Gender Perspectives of the Mass Media People in Bangladesh: A Sociological Study

SUBMITTED BY:

Examination Roll No: 4495
Registration No: HA-5983
Session: 2011-12 (2nd Semester)
Masters of Social Sciences
Department of Sociology
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A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of the
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Abstract

The media of Bangladesh is spreading up day by day. The media in Bangladesh has a rich tradition of independence. The media has a very powerful effect on culture, shaping societal structures and operations. Dominant media forms have heavily assisted in constructing gender and generalized norms. In mass media a large numbers of women are doing the job. But it is not in the satisfactory level. The study aimed to analyze the gender perspectives of the mass media people in Bangladesh. Here the study tried to find out, the gender profile in media especially electronic and print media. The gender profile means that the overall situation of gender in mass media. The gender mainstreaming issue in mass media is also important. The researcher wants to find out also this side. Another important issue is the stereotypes of in the public, especially focus on youth perception. The study took theoretical reference of different feminists' perspective and also various structural, functionalist, and Marxists perspective related with the thesis topic. National and also international literatures have been used in this research project. Various qualitative techniques in-depth interview, case study, FGD etc, had been used for data collection. To interpret an analyze the content interview, case study, FGD etc, was used. The findings suggest that women are engaged in mass media a reasonable number. But they are not treating properly. So the situation has to be improved positively.

ACRONYMS

BTV	Bangladesh Television
CEDAW	Convention on the Elimination of all forms of Discrimination Against Women
TV	Television
ECOSOC	Economic and Social Council
FGD	Focus Group Discussion
FLS	Forward Looking Policy
KII	Key Informants Interview
GAD	Gender and Development
GM	Gender Mainstreaming
NPWA	National Policy for Women's Advancement
PC	Press Council
RAB	Rapid Action Battalion
SPA	Special Power Act
UN	United Nations
WAD	Women and Development
WID	Women in Development

CHAPTER-01

Introduction:

Today mass media is very much important to get reliable news and views. It is not only presenting news but also presenting various types of learning things. Mass media play a significant role in a modern world, by broadcasting information in fast pace and giving entertainment to vast audiences. They consist of press, television, radio, books and the Internet. By creating a certain type of message, media can manipulate people's attitude and opinions. I will discuss about gender stereotypes in mass media, the gender profile in mass media, and women are presenting mass media what types of way? So the mass media is also related with the informative work in the present decade. I will also discuss about various types of issues happening in the mass media.

Information is power. It is a source of knowledge. Modern age is the age of information. Information plays an important role in each and every sphere of life. It is rightly said that Iraq War was not a war between America and Iraq, but it was a war between two parties, one equipped with information and the other deprived of all information. Hence, the result was a natural outcome. We are living in an age of information revolution. Newspapers, radio and television are all well-known resources for getting information. Although mass media as a subject of study is not very old but its history is as old as the humanity itself. Mass media and journalism have evoked into a strong force, over the years. Print media was the first phase followed by radio and television and later on internet and websites. In fact in broader sense, media has two different segments. One is print media and the other is electronic media. Electronic media may be more popular than print media, due to its visual power. But, print media has lasting value. Journalism and mass media deal with a wider range of information comprising collection, writing, editing, proof reading and publication. (By SJ Tamakuwala - 2011)

With the invention of new communication technologies, the power of mass media has grown in stature. The mass media shapes our perceptions and views of social reality by presenting only some aspects of reality and by continuation repetition of images and messages. We can say that the role and content of mass media has changed dramatically,

playing decisive role in reinforcing gender stereotypes and patriarchal culture by constructing new images and meanings by setting agendas for public opinion through selective themes and views. In this research, I would like to understand a national picture of representation of women in mass media – films, television, and advertisements on the basis of available Bangladeshi, Indian and international research literature on women and mass media and also the perspective of media people in Bangladesh. It argues that women and their concerns are no longer invisible in the mass media.

However, old sex stereotypes have continued by taking new forms. On the other hand, progressive discourse on women's issues often co-opted and re-constructed in the mainstream media to establish the hegemony of dominant social classes. Hence, the task of changing media images of women has become more in the context of market economy.

Gender studies have claimed that mass media portrayals and images are key influences that both reflect and shape society's views of women and women's self-identity. As well as attacking obvious sexist media portrayals. Feminists have challenged objectification, marginalization, trivialization and other negative portrayals of women in movies, advertising, TV drama and other media content. Their argument that such portrayals are damaging have won support from legislators and from many media professionals including film makers, advertising producers and editors.

Research shows that, while sexism against women remains, representations of women have evolved with less stereotypical portrayals and more women shown in heroic, successful, independent and sexually liberated roles such as in *Buffy and the Vampire Slayer*, *Sex and the City* and even in aggressive roles such as *Kill Bill*.

A 1995-96 study reported in a 2002 book, *Media, Gender and Identity* by media researcher David Gauntlett, found 43 per cent of major characters in TV shows were women - up from 18 per cent in 1992-93. The study reported that, on a character-by-character basis, females and males were equal in all criteria studied. Analysis of

newspapers and magazines also has found portrayals of women improving - albeit there is still a way to go in some areas according to feminist scholars. (Cited in Sj Tamakuwala-2011)

Until recently, gender theorists and media researchers have argued or assumed that media representations of men are predominantly positive or at least unproblematic. Men have allegedly been shown in mass media as powerful, dominant, heroic, successful, respected, independent and in other positive ways conducive to men and boys maintaining a healthy self-identity and self-esteem.

However, this view has come under challenge over the past few years. John Beynon, a Welsh cultural studies academic, examined how masculinity was portrayed in the British quality press including *The Times*, *The Guardian* and *The Sunday Times* over a three-year period from 1999-2001 and in books such as Susan Faludi's 2000 best-seller *Stiffed: The Betrayal of Modern Man*. Beynon concluded in his 2002 book, *Masculinities and Culture*, that men and masculinity were overwhelmingly presented negatively and as "something dangerous to be contained, attacked, denigrated or ridiculed, little else". (cited in Sj Tamakuwala-2011)

Canadian authors, Paul Nathanson and Katherine Young in a controversial 2001 book, *Spreading Misandry: The Teaching of Contempt for Men in Popular Culture* reported widespread examples of "laughing at men, looking down on men, blaming men, de-humanizing men, and demonizing men" in modern mass media. They concluded: "… the worldview of our society has become increasingly both geocentric (focused on the needs and problems of women) and misandric (focused on the evils and inadequacies of men)".

The role of mass media in creating and or reflecting identity has long been debated and the findings of some studies have been questioned. Nathanson and Young admitted in their foreword that their findings were based on a small sample. Also, most analysis of media content has focused on movies, TV drama and advertising: mass media genre

which are fiction and, therefore, not representative of reality and ostensibly "taken with a grain of salt" by audiences.

However, an extensive content analysis of mass media portrayals of men and male identity undertaken for a PhD completed in 2005 through the University of Western Sydney focusing on news, features, current affairs, talk shows and lifestyle media found that men are widely demonised, marginalized, trivialised and objectified in non-fiction media content that allegedly presents facts, reality and "truth. So my study is related with mass media. It is very important to know about gender related issue. Women are in the vulnerable situation so this situation has to be changed by various ways. In my research process I will discuss whole procedure of the mass media and gender perspective of media people in Bangladesh.

(In above most of the references collected from- by Sj Tamakwala-2011, chapter-3 mass media and gender stereotypes)

1.1   Background of the study:

Women in developing countries have been subordinated to men in almost every sphere of their lives. Women have been almost equally contributing to the national economy in many societies like Bangladesh. Despite their contributions to the economy through households chores and income generating activities within and outside households, women's control over their own lives and belongings remain significantly limited.

Since mid-seventies, Bangladesh has been emphasizing on women's equality and empowerment her policies. To achieve such objective national advancement policy for women has been adopted in 1997. This policy has been formed after considering all the initiatives suggested by various international and national organizations.

However, in recent years 'women development and empowerment' has become an important phenomenon in the development discourses in Bangladesh. Initially the priority is being given to the scheme of "gender equality" recently the priority is being given to women's participation in decision making process in every sphere of their lives .in this regards women's full control over their lives and possessions has been emphasized. With this objectives, Bangladesh has declared her cohesion with the

declaration of UN conventions on women, CEDAW [except article:2] (pursuing a policy on the elimination of discrimination against women)and 16 (1) (c) (the same rights and responsibilities during marriage and its dissolution) Beijing Platform Action and more recently electronic media is programs has been endeavoring to achieve the success.

The present study is an attempt to critically evaluate mass media and gender situation in Bangladesh. Through women are very much powerful than before but there has various types of problem. As sociology student I know about the feminist approach is using in various research projects. So I have taken my research topic for the various purposes that I will explore in my research. Women are in the developing country very much dependent. For this dependent position they are facing various types problem. In mass media women are presenting both positively and negatively so I mean that it is important to explore the women situation. For this I have chosen this matter as my research topic. For this reason I have to discuss about the related issues which I will describe below.

1.2   Definition of Media:

The media is instrumental in defining what we think, how we look and our social place and issues in the society. The term mass media is defined as a means of communication that operates on a large scale, reaching and involving virtually everyone in the society to a greater or lesser degree. Mass media has been influencing the social, cultural, economic, spiritual, political and religious aspects of society as well as personal level thinking, feeling and acting. Media feed the people with the latest information and create the need for change in contemporary society. Mass media have both positive and negative role in the society. Media is all pervasive; its functioning is very subtle. Media plays a vital role in dissemination of information. It is called the fourth pillar of democratic policy. Radio, television, films and the printed word reach all of us in this age of information and each strives to perfect its modes of communications to become more effective as a medium. By gradually shaping public opinion on personal beliefs, and even people's self-perceptions, media influences the process of socialization and shapes ideology and thinking.

The term mass media denotes various forms of entertainment; television, films, music, newspaper, magazines, internet, advertising, etc disseminating information and it is used by media organization to target and impact youth. Idealized beauty standards, irrelevant sexualization and domestication are only some of the ways that women in media are portrayed today. [Indian journal of women and development, Oct 2008:45 (cited in Sj Tamakuwala-2011)]

The study provides a general overview of how we perceive things and states that these give a negative image to young people. Radio, television, newspaper, magazines and films play a vital role in spreading information, propagating, educating and enlightening, strengthening national integration, creating national identity etc. Mass communication essentially means dissemination of information, ideas and entertainment by the communication media. If one was to ask what is today's most powerful vehicle in molding of beliefs, attitudes, values and lifestyles, one would say it is media. By becoming more gender aware in content and language, media can present a clearer and more accurate picture of the roles and responsibilities of both men and women in the society. The need for mass media to cover the entire population is widely admitted.
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Developing countries give priority to broadcast media, radio and television, even though the people's access is not always equitable and balanced. (Aggarwal 1994, Rao and Ann anta, 2000) (Cited in Sj Tamakuwala-2011). Mass media has been influencing the social, cultural, economic and religious aspects of the society. The impact of mass media especially the television on the society has been compared with the effect of water dripping steadily on a stone imperceptibly eroding old values and attitudes in favor of new ones. It gives the people latest information and creates the need for change in contemporary society. (By-Sj Tamakuwala-2011)

1.3   History of the press in Bangladesh:

 The early history of the press in Bangladesh is inextricably linked to the Bengal presidency, which covered the present Bangladesh and the Indian states of west Bengal and parts of Orissa and Assam under the east India company (until, 1858) and thereafter

under the direct British rule. Calcutta, being the capital of all the British Indian possessions, became a major center for newspapers and magazines.

Looking narrowly at the history of the press in the area covered by the present Bangladesh , one readily sees the importance of Bangladesh's capital. Dhaka (formerly Dacca) as the second major center (after Calcutta) for the concentration of newspapers and magazines in Bengali- kabita kushumabati and Dhaka prakash were published around 1860 in Dhaka. Over the following two decades, Dhaka published several newspapers in Bengali: Mahapap, bangabandhu, and Balyabibah. Lesser centers like Banshal published Hindu Ranjika. Also of note is the fact that a newspaper of great distinction on the Indian sub-continent, Amrit Bazar Patrika, was first published in 1868. With the partition of the Indian sub-continent and the emergence of Pakistan in two-wings west and east in 1947, East Pakistan began publication of two dailies: purba Pakistan and the paigam and a weekly, zindagi. In the following year, the daily Azad and the morning news, which were published in Calcutta since 1936 and 1942 respectively shifted to Dhaka. Two more Bengali dailies, which grew into being the most important newspapers in Bangladesh the sangbad and the ittefaq began publication in 1950 and 1955 respectively while another daily, the Pakistan observer in English started in 1948.

The third period around the birth of Bangladesh witnessed the birth of many news papers and magazines. Such include: Banglar Bani (1971), Ganakanthasamay (1972), Janapad (1973), Bangabarta (1973), - all in Dhaka: Andolan (1973), Peoples View (1970), Dainik Michiil (1972), Dainik Swadhinata (1972), all in Chittagong and Daily Janabarta, Dainik prabaha and Tribune in Khulna. [http://www.pressreference.com/A-Be/Bangladesh.html#ixzz2jB8m6VWF]

Another history of media elaborated in this way. To project a true picture of the mass media of Bangladesh we have to look in to the three phase of historical development in this sub-continent. The british phase (1757-1947) the Pakistan phase (1947-1971) and the Bangladesh phase (1971-onwards).press emerged in this sub-continent during the british era.

The Christian missionaries from "srerampur" published the first Bengali newspaper, "Monthly Dik Darshan" in 1818. However, the first published news paper from what is now called Bangladesh was "Rangpur Barta". It was a Bengali weekly published from Rangpur, northern district of the country in 1847. National awakening and growing political consciousness , which developed during 1900 through 1947, prepared the base for the growth of newspaper industry in the territory that now constitute Bangladesh.

During the Pakistan period the newspaper were still passing through the missionary stage [salam 1997]. However, on 16 december 1971 there were only 10 dailies in Bangladesh. According to Department of Films and publications, ministry of information, sources up june, 1998 a total number of 286 dailies 274 in Bangla and 12 in English were published from Dhaka.

The first radio station was commissioned in Dhaka in December in 1939 as the Dhaka station of "All India Radio (AIR)". The Dhaka station became "Radio Pakistan" following the birth of Pakistan in August 1947. Bangladesh Betar (Radio Bangladesh) then took its birth during the liberation was when the rebellious Badngladeshis seized broadcasting station of "Radio Pakistan". It was named as "Biplabi swadhin Bangla Betar Kendra" a powerful instrument of "Muktibahini" (the fighting force that fought for the liberation of Bangladesh in 1971) for motivating people towards independence. But now it is known as' Bangladesh Betar. At present it has thirteen stations. Now a day there are several private radio station in Bangladesh beside Bangladesh Betar. Such as " Radio Today", "Radio Foorty" "Radio Aamar", "ABC Radio" "Dhaka Fm" "Radio Shadin" etc. these stations   constantly playing song to reach its audience. For this reason radio has become favorite mass media.

The history of Bangladesh is also embedded in the history of Pakistan television. It was introduced in the east Pakistan in December 1964 with the opening of Dhaka television station. Actually the journey or Dhaka television began in 1964 with the installation of a 6 Kw transmitter. Bangladesh television started functioning independently after the liberation of the country. At present it had 17 relay stations and two broadcasting centers at various places of the country for bringing the whole country under television coverage [Begum, Shaiful and Bhuiyan, 1999]. Since 1992 the use of dish antenna has

increase and within two years cable television reached the urban audience. On payment of a very low fee the audience can enjoy the programs of nearly dozens of channels.

Another communication technology become very popular is Internet. E-Mail service was first introduced in Bangladesh in late 1992 through a small private initiative. Another private organization came with a Bulletin Board Service (BBS) with internet, e-mails and newsgroups in late 1995, the government of Bangladesh invited applications to subscribe the VSAT data circuits. Burin the 3 months neutral Caretaker Government in 1996 Dr. M. Yunus, Dr.Manzoor Elahi, and Dr.Jamilur Reza Chowdhury- the there cabinet members took initiative to remove all regulatory bars to setup the VSAT in the private sector.As a result online Internet service began on 4th june 1996. BTTB is now implementing a program of bringing all the 64 districts under internet connections. Currently there are 27 TV channels, 14 radio stations and hundreds of daily news paper operating in Bangladesh.

1.4   Press laws in Bangladesh:

Article 39(1) of the constitution provides for freedom of speech, expression and the press but article 39(2) makes the enjoyment of these rights subject to "reasonable restrictions" in the interests of the security of the state. Friendly relations with foreign states, public order, decency and morality in relation to contempt of court, defamation or incitement to an offence. Numerous Act (SPA) of 1974, whose rigor was marginally lessened in 1991 by allowing bail for journalists and others arrested under the Act. The SPA (Special Power Act) made it an offence, punishable by five years imprisonment and/or fine "to print, publish or distribute prejudicial reports. "Journalists were required to identify all sources of information and authorities were given draconian powers to seize documents and newspapers, to ban publications and to search premises. Section 99 A of the code of criminal procedure made any printed matter, defamatory of the country's president or the prime minister, an offense punishable by imprisonment from two to seven years.

The worst years for legislation limiting the freedom of the press were 1973 to 1975, following the brief honeymoon with Prime Minister Sheikh Mujibur Rahman, who had

emerged as the nation's hero after the birth of Bangladesh. Besides the SPA, a state of emergency declared in 1974 empowered the government to ban any foreign periodical. By June 1975, 20 dailies and all political weeklies were banned except those taken over by the government: Dainik Bangla, Bangladesh times, weekly Bichetra.

The press council Act of 1974 ostensibly entrusted the press council (pc) with preserving the freedom of the press. Its responsibilities included responsibility for devising a code of conduct for maintaining high professional standards. In practice, the pc would help the press to avoid a conflict with the government through self-censorship. The pc Act held the pc responsible for protecting the fundamental rights of the citizens against any "unscrupulous or irresponsible" newspaper or journalist. The Act did provide the right of the journalists to confidentiality of a news source. The pc has no powers to take action against the government for transgressing the freedom of the press, nor does the government consult the pc before taking action against a newspaper or a journalist the Government's human rights record has remained poor in many significant areas. It has continued to commit serious abuses, although it respected citizens, rights in some areas. The police committed a number of extra-judicial killings, and some persons died in police custody under suspicious circumstances in the 1990s. Police routinely use torture, beatings and other forms of abuse while interrogating suspects. Police frequently beat demonstrators. The government rarely punishes persons responsible for torture or unlawful deaths. It continues to arrest and detain persons arbitrarily under the special powers Act (SPA) and section 54 of the code of criminal procedure.

A silver lining of the situations is that the higher levels of the judiciary display a significant degree of independence and often rule against the Government; however, lower judicial officers tend to toe the line of the executive, and are reluctant to challenge government decisions.

Despite such restrictions, self-censorship and governmental abuse of power, the press, numbering hundreds of daily and weekly publications, provides a lively forum for a wide range of views. The free sprite of the Bengalies prevails. While most publications support the overall policies and activities, including those of the Prime Minister.

[http://www.pressreference.com/A-Be/Bangladesh.html#ixzz2jB8m6VWF]

1.5 Censorship:

All publications are subject to press and publication Act of 1973, which requires four copies of each issue to be sent to a designated government agency. While the government categorically denies the existence of censorship, in practice, papers are "guided" by the advice and briefings of the principle information and broadcasting as well as by the external publicity Division of the Ministry of the external affairs. The president's council of advisors controls the newspaper editors informally. In general, criticism of economic policies is more likely to be tolerated than sensitive political issues.

Foreign publications are subject to review and censorship. Censorship most often is used to cases of immodest or obscene photographs, perceived misrepresentation or defamation of Islam, and objectionable comments about national leaders.

A government films censor board reviews local and foreign films, and may censor or ban them on grounds of state security, law order, religious sentiment, obscenity, foreign relations, defamation or plagiarism. In general, the film censor board looks kindly at the Bangladesh- made films, occasionally suggesting some cuts. However, the board has habitually banned the screenings of several imported English language movies for their pornographic content. Video rental libraries provide a wide variety of films to their borrowers, and government efforts to enforce censorship on these rental films are sporadic and ineffectual. The government does not limit citizens' access to the internet. [http://www.pressreference.com/A-Be/Bangladesh.html#ixzz2jB8m6VWF]

Licensing Authorities	Ministry of Information with frequency and allocation from BTRC
Licensing Free	Fees are determined by the government
Regulatory Framework	Wireless Telegraphy Act, 1885; The Telegraphic Act, 1933; BTRC Act, 2001; and other provisions of laws, policies, rules and regulations relating to broadcasting.
Ownership	Private, State and Community

Terrestrial Right	Terrestrial Facility is reserved only for Bangladesh Television (BTV) By a law passed in 2009. All private TV channels have satellite broadcasting and private radios run on FM broadcasting
Content Regulation	Content/programming regulation are possible by using censorship code and previous outlined in regimes of laws/policies. In house or self are also in practice.

The Daily Star, 12 & 13 Sept. 2011; Manabzamin, 11 Sept. 2011

1.6   Broadcast media:

To start with, East Pakistan, as Bangladesh was then known, had very poor telecommunications between 1959 and 1963, the first 100 kw medium wave and short wave transmitters were installed in Dhaka in order to improve communication between the two wings of Pakistan separated from each other by over 1200 miles. There were relaying stations in Chittagong, Sylhet, Rangpur, Rajshahi and Khulna.

The 1971 war for the liberation of Bangladesh destroyed most of the facilities particularly in Khulna. Immediately after liberation, the government established the Bangla Betar Radio (BBR) with eight regional stations. In June 1975, Bangladesh opened its first earth satellite radio station at Betbunia, 140 miles south-west of Dhaka with $8 million from the Canadian International Development Agency.

Television began in 1964, thanks to Nippon Electric Company as part owner of the pilot TV project. By the end of the 1960s, there was a satellite station operating from Chittagong along with two relay stations in Khulna and Rajshahi. By 1970, there were 35 hours of weekly telecasts, mostly in Bengali. Following the liberation of Bangladesh, Sheikh Mujibar Rahman nationalized TV Bangladesh (BTV) Corporation with the government as the controlling stockholder. The BTV has expanded considerably since then with its headquarters in the Rampura sector of Dhaka. Many years have passed and also many broadcast media established that I will discuss in finding part. [http://www.pressreference.com/A-Be/Bangladesh.html#ixzz2jB8m6VWF]

1.7   The Problem related with media:

Ever since the human society has developed, people have been communicating with each other through gestures, sound and body language. Later on, sounds were transferred into objects and ideas to develop oral language and for the development of written language, written scripts and symbols were evolved locating ideas and objects.

The amazing fact to note is the intense and deep influence of oral tradition over centuries through myths, epics, legends, sagas, folk songs etc from one generation to another.

Speaking historically, communication developed from simple interpersonal note to globally transmitted phenomenon which is portrayed by sophisticated technology, huge capital investment, vest designed organizations, legal frameworks prepared by professionals and experts to pop up into an unstructured and formless mass of audience, consumers of capitalism.

In the present information period, we have noticed printing technology against a revolution in communication technology. Communication satellites, cable networks, computer systems, and their usages and ideas have become a central feature of modern life. The mass media always have their basis on the prevailing economic structures comprising specific mode of production at a given point of time, simultaneously the forms of communication in society and the level of development of productive forces are also accompanied. As a part of the socio-cultural reproduction the institutions of mass communication are essential to be analyzed.

The aim of the present study is to understand the gender perspective of media people in Bangladesh and also about young generation.

Apart from this we also attempt the relation of the state to capital and its significance in sustenance and conservation of capitalism, the priority of the transnational cooperation's and the role of mass media in the expansion and the authorization of capitalism in its current form of globalization. We can initiate by saying that the state is the push factor and forces in the perpetuation of capitalism. The state does not only acts as an active agent in deciding the economic pattern, but also performs as a neutral arbitrator in the society. The states control the means of production by showing paths and ways for specific classes to perform or act. In this conflict the dominant classes enjoys the

supremacy by ensuring its survival and perpetuation. In pre capitalism the dominant class pervasively sustains unequal distribution by different institutions such as religion, education, family etc. among the institutions that contribute to the makeup of a public sphere in society, the mass media performs the most critical function. In the society the mass media legitimizes the status quo or innovators of the existing social equilibrium.

The neutral relationship between the state and the mass media is oppositional or complimentary, as such influenced by others. During the last two decades, the media have undergone a sea change, particularly in their intellectual context and cultural ambience. There are two sources from which the transformation draws sustenance and inspiration: one emanating from outside and the other internally generated. The state which seeks to subordinate the media to global control, comes with a variety of promises of development, technology, and extremely appealing to the modernizing quest of the middle class. It leads to an intellectual climate in favor of a mode of development. After eighties, the transnational corporations not only created a strong hold over the economy but also on mass media, telecommunications and information technology as well as fiber optics and the internet. Their oligopoly propagates capitalist ideology leading to the strengthening of the global capitalist system (Hermen and Machesney, 1977) (Cited in Sj Tamakuwala). Capitalism leads by suppressing humanity. Suppression in society can be noticed in race, class or gender, for example: Women labour not considered for equal wage, marginalized castes not given equal standards or rights, etc. Currently, capitalism has found a powerful tool in the mass media, especially satellite and cable television and advertisements for reinforcing the patriarchal value system and reinforcement of gender and economic inequalities.

Talking of women in society; the male ownership of private property in society transformed women's social labor into labor for an individual and ultimately served capital. The latent maleness that existed in the vicious and brutal stage manifested as control of women's labor, their sexuality, and fertility also, which resulted in the oppression of women. The patriarchal value system itself reveals the truth and oppression of women by class, caste and gender. Media content creates needs primarily and then transforms into consumer needs. Women are treated as consumers and as

commodities to be exploited in the advertising television, film and pornographic industry. Women even have faced the marginalization in economic labour force, in the post 1980s globalization women have been regarded as subordinate classes who bears the onslaught of globalization. The media, especially television reinforces the conservative and pathetic role of women as the upholders of a value system by reinforcing consumer culture. (by-Sj Tamakuwala-2011)

My prime goal is to know the gender situation in mass media. How they are representing in mass media? What is their view etc?

1.8   Why do people consume mass media?

People intend the mass media to be their companions. They also consider each medium as an entertainer, a messenger, a benevolent guide, and a basic philosopher of contemporary living. The people are getting busy every day. Life is also becoming tougher. They want some relaxation and break from very core of complicated life as well as messages to update their knowledge. They expect that the media should make the world around them easier to understand and thus pave the way for making vital decisions in life. They want media to supplement their intellectual faculty.

In general, people use the media because they expect by doing so will give them some gratifications that are assumed to be related with social and psychological needs experienced by individuals (Katz et al, 1974).

Mcquail, Bulmer, and Brown (1972) indicated the reasons for media use as follows:

1. Entertainment.
2. Personal relationships.
3. Personal identity.
4. Surveillance

Denis McQuail offers a set of common reasons for media use. They are on a few major classifications like information, personal identity, integration and social interaction and entertainment. Under which more categorizations are done to specify and include larger areas of functions of media use.

1.8.1 Information: Finding out about relevant events and conditions in immediate surroundings, society and the world; seeking advice on practical matters or opinion and decision choices; satisfying curiosity and general interest; learning; self-education; gaining a sense of security through knowledge.

1.8.2 Personal identity: Finding reinforcement for personal values; finding models of behavior; identifying with valued other (in the media), gaining insight into one's self.

1.8.3 Integration and social interaction: Gaining insight into circumstances of others; social empathy; identifying with others and gaining a sense of belonging; finding a basis for conversation and social interaction; having a substitute for real-life companionship; helping to carry out social roles; enabling one to connect with family, friends and society.

1.8.4 Entertainment: escaping, or being diverted, from problems; relaxing; getting intrinsic cultural or aesthetic enjoyment; filling time; emotional release; sexual arousal.

Katz, Gurevitch and hass (1973) focusing media use of mass audience, listed 35 needs under the following five categories:

1. Cognitive needs (acquiring information, knowledge and understanding).
2. Affective needs (emotional, pleasurable, or aesthetic experience).
3. Personal interactive needs (strengthening credibility, confidence, stability, and status).
4. Social interactive needs (strengthening contacts with family, friends etc).
5. Tension release needs (escape and diversion).

1.9 Rationality of the study:

Media has become an integral part in our life, and our society, culture, politics, and economy. Due to the technological advancement, forms and patterns of the mass media are changing every day. New kinds of technology emerge in this field every day. Few

years ago, people would not think of webcam, internet chatting. Now, it has become a normal phenomenon. One can have a chat face-to-face with a person lives in another country through internet. It has changed the whole communication pattern. This advanced technology not only gives us chances for a new kind of communication but also have some influence on human. In the present era media is taking important role to develop the nation. Mass media are playing significant role for development of women. Partially they are doing also negative thing related with women. In present age women are doing mass media job a small number. They are doing their job with their male colleague. So my study is related with gender issues in mass media. The gender perspective of mass media people in Bangladesh is very important now and that is related with my research study. So it is one of the major issues in the present decade. For this reason it is important to study about this sector.

1.10 Definitions of some concepts:

1.10.1 Mass media: Any device that carries messages between people is a medium (jeffres, 1969). This includes, telephone, telegraph. But what makes a medium a mass medium is its ability to carry messages not just from one person to another but from one person to thousands or millions of others. According to Collins internet linked Dictionary of Sociology, mass media means the techniques and institutions through which centralized providers broadcast or distribute information and other forms of symbolic communication to large, heterogeneous, and geographically dispersed audiences. In this study print (newspaper) and also electronic media has been used as mass media.

1.10.2 Youth: According to *The New Encyclopedia Britannica* the transitional stage between childhood and adulthood, adolescence, is one that may be defined biologically- as a stage during which certain physiological changes occur- and socially and culturally- as a stage during which youth is faced with certain problems of adjustment, both to self and to society. Youth thus begins with the onset of puberty and, after a number of years in which further experience and training are received, finally fits the individual for full citizenship in his own particular society and culture.

1.10.3 Culture: Culture is one of those elusive terms that mean anything. Traditionally culture has been viewed as consisting of four elements: norms, values, beliefs, and expressive symbols. Values indicate what we think of people and things are worth, and norms refer to the values accepted by most people in a society. Beliefs represent our conviction about how the world operates and expressive symbols refer to all aspects of material culture. According to Collins internet liked Dictionary, culture may be taken as constituting the 'way of life' of an entire society, and this will include codes of manners, dress, language, rituals, norms of behavior and systems of belief.

1.10.4 Gender: Gender is a concept which defines social gender of a person as opposite to his/her biological sex. Gender presents a social role status, which defines social opportunities in education, professional sphere, and access to power, family roles, and reproductive behavior.

1.10.5 Gender democracy: Gender democracy is a system of expression of will of two genders—women and men in the civil society as equals in opportunities and rights fixed by law and provided by political and legal principles, actions, and the creation of social and state structures which take into consideration gender interests and needs.

1.10.6 Gender differentiation: Gender differentiation is defined as a process within which biological differences between men and women are given a social meaning and used as means of social classification.

1.10.7 Gender identity: Gender identity is a basic structure of social identity, which characterizes a person (an individual) according to her/his belonging to female or male group; the most important is how the person categorizes herself/himself.

1.10.8 Gender culture: Gender culture is a combination of gender role values in social spheres of being and needs, interests, and forms of activities corresponding to them; it is defined by the institutions of society connected with the activities.

1.10.9 Gender equity: Gender equity is a process of development of a just attitude toward and treatment of women and men. To provide justice, criteria have to be

developed to compensate historical and social obstacles, which hamper men and women to exist under equal conditions. Justice leads to equal rights.

1.10.10   Gender equality: Gender equality is an equal evaluation of women and men by society.

1.10.11   Gender roles: Gender roles are a type of a social role, a set of expected patterns of behavior (or norms) for women and men. Gender role is understood as execution of certain social prescriptions, i.e. corresponding behavior to a certain gender expressed by speech, manners, cloths, gestures, etc.

1.10.12   Gender Strategies: Gender Strategies define socially meaningful gender trends in activities and their organizational structures, directed to establish gender democracy in the society for development of gender culture.

1.10.13   Gender stratification: Gender stratification is a process by which gender becomes a foundation for ranking people in a social stratification system.

1.10.14   Gender stereotypes: Gender stereotypes are common concepts (beliefs) formed in culture about how actual men and women behave. The term should not be confused with the concept of "gender role" which means a set of expected behavior patterns (or norms) for women and men. The appearance of gender stereotypes is a result of historical construction of a gender relations model where gender differences were situated above individual, qualitative differences of personality of man or woman.

1.10.15   Sexism: Sexism is an ideology and practice of discrimination against people on basis of their gender. It is based on sets and beliefs according to which women (or men) are falsely prescribed (or denied) certain qualities.

1.10.16   Feminism: Feminism is a theory and practice of gender equity/equality developed on the basis of women's movements for emancipation. Often it is interpreted more broadly as various activities directed to protect women's rights based on ideas about legal gender equality. Feminism appeared as an acknowledgement of the fact that there is injustice in social evaluation of women.

1.10.17 **Femininity:** Femininity consists of characteristics related to woman's gender or typical forms of behavior expected from a woman in the society. It was traditionally assumed that femininity is biologically predetermined, and it prescribed such traits as passivity, responsiveness, softness, desire of motherhood, attentiveness, emotionality, etc. These ideas corresponded to women's belonging to domestic/private, non-public sphere.

This is some common definition of concept. In my research study I have used this definition like this way. This definition is related with my research project.

(Most of my definition concepts have taken from internet)

CHAPTER-02

Literature Review

Much research has been done to asses of mass media on the audiences they reach, particularly various groups. All those research tries to find out the impact of various mass media on the behavior of people. Most of the studies are based on western society. There has been a very little research on mass media in Bangladesh about gender issues. Some of the research has been mentioned below.

Feminism has drawn attention to and fought against stereotypical and sexist portrayals of women in mass media, but new research shows that media portrayals of gender have largely done on about face in the past decade or so. There is a new "gender war" and the main target of discrimination is no longer women, according to research it is men.

Gender and mass media is also related with women empowerment, so we can discuss in this context. For the development of 'women's empowerment' as a discourse, a good number of literatures have been reviewed. Some of the discussions are highlighted below:

S. batliwala,s (1994) women empowerment and gender perspective is related. her work has been regarded as one of the most important contributions for the primary development of 'women empowerment' as a discourse the author highlighted that since mid-1980s, the term ' empowerment' has become popular in the development arena, especially with reference to women. However, she asserts that there exists a confusion regarding the meaning of empowerment among development actors, this study analyses the mass media and gender: the gender perspectives of the mass media people in Bangladesh. So empowerment is related with this topic. Batliwala defines 'empowerment' in arms of "how much influence people have over external actions that matter to their welfare". She argues that the concept of women's empowerment is the outcome of important critiques generated by the women's movement, particularly by 'third world' feminists. The clearly state that women's empowerment requires challenging of patriarchal power relations that result in women having less control over

material and intellectual resources. Women must first become aware of the ideology that legitimizes male domination. The empowerment process should start from within their own domain and their access to new ideas and information will come from external agents. With new consciousness and the strength of solidarity, women can assert their rights to have access to and control over resources and to participate equally in decision-making. Ultimately, women's empowerment must become a force and an organized mass movement that challenges and transforms existing power relations in society.

According to Gita Sen and Caren Grown (1985), women empowerment in third world country they argued so it is related with my topic. 'third world' countries are increasingly forced to rely on internal resource mobilization to make up for sharp reductions in external aid and resources. Along with this, development processes are often indifferent to the interests and needs of the poor. In this scenario, women's contributions –as workers and as managers of human welfare – are central to the ability of households, communities and nations to tackle the resulting crisis. However, women suffer from decreased access to resources and increased demands on their labour and time. If human survival to is the world's most pressing problem, and if women are crucial to that survival, then the empowerment of women is essential for the emergence of new, creative and cooperative solutions. As part of the empowerment process, feminism and collective action are fundamental but feminism must not be monolithic in its issues, goals and strategies, since it should constitute the political expression of the concerns and interests of women form different regions, classes, nationalities and ethnic backgrounds. There is need must be a diversity of feminisms, responsive to the different needs and concerns of different women and defined by women for themselves. The underlying foundation to this diversity is the common opposition to gender oppression and other forms of domination.

Oxtail and Baden (1997) they also argued about women empowerment. They have brilliantly dealt with the actual meaning and reality of the 'women empowerment concept'. What is women's empowerment? If women are empowered, does that mean that men have less power? They think that 'empowerment' has become a new 'buzzword' in international development language but is often poorly understood. The

need to 'empower' women responds to the growing recognition that women in developing countries lack control over resources and the self-confidence and/or opportunity to participate in decision-making processes. At the same time, the realization that women have an increasingly important role to play in social and economic development has become widely accepted. Unless women are 'empowered' to participate alongside men in the development process, development efforts will only have partial effect. Empowerment strategies must carefully define their meaning of 'empowerment' and be integrated into mainstream programs rather than attempted separately.

It has been argues by a researcher (Kabeer,2001) about power and empowerment, that empowerment is a process by which those who have been denied power gain power, in particular the ability to make strategic life choices. For women, this could be the capacity to choose a marriage partner, a livelihood, or whether or not to have children. For this power to come about, three inter-related dimensions are needed: access to control of resources; agency (the ability to use these resources to bring about new opportunities) and achievements (the attainment of new social outcomes). Empowerment, therefore, is both a process and an end result. This understanding differs greatly form instrumentalist interpretations are problematic because they convey the belief that social change can be predicted and prescribed in a cause and effect way and undermine the notion that women's empowerment should be about the ability of women to make self-determined choices.

How do we decide how empowered a women or a group of women are? Do frequently used socio-economic indicators such as education, income, and labour force participation adequately capture the concept of empowerment? The paper of pradhan (2003) starts with this argument that while these quantitative socio-economic measures of empowerment are useful indicators as a first approximation, they are not sensitive enough to capture the nuances of gender power relations. This is because quantitative methods alone are unable to capture the interactive process through which those in weaker position strategies ways of gaining form the unequal relationship. Therefore in order to understand the socio-cultural context within which women's behaviour in social

interaction and gender relationships takes place an in-depth anthropological method is essential.

Kabeer (2005) gives an extensive view of women's empowerment in perspective of economical aspects. Opinions on the impact of microfinance are divided between those who see it as a 'magic bullet' for women's empowerment and others who are dismissive of its abilities as a cure-all panacea for development. Kabeer's paper examines the empirical evidence on the impact of microfinance with respect to poverty reduction and the empowerment of poor women in south Asia. It becomes apparent that while access to financial services can and does make vital contributions to the economic productivity and social well-being of poor women and their households, it does not 'automatically' empower women. Like other development interventions such as education, political quotas, etc, that seek to bring about the radical structural transformation that true empowerment entails, microfinance presents a range of possibilities rather than a predetermined set of outcomes. Which of these possibilities are realized in practice will be influenced by a host of actors, including the extent the programs are tailored to the needs and interests of those they are intended to reach the nature of the relationships which govern their delivery, and the calibre and commitment of the people involved.

In conceptual domain the recent work of **moghadam and senftove (2005)** is an outstanding contribution in understanding women's empowerment in different spheres of life. According to the authors there have been many attempts to measure women's empowerment in the development field, but these have had various shortcomings. There is confusion over concepts, a lack of disaggregated data, and limited information on household dynamics. Measurements and indicators to date have focused more on civil and political rights, what are known as 'first generation' human rights, than on 'second generation' economic, social and cultural rights.

It is often assumed that women's empowerment is best pursued at a local level, through grassroots participatory methods. While a welcome antidote to the development community's long-standing preference for state pled, top-down development, this focus on the local tends to underplay the impact of global and national forces on prospects especially women's-empowerment. Parpart et.al (2002) calls for a new approach to

empowerment. This recognizes that empowerment approaches are always embedded in institutional structures and must be understood at that level. They argue for a clearer understanding of power, and reject the simple opposition between those who have power and those who do not instead, it is important to think about language, meanings, identities and cultural practices when considering women's empowerment. Furthermore, empowerment should be understood as a process as well as an outcome. While attempts to evaluate outcome be taken as proof of individual or group empowerment. Instead, both the process and outcomes of empowerment should be seen as unpredictable- rather than as linear, inevitable and easily understood.

Mosedale (2005) highlights the conceptual aspects on empowerment in policy arena. The author has brightly dealt with the basic notion of power and its relevant debates. When policymakers and practitioners decide that 'empowerment' – usually of women – is a development goal, what do they mean? And how do they determine the extent to which it has been achieved? Presumably if we want to see people are empowered we consider them to be currently disempowered i.e. disadvantaged by the way power relations presently shape their choices, opportunities and well-being. If this is what we mean then we would benefit from being better informed about the debates which have shaped and refined the concept of power and its operation.

Berelson(1949) conducted a study on newspaper. By interviewing readers during the two-week hawker's strike, researchers found that most readers missed newspaper most. In the study, readers stated the reason for why they newspaper. Many of them read newspaper because they felt it was 'socially acceptable' thing to do, and some felt that the newspaper was indispensable in finding out about world affairs. Many, however, sought escape, relaxation, entertainment, and social prestige. Some wanted help about fashion, recipes, weather forecasts, and other useful information. So in this context finds various people knows about the country and the world by reading newspaper. In this indicator we can find that, the gender structure determines.

By Mary Koutselini & Sofia Agathangelou Friday November 17,2006, The frequencies regarding the public life of men and women in all the categories give an explicit precedence to the male gender. The precedence that women are seemed to have

over en in the category of stereotypes strengthens the discrimination towards the profile of the two genders. Women are economically dependent on men and thus choose a life partner with criterion his economic-status. Man appear to have money as their priority. Women are non respected professionals in their field. The few cases of career women have male behaviors and characteristics, enhancing the stereotypical image of men as career leaders. These stereotyped aspects of the profile of the two genders are enhanced by the way men and women are presented to behave. The word "professional" is used to characterize men only. The word "unemployed" is used with negative tinge for men but not for women. In most of the cases the codes that refer to women's professional life refer to hires of cleaners in their house or discussions about the professional career of their children or for the career they think to follow, but they never decide to do so. in this regard they argued about the gender profile as a cultural construction. The economic interests of the broadcasters that construct the profile and the represented profile in light of the post feminist debate. It is realized that public life constitutes a field of action of men. Even the limited space that is lent to have the female gender is presented as "alien" for women professional life, pecuniary transactions and political concerns appear not to match with the female exemplar. The differentiation between the two profiles is so intensely apparent, that probably a stereotypical picture for the feminine behavior is shaped. The culture of mass media

as a mass culture that is constructed for the market and is based on the exaggerations, television tries and accomplishes to create a decisive importance's classification of television spectators in male and female individuals.

Julia T. wood (department of communication, university of north Carolina at chapel hill –article-7) of the many influences on how we view men and women are the most pervasive and one of the most powerful woven throughout our daily lives. Media insinuate their messages into our consciousness at every turn. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Three themes describe how media represent gender. First, women are underrepresented, which falsely implies that men are the cultural standard and women are unimportant or invisible. Second, men and women are   portrayed in

stereotypical ways that reflect and sustain socially endorsed views of gender. Third, depictions of relationships between men and women emphasize traditional roles and normalize violence against women. Since we have seen that media positively portray aggression in males and passivity in females, it's important to ask whether media messages contribute to abuse of and violence against women. Dieter (1989) found a strong relationship between females' viewing of sexually violent MTV and their acceptance of sexual violence, as part of "normal" relationships. He reasoned that the more they observe positive portrayals of sexual violence, the more likely they are to perceive this as natural in relationships with men and the less likely they are to object to violence or to defend themselves from it. In short, Dieter suggests that heavy exposure to media violence within relationships tends to normalize it, so that abuse and violence are considered natural parts of love and sex.

 Zahid (2007) conducted a study on upper class youth. She tries to find out how the urban youth has accepted and responded to their global culture. This study reveals that the media influence youth of upper class much. Almost half of the respondents wish to practice events, shown in the foreign program, in their real lives. They want to be as romantic towards their beloved ones as the lovers are in films or drama. These respondents gather sexual knowledge through media. About 71.2 percent admitted that they visited internet pornographic section and thus they came to know about sex.

Deborah (1998) spent a year studying the impact of the internet on Kuwaiti culture. The internet is increasingly popular in Kuwait; half of all internet users in middle eastern Arab countries live in this tiny country. Wheeler reports that Kuwaiti teenagers are flocking to internet cafes, where they spend most f their time in chat rooms or visiting pornographic sites-two activities strongly frowned upon by traditional Islamic culture. The new communications technologies are clearly enabling men and women to talk with one another in a society where such communication outside marriage is extremely limited. She finds that Kuwaitis are extremely reluctant to voice strong opinion or political views online. Wheeler concludes that Kuwaiti culture, which is hundreds of years old, is not likely to be easily transformed by simple exposure to different beliefs

and values on the internet. The culture that eventually emerges as a result of the new technologies will not be the same as American culture; it will be uniquely Kuwaiti.

TVs appeal to youth also is based on uses and gratifications. Rubin (1977) investigated differences among children, young teenagers and adolescents in their TV viewing behaviours and motivations to use TV. Six sets of reasons for viewing emerged: to learn, as a habit or to pass time, for companionship. To forget for escape, for arousal and for relaxation. Viewing to pass time was the prominent reason for viewing TV across all age groups.

McQuail, Blumler and Brown (1972) present their view on the audience's relation to the media. "the audience member temporarily occupies a particular position in relation to what he is viewing, a position affected by a large number of factors, including those deriving from his personality, social background, experience, immediate social contact, and, of course, from the context itself. He brings certain expectations and responds in line with these, and he derives certain affective, cognitive, and instrumental satisfactions". McQuail and his colleagues have developed a typology of gratifications that starts with diversion-including escape from routine' problems and emotional release. Second are personal relationships, which include vicarious companionship and social utility such as conversations, family viewing, and viewing to meet the standards of a group. Third is personal identity, which includes personal reference (self-evaluation), reality exploration (ideas about personal concerns) and value reinforcement. Finally, there is the surveillance function. In this way gender perspective develop in the people.

Blumler (1979) sought to link people's social situations and their media-related needs. Factors representing social situations are grouped as follows: 1. Normative influences on what people get out of the media, such as one's lifecycle position or place in the social structure; 2. Compensators, which are sources of a need to compensate for the lack of opportunities and capacities, for example, lack of a phone, car or satisfying job; 3. Facilitating factors which enable one to have a richer involvement with media content, such as organizational affiliation and frequent social interaction; and 4. Subjective reaction on adjustment one's situation indicated by satisfaction with one's work and leisure. Results show that newspaper gratifications are connected to compensatory ones.

Nordlund (1978) suggests that interaction with available media may lead to increased dependency on the mass media rather than other sources of "company" at times of loneliness.

The motion picture Research council, sponsored by the payne fund, conducted 13 studies on movies' influence on children in 1990s. After examination of film content, attitude change, and influence on behaviour, it was concluded that film had a negative influence on children. Against their need, they got a violent content and non-realistic view from those, which create an antisocial and revengeful attitude among, film, does themselves. It concluded that, film does not fulfill a child's need.

Sociologist turkle (1995) conducts a study on internet. Turkle studied interaction in multi-user domains (MUDs) by anonymously visiting MUDs and other electronics 'chat rooms' over a 10- year period and by conducting face-to-face interviews with more than 1000 people who communicate by electronic mail and actively participate in MUDs. The interviews were especially important because Turkle wanted to be able to distinguish between users' onscreen persons and their real identities. Turkle concluded that many MUD users' lives were enhanced the opportunity to engage in role-playing and "become someone else". At the same time, she warns that some individuals may become so gratified by their online lives that they lose touch with their families, friends, and work responsibilities. Indeed, psychologists, and therapists are giving increasing attention to what is being called "internet addiction".

Arnett (1995) explains the role of media in the socialization of adolescents. In this article, he focuses on the ways that the adolescents use media in a kind of self-socialization, independent of the influence of parents and other adult socializers. According to him, adolescents do not come to media as blank slates,but as members of a family, community, and culture who have socialized them from birth and from whom they have learned ideals and principles that are likely to influence their media choices and how they interpret the media they consume.

One of the most extensive studies is those carried out by gerbner (1979) and his collaborators. They have analyzed samples of prime time and weekend daytime

television for all the major American networks each year since 1967. The number and frequency of violent acts and episodes are charted for a range of programs. Violence is defined as physical harm or death occurs. Television drama emerges as highly violent in character. On average 80 percent of programs contain violence, with a rate of 7.5 violent episodes per hour. Children's programs show even higher levels of violence, although killing is less commonly portrayed. Cartoons depict the highest number of violence acts and episodes of any type of television program.

Katz et al (1997) in a study finds that in the beginning of the 1990s Israelis still regarded television as a medium which served their needs to be informed on current affairs rather than as a medium for entertainment.

Mills (1956) focuses on the concept of "psychological illiteracy" that he sees resulting from the media. He examines this illiteracy in terms of both culture and information about the world. He finds out some effects of mass media. They are 1. The media not only give us information; they guide our very experiences. Our standards of sedulity, our standards of reality, tend to be set by these media rather than by our own fragmentary experience. 2. The media have not only filtered into our experience of external realities, they have also entered into our every experience of our own selves. They have provided us with new identities and new aspirations of what we should like to be, and what we should like to appear to be. 3. The mass media, especially television, often encroach upon the small-scale discussion, and destroy the chance for the reasonable, leisurely, and human interchange of opinion.

Schramm et al. (1961) observed that british, American, and Canadian children and adolescent spend more time for watching TV than other leisure activities. Schramm and his colleagues found that television viewing steadily increase until the eighth grade, and print medium and radio use decreases until twelfth grade. They found that entertainment motive is always upward rather than other motives in media use. The researchers stated that television ' enters into the whole life of the child'.

Shari Graydon and Elizabeth regarded as one dramatic example, the image and representation of women and girls in the media has long been a subject of concern.

Research shows that there are many fewer females than males in almost all forms of mainstream media and those who do appear are often portrayed in very stereotypical ways. Constantly polarized gender messages in media have fundamentally anti-social effects. In everything from advertising, television programming, newspaper and magazines, to comic books, popular music, film and video games, women and girls are more likely to be shown: in the home, performing domestic chores such as laundry or cooking; as sex objects who exist primarily to service men; as victims who can't protect themselves and are the natural recipients of beatings, harassment, sexual assault and murder. Men and boys are also stereotyped by the media. From GI Joe to Rambo, masculinity is often associated with machismo, independence, competition, emotional detachment, aggression and violence. Despite the fact that men have considerably more economic and political power in society than women, these trends - although different from those which affect women and girls - are very damaging to boys. Research tells us that the more television children watch, the more likely they are to hold sexist notions about traditional male and female roles and the more likely the boys are to demonstrate aggressive behaviour. In fact, images aimed at children are particularly polarized in the way they portray girls and boys. In advertising, for instance, girls are shown as being endlessly preoccupied by their appearance and fascinated primarily by dolls and jewellery, while boys are encouraged to play sports and become engrossed by war play and technology. Furthermore, children are increasingly being exposed to messages about gender that are really intended for adult eyes only. These images also help shape the notions little girls and boys have about who they should be and what they can achieve.

Media theorist klapper (1960) effect of media is also related with my study. Klapper described the effects of media as "limited effects". In this perspective, the audience is active and involved. It asserts that personal preferences and opinions neutralize the effects that media would otherwise have. The audience is seen as interpreting messages selectively according to the principles of selective retention, interpersonal leadership, and the very nature of the media. These principles say that people attend to message with which they tend to agree and recall such messages more readily. Klapper says that the effects of mass media, thus, are slight unless the audience is confused on forced to pay

attention to the propaganda. Thus, the media are seen as reinforcing what already exists, whether it is a stereotype, a belief, or an opinion.

Another study shows that media has some impact media has some impact on youth and others. **Rahim and pawanteh (1999)** examine the relationship between media penetration and value orientations of cultural identity among Malaysian youths (13 to 25 years of age). Here they have selected three indicators for cultural identity. These are 'responsibility to the family' 'obedience to the parents' and 'sexual orientation'. This study reveals that newspaper and magazine reading habit among the youths has been decreasing. They read newspaper and magazine 6 hours per week. On the other hand, they spend an average of 19 hours per week watching television. With the analysis of other data, this study shows that if a society experience the assimilation of inappropriate and contradictory values that are conveyed through the cultural commodity. Thus, it is expected that media penetration in one way or another will influence the constructions of cultural identity.

An extremely elaborate study performed in England **by berelson (1957)** inquired into the effects of television upon the interests, activities and initiative of adult viewers over a five year period. Usable data were obtained from 440 television viewers and 342 non-viewers randomly selected within greater London. Belson finds that there are marked reductions in the overall range and intensity of viewer's interests and in the degree of their initiative activities by the second year of television ownership, but that a recovery then set in which leaves only trivial and statistically insignificant differences visible at the end of the fifth year. This general pattern, however, does

not necessarily apply to specific individual interests or activities, whose several fates are almost infinitely changeable. Thus, while reading, theatre going and ' strolling' suffer at least initial and in some cases lasting declines, a wide range of activities including 'attendance at clubs or associations or institutes' 'going to see horse racing or horse jumping, and gardening, either suffer no significant final loss or are increase. Belson's general conclusions are to the effect that television does reduce interests, activities, and initiative among its audiences.

Payne (1978) looked at TV viewing Canadian-U.S. border communities, finding that viewing TV from the opposing country did increase knowledge levels. Only minor attitudinal changes were noted and those were in a direction opposite to the predicted by the 'cultural/media imperialism' hypothesis. The Canadian viewers who watched American TV had more favourable attitudes toward their own country than than did those who watched only Canadian TV. Payne suggests that local newscasts, in an open, democratic society like Canada expose viewers to national problems. This can help form negative attitudes towards Canadian institutions. American newscasts, on the other hand, tend to ignore Canada politics and focus on more positive aspects of canadian life.

Arnold (2001) explains overall context of sexual abuse of children in the today. He defines precisely what is understood in sociological, psychological, and legal terms by child pornography and paedohilia. Children can be potentially reached and harmed by child on the internet; by being exposed to it as unintended viewers, or by themselves becoming the subject of films and photographs broadcast on the net. He explains some strategies that are being or could be adopted to combat these problems. These may legal and regulatory approaches imposed by governments; policies of self-regulation by the internet industry; and action by individiuals , parents, civic groups and NGOs or in fact the combination of all of these.

Katz (1959) described the 'uses and gratification' approach. He pointed out that most communication research had dealt with effects of media. Most of this research had shown that mass communication had little effects in persuading people. Katz suggested that the field might save itself by turning to the question ' what do people do with the media? He refers to some studies of that type, which applied the uses and gratifications approach and shown that different people can use the same communication message for different purposes. So this way gender perspective can emerge in general people.

Psychologist Feshbach (1969) has found that when certain conditions are met, exposure to aggressive fantasy leads to a lowering of aggressive drive. In an early study, he assigned college men to different experimental conditions. After the group was arbitrarily insulted and criticized by the experimenter, the men were then divided into smaller groups and were shown either an aggressive film of brutal prize fight or a fairly

dull "control" film. Afterward the students were asked to give their opinions of the experimenter who had insulted them. The results indicated that those who had seen the aggressive film felt less punitive toward the experimenter than were those who had seen the control film. Feshbach concluded, "witnessing aggressive TV program serves to reduce or control the acting out of aggressive rather than to facilitate on stimulate aggression.

BBC, case study about media in Bangladesh, august, 2012. The media in Bangladesh is diverse, competitive, commercial and profitable. This is a boom time, with most media outlets making money and wielding some political influence in an expanding market. With the advent of popular independent, commercial satellite TV in the past ten years, as well as better communication, higher literacy rates mass audiences. The potential for the media to wield political influence over its audiences has grown. How does the media use this new-found commercial strength and political influence to engage with those audiences on lay issues? How does it navigate continuing restrictions? The picture that emerges this study of a mixture of occasional risk-taking frequent self-censorship and a reliance on safe, mass appeal formats,

rather than in-depth coverage and debate. Interviews and research for this paper also revealed disparities between media freedom at national and local level, with most respondents seeing the national media as powerful enough to be outspoken on some issues. At local level, however, the media can face threats, intimidation and worse.

One of the most outstanding contributions to the literature on women's empowerment is the article of **Alsop and Heinsohn ((2005).** According to the authors, 'empowerment' can be defined as a person's capacity to make effective choices and to transform choices into desired actions and outcomes. The extent to which a person is influenced by personal agency (the capacity to make a purposive choice) and opportunity structure (the institutional context in which choice is made). To determine degrees of empowerment various indicators are suggested: for agency, asset endowments-psychological, informational, organizational, material, social, financial or human; for opportunity structure, the presence and operation of formal and informal institutions, including the laws, regulatory frameworks, and norms governing behavior. To illustrate

how this analytical framework can be used, the paper describes how the framework guided analysis in development interventions in Ethiopia, Nepal, Honduras and Mexico. The paper presents a draft module for measuring empowerment at the country level. The module can be used alone or be integrated into country-level poverty or governance monitoring systems that seek to add an empowerment dimension to their analysis.

Report from china: "women in media more watchful of gender equality" by **Xiong Lie**. She says in the article "It is necessary to enhance social awareness and consciousness of the significant role. Women have played in creating human civilizations and promoting social progress; to advocate that women should enjoy equal personal dignity. Rights and status as men, to promote role models of women who are self esteemed self-confident independent and enterprising.TV programs should be made to abolish social discrimination and prejudice against women and increase all people's understanding of women's legal rights and interest.

"women in media in Bangladesh" by A.Z.M Haider says-it is the duty of media to creat social awareness of women's issues and make a sustained effort to bring about the required change in peoples outlook on women's cause. It must project women's party citation in multidimensional activities to contribute to national development. The media must encourage women to come up and work with their male partners in facing the challenges of the new country.

CHAPTER-03

Theoretical Perspective

There has been a lot of research on the effect of media. For several decades scholars have debated whether the media have direct effects or not. Those researches have created many theories on the effect of media on audience. Some of sociological theory and feminists theory develop for the improvement of women's role. I have observed that the gender perspective of media is very much important. In the mass media gender perspective I think is locating prime issue now. So this types of research is necessary for the media and gender. So my research is related with gender, I will present some research theory related to mass media and gender. Some theory like- feminist theory. Some perspective also are related with some issue- Functionalist Perspective, Structural Perspective, Marxist Perspective, etc.

3.1 Feminism:

Feminism is making contribution to social science research methods since 1960. It stresses the role of power in research and analyzes poverty, types of class, race and ethnicity. Feminist's researchers argue that 'women's experience systematically differs from the male experience' upon which knowledge claims have been grounded. In all over the world various types of feminist research have been conducted since its introduction:

Feminist research makes great use of the semi-structured and unstructured interview. Feminist perspective sees traditional interviewing as a masculine paradigm, embedded in a masculine culture, stressing masculine traits and excluding sensitivity, emotionality and other traits culturally view as feminine. Feminist interviewing requires objectivity and detachment, and feminist interviewing require openness, emotional engagement, and the development of relationship. Researchers role is the primary consideration of feminist concerns and feminists research prefers non-hierarchical research relationships. The traditional interview is seen not only as paternalistic, condescending, in its attitudes

towards women and not accounting for gendered differences, but also based on a hierarchical relationship with the respondent in a middle position.

Feminist theory is generalized, wide ranging system of ideas about social life and human experience developed from a women-centered perspective. Feminist theory is women centered or women centered in three ways. First, its major "object" for investigation. The starting point of all its investigation is the situation and experience of women in society. second, it treats women as the central "subjects" in the investigative process; that it seeks to see the world from the distinctive vantage points of women in the social world. Third, feminist's theory is critical and activist on behalf of women, seeking to produce a better world for women- and thus, it argues for humankind.

3.1.1 Liberal feminism:

The perspective of this theory received its classic formulation in Mary Wollstonecrafts's 'Vindication of the Rights of Women '(1975), John Stuart Mills 'Subjection of Women' (1970), Betty Friedman's 'The Feminine Mystique' (1974), the nineteenth century women's suffrage movement in the United States and the role played by the National Organization for Women (NOW) during that specific period.

Historically the first element in the liberal feminist argument is the claim for gender equality. The major expression of gender inequality theory is liberal feminism, which argues that women may claim equality with men on the basis of an essential human capacity for reasoned moral agency, that gender inequality is the result of a patriarchal and sexist patterning of the division of labor, and that gender equality can be produced by transforming the division of labor through the repatterning of key institutions- law, work, family, education, and media (Bem, 1993; Epstein,1988: Friden, 1963; lorber, 1994; Rhode, 1997, cited in by- George Ritzer, modern sociological theory, fifth edition, university of maryland). So in this context my study is also related with the feminist research issues. Women have to be equal in all stage of their life so that can lead a normal life like a men.

3.1.2 Radical feminism:

Radical feminism is also important for the feminist research and for the development of the women situation. Radical feminism is based on two emotionally charged central beliefs: (1) that women are of absolute value as women, a belief asserted against what they claim to be the universal devaluing of women; and (2) that women are everywhere oppressed- violently oppressed by the system of patriarchy (T. Atkinson, 1974: Bunch, 1987; Chesler, 1994: Daly, 1993: C.Doouglas, 1990 etc)

Radical feminists see in every institution and in society's most basic structures-heterosexuality, class, caste, race, ethnicity, age, and gender-systems of domination and sub-ordinaion, the most fundamental structure of oppression is gender, the system of domination and sub-ordination, the most fundamental structure of oppression is gender, the system of patriarchy. Central to this point is the image of patriarchy as violence practiced by men and by male-dominated organizations against women. Violence may not always take the form of overt physical cruelty. It can be hidden in more complex practices of exploitation and control: in standards of fashion beauty; in tyrannical ideals of motherhood, monogamy, chastity, and heterosexuality; in sexual harassment in the workplace. So my research is very much related with this theory. I will present my research in the various types of feminists theory argument. [by George Ritzer, modern sociological theory, fifth edition, university of Maryland]

In the feminists view, some of the concept has developed. In the United Nations Decade for Women in the 1970s, the notion of gender got special attention in the context of development and practice (Chant 2000). Women and development thoughts are clustered into three broad perspectives, roughly chronological in terms of their emergence as components of feminist development theory since 1975. They are Women in Development (WID), Women and Development (WAD) and Gender and Development (GAD). At first, notion of gender was conceptualized and promoted under the heading 'Women in Development' (WID) approaches began to pay attention to environmental issues from the early 1980s. The central aim was to discuss women's role, emphasizing women's involvement with the environment and its resources. Since the late 1980s, there has been a growing awareness of this bias, and a subsequent shift from 'Women in

Development' to 'Gender and Development' (GAD), as the dominant approach. The promise of GAD is to focus beyond the narrow concern with women alone.

3.1.3 Functionalist Perspective:

Functionalism explains social practices and institutions in terms of the structures and functions of society and its institutions. Society and individuals have needs that are fulfilled by institutions. Thus mass media fulfills needs of individuals regarding information, motivation, adaptation, socialization, continuity, social order, integration, and so on. Relatively, functionalist approach holds that society is system of which media is a sub system that contributes to the maintenance of continuity. It also uniformly orders the assumption that social life requires social integration, status quo maintenance, and harmony, consistent and complete picture of society and of social environment.

Lasswell (1948, cited in by-Sj Tamakuwala-2011) delineated the main functions of mass communication in society as surveillance of environment, correlation of the parts of society in responding to its environment and transmission of cultural heritage. The functionalist thought also argues that entertainment and mobilization are the other key media functions for the social integration in the society emphasizing social agreement (Wright, 1960, cited in by-Sj Tamakuwala-2011). Apart from this, it is also opined that media tend to support the values of not only society as a whole but also its various segments. Several researchers have pointed that the media reinforces the values of the community and the maintenance of a local order (Jackson, 1971; Cox and Urgan, 1973; Murphy, 1976, cited in by-Sj Tamakuwala). The fact is institutions are not the product of decisions made by individuals since them prior to these individuals. For it is the people who decide what is functional for them and not few classes or individuals posses the authority. A basic symmetry is seen to exist between media institution and their audiences, since "the relationship is generally entered into voluntary and on apparently equal terms"

McQuail,1977: 91) and audiences are seen as capable of manipulating the media in an infinite variety of ways according to their prior needs and disposition and having access

to the plural values of society enabling them to conform, accommodate and challenge or reject them.

Functionalism points out that social customs, relationships and institutions persist because they have some social function that is an ongoing utility. The utility of social arrangements are taken for granted. Functionalism school of thought is a mere manifestation of the properties in a given system of relation and reduces complex phenomenon into simple description of function of systems. Accordingly, the mass media becomes the determining part as an element of the system discharging a specific function, denying contradiction and historical processes.

3.1.4 Structural Perspective:

The structural perspective of media analysis enhances dominance to the ideological role of the media independent of the economic structure. As structural perspective analyses the form and content of cultural artifacts and then it links to the economic base. In this approach emphasis lies on ideas rather than on material structure, analyzing the ideological effects of media in the interest of ruling class. Thus, it proves that mass media reproduce essentially exploitative relations while sanctioning the dominance of capitalism and the subordination of the working class. Correspondingly, the main contribution of the media is to stimulate and then to satisfy the false needs, leading to the assimilation of groups who have no material interest in general society.

Instead of starting from a concrete analysis of economic relations and the ways in which they structure both the processes and results of cultural production, structuralism starts by analyzing the form and content of cultural artifacts and then working backwards to describe their economic base. The characteristic outcome is a top heavy base analysis in which an elaborate autonomy of cultural forms balances insecurely on a schematic account of economic forces shaping their production (Mudock and Golding, 1977, cited in by- Sj Tamakuwala-2011). A structuralism emphasize its relative autonomy with cultural sphere and its irrespectively to class interests but tries to be connected power structure capitalist state through its relations. In precise, the emphasis is on semiological

analysis and not on the material practices. The concept of hegemony refers to a ubiquitous and internally consistent culture and ideology which are openly and implicitly favorable to a dominant class or elite, although less closely and consciously organized (Gramsci, 1971, cited in by- Sj Tamakuwala).

Any sort of analysis in which mass media operates as ideological agencies, is bound to be partial. Likewise in Bangladesh, the centre of gravity lays significantly with the communication conglomerates. Structuralists concern in with the system reducing media research to a textual analysis; television programme and literary test. Accordingly, Structuralism shows a concern to establish the autonomy and effectiveness of film and television form, enhancing (promoting) the idea that ideology embodied in film and television is an important and necessary area of ideological struggle.

3.1.5 Marxist Perspective:

Marxist perspective being a theory of history is rather more concerned with the whole of people's social life compared to the above perspectives as it symmetrically discerns the stages in the stages of history and social life. According to this approach, under capitalism media is the ideological tool for propaganda. Thus transnational corporations use media to serve the interests of the capitalists by circulating their ideas and world view. The net result is there is a large concentration of media ownership by capitalist entrepreneurs (Bag di kian, 1988, cited in by- Sj Tamakuwala-2011). Besides media studies reveal correlative evidence of conservative tendencies in content of media so organized (Hermen and Chomsky, 1988, cited in by-Sj Tawakuwala-2011). The larger part of economic infrastructure and power base are controlled by the economic dimensions of media institutions where as the integral part of culture in capitalism is formed by images, ideas and information circulated by the media.

In true words, media is related to the prevailing structure of political and economic power. Simultaneously media is observed as an effective instrument of power to reinforce and apply influence in various ways. The real potentiality of media can be observed in its context of ideas and values. The Marxist approach emphasizes on control of media and its way media market forces operate because the primary focus is on the

relationship between economic structure and the ideological content of media. Concluding, we can state that amongst the rest, media ranks the highest position in the commercial organizations that produce and distribute the commodities with in capitalist economic framework. As media is an economic interface between producers of goods and services, they form integral part of the strategy for the circulation of economic commodities within capitalist economy through advertising. Thus we can conclude that as a whole media is a large scale commercial enterprise in capitalism. Economic interests of multinational corporations are fed by media. Media creates enhancement of structural inequalities in wealth and power for the interest of class which is owned and controlled by media itself.

Thus, their central function is, "to maintain the financial equilibrium of a deeply institutionalized social system which is highly integrated with the economic institutions" (Defleus, 1970, cited in by- Sj Tamakuwala-2011). The content of media then depends on "the exchange value of different content, under pressure to expand markets and by the underlying economic interests of owners and decision makers" (Garnham, 1979,cited in by- Sj Tamakuwala-2011). Media has its own ideology with regard to profit making business .i.e. low investment in less profitable media tasks and consequently neglects the economically poorer section who is neither subscribers nor advertisers. Never ever media reflects and concentrates the concerns of the marginalized in the society, and if so, they must be profit hidden stunt behind it. Meanwhile media highlights only those celebrities and politicians which return them with crores of profit.

CHAPTER-04
METHODOLOGY

Methodology is the whole procedure of research work that defines how we go about studying any phenomenon. This part of my research work has been designed with a complete picture of the whole procedure of research work in which objectives of the research, research questions, and methods of data collection and technique of data analysis are depicted. I would, also, provide a brief description of qualitative approach that I used in studying my research problem along with rationale for choosing this approach.

4.1   Qualitative:

Qualitative study has been conducted from sociological perspective. The qualitative data has been collected through participatory tools. It must be mentioned here that sociological perspectives are multidimensional pluralistic with respect to paradigms. Historically two main perspectives received a great deal of attention in qualitative research:

4.2   Theoretical foundation of qualitative method:

Phenomenology and **Hermeneutics** are very crucial to understand the theoretical foundation of qualitative research. Phenomenology asks us not to take the notion we have learned for granted, but to question them instead, to question our way of looking at and our way of being in the world (Wallace, 2006:262). Edmund Husserl, who was first to use the term phenomenology, defined it as interest in those things that can be directly apprehended by one's senses. It denies that we can ever know more about things that we experience directly through our senses (Wallace, 2006: 263)

Alfred Schutz, who introduced phenomenology in American sociology, puts the spotlight on the individual's own definition of the situation (Wallace, 2006:264). Ethno methodology founded b Harold Garfinkel and is rooted in phenomenology, has interest in how people make sense of everyday activities. It is defined as the member's method of making sense of their social world.

Hermeneutics means the theory of interpretation and states that we have to interpret the meaning of human behavior to understand. According to those in hermeneutic tradition, the study of human conduct is essentially quite different of studying events in nature.

4.3   Reason behind the qualitative method:

Since sociology usually seeks to investigate the question 'why' of social phenomena, different types of methodologies need to be adopted for different types of investigations. As a researcher I feel the selection of a research method depends on subject matter and the purpose of the research in which we are interested to work on. It is not the research's choice that will decide the method of research; rather it is the purpose and area of the research that will decide which method fits it best and which method needs to employ to fulfill the purpose of that research. "the relevance of a specific methodology rests upon the particular purpose and area of inquiry" (Huda 2005:49).

In accomplishing my research work , I went through an absolutely qualitative research that fits the subject matter as well as fulfill the purpose of my study. The aim of my study is 'Mass Media & Gender: The gender perspectives of the mass media people in Bangladesh'. So I think qualitative method is absolutely suitable for my study.

4.4   Objective of the study:

Every research has some objective. So my research also has some objective. In my research objectivity is very much holistic. At first in my research I have tried to know the gender profile in media. Then I have searched to the gender mainstreaming in the mass media and the last objective is the stereotypical view of mass media. I think that this is the relevant side of my research of my study. So, This study will try to find out:

● Identify the gender profile in media (electronic and print media)

● Gender mainstreaming in the mass media (policies, excess and equality issues)

● Identification of the stereotypes is in the public domain with particular focus on youth perception.

4.5   Approaches and methods:

The study has been designed on the basis of the major methodological approaches used in sociology and data for the present study has been collected directly from the field by the researcher. Qualitative approaches have been used during data collection.

1. Qualitative approach.
2. In-depth interview.
3. Case study.
4. Observation.
5. FGD.
6. Reports and documents.
7. Sami-structured interview and
8. Secondary information etc.

4.6   Selection of the study area:

The role of women is changing. The modern women have moved quite a distance from her predecessors, in education, and accomplishment and also in attitudes. These changing role of women are affecting on the family, society, and all over the nation. As a result society is changing. The current research has focused on the changing role of women in mass media. Nowadays electronic and print media is playing a strongest role in changing women, especially in women empowerment. I have chosen Dhaka is the main base for study. The reason behind selecting these areas are as follows:

- So that it is related with my thesis topic.
- Because my respondent is especially the media people and youth people in Bangladesh.
- Most of the media in Bangladesh their centre is Dhaka based. so I have selected this area.

As this research is a student research project and the researcher has come limitation in terms of money, time, and manpower needed to conduct a survey.

4.7 Selection of the respondents:

In carrying out this research a multistage sampling technique has been adopted to select the study area and the respondents. It has been mentioned earlier that the study area has been selected through a purposive sampling.

Different categories of respondents can be identified in this research. Such as journalist, media people, youth, general people etc. of the respondents most of them are engaged various job, student, and also other profession and most of them are young. Of these respondents, the participants of FGDs, in-depth interview, case study were chosen purposively on the basis of their availability, accessibility significance and importance.

4.8 Data collection techniques and data sources:

In this study, data was collected from both primary and secondary sources. For consulting secondary sources, extensive literature review, analyzing reports, and documents, and observation were the major data collection methods.

4.8.1 Primary data:

The primary sources of data were as follows: primary data was collected directly from the respective field key informants' interview (KII), In-depth Interview (IDI), Structured checklist was used during data collection for Case Study, Focus Group Discussion (FGD) and researcher's own observation was another key tool.

4.8.2 Key Informants' Interview (KII):

Key informants' is an in-depth interview of a small group of people focusing on a list of issues regarding a topic with which interviewees have first-hand knowledge. Its primary goal is to obtain qualitative description of perception and experiences, rather than measuring aspects of experience. This method has helped greatly to get pre-knowledge of the study population from knowledgeable people. Some respondents was selected for this interview.

4.8.3 Case Studies:

Case study is a method has been used to obtain in-depth information to complement other qualitative and quantitative techniques of the study. In order to have an in-depth experience about the social life of the selected respondents, the case study method was used. Because it can enable to explore, reveal and understand problems, issues and relations which other technique might fail to take into accounting. The study approach offers a means of organizing social data with the view to preserving the "wholeness" of social object being studied. Here researcher takes some cases to conduct this research.

4.8.4 In-depth Interview (IDI):

In-depth Interview is a technique of interview of a knowledgeable and influential person who has a strong grip of knowledge over the ideas and contents of a topic. It includes both qualitative and quantitative description of perspective or experiences. In this study researcher took 15 IDI.

4.8.5 Focus Group Discussion (FGD):

In the focus group discussion, the main function of the interview is to focus attention upon a given experience and its effects. Here the role of researcher is facilitative. He/she knows in advance what topic or what aspects of questions; he or she wishes to cover. To make a successful researcher conducts three FGD.

4.8.6 Observation:

Observation is very much important for any research. So researcher observe the various task related with the study very carefully. To get research data more reliable, accurate and authentic; observation method has been used. The observation was done by spending time with the respondents people and witnessing their various types condition for the job.

4.9 Secondary:

Secondary data of this study was collected by different newspaper's reports, journals, research work, web-sites, different mass media office, annual reports of news paper etc.

4.10   Sample size:

Because of the qualitative study of my research, the sample size of this research is not large amount. I have taken 30 respondents from the media related people and 05 of others from the public domain, especially from the youth perspective. So my sample size is 35 respondents.

4.11   Study population:

In my advance research thesis, I took some media related people and some of youth to conduct my research.

4.12 Phases of field data collection

At the very outset, before the field survey researcher needs to prepare to conduct a field study. A draft questionnaire was prepared considering the focal objectives of the research issue. I went through existing literatures that I reviewed for clear understanding of what to do and what needs to keep in mind before asking question. I went through several research methodology books where I studied the techniques and strategies of data collection process. I went through several unpublished research works similar to my research area. By doing so, I took a rough idea from their data collection techniques, way of gaining access, way of negotiation with target group and problems faced during field work. I prepared an interview guideline with some questions that address my research problems. To make it comprehensive, I visited several websites of different universities to gather ample information to prepare interview guideline. I found so many issues that gave me clear idea about what should do as what should not during field work.

At the second phase of the field study, various qualitative information have been collected. At the last phase of field study, the Focus Group Discussion (FGD) have been conducted. During FGDs the participants freely discussed about several issue such as about their job, women's empowerment etc.

4.13   Negotiation and Gaining Access:

Negotiation occurs with each new number until a stable relationship develops to gain access (Neuman, 1997: 353). As the site of this research work is a urban area and the respondents especially mass media related people so it was very tough for me to gain access. I make different plan to contact respondents. In the start of negotiation, I explained the objective of my research project very clearly and honestly to each of the respondents and placed a request to participate in an interview.

4.14   Field Notes:

Field notes are very important part of a research work. I noticed much more issues which somehow was not discussed in details or remained absent in conversation. I took a close look of each respondent. After conducting each interview, I maintained a field note where I wrote about attitude, body language, appearance, dress pattern and facial expression of respondents during interview. So it helps me very much for my research.

4.15   Data processing and analysis:

After the completion of field research, data processed in accordance with the outline laid down for the purpose at the time of formulating the research proposal. When the data was processed and drafted, they were analyzed and summarized mainly in descriptive ways as in done in qualitative research.

4.16   Limitations of the study:

Every study has some limitations; this present study is also more or less affected with all these reality. I will present limitations related with my study.

Nevertheless, the title of this advanced thesis – "Mass media and Gender: the gender perspectives of media people in Bangladesh".

A great limitation of this study is that the sample size too minute and moreover that, the study is Dhaka based. It is very hard to me that, to know the view of others respondent out of this city. So it is one of the great limitations of the study.

Because of time and financial constraints, it was very heard to researcher study a large numbers of respondents. One of the main constraints was that the sensitive issue. It was not easy for me to go to the respondent very easily.

Rapport building with the respondents was hard initially. Some of the respondents were reserved to provide information on sensitive questions.

I had completed my advance research thesis in very short time. So it was very tough for me to do this type of job within a very short time.

The study could be enriched more if I could use both qualitative and quantitative approaches. But due to time and resource constraint it was not possible to do so. So it was one of main problem for me to solve the entire problem. For this cause I had to complete the study with limited expenses.

Inclusion of macro respondents could provide a better result for this research.

Chapter-5

Women in media and other issues an overview: national and international context

5.1 The concept of gender:

The gender perspective looks at the impact of gender on people's opportunities, social roles and interactions. Successful implementation of the policy, programme and project goals of international and national organizations is directly affected by the impact of gender and, in turn, influences the process of social development. Gender is an integral component of every aspect of the economic, social, daily and private lives of individuals and societies, and of the different roles ascribed by society to men and women.

Social scientists and development experts use two separate terms to designate biologically determined differences between men and women, which are called "sex differences", and those constructed socially, which are called "gender differences". Both define the differences between men and women, but they have very different connotations.

Sex refers to the permanent and immutable biological characteristics common to individuals in all societies and cultures, while gender defines traits forged throughout the history of social relations. Gender, although it originates in objective biological divergencies, goes far beyond the physiological and biological specifics of the two sexes in terms of the roles each is expected to play. Gender differences are social constructs, inculcated on the basis of a specific society's particular perceptions of the physical differences and the assumed tastes, tendencies and capabilities of men and women. Gender differences, unlike the immutable characteristics of sex, are universally conceded in historical and comparative social analyses to be variants that are transformed over time and from one culture to the next, as societies change and evolve.

Gender relations are accordingly defined as the specific mechanisms whereby different cultures determine the functions and responsibilities of each sex. They also determine access to material resources, such as land, credit and training, and more ephemeral resources, such as power. The implications for everyday life are many, and include the division of labour, the responsibilities of family members inside and outside the home, education and opportunities for professional advancement and a voice in policy-making.

5.2   Women:

Women constitute nearly half of the total population and half of its potential. Therefore, Socio-economic development cannot be truly achieved without the active participation of women at the decision making level in society. Women are left behind economically, socially and culturally in our tradition bound Bangladesh society. To ensure the participation of women in all spheres of life, all sorts of facilities and opportunities are to be provided to them.

5.3   Gender in mass media:

Now I would like to focus on the attendance of gender stereotypes in the mass media, which nowadays has a great power and reaches large audiences. In order to create a medium which is universal, understandable and acceptable for numerous and diverse recipients, senders very often use stereotypes, which fill the social life and evoke certain associations. However, mass media not only gives people information and entertainment, but, according to a Canadian communication theorist Marshall McLuhan, it also affects people's lives by shaping their opinions, attitudes and beliefs (1964). It controls social life by invisibly transferring the dominant hegemonic ideology. Antonio Gramsci, an Italian Marxian thinker, created a concept of cultural hegemony, which is an intellectual and moral leadership, distinguished from armed force. It can be formed by cultural and political consensus through institutions such as the church, schools or media. The last one creates a state of domination by focusing on the elites and the dominant ideologies, subsequently neglecting the subordinate groups (Durham, Kellner 2006: XV). In the case

of gender roles, the societies have established the hegemony of males by institutionalizing of male dominance over women.

Women are more often presented in commercials, because they are seen as responsible for making everyday purchases. Men generally advertise cars, cigarettes, business products or investments, whereas women are shown rather in the commercials with cosmetics and domestic products. They are also more likely portrayed in the home environment unlike men, who are shown outdoors. The youth argued that women are presenting in mass media very much negatively. So this situation should have to change.

Another important distinctions is the face-ism phenomenon in the commercials, which consists in showing the entire figure in case of men (Matthews, J.L.2007)

If men and women appear in the commercials together, they are mainly presented as a couple or marriage. A sexual subtext is also often used in this case, even if the advertised product has nothing in common with the erotic sphere. In the situation of competition, women appear to be weaker than men (Lukas-2002)

5.4 Gender and Human Rights Violations:

Human rights in Bangladesh have due to a high level of corruption and criminality as well as impunity for arbitrary actions by law enforcement agencies and a lack of transparency in public decision making experienced a downward trend. To give only one example, the right to information as well as the domestic violence and the citizenship act were, although drafted by the law commission, never put into action as a consequence of ineffectiveness of the parliament. Civil and political rights, social and economical rights as well as constitutional guarantees of equality and non-discrimination remain a major challenge in Bangladesh (Hossain:2007). Consequently Organisations dealing with human rights issues are filing cases of state violence like physical torture by police and the RAB (Rapid Action Batallion), unlawful arrests etc., cases of gender violence like rape and domestic violence, cases of attacks on minorities, cases of violence against

children like torture of domestic working children, as well as institutional violence i.e. in garment factories (ASK 2006: 35).

5.5   Portrayal of Women in Mass Media:

The main highlight of media critics in the present times is the subject of portrayal of women in Bangladesh media. Women are shown and portrayed according to male desires like beautiful creatures, submissive mothers of children, efficient housekeepers, cruel and deceptive vamps but nothing else. The positive roles of women's progress and their contribution for national development have a largely been neglected in the media of communication. The emphasis on stories about women about their struggle for recognition is only the surface trimming.(by Sj- Tamakuwala-2011)

5.6   Gendered media and advertisement:

The relationship between institutions and advertisers is best described as a symbolic one. The central issue raised is about the degree to which the media depends on advertising revenue. There are some of the comments which relate and proves, "Media institutions and finance". Quality newspapers rely on advertising for about two- third of their revenue; the tabloid press for about one–third magazine producers rely on advertising for 50% and more of their income. So that, for their business goal they do work as for the business oriented way. For this cause we are observing that women are presenting negatively in mass media. In this research project some questionnaire was drawn. The respondents of the questionnaire, most of them argued that women are presenting in mass media advertisement sector more often negatively. Some example of the area of advertisement that, washing powder advertisement, spices advertisement in other negative way women are presenting.(by- Sj Tamakuwala-2011)

5.7   Gender and News:

Dominant perceptions of what constitutes news are among the most important determinants of coverage. According to general accepted definitions, events rather than

processes make "News". The activities of the wealthy and powerful rate more highly than those of the poor and marginalized, including women. Women are presenting in various news like print and electronic media especially not affluent them. Women are very much dependent on her glamour. So it is one of the negative side for a women and to their development.(by-Sj Tamakuwala-2011)

5.8   Gender mainstreaming in the mass media:

The United Nations Economic and Social Council (ECOSOC) in 1997 pointed out in detail the meaning of gender mainstreaming: It is a process of assessing the implications for women and men of any planned action, including legislation, policies or programmers, in any area at all levels. It is a strategy for making the concerns and experiences of women as well as of men an integral part of the design, implementation, monitoring and evaluation of policies and programmers in all political, economic and societal affairs so that women and men benefit equally. The ultimate goal of mainstreaming is to achieve gender equality (ECOSOC, 1997:2, cited in khan, 2005: 256).

Men and women in Bangladesh condemn violence against women in general, but believe that it is acceptable as a disciplinary measure in many specific cases. Bangladeshi women feel undervalued, and themselves fail to value the work they perform, despite long hours carrying out essential housework and childcare. Men and women believe that men should be involved in childcare, but it is unclear what form that involvement takes. While both men and women dream of more harmonious relationships with their spouses, with disputes being resolved through communication rather than fists, few people can imagine how such a relationship could exist in marriage.

Women have very little decision-making power in Bangladeshi families; they are also not given opportunities to express their views. It is thus not realistic to expect that men will grant women the right to make decisions or to voice opinions simply because women have become more aware of their right to do so. It is critical to work with men to prepare them to accept a full and equal role for women in the family and society. Such a

role would actually improve men's situation, rather than take away from their own power or rights. Also in other place like media women are in the discriminatory position.

5.9   Evolution of concept of gender mainstreaming (GM):

Women in Development (WID) issues began to merge in public discussion in the mid-sixties following a UN Convention that focused on discrimination against women. The First World Conference on Women held in Mexico in 1975. Bangladesh had active representation in that conference. The UN declared 1975 as International Year of Women and 1975-1985 as the Decade for Women with the theme: Equality, Development and Peace. During this period, awareness for WID issues in development circle gained momentum manifested in many women's movements worldwide. In 1980, the Second World Conference on Women was held in Copenhagen and in 1985, the Third World Conference on Women was held in Nairobi. The Nairobi Conference formulated Forward Looking Strategies (FLS) for the advancement of women. On December 18, 1989, the United Nations adopted the convention on the elimination of all forms of discrimination against women (CEDAW) and as a UN member country, Bangladesh signed it on 6 December 1984. The fundamental principle of the CEDAW is to give due recognition to women's effective participation in building up society on human values, advancement, and development of civilization. CEDAW is the universal international charter related to human rights to ensure equality between men and women and recognition of women's rights as human rights. On 14 and 15 September 1995, the

Fourth World Conference on Women, the largest ever, was held in Beijing. A high level Bangladesh team led by the Prime Minister participated in that Conference. The MoWCA took the lead in initiating a sector-wise need assessment process in 15 Ministries of the GoB. Each ministry developed an action plan and on that basis the Government adopted the National Policy for Women's Advancement (NPWA) in March 1997. The NPWA sets the goal of eliminating all forms of discrimination against women by empowering them with the ability to be equal partners in development. The national policy aims to promote and protect women's human rights, that is, to:

➢ ensure equal rights to have access to politics, administration, sports, culture and socioeconomic activities;

➢ reflect positive image of women in media;

➢ eradicate persistent burden of poverty on women;

➢ ensure equal access to health and nutrition care;

➢ prioritize education and skill training for women;

➢ emphasize protection from environment hazard;

➢ support measures for the security of abandoned, deserted women in need of special protection.(cited in-European integration Vol-31,No-2,201-216)

5.10   The Dilemmas of Gender Mainstreaming:

Gender mainstreaming is the principle, according to which the gendered nature of public policy is recognized and rectified by incorporating the dimension of gender in policy provision (Woodward 2003). The potential of GM lies in the fact that it allows social issues to escape from marginal policy ghettos and puts women at centre stage (Jahan 1995). Rees (1998) distinguished three broad approaches to gender equality: equal treatment (tinkering), positive action (tailoring) and mainstreaming (transforming). Equal treatment ensures formally that men and women have the same access and the same opportunities, but does not address the gendered cultures of organizations. Through positive action, inequalities can be redressed proactively by creating the conditions for women's access to positions. Often this is thought to mean that women's 'difference' is simply adapted to fit in a men's environment. GM is hoped to correct inequality without denying difference by integrating a gender dimension into organizations. Rees considered GM as a long-term strategy that needs to build on the two other strategies. In a similar vein, Woodward (2003) and Booth and Bennett (2002) pointed to the need to view GM strategies as complementary to equal opportunities and women-centred approaches. Continuous evaluation is key to GM, which is based largely on 'soft analytical and educational tools, rather than "hard" prescriptive regulation' (Mazey 2002), such as guidelines, informal codes of practice, targets, exchange of good practice between member states. Its process-orientated character focuses on knowledge and

awareness-raising strategies amongst decision makers and implementation actors. [cited in- European integration vol.31, no-2, 201-216]

So in this way we can also say that gender mainstreaming is very much important. Today women in mass media, they are doing work. In various side of mass media job women are engaging. They are participating managerial, reporting, TV presentation, anchoring etc job they are doing. In my various side of interview, case study, primary, and secondary report shows that we are very much vulnerable. So I have known that, women are doing very much lower side of job in mass media. In the policy issue, I have seen that in various mass media job there has very much little policy. But the policy of mass media is implementing properly. So the policy have to maintain in the mass media very much properly.

The access issues in mass media are also important for the gender perspective. In my various case study of gender in mass media related question, the respondent especially women argued that, the access of women in mass media is very much limited. Because it is one of the challenging job in the nation and internationally. So the owner of mass media they are very much dependent on the male job seekers. So it is one of the main obstacles for the women. Another cause is that women have to maintain house and job. For this cause at the same time they cannot do the work properly as a female, according to the reference of the media holder. So they cannot go with the media directly. In other reference we have also seen that when a female is engaging in media job they are doing very good in the job sector. An example: munni shah is doing very well in her job sector

The equality issue is also important for the men and women. Equal means here, for the gender because anyone will not get extra facility then others. So we can see in the media job by the respondents viewing they are not treating equally by the media and also the media people. But different can happen in others view.

Real stories of mass media that, women are working in media how much effecting them and what is the situation of mass media job in Bangladesh for a women? From the publication of the daily star by Amitava Kar, we can know some real stories.

Saturday, November 09, 2013

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Cover Story

Hurdles In The Noble Profession

Amitava Kar

 With the boom in the number of television channels and newspapers, journalism has become an attractive career choice for both men and women. For women however, there are extra challenges in the profession that are exclusive to their gender. Despite the goal of trying to represent a democratic, progressive, society, both print and electronic media have not been able to remove the stigma of parochial attitudes that the overall culture suffers from. (The Daily Star- April, 26, 2013)

It happened in broad daylight. All that is decent in human spirit seemed to have disappeared into thin air. Though the incident took only a few minutes, its ripple effects would be felt across the country long after. A posse of angry men reported to be

belonging to Hefajat-e-Islam (HEI) attacked and assaulted Nadia Sharmin, a reporter of Ekushey Television as she went to cover their huge gathering in Dhaka on April 6. Someone shouted, "What are you doing in a gathering of men?" She told them she was there to do her job as a journalist. That did not go well with them. "I was attacked because I am a woman. About 15 to20 men started it and then there were 50 to 60 of them beating and kicking me while I lay helpless on the ground", recalls Sharmin. She received treatment for injuries to her knee, neck and head. "They would have killed me if some crew members of Diganta TV did not come to my rescue," she adds. While the Home Minister was assuring the nation on national television that the gathering had been peaceful, the nation saw, on the corner of their TV screen, footage of Sharmin running and trying to escape from those frenzied men, outraged that a woman had ventured into male territory. The leadership of HEI later offered an apology for the behaviour of a few of their men. The government, if at all, seems to deal with such mindless acts of violence on an ad hoc basis avoiding the core issues underneath. (The Daily Star, April, 26, 2013)

Journalists like Latefa Ansery Runa carry on doing their job despite the recent escalation of violence.

No one has been arrested to date. Despite repeated attempts, latest information in this regard could not be collected from the Ministry of Home Affairs. As of April 17, Motijheel police station remained clueless about it.

Arafat Ara, a reporter for the Financial Expresss, on her way to work, was stopped by HEI men and asked to cover her head. Activists of Jaamat-Shibir threw stones at Mashrekha Mona, a researcher with Shomoy TV. She suffered injuries to her eye. HEI men harangued Zakia Ahmed, a staff reporter for Banglanews24.com for not wearing a head scarf. (The Daily Star, April;26, 2013)

Nasimun Ara Huq (L) and Parveen Sultana Jhuma (R) Photo: (The Daily Star, April, 26,2013)

Lack of security is something they face on a daily basis. Photo: (The Daily Star, April, 26,2013)

Women journalists work just as hard as their male colleagues. Photo: (The Daily Star, April, 26,2013)

Munni Saha

It is not only the bigots of society that display intolerance to women journalists. Sometimes they receive unfriendly treatment from student wings of major political parties. Pinky Chowdhury, a reporter for Dainik Shuprobhat Bangladesh, Chittagong, says, "Members of Chatra League and Chatra Dal often talk to us in a disrespectful way when we cover their news." (The Daily Star, April, 26,2013)

How could such an act of violence take place in the middle of the day in the business hub of the capital city? Kaberi Gayen, associate professor, Department of Journalism and Communication at Dhaka University explains, "In terms of Communications, we call it de-sensitisation. When we see the same things happening time and again, our senses do not work anymore. We accept it as our fate accompli. It seems that we have lost the conviction to resist such forces or the commonsense to try to rescue someone in danger." (The Daily Star, April, 26,2013)

A physical attack is not the only menace women journalists have to face. They suffer discrimination in recruitment, promotion, benefits, allocation of assignments and sexual harassment, the elephant in the room.

Tahmina Rahman

"The recruitment process needs to be more transparent and merit based, not gender based", says Nasimun Ara Huq, a senior journalist who worked as senior assistant editor of the daily Sangbad and is now president of Bangkladesh Nari Shangbadik Kendra," For example, in some media houses, if there are three women and ten men in the news room, management says, "we have enough women already. We do not want any more." Thus participation of women in media is not increasing. Only 6% of journalists in all media are women. We have written to the employers of various media demanding that they employ at least 25 percent women at all levels based on their skills. It may sound

like a quota, but we can look at it as an affirmative action which is necessary to advance the causes of women." (The Daily Star, April, 26,2013)

The percentage of women in the news room is significantly lower than that of men. A H M Moazzem Hossain, Editor of the Financial Express says, "The remuneration package offered to journalists is significantly lower than that in other professions. Many highly skilled, English-medium educated women would join journalism if attractive salaries and benefits were offered to them." (The Daily Star, April, 26,2013)

We need laws and codes of conduct to ensure gender equality in journalism. Photo: (The Daily Star, April, 26,2013)

Women need freedom and security and equal opportunities to realise their full potential as journalists. But conditions are far from ideal. Parveen Sultana Jhuma, Assistant editor, Shokaler Khobor and General Secretary, Bangladesh Nari Shangbadik Kendra says, "I know about an executive editor who does not want to hire women because they may need maternity leave for six months. In some media houses, women are laid off when they reach a certain age. An editor, well known for his progressive mindset said after interviewing a woman, "Why do they send these older women to us? We want young

women." Another editor used to harass women sexually but stopped when confronted by the victims. A female journalist of a TV channel was invited by her boss to his residence while his wife was away. When she did not agree, she was harassed and forced to leave her job. There are very few women in decision making positions in the media. When there is a downsizing, women journalists are the first ones to be laid off. Women are encouraged to report on child development and other "soft" issues. The High Court issued a writ directing each and every organisation to form a cell to hear complaints of sexual harassment. I do not know any media houses that complied." (The Daily Star, April, 26,2013)

Nadia Sharmin – Harvester of Hope . Photo: (The Daily Star, April, 26,2013)

Lack of family support is another problem. Latefa Ansery Runa, staff reporter, of Machranga TV, Chittagong Bureau says, "I had full support of my parents when I started as a journalist. After I got married, members of my husband's family supported me initially. But as I started doing well as a journalist, they became jealous and stopped cooperating with me." (The Daily Star, April, 26,2013)

Journalists who are women are called "female journalists" in Bangladesh. "We do not say women architects, women bankers. Then why do we use the term 'female journalists'?" asks Munni Saha, Head of News, ATN News. (The Daily Star, April, 26,2013)

Some complain that many media houses have a misogynistic attitude towards women. A journalist who wants to remain anonymous, shares her experience, "I work as a reporter in a private TV channel. When I go out at night for reporting, sometimes people make inappropriate comments. I was felt up at the Gono-jagoron Mancha when I went there to report on their activities. Some of the male journalists treat their female colleagues as sex objects. My superiors discourage me from doing reports on hartals. I feel like I am not taken seriously by them because I am a woman." (The Daily Star, April, 26,2013)

Sexual harassment against women is rarely talked about within journalistic circles or in the news media. There's a code of silence about it that is in everybody's interest to break.

"A woman journalist in Channel One once complained to me that whenever the chief reporter assigned her a job, he wanted her to stand close to him. She cried when she said it to me. However, generally speaking, women are usually treated more fairly in the electronic media." Munni Saha says. (The Daily Star, April, 26,2013)

In a study carried out last year, ARTICLE 19 which monitors the state of freedom of expression in Bangladesh, documented 55 cases of complaints by women journalists in the course of their work. Sixty percent of them complained that they faced some form of discrimination regarding recruitment, benefits and their age. And about 53 percent of women complained of harassment, including sexual harassment. "However in most cases women have not taken any steps against perpetrators out of fear of stigmatisation or of losing their jobs. When they have complained they have seen little positive outcome rather they had to continue to work in that abusive environment or were forced to leave", says Tahmina Rahman, Director, Bangladesh and South Asia of ARTICLE 19. (The Daily Star, April, 26,2013)

When Lara Logan, chief foreign affairs correspondent of CBS news was attacked and assaulted by a mob in Cairo for an extended period of time on Feb 11, 2011, CBS News revised their handbook to better address these kinds of attacks on journalists. A H M Moazzem Hossain thinks that security is a social issue. "Women should be able to enjoy equal rights as others do." (The Daily Star, April, 26,2013)

It goes without saying that media houses are obligated to come up with codes of conduct and professional evaluation systems that will be gender neutral and focus solely on the merits of the individual. Although most media houses are not particularly interested in gender-sensitivity training, it is something that should be incorporated. Journalism courses taught at universities need to be updated and upgraded to address these issues. "We have been advocating the introduction of gender sensitivity courses in the curriculum for some time now," says Kaberi Gayen. (The Daily Star, April, 26,2013)

Research is also necessary to improve the knowledge base of journalism on these issues.

"When I covered the BDR massacre, a team of Australian journalists came to Bangladesh. They were shocked to find out that I had not received any training on how to cope with security related issues in dangerous situations. I did everything using my common sense. Developed countries offer this kind of training to journalists", says Munni Saha. (The Daily Star, April, 26,2013)

A H M Moazzem Hossain is of the opinion that training on gender sensitivity will not be effective unless social conditions and our attitude towards women change.

Some journalists attend foreign training to acquire new knowledge and skills. In-country training facilities may be developed in order to upgrade their skills and knowledge.

Asked about the implications of attacks on women journalists, Munni Saha sounds optimistic. "In the year 1994-95, I went to cover an event attended by the then Prime Minister. I was almost thrown out by the security personnel because it did not occur to them that I was there as a journalist. Times are changing. Women are not afraid of those who do not accept them as journalists." (The Daily Star, April, 26,2013)

The life of a woman journalist in other cities may be more challenging than in Dhaka. Pinky Chowdhury a reporter for Dainik Shuprobhat Bangladesh, Chittagong, says, "A lot of people make rude comments because I wear jeans and fotua. When I went to cover a fire that broke out in the Bastuhara Colony, some people were angry to look at a woman with a TV crew. I became a journalist against the will of my family. Neighbours used to speak ill of me."

While attitudes of the society towards female journalists may take a long time to change, we may start with establishing a legal framework for ensuring gender equality in journalism.

"We need a comprehensive mass media law that will help eliminate discrimination of all forms against women in media. It will also make sure that women are not represented in a disrespectful way by the media", says Kaberi Gayen. (The Daily Star, April, 26,2013)

Pinky Chowdhury: (The Daily Star, April, 26,2013)

All said and done, how does one make sense of such an attack on a woman journalist in a country, the constitution of which guarantees equal rights for men and women? "Our society is going through a transitional period", says Imdadul Huq, eminent scholar and Chairman, Department of Sociology at Dhaka University, "Our moral values have suffered a sudden collapse. We do not have any role models to look up to. We have lost

the ability to judge whether assaulting a woman while she is performing her professional duty is right or wrong. The transformation of our economy from agriculture to capitalism has not been complete. We are trying to walk on both sides of the street at the same time. Traditional values are becoming extinct while new values have not emerged. Although religious fundamentalism is on the rise in many parts of the world, I believe that freethinking will ultimately prevail. If we do not like what someone else is writing or talking about, we can write or talk back. Why do we have to choose violence?"

Sohan Khan, student of MA in Political Science, Dhaka University, opines, "Those who want to suppress women do not want our country to move forward. Women are contributing significantly toward the development of our country. We won in 1971. We shall win again. But we have to stay united and raise consciousness among the rural population." (The Daily Star, April, 26,2013)

When Kaberi Gayen went to see Nadia Sharmin, her student at the hospital, she said, "I intend to cover their future programmes. I hope they will respect me as a journalist and let me do my job with dignity." (The Daily Star, April, 26,2013)

[Retrieved from "The Daily Star' Friday, April 26, 2013]

Media is one of the powerful issues in the present era. But above the information we can know that there has also the difficulties for all especially for the women. Women in mass media profession they are harassing in terms various way. They are harassing by their own colleague. So it is one of the difficult positions in the media job. So these situations have to be changed. Various media specialists they are arguing women empowerment in mass media. They have to give equal rights with the men. So the gender perspectives of the mass media people in Bangladesh is very important. The mass media people are arguing that the women position have to be improved. They are very positive for the empowerment of women.

From above data we can know the real picture of women in mass media i.e Kaberi Gayen, Munni Shaha share their view about mass media and gender. From this view we also know the women situation in media is very poor. The positions of women have to be developed. So that women can do their job in mass media in a comfortable way.

CHAPTER: 06

FINDINGS OF THE STUDY

in the findings chapter I have discussed issues related with mass media and gender. Some of the related matters helped me to discuss about the findings.

6.1   The gender profile in media:

The gender profile in mass media is very much important for us. This research topics is one of the main objective that about to know gender profile in media (electronic and print media). We can see that in mass media women are focusing them as an object of men. So it is the negative position of women in the mass media. In my research most of the respondents argued that women are presenting in mass media as a products. So for the globalization effects it is one of the main causes. We will know the various gender profile in mass media by some way.

6.2   Mass media and women empowerment issue:

The media has played a crucial role in promoting the development of human rights in Bangladesh, especially with respect to women's rights. In Bangladesh, the press supports NGO initiatives to strengthen human rights and to campaign against gender discrimination, repression of women and religious extremism. The press has also made the people of Bangladesh more aware of their fundamental human rights and constitutional protections than in the past.

Women in Bangladesh are some of the most vulnerable in the world. Although women leaders, Sheikh Hasina and Begum Khaleda Zia, have been governing Bangladesh since 1991, ordinary women have not obtained complete rights and security. In the year 2000, the United Nations rated Bangladesh as having the worst record of violence against women in the world. The UN Human Development Report 2004 listed Bangladesh as

ranking 110th out of 144 countries with respect to the gender-related development index. Women and development is very much related issues in present era. So women empowerment is also important for the development of them.

6.3   Women and the Media:

During the past decade, advances in information technology have facilitated a global communications network that transcends national boundaries and has an impact on public policy, private attitudes and behaviour, especially of children and young adults. Everywhere the potential exists for the media to make a far greater contribution to the advancement of women.

More women are involved in careers in the communications sector, but few have attained positions at the decision-making level or serve on governing boards and bodies that influence media policy. The lack of gender sensitivity in the media is evidenced by the failure to eliminate the gender-based stereotyping that can be found in public and private local, national and international media organizations.

The continued projection of negative and degrading images of women in media communications - electronic, print, visual and audio - must be changed. Print and electronic media in most countries do not provide a balanced picture of women's diverse lives and contributions to society in a changing world. In addition, violent and degrading or pornographic media products are also negatively affecting women and their participation in society. Programming that reinforces women's traditional roles can be equally limiting. The world- wide trend towards consumerism has created a climate in which advertisements and commercial messages often portray women primarily as consumers and target girls and women of all ages inappropriately.

6.4   Role of media in promoting women's rights:

Legal empowerment helps disadvantaged populations take control over their lives through a combination of legal education and action. The success of legal empowerment work is measured by looking for indicators of change that demonstrate improvements in

the lives or position of women or the poor in some way. Litigation is a main tool for women's legal empowerment and media has a very significant and important role to play supporting progressive litigation. The following Public Interest Litigation and related advocacy work, which led to incremental achievements for legal empowerment of women in Bangladesh, had key media support. (Women's Rights and the Fourth Estate-Forum, The Daily Star-Mach, 2011)

Gender profile in mass media is very difficult to understand. Women are using in mass media especially for the business oriented goal. For this cause they are presenting in mass media very much negatively. So identify the gender profile in mass media is very much difficult. the ways women are presented in gender sensitive commercial advertisements.

6.5   Stereotypes:

For defining the essence of our worldview and have a significant influence on social cognition – understanding, a People organize their knowledge about the world around them by sorting and simplifying received information. Therefore, they create cognitive schemes, which are certain representations of the reality displaying its most typical and fundamental elements and properties. These schemes are responsible anticipation, situation and emotion control.

One of the most important types of schemes used for orientation in the social environment are the stereotypes, representing the opinions among members of a certain group about the other groups. They are internalized during the socialization. They can be a result of our own observations or be adopted from the influence of the significant

others, such as family, friends, teachers and media. Because of many simplifications and generalizations that they produce, stereotypes present incomplete, subjective and sometimes false image of the reality. They are   often based on tradition and are resistant to change. Although they can both have positive and negative undertone, the latter is much more common. Even if certain arguments allow to refute a stereotype, people would rather treat it as an exception that proves the rule, than change the way of

thinking. Besides, social categorizations can lead to the effect of homogeneity of the foreign group. (By- Malgorzata Wolska in Badania-2011)

In my study I have seen that women presentation in mass media is very much stereotypical. So the situation of women in these issues is not good. The situations have to be changed.

6.6   Stereotypes of mass media especially in the youth:

Mass media play a significant role in a modern world, by broadcasting information in fast pace and giving entertainment to vast audiences. They consist of press, television, radio, books and the Internet. The latter is now the most developing medium, however, TV also has a wide field of influence. By creating a certain type of message, media can manipulate people's attitude and opinions. I would like to focus on the stereotypes of gender in mass media, especially in the youth.

6.7   Breaking gender stereotypes:

In spite of significant presence of the stereotypes in commercials, advertising specialists more and more often use non-schematic ideas of the promotion of products and services. Women are presented as liberated, strong and independent of social expectations and men are shown while washing or cleaning.

The most popular, non-stereotypical commercial is Dove campaign aimed at women at every age and with different kinds of figures. It emphasizes natural beauty instead of perfect shapes. The female viewers prefer to watch women, with whom they can identify, thus the campaign proved to be a great success. [cited in-by Malgorzata Wolska. In banania-2011]

6.8   Women & men issue in media focusing youth:

My research is based on both categories of respondents, men and women. I can see in my research that women are very vulnerable position in the mass media. Some different cases also have there. But that is limited number. My study case studies played important role t for my study findings especially.

In the mass media both women and men are doing the job. So they all have to co-operate. Then the situation will be changed in positively.

So men and women cooperation can change the world. If they can be equal is everywhere, it is possible for all to develop a good nation. Gender equality is important in this issue. Gender democracy also takes a good position for the development of the women. Women in mass media can take positive role if the culture and society positive for them. If a woman is engage in a media related job, she faces very much critical problem from the family and from the society. It is only for the negative attitude and stereotype about media related. So this type of stereotype should have to change. One of the important factors is youth. In our country the youth are resource. They are contributing to the development of the nation. For the development of nation they have to give support to develop of the women. At first the media have to take positive role for the development gender perspective, then other side can positive by this way. So we wish that mass media will take the effective role to development of women situation in mass media.

At the beginning of the study I have constructed a questionnaire for the data collection. When I construct a questionnaire for the research some related matter was under my concern. So by this way some related question I have drawn. A large number of questions were in my research outcome. But for the analysis of the questionnaire I have conducted some special question for my advantage of research to 30 persons involved in media and purposively selected for my study. Some of the important results discussed below by using table and its description.

Table-01: At the beginning of job, problem faced to adjust

Strongly agree	Agree	Disagree	No comments	Total
19 (63.3%)	5 (16.6%)	3 (10%)	3 (10%)	30 (100%)

Every men and women when he or she joined in any job faced some problem or not. For this why this type of question originated. Media has become an integral part of our life, and our society, culture, politics and economy. So this is one of the most challenging job sectors in the world. Women and men are doing the various types of mass media job for the development of them and the nation. Many of the women are engaging the mass media job. For the challenging job and for the creativity of the job many women are choosing the media job. I have taken some interview on some question. When I raised the above question they give me various types of answer of the questions. The respondents answer was especially for the workplace, 63.3% said strongly agree about various types of problem. Then 16.6% of the respondents agree that the problem happen in their workplace. About 10% of the respondents was not faced any problem they argued. Also 10% has not given any comments about this question. So in this question result we can see that, women are facing various types of problem in mass media at the beginning of their job. In this context I have observed that especially women are facing various types of problem. Like: inexperience problem, co-operational problem etc. my study is highlighted especially for women but I have seen the overall position of man and women in the media.

Table-02 : Has equal access for man & women in media job

Strongly agree	Agree	Disagree	No comments	Total
2 (6.67%)	3 (10%)	22 (73.3%)	3 (10%)	30 (100%)

These types of question answer are varied from men to women. But we can see that, in the mass media job most of the respondents believe there has not equal access for women and men. Especially women are not getting equal access like a man. About 73.3% of the respondents argued that in the mass media job has not equal access for all. About 10% of the respondents said that there has equal access for men and women. They were agreeing with the access issues of all for men and women. In about 10% of the respondents has not given any comments for this question. Then 6.67% of the respondents argued about there have equal access for men and women. So by this type of answer we can observe that in mass media job access issues for men and women is very much discriminatory way.

Table-03: Faced any difficulties or harassment in workplace

Strongly agree	Agree	Disagree	No comments	Total
21 (66.7%)	7 (26.7%)	1 (3.3%)	1 (3.3%)	30 (100%)

In general, people argued about difficulties or harassment in various ways. So in sociological research it is one of the main concerns the issue of harassment. This question especially was drawn for the women. But I have collected the information both from women and men. The answer was that 67.7% percent of the respondents strongly agree about the difficulties or harassment in the workplace. 26.7% of the respondents agree with that, they face some problem like this. 3.3% of the respondents were disagreed with this question. Then 3.3 percent of the respondents were not given any comments for this question. So I have seen in this study question and the calculation finds that, in the mass media job issues difficulties and harassment is related in field. In the workplace especially women faced various types harassment problem. Some of the

respondents said that "I was harassed in my workplace by my own colleague". So this is one of the important issues about the question of harassment. In public place also faces some difficulties or harassment problem. For any news collection in public place some what they feels insecure. But they are doing the job in this position.

Table-04: Have any help for woman to face this problem in work place

Strongly agree	Agree	Disagree	No comments	Total
22 (73.3%)	6 (20%)	1 (3.3%)	1 (3.3%)	30 (100%)

When anyone fall in any problem he/she wants to come out a solution by a good way. It was one of very good questions by me. 73.3% of the respondents have said that, when they faced any problem in workplace, most of the time they were helped by the colleague. 20% of the m respondents were agreed with view of others. 3.3% of the respondents of them disagree with this view. 3.3% of the respondents were not given any comments in this issue. So this is one of the main important issues for the help of the women.

Table-05 Should maintain veil (purdah) for woman while going to public place & work place

Strongly agree	Agree	Disagree	No comments	Total
10 (33.3%)	5 (16.7%)	18 (60%)	2 (6.7%)	30 (100%)

In Bangladesh it is one of the main questions about veil (purdah) for the women. In our country many of the women wear veil. But we can see in the mass media very different issue. 60% percent of the respondents in this study argued that they do not wear veil in public place & work place. 33.3% of the respondents support about strongly agrees with the view of veil. But they do not wear any veil in workplace. 16.7% of the respondents agree with this view. 6.7% of the respondents don't give any comments on this view.

Table-06 Today's women are enough conscious about their condition

Strongly agree	Agree	Disagree	No comments	Total
15 (50%)	12 (40%)	1 (3.3%)	2 (6.7%)	30 (100%)

50% of the respondents argued that today's women are enough conscious about their condition. 40% of the respondents of this question answer were agree with the view of consciousness. 3.3% of the respondents disagree with the view of others. They argued that women are not conscious about their condition. 6.7% of the respondents were not given any comments of this question.

Table-07 Women's situation in media is needed to be improved

Strongly agree	Agree	Disagree	No comments	Total
25 (83.3%)	5(16.67%)	0.0%	0.0%	30 (100%)

It is one of the relevant questions of the research. 83.3% of the respondents of the research said that women situation is needed to be improved. 16.67% of the respondents agree with this view. 0.0% percent of the respondents were disagreed with this view and also 0.0% percent of the respondents has not given any comments of this view.

So the mass media is presenting a whole issue related with men and women. In previous chapter I had presented some data that was related to mass media and gender. Women are doing job in mass media in a very difficult situation. In my own experience I have also seen that they are facing various problems in media job. They are harassing by their own colleague and others. So these situations have to be changed. There has some complexity in media job but they are also engaging in these jobs.

The situations have to be changed positively both for man and women. Then the presentation and representation of women will positive.

6.9 Some recommendations:

Media as an awareness-building machine for women's rights:

The media is responsible for both reflecting values of a society and creating new ones. For many years now, media have been playing a role in stopping ongoing social problems like sexual harassment, child marriage, forced marriage and domestic violence. These kinds of social problems cannot be stopped only by passing laws, social awareness must be created in order to change the values of the society. Systematic awareness-building is needed to enhance women's rights in Bangladesh. While media forms such as pamphlets and songs by community organisers have done this work for many years, newspapers and mass media are now raising awareness by speaking out for the need to secure and protect women's rights in our society and helping others to learn to respect these rights.

6.9.1 Media and education:

Media and education is very important. If the media telecast very much educational programme it will very much positive for the gender development. So education is very much important.

6.9.2 Women positive issue in media:

In the mass media the women have to take in positive issue. Women will not use like a business oriented issue. They will have to give positive chance.

6.9.3 Media and gender:

Media and gender is very important. In mass media gender will have to give the prime concern.

So this matter have to give important for the development of women.

6.9.4 Ensure equal access and rights:

in the mass media women and men have to give the equal access and rights. Then they can do good in this job.

6.9.5 Breaking stereotypes in Media:

Various stereotypical issues have to be eradicated. Then the women have to be much empowered and will able to go their destination.

6.9.6 Men and women co-operation:

In the mass media both women and men are doing the job. So they all have to co-operate. Then the situation will be changed in positively.

So men and women cooperation can change the world. If they can be equal is everywhere, it is possible for all to develop a good nation. Gender equality is important in this issue. Gender democracy also takes a good position for the development of the women. Women in mass media can take positive role if the culture and society positive for them. If a woman is engage in a media related job, she faces very much critical problem from the family and from the society. It is only for the negative attitude and stereotype about media related. So this type of stereotype should have to change. One of the important factors is youth. In our country the youth are resource. They are contributing to the development of the nation. For the development of nation they have to give support to develop of the women. At first the media have to take positive role for the development gender perspective, then other side can positive by this way. So we wish that mass media will take the effective role to development of women situation in mass media.

6.9.7 Gender mainstreaming in mass media:

Gender mainstreaming is very much important. Gender mainstreaming issues in my study is related with policies, excess and equality issue. For the gender mainstreaming some of the side have to develop very much strongly. Women have to give equal rights, access, and equality in the job sector of mass media. If there change the situation then

the women situation can be improved. In mass media policies have to give women and equal advantage. For the equal position they can develop themselves. In the mass media women are presenting very much negative way so these situations have to be changed. When I have made interview about this type of question, everyone said that the women presentation in mass media is very much business oriented phenomenon. So these situations have to be changed also. The media people perspective is that women participation in mass media has to be very much positive.

6.9.8   Stereotypes in the public domain:

In the past, women in mass media it was one of the negative job. But today it is one of the good job for all. So the present situations have been changed. The stereotypes position of the public domain with particular focus on youth perception has also been changed. Women are doing job in mass media the youth are taking this role of women very much positively. I have taken some of the case study in the youth. They argued that women job in mass media is one of the empowerment issue. So it is vary much positive. But the real situations have to be changed. Women are doing mass media job very small number. So they have to give chance as like men. They also argued that women are very vulnerable position in mass media. So their roles in media have to be changed. Youth argument that in various types of advertisement, drama, films, and also other forms women are presenting like a product. So this situation should have to be improved. Women have to present in mass media like a human being not anything. So this stereotypical in the mass media we can know.

In the analysis of data formation we can see a picture, the gender perspective in mass media. The mass media are playing a holistic role to the development of women. But we can also see that who are doing job in mass media, especially women they are very much vulnerable in their situation. So the positions of women in mass media who are involved in this sector, their situation have to be improved. The gender perspective in mass media people also will develop if the situation can change.

Chapter-07

Conclusion

For ensuring women proper Presentation and representation in media, this issues should be taken care of:

Presenting women positively in media, ensuring equal access and right breaking stereotypes. In the mass media women should be presented positively, women should not be presented as a commodity and from business oriented attitude. Media has to be gendered sensitively. In the media women have to be given equal access and rights. Media environment should be friendly to women to get equality in work and development as personnel side by side men.

Various stereotypes issues have to be eradicated to empower women. In the media both men and women doing the job, they all have to cooperative with each other then the situation will be changed positively. To prevent women media personal harassment and law should be formulated and strictly followed.

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Case study-01

Name: Kamruzzaman Bablu,

Age: 31 years

Gender: male

Religion: Muslim

Profession: A staff reporter of daily Jai Jai Din

Kamruzzaman bablu, (a staff reporter of daily jayjaidin). He is 31 years old and muslim. He is casting news reports about 9 years. According his statement, graduated and post graduated from Chittagong University. He joined in the media after completing his study. This profession was chosen by him. For the reason of choice media job to develop him, the media background, media constructive role, etc. he said about gender perspective in mass media that, if women come in these types of profession it will be very good for them. It will also be very useful for the development issue. The man argued that, in this profession post graduated women are engaging to serve the nation. They are doing various types of job in media like- managerial, TV presentation, news presentation etc. he has faced many problem at the beginning of his job. The problem like political problem, official problem etc. his colleague help him very much to solve the problem. In his profession he has not faced any cultural problem but mention that the hindu are very introvert to give their information. When any news creates a big public reaction he argued that it is not only convicted people but also news reporter. In mass media women are representing very negatively. So it needed to be improved. He said that, the access of women in media it is merely limited but if anyone get access then they can do good in this job. Media also can play a significant role for the improvement of the women's vulnerable situation. Various types of awareness program, women education, women education, women empowerment should have to emphasize in this side. Women are not always able to maintain family and societal life. So this side should have to be improved. Today's women are very conscious then before. So media should have a positive role to develop the society.

Case study-02

Name: Md. Ripon Miah

Age: 29 years

Gender: Male

Religion: Muslim

Profession: A senior reporter of an electronic media (identity is hide)

Md ripon miah (a senior reporter of an electronic media, identity is hide) he is a muslim. He is 29 years old. He has completed his MSS degree from a public university department of journalism. He is reporting news about 05 years. Reason for coming in this profession to established a man of liberal, to develop the nation by giving real news. In this profession many types of men and women are coming, especially post-graduate candidate from various university. He said about gender that, men or female it is not the question, main reason to be established. So men and women have to do the work to development of the country. In this profession women are doing various types of job, like-reporting, anchoring, news presentation etc. he thinks that in media the advantage is not always equal for men and women but it is not a big problem. In mass media women are representing is very negative way. I can give you an example that, when you will watch an advertisement in any channel women are showing in spices motion. So it is one of the negative attitudes to women. I want this situation of women have to be changed. We have to think that they are also human being like a man and have to give equal rights and freedom to her. So for this improvement of women we have to conscious from the family to whole nation. I think that today's women are very conscious from the past. In this stage media can take constructive role for the development of women. In the electronic, print, and other means of media can take this steps.

Case study-03

Name: Roksana Amin

Age: 33 years

Gender: Female

Religion: Muslim

Profession: A senior reporter of channel i

Roksana amin, about 33 years old, senior reporter of channel i. she is a Muslim women by born. After completing her diploma in engineering degree she joined this job. About 09years she is doing this job in various channels. After complicating the degree she joined in the journalism profession. She has chosen this profession for the independence of this job and own passion. About her gender perspective she says that, I don't differ between men and women. She said that various background of educated women are coming in this profession, especially who are coming from journalism department they are coping very fast and doing well in this profession for their related education. When I have come in this job sector it was not a standard profession but at the present day it is not like that. In mass media women are doing various types of job like-reporting, interviewing, etc. at the beginning of the job she faced some problem. For the reporting of political news it was life threat for her. She thinks that in mass media has not equal access for men & women. She says that like- new channel is not co-operative to the female so they chose male. For this, they can do hard work and will not go from the job. In the workplace she has faced some problem like- teasing, looking in a definite way etc. sometimes male colleague treat them differently. But day by day the situation is changing and developing the position of women. For the solving problem colleague help her very much. In work she does not wear any veil or purdah but she is very conscious about this. When she going outside of a restricted area, maintain the some rule of the community. So the public action is the base of mentality said by her. She said that, media in our country the women are product. Where they are using like a product. So these situations have to be changed. Discrimination position we have to eradicate. For the women it is very difficult to maintain the family and society. At first it was negative for many but not now so I think the development of women media can take positive steps. By creating consciousness about various segments, media can do this job.

Case study-04

Name: Imran Hossain

Age: 32 years

Gender: Male

Religion: Muslim

Profession: A journalist of a reputed daily newspaper.

Md. Imran hossain about 32 years old. He is a Muslim. He has completed graduation and post graduation from a private university. He is a journalist of a reputed daily newspaper since 06 years. For the reason he has chosen of this profession. He said that, there have various purposes behind to chose this job. At first, I want a job where can do some work from very close. So this is one of the job like I want and that can fulfill my destination. For this job in media I can go from top to bottom level people and it is independent profession. My gender view is that every man and women should have to come to serve this nation. I will not classify between man and women, they all are equal. In mass media various backgrounds of men and women are coming, especially post graduated women and men are coming to serve this profession. In mass media women are doing various types of job like- reporting, news presentation etc. he has not any problem in the media job but there was some political pressure for various political news. He thinks that in media women and men has not equal access. For the women it is one of the most challenging professions. So they come in this profession very some of portion. For the any news he has not faced any cultural problem. When any news create public reaction, sometimes it is very hard to handle for the media. I have also observed that, in mass media women are not representing positively. They are using in media as like a product. But I am hopeful now that, situation is changing day by day. So that women are very conscious then past. This negative position of the women has to be changed and positive change is need. Gender violence against women has to be eliminated. For the development of women the media should have to take constructive role.

Case study-05

Name: Mrs Tasnia Rahman

Age: 28 years

Gender: Female

Religion: Muslim

Profession: News reporter of a reputed daily newspaper

Mrs Tasnia rahman, is a news reporter of a reputed daily newspaper. She is about 28 years old and a Muslim woman. In mass media she is doing the job about 03 years. She graduated and post-graduated department of political science from a public university. After completed her post graduation she joined in the media as a reporter. She chooses the media for a real life experience. She argued that in media women are doing various types of job like- reporting, talk show anchoring, designing of the fashion page. At beginning of her job she has faced some problem like personal harassment by the colleague or by the common people. In media the equality and access issue is very rare. So I think that the equality is to be improved for the women any problem I faced in the media was helped by the colleague of mass media to solve it. In the mass media I am not facing any restricted problem. In the media I am not facing any restriction for veil or purdah in the work place. For this reason it is not difficult to do the work. The public reaction is very hard sometimes. If I go any of the public related program that can create a huge reaction for the negative attitude. I am always very conscious about this reaction. In mass media women are doing various types of job like- reporting, featuring, TV presentation etc. in mass media especially various types of daily soap, drama, advertisement, women are representing them in negative way so we should have to be changed of this situation. I think the women's situation should have to be improved. At present women are very concerns from the past. So mass media can play an important role for the development of women situations. Mass media should have to take constructive role for the development of the women situation.

Case study-06

Name: Tammana khatun

Age: 26 years

Gender: Female

Religion: Islam

Profession: A reporter of a private channel.

Tammana khatun, is about 26 years old. She is a reporter of a privet channel. After completed honors' degree from department of journalism she joined in the job. She has chosen this job for various reason like- creative; to know the information from the fast hand etc. she argued that gender perspective is very important. In the means of gender she said that women and men have to be equal and everyone should respect the women. In the media various types of educated women are engaging like- honors, BBA, MBA, others also coming in this job sector. They are making various types of news in the media. Not they are doing very high level like decision making, but they are doing other types of job. Any pressure was not created for the in the job by the family. She has the taken the decision to join in the job. At the beginning of her job she faced various types of problem. It was first experience that the problem of inexperience. For this she was not able to cope up with the job. But now she is experienced and doing well in the job. In mass media women are doing various types of job like- talk show anchoring, reporting,. Others sector they are doing also other job. I am not maintaining any veil for my job. It is not creating any problem for me. I am observing that women are representing in media very negatively. So these positions have to be changed. So in this position development women have to do the very much educated and conscious about them. Because the educated women very much conscious about her. So the development of women media can take constructive role and main agent.

Case study-07

Name: Nuzahat Kamal Urmi

Age: 24 years

Gender: Female

Religion: Islam

Profession: A reporter of a daily newspaper

Nuzhat kamal urmi, is about 24 years old. She is residing in Dhaka and a Muslim. She is studying masters in Dhaka University, department of IER (institute of education and research). She is in a profession of journalism about 06 months. For various reason she has chosen this job. There has some creativity in the journalism profession. She said about gender perspective that, women are judged less than men. In the media profession various educated women are coming, especially starting from honors, than completing masters etc. in mass media women are doing various types of job like- reporting, news presentation etc. she has taken decision to join in mass media job. At the beginning of her job, she has not face any problem but some lack of guiding by seniors. She thinks in mass media there has not equal access for men and women. In the work field she faces some problem like- lack of professionalism and professional jealousy. When any problem was created by any way, my colleague helps me very much. In mass media she does not face any cultural problem. So it is not a major issue for her. She is not maintaining any veil or purdah at outside & it is not creating any problem to her. The reaction of public is very positive and good according to her opinion. As a female individual she is not feeling equal status & rights in media. Because the media is dominated by the male. In mass media women are representing very negatively. We can see that in mass media they are using like a product. So women's situation in media is needed to be improved. She said that the present of women is poor & should have to be improved. The improvement of women situation media can take various types of steps like- consciousness among the people about women empowerment, women education etc. women should be conscious about their honor and rights and men should treat them as human being to respect them equally. A woman can maintain both family & societal life with family support. So today's women are very much conscious about them and very much careful. Media have to take positive role the development of women situation. Media can take constructive role for the development of women situation.

Case study-08

Name: Rafiq Muhammad

Age: 41 years

Gender: Muslim

Religion: Islam

Profession: Deputy Chief Reporter of daily inclub.

Rafique Muhammad, about 41 years old and he is a Muslim. He is a deputy chief reporter of daily inclaub. In the student life I have written various types of matter. so for this reason I like the job. He said that in mass media both women and men are coming in this job. So I think that they have to do the work very much carefully in media. Because women and men are equal. The various educated women are coming in this job example-minimum bachelor degree. they are doing various types of job in the media like-featuring, editorial etc. at the beginning of my job I have faced inexperience problem but it was not a major problem. Always men and women have not equal rights but women are doing well in this profession. When anyone faced any problem then the colleague of him or her help them. That means co-operation among them are very strong. In the mass media he has not faced any cultural problem. Various times some news had created some problem but I faced that very cool way. According her statements the women image in mass media is somewhere but positive image is also looking at this time. In our media we are looking that the Indian culture developing day by day. So the women image in media we are looking that the cultural aggression one of the main cause. So the women situations have to be changed in future. Women empowerment, equality also has to be improved. The improvement of women's situation mass media can take role like-emphasis on the importance of women education, importance on women empowerment etc. sometimes it is very difficult for a women to maintain both family and societal life. Nowadays women are doing this type of tough for their development. The women are very conscious in the present era. For the developing of women, the media can take positive role.

Case study-09

Name: Md. Zakaria

Age: 27 years

Gender: Male

Religion: Islam

Profession: A journalist of an electronic media

md. zakaria, about 27 years he is doing media journalism for 03 years. After completing his honors degree from a national university joined in the media journalism. He has chosen the job to take challenge at any time and passion for this job. He said about gender perspective that the women are under estimated in various sector. But the situation is changing day by day. I think that the women and men are equal. For the development of women they have to give chance to do liberal work as they wish. Especially various sectors of educated women are coming in these job like- honors, masters, etc. at least graduate ted women are coming in this job. They are doing various types of job in mass media like- managerial, reporting, talk show anchoring etc. at the beginning of this job I faced the problem of inexperience. But it was not any major problem for me. I have not faced any problem in media job. I am looking that in various advertisement, drama, news women are shown like a product for business oriented perspective. So I think that it is not positive for the women to show like this. The women situation is needed to be improved. So the mass media can take the role to improve the women situation. Media can play this role by various way –creating awareness about women development, consciousness in the women, eliminate gender violence etc. for the women it is very difficult to maintain both family and societal life. So for this the family has to give support the women to develop this situation. I think that women are very conscious then past. We have to give support them. Mass media can take constructive role to develop the women situation in the country.

Case study-10

Name: Mrs, Sharmin Jahan

Age: 26 years

Gender: female

Religion: Islam

Profession: A journalist of an electronic media

Mrs, sharmin jahan is about 26 years old and doing media journalism for 03 years. She has completed mss from journalism department then joined in media profession. She joined in mass media for her passion and for reading related education. She is a journalist of a private channel and a reporter. She said about gender perspective that, women and men should have equal in any stage. Various types of educated women are coming in this profession, especially who have graduated from journalism related department they are coming in this profession. Women are doing various types of job like- reporting, featuring, anchoring etc. she has taken the decision for the involvement in this profession. At the beginning of this profession she has faced some problem like- the problem of inexperience, harassment of the public, etc. I think that there has not equal access for men and women in this job sector. Because, the media job is male dominated. so that women are not gaining equal access. Harassment is not like that but I can say it is like the problem of co-operation. I have not faced any cultural problem in my job. I am not maintaining any veil or purdah and it is not creating any problem in my job. Public reaction is one of the main issues in media. Sometimes they react very much but it is not creating any problem for me. In various media women are presenting very negatively. So these situations have to be changed. It is one of the impacts of the competition of media. The women have to give equal rights and access in all sector of the job. Because a women have to fight with her family and society also. Overall situation of women have to change by creating consciousness, women empowerment etc. for the development of women situation the media can take constructive role. Like- social development, represents women in media very positively, consciousness among the youth etc.

Case study-11

Name: Md. Sharafat Ullah

Age: 27 years

Gender: Male

Religion: Islam

Profession: Searching for job

Md. Sharafat ullah, about 27 years old. He has completed MSS from national university. He said about gender perspective that, it is very complicated is but I think women and men have to give equal rights. He said the gender violence have to be eliminated. As a youth he said that in mass media and various types of drama, advertisement, anchoring etc the women are presenting very negatively. They are representing a supporting character or they are a product in mass media in any types of media related task. So I think that the women situation have to be improved. Today we also are observing that women are very much powerful then past. Women rights, equality and empowerment are very important to development of women. If they can equality then it will be very good for the women. Mass media can take important role to the development of women situation. Today the women and men are very conscious then before. Media can take the constructive role to the development of women. For the media various activity men can know various issues so they have to do something positive for women. Women related issues have to give very much important in media.

Case study-12

Name: Mostifuzer Rahman

Age: 26 years

Gender: Male

Religion: Islam

Profession: Student of Dhaka University

Md. Mostifuzer rahman, he is 26 years old. He has completed mss degree from Dhaka University. About gender perspective he said that, now the women are very conscious the before. The gender perspective of him is that women and men are equal. He argued that in mass media the women are presenting very negatively. So these trends have to be changed. I think that in various types of drama, movie, daily soap women are presenting very negatively. The women situations have to be improved by various ways. Women are very conscious hen before so they have to do very much work to sufficient them. Media can emphasis on the gender perspective issue to develop the view of gender. Eliminate gender violence against women is also very important. Women education is very significant to develop the position of women. So media can take the constructive role for the development of women. Media can take the position of social development policy for the women. Youth is one of the main parts of any country so media can take the positive steps to development.

Case study-13

Name: Jasmin akhter

Age: 24 years

Gender: Feamle

Religion: Islam

Profession: She is a student of Dhaka University

Jasmin akhter , studying in Dhaka university. She is about 24 years old. She said about gender perspective that the women are very conscious now and doing well in various types of profession. Women are studying in various universities in the country and abroad. So it is one of the positive changes to develop the women situation. In the mass media women are presenting very negatively. So these situations have to be changed positively. In the media various media segment women are representing like a product. So the positions of women in media have to be improved. Women's right, equality is also important to develop the situation. Women empowerments have to ensure for their improvement. Media can create consciousness among the men and women to develop their situation. Eliminate the gender violence against women have to be ensured. For the women it is very hard to maintain family and society. So in this situation the family has to give support for the women. In various stage media can take the constructive role for the development. For their development of women they can telecast various types of gender related segment in mass media. Youth is one of the major part of the development in society. So in the youth have to develop the consciousness about gender perspective.

Case study-14

Name: Arifur Rahman

Age: 26 years

Gender: Male

Religion: Islam

Profession: Studying in a public university

Md arifur rahman,is about 26 years old. He is studying in a public university. He has complicated BSS and studying MSS. According to him the gender perspective is very important. In Bangladesh women are very much dependent on men because of the patriarchal society. Patriarchy is dominating in our country. But today women are doing various types job in media to others profession. Women and men are equal for the various tasks. In mass media women issue are giving less important. So they are in the dependent position. In drama, advertisement they are presenting negatively. These situations have to be changed. Women empowerments have to give importance for the development of women. Women equality is also significant to the development of women. It is important that, eliminate gender violence against women have to be ensured. The media can take the constructive role to the development of the women. So media role is very big.

Case study-15

Name: Md. Shafiqul Islam

Age: 24 years

Gender: Male

Religion: Islam

Profession: Student of Dhaka University

Md. Shafiqul islam, about 24 years old. He has completed BSS & MSS from Dhaka University. He also said that women are engaging in mass media very much. They are doing various types job in media. He thinks that in mass media there has equal access for man and women. In mass media the women are representing in drama, news, anchoring. Women are presenting in media negative way. Because in male dominated society they are not secured and religious view also one of the causes. He said about women's right, equality & empowerment that, man and women are equal but at first we have to make free workplace, which means secured workplace. Mass media has a vital role to improve women's situation around the world. In mass media they can telecast various types of women related program. Eliminate violence against women, women empowerment, women education are also very important for the development of women. The family and society is very important for all. For a woman it is difficult to maintain the family and also the society so at first they have to take it as a job. They have to work communicated with the society. Women are very conscious today than before. But they have to more conscious for their development. Media can do some job like- social development, youth development issue etc. for doing this types women and men will be very conscious about their duty.

Questionnaire

General Information:

- Name:
- Age:
- Gender:
- Present Address:
- Religion:
- Educational Status:
- Profession:

In-depth Information:

➢ How long you have been involved in this job?

➢ Why have you choose this profession?

➢ What is your opinion about gender perspective?

➢ What types of educated women engaging in media profession? Like-

    1.Honors

    2.Masters

    3.BBA

    4.MBA

    5.Others

➢ What types of job they are doing in media? Like-

    1.Managerial

    2.Reporting

    3.Decision Making

    4.News Presentation

    5.Talk Show Anchoring

    6.Others.

➢ Who have taken decision regarding your involvement in this job?

➢ At the beginning of your job, have you faced any problem to adjust?

- What type of problems have you faced?
- Do you think that there has equal access for man & women in your job?
- Did you face any difficulties or harassment in workplace?
- If yes then what types of problems you faced?
- Anyone in work place has helped you to face this problem?
- Do you face any cultural problem? Like-

  1.Muslim culture

  2.Hindu culture

  3.others
- What types of cultural problems?
- Do you maintain veil (purdah) while going to public place & work place?
- If yes then what type of veil you maintain when you going to public place or work place?
- What is your opinion about public reaction?
- As a female individual do you feel equal status & rights as of a male?
- In mass media, how women are representing you think? Like in-

  1.Advertisement -

  2.Drama -

  3.News -

  4.Anchoring-

  5.Daily soap-

  6.Others -
- Is it positive or negative?
- If positive or negative give your reason in support of it?
- Do you think that women's situation in media is needed to be improved?
- What do you think about women's right, equality & empowerment?
- What do you think about mass media's role on the improvement of women's situation?
- How can media play this role? Like-

  1. Overall situation of women,

  2. Eliminate violence against women

3. Women empowerment

4. Women education

5. Others

➢ How a woman related with media can maintain both family & societal life?

➢ Do you think that, today's women are enough conscious about their condition?

How do you think about media constructive role for social development & gender? Like-

1. Media's role

2. Social development

3. Represents women

4. Gender related issue

5. Youth development

6. Others

Check list for the Youth & FGD

General information:

- Name:
- Age:
- Gender:
- Present address:
- Religion
- Educational status:
- Profession:

In-depth information:

- ➢ What is your opinion about gender perspective?
- ➢ What is your opinion about women job in mass media?
- ➢ In mass media what type of job they are doing?
- ➢ Do you think that there has equal access for man & women in this job?
- ➢ In mass media, how women are representing you think? Like in-
  1. Advertisement-
  2. Drama-
  3. News-
  4. Anchoring-
  5. Daily soap-
  6. Others-
- ➢ is it positive or negative?
- ➢ If positive or negative give your reason in support of it?
- ➢ Do you think that women's situation in media have to be improved?
- ➢ What do you think about women's right, equality, & empowerment?
- ➢ What do you think about mass media's role on the improvement of women's situation?
- ➢ How can media play this role? Like in the sector-
  1. Overall situation of women

2. Eliminate violence against women

3. Women empowerment

4. Women education

5. Others

➢ How a woman related with media can maintain both family & societal life?

➢ Do you think that, today's women are enough conscious about their condition?

➢ How do you think about media constructive role for social development & gender? Like- some role-

1. Media's role

2. Social development

3. Represents women

4. Gender related issue

5. Youth development

6. Others