



National University of Science and Technology

Think in Other Terms



Faculty of Communication and Information Science Department Of Journalism and Media Studies

BSc (Hon) in Journalism and Media Studies

An investigation into women's representation in the *Chronicle* and *Sunday News*: A case study of the 16 days of Activism against gender-based violence (2009).

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Abstract

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This study investigated the representation of women in the *Chronicle* and the *Sunday News*. Informed by researches done in the past, the study sought to outline a local picture of women's representation in the print media. The raised scholarly insights outline the variations of women's representation in the media and how the problems with their representation patterns can be resolved. Patriarchy, stereotyping, the need for profits as well as the general under-representation of female media practitioners in various media organisations are explained by scholars as instigating the negative portrayal of women in the media. A few female journalists operate in the newsrooms while male media practitioners dominate the influential positions in most organisations. Feminist theories were thus utilised in this study to investigate the trends in the representation of women in the publications of interest.

The study was guided by three objectives which were: to analyse the coverage of women in the *Chronicle* and *Sunday News* during the 16 days of Activism; to ascertain if the content differs with that in the periods before and after the 16 days and to find out the reasons why the content on women differs in the outlined periods. A case study of the 16 days of activism was used to clearly measure the value of women's issues in the publications of interest. Qualitative and quantitative research methods were applied in pursuing the study. Content analysis was employed while readers, gender activists and media practitioners' sentiments were considered to facilitate the outcome of the research.

The findings of prior researches and the applied feminist theories were reinforced in this study. Tuchman's argument that relatively few women are portrayed in the media was confirmed. While the 16 days of Activism ideally provide a period with numerous articles on women, the study found out that women's issues are ignored even when they are an important agenda.