitisation of the Seychelles media. There have been improvements in the gender balance within newsrooms, with more women journalists and presenters. But there are still significant gaps at management level, which is still largely dominated by men. Seychelles is considered to be a matriarchal society, with women quite active in politics and public life, but the media does not reflect this reality.

The Gender and Media Baseline Study (GMBS) found that women constitute 21% of the news sources. Women's voices were almost completely absent in the areas of mining and agriculture and in stories on war/conflict/disaster and low in the categories of politics, economic and sports.

Gender sensitisation of the media and further research are among the aims of the GEM Plus Association which is the local chapter of the Southern Africa Gender and Media (GEMSA) Network.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides the overview to the research. The preliminary desktop research for this study showed that there is little formal audience research carried out by the media in Seychelles. SBC has done four audience surveys, two that focused on young people, to understand the listening and watching patterns of its audiences. Editorial decisions however, are largely guided by audience feedback received in letters and talk back shows. This makes the GMAS the first study on gender responses and preferences with regard to news, and also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

Locations

The salient features of the three locations (see map below) are as follows:



The North region: The north region comprises the electoral districts of Anse Etoile, Beau Vallon, Bel Ombre and Glacis. It has a population of 14,403 people scattered over a land area of 26, 3 square kilometers. This region is the centre of tourism development, and is the most affluent region according to the 2002 census. More than 74% of the working population in the region is involved in private business. In terms of communication and technology, the north region is at the forefront of technological development, and it has a large number of inhabitants with tertiary education compared to the other regions.

Victoria: This is the capital of Seychelles and is located on the north east coast of Mahe. It has a population of 25,837 people. As the administrative capital, it hosts most of the government offices, banks and companies, and most services are centralised here. Civil servants comprise more than 60% of the capital's population.

The South region: This region consists of Anse Royale, Baie Lazare and Takamaka districts, with a population of 9234 people. According to the 2002 census, this region has a large population of farmers, and it produces more than 70% of the local fruits and vegetables in the country. This region has a high percentage of people (65%) who have been educated only up to secondary level.

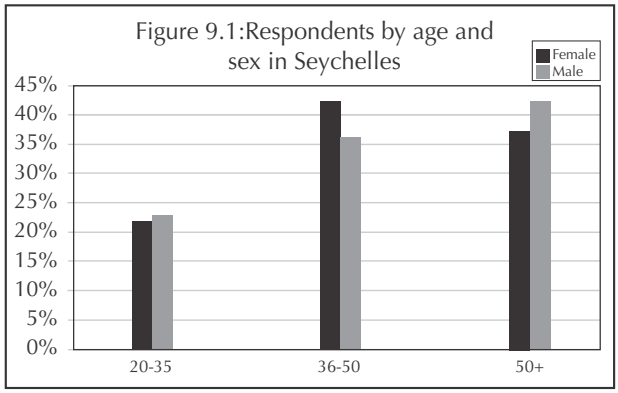
Demographic information

The study, which targeted 90 women and 90 men, included interviews with 89 women and 92 men in for a total number of 181 respondents.

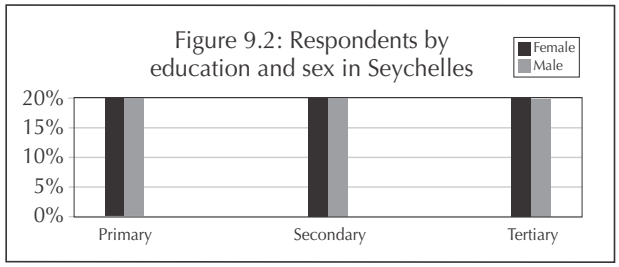
Table 9.3: Research sites in Seychelles

Country	Sites	women	men
Seychells	Northern Region Victoria Southern Region		
Total		89	92

Figure 9.1 illustrates the different age groups (20-35; 36-50 and 50+) in the study.



The graph below illustrates the number of respondents by education levels (primary; secondary and tertiary).

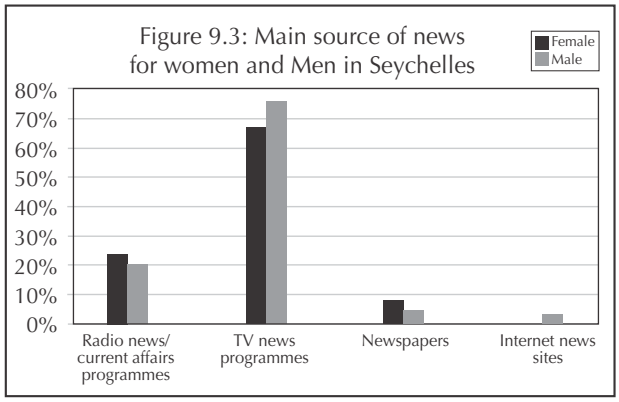


FINDINGS

Media availability and use

Main source of news

Television: In contrast to nine other countries in the study, the research found that in Seychelles, the main source of news for most women (67%) and men (75%) is television. This proportion is the highest in the region, and considerably higher than the regional average of 37% women and 31% men. Seychelles also differs from the regional trend in that more men than women cited TV as their main source of news. Elsewhere, this seems to be largely due to the fact that women are more likely to be at home at prime time news. However, in a conglomeration of small islands like Seychelles, with relatively high levels of affluence, one is never too far away from a TV.



For women and men the primary reason for choosing television is that "they like to see what is going on". Some men added that they choose to get their news from television because of "habit/always done it this way".

Radio: Chosen by 25% women and 20% men, radio emerged as the second most important source of news. For women and men, one of the primary reasons for choosing radio is that "they can do other things at the same time". Women who chose radio also said that "it is the only medium" available to them.

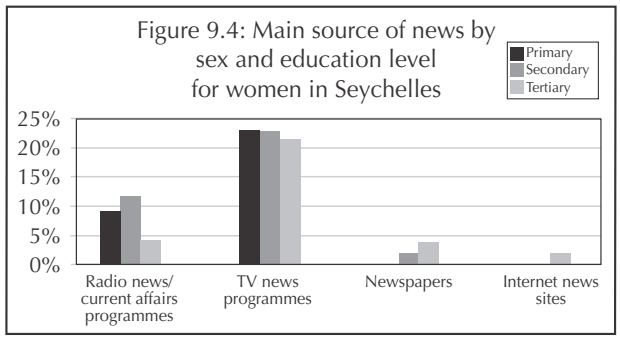
Newspapers: While more women (7%) than men (5%) cited newspaper as their main source of news, the choice of this medium was low in comparison to the regional findings of 11% women and 16% men who chose newspapers. This is probably due to the fact that as a result of the small population, there is little variety in the print media, and many of the publications are weekly. Women cited the fact that "they can access it when convenient" as the primary reason for choosing newspapers. For men, the primary reason for choosing newspapers was "they like to see what is going on" perhaps a reflection of the in-depth nature of news content in newspapers along with the total packaging of news in this medium.

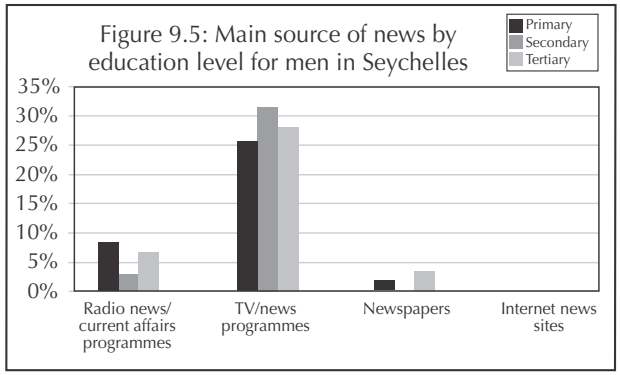
Internet: None of the men respondents and only 1% women respondents said they get their news from the Internet. The women who chose the Internet cited their primary reason for choosing it as the fact that they can "get up to the minute/breaking news". The majorities of women in Seychelles work and are likely to be able to access the Internet at work.



Seychelles Foreign Minister Patrick Pillay and his son.

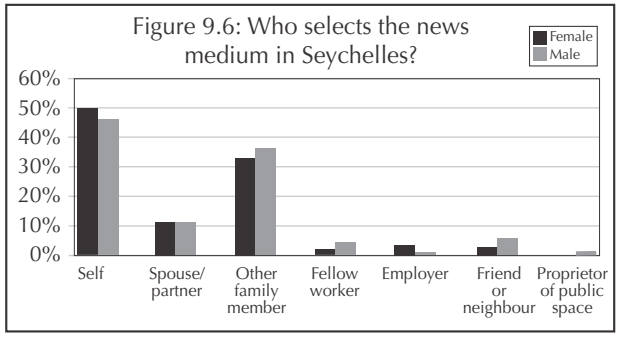
Education: Further analysis by education showed little correlation between education level and the main source of news in Seychelles, which was very different from other countries in the study. For example, more women (11%) with secondary rather than primary education (9%) chose radio as their main source of news, while men and women across all educational levels chose television. Women (5%) and men (4%) with tertiary education constitute the majority of the small numbers that chose newspapers as their most important source of news.





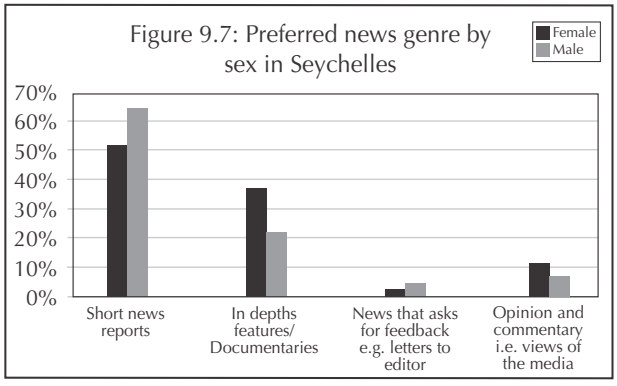
Media selection and acquisition

Most women and men in Seychelles make their own selections of news medium, but this proportion is lower than in the rest of the region. Some 30% women and 35% men said they select their own news. The second highest category is "other family member" which does not include spouse or partner, while that for spouse or partner at 9% for women and 8% for men is lower than the regional figures of 14% and 12% respectively. A high proportion of couples in Seychelles are not married and households often consist of a variety of family members.



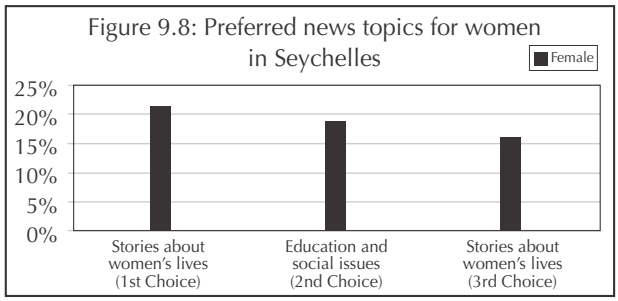
News genres

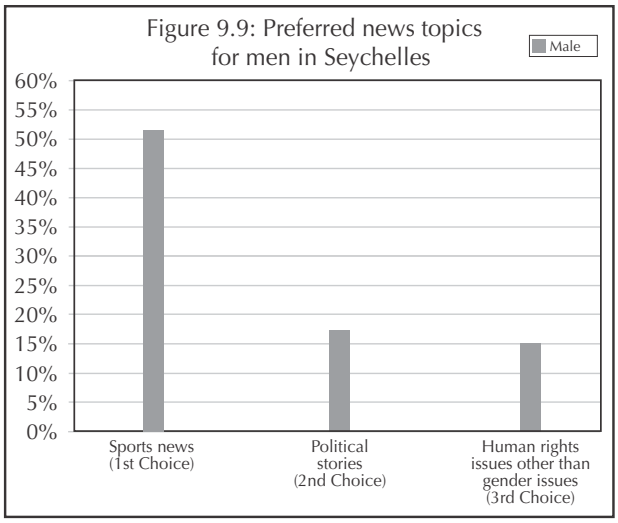
Most men (65%) and women (51%) prefer short news reports to any other genre. But more women in Seychelles (36%) chose in-depth features/documentaries compared to 28% women in the regional findings. This is a reflection of the high literacy and educational levels among women in the country. More women (11%) and men (8%) in Seychelles showed a high interest in opinion and commentary compared to the regional findings of 5% women and 5% men. Interesting, in Seychelles, a very low proportion of the sample of women and men are interested in news that asks for feedback such as letters to the editor. This is probably due to the fact that as the media is quite small and under developed these forms of news are also not well developed. It also poses a challenge to media managers to interact more with their audiences.



Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. Figures 9.8 and 9.9 reflect topics chosen by the highest percentage of women and men as their first, second and third choices..





Different tastes

Most of the men in the sample chose sports as news topic they are most interested in, followed by politics. Women chose stories about women's lives, followed by education and social issues, and stories about ordinary people or everyday events.



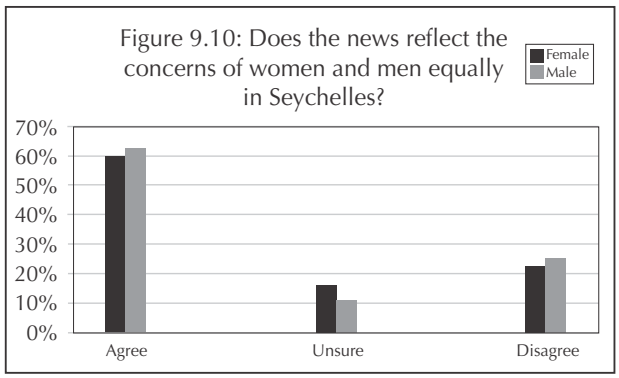
Male bias

The GMBS showed a heavy bias in news coverage in the region towards political, economic and sports reporting, with much more limited coverage of the kinds of issues that are of concern to women, such as education, social issues and stories about ordinary people.

Representation and portrayal

Does the news reflect the concerns of women and men equally?

Most women (60%) and men (64%) in the sample believe that the news does reflect the concerns of women and men equally. Only 25% women and 26% men believe that the news does not reflect the concerns of women and men equally. The other respondents remained unsure.



Balance is the name of the game

Explaining their views, women said news stories show both sides of the stories. But some expressed concern that there is a gender bias towards men because men are being neglected and when they do appear in the news, most often this is in stories about crime. The following is a summary of comments made by women in Seychelles in response to the question of whether the news reflects the concerns of women and men equally:

- "News stories show both sides of the stories."
- "They are both equal."
- "More views for men are reflected in the news than women."
- "It's important to know both points of views."
- "Some news is more concern with the opinion of women rather than men."
- "Both men/women are shown in the news."
- "Most of the time there is a criminal aspect which involves mainly men."

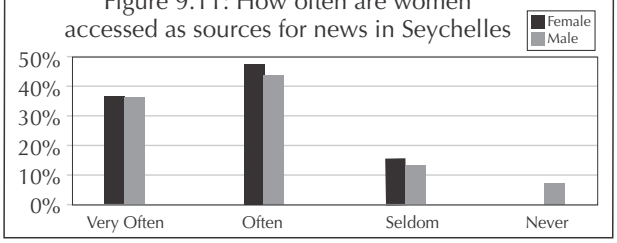
Men in the sample attribute the equal coverage of women's concerns in the news to the fact that women are equal to men, but some men also said that the news is more tilted towards women and news on men is less. These are some of the comments they made:

- "Women are equal to men."
- "It's important to know what's going on, on both sides."
- "There are lots of new developments going and both are concern."
- "There's only programmes for women to better improve their lives, but there's no programme for men. No gender equality."
- "It's a balanced coverage."
- "Women are more portrayed than men."
- "Programmes are well balanced."
- "There should be no partiality. News on men is less than that of women."

Women as sources of news

As illustrated in Figure 9.11, women and men expressed mixed perceptions about whether or not women are used as sources "very often", "often", "seldom" or "never" in the news in Seychelles. However, a high proportion of women 47% and men 45% believed that women are "often" used as sources (higher than the regional average of 36% women and 37% men).

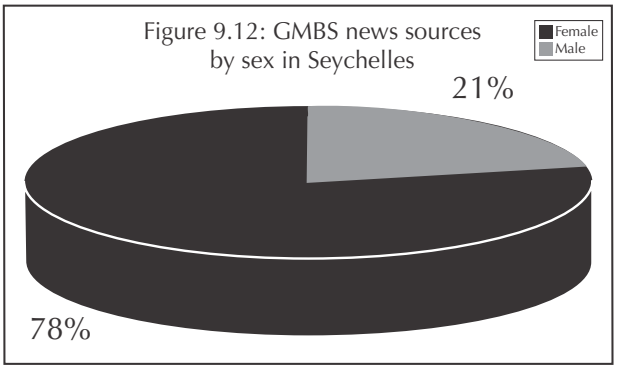
Figure 9.11: How often are women accessed as sources for news in Seychelles



What the GMBS showed

The GMBS in Seychelles found that women constitute only 21% of news sources which is 4% higher than the regional figure of 17%; and 3% higher than the global figure of 18%. The varying perceptions among audiences point to the need for greater gender and media literacy awareness in Seychelles.

Figure 9.12: GMBS news sources by sex in Seychelles

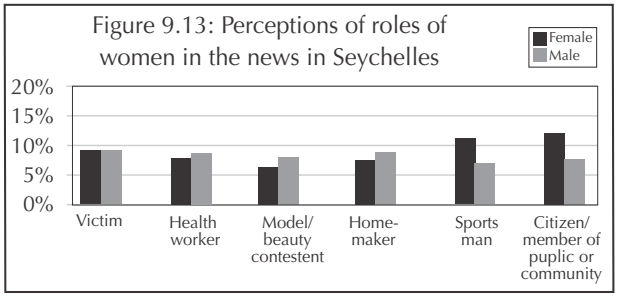


Respondents were given a list of categories and asked to identify the regularity with which they see women and men in particular roles in the news.

How are women represented in the news?

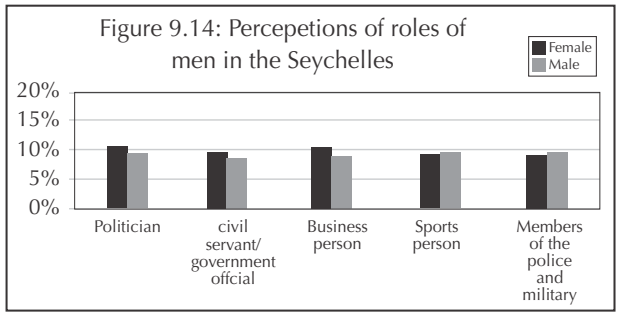
Most women and men in the sample said women are in the news most often in the roles of victims; health workers; models/beauty contestants; home-makers; sports persons and as citizens/members of the public or community. The GMBS in Seychelles, which monitored actual editorial content, found that women predominate in the news as home-makers, beauty contestants, entertainers and sport persons.

Figure 9.13: Perceptions of roles of women in the news in Seychelles



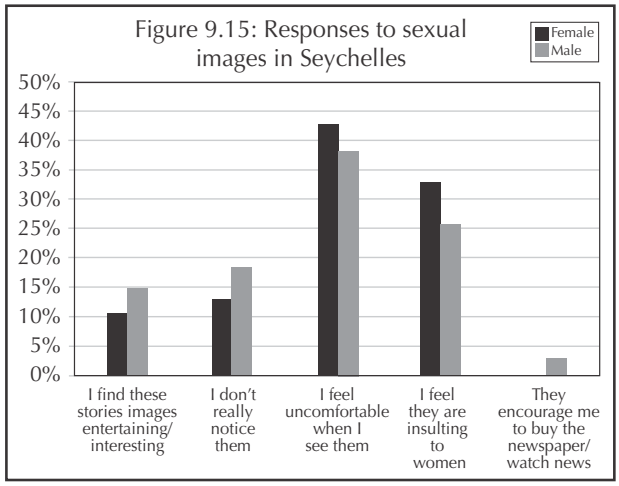
How are men represented in the news?

Most women and men in the sample said that men appear in the news most often in the roles of politicians, civil servants, government officials, business and sports persons, and as members of the police and military. The GMBS in Seychelles found that men predominate in the news as politicians, sports persons and as entertainers.



Sexual images

In responses similar to those in all the other countries in the study, 44% women and 38% men said they find sexual images of women in the news "uncomfortable" while 33% women and 26% men said they find such images "insulting". Only 3% men and no women said that such images "encourage me to buy the newspaper or watch the news". This is at odds with the argument frequently put forward by media decision-makers that such images are critical to their bottom line.



Spare the children?

Explaining their responses, many women spoke about the effect these images have on children and that such images portray women as sexual objects.

- "Women are seen as sexual objects and this tends to lower women."
- "It's not nice to see these things on women."
- "I feel shy to watch these images in front of my family, because they think that I will imitate these things."
- "It's not nice because some issues apply to both sexes, so they should not show pictures of women only."
- "It's not nice. I feel angry."
- "You are trying to educate your child, but the media is not playing it's role."
- "I feel hurt while watching these things."
- "These things can create a bad influence on the underage children watching."

Men said that these images make women "lose their value" and women should not be "exposed" in this way. Their comments included:

- "I have to respect my family."
- "It's only an entertainment for me."
- "Women should respect themselves and be a model for their children."
- "Because women are human beings, they should not be exposed."
- "Women in the world are striving to preserve their status whereas others are making them feel low."
- "I feel they make the women lose their values."
- "They should not show these images on TV. It's not a proper way to portray women."

Media practitioners

Table 9.4 is a summary of the responses of the women and men in the sample to a set of statements about media practitioners. Unlike in other countries in this study, only 23% women and 34% men agreed that it is mostly men who report the news. The majority of the women (59%) interviewed in the sample and 45% men disagreed that men mostly report the news. The majority of women (55%) and more men (57%) believe that women report on different kinds of stories to men. Women and men (both 77%) endorsed the principle of gender equality in newsrooms.

Table 9.4: Perceptions of media practitioners in Seychelles

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that is is mostly men who report the news.	23	34	18	21	59	45
I prefer news stories reported by men.	35	43	26	23	39	34
I prefer news stories reported to women.	45	50	30	29	25	21
I think that women report different kinds of news stories to men.	55	57	13	26	26	17
I think that there should be equal numbers of male and female reporters.	77	77	11	13	11	10

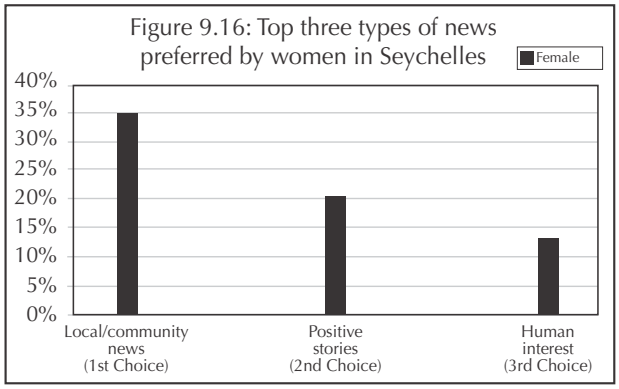
Audience preferences

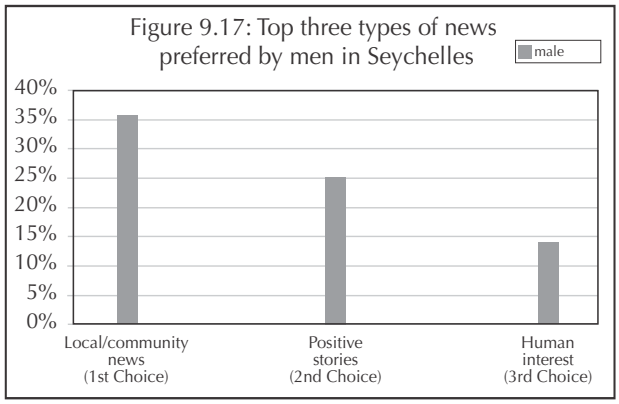
Types of news

Respondents were asked, in the form of an open-ended question, what they would like to see more of and less of in the news. The answers were then grouped.

More positive news

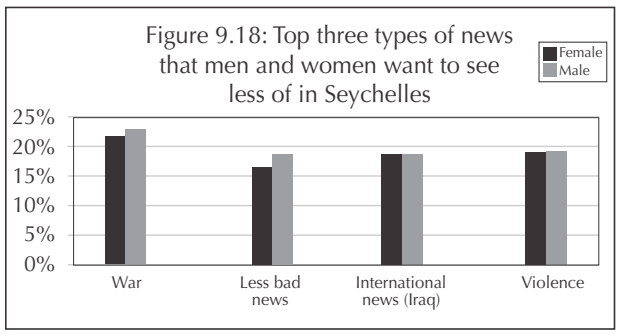
Women and men want to see more positive news stories, more local/community news and human interest stories.





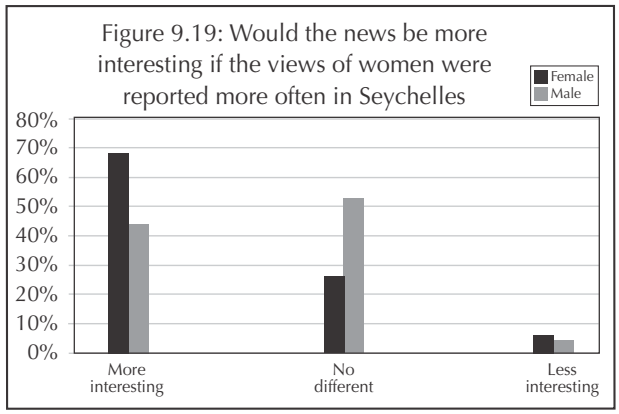
Less war, bad news and violence

When asked what they would like to see and hear less of in the news, women and men had strikingly similar responses, saying they would like to see less war, bad news, war stories and violence.



More women's voices

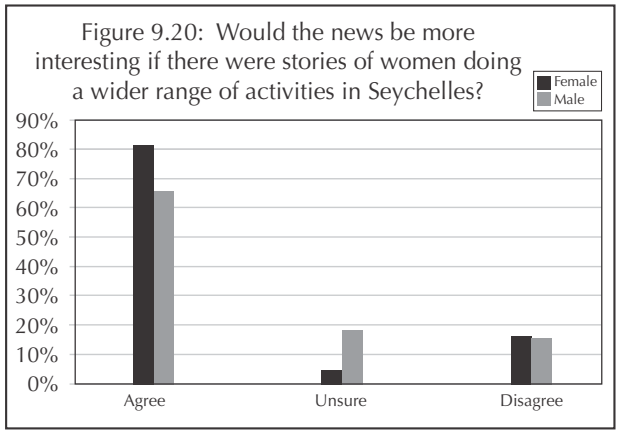
As in other countries, a high proportion of women (68%) and 45% men agree that the news would be more interesting if the views of women were reported more often. But a large proportion of men (52%, compared to 26% of the women in the sample) believe the news would be no different. A relatively low percentage of women (6%) and a very low percentage of men (3%) felt the news would be less interesting if the views of women were reported more often.



Diversity

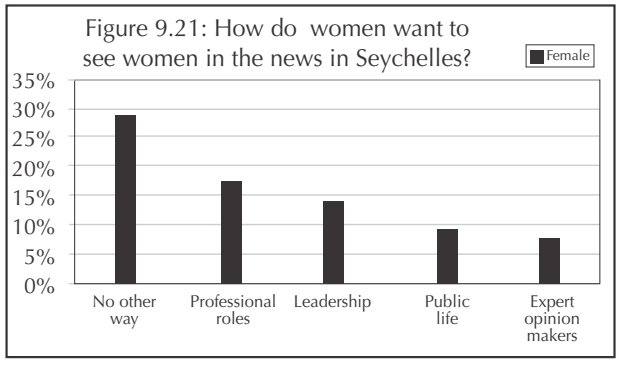
A resounding 80% of the women and 65% of the men in the sample believe the news would be more interesting if women featured in a wider diversity of roles.

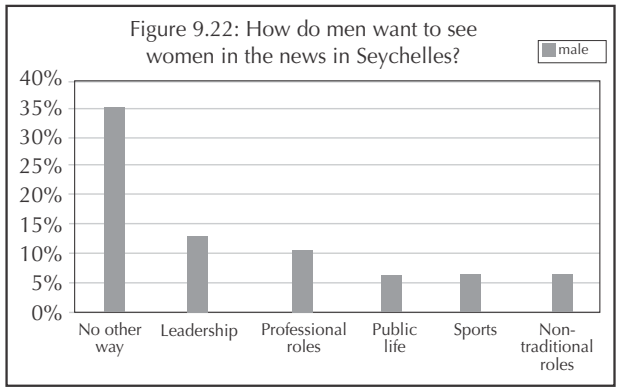
Respondents were asked, in the form of an open-ended question, to identify the ways in which women and men should be represented more in the news. Respondents provided answers that were subsequently analysed and grouped together.



New roles for women

While a majority of women and men interviewed in the sample said they did not want to see women represented in any other way in the news, they identified three common roles in which they would like to see women more often: leadership, professional roles and in public life. In addition, women identified the roles of expert opinion makers. Men added that they would like to see more women in sports.

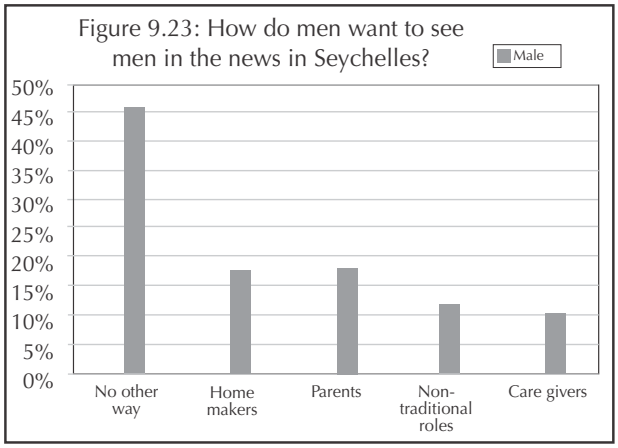


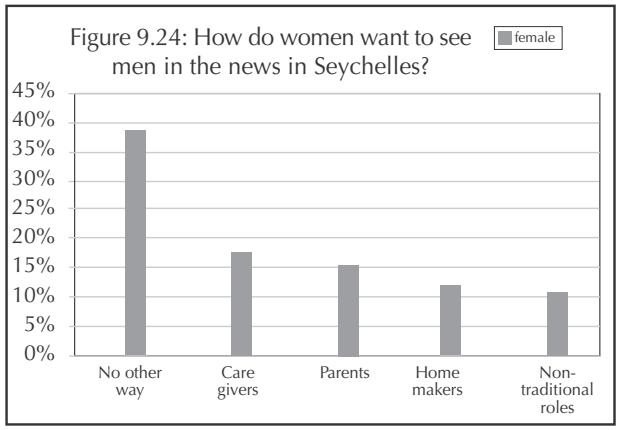




New roles for men

The majority of women and men said they did not see the need for men to be cast in any other roles than those in which they are seen already. Women and men said they would like to see and hear more men in the roles of care-givers, parents and home makers.





Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.



Bustling with business: a street scene in Victoria, capital of Seychelles.

Chapter ten: South Africa



Reading the morning news in South Africa's Soweto township.

GENDER & MEDIA AUDIENCE STUDY

gender links

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GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

Table 10.1: Summary of key data from the findings of the GMAS in South Africa				
KEY DATA	**SOUTH AFRICA**		**CONSOLIDATED**	
	% women	**% men**	**% women**	**% men**
Most important source of news				
Radio	34	34	51	51
Television	49	40	37	31
Newspapers	15	21	11	16
Internet	1	4	2	2
Who selects the news medium?				
Self	58	66	49	55
Spouse/partner	9	8	14	12
Other family member	26	22	28	23
Fellow worker	2	1	2	2
Employer	1	1	2	2
Friend or neighbour	3	3	4	4
Proprietor of a public space	0	0	0	2
News preferences (genres)				
Short news reports	55	54	55	53
In depth features	31	34	28	32
News that asks for feedback (e.g. Letters to the editor)	9	5	12	10
Opinion and Commentary	5	5	5	5
How women and men are represented and portrayed *News reflects the interests of both men and women equally?*				
Agree	50	43	40	43
Unsure	17	15	17	16
Disagree	34	42	42	41
How often are women used as sources in news stories?				
Very often	21	25	18	21
Often	38	39	36	37
Seldom	39	34	42	39
Never	2	3	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	3	15	4	12
I really don't notice them	8	11	8	10
I feel uncomfortable when I see them	42	33	43	36
I feel they are insulting to women	47	33	42	34
They encourage me to buy the newspaper or watch the news	0	7	3	8
Audience preferences *If the ideas and views of women were reported more often, you would find the news...*				
More interesting	66	46	68	47
No different	23	38	22	36
Less interesting	11	16	10	18
I would find the news more interesting if there were stories about women doing a wider range of things.				
Agree	73	56	78	59
Unsure	15	25	10	19
Disagree	12	19	11	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the South Africa Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with Stellenbosch University, Rhodes University and the University of Witwatersrand. It is the first comprehensive study of the gendered dimensions of audience news consumption and preferences in South Africa.

The findings are based on the responses of 149 women and 157 men (a total sample of 306) from the Western Cape, Eastern Cape and Gauteng across different age, education and racial groups. The theoretical framework and methodology for the research is described in Chapter one, the overview to this report.

Key findings

Table 10.1 provides a summary of the key data from South Africa and consolidated (all thirteen county together) findings of the GMAS. These may be summarised as follows:

Television is the most important source of news, especially for women: In a pattern similar to Namibia, Seychelles and Zimbabwe, most women (49%) and men (40%) in South Africa cited television (rather than radio) as their main source of news. The substantially higher proportion of women who said they get their news from television is consistent with the overall finding that more women than men get their news from television. As in Namibia, radio is the second most important source of news for women and men (34% in each case). Despite its income disparities, South Africa is one of the more affluent, as well as one of the most urbanised, countries in this study.

There is a gender gap in newspaper readership: In a trend similar to that of the consolidated findings, and reflecting the findings of existing audience research in South Africa, more men (21%) than women (15%) rely on newspapers as their main source of news.Newspaper readership is higher than the average (11% women and 16% men), but South Africa is suppressed in this regard Mauritius and Zimbabwe

As well as among those who cite the Internet as their main source of news: Despite progressive gender and ICT policies, the South African findings reflect a low reliance on the Internet for news and one of the biggest gender gaps in this regard (1% usage by women compared to 4% by men). These figures compare with 7% women and 4% men in Mauritius, the other relatively highly industrialised country in the study. The South African findings highlight the continued racial and gender disparities in access to ICTs, despite a relatively sophisticated IT sector.

There is a strong correlation between levels of education and the main source of news: Women and men with primary level education constitute the highest proportion of those who rely on radio as their main source of news. The South African findings for television mirror the consolidated findings which show that the highest proportion of those who chose television as their main source of news had tertiary level education. Of those who chose newspapers as their main source of news, most women and men had tertiary level education.

Women and men prefer short news reports to any other news genre: In findings that mirror those in the consolidated report, most women (55%) and men (54%) prefer short news reports to any other news genre. This reflects the fact that, despite South Africa's relative sophistication, human resource development is still highly uneven. The majority of citizens are relatively unsophisticated news audiences. Again, the figures contrast with those in Mauritius, which has a long history of democracy and high levels of human resource development, where both women and men (and especially women) chose in-depth news stories as their favourite genre.

More women than men prefer news that asks for feedback: More South African women (9%) than men (5%) cited news that asks for feedback, like letters to the editor and talk shows, as their preferred genre. This is a positive reflection on women's participation in public life in South Africa which has one of the highest proportions of women in politics in the region. However, both the figures for women and men are lower than the comparative consolidated figures of 12% women and 10% men. This shows that there is need for greater empowerment of consumers to interact more directly with the news in South Africa which emerged from apartheid just a decade ago.

Opinion and commentary still lag behind: As in other countries in the study, a low percentage of women and men identified opinion and commentary as their favourite news genre in South Africa. This may be due to a number of reasons, including the low reliance on newspapers (which are typically associated with this genre) as a source of news, and the relative lack of sophistication of the majority of news consumers referred to earlier. It is also a challenge to media decision-makers to popularise this important genre and open it to a wider diversity of views.

There are still gender gaps in who decides on the news medium, but women are increasingly making independent choices: Some, 66% men in the South African sample said they make their own decisions about where they get their news from;a figure considerably higher than the regional average of 49%, properly reflecting the higher degree of economic independence of South African men Although at 58% the comparative figure for women is lower, it is significant that the majority of women make independent choices about which medium they get their news from. This is a clear message to media decision-makers to segment

their markets according to gender, and to take women news consumers seriously.

There are mixed perceptions about women's representation in the news: There are mixed views among women and men as to whether the media reflects the views of women and men equally, and whether women are used "often" or "seldom" as news sources. The GMBS showed that women in fact constitute 19% of news sources in South Africa. The varying views of women and men on this issue could reflect a lack of understanding of what is meant by media terms like "sources", or the fact that many news consumers have not consciously reflected on gender imbalances in the news, or a combination of the two. The findings underscore the importance of stepping up gender and media literacy campaigns.

But strong perceptions about gender biases in portrayal: In contrast to the responses on questions relating to gender imbalances in the news, audiences reflected the findings in the GMBS on the roles in which women and men are most frequently portrayed in the media. In the case of women these include as model/beauty contestant; victim; health worker; home-maker; entertainer and sex worker. In the case of men these were as officials; sports and business personalities; criminals and politicians.

And especially strong views on the use of images that portray women as mere sex objects: As in the overall findings, a high proportion of women and men, but especially of women, said they found sexual images in the news either "uncomfortable" or "insulting." In a direct challenge to media decision-makers who say that such images sell the news, no South African women, and only 7% of South African men in the sample said that such images encourage them to buy the newspaper or watch the news.

There are mixed views on whether the sex of a journalist makes a difference to coverage, but strong support for gender equality in newsrooms: South African audiences had mixed views on whether or not women journalists report on different issues and in a different way to men, but they felt strongly that there should be equal numbers of women and men journalists.

Time for a different agenda: South African women and men said they want to see more positive, human interest and local news stories, as well as less war and violence.

Women and men would find the news more interesting if the ideas and views of women were reported more often: Most women (66%) and men (46%) in the sample felt that the news would be more interesting if the ideas and views of women were reported more often.

It's not just about more women's voices but about women in diverse roles: A high proportion of women (73%) and the majority of men (56%) agreed that the news would be more interesting if women featured in the news in a greater diversity of roles. Women and men would also like to see men in non-traditional roles such as care givers, parents and home-makers.

CONTEXT

About South Africa

South Africa is situated at the southern-most part of Africa. It shares borders with Namibia, Botswana, Zimbabwe, Mozambique, Lesotho and Swaziland. Following the gruelling years of apartheid, South Africa has been transformed over the last decade into a new democracy, with one of the world's most progressive constitutions, in which gender equality is cited as a cornerstone of the new nation. South Africa currently has a population of approximately 42.5 million. The country has a stable economy that is supported by an abundant supply of natural resources, well developed financial, legal, communications, energy and transport sectors. However, South Africa – sometimes described as the world in microcosm – is characterised by sharp disparities in income and high unemployment rates both along racial and gender lines. South Africa also has the highest number of people living with HIV/AIDS of any country in the world.

Media context

Freedom of expression is enshrined in the South African Constitution. There are three critical challenges emerging: the government's expectation of uncritical media support for its policies and actions in the name of transformation and democratisation; the battle by the public broadcaster to maintain its independence and monopolies in media ownership. These factors impact on the diversity of views and voices that find space or get aired in the media.

There are several independent bodies in South Africa promoting media freedom and professionalism. These include:

- The Media Institute of Southern Africa (MISA) South Africa.
- South African National Editor's Forum (SANEF).
- Media Diversity and Development Agency (MDDA).
- Independent Communications Authority of South Africa (ICASA).
- Broadcasting Complaints Commission of South Africa (BCC).
- Freedom of Expression Institute (FXI).
- Press Ombudsman.
- Media Monitoring Project (MMP).

Table 10.2: Media in South Africa					
MEDIA	**STATE**	**PRIVATE**	**MEDIA**	**STATE**	**PRIVATE**
Television			Newspapers		
SABC 1, 2, 3	✓		Volksblad		✓
eTV		✓	Cape Times		✓
M-Net		✓	Cape Argus		✓
			Burger		✓
			The Mercury		✓
Radio			Daily News		✓
			Isolezwe		✓
5Fm	✓		Daily Dispatch		✓
Metro	✓		Business Day		✓
SAfm	✓		Citizen		✓
Radio Sonder Grense	✓		Daily Sun		✓
Radio 2000	✓		Sowetan		✓
Radio Pulpit	✓		Star		✓
702		✓	Beeld		✓
94.7		✓	Diamon Fields Advertiser		✓
Classic FM		✓	Natal Witness		✓
Kaya FM		✓	The Herald		✓
YFM		✓	Pretoria News		✓
Jacaranda		✓	City Press		✓
Good Hope FM	✓		Mail & Guardian		✓
Kfm		✓	Soccer Laduma		✓
567 Capetalk		✓	Sunday Independent		✓
P4 Radio		✓	Sunday Sun		✓
East Coast Radio		✓	Sunday Times		✓
Algoa		✓	Sowetan Sunday World		✓
Ofm		✓	Rapport		✓
Lotus fm	✓		Naweek Volksblad		✓
Ukhozi FM	✓		Weekend Cape Argus		✓
Umhlobo Wenene	✓		Burger		✓
Motsweding FM	✓		Son		✓
Lesedi	✓		Ilanga		✓
Thobela FM	✓		Post		✓
Munghana-Lonene	✓		Independent on Saturday		✓
Phalaphala	✓		Sunday Tribune		✓
CKI FM	✓		Saturday Star		✓
Ikwekezi FM	✓		Naweek Beeld		✓
LiGwalagwala FM	✓		Weekend Post		✓

Gender and media in South Africa

The GMBS found that women constitute 19% of news sources in South Africa. Women predominated in stereotypical roles such as victims, sex workers, beauty queens and home makers. Even in occupational categories like politics, where women now comprise 32% of the members of parliament and 42% of the cabinet ministers in the country, women sources accounted for a mere 8% of the total.

While there are an increasing number of women journalists in South Africa, especially in the electronic media, women are seriously under-represented in media decision-making structures.

The Employment Equity Act places some pressure on media houses to ensure more diverse newsrooms. Following a presentation on the GMBS at its annual general meeting in June 2003, SANEF committed to work towards greater gender balance and sensitivity in newsrooms.

Media freedom organisations, gender organisations, media practitioners and media monitoring groups have formed the South African Gender and Media Network (SAGEM), which is convened by GL and is an affiliate of the Southern African Gender and Media Network (GEMSA).

Collaborative efforts to improve gender balance and sensitivity in the news include a programme of newsroom training in the run-up to the 2004 elections, as well as a high profile campaign, that received considerable media

coverage, during the Sixteen Days of Activism on Gender Violence. Monitoring of such events has shown improvement both in the extent to which women feature as news sources as well as in the diversity and depth of gender coverage.

In a report to the Gender and Media (GEM) Summit held from 12-14 September 2004 in Johannesburg, SAGEM identified the following activities as priority areas in South Africa:

- To link the findings of the GMBS with the GMAS and distribute them as widely as possible.
- To use new technologies to create awareness around gender issues.
- To continue monitoring the media, issuing regular reports and engaging with the media on the findings.
- To monitor media during local government elections in 2005 and key dates in the calendar.
- Develop partnerships with tertiary institutions to mainstream gender into the curriculum.
- To continue gender training in newsrooms.

Audience research

The South African Advertising Research Foundation (SAARF) has three audience research measures: the Audience Measurement Print Survey (AMPS), Radio Audience Measurement Survey (RAMS) and Television Audience Measurement Survey (TAMS).

The newspaper readership figures (AMPS 2003) reveal a significantly higher percentage of male to female readers. Of the 42 newspapers (both dailies and weeklies included in the SAARF survey) only four are identified as having a female readership of more than 50%, one as 50% while 37 of the 42 newspapers indicated that female readership is less than 50% of the total readership. In addition, several of the newspapers had markedly higher male to female readership such as Soccer Laduma with 86.5%, Business Day with 69.6%, Mail & Guardian 68.6% and The Mercury with 66.1% male readership.

There may be limitations to this kind of quantitative analysis. For example, in an interview, Ferial Haffajee, editor of the *Mail and Guardian*, argued that that for smaller publications, the rates of error tend to be larger as the small number of respondents is small.

The *Mail and Guardian* conducted an additional independent study using a bigger base which reflected 54.2% male and 45.76% female readers. Haffajee also described the readership as gender conscious regardless of their sex, noting complaints about perceived gender insensitivity come from men as much as women.

She added that letters to the editor tend to be written by both women and men who feel "sufficient ownership" to respond. Haffajee identified the weekly "Body Language" column that explores male and female sexuality as being of particular interest to women and spoke of plans to expand this column.

Jolyan Nuttall, a media consultant and former business manager of *The Star*, expressed the view that woman readers enjoy feature articles, tend to be interested in local news, and tend to prefer morning newspapers. In response to this, *The Star* now has morning and late editions.

TAMS figures indicate a higher women audience for television news, a finding consistent with this study. SAARF radio figures could not be accessed.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research. Much of the audience research that exists in South Africa is of an administrative nature, and is targeted at advertisers who want to know where they will get most "bang for the buck". This research report is one of the few that we are aware of, undertaken on such a scale, which not only probes audience news content preferences, but also disaggregates the findings by gender.

Locations



The research took place in the Eastern Cape, Western Cape and Gauteng provinces. The salient features of the three locations are as follows:

Eastern Cape: The Eastern Cape is located on the south eastern seaboard of South Africa and has a population of approximately 6,7 million. The Eastern Cape is the poorest in South Africa. The province is afflicted by the

twin economic ills of poverty and unemployment. The consequences of these conditions are a: relatively high rural population; low proportion of employed people and a high proportion of poorly paid employees.

Western Cape: The Western Cape is situated on the south western tip of South Africa and has a population of about 4.5 million. The province maintains economic growth rates slightly higher than national averages. Unemployment rates have been significantly below the national average, despite significant immigration.

Gauteng: Gauteng is the smallest of South Africa's nine provinces, but has the highest population (approximately 8 million people.) The province has a highly developed transport and communications infrastructure, excellent financial institutions and a well-serviced urban environment. The Gauteng Provincial Government has re-aligned its economic focus from low value added production to more sophisticated sectors such as information technology, finance and business.

Demographic information

As illustrated in table 10.3, in South Africa, the research was to include 153 women and 153 men in three locations: the Eastern Cape, Western Cape and Gauteng. The actual sample was 149 women and 157 men in three age groups (20-35; 36-50 and 50+) across three education levels (primary; secondary and tertiary) and across all race groups.

Table 10.3: Research sites in South Africa

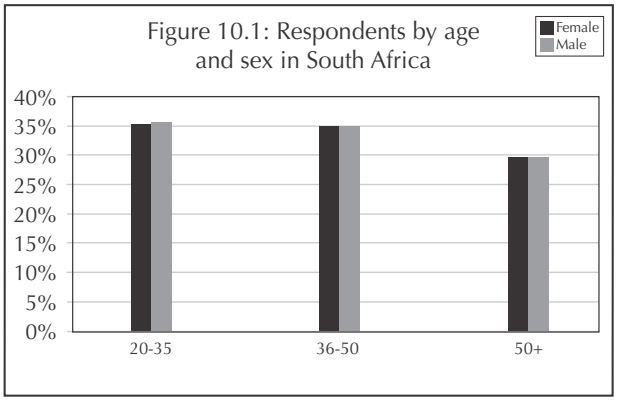
Country	Sites	% women	% men
South Africa	Eastern Cape	51	51
	Western Cape	51	51
	Gauteng	51	51
Total		153	153

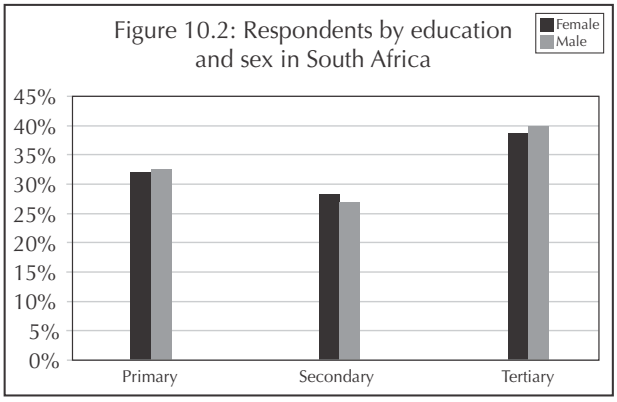


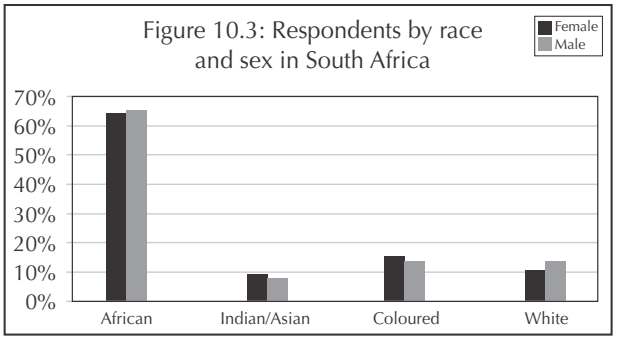
The richness of diversity.



Super connected!







Media availability and use

Main source of news

Television: The research found that the main source of news for women and men, but especially for women (49%, compared to 40% in the case of men) is television. One of the primary reasons given by both women and men for choosing television is that "they like to see what is going on."

Radio: Some 34% of both women and men chose radio as their second most important source of news. For women, the primary reason for choosing radio is that "it is in their mother tongue", an interesting comment on the higher levels of illiteracy among women and the importance of radio in ensuring that all citizens are informed. For men, one of the primary reasons for choosing radio is that "they can do other things at the same time."

Newspapers: Consistent with the SAARF findings, more men (21%) than women (15%) use newspapers as their main source of news. For women and men, one of the primary reasons for choosing newspapers is because they can "access it when it is convenient."

The Internet: Only 3% men, and an even smaller 1% women use the Internet as their main source of news. There are still strong racial and gender biases in access to and use of the Internet in South Africa that need to be redressed if the country is to realise its vision of widespread citizen participation in the information society.

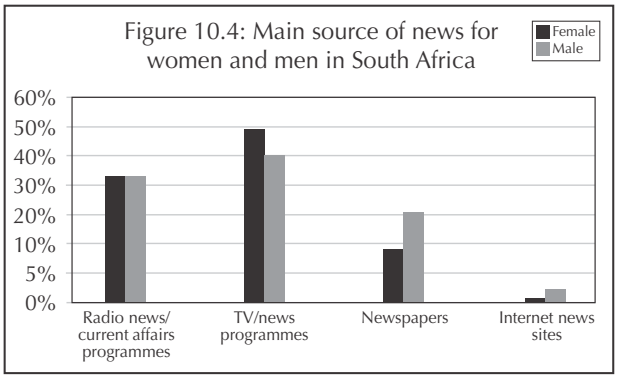
Main source of news and education level

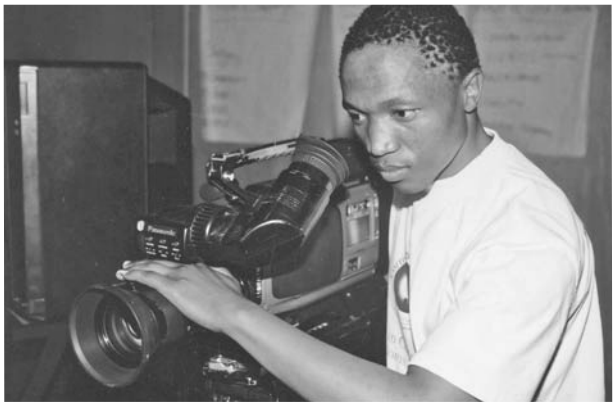
Education: Further analysis by education levels shows that the people across all education levels use television as their main source of news, although the highest proportion of those who chose television as their main source of news had tertiary level education. The highest proportion of radio news listeners had primary level education. The highest proportions of both male and female newspaper and Internet users have a tertiary education.



The Internet is still a rare source of news in South Africa.

Figure 10.4: Main source of news for women and men in South Africa





TV is the preferred source of news in South Africa.

Figure 10.5: Main source of news by education level for women in South Africa

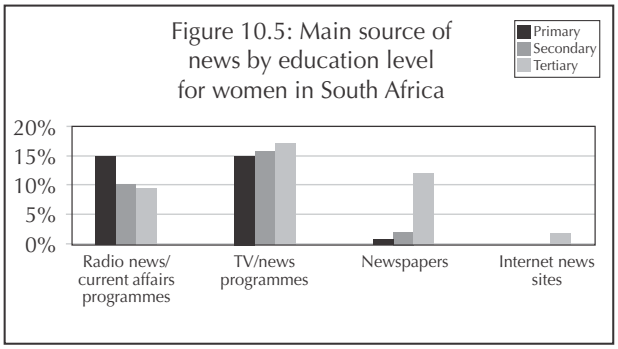
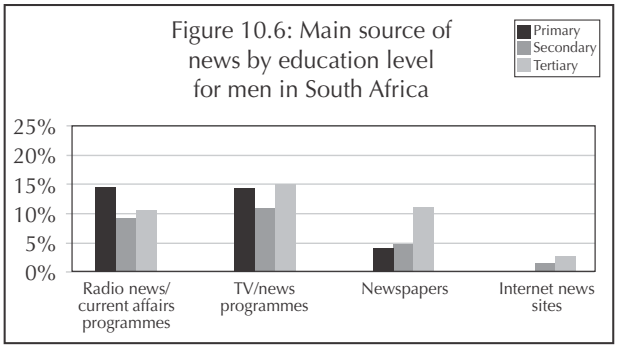
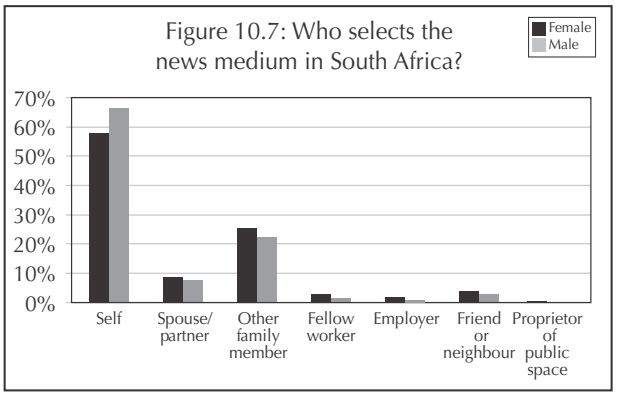


Figure 10.6: Main source of news by education level for men in South Africa



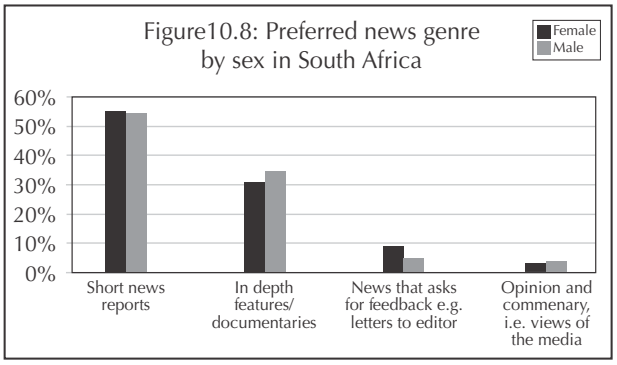
Media selection and acquisition

Most men (68%) and a relatively high proportion of women (58%) make their own decisions about which media to access news from. In both cases, independence of choice is more likely to be affected by another family member than by a spouse. This challenges conventional wisdom that women do not select their own news medium but consume news from a medium selected by a spouse or partner. It sends an important signal about the need to take account of women as media consumers in their own right.



News genres

Most women (55%) and men (54%) prefer short news reports to any other news genre. About a third of the sample, women and men, chose in-depth features as their preferred news genre. A very low proportion of the sample of women and men are interested in opinion and commentary.

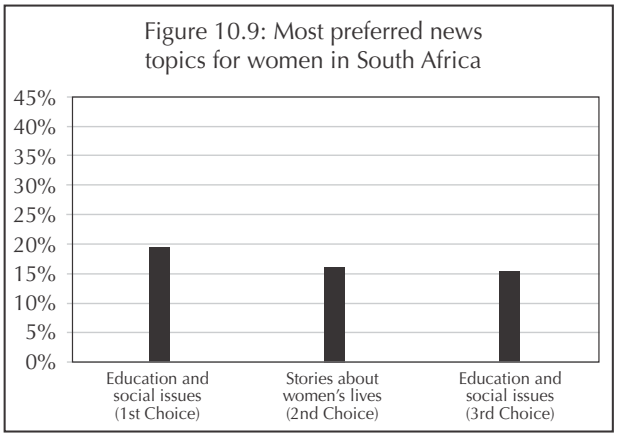


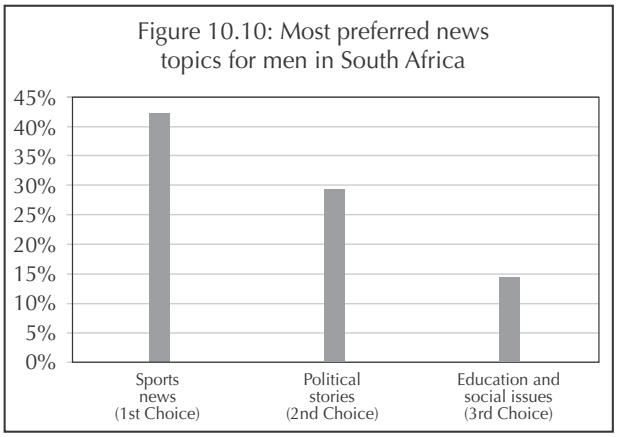
Topics

Respondents were provided with a list of news topics and asked to choose the three topics of most interest to them. Most of the men in the sample chose sport, followed by politics, followed by education and social issues, as their preferred topics. Women chose education and social issues as their first and third choice, and stories about women's lives as their second choice. The GMBS showed a strong bias towards the kinds of topics that men cite as their favourite; and limited coverage of the kind of social, gender-specific coverage that the GMAS shows would be of interest to women.



Women want to know more about women's lives.





Representation and portrayal

Does the news reflect the concerns of women and men equally?

A slightly higher proportion of women and men (50% and 43% respectively) believe that the news reflects the concerns of women and men equally than those who disagree (42% men and 34% women.)

When asked to explain their answers, some women and men believed that there have been genuine efforts by that the media to reflect the new democracy in South Africa, including gender balance and sensitivity in news coverage. Some women feel that stories about women should be more diverse. Some men believe that women are featuring more in the media but are still not equal in society.

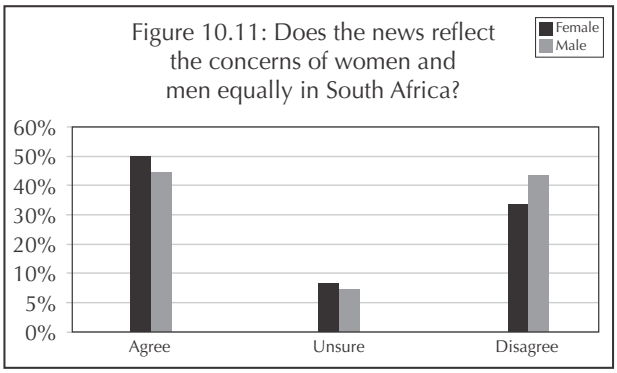


Figure 10.11: Does the news reflect the concerns of women and men equally in South Africa?

Winds of change?

The following is a summary of responses by women to the question of whether the media reflects the concerns of women and men equally:

- "I think both viewpoints are given in an equal and fair manner."
- "It is only recently that this has become more of a pattern. There is more effort to cover women's issues. To ensure that it continues is vital."
- "It is not equal. News is about the woes of women, not their achievements or other serous issues. Men, on the other hand, are presented as achievers."
- "I think it is changing, because in terms of news, women are also seen much more often than before."
- "I don't think women's views are reflected as much as men are in the news."

Men added:

- "I feel that there is a fair reflection of male/female issues in the news."
- "Key opinion makers are men. The media, therefore, focuses more o men in reporting on issues such as these."
- "Men and women cannot always be portrayed equally; because of some categories each sex will be better at explaining some things. So, I'm unsure about how they should be portrayed."
- "Women's interests are catered for more in the media. This because of past injustices to women and the media is now making up for this by giving more exposure.
- "They may try to but news stories are still very sexist."

Women as sources of news

There is a roughly even split between women and men who believe that women are accessed often as sources, and those who say they are seldom accessed as sources.


How often do women make the news?

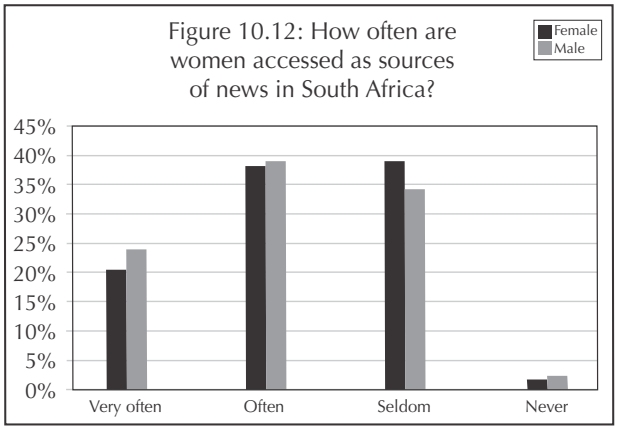
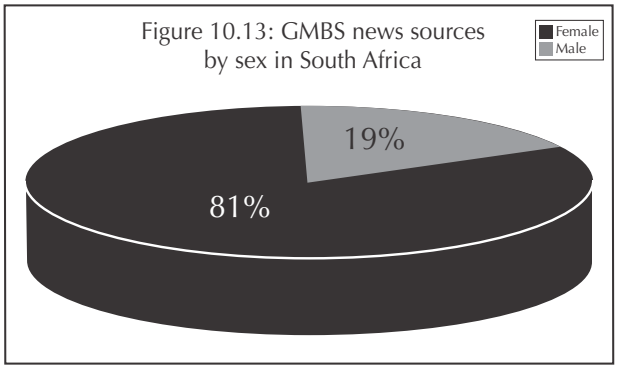


Figure 10.12: How often are women accessed as sources of news in South Africa?

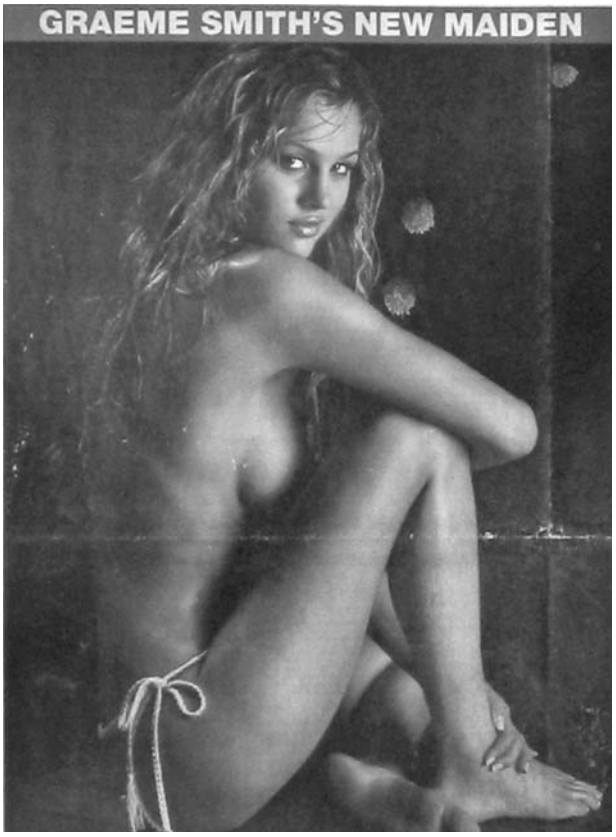
What the GMBS showed

The GMBS in South Africa found that women constituted only 19% of news sources which is marginally higher than the regional figure of 17% and the global figure of 18%. The varying perceptions among audiences with regard to gender balance in the news may be attributed to different levels of gender and media awareness. They underscore the need for expanded advocacy on the findings of the GMBS, which has so far mainly targeted experts and decision-makers, among media consumers in South Africa.



How are women and men represented in the news?

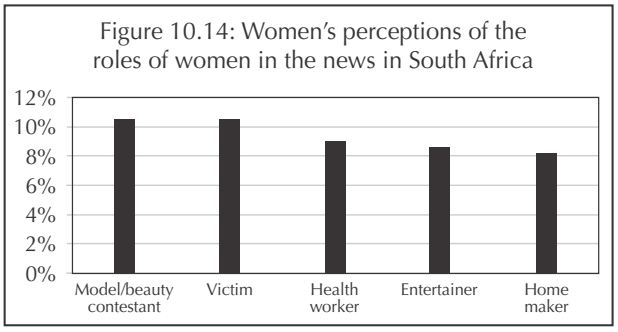
In response to a list of categories on the roles that women are most likely to be portrayed in the news, most women and men in the sample identified the roles of victims; models/beauty contestants; health workers and home makers. Women identified entertainer and men sex worker as additional roles.

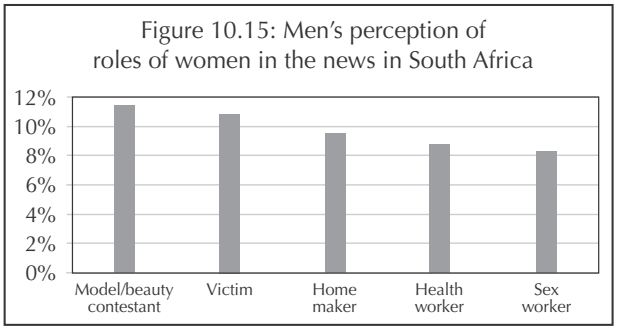


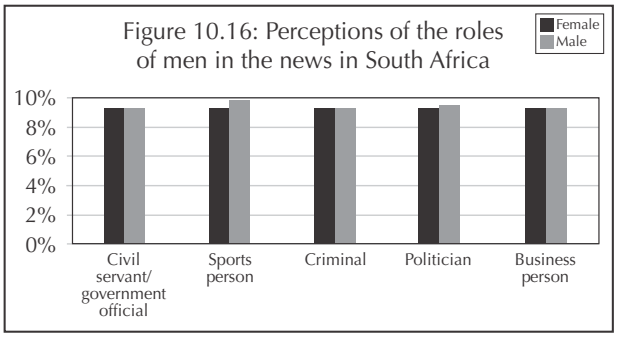
Objectified?

The South Africa GMBS found that women were represented in the news mostly as beauty contestants, health workers, home-makers, office and service workers, entertainers and sex workers.

Women and men in the sample said men are most likely to be seen and heard in the news as sports persons; politician; officials; business persons and criminals. These findings are virtually identical to those in the GMBS.





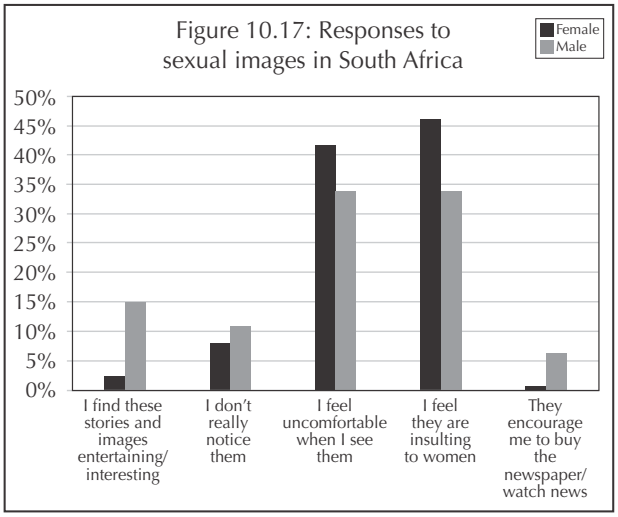


Sexual images

In findings strikingly similar to those in the other countries in the study, 42% women and 33% men in the sample said they are "uncomfortable" with sexual images of women in the news while 47% women and 33% men said they find these images "insulting."

When asked to explain their answers, women and men said that such images are discriminatory and degrading, and raised concerns about their effect on women.

Figure 10.17: Responses to sexual images in South Africa



Why only women?

Explaining their objection to sexual images of women in the news, women had this to say:

- "These images are insulting to women as the women are seen as sex objects which is not the way it should be."
- "Why are only women exposed?"
- "I think it is disgusting when they show women like that. Children should to be exposed to this."
- "It is an undesirable scene to watch news where women are shown as sexual images. It is against my culture.'
- "I am concerned my children see these images and think that this is the way it should be."
- "Because I am a woman, I do not like it when they invade a women's privacy."

Men added:

- "These images are insulting to women as they are not a true reflection of women in society. They are created or plotted images used to sell newspapers."
- "I find these images insulting to women: why must women is used 'sexually' to sell things."
- "I don't like it when women are treated like sexual objects. News reports should be informative and should not exploit women's sexuality for commercial purposes."
- "It is the gruesome nature of images, as a parent that makes me uncomfortable. Above all it is inhuman."

Media practitioners

About half the women and men in the sample believe that it is mainly men who report on the news and that women report on different kinds of news. The other half either disagreed with the statement or remained uncertain. But 76% men and 88% women agreed that there should be gender balance in newsrooms. This underscores the fact that while most audiences have probably not thought about the gender composition of newsrooms and its effect on the news they consume, they support the *principle* of gender equality.

Table 10.4: Perceptions of media practitioners in South Africa

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that is is mostly men who report the news.	50	49	18	22	32	29
I prefer news stories reported by men.	21	36	29	24	50	40
I prefer news stories reported to women.	50	22	23	31	27	47
I think that women report different kinds of news stories to men.	51	49	14	20	35	31
I think that there should be equal numbers of male and female reporters.	88	76	5	14	7	10

Audience preferences

Types of news

Respondents were asked, in an open-ended question, what they would like to see more and less of in the news. The answers were then grouped.

More positive stories

Women and men had similar responses on what they would like to see and hear more of. This includes positive news stories, local/community news and human interest stories.

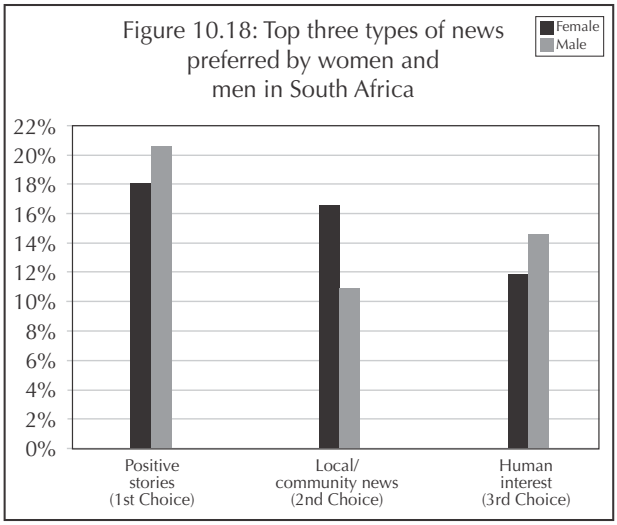


Figure 10.18: Top three types of news preferred by women and men in South Africa

Less violence and "bad news"

Asked what they would like to see and hear less of in the news, women and men cited violence and war. Women added "less bad news" and men "fewer stories on crime."


SA babe is a blast with Yank tank crews

SECRET WEAPON: An American tank crewman shows off an essential piece of equipment that helps him get through the hot dusty days – a poster of Minki van der Westhuizen

Teenage Minki is raising a desert storm

STAFF REPORTER

The Yanks could have chosen pictures of anyone to adorn their tanks, but there's obviously nothing to beat a touch of southern class.

Not the Southern States, but southern Africa.

The chosen pin-up who's been spotted through the dust in the Godforsaken Iraqi desert is none other than Cape Town's Minki van der Westhuizen.

While South Africans were admiring her on the cover of the latest GQ magazine, she was becoming the dream girl to thousands of soldiers more than 10 000 km away.

But the teenager from Durbanville found out about her "desert rose" status only when her grandmother in Bloemfontein recognised her on the front page of England's *Daily Star* tabloid newspaper, which was featured on Sky News satellite channel. The headline read: "Minki in the Yanks' fave babe."

But, having just landed the prestigious worldwide Guess jeans contract, Van der Westhuizen shouldn't have been surprised.

The 19-year-old from Max Models was selected to succeed supermodel Claudia Schiffer after sending off just four Polaroid shots to New York.

But she insists that no matter how much the US soldiers flatter her, she's not taking sides in the war.

Anyway, as she recently told the *Cape Argus*'s visiting associate editor from Ireland, Karl Brophy, she has eyes for South African men only.

FORCES' FAVOURITE: Minki as she appears on the cover of GQ magazine

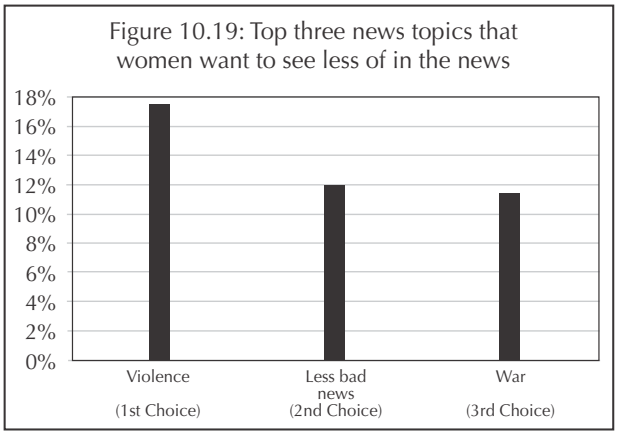


Figure 10.19: Top three news topics that women want to see less of in the news

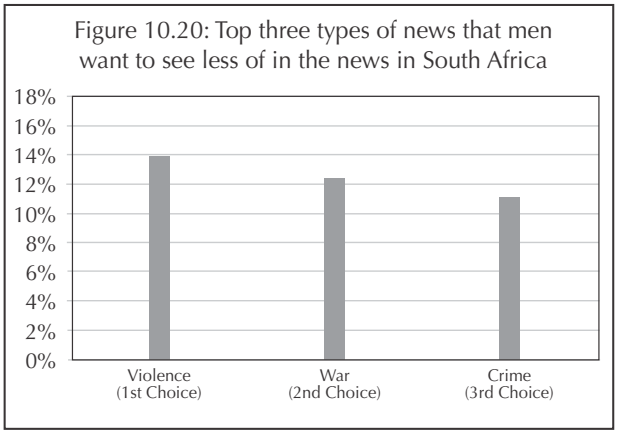
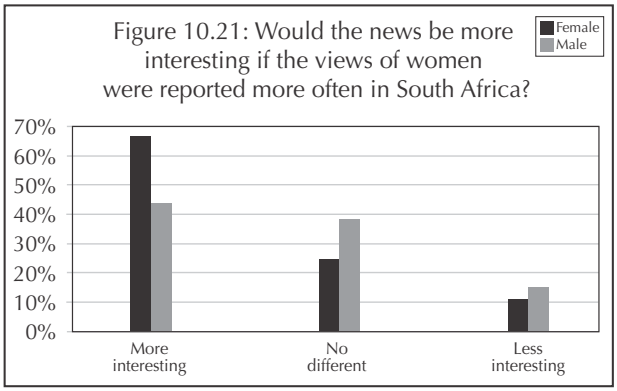


Figure 10.20: Top three types of news that men want to see less of in the news in South Africa

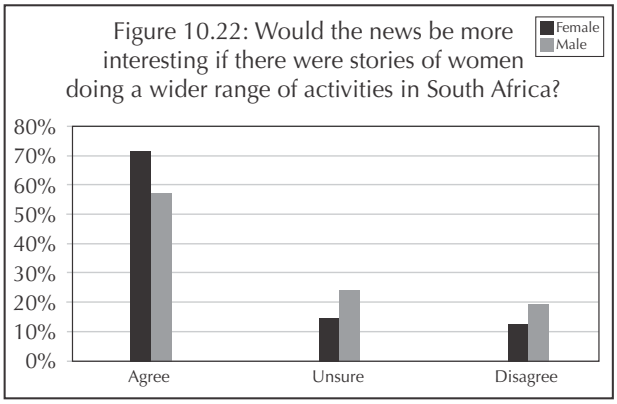
More women's voices

Most women (66%) and men (46%) in the sample agree that the news would more interesting if the views of women were reported more often. Fewer respondents (23% women and 38% men) in the sample believe the news would be no different. A low percentage of women (11%) and men (16%) believed the news would be less interesting if the ideas women were reported more often.



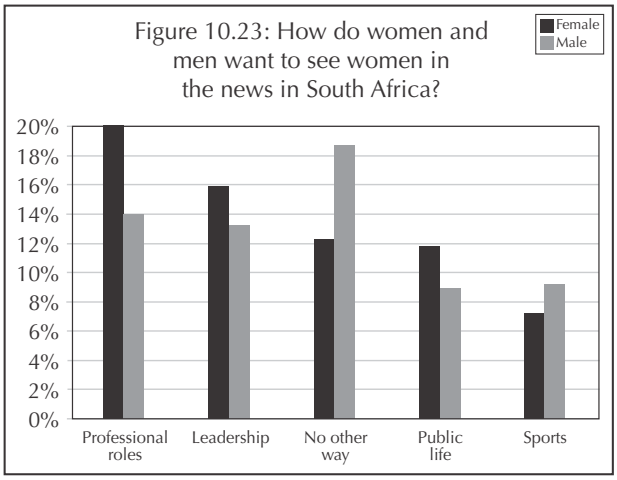
Diversity

A resounding 73% women and majority 56% men in the sample said the news would be more interesting if it included stories of women in a wider diversity of roles.



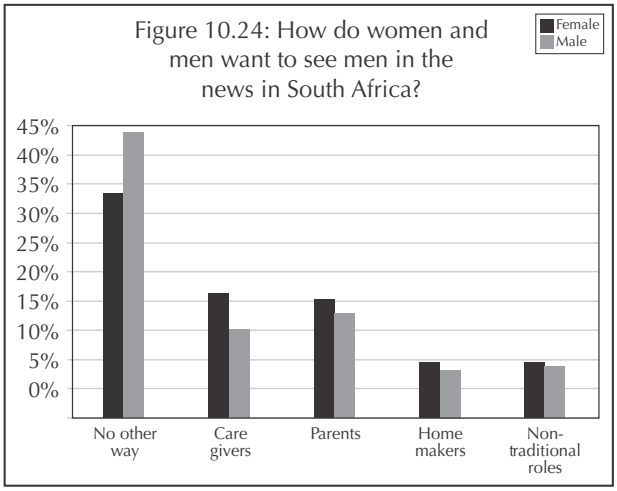
New roles for women

Respondents were asked, in an open-ended question, to identify ways in which women and men should be represented more in the news. Women and men identified four common roles as those in which they would like to see women more often: professional roles, in public life, in leadership roles and in sports news. Some women and men (but with a higher percentage of men) did not want to see women represented in any other way



New roles for men

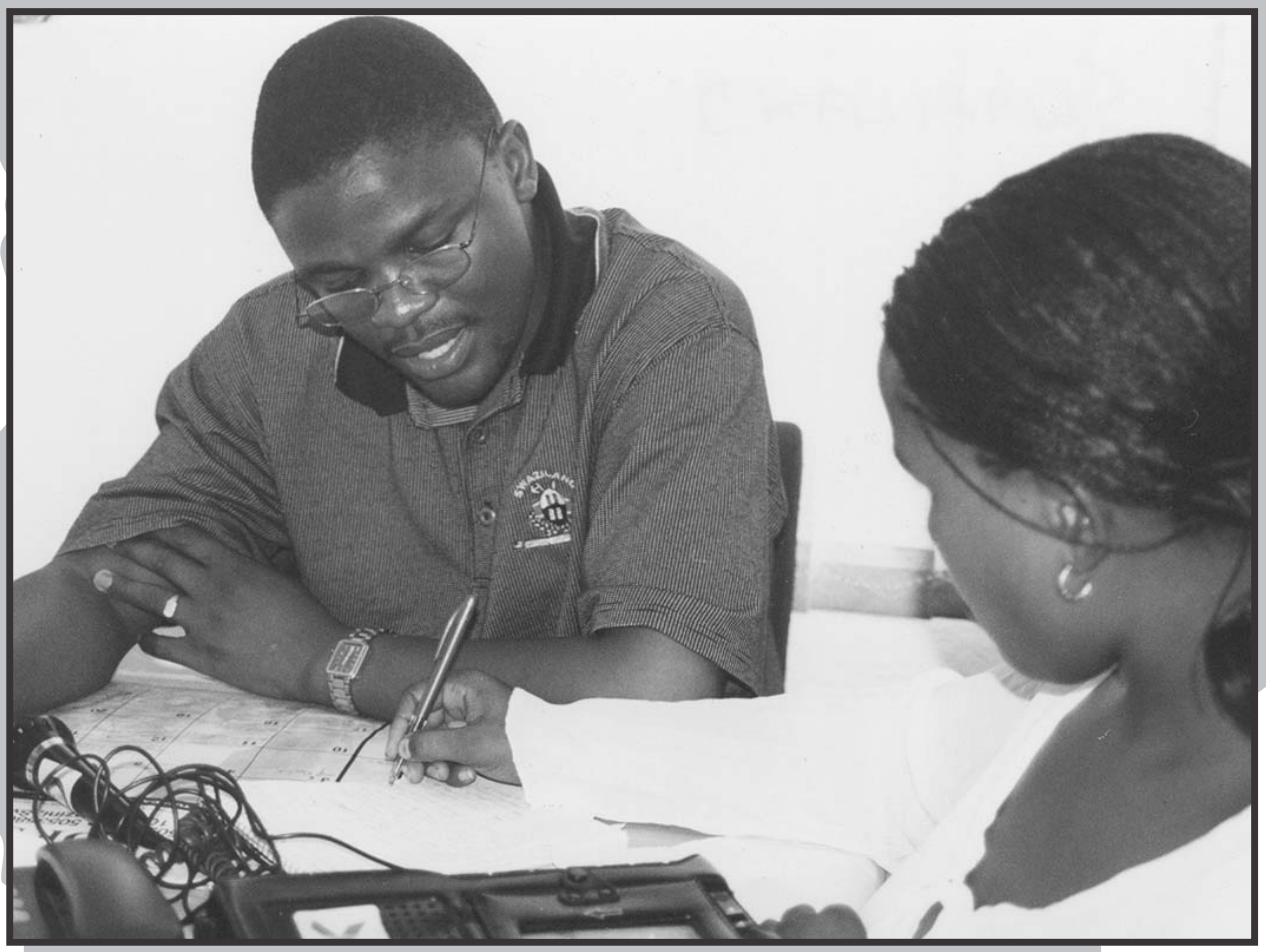
A fairly high proportion of men (44%) and women (34%) felt there is no need for men to be portrayed in any other way in the media. The other respondents said they would like to see more men portrayed in the media as care-givers, parents, home-makers and in non-traditional roles. Although women constituted the majority of those who wanted to see men portrayed in other roles, a significant proportion of men shared this view



Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy-makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.

Chapter eleven: Swaziland



Gender and media activists in Swaziland engage with the news.

GENDER & MEDIA AUDIENCE STUDY

gender links

University of Swaziland

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

Table 11.1: Summary of key data from the findings of the GMAS in Swaziland

KEY DATA	SWAZILAND		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	53	63	51	51
Television	31	17	37	31
Newspapers	16	19	11	16
Internet	0	1	1	2
Who selects the news medium?				
Self	53	60	49	51
Spouse/partner	9	9	14	12
Other family member	33	23	28	23
Fellow worker	2	2	2	2
Employer	2	2	2	1
Friend or neighbour	1	1	4	4
Proprietor of a public space	0	2	0	2
News preferences (genres)				
Short news reports	74	63	55	53
In depth features	7	24	28	32
News that asks for feedback (e.g. Letters to the editor)	14	7	12	10
Opinion and Commentary	5	7	5	2
How are women and men represented and portrayed *News reflects the interests of both men and women equally.*				
Agree	33	34	40	43
Unsure	25	17	17	16
Disagree	42	48	42	41
How often are women used as sources in news stories?				
Very often	26	18	18	21
Often	40	50	36	37
Seldom	33	31	42	39
Never	1	1	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	4	17	4	12
I really don't notice them	10	7	8	10
I feel uncomfortable when I see them	36	49	42	36
I feel they are insulting to women	44	23	42	34
They encourage me to buy the newspaper or watch the news	6	4	3	8
Audience preferences *If the ideas and views of women were reported more often, you would find the news...*				
More interesting	76	41	68	47
No different	12	26	22	36
Less interesting	12	32	10	18
I would find the news more interesting if there were stories about women doing a wider range of things.				
Agree	79	51	78	59
Unsure	8	23	10	19
Disagree	13	26	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Swaziland Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with the University of Swaziland. It is the first comprehensive study of audience news consumption patterns and preferences in Swaziland generally, as well as the gender dimensions of these.

The findings are based on the responses of 88 women and 91 men, a total sample of 179 from Mbabane, Manzini and Pigg's Peak. The theoretical framework for the research is and the methodology are described in Chapter one, the overview to this report.

Key findings

Table 11.1 provides a summary of the key data from Swaziland and the consolidated (all thirteen countries together) findings of the GMAS. Key findings include:

Radio is by far the most important source of news: An even higher proportion of women and men in Swaziland cited radio as their main source of news than in the overall study (53% women and 63% of men, compared to 51% women and 51% men in the consolidated report.) This is to be expected in a largely rural country in which culture and tradition play a strong role and levels of literacy are relatively low.

But television is catching up for women: As in the case of Botswana, however, television is fast catching up for women in Swaziland, 17% of whom cited this as their second most important source of news, compared to 17% in the case of men (considerably lower than the consolidated figure of 31% television reliance by men in the overall report). This might be accounted for by the highly mobile nature of men in Swaziland, which has a long history of migrant labour to South Africa.

The gender gap in newspaper readers is not as strong as elsewhere: The second most important source of news for men in Swaziland (19%) is newspapers. However, with 16% women citing newspapers are their main source of news, the gender gap with regard to newspaper readers is not as wide as might be expected given the country context.

But no women and very few men access the Internet: As in the case of Namibia no women and only a tiny proportion of men (1%) chose the Internet as their main source of news. Swaziland recently adopted an ICT policy. This is clearly an area that requires more emphasis in the future, and in which an eye will need to be kept on equal access for women.

There is a strong correlation between levels of education and the main source of news: As in most countries in the study, women and men with primary level education constitute the highest proportion of those who chose radio as their main source of news. Women with secondary and tertiary level education and men with tertiary level education constitute the highest proportion of those who choose television as their main source of news. Respondents with tertiary level education constitute the highest proportion of those who chose newspapers as their main source of news.

Women and men, but especially women, prefer the short news reports to any other news genre: Most of the women (74%) and men (63%) interviewed prefer short news reports to any other news genre. These figures are substantially higher than the consolidated findings. A particularly low proportion of Swazi women (7%) preferred in-depth features (compared to 24% men in Swaziland, and 29% women in the overall findings.) This probably reflects both the low levels of education and limited time that women have, in a country where many women news consumers play dual roles in the work place and as home-makers.

Women, more so than men, like interactive news: Double the numbers of women (14%) as men (7%) cited news that asks for feedback as their favorite genre. In a country where women's public participation is so limited, this is an encouraging finding. It underscores women's interest in participating in current affairs.

Opinion and commentary lag behind: As in other countries in the region a low percentage of women and men identified opinion and commentary as their preferred news genre. This may be due to a number of factors, including the relatively low reliance on newspapers (which are traditionally associated with this genre) for news; relatively low levels of literacy and education (especially among women); the fact that the genre itself is not well developed in the Swazi media, and that it is seen as targeting distant "decision-makers" rather than ordinary citizens.

There are still gender gaps in who decides on the news medium, but women are increasingly making independent choices: Similar to findings elsewhere, most men in Swaziland (60%, compared to the consolidated finding of 55%) make decisions about where they get their news from. Although fewer women (53%, but higher then the consolidated finding of 49%) can make this claim, given the status of women in Swaziland, the fact that the majority of women make their own choice, with little interference by a spouse or partner, is significant. It is a strong message to media decision-makers to start taking women consumers more seriously in their own right.

There are mixed perceptions about women's representation in the news: As in other countries in the study there are mixed views in Swaziland about whether the news reflects the concerns of women and men equally and if women are accessed "often" or "seldom" as sources. The GMBS showed that women constitute 17% of news sources in Swaziland. The varying perceptions regarding

gender balance in the news (as compared to the clear views on gender bias below) suggest that most audiences have not consciously thought about this issue. This finding points to the need for increased gender and media literacy among media consumers.

But strong perceptions about gender biases in portrayal: In contrast to the blurred perceptions on gender balance in the news, when asked to identify the roles in which women and men are most frequently portrayed in the news audiences reflected the findings in the GMBS. They said that women predominate in roles that emphasise their vulnerability and/or physical attributes, while men feature in a more diverse range of roles often associated with power, money and prestige.

And especially strong views on the use of views of images that portray women as mere sex objects: In a trend similar to that in other countries in the study, the vast majority of women and men said they find sexual images of women in the news either "uncomfortable" or "insulting". Contradicting the argument often put forward by media decision-makers that such images sell news; only a tiny proportion of women and men said they are encouraged to buy the newspaper or watch the news as a result of such images. This gap between media decision makers and consumers should be pause for thought.

There is ambivalence over whether the sex of a journalist makes a difference to coverage, but a clear view that women should be equally represented in the media: As in other countries, audiences in Swaziland did not have a clear view on whether men report most of the news or if female journalists write on different issues, or bring different perspectives to their coverage than men. However, most respondents believe there should be equal numbers of female and male journalists in newsrooms.

Time for change: Women and men in Swaziland said they want to see more human interest and positive stories. Women added that they want more stories on women's rights, concerns and issues. Men want more local news stories.

Women and men would find the news more interesting if the ideas and views of women were reported more often: A resounding 76% women, and relatively high 41% men, felt that the news would be more interesting if the ideas and views of women were reported more often.

It's not just about more women's voices but about women in diverse roles: Most women (79%) and men (51%) agreed that the news would be more interesting if there were stories about women doing a wider range of things.

CONTEXT

About Swaziland

Swaziland, one of the smallest countries in Africa, is almost completely surrounded by South Africa except for a short border to the east with Mozambique. The country has an estimated total population of just over one million people. Swaziland is one of the few surviving monarchies in Africa and has been governed without a constitution since 1973, although at the time of writing a draft constitution was being debated. Swaziland's economy relies mainly on the export of agricultural products, textiles, soft drink concentrates and paper products. The country is currently challenged by drought, which has resulted widespread poverty and unemployment, and a high HIV/AIDS prevalence rate.

Media context

In the absence of a constitutional democracy the media is severely restricted. Journalists operate in a hostile environment that sometimes results in them being detained and interrogated. The government plans to pass the Character Assassination Bill which will make it illegal for the media to criticise public figures. In addition to state newspapers and broadcasting services, Table 11.2 shows that the people of Swaziland have access to a limited number of privately owned media.

Table 11.2: Media in Swaziland

MEDIA	STATE	PRIVATE
Television		
Swazi TV	✓	
Channel Swazi		✓
Radio		
Swaziland Broadcasting Information Services (SBIS)	✓	
Lubombo Community Radio Station		✓
Trans World Radio		✓
Voice of the Church		✓
Newspapers		
Swazi Observer	✓	
Weekend Observer	✓	
Times of Swaziland		✓
Times of Swaziland Sunday		✓
The Voice		✓

There are several independent media bodies in Swaziland promoting media freedom and professionalism. These include:

- The Swaziland Media Publishers' and Allied Workers' Union (SMPAW).
- The Writers and Authors Association (WAA).
- Swaziland National Association of Journalists (SNUJ).
- Swaziland Media Women's Association (SMAWA).
- Swaziland Media and Gender Watch (SMEGWA) and
- The Media Institute of Southern Africa (MISA) Swaziland.

Gender and media in Swaziland

The GMBS found that women constitute 17% of news sources in Swaziland. Women's perspectives on mainstream issues are practically invisible. The majority of news stories in which women feature prominently are either sensational or "scandalous," portraying women negatively, or perpetuating existing gender stereotypes. The media itself in Swaziland is unquestionably a male-dominated industry, with a complement of less than ten percent women media practitioners and hardly any women in decision-making.

However, since the GMBS a strong gender and media movement has been developing in Swaziland. SMEGWA and MISA Swaziland have been working on various strategies to transform the Swazi media. These have included several training workshops for the media; visits to newsrooms; a high profile campaign during the Sixteen Days of Activism on Gender Violence and consistent monitoring of the media from a gender perspective.

In report to the Gender and Media (GEM) Summit held from the 12-14 September 2004 in Johannesburg, the partners identified the following activities as priority areas in Swaziland:

- To publicise the findings of the GMBS: Swaziland and the GMAS, particularly in media houses.
- To monitor the media and issue regular reports.
- To network and work with other NGOs working to transform gender relations in Swazi society.
- To strengthen and build the membership of the Swaziland Gender Media Watch (SMEGWA).

At the time of writing, gender and media activists in Swaziland were forming a local network of the Gender and Media Southern Africa (GEMSA) network launched during the GEM Summit.

THE GMAS

The preliminary desk top research for this study showed that there is little formal audience research carried out by the media in Swaziland. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regard to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

The GMAS is a follow-up to the GMBS, focusing on news consumers and how the interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research.

Locations

The salient features of the three locations in which the research was conducted are as follows:



Mbabane: Mbabane is the capital city, housing most of the government ministries and departments. Most the media organisations are also based in Mbabane.

The city's population is a mix of people from all over the country. Mbabane is surrounded by suburbs, townships, peri-urban and rural areas. Part of the city's population from surrounding areas travel to Mbabane on a daily basis. Others reside in Mbabane during the week but on weekends travel to their respective home areas. The city boasts of a population of 71 887 (Swaziland National Population Census Report, 1997).

Manzini: Manzini is the second largest city in Swaziland. It is regarded as the industrial capital of Swaziland. People flock to Manzini in search for employment. Such people service the industries mainly situated in the adjoining township of Matsapha. Some of the country's leading newspapers have bureaus in Manzini. The city of Manzini has a population of about 53 558 according to the 1997 population census report.

Pigg's Peak: Pigg's Peak is a town in the northern part of Swaziland, about 100 km from Mbabane. This city has a population of about 4 247. Pigg's Peak is the major town in the Northern Hhohho region. A large number of the people in this town work in the tree plantations that surround the town.

Demographic information

As illustrated in table 11.3, in Swaziland, the research was to include interviews with 90 women and 90 men in three locations: Mbabane, Manzini and Piggs Peak. The actual sample was 91 women and 88 men.



Table 11.3: Research sites in Swaziland

Country	Sites	% women	% men
Swaziland	Mbabane		
	Manzini		
	Piggs Peak		
Total		91	88

Figure 11.1 illustrates the distribution respondents across age and sex variables.

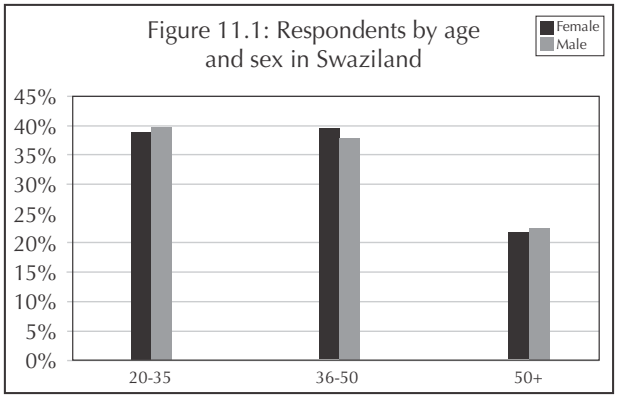
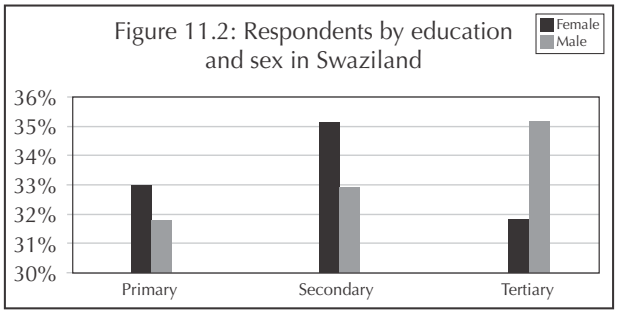
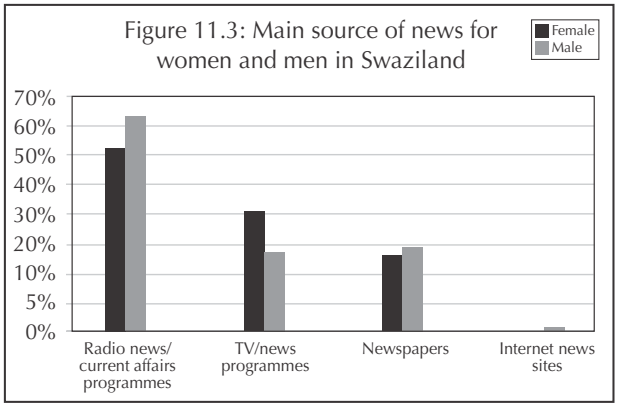


Figure 11.2 illustrates the breakdown of respondents by education level.





The main source of news in Swaziland is radio



FINDINGS

Media availability and use

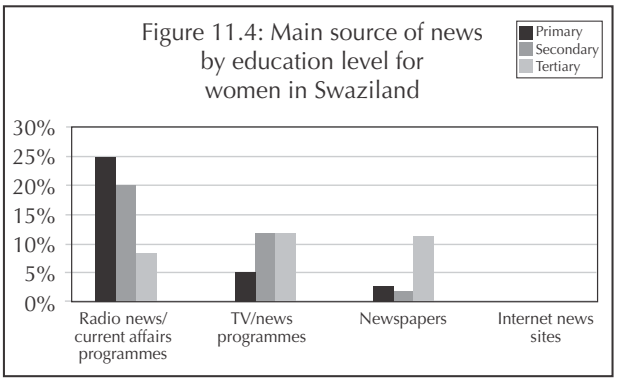
Main source of news

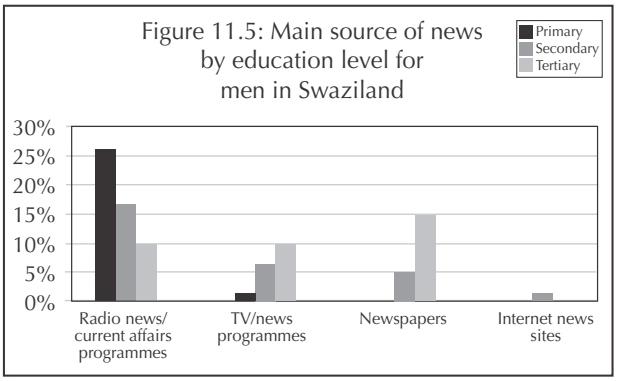
Radio: With 53% women and 63 percent men citing radio as their main source of news, the dominance of radio in Swaziland is marked, and is forurth(after Malawi, Lesotho and Angola) in the study. For women and men, the primary reason for choosing radio is that they can "do other things at the same time."

Television: In a trend noted in other countries in the study, 31% women (much higher than 17% men) chose television as their main source of news. For women and men, the primary reason for choosing television is that they "like to see what is going on." This explanation does not account for the wide gender gap, which might possibly be accounted for by the high level of mobility among men in Swaziland, leaving radio as a more "portable" option.

Newspaper: Men (19%) chose newspapers as their second option, but with 16% women also citing newspapers as their main source of news, the gender gap in newspaper consumption is clearly narrowing in Swaziland. Both women and men said that the primary reason for choosing newspapers is "that they can access it when it is convenient."

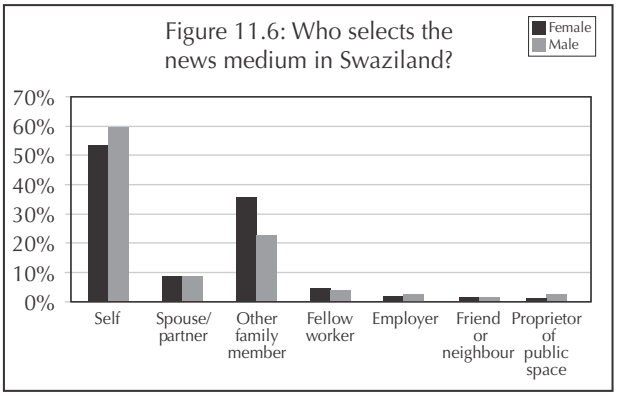
Education: Further analysis by education levels illustrates that the highest proportion of radio news listeners have primary level education amongst both women and men. Substantial numbers of women and men with secondary level education also prefer radio news to news in any other media. A high proportion of women with secondary and tertiary level education prefer television as their main source of news. The majority of both male and female newspaper consumers have a tertiary education.





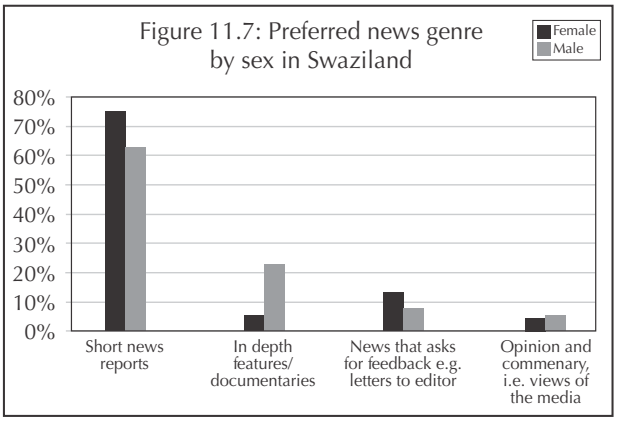
Media selection and acquisition

Figure 11.6 illustrates the fact that most women and men make their own decisions about which medium to buy, listen to or watch. The figure for women (53%) – particularly in a socially conservative country like Swaziland - challenges conventional wisdom that women do not select their own news medium but consume news from a medium selected by a spouse or partner. The second highest category is other family member which does not include spouse or partner.



News genres

Most women (74%) and men (63%) prefer short news reports as opposed to any other news genre: higher proportions than in the overall findings. A substantially higher number of men (24%) in the sample prefer in-depth features and documentaries to women (7%). These findings reflect the low levels of education and media literacy in Swaziland, especially among women.



Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. As in the other countries in the study, most men in the sample chose sport, political stories and stories about ordinary people or everyday events as their top three, while most women chose education and social issues as their first and second choice, followed by health and HIV/AIDS. The GMBS showed a heavy bias in coverage towards the kinds of topics highlighted by men as being of most interest to them, suggesting that media decision-makers are not paying sufficient attention to women's interests.



Audiences want more stories on everyday events.

Figure 11.8: Most preferred news topics for women in Swaziland

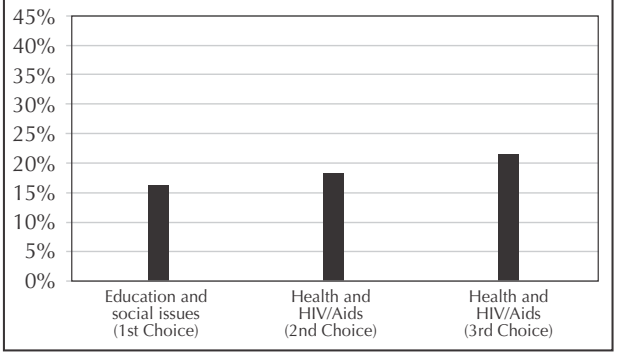
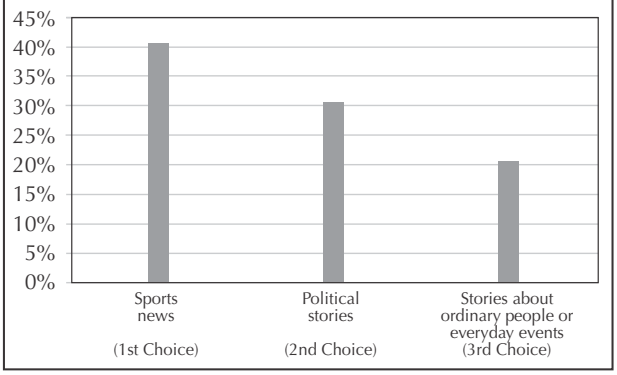


Figure 11.9: Most preferred news topics for men in Swaziland



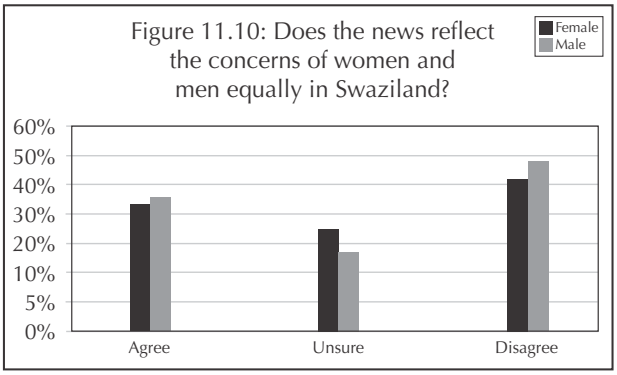
Does the news reflect the concerns of women and men equally?

Most women and men, but especially men, in the sample believe that the news *does not* reflect the interests of women and men equally (48% men compared to 42% women.) More women (25%) than men (17%) are unsure about whether the news reflects the interests of women and men equally. Almost equal numbers of women (33%) and men (34%) believed that news did reflect the interests on women and men equally.

Explaining their responses women acknowledged an improvement in gender sensitivity in the media, which they attributed to the growth of the number of women in public office and business. But they expressed concern that the interests of working class women are still ignored and that often the stories about women perpetuate negative stereotypes about women.

Men in the sample attribute the unequal coverage of women's concerns in the news to culture and the legal status of women in Swaziland, where women are perpetual minors. There is also a sense that the news focuses on "national issues" and that women do not play a role in national priorities.

Figure 11.10: Does the news reflect the concerns of women and men equally in Swaziland?





Women are perpetual minors in Swaziland.

One step forwards, two steps backwards?

The following are some of the comments made by women in response to the question: Does the media reflect the concerns of women and men equally?

- "When reporting about women, the media exaggerate on dirty stories that the women are involved in. There is a lack of responsible reporting."
- "We have to give credit where it is due. Our media has made an effort to balance content. I think they are conscious of this and we see the results in the news."
- "Most women are represented in the news, usually on issues pertaining to abuse and welfare."
- "Women are still not recognised as equal and capable as men."
- "It is difficult to tell but the ordinary woman is still out in the cold. The concerns of the working class women are not fully represented."
- "They report differently about men and women, …"
- "News is mainly dominated by men, and the only time women make news is when they have done something wrong."

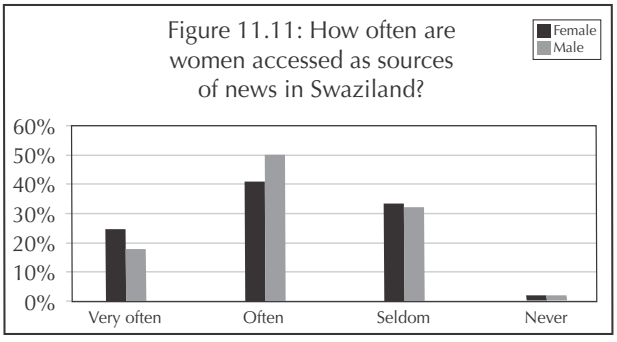
Men added:

- "Males always dominate because of our culture, this goes as far as affecting the news content."
- "In our country, we are not yet concerned about issues of both males and females equally. We are still gender biased."
- "Priority is given to national issues which are mostly about men and they come from men in most instances."
- "Women cannot be at the same level as men, since a woman is a minor."
- "At most times what is being said by a woman is not taken seriously, so it is not reported."
- "Women's concerns are least reflected, but that is not a problem because their interests are least important. Even God created men ahead of women."

Women as sources of news

Most women (40%) and men (50%) in the sample believed that women were used as sources in stories "often". These figures were higher than the figures for all thirteen countries (36% for women and 37% for men). Fewer women (33%) and men (31%) believed women are used "seldom" as sources of news.

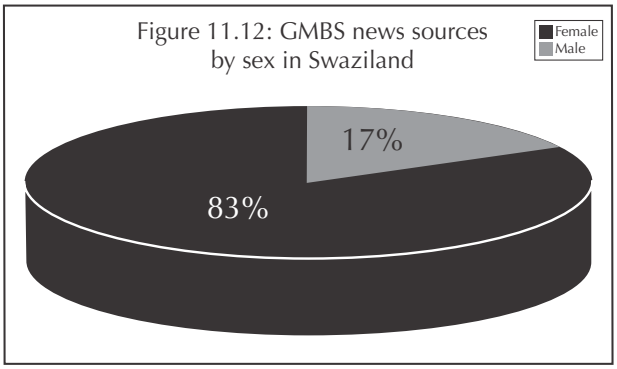
Figure 11.11: How often are women accessed as sources of news in Swaziland?



What the GMBS showed

The GMBS in Swaziland found that women constituted only 17% of news sources which is the same as the regional figure of 17% and marginally lower than the global figure of 18%. The varying perceptions may be attributed to different levels of gender and media awareness and the need for continued advocacy around the findings of the GMBS in Swaziland.

Figure 11.12: GMBS news sources by sex in Swaziland



How are women and men represented in the news?

Women and men in the sample were asked to choose from a list of categories how they see women and men represented in the news.

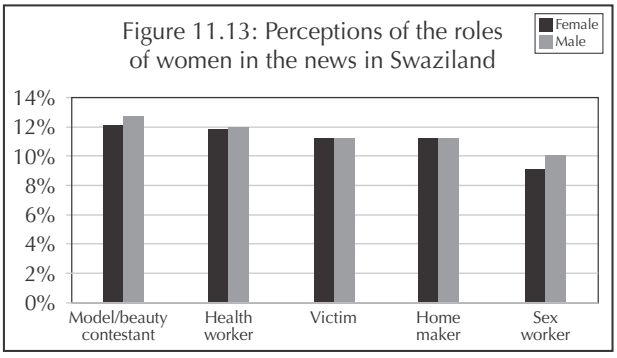
Most women and men in the sample said women feature in the news most often in the roles of model/beauty contestants; health workers; home-makers; victims; sex-workers and citizen/member of public or community. The findings closely mirror those of the GMBS which monitored actual content and found that women were represented in the news mostly as beauty contestants, home makers, office and service worker, and students.

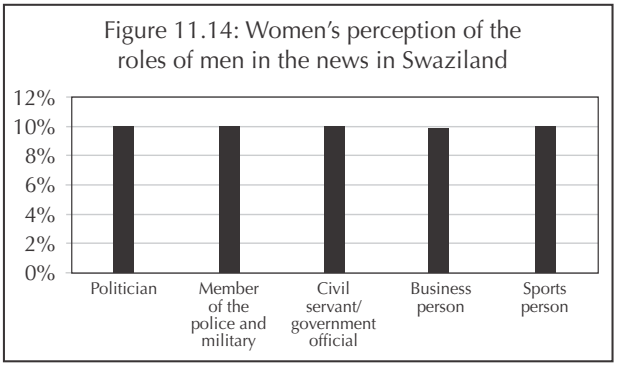
Similarly, most women and men in the sample said men are most likely to appear in the news as politicians; members of the police and military; civil servant/ government official and sports person. Women identified business person as their fifth choice and men identified criminal as their fifth choice.

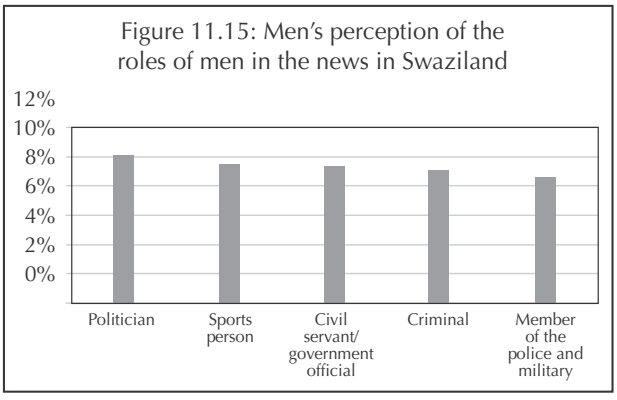
The Swaziland GMBS found that men were represented in the news mostly as miners; police/military; royalty; government official; sports person and politician.



Men are most likely to be portrayed in official roles.



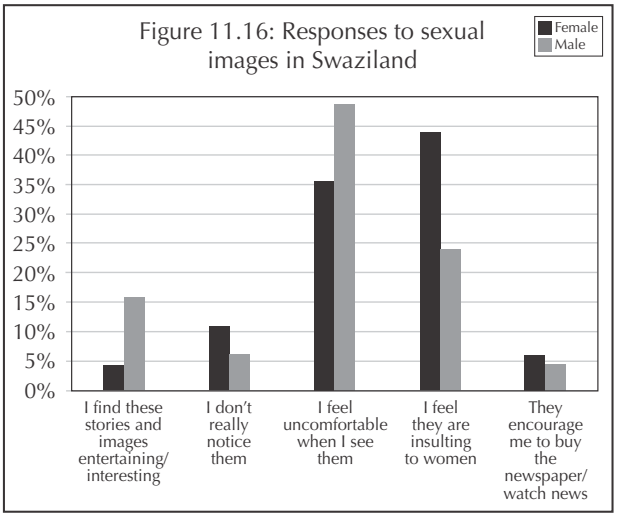




Sexual images

In findings that mirror the trend in others countries in the study, a total of 47% men and 35% women said they are "uncomfortable" with sexual images in news, while 38% women and 18% men said such images are "insulting" to women.

Women said they consider these images humiliating, harmful and disrespectful to all women. Men in the sample were particularly concerned that these images contradicted "culture" and that they could impact negatively on children. They also expressed the view that sexual images were embarrassing to women and could lead to them losing respect in society.



Where is respect for women?

Explaining their response to the question of sexual images, Swazi women had this to say:

- "It is degrading to all women. I feel like I am also displaying my body."
- "I am a woman myself, I hardly see a man naked, so why us?"
- "Because it portrays us as sex objects."
- "Degradation of women. They are portrayed as objects, not people who can do things on their own. Women have to be objects in order to make it big in life, and that is how the media shows them to be."
- "This makes women lose respect and dignity."
- "Degrades women and promotes their abuse."
- "It discourages what we teach youth, to respect their bodies."

Men added:

- "I feel they are insulting to women because the media presents them with pre-intent."
- "They are not presented well. I would not like my child to see them, because I would not be able to explain what they mean."
- "I believe it destroys women's dignity."
- "It's degrading to all women and the country as well."
- "It is neither Godly nor Swazi."
- "I think it is degrading and disgrace to all women due to our cultural beliefs."
- "We can still have good stories without immoral images and strong language."

Media practitioners

Most women and men agree that it is mostly men who report the news. But while men said they preferred stories written by men, women said the opposite. There were mixed views on whether women journalists report on different kings of news to men. But both women and men, and especially women (81%, compared to 63% men) agreed that there should be gender equality in newsrooms.

Table 11.4: Perceptions of media practitioners in Swaziland

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that is is mostly men who report the news.	78	82	10	8	12	10
I prefer news stories reported by men.	27	51	39	34	34	15
I prefer news stories reported to women.	45	16	34	62	21	22
I think that women report different kinds of news stories to men.	52	46	29	39	19	15
I think that there should be equal numbers of male and female reporters.	81	63	9	15	10	22

Audience preferences

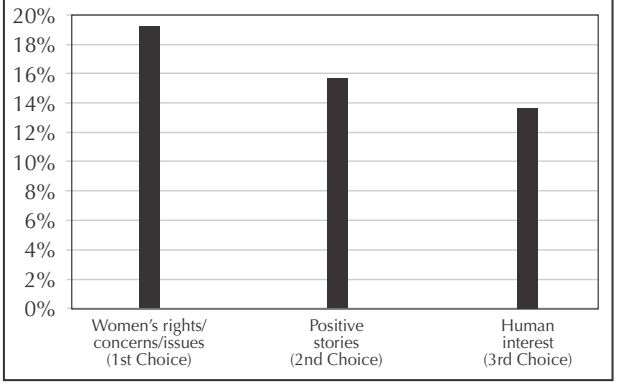
Types of news

Respondents were asked, in the form of open-ended questions, what they would like to see more of and less of in the news. The answers were grouped.

More positive stories

Women and men want to see more positive and human interest stories. In addition women want to see more stories about women's concerns and issues; while men want to see more stories that cover local and community news.

Figure 11.17: Top three types of news preferred by women in Swaziland





Men would like more human interest, local news.

Fewer sexual images, less war

Most of the respondents (women and men) want to see fewer sexual images and less war in the news. In addition, women want see less violence and men want to see fewer stories on HIV/AIDS.



Soldiers need not be at war!

More women's voices

Most women (76%) and men (41%) in the sample agree that the news would more interesting if the views of women were reported more often. Fewer respondents (12% of women and 26% of men) in the sample believe the news will no different. A relatively low percentage of women (12%) felt the news would be less interesting if the ideas of women were reported more often. However 32% of men in the sample believed the news would be less interesting if the ideas women were reported more often.This relatively high percentage of men holding the view that the news would be less interesting if women are sourced more often speaks to the highl patriarchal society in Swaziland

Figure 11.18: Top three types of news preferred by men in Swaziland

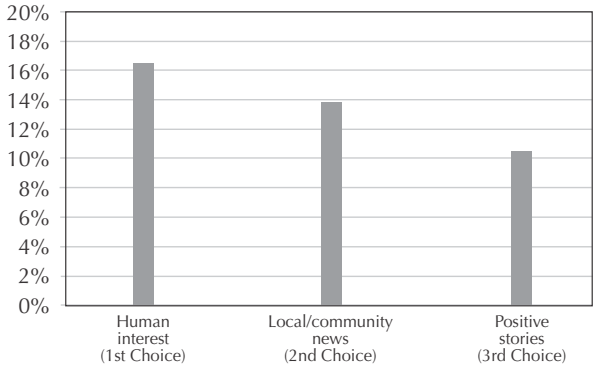


Figure 11.19: Top three news topics that women want to see less of in Swaziland

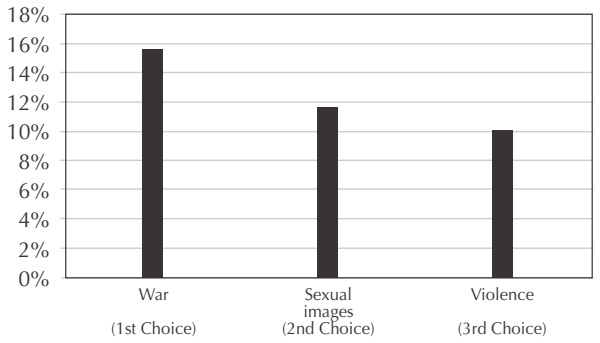


Figure 11.20: Top three types of news that men want to see less of in Swaziland

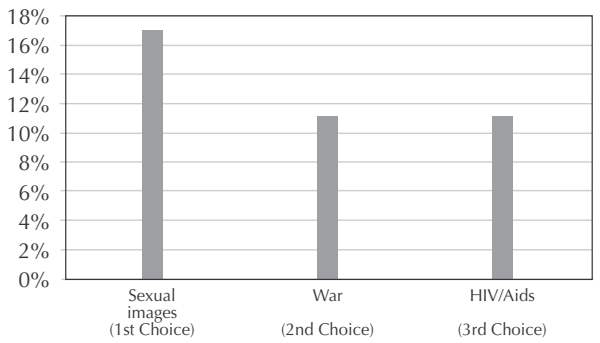
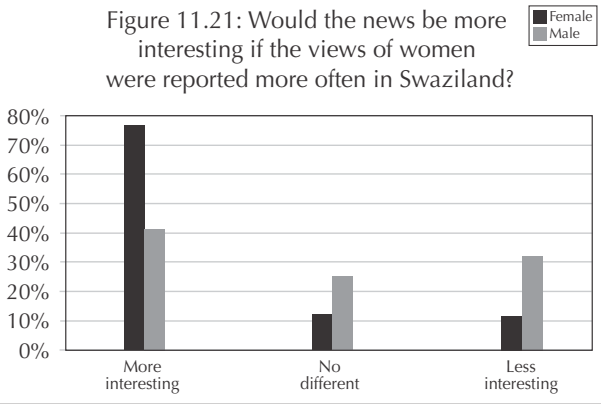


Figure 11.21: Would the news be more interesting if the views of women were reported more often in Swaziland?



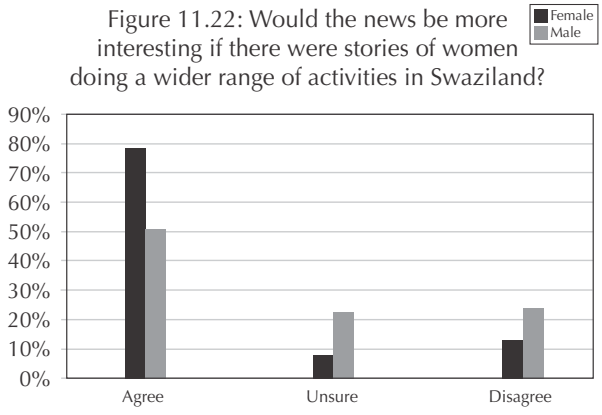
More diverse roles

According to 79% of women and 51% of men in the sample the news would be more interesting if there were stories of women in a diversity of roles.



Climbing to the top...

Figure 11.22: Would the news be more interesting if there were stories of women doing a wider range of activities in Swaziland?





Respondents were asked, in the form of open-ended questions, to identify the ways in which women and men should be represented more in the news. Respondents provided answers that were subsequently analysed and grouped together.

New roles for women

Women and men identified three common roles as those in which they would like to see women in more often: professional roles; in public life and in leadership roles. In addition, women identified the role expert/ opinion makers and men the role of business person as additional options. A few women and men said they did not want to see women represented in any other way.

Figure 11.23: How do women want to see women in the news in Swaziland?

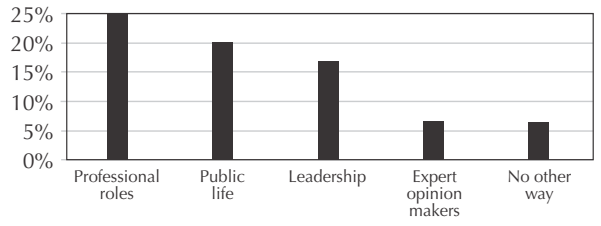
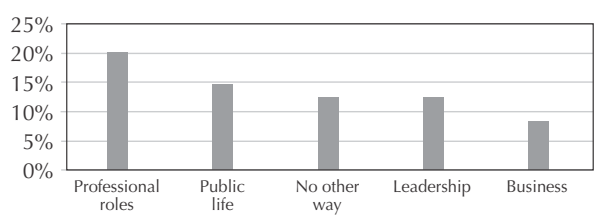
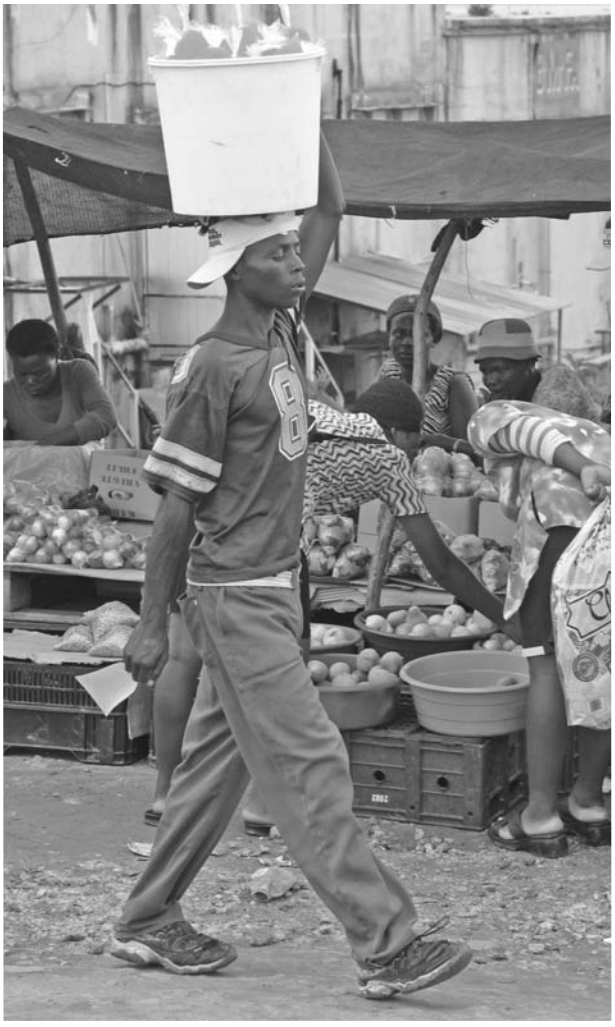


Figure 11.24: How do men want to see women in the news in Swaziland?



New roles for men

Relatively high proportions of both women and men felt it is not be necessary for men to be portrayed in any other way. However, both women and men identified the need for more men to feature in the news as care-givers; home-makers and parents. In addition, women cited "non-traditional roles" and men, "models".



Sharing the load.

Figure 11.25: How do women want to see men in the news in Swaziland?

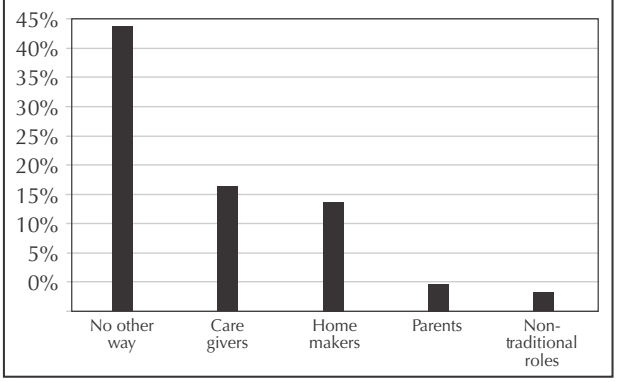
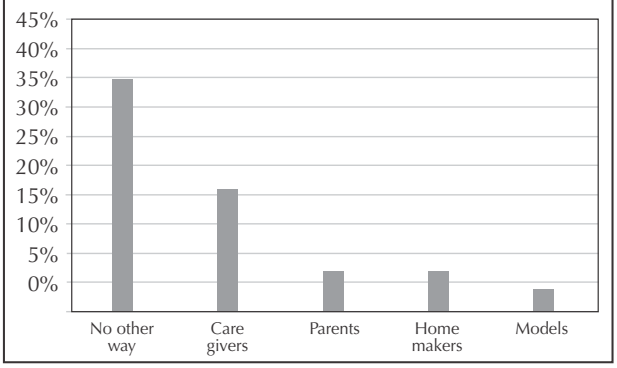


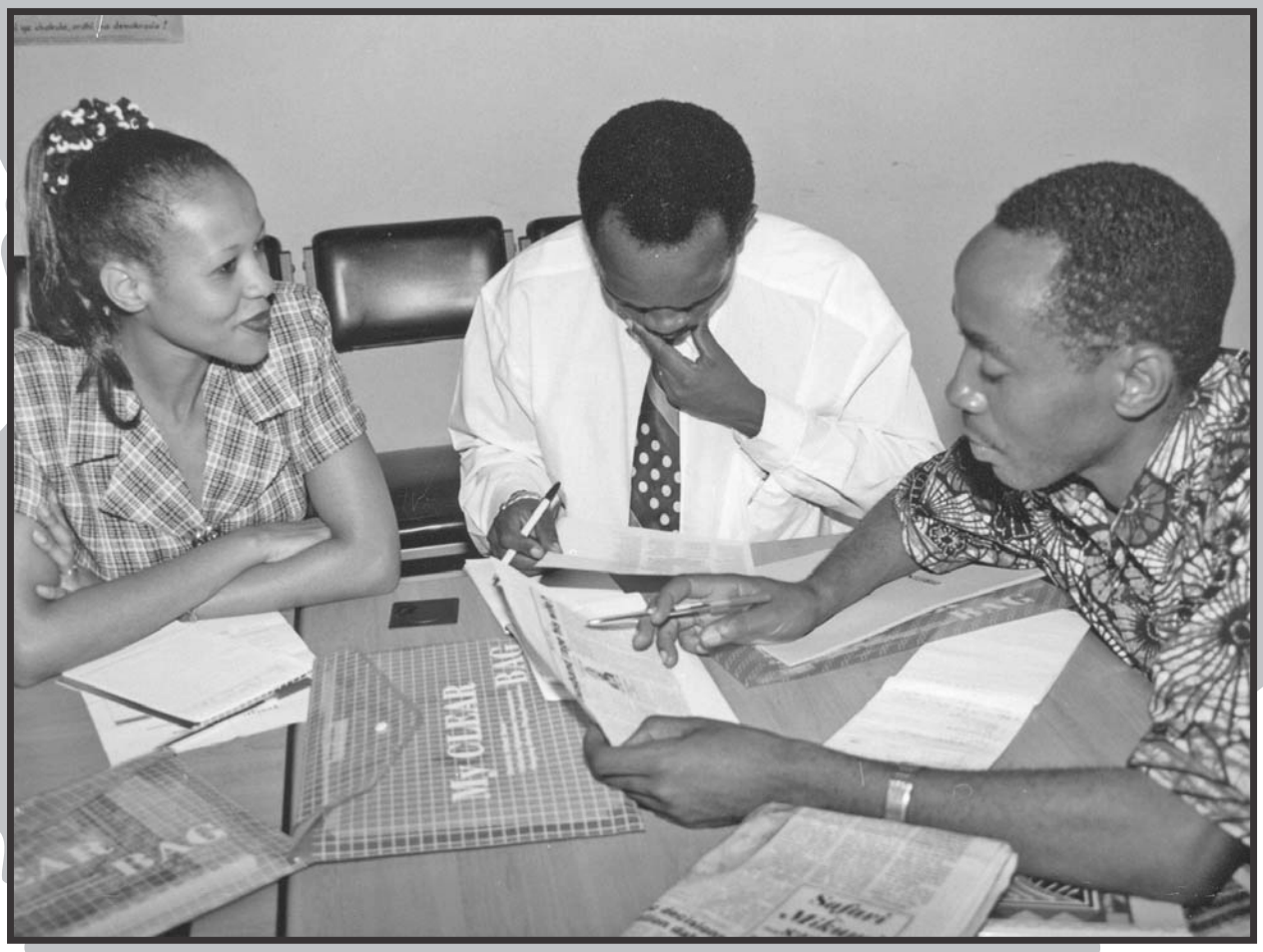
Figure11.26: How do men want to see men in the news in Swaziland?



Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.

Chapter twelve: Tanzania



Watching the media in Tanzania.

GENDER & MEDIA AUDIENCE STUDY

gender links

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

MEDIA INSTITUTE OF SOUTHERN AFRICA
MISA
PROMOTING MEDIA DIVERSITY • PLURALISM • SELF-SUFFICIENCY • INDEPENDENCE

Table 12.1: Summary of key data from the findings of the GMAS in Tanzania

KEY DATA	Tanzania		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	51	48	51	51
Television	40	31	37	31
Newspapers	8	20	11	16
Internet	1	1	1	2
Who selects the news medium?				
Self	41	49	49	55
Spouse/partner	17	16	14	12
Other family member	30	25	28	23
Fellow worker	1	2	2	2
Employer	3	2	2	2
Friend or neighbour	7	5	4	4
Proprietor of a public space	1	2	0	2
News preferences (genres)				
Short news reports	66	62	55	53
In depth features	23	31	28	32
News that asks for feedback (e.g. Letters to the editor)	4	4	12	10
Opinion and Commentary	7	3	5	5
How women and men are represented and portrayed *New stories reflect the interests of both men and women equally.*				
Agree	34	35	40	43
Unsure	14	17	17	16
Disagree	52	48	42	41
How often are women used as sources in news stories?				
Very often	23	18	18	21
Often	28	18	36	37
Seldom	48	59	42	39
Never	2	5	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	4	11	4	12
I don't really notice them	4	8	8	10
I feel uncomfortable when I see them	47	37	43	36
I feel they are insulting to women	42	33	42	34
They encourage me to buy the newspaper or watch the news	3	10	3	8
What audiences would like to see more of *If the ideas and views of women were reported more often, the news would be*				
More interesting	72	45	68	47
No different	22	34	22	36
Less interesting	6	22	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	85	62	78	59
Unsure	5	16	10	19
Disagree	10	22	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Tanzania Gender and Media Audience Study (GMAS) conducted by Gender Links in partnership with the Media Institute of Southern Africa (MISA) Tanzania and the Gender and Media Southern African (GEMSA) Network (Tanzania chapter). It is the first comprehensive study of audience news consumption patterns and preferences in Tanzania generally, as well as the gender dimensions of these.

The findings are based on the responses of 156 women and 147 men, a total sample of 303 in Kinondoni, Ilala and Temeke. The theoretical framework for the research and the methodology are described in detail in Chapter One, the overview to this report.

Key findings

Table 12.1 provides a summary of the key data from Tanzania and the consolidated (all thirteen countries) findings of the GMAS. The key findings include:

Radio is the main source of news, although a large number of men and women are also inclined to television: Although a greater percentage of women (51%) and men (48%) chose radio as their main source of news, television is fast catching up as 40% women and 31% selected this medium.

There is a big gender gap in newspaper readership: With the exception of Zimbabwe and in a finding similar to that in Mauritius, Tanzania has the second highest gender gap in newspaper readership in the study. 20% of men in the sample as compared to 8% of women selected newspapers as their main source of news.

There is a strong correlation between levels of education and the main source of news, especially among men: In a pattern mirroring the findings in most other countries, the majority of respondents who chose radio as their main source of news had primary education, while those who chose newspapers as their main source of news had secondary or tertiary education. None of the women and men with primary and secondary education cited the Internet as a main news source and only 1% of those with tertiary education did so.

Women and men prefer short news reports: Consistent with the regional findings, women (66%) and men (62%) prefer short news items to any other genre. This is followed by in-depth features. As in other countries in the study, more men (31%) than women (23%) chose this type of news.

But more women than men prefer opinion and commentary: In a finding similar to that in Mauritius and Zimbabwe, and different to the other countries in the study, more women than men prefer opinion and commentary. 7% of women interviewed in Tanzania chose opinion and commentary as their preferred genre, compared to a much lower percentage of men (3%).

News that asks for feed back is not popular among both women and men: Only 4% of women and men cited news that asks for feedback as their favourite genre; the lowest in the study and considerably lower than the regional average of 12% for women and 10% for men. The findings pose a challenge to media decision-makers to popularise these genres because they provide avenues for citizens to participate directly in the creation of news as well as make their voices heard.

Fewer women and men make independent choices about what news medium to access: In contrast to the overall findings, 41% women (compared to 49% women in the consolidated report) and 49% men (compared to 55% men in the consolidated) make decisions about where they get their news from. A relatively large number of Tanzanian women (30%, equal to women in Zimbabwe and the highest such proportion in the study) get their news from a medium selected by a family member other than the spouse/partner. The comparative figures for men are 25% (equal to Mozambique and also highest in the study) as compared to the consolidated figure of 23%.

There is a fairly high level of awareness on gender imbalances in the news: Some 48% women and 59% men (both figures higher than the consolidated finding of 42% women and 39% men) state that women are hardly accessed as sources of news. More women (52%) than men (48%) say that the news does not reflect the concerns of women and men equally. The GMBS showed that women constituted 16 percent of the news sources in Tanzania. The relatively high level of awareness of women's representation in the news can be attributed to the long history of advocacy on these issues in Tanzania by groups like TAMWA, GEMSA and MISA.

And strong perceptions about gender biases in portrayal: In findings that resonate with the GMBS, Tanzanian respondents said that women are mostly featured in the news in the roles of model/beauty contestant, homemaker, victim, sex worker or entertainer. On the other hand, men are frequently seen in the news as politicians, government officials, business persons, scientists or criminals.

And especially strong views on the use of images that depict women as mere sexual objects: As in most of the other countries in the study, high proportions of both women and men, but especially women, found sexual images of women in the news "uncomfortable" and "insulting". 54% of respondents in Tanzania identified sexual images in the news as the kind of news they would like to see less of.

Men are seen as the reporters and makers of news, but there is strong support for gender equality in newsrooms: While a relatively high number of females (38%) and males (32%) agree that Tanzanian female journalists

report on different types of news compared to their male counterparts, views on this issue are mixed. However, 83% women and 73% men said there is need for women and men to be equally represented in newsrooms. This is an important message to media decision-makers about the need for gender policies in newsrooms, as well as gender training for male and female journalists.

Women and men want to see more human interest and positive stories; and women more stories about their concerns: Tanzanian women and men would like to see more positive stories in the news. In addition, women want more stories on women's rights/concerns/issues while men want more in-depth news and analysis, and also more local/community news.

Women and men, but especially women, would find the news more interesting if the ideas and views of women were reported more often: A high proportion of women (74%) and men (45%) said the news would be more interesting if the ideas and views of women were reported more often. This is consistent in findings from many other countries in the study. Only 22% of women and 34% of men said the news would be "no different".

It's not just about more women's voices, but about women in diverse roles: The vast majority of women (77%) and the majority of men (51%) agreed that the news would be more interesting if there were stories about women doing a wider range of things. Women and men also want to see more men in non-traditional roles such as parents, care-givers and home-makers.

CONTEXT

About Tanzania

Tanzania rises from the Indian Ocean to the great plateau that forms much of Southern and Eastern Africa. Tanzania shares borders with eight other countries: Kenya to the northeast, Uganda to the northwest, Rwanda and Burundi to the northwest, The Democratic Republic of Congo (former Zaire) to the west, Malawi and Mozambique to the south and Zambia to the southwest. A large country of 937,000 sq. km., Tanzania has a population of over 30 million.

Tanzania functioned as a single party state from independence in 1961 until 1992 when constitutional changes allowed for political pluralism. Under the leadership of Ali Hassan Mwinyi, Tanzania moved away from socialism, and embraced economic liberalisation. President Benjamin Mkapa took office as the third post-independence president in the 1995 elections. Tanzania had its third multi party elections in October 2005.

Media context

The growth and role of the media in Tanzania has been shaped by four phases that are distinct from each other in the history of Tanzania: the colonial period, the post colonial period, the ujamaa period and the post ujamaa (or liberalism) period.

Prior to political pluralism, the ruling party and its government owned most of the media. The Chama Cha Mapinduzi Party (CCM) had two newspapers: the Daily Uhuru and the weekly Mzalendo newspaper. The government owned a public daily paper, Daily News and a weekly sister publication, Sunday News. All the four papers still exist under the same ownership and management. All newspapers and other media outlets that existed during the colonial period functioned under constraint. The colonial authorities made sure that the media were not too critical of the colonial administration. This situation changed gradually with the rise of nationalism. The criticism was directed at the colonial powers.

With the introduction of multipartyism in 1992, a new law, the Tanzania Broadcasting Services Act 1993 came into place. This has been accompanied by an explosion of new independent media, which has stripped away the veil of censorship that the state media had drawn over the life of citizens for decades.

The way journalism has grown in Tanzania in the past decade is truly phenomenal. From the five state-party owned newspapers and one radio station in 1992, the industry now boasts of 20 daily papers, 53 weeklies and 42 other regulars. There are also 26 radio stations, 15 television stations and 20 cable operators scattered throughout the country.

The number of journalists has also increased from 230 in 1990 to around 3,000 today, while the labour force in the booming industry is now estimated at 10,000. The proliferation of private media and the resultant competition has also expanded consumer choices for news and information. Equally important, recent studies indicate wide reliance of citizens on the media for news and information on public affairs (Liyiga 2001; MISA 2003).

There are, however, a number of concerns regarding the quality of journalism. Readers, viewers and listeners are concerned that journalists get too much wrong too often; that reports are not factually accurate and are often unfair. There much focus on what is wrong, and often not enough on reporting and explaining what is working and succeeding.

There are several independent media bodies in Tanzania promoting media freedom and professionalism. These are:

- The Media Institute of Southern Africa (MISA-Tanzania)
- The Media Council of Tanzania (MCT)
- Association of Journalists and Media Workers (AJM)
- Tanzania Union of Journalists (TUJ)
- Tanzania Media Women Association (TAMWA)

Gender and Media in Tanzania

Like many other African countries, Tanzania has seen the growth of freedom of information and expression heralded by the advent of a multiparty political system. However, the media in Tanzania still faces multiple challenges in achieving gender equality in both its content and structures. Within the media, women are concentrated in administrative and support positions. Coverage of women and gender issues as evidenced by the Gender and Media Baseline Study (GMBS) reflects inequalities, sexist attitudes and gender biases. Men in the media are seen as the makers and shapers of news while women are ignored.

The GMBS, the most comprehensive regional study on gender and the media to be undertaken globally, showed that women's voices are grossly under-represented in the media and that only 16 percent of the news sources are women. This figure is below the regional average of 17% and the global 18%. The study revealed that women as news sources are virtually absent in certain occupational categories and are represented in limiting roles; featuring more as sex workers and beauty contestants. Men on the other hand dominate in most of hard news categories.

Table 12.2: Media in Tanzania

MEDIA	STATE	PRIVATE
Daily Newspapers		
Majira Newspaper		✓
Mtanzania		✓
The African		✓
The Guardian		✓
Alasiri		✓
Nipashe		✓
Mwananchi		✓
The Citizen		✓
Daily News	✓	
Uhuru	✓	
Msanii Africa		✓
Tanzania Daima		✓
Weekly Newspapers		
Dimba		
Bingwa		
Rai Newspaper		✓
Taifa Letu		✓
Mzalendo	✓	
Mwanaspoti		✓
Sani Newspaper		✓
Mwafrika		✓
Alfajiri		✓
Michapo		✓
Spoti Starehe		✓
Business Times		✓
Dar Leo		✓
The Express		✓
Sunday News	✓	
Mzalendo	✓	
Burudani		✓

Tanzania, like South Africa and Mozambique (the other two countries with the highest representation of women in parliament in the region) had some of the lowest proportions of women politicians being accessed as news sources. At the time of the study the country had 23% women in parliament, yet women comprised only 10% of those accessed for their opinions on political stories.

MEDIA	STATE	PRIVATE
TV Broadcasting		
Television Ya Taifa (TVT)	✓	
Coastal Television		✓
Network) (CTN)		✓
C2C Television		✓
Dar es Salaam Television		✓
(DTV)		✓
Channel Ten Television		✓
Dar Es Salaam Television (Pay TV)		✓
Independent Television (ITV)		✓
Independent Television 2 (Itv2)		✓
Star TV		✓
Abood Television		✓
Sokoine University Of Agriculture		✓
Television (Suatv)		✓
Cable Entertainment Network (Cen)		✓
Television Burudani (Arusha)		✓
Television Burudani (Dar Es Salaam)		✓
Agape Television		✓
Radio Broadcasting		
Radio Tanzania Dar Es Salaam (RTD)	✓	
PRT-Radio Tanzania	✓	
Radio Free Africa (RFA)		✓
Radio Kiss FM		✓
Radio One		✓
Radio East African FM		✓
Radio Sky FM		✓
Radio Sauti Ya Injili		✓
Clouds Entertainment Radio FM		✓
Radio Choice FM		✓
Radio Tumaini		✓
Radio Tumaini International		✓
Radio Uhuru FM		✓
Sauti Ya Tanzania Zanzibar	✓	
Magic Fm Radio		✓
Radio Maria		✓
Radio 5 Arusha		✓
Radio Chemchemi Sumbawanga		✓
Radio Ukweli		✓
Radio Saut FM Stereo		✓
Abood Radio		✓
Radio Faraja		✓
Business Times Radio FM		✓
The Quran Voice Radio (QVR)		✓
Radio Nachingwea		✓
Wapo Radio		✓
Orkonerei FM Radio, Arusha		✓
Sunrise FM Radio, Arusha		✓

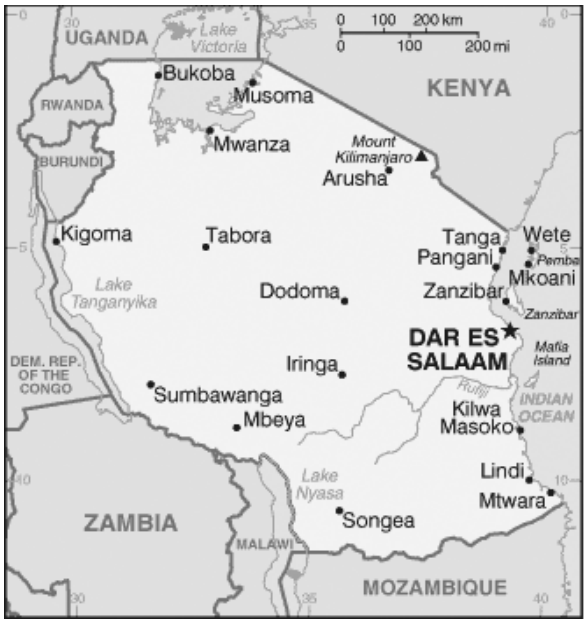
A strong gender and media movement has emerged in Tanzania and is working together to monitor and engender the media. Tanzania Gender Network Programme (TGNP), Tanzania Media Women's Association (TAMWA) and the Ministry of Community Development (MCDGC), Gender and children in collaboration with MISA have spearheaded several initiatives. The partnership between TGNP, TAMWA and MCDGC resulted in ground breaking pilot project of Enhancing Women's Visibility in Leadership Positions. This led to many women coming forward to vie for different political positions in the 2005 elections.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The preliminary desktop research for this study showed that there is little formal audience research carried out by the media in Tanzania. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regards to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

Locations

The salient features of the three locations are as follows:



Kinondoni district is surrounded by the historical town of Bagamoyo to the north, the Indian Ocean to the east, Ilala district to the South and Pwani region to the west. It is the elite district of Dar es Salaam where United Nations workers, Embassies, expatriates, government leaders and elite people live.

Ilala district is situated South of Kinondoni district, North of Temeke district and the Indian Ocean to the east and is situated at the center of Dar es Salaam city. A large portion of the population constitutes migrant business people. It is the most congested district with many business and government offices located here. It leads in business activities that are run by mostly Indians, Arabs and people from Far East.

Temeke District is surrounded by Ilala district at the north, Indian Ocean to the east and Pwani region to the south. It is the least developed, with a poor road infrastructure. However, it has the second largest stronghold of the Civic United Front (CUF) political party.

Demographic information

The study targeted 153 women and 153 men (306 in total) and included interviews with 147 men and 156 women (a total of 303 respondents).

Table 12.3: Research sites in Tanzania

Country	Sites	women	men
Tanzania	Kinondoni Itala Temeke		
Total		156	147

Figure 12.1 illustrates the distrubition od 156 women and 147 men across different age groups (20-35; 36-50 and 50+).

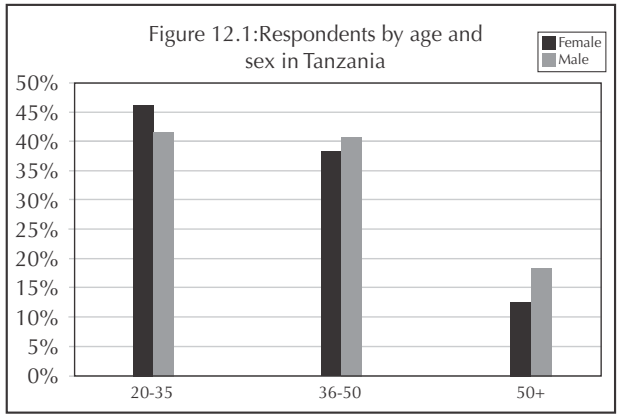
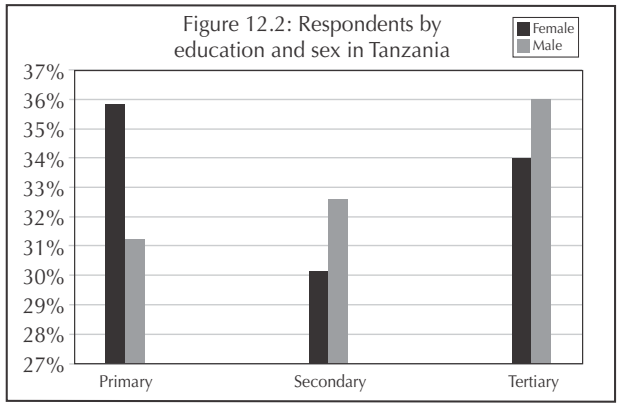


Figure 12.2 illustrates the numbers of respondents by education level (primary; secondary and tertiary).



FINDINGS

Media availability and use

Radio: As in nine of the other countries in the study, radio is the main source of news in Tanzania. As is the case in most other countries, more women (51%) than men (48%) use this medium to get their news. For both women and men, the main reason cited for their preference of radio is that "it is affordable/does not cost me anything".

Television: Chosen by 40% of women (a figure that is higher than the regional average of 37%) and 31% of men the same as the consolidated finding) television emerged as the second most important source of news. Reflecting findings in other countries, more women than men prefer this medium. Women chose this medium because they "can get up to the minute/breaking news"; while men say it is for "in-depth news". The high number of women and men in Tanzania relying on television for news reflects the increase in TV stations in the country from two in 1994 to twenty at present. Most of these stations have a country-wide coverage.

Newspapers: As is the case in a majority of other countries in the study, newspaper readership in Tanzania is low. Again, as findings in nine countries in the study reveal more men (20%) than women (8%) rely on newspapers for their news. The percentage of males who use newspapers as their main source of news in Tanzania is higher than the consolidated finding of 16%. However the gender gap for Tanzania is second highest in the region (similar to Mauritius), reflecting disparities in literacy, education, spending and social power between women and men.

The reason for choosing newspapers as the main source of news for men is its affordability while women say, "it is in my mother tongue", again reflecting differences in levels of education between women and men. Many respondents stated during the survey that they don't trust news items from newspapers as the titles or headlines sometimes differ from the contents.

The Internet*:* An equal proportion men and women (1%) identified the Internet as their main source of news. Although this is low, and points to the need for the creation of access to, and use of ICTs, it is heartening that women and men appear to be at par where this medium is concerned.

Education*:* Further analysis by education levels shows that women and men with primary level education constitute the highest proportion of those who use radio as their main source of news. Equal numbers (12%) of women with secondary and tertiary level education; and equal proportions of men with secondary education chose television as their main source of news. Women (3%) and men (9%) with tertiary level education constitute the majority of those who chose newspapers as their most important source of news. Internet was identified as a main source of news by women with secondary education and men with tertiary education.

Figure 12.3: Main source of news for women and men in Tanzania

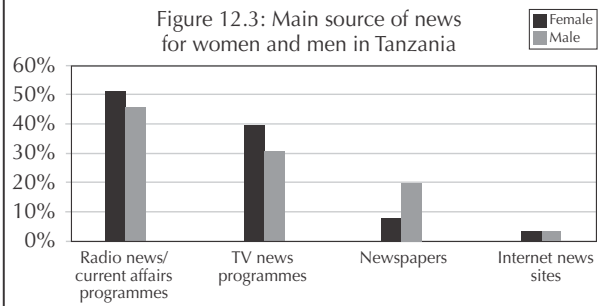




Figure 12.4: Main source of news by sex and education level for women in Tanzania

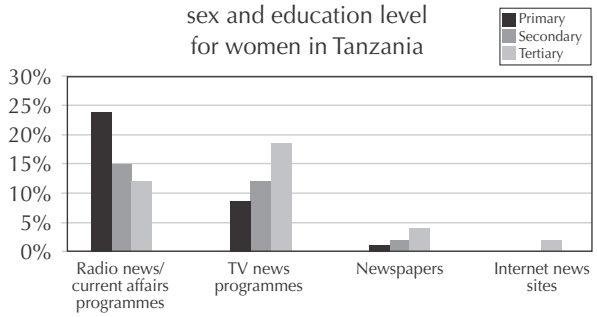
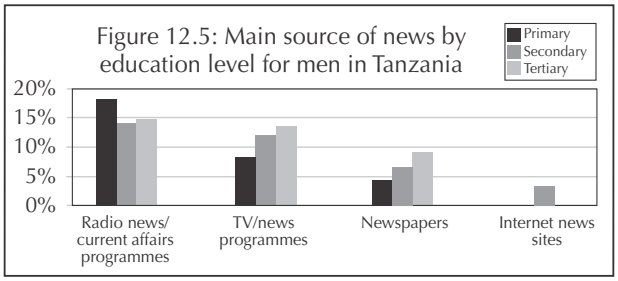
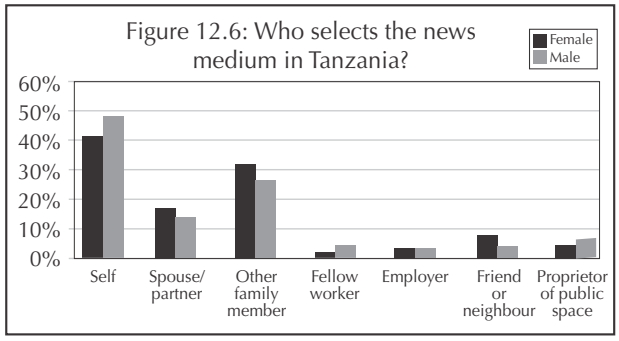


Figure 12.5: Main source of news by education level for men in Tanzania



Media selection and acquisition

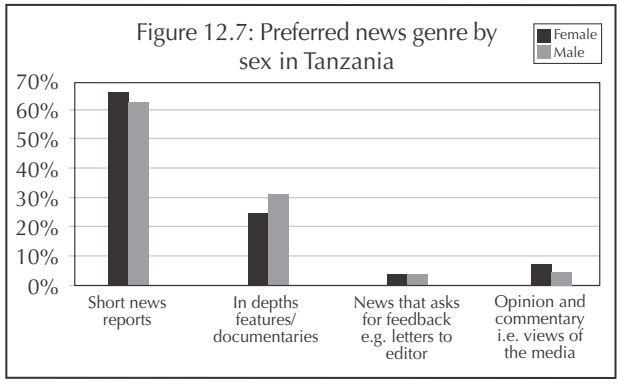
Although a relatively high number of women (41%) and men (49%) in Tanzania make independent choices about which news medium to consume, these figures are lower than the consolidated finding of 49% for women and 55% among men. The second highest category is "other family member" (30% for women and 25% for men) which does not include spouse or partner. The proportion of those whose choices are determined by a spouse or partner, at 17% for women and 16% for men illustrates that women in Tanzania are more likely to rely on their spouse or partner to select the news medium than women elsewhere in the region (where the average is 14%).



It is also interesting to note that in Tanzania, a high number of women 7% - in comparison to findings in other countries – consume news from a medium selected by a neighbour. Tanzanian culture is generally neighbor friendly and this makes it easy for people to share TV facilities with neighbours, thereby providing easy access to TV technology.

News genres

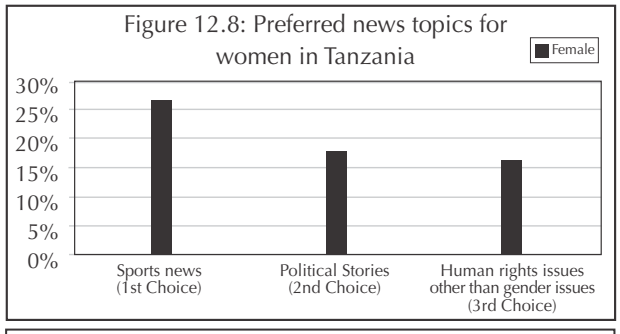
Most women and men, and especially women (66% compared to men 62%) prefer short news reports to any other genre. Only 23% women and 31% men in Tanzania (compared to 28% women and 32% men respectively in the regional findings) prefer in-depth news.



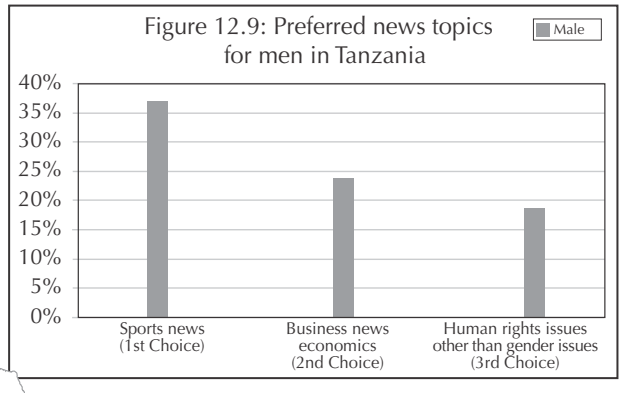
Although more women (7%) than men (3%) chose opinion and commentary, this genre- as elsewhere- is not that popular. This is interesting to note as opinions and columns are generally associated with male writers and readers. Even lower in the list of preferred news for women and men in Tanzania is news that asks for feedback (4% for women and men, compared to 12% for women and 10% for men across the region.) This poses a challenge to the media in Tanzania to popularise more interactive forms of news.

Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. Figures 12.8 and 12.9 show the topics chosen by the highest percentage of women and men as their first, second and third choices.



Most men in the sample chose sports news as the topic of greatest interest to them, followed by business news/economics and then stories dealing with human rights issues other than gender issues. In a pattern different from preferences by women in other countries, women chose sports news followed by political stories as their top two preferred topics followed by human rights issues other than gender issues. Unlike men in other countries who cited sports and political stories as their favourite topics, Tanzanian men cited positive and human interest stories as their preferred topics.

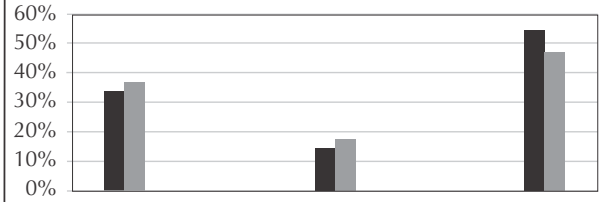


Representation and portrayal

Does the news reflect the concerns of women and men equally?

Most women (59%) and men (40%) in the sample believed that the news did not reflect the concerns of women and men equally. Over a third of the sample of women and men believed that the news reflected the interests of women and men equally. The other respondents remained uncertain. Compared to the rest of the region this reflects a relatively high gender and media awareness.

Figure 12.10: Does the news reflect the concerns of women and men equally in Tanzania?



It is a man's world

Explaining their views, some women said that male issues dominated news, pointing specifically at politics and business news which is considered a male domain. Others are of the view that women are generally viewed as second-class citizens in the news and are relegated to programmes on entertainment and cooking. Still for others, women "rule in sensational tabloids with abusive, dirty headlines and pictures". The following are some of their comments:

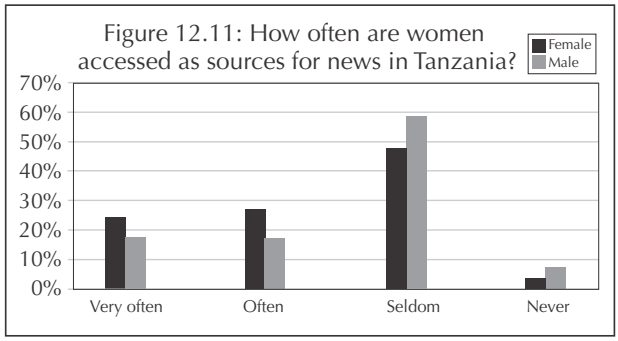
- "The news is full of politics, big businesses, seminars, workshops where majority of issues are of public benefit where men dominate. Women rule in sensational tabloids with abusive, dirty headlines and pictures. The positive side of women happening in small business and home is left".
- Women get their own programmes from sports, entertainment, news, there are columns for women only, cooking programmes, women and development etc but men are generally everywhere".
- "Most news is being reported by men who are biased and in most cases they favour their sides".
- "I will be wrong to say that media has reported the interest of women when we are seeing sexual images being presented".
- "When women are found doing sexual things media will publicize it accordingly but when a man happens to do so the same, media will present the issue to be a normal thing".
- "Women issues and interests are not given the same weight as men with the later getting more coverage than the former".
- "Women get less coverage as compared to men in the media due to their domestic roles which are not found newsworthy".
- "Men have more advantage in the media due to their cultural heritage as superior".
- "In magazines and newspapers you may find the whole paper from pg 1 to the end has stories and pictures of sexual images of women, so, for these you may find that there is information concerning women but they are negative".
- "Men are preferred more in news stories than women. Women are normally portrayed as housewives, second class citizens".
- "Most women's interests are in the kitchen, domestic issues and beauty but they are also in business offices so women are everywhere".

Men in the sample attributed the unequal coverage of women's and men's concerns in the news to the fact that women are more likely to be portrayed negatively in the news than men who are portrayed positively by the media. In addition men also noted that women are mostly at home but journalists "look for news in offices". It is also interesting to note that it is mainly men in the 50+ age category who noted the biases in media representation of women. The following are some of their comments:

- "There are few women who have the opportunity to show up in the media but those few and their organizations make as much noise and attract as much attention as all men combined".
- "Women get less than 10 percent of any event in the media. Women issues are victims, complaints, sexy issues, antisocial behaviour".
- "These days there are as many women in news from seminars and conferences, not a day goes wit hout hearing women complaints, either locally or internationally".
- "It is likely that they reflect the concerns of both men and women equally as you can see now that women are much empowered"
- "High percentages of women are given bad news".
- "In popular newspapers we see more women, though in poor sexist images. In serious newspapers women are few".
- "There are more men interest stories in the news such as in commerce, politics, etc where female participation is very low".
- "Culturally women perform very little that is of interest to the media, they are not in politics, not in business and money. Women stay at home with children, apart from a few educated ones, women are passive".
- "They favour reporting women issues in order to encourage them to present their demands. News always reflects both sexes equally and more programs are being launched to make the news balanced".
- "In an African family a radio, TV and even newspapers are bought by the father, they belong to fathers and African fathers see women issues as uninteresting".
- "There are few women in offices compared to men and those at home, however, those at home make as much news as those in offices but of different kinds like on poverty, small business, fights, courts cases".
- "Both get equal coverage but women are presented negatively".
- "Women get less coverage, because they stay home and Journalists look for stories offices not homes".

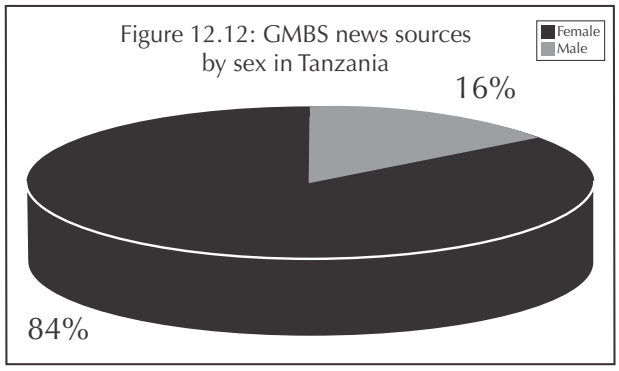
Women as sources of news

As illustrated in figure 12.11, women and men expressed mixed perceptions about whether or not women are used as sources (those who speak in the media) very often, often, seldom, or never. 23% women and 18% men say that women are used as sources in the news "very often" and 28% women and 18% men say "often". But 59% of the men sampled stated that women are "seldom" accessed as news sources, and 48% of the women hold a similar view. These figures are both higher than the consolidated finding of 42% for women and 39% for men.



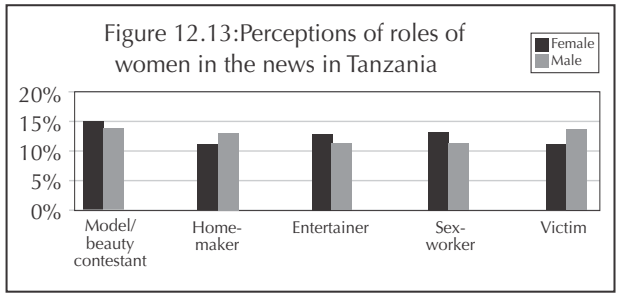
What the GMBS showed

The GMBS in Tanzania found that the news, in all media, is mostly told through the voices and perspectives of men. The study revealed that women constituted 18 percent of news sources, compared to 17 percent in the region, and 18 percent in the global GMMP study. The varying perceptions among audiences point to the need for more gender and media literacy in Tanzania. The relatively high awareness of this discrepancy in Tanzania reflects several years of gender and media awareness campaigns led by TAMWA, MISA, GEMSA and others.



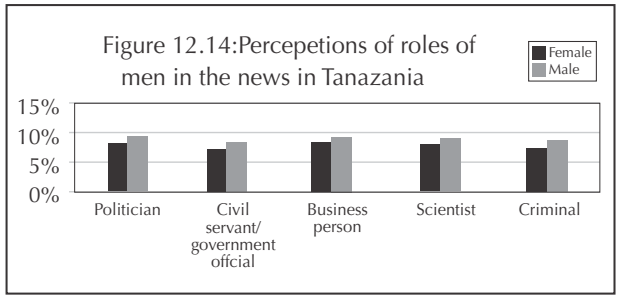
How are women represented in the news?

Respondents were given a list of categories and asked to identify the regularity with which they see women and men in particular roles in the news. Most women and men in the sample said women are in the news most often in the roles of models/beauty contestants, homemakers, entertainers, victims and sex workers. The Tanzania GMBS which monitored actual editorial content found that women predominate in the news as beauty contestants and sex workers.



How are men represented in the news?

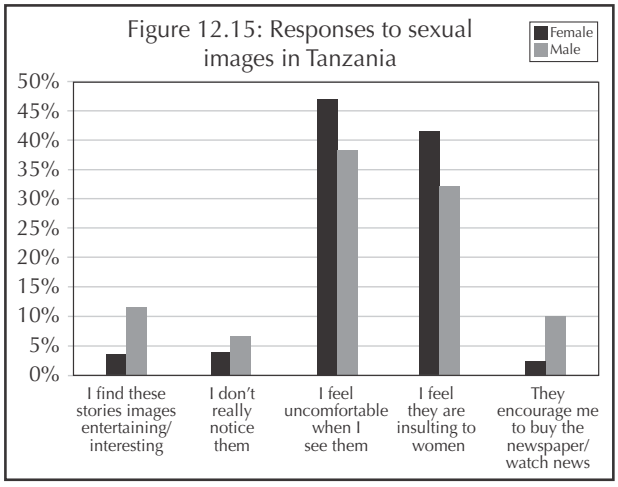
Most women and men in the sample said that men appear in the news most often in the roles of politicians, civil servants/government officials, business persons, criminals, and scientists. The Tanzania GMBS found that men predominate in the news as politicians, sports persons and as government officials..



Sexual images

In responses similar to those in all the other countries in the study, most women (47%) men (37%) said they find sexual images of women in the news "uncomfortable" while 42% women and 33% men said they find such images "insulting." Some 10% men, but only 3% women, said that such images "encourage me to buy the newspaper or watch the news." This is at odds with the argument frequently put forward by media decision-makers that such images are critical to their bottom line

Figure 12.15: Responses to sexual images in Tanzania



Degrading, exploitative and against our culture

Explaining their responses, many women spoke about the loss of dignity as women and the fact that sexual images contribute to women being seen as "useless". The following are some of their comments:

- "They don't educate anybody. They destroy the entire society especially our children".
- "Covering sexual images of women is not our culture. Therefore, it is insulting to women. It will be better if such medium/things are prohibited".
- "It increases gender violence. Thus the practice needs to be stopped immediately as no benefits are obtained from seeing sexual mages of women".
- "For us women such shows have to a greater extent discouraged us form watching other good TV programmes for fear of watching such bad things".
- "I do not feel happy because why is it that men do not to show their sexual images? This disturbs my mind and some times I wish I could stop the behaviour of seeing women as something to do the worst part and men to do a very nice part".
- "Men want to sell their papers using women's bodies".
- "It is against human rights of women and makes them see that it is their bodies, not ideas, which matter".
- "You sometimes feel it's your body that has been posted there. Women feel much dehumanized with those kinds of shape".
- "They degrade women's dignity in the society".
- "Media should follow our African culture. – Media should respect women
- I am always thinking about our children and the coming generation how will they survive"

Men in the sample said that these images conflict with culture and tradition and have a bad influence on children. They also expressed the view that sexual images are embarrassing to women and could lead to them losing respect in society. The following are some of their comments:

- "Because I do normally watch TV with our family so when I saw that sexual images of women it real make me to feel down and can't even continue to watch that show".
- "Sexual images of women are not good for our children and our African culture does not allow these".
- "It is absurd reading news showing women as sexual images because women play a very important role in the development of our societies".
- "The sexual images of women portrayed in news distort the culture of Tanzania".
- "It is insulting when women are shown as sexual images because men are seldom presented in the news as sexual images".
- "I don't like these types of practices. However women normally remain silent about this, I don't know why this is so, some women even like to be presented the way they are shown".
- "These practices should be prohibited because they go against religious need or against the needs of God".
- "Women are being exploited as their pictures and images are used to sell newspapers and attract viewers".

Media practitioners

Table 12.4 is a summary of the responses of the women and men in the sample to a set of statements about media practitioners. More than half of the women and men in the sample agreed that it is mostly men who report the news. Most women and men had mixed views as to whether women report on different kinds of stories to men. But 83% women and 73% men endorsed the principle of gender equality in newsrooms.

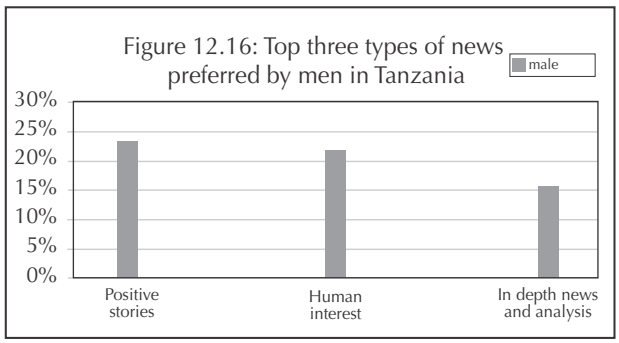
Table 12.4: Perceptions of media practitioners in Tanzania

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that is is mostly men who report the news.	47	52	10	11	43	37
I prefer news stories reported by men.	23	35	20	22	57	43
I prefer news stories reported to women.	50	29	10	24	40	47
I think that women report different kinds of news stories to men.	38	32	14	34	48	35
I think that there should be equal numbers of male and female reporters.	83	73	5	10	12	18

Audience preferences

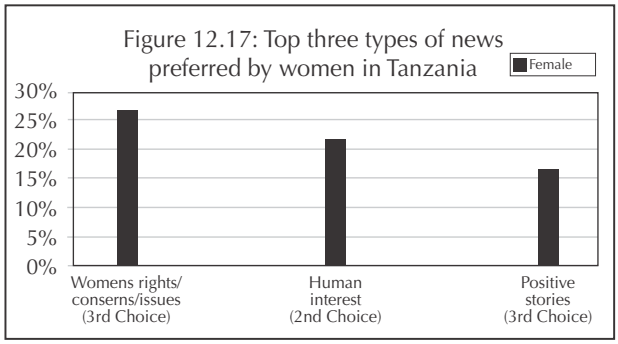
Type of news

Respondents were asked in the form of an open-ended question, what they would like to see more of and less of in the news. The answers were then grouped.



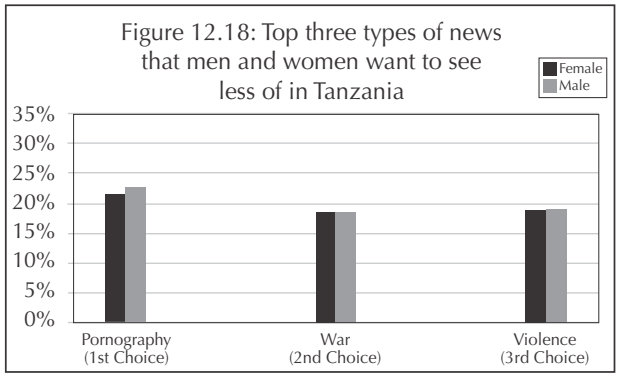
More positive and human interest news

Women and men want to see more human interest and positive news stories. In addition, women want to see more stories about women's/rights/concerns/issues and men more in-depth news.



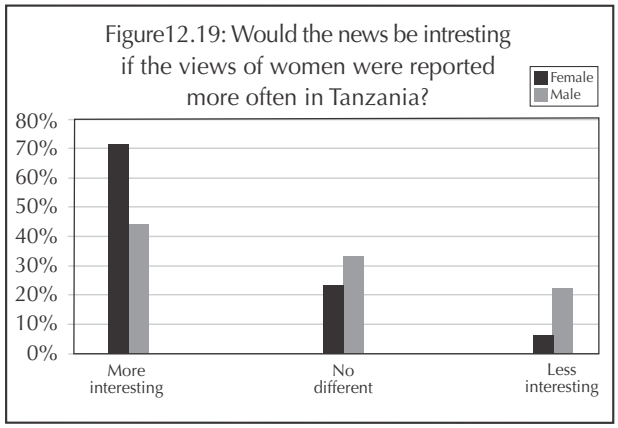
Less sexual images and war

When asked what they would like to see and hear less of in the news, women and men had similar views. They both cited sexual images, violence and war stories as topics they would like to see and hear less of in the news. Women and men also want to see less coverage of stories that stereotype women and present women as victims; and "less bad news".



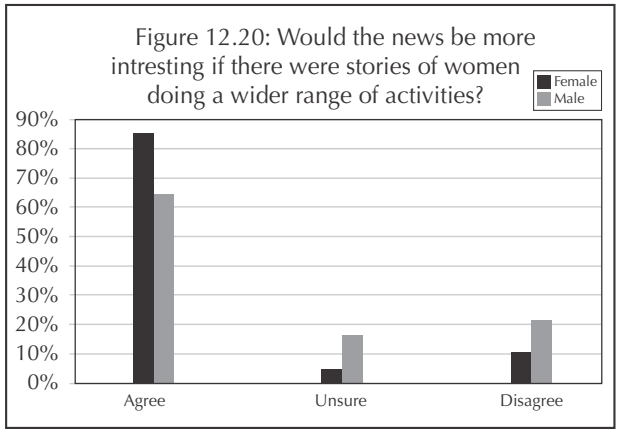
More women's voices

As in the other countries, a high proportion of women (72%) and the majority of men (45%) agree that the news would be more interesting if the views of women were reported more often. Fewer respondents (22% of women and 34% of men) in the sample believe the news would be no different. A very low percentage of women (6%) and relatively low percentage of men (22%) felt the news would be less interesting if the views of women were reported more often in Tanzania.



Diversity

A high number of female (85%) and male (62%) respondents said the news would be more interesting if women featured in a wider diversity of roles. The figure for women is the same as Namibia and second only to Mozambique (86%).

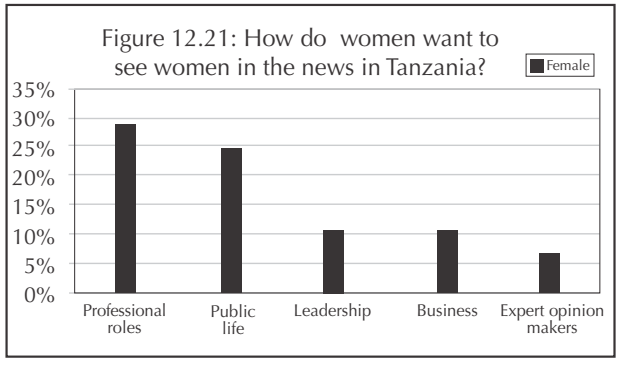


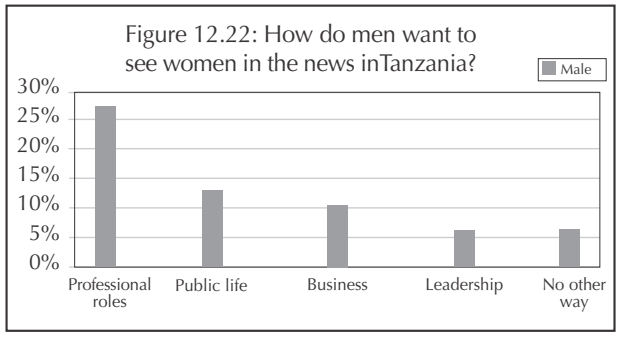
Respondents were asked, in the form of an open-ended question, to identify the ways in which women and men should be represented more in the news. The respondents provided answers that were subsequently analysed and grouped together.

New roles for women

Women and men identified four common roles in which they would like to see women in more often: in professional roles, in public life, in leadership roles and in business. In addition, women identified the roles of expert opinion makers. 7% of men in the sample said they did not want to see women represented in any other way.



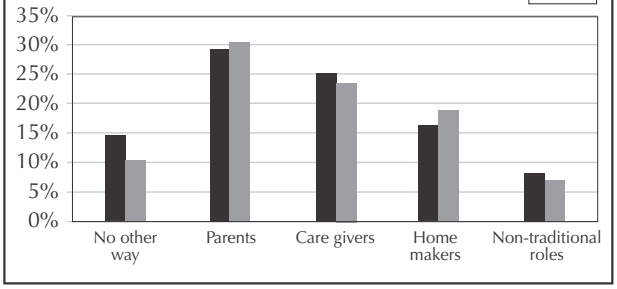




New roles for men

Women and men said they would like to see and hear more men in the roles of parents, care-givers; home-makers; and in non-traditional roles. A minority (but higher proportion of women and men than in the case of responses to the question on women's roles) said they did not see the need for men to be cast in any other roles than those in which they are seen already.

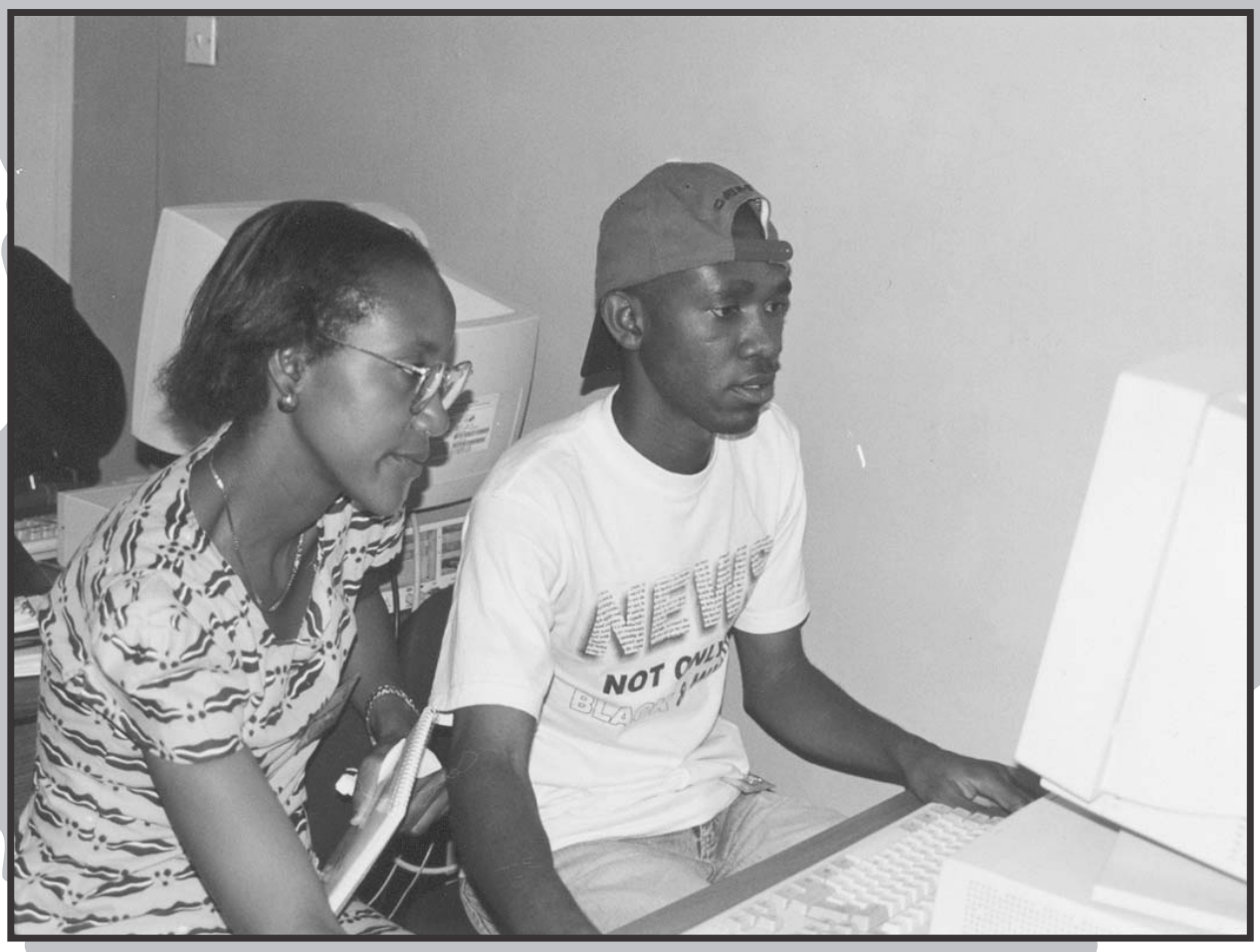
Figure 12.23: How do women and men want to see men in the news in Tanzania



Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.

Chapter thirteen: Zambia



Media students at the ZAMCOM.

GENDER & MEDIA AUDIENCE STUDY

gmas

Zambia Institute of Mass Communication

Table 13.1: Summary of key data from the findings of the GMAS in Zambia

KEY DATA	ZAMBIA		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	58	63	51	51
Television	34	26	37	31
Newspapers	8	11	11	16
Internet	0	0	1	2
Who selects the news medium?				
Self	47	57	49	55
Spouse/partner	16	9	14	12
Other family member	30	23	28	22
Fellow worker	2	1	2	2
Employer	3	2	2	2
Friend or neighbour	2	6	4	4
Proprietor of a public space	1	2	0	2
News preferences (genres)				
Short news reports	44	50	55	53
In depth features	32	30	28	32
News that asks for feedback (e.g. Letters to the editor)	19	15	12	10
Opinion and Commentary	5	6	5	5
How women and men are represented and portrayed *News reflects the interests of both men and women equally?*				
Agree	52	48	40	43
Unsure	14	13	17	16
Disagree	34	39	42	41
How often are women used as sources in news stories?				
Very often	21	30	18	21
Often	17	34	36	37
Seldom	57	35	42	39
Never	4	1	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	5	10	4	12
I really don't notice them	3	4	8	10
I feel uncomfortable when I see them	46	38	43	36
I feel they are insulting to women	41	39	42	34
They encourage me to buy the newspaper or watch the news	5	9	3	8
Audience preferences *If the ideas and views of women were reported more often, you would find the news...*				
More interesting	70	47	68	47
No different	20	41	22	36
Less interesting	10	13	10	18
I would find the news more interesting if there were stories about women doing a wider range of things.				
Agree	66	47	78	59
Unsure	13	20	10	19
Disagree	20	33	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Zambia Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with the Zambia Institute of Mass Communication (ZAMCOM). It is the first comprehensive study of audience news consumption patterns and preferences in Zambia generally,as well as the gender dimensions of these.

The findings are based on the responses of 90 women and 89 men, a total sample of 179 from Lusaka, Kabwe and Kafue.The theoretical framework and the methodology for the research are described in Chapter one, the overview to this report.

Key findings

Table 13.1 provides a summary of the key data from the study. Key findings include:

Radio is by far the most important source of news: As in the case of Swaziland, a substantially higher proportion of women (58%) and men (64%) cited radio as their main source of news than in the overall study in which 51% women and 51% men said they rely on radio for their news.These findings are to be expected, given the size of the country, its vast rural areas, several languages as well as low levels of income and literacy, especially among women.Affordability is a major consideration in Zambia. Radio, which is free, provides an alternative to other media like newspapers and the Internet that need to be paid for.

More women than men get their news from television: The second most important source of news for women (34%) and men (25%) is television. This might be accounted for by the fact that, despite Zambia's low income status, it is the second most urbanised country in Southern Africa. The finding that more women than men get their news from television is consistent with the overall findings of the report and probably reflects the fact that women are more house-bound.

Newspapers are still battling to gain market share, especially among women: A very low proportion of women (8%) and men (11%) cited newspapers as their main source of news. As in the case of Angola, Malawi, Lesotho and Seychelles, these figures are considerably lower than the overall findings of 11% for women and 16% for men. They reflect declining income and literacy levels in Zambia, which have a particularly severe impact on women.The very low newspaper readership is unfortunate, given the country's relative development and prosperity at independence, and highly politicised labour force.

The Internet is virtually unheard of: Also reflecting the economic hardships in Zambia is the fact that none of the respondents – women or men - cited the Internet as their main source of news.

The correlation between levels of education and the main source of news in Zambia is blurred by low incomes: Reflecting the low levels of income in Zambia that afflict even the better educated news consumers, the correlation between education and the type of media relied on for news is not as pronounced as it is elsewhere. As in the other countries, the highest proportion of women who chose radio as their main source of news has primary level education. However, equal proportions of men with primary, secondary and tertiary education chose radio as their main source of news.

Women and men prefer the short news reports to any other news genre: In trends similar to those in the rest of the region**,** most of the women (44%) and men (50%) said they preferred short news reports to any other news genre. This is typical of the countries in this study in which radio is the main source of news, and where literacy/education levels are low.

Women have a stronger preference for interactive news: An interesting finding in Zambia (similar to Swaziland South Africa, Mozambique and Zimbabwe) is that contrary to what might be expected – given women's low level of public participation in both countries – 19% women in the sample prefer news that asks for feedback as compared to 15% men. Indeed, overall, there is a slightly higher percentage of women (12%) than men (10%) who chose this as their favourite news genre. This challenges the stereotypical view that women are either not interested in, or do not have the time to engage with, the news.

Opinion and commentary lag behind: As in other countries in the region, only a tiny percentage of women and men identified opinion and commentary as their most important news genre. This could be due to the genre mainly being associated with newspapers (which are not the main source of news for the majority of consumers); low levels of literacy and education; and/or the fact that the genre itself is not well developed or marketed in Zambia.

There are still gender gaps in who decides on the news medium, but women are increasingly making independent choices: Mirror the findings in other countries, the majority of men (57%) and a significant proportion of women (47%) make their own decisions about where they get their news from.

There are mixed perceptions about women's representation in the news, but a higher degree of awareness on this issue than elsewhere: There were mixed views among women and men in the sample on whether women's concerns are equally reflected in the news, and whether women are used "often" or seldom" as news sources, although there appeared to be a higher awareness of this discrepancy in Zambia than elsewhere. The GMBS, which monitored editorial content, showed that women constituted 13% of news sources in Zambia, lower than the regional average of 17%.

The stronger perceptions of this reality in Zambia, especially among women, may be due to the relatively strong women's movement in the country, that began advocacy on this issue before the GMBS, and whose efforts have been strengthened by the relatively strong gender and media movement that has since emerged.

But strong perceptions about gender biases in portrayal: In contrast to the uncertainty on the extent to which women's views feature in the news, Zambian audiences mirrored the findings of the GMBS when asked to identify the roles that women and men are most frequently portrayed in the media. In the case of women these include roles that accentuate the physical attributes of women, while in the case of men these cover a wider diversity of roles often associated with power, control and dominance.

And especially strong views on the use of images that portray women as mere sex objects: As in other countries in the study, a high proportion of women and men said they found sexual images in the news "uncomfortable" and "insulting." Most women and men chose sexual images of women in the news as one of the top three subjects that they dislike the most. Challenging the conventional wisdom in the media that such images sell news, only 5% women and 9% men in the study said that such images "encourage me to buy the newspaper or watch the news."

Audiences are ambivalent about whether the sex of a journalist makes a difference, but believe there should be gender equality in newsrooms: As in other countries in the study respondents in Zambia are unsure about whether or not the sex of a journalist impacts on the way a news story is covered. But they endorsed the principle that women and men should be equally represented in the media.

Time for change: Women and men want to see more human interest and local news stories. Women want more stories on women's rights/concerns/issues. Men want more positive stories.

Women and men would find the news more interesting if the ideas and views of women were reported more often: Most women (70%) and men (47%) in the sample felt that the news would be more interesting if the ideas and views of women were reported more often.

It's not just about more women's voices but about women in diverse roles: Most women (66%) and men (47%) agreed that the news would be more interesting if there were stories about women in a greater diversity of roles. Women and men have also identified the need to see men in different roles in the news. These include: as parents, care-givers, home-makers, in non-traditional roles and as models.

CONTEXT

About Zambia

Zambia, an expansive country in the northern reaches of Southern Africa with a population of 10.5 million shares borders with Botswana, Angola, Democratic Republic of Congo, Tanzania, Mozambique, Malawi and Zimbabwe. The country, which has rich copper reserves, became independent in 1964 with one of the highest per capita incomes in the region.

But falling copper prices coupled with poor economic management led to a sharp economic decline. From 1973 until 1991 Zambia had a one-party system. In 1991, the Movement for Multi Party Democracy (MMD) won a landslide election after a change in the constitution to allow for the return to multi-party politics. The MMD government has opened political space in Zambia, but has been dogged with its fair share of corruption and other scandals.

Zambia now has one of the lowest per capita incomes in the region and is struggling to regain the economic prosperity of the past. However, the political changes have opened the democratic space in some areas, including education and the media. Private schools and colleges have multiplied and so have media institutions.

Media context

After independence in 1964, the new African rulers began the process of integrating the racially divided media to serve all races. This ultimately led to the government nationalising nearly all mainstream media. Private newspapers began around 1957 with a short-lived newspaper called the *African Times.*

Since the return of multiparty democracy in 1990, a number of changes have taken place in the media industry in Zambia. A fairly robust private media now operates alongside the public media. Despite initial legislative shortcomings and setbacks, indications are that private newspapers, radio and television stations as well as community radio stations will play an increasingly important role in the dissemination of information.

Table 13 .2: Media in Zambia		
MEDIA	**STATE**	**PRIVATE**
Television		
ZNBC TV	✓	
Radio		
ZNBC Radio	✓	
Sky-FM		✓
Radio Christian Voice		✓
Radio Q-FM Limited		✓
Radio Choice FM		✓
Mazabuka Community Radio		✓
Radio Icengelo		✓
Radio Chikuni		✓
Radio Phoenix		✓
Radio Chikaya		✓
Radio Breeze		✓
Radio Liseli		✓
Radio Mano		✓
Voice of the Dove Radio		✓
Radio Yatsani		✓
5-FM		✓
Radio Maria		✓
Newspapers		
Times of Zambia	✓	
Sunday Times of Zambia	✓	
Zambia Daily Mail		✓
Sunday Mail		✓
Financial Mail		✓
The Post		✓
The National Mirror		✓
The Monitor & Digest		✓
Friday Edition		✓
Business Week		✓

There are several independent media bodies in Zamba promoting media freedom and professionalism. These include:

- The Media Institute of Southern Africa (MISA) Zambia.
- Press Association of Zambia (PAZA).
- Society of Senior Zambian Journalists (SSZJ).
- Zambia Union of Journalists (ZUJ).
- Zambia Media
- Women's Association (ZAMWA).

Gender and media in Zambia

Like other Southern African countries, Zambia has laws to promote gender equality, but these are often in conflict with customary law and practices, as well as prevailing patriarchal attitudes. The media in Zambia reflects the gender biases that are prevalent in society. The GMBS found that women constitute 13% of news sources in Zambia. Women's voices were almost completely absent in certain occupational categories including science and technology, sports, activists, mining and journalism.

A strong gender and media movement has emerged in Zambia. The Zambia Media Watch (ZAMWATCH) and MISA Zambia have spearheaded several initiatives. The partnership between ZAMWATCH and GL resulted in a ground-breaking pilot project at the Times of Zambia that led to this media house adopting a comprehensive gendr and HIV/AIDS policy.

In a report to the Gender and Media (GEM) Summit held from the 12-14 September 2004 in Johannesburg, Zambian partners identified the following activities as priorities in Zambia:

- To work closely with all media institutions in the country to disseminate the findings of the GMBS and GMAS.
- To work closely with government departments including the Gender Department and cabinet gender machinery to do gender training and develop gender policies.
- To replicate Times of Zambia project in selected media institutions.
- To monitor the media, issue reports and engage with the media on the findings.



Chileshe Kasale of ZAMWATCH presents a report at the GEM Summit.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research.

The preliminary desk top research for this study showed that there is little formal audience research carried out by the media in Zambia. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regard to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

Locations

The salient features of the three locations are as follows:



Kabwe, in the central province of Zambia, is an important transportation and mining centre north of Lusaka on the Great North Road that has slowly been losing its place as an important economic giant town in Zambia, because of the closure of the mines that has resulted the high levels of unemployment.

Lusaka, the capital city of Zambia, has a population of about 2 million people. Founded in 1930, Lusaka is typical of many capitals in developing countries that have grown quickly with insufficient attention to planning. Over 60% of the population is unemployed.

Kafue is about an hour's drive south of Lusaka. Its economy revolves around two major parastatals, Nitrogen Chemicals and Kafue Textiles. The process of privatising parastatal organisations has resulted in job losses.

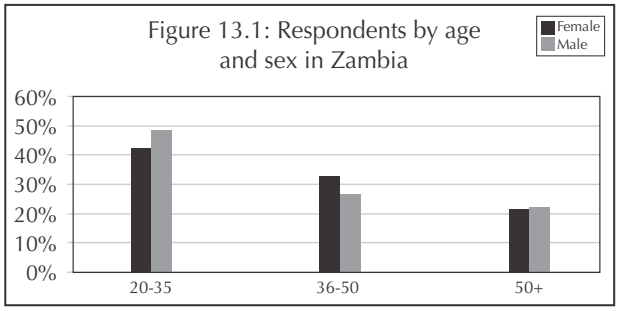
Demographic information

As illustrated in table 13.3, in Zambia, the research was to include interviews with 90 women and 90 men in three locations: Lusaka, Kabwe and Kafue. The actual sample was 90 women and 89 men.

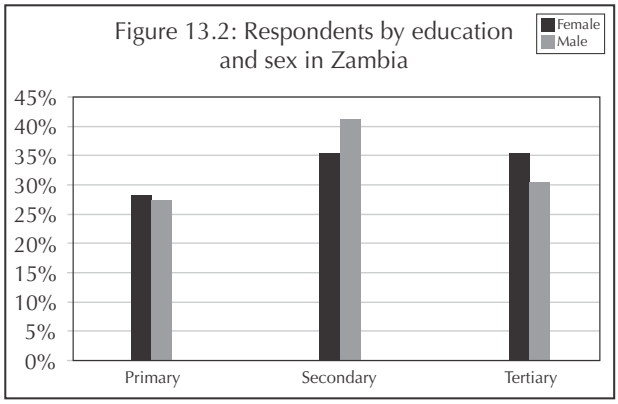
Table 13.3: Research sites in Zambia

Country	Sites	% women	% men
Zambia	Lusaka	30	30
	Kabwe	30	30
	Kafue	30	30
Total		90	90

The graph below illustrates the distribution of the sample across age and sex variables.



The graph below illustrates the numbers of respondents by education level.





Media Availability and Use

Main source of news

Radio: The main source of news for most women (58%) and men (64%) is radio. For women and men, the primary reason for choosing radio is that "it is affordable/does not cost anything." With the lowest per capita income in this study, affordability is an important consideration in Zambia.

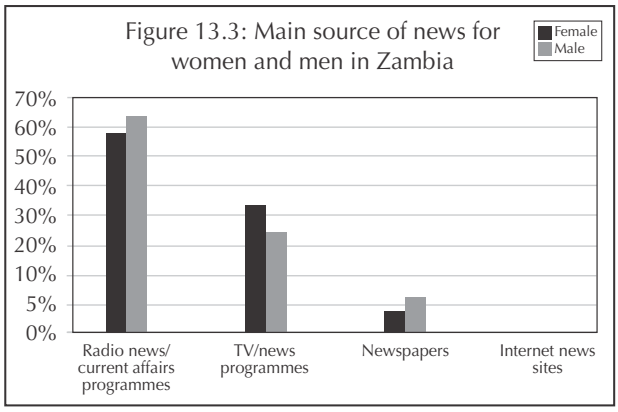
Television: Some 31% women and 17 % men chose television as their second most important news genre. The primary reason for choosing television is that "they like to see what is going on."

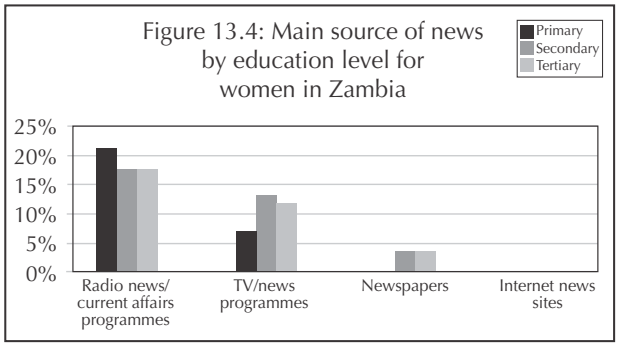
Newspapers: With 8% women and 11% men citing newspapers as their most important sources of news,- Zambia is ninth out of the 13 countries when it comes to newspaper consumption.For women the primary reason for choosing newspapers is that "they can access it when it is convenient." For men the primary reason for choosing newspapers is for "in- depth news."

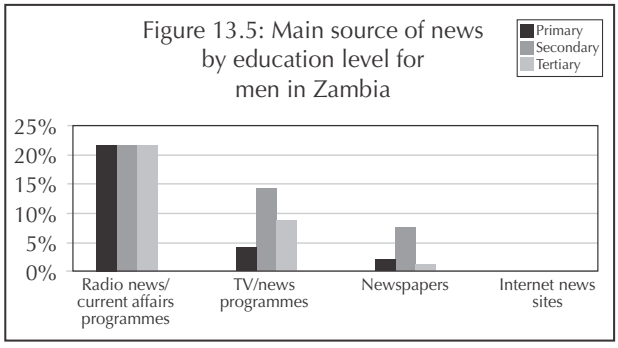
Education: Further analysis by education levels illustrates that radio news appeals to women and men across all education levels. This underscores the fact that affordability, as well as convenience and low levels of literacy, play a key role in determining which media is consumed in Zambia.



No one in the Zambian study chose the Internet as their main news source.

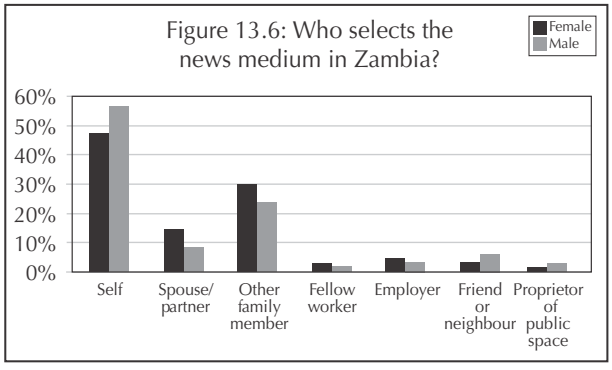






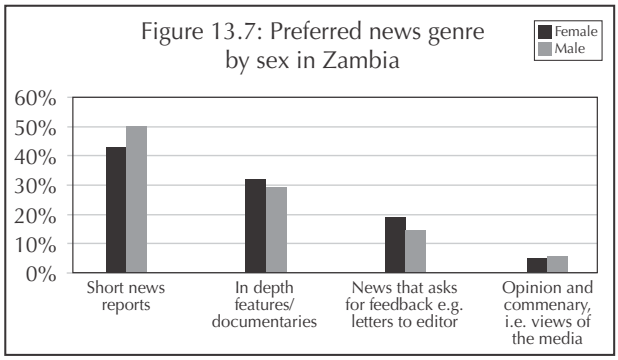
Media selection and acquisition

Figure 13.6 illustrates who makes the decisions about which medium to buy, listen to or watch. Although there is still a gender gap between men (57%) and women (47%) the relatively high figure for women challenges conventional wisdom that women do not select their own news medium but consume news from a medium selected by a spouse or partner. As in the overall findings, the second highest category of those seen to influence decisions on which medium is accessed are other family members not including spouse or partner.



News genres

Most women (44%) and men (50%) prefer short news reports to any other news genre. About a third of the sample of women and men prefer in depth features. More women than men prefer news that asks for feedback. A very low proportion of the sample of women and men are interested in opinion and commentary.

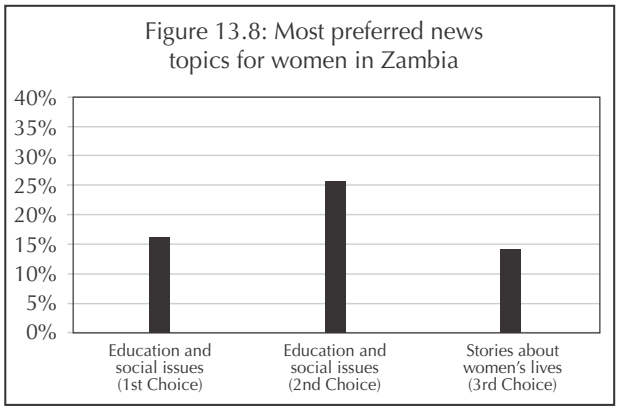


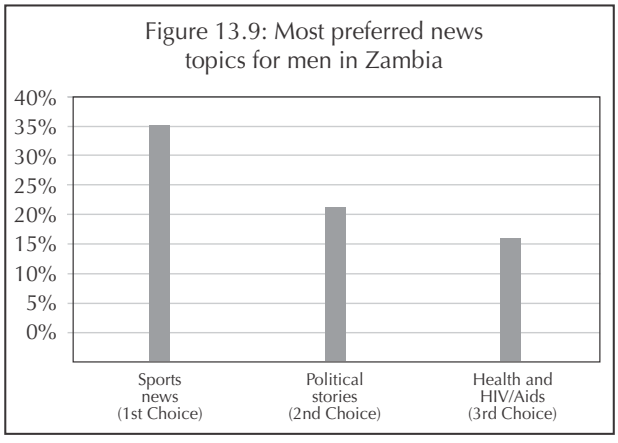
Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. As in other countries in the study, most of the men chose sport, political reporting and HIV/AIDS, while women chose education and social issues as well as stories about women's lives. The GMBS found a strong bias in news coverage towards the kinds of topics that men said they are most interested in, with those that women selected being regarded as "soft stories". This suggests that media decision-makers are not paying enough attention to their women news consumers, who constitute half their potential market.



Women claim their space in men's most popular news choice.



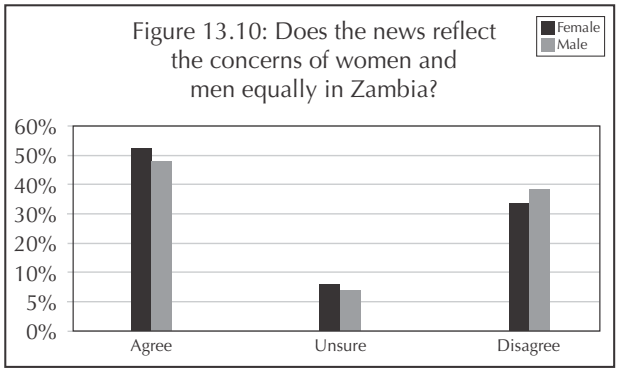


Representation and portrayal

Does the news reflect the concerns of women and men equally?

Most women (52%) and men (48%) in the sample believe that the news does reflect the concerns of women and men equally. Over a third of the sample of women (33%) and men (39%) believe that the news does reflect the interests of women and men equally.

Women and men suggested that because news is about issues that concern the every day lives of all citizens, it cannot be discriminatory.



"News does not discriminate"

The following is a summary of responses by Zambian women in the sample to the question: does the news reflect the concerns of women and men equally?

- "Most news items talk about issues related to both men and women."
- "I feel that most issues presented in the news always have to do with both men and women. If you look at health, education, development you will find that men and women are well catered for."
- "They are both the both given equal opportunities on radio."
- "The news nowadays shows a balanced coverage for both men and women as evidenced in the ruling party, the spokesperson is a woman."

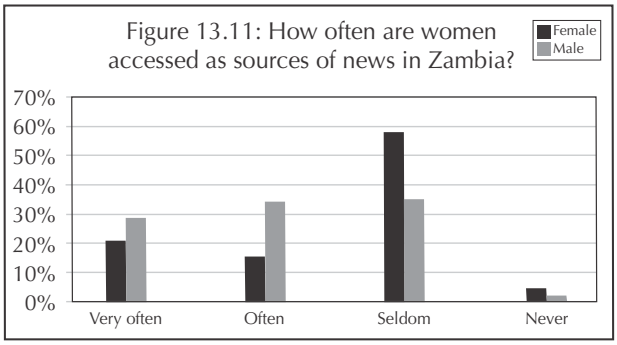
Men added:

- "Both men and women are affected emotionally by what is taking place in the world. They are also both politically affected with decisions taken by the people in authority."
- "Because they talk about things which happen to us in our daily lives."
- "These are stories that concern us in our everyday life."
- "As long as you are newsworthy, despite your sex, you are covered in the news."
- "News does not discriminate in the sense that there is no separate news for both men and women."

Women as sources of news

57%, compared to 42% in the overall study and men (35%, compared to 39% in the over all study) who believe that women are "seldom" accessed as sources in stories. Fewer women (17%) and men (34%) believed women are used "often" as sources of news.

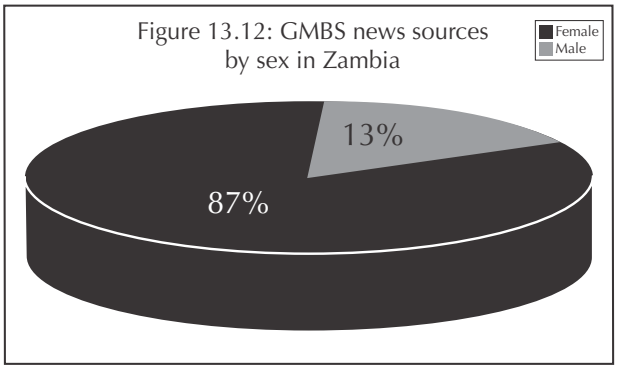
Figure 13.11: How often are women accessed as sources of news in Zambia?



What the GMBS showed

The GMBS in Zambia found that women constituted only 13% of news sources, lower than the regional figure of 17% and the global figure of 18%. The relatively high degree of awareness of this issue reflects the concerted advocacy campaigns that have taken place in Zambia. However, the fact that there is also a fairly high degree of audiences who believe that women sources are consulted "very often" or "often" underscores the importance of ongoing gender and media literacy campaigns such as those spearheaded by ZAMWATCH.

Figure 13.12: GMBS news sources by sex in Zambia

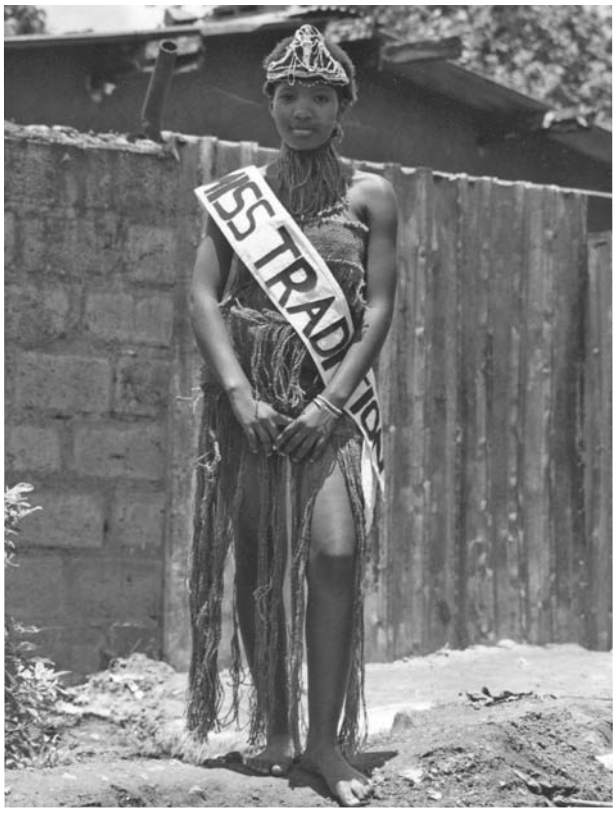




How are women and men represented in the news?

Women and men in the sample were asked how they see women and men represented in the news. A list of categories was given to each respondent and they identified the regularity with which they see women and men in particular roles.

Most women and men in the sample said women are most likely to be portrayed in the news as beauty contestants; health workers; home-makers and sex-worker. Women also identified victim; and men, citizen/member of public or community. The GMBS found that women appeared most often in the news mostly as home makers, in the social sciences, as health workers, entrepreneurs and entertainers.



Recapturing traditional beauty.

Most women and men in the sample said that men appear most often in the news as politicians; civil servant/ government official; criminal; business person and sports person. The GMBS predominate in the news as sports persons; politicians; civil servant/government official; criminals and corporate business persons.

Figure 13.13: Women's perceptions of the roles of women in the news in Zambia

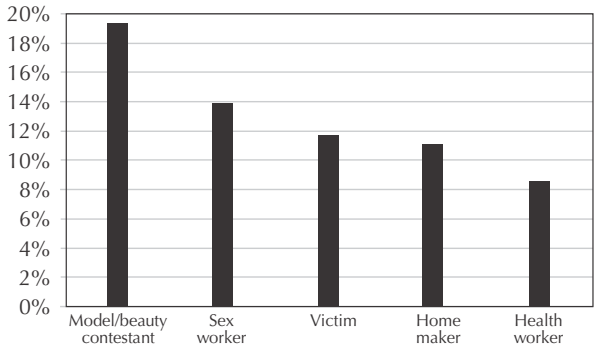


Figure 13.14: Men's perceptions of the roles of women in the news in Zambia

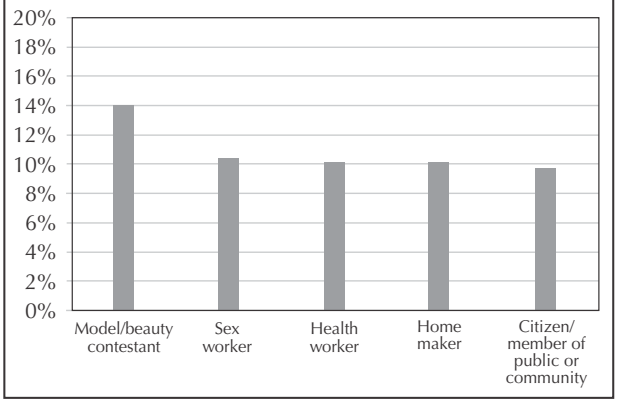
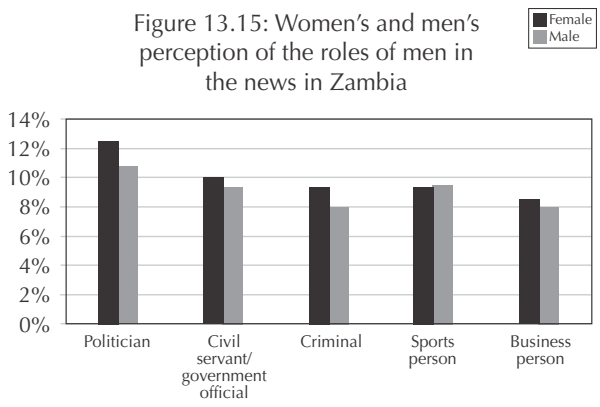


Figure 13.15: Women's and men's perception of the roles of men in the news in Zambia

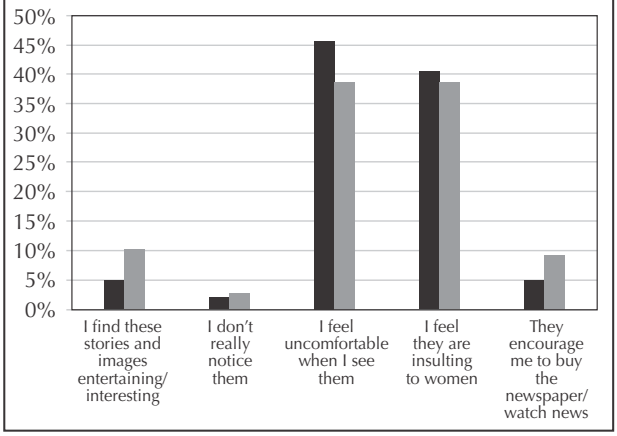


Sexual images

Some 46% women and 38% men said they are "uncomfortable" with sexual images of women in the news (compared to 43% women and 36% men in the overall study). A total of 41% of women and 39% men in the sample they are "indicated" by sexual images of women in the news (compared to 42% women and 34% men in the overall study). As in the overall study, and in contrast to the prevailing wisdom in the media, only a small minority of women and men said that such images would encourage them to buy the newspaper or watch the news.

Explaining their responses, women said they found such images humiliating and disrespectful. Men said these images are contrary to the cultural values and mores of Zambian society.

Figure 13.16: Responses to sexual images in Zambia



Show respect for women

The following is a summary of the views of women respondents to sexual images in the news:

- "As a woman I feel ashamed."
- "Women should never be presented as sexual objects."
- "According to our cultural values this is unacceptable."
- "I don't understand why only women are shown in this way and yet men are protected. Women's bodies should be respected at all times."
- "When these are presented it appears to be the norm and sends the wrong message."
- "I feel uncomfortable when I see them because women are most reported as sex-workers rather than contributing to the country's economy."

Men added:

- "They reduce women to positions of sexual objects other than people who can contribute to national development."
- "The building of morals is compromised."
- "Culture is being eroded."
- "Showing women as sexual objects should be discouraged as this will increase immorality in society."

Media practitioners

The table below is a summary of the responses of the women and men in the sample to a set of statements about media practitioners. The majority of women and men disagreed that it is mainly men who report the news or that women report on different kinds of news to men. However, an unequivocal 78 % men, and 88% women agreed that there should be equal numbers of male/female journalists.

Table 13.4: Perceptions of media practitioners in Zambia

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that it is mostly men who report the news.	37	32	11	8	52	59
I prefer news stories reported by men.	21	24	19	15	60	61
I prefer news stories reported to women.	32	18	28	25	41	57
I think that women report different kinds of news stories to men.	26	17	30	28	44	55
I think that there should be equal numbers of male and female reporters.	88	78	6	7	6	15

Audience preferences

Types of news

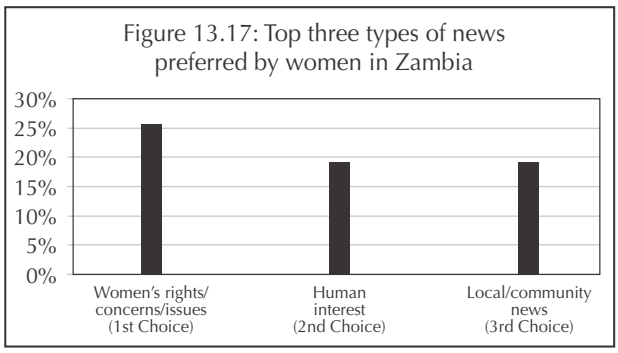
Respondents were asked, in the form of open-ended questions, what they would like to see more of and less of in the news. The answers were grouped.

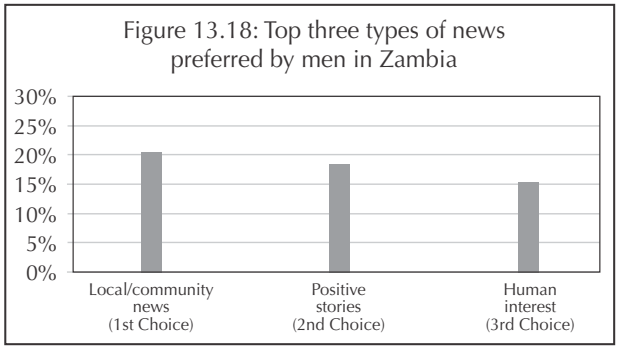
More positive stories

Both women and men said they wanted more local/community and human interest news. In addition, women want more stories about women's concerns and issues. Men want to see more positive stories.



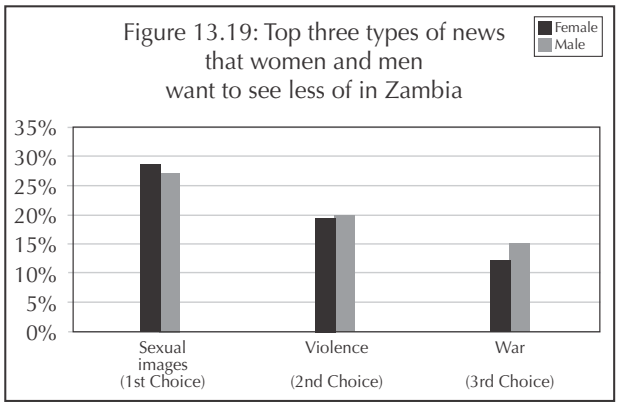
Women would welcome more stories on women's rights





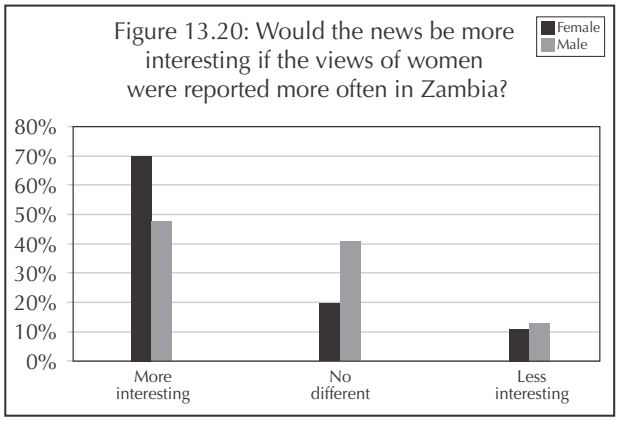
Less violence and sexual images

Women and men in the sample concurred that they would like to see fewer sexual images, less violence and war in the news.



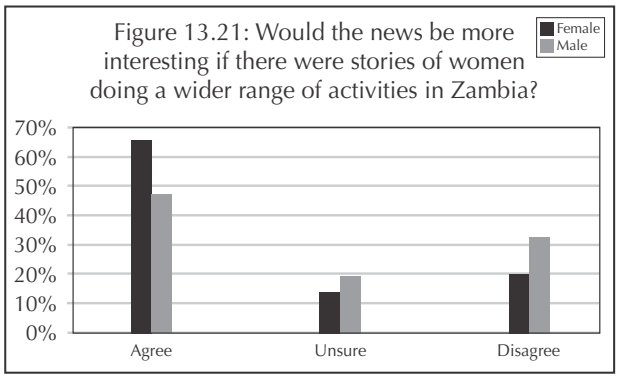
More women's voices

In a trend similar to that in other countries in the study, most women (70%) and men (47%) in the sample agree that the news would be more interesting if the views of women were reported more often. A much lower percentage of women (20%) in the sample and a marginally lower percentage of men (41%) in the sample believe the news would be no different. A relatively low percentage of women (10%) and men (13%) felt the news would be less interesting if the ideas of women were reported more often.



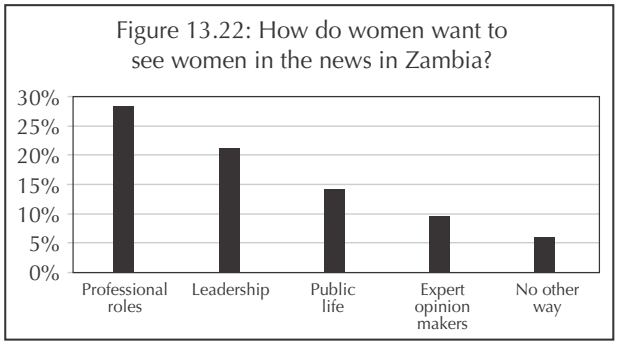
Diversity

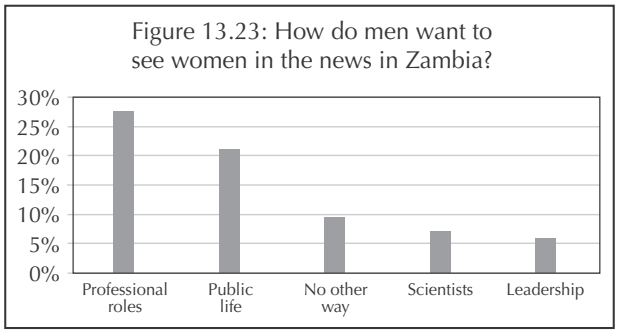
Although in lower proportions to those in the overall study, a substantial 66% women (compared to the overall finding of 78% women) and 47% men (compared to the overall finding of 59% men) said the news would be more interesting if women are portrayed in a greater diversity of roles.



New roles for women

Respondents were asked, in the form of an open ended question, to identify ways in which women and men should be represented more in the news. The answers were then grouped and analysed. Women and men concurred that they would like to see and hear women more often in the news in professional roles; in public life and in leadership roles. Women identified the role expert/opinion makers and men the role of scientist as additional roles that they would like to see women identified in. A small minority of women and men do not want to see women represented in any other way.



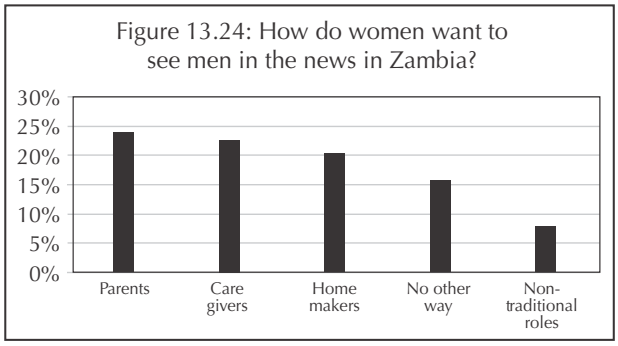


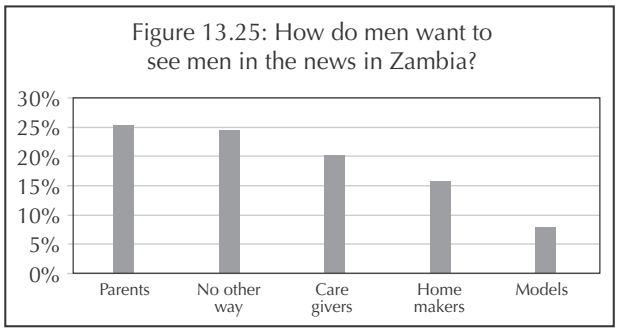


Zambian opposition leader, Edith Nawakwi (centre) blazes a new trail.

New roles for men

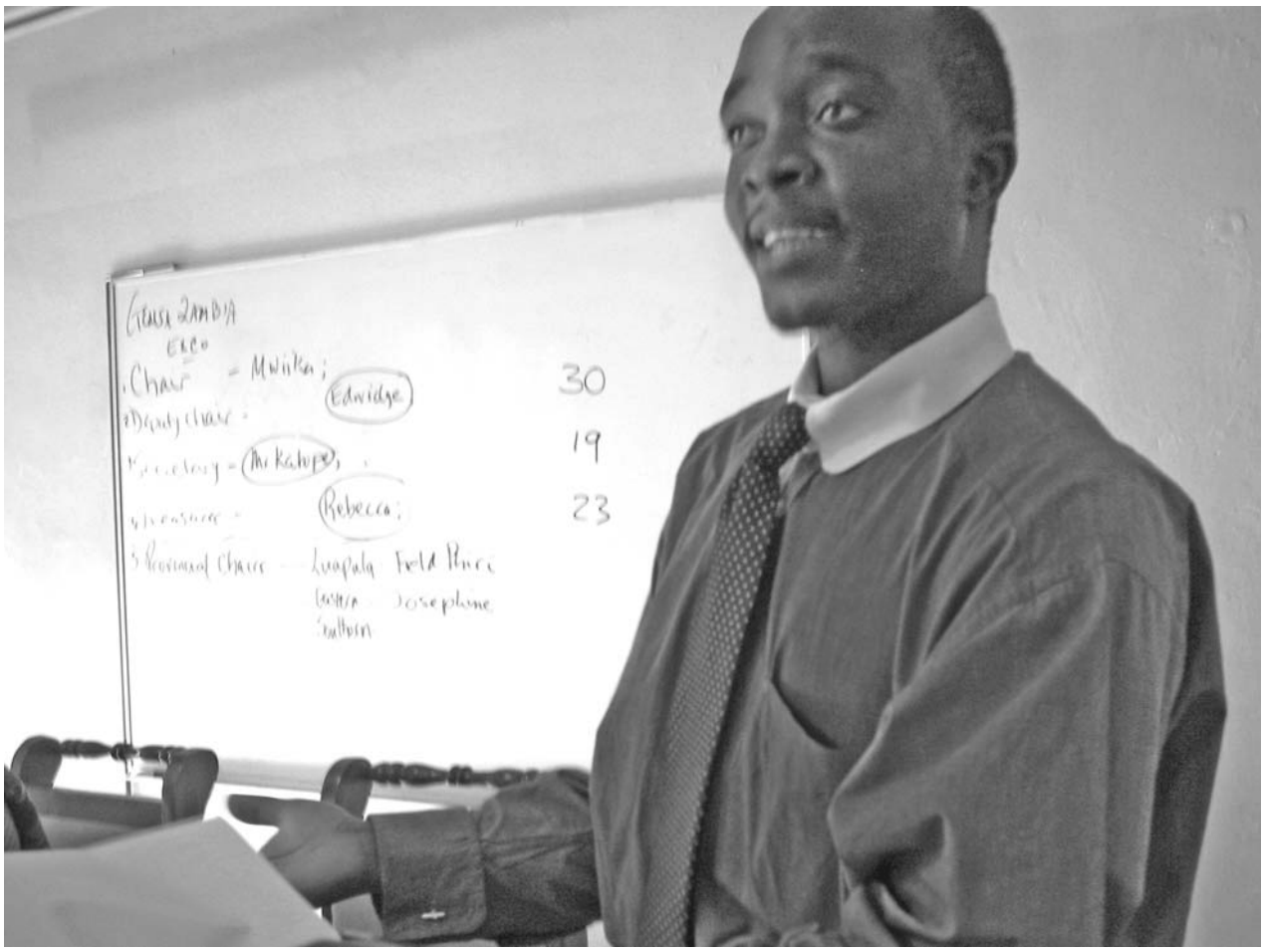
In response to the same question about men, women and men identified the need to see men in the roles of care-giver; home-maker and parent. Women added "non-traditional roles" and men "models" more often. A higher proportion of women and men did not see the need for men to be portrayed in any other than those who felt there is no need for women to be portrayed in any other way. However, the responses to both questions send home the strong message that audiences would welcome stories than challenge stereotypes of both women and men.





Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the following chapter that charts the way forward.



GEMSA Zambia chair, Mwiika Malindima.

Chapter fourteen: Zimbabwe



Zimbabwean women join the information superhighway.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

M.M.P.Z
Media
Monitoring Project
Zimbabwe

Table 14.1: Summary of key data from the findings of the GMAS in Zimbabwe

KEY DATA	Zimbabwe		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	36	33	51	51
Television	46	34	37	31
Newspapers	15	30	11	16
Internet	2	3	1	2
Who selects the news medium?				
Self	46	56	49	55
Spouse/partner	15	13	14	12
Other family member	30	18	28	23
Fellow worker	1	2	2	2
Employer	5	6	2	2
Friend or neighbour	2	3	4	4
Proprietor of a public space	1	1	0	2
News preferences (genres)				
Short news reports	53	51	55	53
In depth features	19	28	28	32
News that asks for feedback (e.g. Letters to the editor)	21	17	12	10
Opinion and Commentary	7	3	5	5
How women and men are represented and portrayed *New stories reflect the interests of both men and women equally.*				
Agree	26	42	40	43
Unsure	16	19	17	16
Disagree	59	40	42	41
How often are women used as sources in news stories?				
Very often	8	19	18	21
Often	37	43	36	37
Seldom	53	37	42	39
Never	2	1	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	1	8	4	12
I don't really notice them	6	14	8	10
I feel uncomfortable when I see them	45	38	43	36
I feel they are insulting to women	48	36	42	34
They encourage me to buy the newspaper or watch the news	1	4	3	8
What audiences would like to see more of *If the ideas and views of women were reported more often, the news would be*				
More interesting	64	37	68	47
No different	18	37	22	36
Less interesting	18	26	10	18
The news would be more interesting if there were stories about women doing a wider range of things.				
Agree	77	51	78	59
Unsure	8	20	10	19
Disagree	15	29	12	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with the Gender and Media Zimbabwe (GEMZi) chapter of the Gender and Media Southern African (GEMSA) network. While there have been demographic surveys in Zimbabwe on women's and men's access to media, this is the first study on audience news consumption patterns and preferences in the country generally.

The findings are based on the responses of 92 women and 87 men, a total sample of 179 from Harare, Bulawayo and Rusape. The theoretical framework for the research and the methodology are described in the overview to this report.

Key findings

Table 14.1 provides a summary of the key data from Zimbabwe and the regional (13 countries together) findings of the GMAS. Key findings include:

Television is the most important source of news: Zimbabwe, like Namibia, Seychelles, South Africa and Mozambique, deviates from the regional pattern of radio as the main source of news, with most women (46%) and men (34%) stating that television is their main source of news. Radio is the second most important source of news for women (36%) and men (33%).

Zimbabwean men are the biggest consumers of newspapers in the whole study, but there is as big gender gap in readership: With 30% men citing newspapers as their main source of news, Zimbabwean men are the highest consumers of newspapers in the study; a finding that reflects the high levels of literacy and political awareness in the country. However, as in most other countries in the region, there is a big gender gap in newspaper readership, with only half this proportion of women citing newspapers as their main source of news.

The Internet is still gaining ground: With 3% men and 2% women citing the Internet as their main source of news Zimbabwe comes in slightly higher than the regional average of 2% men and 1% women. However, there are clearly still challenges ahead in increasing access to the Internet, and closing the gender gap.

Women and men prefer short news reports: Consistent with the regional findings, women (53%) and men (51%) interviewed in Zimbabwe prefer short news reports to any other genre. This is followed by in-depth features and documentaries, because of the high literacy levels in the country.

Interactive news is popular in Zimbabwe, especially among women: A relatively high proportion of women (21%) and men (17%) cited news that asks for feedback like letters to the editors and talk shows as among their favourite genre. These findings are higher than the regional figures of women (12%) and men (10%). This may be explained by the growing civic activism among women and men in Zimbabwe during the past five years as the country grapples with political and economic challenges.

Opinion and commentary still lag behind, but more women in Zimbabwe preferred this genre than men: As in the rest of the region, women and men did not identify opinion and commentary as their most important news genre. However, slightly more women (7% compared to the region's 5% women) than men (5%, same as the region) chose this genre. This is a positive indication of women engaging with this medium as they become more educated, both as readers and as writers of opinion and commentary pieces.

There are gender gaps in who decides on the news medium: In Zimbabwe, as elsewhere in the region, the majority of women and men make their own choices about which medium to access the news from, although more men (56%) than women (46%) exercise this choice.

There are high levels of gender awareness among women media consumers in Zimbabwe: More women interviewed in Zimbabwe (59%) compared to the region (42%) stated that the news does not reflect the concerns of men and women equally. Only 26% of the women (compared to 42% men) said that the news reflects women and men equally. Some 53% of the Zimbabwean female respondents (compared to 42% in the region) said that the media's sources are not diverse. The high level of gender and media awareness among women in Zimbabwe, as compared to many other countries in the region, reflects the advocacy work of organisations such as MISA and GEMZi. More work needs to be done, however, with men in the country.

And strong perceptions about gender biases in portrayal: Zimbabwean audiences (both women and men) had clear views on the portrayal of men and women. Reflecting the findings of the GMBS, they said that women are more likely to feature in the news in roles such as victims, health workers, model/beauty contestants, homemakers and sex- workers, while Zimbabwean men appear more frequently in the news as politicians, civil servants/ government officials, business persons, criminals and members of the police and military.

And especially strong views on the use of images that portray women as mere sex objects: As in all the 12 other countries in the study, high proportions of both women and men, but especially women, found sexual images of women in the news "uncomfortable" and "insulting". Women in Zimbabwe, as well as the region, identified sexual images and pornography as the kind of news they would most like to see less of.

Men are viewed as the dominant makers and shapers of news, but there is strong support for gender equality in the newsroom: More Zimbabwean men interviewed stated that female journalists report on different news stories to their male counterpart. Both women and men believe that it is mostly men who report the news. However, a high proportion of both women (74%) and men (62%) believe it is important to have equal numbers of female and male journalists. This is an important message to media decision-makers about the need for gender policies in newsrooms, as well as gender training for male and female journalists.

Women and men want to see more positive stories; and women more stories about their concerns: Zimbabwean women and men would like to see more positive stories in the news. In addition, women want more stories on women's rights/concerns and human interest. Men want more stories on human interest, accessing services and resources and local/community news.

Women and men, but especially women, would find the news more interesting if the ideas and views of women were reported more often: A high proportion of women (64%) said the news would be more interesting if the ideas and views of women were reported more often. Equal proportions of men (37% in each case) said the news would be more interesting and "no different" if the ideas and views of women were reported more often.

It's not just about more women's voices, but about women in diverse roles: The vast majority of women (85%) and the majority of men (62%) agreed that the news would be more interesting if there were stories about women doing a wider range of things. Women and men also want to see men in non-traditional roles: such as parents, care-givers and home-makers.

CONTEXT

About Zimbabwe

Zimbabwe shares borders with Zambia in the north, Mozambique in the east, Botswana in the west and South Africa in the south. Following a long and protracted liberation struggle against white-rule, the country became independent in 1980. In the years following independence, the country made enormous strides in the fields of health and education. This legacy is still evident today in Zimbabwe's literacy rate which stands at 83%, one of the highest in Africa.

The 2002 World Population Data Sheet of the Population Reference Bureau estimates the country's population at 12.3 million. Zimbabwe's economy is driven by the agricultural and mining sectors. In the past five years, the country, which has been under the same leadership for 25 years, has faced economic decline, a high HIV prevalence which has impacted negatively on all sectors of the economy and society, and a brain-drain which has seen the departure of many highly-skilled as well as semi-skilled people. The majority of Zimbabwe's female population lives in the rural areas and now have few options for obtaining and sustaining an income in light of the political, economic and HIV/AIDS hurdles the country faces.

Media context

Zimbabwe's Constitution guarantees all of its citizens freedom of expression, which as the country's Supreme Court has ruled in several cases: "… is one of the most precious of all the freedoms and is a vitally important right and an indispensable condition for a free and democratic society…"[1] Freedom of expression, especially in the public domain, is premised on the belief that everyone in society has rights and entitlements by virtue of being citizens.

Zimbabwe's media continues to face a number of difficult challenges which include, among others, a stringent media legal environment; a small pool of trained journalists and editors to meet the information challenges and media needs of the population; a polarised media which falls into the camps of "government-controlled" or "government-supported" media versus "opposition media" and "independent media" and a decline in quality journalistic training.

The functioning and growth of an independent and pluralistic media in Zimbabwe is hampered by the Public Orders and Security Act (POSA), which replaced the Law and Order Maintenance Act previously used to harass journalists and the 2002 Access to Information and Protection of Privacy Bill which requires for journalists to be licensed. These licenses can be revoked if journalists write false stories or defamatory articles, and they can be imprisoned or fined. This Act also put in place a statutory media council to regulate the media's operations, and a commission, the Media and Information Commission (MIC) which issues licenses.

The 2001 Broadcasting Act, while paving the way for private broadcasters, also gives the responsible Minister the powers to close or take-over a station without giving reasons. No foreign investment is allowed in applying for the licenses which last for only one year.[2] In addition to the MIC, other media regulatory bodies include the Broadcasting Authority of Zimbabwe (BAZ) and the Post Office and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ).

[1] Media Law and Practice in Zimbabwe, Geoff Feltoe, published by Konrad Adenauer Foundation, p.7.

[2] Southern African Media Directory 2004/5, Media Institute of Southern Africa, 2004.

There are several independent media bodies in Zimbabwe which promote media freedom and professionalism. These include:

- The Media Institute of Southern Africa (MISA) Zimbabwe.
- The Federation of African Media Women, Zimbabwe (FAMWZ).
- The Media Monitoring Project of Zimbabwe (MMPZ).
- The Gender and Media Zimbabwe (GEMZi), the local chapter of GEMSA.

Gender and media in Zimbabwe

As in other countries in the region, media coverage in Zimbabwe tends to be event driven with a dependence on the voices of people in positions of prominence and authority. This, coupled with deeply-entrenched patriarchal norms, values and attitudes, has resulted in the exclusion of the voices, perspectives and representation of a wide section of the Zimbabwean population, especially women.

The Gender and Media Baseline Study (GMBS) found that women constituted 15% of the news sources in Zimbabwe during the one-month period monitored in 2002. This was 2% lower than the regional average of 17% women as sources. Women's voices were almost completely absent in certain occupational categories including politics, religion, science, technology and sport.

The Zimbabwe GMBS, as well as a 2002 publication by the Central Statistics Office (CSO), Women and Men in Zimbabwe, show that the media continue to be a male domain. The majority of the reporters in print and broadcast media are men, and those in positions of power and decision-making, who are able to decide what will be on the media's agenda and what moves through the media's gates to the public, are also predominantly men.

Several organisations in Zimbabwe are developing and implementing actions to increase gender sensitivity and awareness in the media. The Gender and Media Zimbabwe (GEMZi) network is a partnership between MISA-Zimbabwe, the Federation of African Media Women-Zimbabwe, the Federation of African Media Women Southern Africa (FAMSA), the Media Monitoring Project of Zimbabwe (MMPZ) and the Zimbabwe Women's Resource Centre Network (ZWRCN).

Using the National Action Plan developed in a workshop in 2003 on the GMBS findings, the organisations use strategies of gender training, media monitoring, research and policy development and media advocacy to tackle the internal forms of censorship, such as gender prejudices and biases, which give rise to the under-representation, and stereotypical representations of women and men in the media.

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research. The preliminary desk top research for this study showed that there is little formal audience research carried out by the media in Namibia. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regard to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

Table 14.2: Media in Zimbabwe

MEDIA	STATE	PRIVATE
Television		
Zimbabwe Broadcasting Corporation (ZBC)	✓	
Radio		
Zimbabwe Broadcasting	✓	
Corporation (ZBC)	✓	
Spot FM(Bulawayo)	✓	
Power (Gweru)	✓	
National FM (Harare)	✓	
Radio Zimbabwe(Harare)	✓	
Newspapers		
The Herald	✓	
The Chronicle	✓	
The Sunday Mail	✓	
The Sunday News	✓	
The Manica Post	✓	
The Southern Times	✓ (Zimbabwe & Nambia)	
Kwayedza	✓	
Umthunywa	✓	
Gweru Times	✓	
The Daily Mirror		✓
The Saturday Mirror		✓
The Sunday Mirror		✓
Zimbabwe Independent		✓
The Standard		✓
The Financial Gazette		✓
Observer		Community
Masvingo Star		Community
Ilango		Community
The Nation		Community
Nehanda Guardian		Community
Chaninuka News		Community
The Telegraph		Community
The Sun		Community
Mokonde News		Community
Midlands Observer		Community
The worker		Community

THE GMAS

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The preliminary desktop research for this study showed that there is little formal audience research carried out by the media in Zimbabwe. Editorial decisions are guided by audience feedback received in letters and talk back shows; as well as by the "gut" feel of those involved in marketing and news production. This makes the GMAS not only the first study on gender responses and preferences with regards to news, but also the most comprehensive study to date that the authors are aware of on audience responses and preferences to news generally.

Locations

The salient features of the three locations (see map below) are as follows:



Harare: Harare is the capital city of the country and is situated in the north-central area of the country and hosts the widest demographic spread, as well as the widest access to a variety of media.

Bulawayo: Bulawayo with a population of over 700,000 (2002 CSO), is the country's second largest city. Ndebele is the dominant language spoken.

Rusape: Rusape is a small town situated in the east in Manicaland Province with a population of more than 25,000, the majority of whom are female.

Demographic information

This study included interviews with 87 men and 92 women, out of the required sample of 90 women and 90 men (30 each per each location for a total of 180 respondents).

Table 14.3: Research sites in Zimbabwe

Country	Sites	women	men
Zimbabwe	Harae Bulawayo Rusape		
Total		92	87

As illustrated in figure 14.1 these cover three age groups (20-35; 36-50 and 50+).

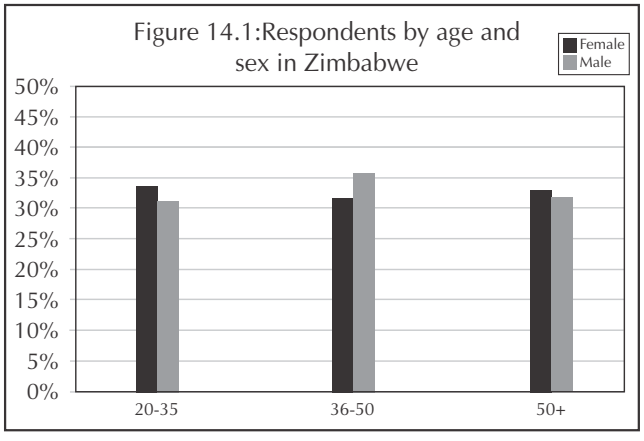
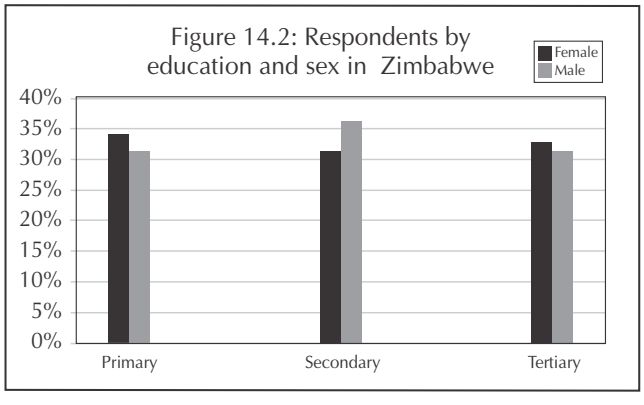


Figure 14.2 illustrates the three education levels (primary; secondary and tertiary) covered by the study.



FINDINGS

Media Availability and Use

Main source of news

Television: In contrast to the findings in nine other countries in which radio is the primary source of news, the research found that in Zimbabwe the main source of news for most women (46%) and men (34%) is television. For women and men, the primary reason for choosing television is, because "they like to see what is going on".

Radio: Chosen by 36% women and 33% men, radio emerged as the second most important source of news. For women, the primary reason for choosing radio is "can do other things at the same time"; this is a reflection of women's multiple roles which often hinder their capacity to participate fully as citizens in political and other democratic processes. Both women and men also cited "it is in my mother tongue" as one of the primary reasons for choosing radio.

Newspapers: More men (30%) than women (15%) cited newspapers as their main source of news. These figures are well above the regional average of 16% for men and 11% for women with Zimbabwean men constituting the highest proportion of those who cited newspapers as their main source of news. For men, the primary reason for choosing newspapers was that this medium provides "in-depth news". The primary reason for those women who did choose newspapers was "can access it when it's convenient", again indicating that the multiple roles of women in Zimbabwe tends to be a key factor in their choice of media (*see Radio above*). The relatively high figures for both women and men (similar to Mauritius) are a reflection of the high levels of literacy and awareness, while the gender gap presents a challenge and opportunity to media owners.

The Internet: Some 3% of the men and 2% of the women identified the Internet as their main source of news. While this is slightly higher than the regional averages for both women and men, there is clearly much work to be done on this front, including in closing the gender gap.

Education: As elsewhere in the region, and with the exception of TV that has a cross-cutting appeal, there is a close correlation between levels of education and choice of news medium. Further analysis by education levels shows that women and men with primary level education constitute the highest proportion of those who use radio as their main source of news. Equal numbers of women with secondary level education chose television (13%) or radio (13%) as their main source of news. Women (9%) and men (15%) with tertiary level education constitute the majority of those who chose newspapers as their most important source of news. Only women and men with tertiary level education chose the Internet as their main source of news.

Figure 14.3: Main source of news for women and Men in Zimbabwe

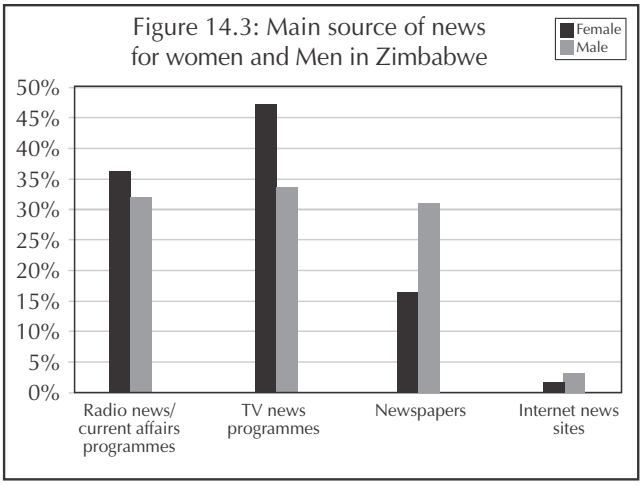


Figure 14.4: Main source of news by sex and education level for women in Zimbabwe

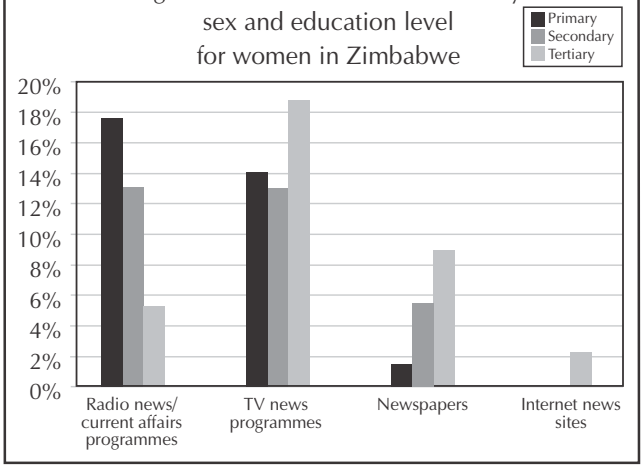
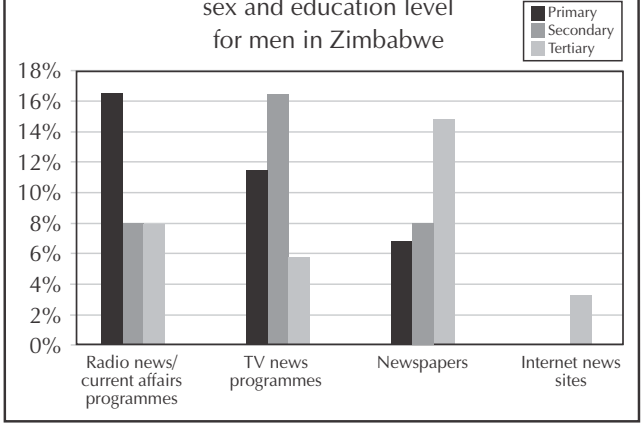
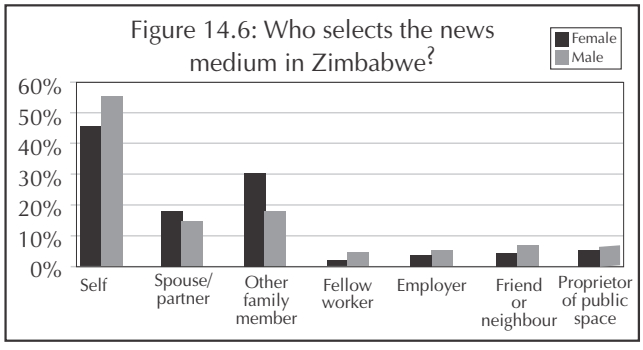


Figure 14.5: Main source of news by sex and education level for men in Zimbabwe



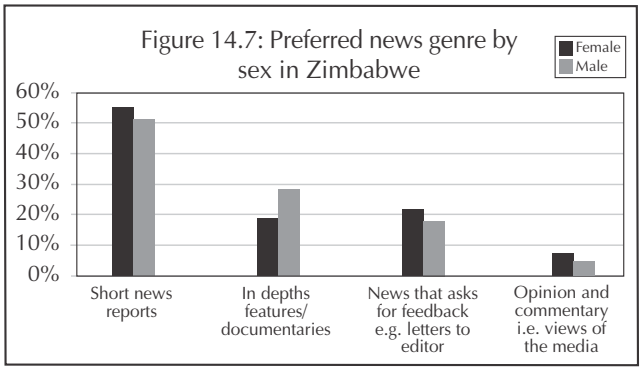
Media selection and acquisition

Most women (46%), but more men (56%) make their own selections of news medium in Zimbabwe. The second highest category is "other family member" which does not include spouse or partner, while that for spouse or partner, at 15% for women and 13% for men illustrates that women in Zimbabwe are slightly more likely to rely on their spouse or partner to select the news medium than women in the region (14%).



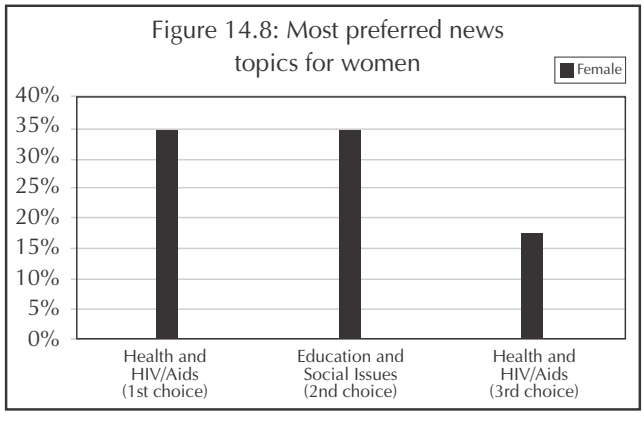
News genres

Most women (53%) and men (51%) prefer short news reports to any other genre. Only 19% women and 28% men in Zimbabwe prefer in-depth features/documentaries (compared to 28% and 32% respectively in the regional findings). This is surprising, given the generally high rates of newspaper consumption. A low proportion of the sample of women and men are interested in opinion and commentary, although more women (7%) than men (3%) chose this genre. This is interesting to note since a long-held assumption has been that men read (as well as predominantly write) opinions and columns. Regionally, an equal number of women (5%) and men (5%) chose this genre.



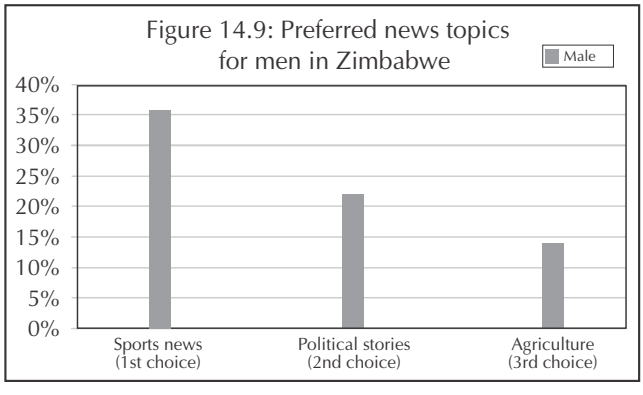
Topics

Respondents received a list of news topics and were asked to choose the three topics of most interest to them. Figures 14.8 and 14.9 show the topics chosen by the highest percentage of women and men as their first, second and third choices.



Different tastes

Most of the men in the sample chose sports as the topic that they are most interested in followed by politics, while women chose health and HIV/Aids as their most important news topic followed by education and social issues. While education and social issues were the third choice for most men in the region, in Zimbabwe men cited agriculture as their third choice. Agriculture is the mainstay of the Zimbabwean economy. Since 2000, following the controversial land reform programme which dismantled the white-owned commercial farming sector, more black men have entered the agricultural sector as small-scale and commercial farmers.



Male bias

The GMBS showed a heavy bias in news coverage in the region towards the kinds of topic that men say they are more interested in (political, economic and sports reporting) with much more limited coverage of the kinds of issues that are of concern to women, such as social issues and HIV/AIDS.

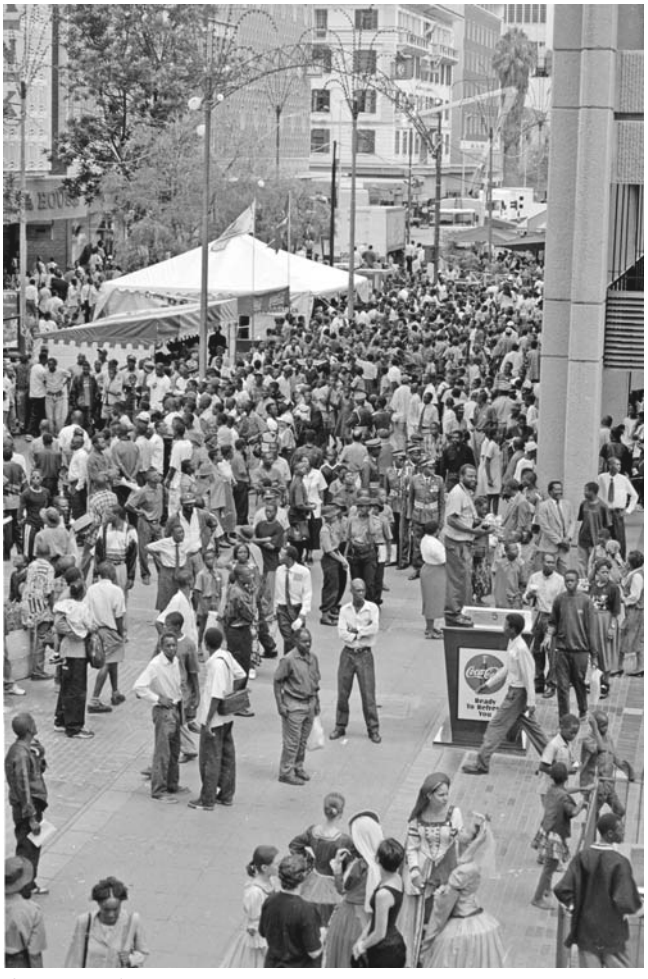
Representation and portrayal

Does the news reflect the concerns of women and men equally?

Most women (52%) and men (48%) in the sample believe that the news "does not reflect the concerns of women and men equally". Over a third of the sample of women and men believe that the news does reflect the interests of women and men equally. The other respondents remained uncertain.

Explaining their views, some women said that male issues dominated news, pointing specifically to politics which is considered a male domain; while others said that women are generally viewed as second-class citizens in the news. Interesting in the Zimbabwe survey, the older women, 50+, across all the sampled educational levels, said that male issues are dominant in the news while women in other age groups (20-34 and 36-50) stated that women's issues were given equal coverage.

Men in the sample attribute the unequal coverage of women's concerns in the news to the fact that women are more likely to be portrayed negatively in the news than men who are portrayed positively by the media. But, older men (50+) in the sample believe that there has been an increase in women's issues generally nationwide leading to an equal if not greater reflection of women's concerns in the news. Men in the sample however, do share the view that the media is making efforts to balance its content.



Street scene in Harare.

It's a man's world… but change is coming

The following is a summary of comments made by women in Zimbabwe to the question whether the news reflects the concerns of women and men equally:

- "How many times do women feature on news stories? It is not because there is nothing to talk about, but because they are considered as not important. Moreover, if it is about men they are in depth, but women are referred to in passing."
- "Males dominate the news more often."
- "This looks like a men's world."
- "Women are relegated or not considered, their opinion are not valued."
- "Women are not catered for; maybe Mujuru's being a Vice President will make a difference."
- Long ago there was no interest in women but nowadays they are also represented in a number of ways more than before.
- "People in Zimbabwe are now concerned about gender equality and women's issues; it's now more emphasis on women's issues than men's.
- "News stories reflect concerns of both sides equally, whether negatively or positively."

Male respondents added:

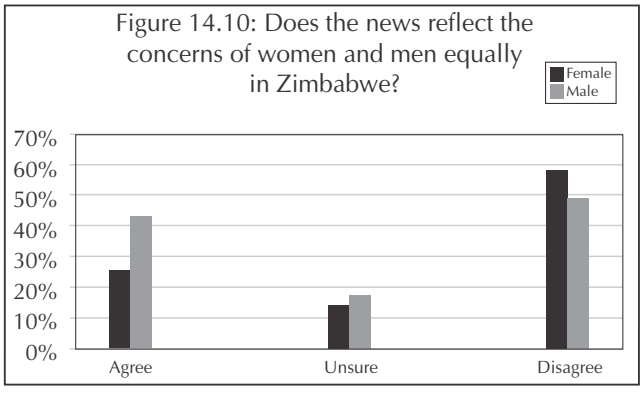
- "I think it is balanced although political news is dominated by men, but some health issues, like home-based care programmes, are dominated by women."
- "…We hear or read more about men than we do with women."
- "I hear all news about women and men everyday."
- "We are living in Zimbabwe, a patriarchal society. Women are only given space and time when dancing and singing for the ruling party."
- "The advocating of equal rights by women has enabled them to be heard in the news."
- "News is the mirror of society so it should reflect the larger part of society. Society consists of both men and women. News does not discriminate."
- "People have advocated for human rights and women have their say."

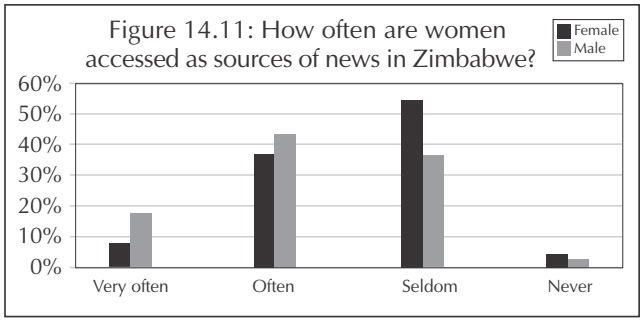
Women as sources of news

As illustrated in figure 14.11, women and men expressed mixed perceptions about whether or not women are used as sources (those who speak in the media) very often, often, seldom, or never in the Zimbabwean media. While 53% of the women sampled stated that women are "seldom" accessed as sources, 43% of the men believe that women are "often" quoted as sources in the media.



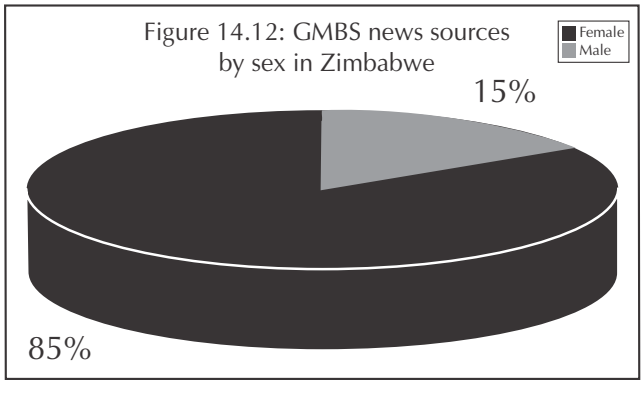
Colleen Lowe Morna and Pat Made at the GEM Summit.





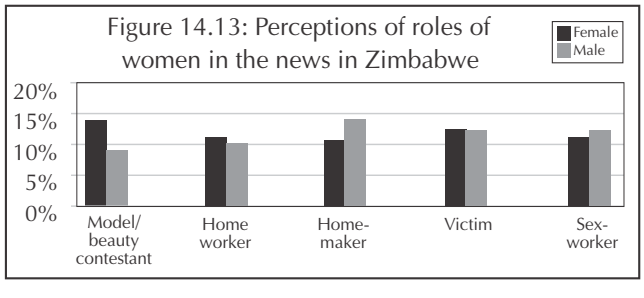
What the GMBS showed

The GMBS in Zimbabwe found that women constitute 15% of the news sources which is 2% lower than the regional figure of 17%, and 3% lower than the global figure of 18%. The varying perceptions among audiences point to the need for more gender and media literacy in Zimbabwe.



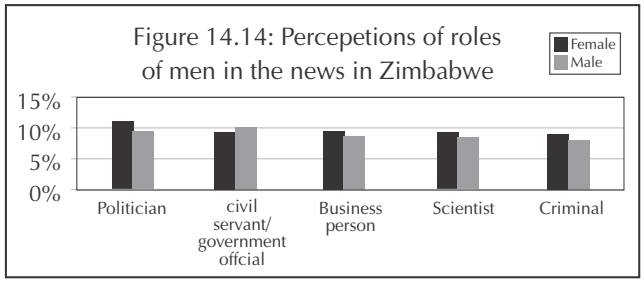
How are women represented in the news?

Respondents were given a list of categories and asked to identify the regularity with which they see women and men in particular roles in the news. Most women and men in the sample said women are in the news most often in the roles of models/beauty contestants, health workers, home-makers, victims and sex workers. The Zimbabwe GMBS which monitored actual editorial content found that women predominate in the news as beauty contestants and home-makers



How are men represented in the news?

Most women and men in the sample said that men appear in the news most often in the roles of politicians, civil servants/government officials, business persons, criminals, and as members of the police and military. The Zimbabwe GMBS found that men predominate in the news as politicians, sports persons and in the field of mining.

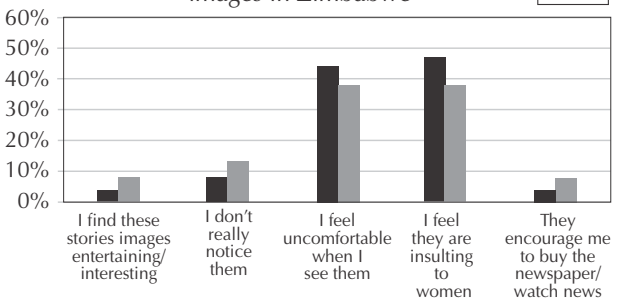


Sexual images

In responses similar to those in all the other countries in the study, 45% women and 38% men said they find sexual images of women in the news "uncomfortable", while 48% women and 36% men said they find such images "insulting". Only 4% men and 1% women said that such images "encourage me to buy the newspaper or watch the news". This is at odds with the argument frequently put forward by media decision-makers that such images are critical to their bottom line.

Explaining their responses, many women spoke about the loss of women's self-respect and the fact that sexual images "degrade" women. Men in the sample said that the sexual images belittled women, created a bad image of women and that the images contradict African culture, influence the younger generation not to respect women, and that sexual images may encourage promiscuous behaviour.

Figure 14.15: Responses to sexual images in Zimbabwe



Degrading all women

Explaining their response to sexual images in the news women had this to say:

- "It is not a true reflection of women's values."
- "Because they are selling their bodies and revealing to all men, what should be kept secret?"
- "It frustrates me that men are taking advantage of women by making them expose their flesh to chase their own endeavours."
- "It is a pity, because it encourages a negative world view of women."
- "The images degrade not only the person but every woman."
- "Women are used as sex objects and that is totally inappropriate."
- "This promotes disrespect towards women and goes to the extent of justifying abuses against women."
- "Women should be empowered and that is no way of empowering them (reflecting them in this light)."

Men added:

- "It is just inappropriate and promotes social evils like rape."
- "I am just not interested."
- "It hurts and it is not good for us."
- "They paint the picture that all women are like prostitutes."
- "It is traditionally and culturally wrong. Zimbabwe is a Christian dominated country; as a result, it is morally wrong."
- "This is a very inappropriate way of representing women, our fellow sisters and mothers."
- "The pictures of nude women degrade our women. They wash away the dignity of women; they will be viewed as sexual objects rather than as important and participating members of the society."
- "Surprising, we don't expect that in the news. Media should gain the respect of people; portraying sexual images tarnishes the image of the paper."

Media practitioners

Table 14.4 is a summary of the responses of the women and men in the sample to a set of statements about media practitioners. More than half of the women and men in the sample agreed that it is mostly men who report the news. Most women and men had mixed views as to whether women report on different kinds of stories to men. But 74% women and 62% men endorsed the principle of gender equality in newsrooms.

Table 14.4: Perceptions of media practitioners in Zimbabwe

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that it is mostly men who report the news.	63	60	7	8	30	31
I prefer news stories reported by men.	21	33	22	23	57	44
I prefer news stories reported to women.	38	20	22	30	39	50
I think that women report different kinds of news stories to men.	47	52	21	15	32	33
I think that there should be equal numbers of male and female reporters.	74	62	6	7	20	31

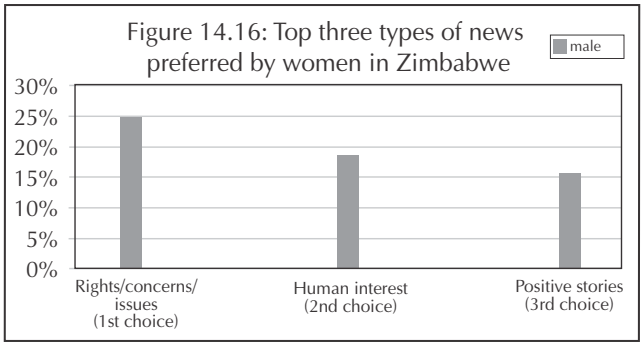
Audience preferences

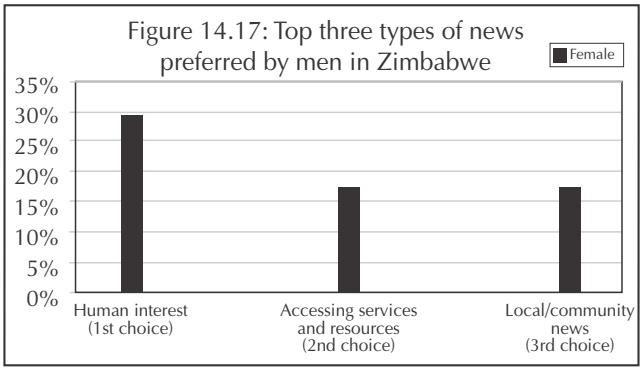
Types of news

Respondents were asked in the form of an open-ended question, what they would like to see more of and less of in the news. The answers were then grouped.

More positive news

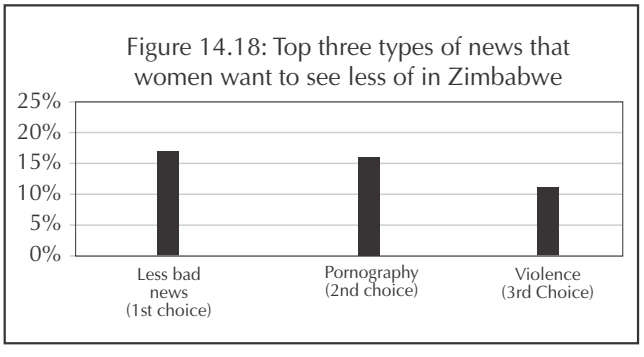
Women want to see more positive news stories. In addition, women want to see more stories about women's/rights/concerns/issues and human interest stories. Men want to see more human interest stories, more local/community news and more stories about accessing services and resources.

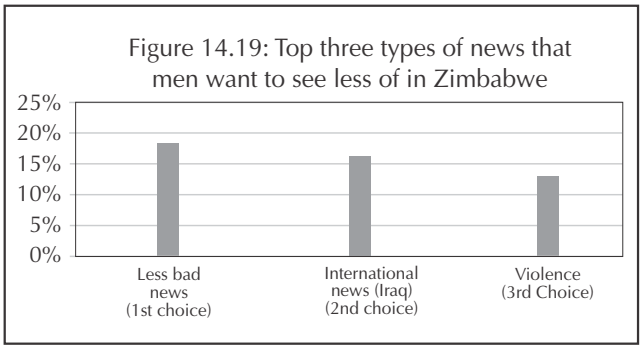




Less bad news and pornography

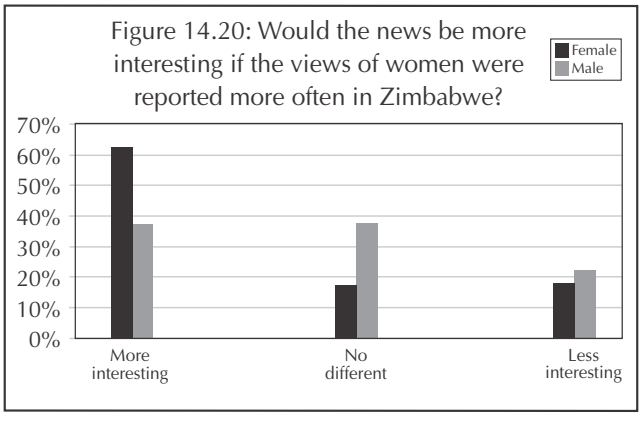
When asked what they would like to see and hear less of in the news, women and men expressed similar views. They both cited less bad news and violence as topics they would like to see and hear less of in the media. In addition, women cited pornography and men international news as areas of coverage that the media should concentrate less on.





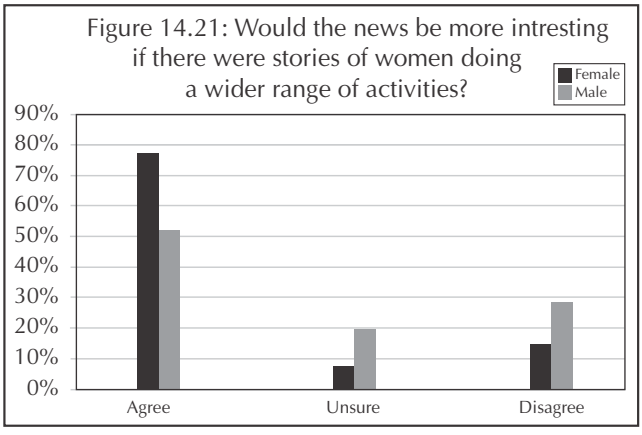
More women's voices

As in other countries, a high proportion of women (64%) and 37% men agreed that the news would be more interesting if the views of women were reported more often. Fewer women respondents (18%) but a relatively high proportion of male respondents (37%) said the news would be no different. 18% women and 26% men said the news would be less interesting if the views of women were reported more often.



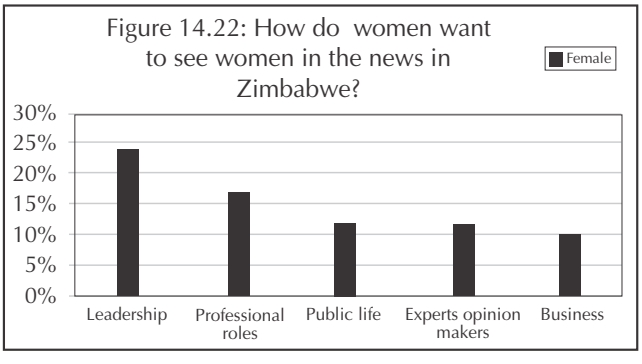
Diversity

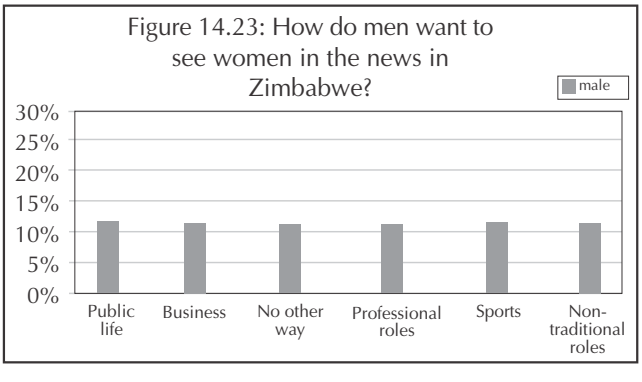
As in the rest of the region, a high proportion of women (77%, compared to the regional average of 78%) and men (51%, compared to the regional average of 59%) said the news would be more interesting if women featured in a wider diversity of roles. Respondents were asked, in the form of an open-ended question, to identify the ways in which women and men should be represented more in the news. The respondents provided answers that were subsequently analysed and grouped together..

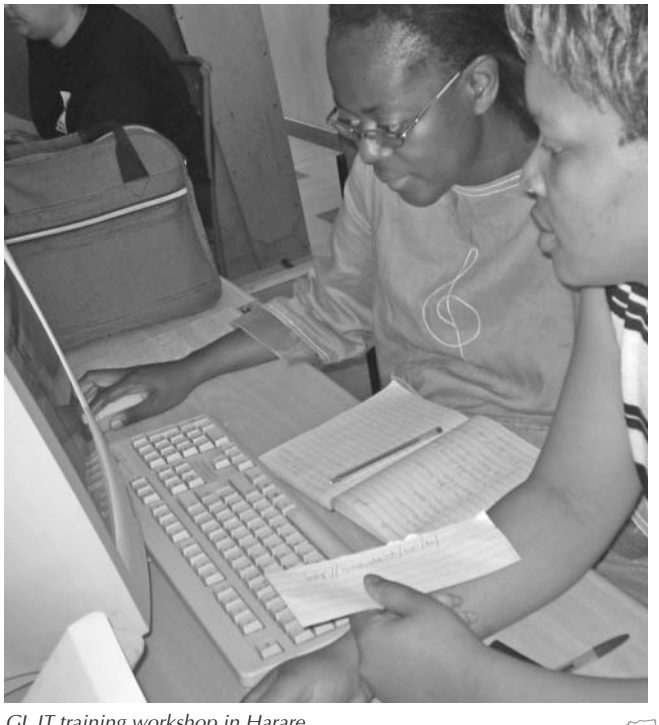


New roles for women

Women and men identified three common roles in which they would like to see women more often: in public life, in professional roles and in business. In addition, women identified the portrayal of women in leadership roles and as expert opinion makers as being important. Some 9% women and 12% men said they did not want to see women represented in any other way.



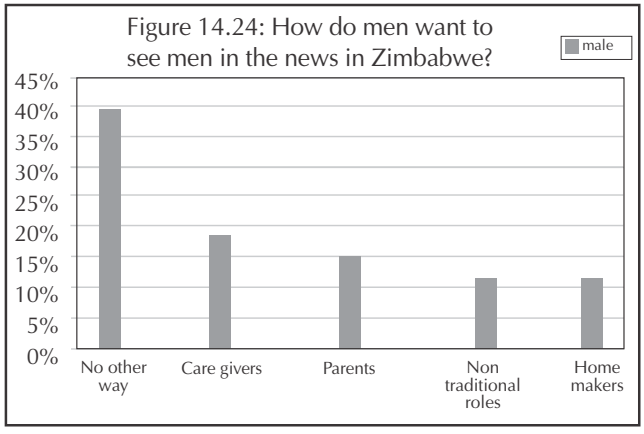


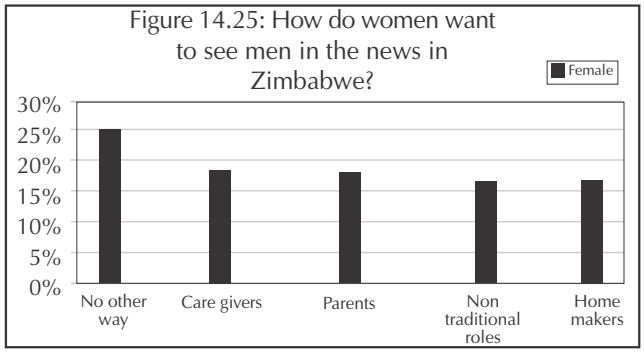


GL IT training workshop in Harare.

New roles for men

While the majority of women and men in the sample said they did not see the need for men to be cast in any other roles than those in which they are seen and heard already, many of the respondents (women and men) indicated that they would like to hear and see more men as care-givers, parents, as home-makers and in non-traditional roles in the news





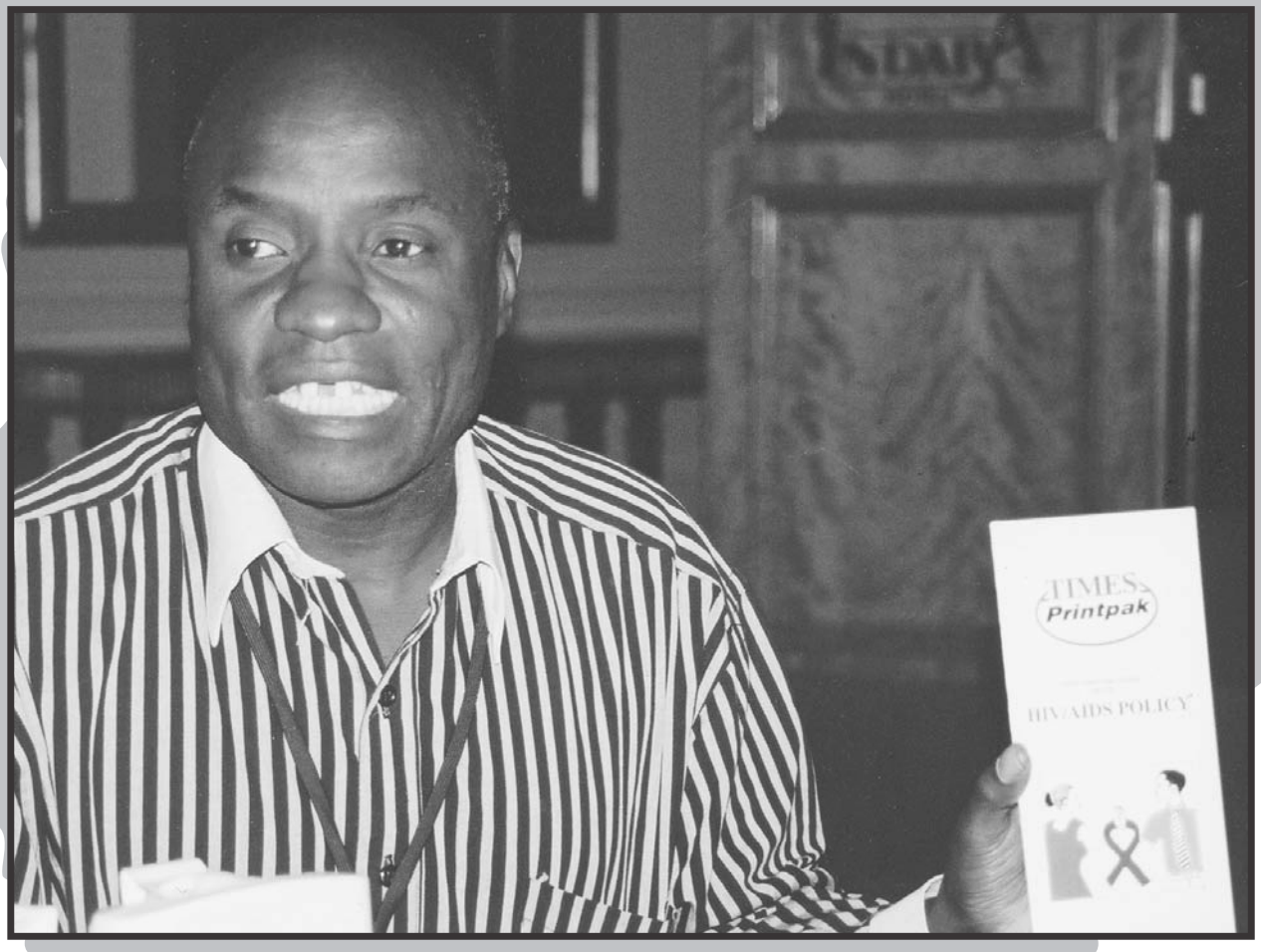
Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in the news consumption and preferences, have important implications for media policy makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.



Gender equality means sharing the load.

Chapter fifteen: Way forward



Hicks Sikazwe, Production Manager of Times Print Pack, Zambia holds up his company's Gender and HIV/Aids policy.

GENDER & MEDIA AUDIENCE STUDY

GENDER AND MEDIA AUDIENCE STUDY
gmas
WOMEN AND MEN RESPOND TO THE NEWS

gender links

GEMSA
Gender and Media Southern Africa

The GMAS, providing as it does a "citizens mirror" to the GMBS, contains a wealth of data and insight into the way in which women and men interact with the news in Southern Africa. Both a contribution to the growing body of literature on gender and the media in the region, as well as providing some of the most reliable and up-to-date information on news audiences in Southern Africa, the findings have important implications for the campaign to promote gender balance and sensitivity in the media.

As in the case of the GMBS, the first phase of this study has been launched at workshops in all participating countries, and the final report will similary be launched in the phase two countries. The workshops aim to engage with the findings of the report, and review progress made following the adoption of National Gender and Media Action Plans at the GMBS workshops in 2003.

The workshops have, and will be, driven by country representatives of the Gender and Media Southern Africa (GEMSA) Network, which provides excellent linkages on the ground in each country for ensuring that research of this nature becomes a living resource.

In particular, unlike the GMBS that mainly targeted experts and decision-makers, this research, about the preferences of news consumers, will also target citizens in a much broader sense, opening the door to a vital new area of work: gender and media literacy.

To ensure that conclusions and recommendations are appropriately targeted to the many different interest parties in this process, these have been clustered according to the main target groups identified in the study.

While the detail will differ in each country, the messages, targets and strategies cut across the board. It is hoped that at the action planning workshops each country will adapt these as appropriate, and integrate them into broader gender and media action plans.

Media decision-makers: marketing

- ***Taking women consumers seriously:*** A clear finding of this study is that although there is still a gender gap with regard to who decides on what medium to get the news from, a high proportion of women (in most cases, the majority of respondents) make their own decisions. This is a strong message to media marketing departments to start regarding women, who in the past have tended to be invisible, as a distinct market with distinct needs.

- ***Especially in growth areas like television:*** Another clear finding in the research is that, especially in the more affluent countries, television has overtaken radio as the main source of news and that in most countries more women than men watch television news. Even in poorer, more socially conservative countries like Swaziland and Zambia where television is the second most important source of news, more women than men get their news from television. The findings are a wake up call to public and private television stations to pay much more regard to what kind of news women audiences would be interested in.

- ***The gender gap in the print media represents a marketing opportunity:*** As in virtually every country in the world, the print media in Southern Africa is struggling to gain market share. Yet a vibrant print media is vital to deepening citizenship awareness and participation, as illustrated in Mauritius, one of the region's most mature democracies, which had the highest proportion of those who cited newspapers as their main source of news. The fact that these newspaper audiences in Mauritius are not only highly educated people, and the diversity of publications for an island of just over one million, speaks to the potential for growing newspaper readership in the region. A unique finding - that there are more female than male newspaper readers in Namibia and Seychells - is a reminder that in so far as there is a gender gap in newspaper readership elsewhere, there is also a market opportunity.

- ***Integrating gender into market research:*** What emerges from the research is that women are both serious news consumers as well as a market with specific needs. Bridging these two requires gender-related measures to be integrated into market research to better inform media marketing as well as editorial strategies.

Media decision-makers: editorial

- ***Rethinking news topics:*** In almost every country in the study, men chose sports, then politics then a social subject as their favorite news topic (more or less the order in which mainstream news is prioritised) while women had a reverse set of priorities that started with topics like education and women's rights. It is also significant that both women and men, but especially women, raised the need for more stories and information on HIV/AIDS. Considering that women constitute (or could potentially constitute) half of news consumers, these findings challenge editors to become much more alive to their female audiences.

- ***Rethinking news values:*** Across the board, audiences challenged the age-old view that "bad news makes news." There is a clear plea from women and men for balancing stories about war, violence and disaster with positive, local, human interest stories that are closer to the every day experiences of "ordinary" people. There is also a plea to balance despair with hope.

- ***Diversifying sources:*** While audiences in the study appeared not to have consciously analysed the gender imbalances in the news, the two strongest affirmative responses came in response to the questions of whether audiences would find news more interesting if it carried more women's voices, and if women were portrayed in a wider diversity of roles. The GMBS showed that

women's views are under-represented in every topic category including those topics that women in this study said they have a special interest in like education, health and HIV/AIDS. As many progressive media houses have shown post-GMBS, with a little effort it is possible to give greater voice to women. This study suggests that such an approach would enrich editorial content and be a draw-card for audiences.

- ***And challenging stereotypes:*** When asked what *other* kinds of roles they would like to see women in, audiences cited more women in public life, business, leadership, as experts, opinion makers etc. Women and *men* also mentioned a range of non-traditional roles for men, such as home-maker, parent and care giver, and even as models! This finding is a reminder to editors that the media is not just about reflecting what is, but what could be. It is time to start thinking about challenging, rather than blindly reinforcing stereotypes.

- ***Rethinking images that reduce women to mere physical objects:*** The other distinct finding in the research that flies in the face of conventional wisdom concerns the extent to which both women and men found sexual images in the news either "uncomfortable" or "insulting" as opposed to "entertaining" or a major incentive to go out and buy the news. While there are those who will argue that respondents said what they thought researchers wanted to hear, this is a difficult conclusion to substantiate, given the large sample, the extremely diverse geographical locations, as well as the fact that the researchers were students who did not carry the colours of any advocacy organisation into the field. Some of the qualitative explanations, especially those offered by men, raise issues of morality, culture, tradition etc. But the main arguments, especially those put forward by women, are cast largely in human rights terms, raising questions such as: Why only women? What messages are conveyed? What is the effect of this on the struggle for gender equality? At the very least, open-minded editors owe it to their consumers to reflect on this finding and its implications.

- ***Editorial policy:*** As in the case of the GMBS, reflections and debates on this report need ultimately to inform editorial policies. Several media houses around the region have taken the initiative to adopt gender policies. These were shared at the Gender and Media Summit in September 2004 and are available in the GL publication: *Getting it Right: Gender and the Media in Southern Africa.* GL, MISA, GEMSA, and a number of other NGO partners are working with the Southern African Editors Forum (SAEF) on a Media Action Plan on HIV/AIDS and Gender that includes rolling out HIV/AIDS and gender policies in 80% of the media houses in the region by 2008. The GMAS provides powerful arguments and source material for this initiative.

Media practitioners

- ***Gender training for media practitioners:*** The fact that audiences did not perceive a clear difference in the style or output of male and female journalists is consistent with other studies that have failed to establish a strong correlation between the sex of a journalist and the extent to which their work is more gender balanced and sensitive. This is a complex issue. Journalists, male and female, do not work in a vacuum nor do they have free rein in what they cover or how. But, as audiences suggest in their response to the question on the need for gender balance in newsrooms, a media that is not transformed cannot go out and change the world. This may be read as an endorsement of gender policies in newsrooms and a reminder that both male and female journalists need to undergo gender-awareness training.

Gender and media activists

- ***Making the link:*** Gender and media activists involved in advocacy around the GMBS are well placed to make the link between the two studies and to strengthen advocacy campaigns using the findings of this study.



Jennifer Mufune, a GEMSA exco member and gender co-ordinator for MISA, packs conference bags with Ammu Joseph of the Network of Media Women in India.

- ***Launching the research:*** GEMSA country representatives and networks have been closely involved in the workshops to launch the research in the six countries where it took place first: Botswana, Mauritius, Namibia, South Africa, Swaziland and Zambia. They will also take a leading role in the workshops to be held with the remainder of the countries in the study in 2006. As in the case of the first phase. The research will also be shared at strategic media events during the course of the year, such as on 8 March (International Women's Day) and 3 May (Media Freedom Day).

- ***Engaging with media houses:*** A particularly effective strategy that has been adopted by GEMSA networks, that will continue tobe an important strategy for disseminating this research, is to set up meetings with media houses and share the findings of the research. This will be done through networks in-country and regionally through GEMSA.

- ***Monitoring***: GEMSA networks have also been effective in monitoring the media and offering continuous feedback on performance. These networks, through the monitoring sub-committee of GEMSA, will be relied on to monitor implementation of these recommendations.

- ***Gender and media literacy:*** The findings of the study suggest that while audiences have "gut feelings" about gender and the media, this and the broader workings of the media are still not an area that is well understood. Media literacy is critical both for creating an informed and participative citizenry, but also for ensuring effective public oversight of the media, to whom the media should ultimately be accountable. One of the successes of many of the GEMSA networks such as Media Watch Organisation (MWO) Mauritius and the Zambia Media Watch (ZAMWATCH) has been in turning the GMBS into simple materials that have been disseminated at interactive sessions with schools and the public more broadly. Engaging with media audiences is a critical area of work for gender and media activists, who can learn from each in this task.

Consumers

- ***Finding a voice and making it count:*** This research – the only comprehensive, region-wide research on media audiences in Southern Africa to date – is an invitation to media consumers to claim their space and understand their power. One of the most encouraging findings of the research is that in many countries, and overall, more women than men chose "news that asks for feed back" such as letters to the editor and talk shows as their favourite news genre. This is not to say that more women than men exercise this right. But it does suggest that, contrary to the view that women are either not interested in, or are passive recipients of news, they in fact want to *engage* with the news. As reflected in *Getting it Right, Gender and the Media in Southern Africa* – the compendium of best practices presented at the Summit – many women in the region have started to challenge media content that they find offensive, especially advertising. The voice of consumers is one of the most critical in the campaign encapsulated in the GEM Summit logo: "Making every voice count: and counting that it does."

Policy makers

- ***Creating a conducive environment:*** As reflected in this study, media density in Southern Africa varies considerably from very high in countries like South Africa and Mauritius, to relatively low in a country like Swaziland. This is due to a variety of reasons, ranging from levels of income and education, to the general media and ICT policy environment. Ultimately, these factors all come down to whether or not governments have created a conducive environment for a well informed, participative citizenry and for a vibrant media. Because women lag behind men in most countries with regard to literacy, education and public participation, this study is a call not only to create conducive environments for effective citizenship participation, but also to ensure that gender is integrated into all aspects of such policies.

- ***Promoting ICTs:*** The study highlights the extremely low levels of reliance on the Internet as the main source of news (2% overall, with no audiences citing the Internet as the main source of news in Angola, Lesotho, Malawi, Namibia and Zambia and no women choosing this category in Swaziland). This is despite the avowed intention in many countries in the region to be at the cutting edge of the IT revolution. There are clearly major challenges ahead to create greater access and usage of ICTs, particularly among women whom, as this study shows, are already being left behind.

- ***Gender and media literacy:*** As described in the "context" sections of each country chapter, most countries in the region now have statutory or self-regulatory bodies to set standards for the media and take up public complaints. This research should prompt such bodies to integrate gender considerations into the standard setting process; educate consumers – women and men – about their rights as well as promote gender and media literacy as part of the broader campaign to ensure greater citizenship participation.



Picture our lives... in a new way!

Annex one: Theoretical framework

Compiled by Larry Strelitz and Jeanne Prinsloo

Gender, media and news

This section provides a brief discussion of gender as a social construction and of how the media has been considered as gendered. The focus is on news within the public sphere, and the feminist critique thereof. It also refers to feminist research that has been done in relation to news.

Gender

The premise underpinning this research and intervention is that gender is socially constructed. Accordingly, people are considered to be constituted as gendered beings, as masculine or feminine, through a range of representational and social practices in such a way that the subject positions (as masculine or feminine) are held to be a consequence of free and rational choice.

The configuration of patriarchal power relations has been described as the 'gender order' (Connell 1987) and is dependent on creating categories of inclusion or exclusion. It constitutes masculine and feminine identities as distinct.

- Masculinity is constructed as powerful, physical and rational and femininity as passive, dependent and emotional.
- It is proposed that this form of dominant masculinity, which is described as 'hegemonic masculinity', is dependent on and must be complemented by 'emphasised femininities'.
- Trujillo (1991) mentions features of hegemonic masculinity as including physical force and control, occupational achievement, familial patriarchy and heterosexuality. (By extension then, hegemonic masculinity implies and depends on feminine subjects who assume the familial roles that enable occupational achievement and familial patriarchy, etc.)
- Thus, it proposes attitudes, values and beliefs that are taken up by both male and female subjects of this powerful discourse.
- It also works in opposition to and contests other forms of gendered identities, whether (subordinate) masculinities, e.g. homosexuality, or those identities that seek gender justice, e.g. various feminisms.

While this conceptualisation of gender as socially constructed considers patriarchy as a powerful dominant set of power relations, other competing positions do exist. What is important about it is that it provides an understanding of how people take up gendered identities within the dominant gender order. It helps to explain why people might comply with their gendered identities, even when they propose their subordination. Moreover, it acts as a lens through which one can think about media output in relation to its gendered representations and narratives and their implications for gender justice. In this way, it provides a conceptual frame for interventions that attempt to counter dominant power relations.

Gender and the media

Feminist media scholars are concerned with the unequal power relations that the media is seen to reinforce in line with patriarchy. They have responded to the ways in which gender is inscribed in the media in different and complex ways. Central to their writings, regardless of their particular feminist position, is the division of the social world into public and private domains. In line with this, a dichotomy is proposed between media genres as either masculine or feminine. Fictional genres that are conventionally considered feminine tend to be located within domestic spaces relating to 'feminine' occupations, while fictional masculine genres and media forms that play out active, often aggressive, quests take place in public arenas. This dichotomy between the private and the public works symbolically to exclude women from the public sphere and, in so doing, reinforces patriarchal discourse. Significantly, news, supposedly neutral and balanced, is proposed to be a masculine genre, which follows masculine rules of discourse (Livingstone 1994:429).

News, the public sphere and gender

News is conventionally understood as functioning within the public sphere and discussions draw on Habermas' discussions of the bourgeois public sphere and the 'triumph of rationality and critical debate' (McLaughlin 1993: 599). The public sphere is seen as distinct from both the private (domestic) sphere and the sphere of the public (or state) authorities. Three elements are seen to characterise it:

- First, the public sphere is envisaged as accessible to as many people as possible where a large variety of social experiences can be expressed and exchanged.
- Second, it should constitute a forum where varied arguments and views are confronted through rational discussion, through clear insight into possible alternatives, as well as through a range of interpretive frames.
- Third, through discussions of matters of common interest it should act to systematically hold the state accountable (Verstraeten 1996:348).

News is thereby envisaged as playing a significant role in enabling the public sphere. However, feminist media scholars have critiqued the myth of universal access proposed in this conceptualisation of the public sphere, noting that civil society was constructed through the significant exclusion of women, the working class and popular culture (Fraser 1992, McLaughlin 1998). The public sphere as conceptualised by Habermas, rather than being impartial and functioning for the public good, is seen as 'insinuated with class bias, masculinist ideology and forms of domination' (McLaughlin 1993:603). It is argued, that masculinist gender constructs were built into the very notion of the public sphere.

In response to the critiques of the masculine nature of the public sphere, there have been calls to reconceptualise it so as to begin to address the existing dichotomy between private and public. It should reconsider how women's experience is obscured and make problematic the Enlightenment notion of an impartial civil society. Arguments have been put forward for an 'emancipatory politics' which would 'foster a conception of public which in principle excludes no person,' and is accompanied by a 'recognition and appreciation of difference' (Young 1987:76 in McLaughlin 1993:611). Relating this then to news production, this argument consequentially proposes that the news should be more inclusive and thus encourage greater diversity of argument and representation.

Feminists researching the news

In line with this critique of the public sphere, feminist research has investigated the ways in which gender is constructed within the media, and in relation to this research, in the news. The results of quantitative studies that investigate the gendered nature of the news in several countries bear similar results. Women are less frequently presented as newsmakers or as sources, and then they appear most frequently in human interest sections, e.g. art, education, welfare and consumer affairs. In contrast men appear in all news sections, but particularly in those pertaining to politics, the economy and political news, both nationally and internationally. If women are presented to speak as 'emotional experts', men tend to be presented as in control or as detached authorities (van Zoonen 1988). Karl describes typical information structures as characteristically 'male-dominated' (1981:26). Her findings concerning the representation of women in the media are listed as follows:

- Women are virtually absent from the 'important' news of the world whether transmitted by press, radio or television.
- Very little media coverage is given to women's work, achievements, situations or needs.
- The media are responsible for perpetuating and disseminating traditional stereotypes of women.
- When women are involved in organising and action, and especially when they step out of their traditional roles, the media often distort and ridicule them.
- Women lack access to information they need and to which they have a right, information which would help them answer questions affecting their daily lives, problems and needs (Gallagher 1989).

While these findings are consistent with the other findings mentioned, it is the last point which is also of concern to this kind of research. Are there any perceived needs that women and men feel are not addressed by the news media?

The Gender and Media Baseline Study

The Gender and Media Baseline Study, which focused on the representations of gender in the editorial content of the Southern African media, was undertaken in September 2003. It was the joint initiative of the Media Institute of Southern Africa (MISA) and Gender Links and it set out to analyse the print and electronic news media in 12 Southern African countries both quantitatively and qualitatively. The findings of this study are strikingly similar to findings of similar research internationally (for example the Global Media Monitoring Programme 2000). Certain key findings extracted from the quantitative content analysis are listed below.

- Women's views and voices are markedly under-represented in the media: women constituted only 17% of the identifiable news sources.
- Older women are virtually absent in news media in strong contrast to older men.
- Women are more likely to be identified by their private (familial) role than men, e.g. wife daughter, mother.
- Women are not portrayed in certain occupational categories, while they dominate in the categories of beauty consultants, sex- workers and home-makers.
- The only topic on which women's voices as sources outnumber men is on gender equality.
- Men's voices as sources dominate in all hard news categories.
- The highest level of representation of women in the media is as TV presenters, and even in this category they act in this role less frequently than do men, and then mostly in the under 35 year age bracket.
- Women constitute only 22% of the journalists who wrote the news stories. There are also fewer critical cartoons, opinion and commentary pieces written by women.
- Women media practitioners predominate in the soft beats although there is not a single beat in which they achieve parity with men. Their absence is marked in economic, political, sport, mining and agricultural news reporting.
- Interestingly, men media practitioners similarly produce more stories relating to gender issues.
- Women media practitioners tend to access more women sources than do men.
- While blatant sexism does still occur, it is usually more subtle and reinforces patriarchal attitudes.
- Most stories are 'gender-blind' and fail to probe the gendered dimensions of the kinds of situations that are deemed newsworthy, whether HIV/AIDS, national budgets or war (GMBS 2003 10-12).

While there is adequate empirical evidence now of the under-representation of women in the news and the patriarchal nature of this coverage, the recommendations for appropriate intervention are varied and contradictory. For example, responses to the gendered nature of the news have included calls for more varied representations of women and men, but also have proposed that increasing the number of women reporters would result in changed gendered representations. Scholars (such as Gallagher 1981, van Zoonen 1988, Lavia & Lehman-Wilzig 2003) counter this position as not supported by empirical evidence and as ignoring the institutional contexts the conventions of news production.

Moreover, while research has tended to focus on the content of news and to probe the gender of the workforce, very little work has focused on the reception of news along gender lines.

Audience research

There are a number of different ways one can discuss the field of audience research. For example, one can provide a chronological account of the history of such research; one can group different theories depending on whether they stress audience autonomy or privilege textual determinism; one can group the different approaches according to their rootedness in qualitative or quantitative methodologies. Further, one can argue that in order to understand different approaches to audience research one needs to understand their relationship to competing political analyses of the social formation as a whole.

For the purposes of this project, this field is discussed through the organizing categories of 'critical' and 'administrative' research. The reasons for this will become clear later in the discussion of the proposed research project and the unique way it combines the concerns of these two approaches.

'Critical' versus 'administrative' research

In 1983, Journal of Communication published a series of essays which examined a perceived split within communication studies between, borrowing from Lazerfeld's 1941 distinction, 'critical' and 'administrative' research. As Smythe and Van Dinh note in their contribution to the debate, various types of communications research can be classified as critical or administrative on the basis of the following characteristics: (a) the type of problem selected, (b) the research methods employed, and (c) the ideological perspective as identified by the researchers' treatment of the results of the analysis as well as the choice of problems and tools (1983: 118). They write:

> This results in an antimony of critical and administrative research. By 'administrative' researchable problems we mean how to make an organization's actions more efficient, e.g., how best to advertise a brand of toothpaste, how most profitably to innovate word processors and video display terminals within a corporation, etc. By 'critical' researchable problems we mean how to reshape or invent institutions to meet the collective needs of the relevant social community… (1983: 118)

Another research issue crucial to administrative research is the ongoing problem of how best to 'deliver audiences to advertisers' (Ang, 1991: ix; Smythe, 1977: 1-27). Thus, the South African Advertising Research Foundation (SAARF), founded in 1974, generates the All Media Product Survey (AMPS) data to serve the commercial needs of its three interlinked stakeholders – the marketing, media and advertising industries. An example of industry driven research is provided by the International Newspaper Marketing Association's (INMA) report *Exploring the Newspaper Readership Gender Gap*. The research is aimed at newspaper publishers and probes the relative decline of female newspaper readers. The insights the study offers are intended to help publishers increase their female readership given that they are a 'coveted group…for advertisers' investments' (Price, 2003: 64).

When it comes to issues of methodology, administrative researchers are deeply committed to producing reliable, valid, and generalisable data which is seen to emerge from the implementation of quantitative research methods. Critical research, given that it often relies on qualitative methods, is seen, by administrative researchers, as not producing empirically useful information. Criticisms include:

- it avoids measurement (Pool, 1983);
- it illustrates rather than tests concepts (Blumler, 1983);
- it fails to meet empirical criteria for causality, inference, and explanation (Stevenson, 1983); and
- it overgeneralises from individual behaviour to collectivities and vice versa (Stevenson, 1983).

However, critical researchers counter that their research does not exclude empirical investigation, but (in line with Smythe and Van Dinh quoted above) the points of difference relates to the kinds of evidence sought and the context of interpretation. In line with this Slack and Allor (1983), Jansen (1983) and Smythe and Van Dinh (1983) point out that critical research examines varied questions with diverse methods (both qualitative and quantitative).

Thus, primarily what does distinguish critical and administrative research is the emphasis by the former on placing 'facts' within their social and historical contexts. This is part of the general critique of positivism (which informs those quantitative research methods central to administrative research) which argues that by decontextualising and dehistoricising its objects of research, it (positivism) supports the status quo. As Mosco points out, whatever is under investigation 'is measurable, quantifiable reality, while the history that leads to this and the factors that will propel this moment into the future are not' (1983: 245). What is central to the critical research tradition within communication studies is the relationship of the 'culture industries' to the exercise of cultural and economic power in society. Given this, critical researchers are committed to a critique of the status quo and favour change and social transformation.

Administrative research is primarily quantitative and includes market research. As noted above it serves primarily the private corporate interests that pay for it. Wimmer and Dominick (1983: 263) identify 5 basic types of studies undertaken by print media researchers: readership, circulation, management, typography/makeup, and readability. (Electronic media research within the administrative research paradigm tends to focus primarily on the question of audience ratings.) Research informed

by critical theory, as noted earlier, is interested in the media as cultural and economic institutions. Issues of power and ideology are central to this approach and, depending on whether the researcher works from a political economy or cultural studies perspective (and these two approaches have in the past stood in an antagonistic relationship to each other), the focus is on media institutions, media texts, or media reception or a combination of these (du Gay et al. 1997). What underpins the various research foci within this approach is an understanding that the messages and representations generated and circulated by the media industries play a role in either supporting or challenging social relationships of domination and subordination. Thus research is usually aimed at uncovering how these ideological processes (ideology here referring to 'meaning in the service of power' – along lines of class, gender etc.) are sustained or challenged by the meanings produced and circulated by the mass media. As Real observes,

> [T]he call for attention to power, domination, economic and political forces, social context, history, and epistemology pulls critical research toward large complex questions that exceed the boundaries of most administrative empirical-behavioral research designs (1984: 80).

Finally, as already noted, critical research, in contrast to administrative research, often foregrounds qualitative research methods (increasingly in combination with quantitative methods). Rather than simply being interested in who has the TV set or radio turned on at news time or who is reading a particular newspaper (this is the data that AMPS provides), critical researchers are keen to find out what meanings are produced during these acts of media consumption. Critical researchers using qualitative methods would thus be keen to explore the cultural and ideological significance of different acts of media consumption.



Department of Journalism, Durban Institute of Technology.

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Annex two: Gender and Media Audience Study questionnaire

Note: This questionnaire is to be administered by the researcher and under no circumstances be filled in or read by the respondent.

Name of researcher: _____

Date: _____

Please note that the contact information is optional.

Name of respondent: _____

Contact information: _____

SECTION A: DEMOGRAPHIC INFORMATION		
1.	Sex	
a	Male	
b	Female	

2.	Location	
a	Country	
b	Site	

3.	How old are you?	
a	20 - 35	
b	36 - 50	
c	50+	

4.	What level of education have you reached?	
a	Primary	
b	Secondary (matric or A-levels)	
c	Tertiary (higher than secondary)	

5.	Racial classification **(For South African and Namibia only.)**	
a	Black African	
b	Indian/Asian	
c	Coloured	
d	White	

6.	How many people do you live with?

SECTION B: MEDIA AVAILABILITY AND USE			
7.	What is your most important source of **news**? And also which is your second most important source of **news**?	Most important	2nd most important
a	Radio news/current affair programmes		
b	TV news programmes		
c	Newspapers		
d	Internet news sites		
e	Other - specify		

8.	With reference to your most important source of news, give **one** reason why you prefer this medium for **news**. **Do not show the list to the respondent. However, if the respondent's answer is listed in the table below, tick that option. If you cannot correlate the answer to any on the list, write them under other.**	
8.1	Can do other things at the same time	
8.2	It is affordable/does not cost me anything	
8.3	It is in my mother tongue	
8.4	Can get up to the minute/breaking news	
8.5	Habit/always done it this way	
8.6	Literacy/does not require me to be able to read	
8.7	Can access it when its convenient (not time bound)	
8.8	It is the only medium available to me	
8.9	For in-depth news	
8.10	I like to see what is going on	
8.11	Other	

9.	If you do buy newspapers, who usually decides which newspaper to buy? **Only two choices.**	
a	Self	
b	Spouse/partner	
c	Other family member	
d	Fellow worker	
e	Employer	
f	Friend or neighbour	
g	Proprietor of public space e.g. shebeen, café, taxi	
h	Other	

10. If you do listen to the radio, who usually decides which station to listen to? **Only two choices.**		
a	Self	
b	Spouse/partner	
c	Other family member	
d	Fellow worker	
e	Employer	
f	Friend or neighbour	
g	Proprietor of public space e.g. shebeen, café, taxi	
h	Other	

11. If you do watch TV, who usually decides which station to view? **Only two choices.**		
a	Self	
b	Spouse/partner	
c	Other family member	
d	Fellow worker	
e	Employer	
f	Friend or neighbour	
g	Proprietor of public space e.g. shebeen, café, taxi	
h	Other	

SECTION C: GENRES

12. What kind of news is your most important to you? And also what is your second most important kind of news?		Most important	2nd most important
a	Short news reports		
b	In-depth features/documentaries		
c	News that asks for feedback e.g. Letters to the editor; talkshows		
d	Opinion and commentary		

SECTION D: TOPICS

13. Which three news topics from this list are of most interest to you? Allow the respondent to look at the list when making these choices. 1 will be the most interesting		
a	Sports news	
b	Business news/economics	
c	Political stories	
d	Entertainment and celebrity news	
e	Education and social issues	
f	Stories about ordinary people or everyday events	
g	Gender violence	
h	Other crime	
i	War	
j	Health/HIV Aids	
k	Gender equality	
l	Human rights issues other than gender issues	
m	Mining	
n	Agriculture	
o	Stories about women's lives	

SECTION E: REPRESENTATION AND PORTRAYAL OF WOMEN AND MEN

14. Please tell me whether you agree or disagree with the following statement about the news in all media.	Agree **a**	Unsure **b**	Disagree **c**
News stories reflect the concerns and interests of both men and women equally.			

15. Please explain your reason in a few words

16. When journalists write their stories, they go to different people to get their views and stories. How often do you think that the news reports use women as the sources of their stories?			
Very often **a**	Often **b**	Seldom **c**	Never **d**

17.Do you think that if the ideas and views of women were reported more often, you would find the news...		
More interesting **a**	No different **b**	Less interesting **c**

18.	In your opinion, how often are women presented in the news as: **Allow the respondent to look at the list when responding to this question.**	Often **a**	Sometimes **b**	Seldom or never **c**
18.1	Politician			
18.2	Civil servant/government official			
18.3	Business person			
18.4	Academic/scientist			
18.5	Victim			
18.6	Criminal			
18.7	Members of the police and military			
18.8	Health worker			
18.9	Model/beauty contestant			
18.10	Home-maker			
18.11	Sports person			
18.12	Entertainer			
18.13	High achiever			
18.14	Professional			
18.15	Semi-/unskilled worker			
18.16	Sex-worker			
18.17	Citizen/member of public or community			

19. In your opinion, how often are men presented in the news as: **Allow the respondent to look at the list when responding to this question.**	Often **a**	Some-times **b**	Seldom or never **c**
19.1 Politician			
19.2 Civil servant/government official			
19.3 Business person			
19.4 Academic/scientist			
19.5 Victim			
19.6 Criminal			
19.7 Members of the police and military			
19.8 Health worker			
19.9 Model/beauty contestant			
19.10 Home-maker			
19.11 Sports person			
19.12 Entertainer			
19.13 High achiever			
19.14 Professional			
19.15 Semi-/unskilled worker			
19.16 Sex-worker			
19.17 Citizen/member of public or community			

20. Indicate to what extent you agree or disagree with the following statement.	Agree **a**	Unsure **b**	Disagree **c**
I would find the news more interesting if there were stories about women doing a wider range of things.			

21. The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond? **Only two choices.**		
a	I find these stories and images entertaining and/or interesting	
b	I don't really notice them	
c	I feel uncomfortable when I see them	
d	I feel they are insulting to women	
e	They encourage me to buy the newspaper or watch the news	

22. Please explain your answer in a few words.

SECTION F: MEDIA PRACTITIONERS				
23.	Please tell me whether you agree or disagree with the following statement about the people who report the news. This does not include the people who read the news on radio and TV (the presenters).	Agree **a**	Unsure **b**	Disagree **c**
23.1	I think that it is mostly men who report the news.			
23.2	I prefer the news stories reported by men.			
23.3	I prefer news stories reported by women.			
23.4	I think that women report different kinds of news stories to men.			
23.5	I think that there should be equal numbers of male and female reporters.			

SECTION G: WHAT YOU'D LIKE TO SEE IN THE MEDIA		
24.	Can you think of ways you would like to see women presented in the news more than you do now? **Only two choices. Do not show the list to the respondent. However, if the respondent's answers are listed in the table below, tick those options. If you cannot correlate the answer to any on the list, write them under other.**	
24.1	No other way	
24.2	Professional roles (including judges, doctors)	
24.3	Public life (Politicians, people in government)	
24.4	Business	
24.5	Scientists	
24.6	Sports	
23.7	Experts opinion makers	
24.8	Farming	
24.9	Arts and culture (Entertainers, musicians, artists)	
24.10	Leadership (people with power, in control, making decisions)	
24.11	Non traditional roles	
24.12	Other	

25.	Can you think of ways you would like to see men presented in the news more than you do now? **Only two choices. Do not show the list to the respondent. However, if the respondent's answers are listed in the table below, tick those options. If you cannot correlate the answer to any on the list, write them under other.**	
25.1	No other way	
25.2	Parents	
25.3	Care givers	
25.4	Home makers (domestic roles)	
25.5	Models	
25.6	Sex symbols	
25.7	Non traditional roles	
25.8	Other	

26.	Are there any issues and stories you would like to see more of in the news? **Only two choices. Do not show the list to the respondent. However, if the respondent's answers are listed in the table below, tick those options. If you cannot correlate the answer to any on the list, write them under other.**	
26.1	Positive stories	
26.2	Human interest (stories about ordinary people)	
26.3	Information about reproductive health	
26.4	Women's rights/concerns/issues	
26.5	Accessing services and resources	
26.6	In-depth news and analysis	
26.7	Local/community news	
26.8	Other	

27.	Can you think of any issues and stories you would like to see less of in the news? **Only two choices. Do not show the list to the respondent. However, if the respondent's answers are listed in the table below, tick those options. If you cannot correlate the answer to any on the list, write them under other.**	
27.1	War	
27.2	Violence	
27.3	Sexual images	
27.4	Sport	
27.5	Less bad news (depressing)	
27.6	HIV/Aids	
27.7	Women as victims	
27.8	Crime	
27.9	Stories that stereotype women	
27.10	Stories that stereotype men	
27.11	International news (Iraq)	
27.12	Other	

OTHER



If ever there was a doubt about the gender biases in the editorial content of the Southern African media, the Gender and Media Baseline Study (GMBS) conducted in 2002 provided the evidence that women are both under-represented and portrayed in limited roles in the news. But how do audiences – women and men – view these discrepancies? Are they aware of them? What do they like or dislike about the news? What would they like to see more or less of? A sequel to the GMBS, the Gender and Media Audience Study (GMAS) is both the first ever major regional study on media consumption patterns generally in Southern Africa, as well as the gendered dimensions of this. This study, conducted by Gender Links in partnership with the Media Institute of Southern Africa (MISA), the Gender and Media Southern Africa Network (GEMSA), universities and media advocacy organisations, with technical support from the South African Media Monitoring Project (MMP), covers 13 Southern African countries. The report includes an executive summary as well as an overview of the findings in all countries. If the GMBS opened the eyes of media decision makers to their gender blindness, this research will jolt them to the reality that their audiences, and especially women, are ready to be served up a new menu. The study is a must read for all those involved in the production of the news; for those who are tired of being passive media consumers; and for those committed to strengthening democracy by making every voice count.

gender links

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