

# Periodic Research

## Women in Print Media: A Content Analysis of two Indian Newspapers-the Times of India and Dainik Jagran

### Abstract

This study based on content analysis of two major daily newspapers – Dainik Jagran and The Times of India attempts to study the space that media provides to women issues. The study also highlights the nature of gender based news covered by these two major daily newspapers. It also attempts to mention that to empower women, it is important to provide a proper environmental space where they can raise their voices against inequality, gender gap, patriarchal society and male dominated mindsets. The study will also bring to the fore a comparative analysis of gender based coverage of an English daily newspaper and Hindi newspaper.

**Keywords:** Gender, Content Analysis, Empowerment, Print Media.

### Introduction

Today, media is well organized to exhibit influence on what we hear, see and read and at the end inculcate these in our belief systems. The style of presentation under media reproduces stereotypical images or assumptions about women's status and role in our society which affects the way they are portrayed in media.

Thus, media plays an important role in educating society. Moreover, it has also been noted that media has often instructed the audiences about current happenings which affect them. Media is an essential tool of communication which helps in educating the masses. And also, media adds to societies and cultures by influencing and transforming them.

Men and women perceive issues differently in their own unique way. And media houses are a domain which is dominated by men. Reporters, news editors, owners and makers of news are pre-dominantly men. So, the general public ends up with a distorted image of women and their roles in the society.

Although now-a-days, women are challenging the traditional stereotypical division of labour, which has questioned gender imbalances. But still women are underreported in all spheres of life because of continual gender based division of labour. A radical change in the mindset of society is needed to change the imbalances. Media proves to be an appropriate instrument to curb these imbalances.

This study based on content analysis of two major daily newspapers – Dainik Jagran and The Times of India will bring to notice the space that media provides to women issues. The study also highlights the nature of gender based news covered by these two major daily newspapers. It also attempts to mention that to empower women, it is important to provide a proper environmental space where they can raise their voices against inequality, gender gap, patriarchal society and male dominated mindsets. The study will also bring to the fore a comparative analysis of gender based coverage of an English daily newspaper and Hindi newspaper.

### Background and Rationale

In the democratic world, mass media has been given a position where it can act as a mirror to the prevailing social problems and also a route map to the process of social change. But, in India because of various pressures like commercialization of media, many media players have failed to address to the needs and aspirations of people, especially women. So, the portrayal of women in media is becoming a concern for the activists around. It is an ongoing trend to portray Women as commodities, sex objects and mainly victims. Media instead of highlighting

### Shruti Singh

Assistant Professor,  
Deptt of Sociology,  
Amity Institute of Social Sciences,  
Amity University,  
Noida Uttar Pradesh

### Purnima

Student,  
Deptt. of M.A Development Studies,  
Amity Institute of Social Sciences,  
Amity University,  
Noida,Uttar Pradesh

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the exploitation against women becomes one of the reasons to glorify the crime against women as most of their gender based coverage is related to crime. Generally, women related news do not turn up on front page unless it is some murder, violence or rape. The only large space that is provided to women in newspapers is related to entertainment, beauty, fashion etc.

Margaret Gallagher (1981) perfectly puts that the outlook of media towards women is narrow as women's activities and interests are generally referred being related to home, fashion and beauty. Numerically, women are underreported or absent from the coverage in print media which directly emphasizes on the inferior and marginal status of women in society.

Himashree Patowary says that in order to empower women, a positive portrayal of women is needed in media which will result in lessening the gender differences and inequalities. But if media will act as a mere agent in forwarding the traditional mindsets, the whole scenario will turn up against women where development and empowerment seems to be impossible. She further adds that mass media in India is helping in perpetuating prejudices and stereotypes. Instead of reducing stereotypes, mass media is reinforcing them. She also provides a solution where monitoring media and pointing out their merits and demerits can help in changing the current scenario.

This study was triggered to analyze the allocation of space to women in print media by performing a content analysis of two daily major newspapers, namely Dainik Jagran and The Times of India. The important questions that this study will attempt to answer includes: Where are gender related news placed in the newspaper? What number of stories are gender based? What is the nature of gender based coverage? What is the quantitative difference between gender coverage in an English and Hindi newspaper?

## **Aim of the Study**

Several studies have been completed on portrayal and reporting of women in print media but none has come up with actual numerical figures of reporting of women issues in print media. This study will attempt to highlight the gender gap existing in the news coverage of print media in two major daily newspapers – The Times of India and Dainik Jagran. The main purpose of this study is to investigate and highlight the critical role that media can play in reporting women. Media can sensitize people about realistic issues related to women. The study will attempt to point out that to empower women; media must provide a proper space to them where they can talk about their challenges, discrimination and inequalities.

The study will also attempt to draw the attention of media towards the important roles that women play today in our society. Hence, it will urge the media to portray women in a similar manner. The study also attempts to analyze the differences of

reporting of women in a major daily Hindi newspaper and a major daily English newspaper.

This study will pen down key issues like a need for fair, positive and unbiased reporting towards women. As of now, not many studies have been done to actually calculate the space which is provided to women in print media.

The major assumption behind this study is that print media mainly newspapers play an important role in shaping the belief systems and mindsets of our society. It also assumes that media is a mirror to the problems prevailing in society. Moreover, there is a presumption that newspapers are easily accessible to masses and their views & perceptions are directly affected by it.

## **Research Questions**

The main issues that are analyzed in the study are based on following:

1. What is the ratio of gender gap in news coverage in print media?
2. Are most of the women related news based on gender violence and crime?
3. Are there any differences between the representation of women in a Hindi daily newspaper and an English daily newspaper?

For addressing the above questions, the data from the two major daily newspapers will be analyzed – The Times of India and Dainik Jagran. They are national dailies. These newspapers are easily accessible. Moreover, they are read by masses.

## **Research Methodology**

This is a qualitative cum quantitative design of the study which attempts to study the reporting of women in print media in India. To carry out the study, a content analysis of two major dailies – The Times of India and Dainik Jagran was carried out. The articles from newspapers were collected from 8<sup>th</sup> March 2016 to 15<sup>th</sup> March 2016. A total number of 14 newspapers were collected, analyzed and reviewed. The two dailies were selected based on their wide reach and readership.

Content analysis is a research tool which summarizes any form of content by its various aspects. It is quantitative method where results are drawn in numbers, percentages and tables. To conduct a content analysis the text is coded and broken down into themes, patterns, words etc. Content analysis enables the researcher to study the text and its properties systematically. Phillip Mayring defined content analysis as an approach where step by step analysis of texts is done following all the content analytical rules without any rash quantification.

Some important advantages of content analysis as a research method are

1. It allows both qualitative and quantitative analysis simultaneously.
2. It facilitates analysis of texts systematically.
3. It provides insights to human thoughts and language uses.

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## Review of Literature

The literature review was in two levels. The first level focuses on the theoretical frameworks related to the topic i.e. social norms, myths, stereotypes and gender roles in society. The second level will relate to the previous similar studies that have been carried out.

## Mass Media

In simple words, media is a plural form of the word medium. The term 'media' is widely used as a short form for mass media. Media are those agencies which are involved in creation, selection and distribution of information among the people. Mass media helps in creation of mass opinions, cultures and advocacy.

Mass media, in India, comprises of print media and electronic media. Print media is comprised of newspapers, magazines and journals. While electronic media includes radio, television, animations, photography, films etc. Some of these are related to visual media.

## Research Studies

Rama Jha (1992), in her book, *Women and the Indian Print media* describes the participation and portrayal of women in media. She talks about that the whole domain of media is male dominated. The whole scenario is dominated in such a way that the real problems and issues related to women do not get proper limelight. She also states that women are not portrayed in a positive manner. According to her, to give proper space to women it is important to publish real problems faced by them.

Patience I. Okiring collected and reviewed articles from *The Kansas City Star* for a period of consecutive five years i.e. from 2007 to 2012. His study was based on representation of entrepreneurial women in print media. In total, a number of 1325 issues were reviewed in five years. He found that out of 1325 issues only 20 articles were related to profiling of women business leaders, which is 0.01509 percent of articles in a period of five years. The total numbers of articles published were 86,125 in five years, out of which only 17 were related to entrepreneurial women. Based on the above data, it is evident that women are either absent or underrepresented in media. He also analysed that such representations can have an effect on their performances as they are not receiving the deserved recognition. He also stated that it can also have an effect on the career choices of young girls as they are highly motivated by the media.

Beatrice P. Moraa Omari in her study "The Portrayal of Women in Kenya's Print Media: A Study of Daily Nation, The Standard and Kenya Times, June 2002 to June 2003" conducted a content analysis of newspaper articles of these three major dailies- Daily Nation, The Standard and Kenya Times. A total of 144 issues were collected and analysed. In her study, she attempted to address to the problems related to the space provided to women in print media. And also the nature of news covered related to women.

In her study, a total of 9,236 articles were analyzed of the three major dailies. Out of these, only

258 articles were on women i.e. 2.8%. She also found that 76% of articles were written by women while only 24% of articles were written by men. She also found that numerous articles portrayed women negatively. Her study found out that only 0.5% of women related articles were on editorial page. Only 9% of articles on women made headlines. She found out that women were almost excluded from commentaries, editorials and captions. Her study also found out that women were given very little space in print media. And moreover, very little space is given to rural women of Kenya. 94% of women related news was on urban women.

Based on her analysis of three major dailies, she found that out of 285 women based articles, 70 were related to violence against women. Her study clearly depicts that gender biases exist in print media coverage of Kenya.

Julia T.Wood, in her article, *Gendered Media: Influence of Media on views of Gender* analysed three themes in media; 1.Women are underrepresented in media 2. Men and women are portrayed in stereotypical ways in media 3.The relationships between men and women reinforce traditional gender roles and preserves violence against women.

## Underreporting of Women in Media

The most primary way in which reality is distorted under media is by under reporting women. According to Julia T. Wood, males outnumber females in every sphere, be it prime time television shows, newscasters, news stories or anything else. She further added that minorities such as Afro-American women are even less visible in media coverage. Even when they are visible in prime time, they are often placed in stereotypical roles. She also added that inclusion of older women or elderly women is almost negligible in American television.

## Stereotypes Related to Men and Women

According to Julia T. Wood, continually, media has been representing men and women in such a way which perpetuates stereotypical behaviours. Such representations limits the way a human being can think or perceive about certain things. Men are often depicted as being energetic, aggressive, egoistic, adventurous and similar stuff. It is important for a man to preserve his "macho" image so as to prove his manhood. Women are generally characterised as mere 'sex objects'. They are portrayed as being thin, beautiful and fair. A woman should be submissive, meek, shy, and obedient as per the societal standards. Julia adds that media shapes human mind sets, the way media represents women can change the societal perceptions about women i.e. what is normal and desirable out of a woman can be changed.

Edward (Ted) M. Kian, in his paper "Framing Differences in Gender Related Sport Coverage by Internet Sites and Newspapers" attempted to analyse the difference between representation of female athletes in newspapers and online sites. He says that sports media has always focused their attention on men while ignoring women. Men receive more space

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in the newspaper coverage than women. He also adds that even when covering women in sports media, the main focus is on their sexuality, personal lives etc.

## A Brief History of two Major Dailies

### Dainik Jagran

Dainik Jagran is a Hindi daily newspaper in India. It launched its first edition in 1942 in Jhansi (Madhya Pradesh) during Quit India Movement. The brain behind this newspaper is Puran Chandra Gupta, who was a nationalist. He published the newspaper to raise voices for nationalist sentiments. The second edition was published in 1947 in Kanpur (Uttar Pradesh). Then, the editions expanded in 1953 and 1956 in Rewa and Bhopal. And finally, it made its way to Delhi in 1990.

### The Times of India

The Times of India is an English newspaper published in India. It is the largest selling English newspaper in the world. It is also third largest in India in terms of circulation. The newspaper is owned and published by Bennett, Coleman & Co. Ltd. This is owned by the family members of Sahu Jain. The Times of India issued its first edition on 3<sup>rd</sup> November 1838 as The Bombay Times. Earlier, the newspaper used to publish on Wednesdays and Saturdays which contained the news of Britain and the world as well as India. In 1850, it started publishing its daily editions.

### Sampling

A simple random sampling method was adopted to pick up editions from 8<sup>th</sup> March 2016 to 15<sup>th</sup> March 2016. This yielded 7 copies from each daily. A total of 14 copies were collected. The idea behind selecting the newspapers for a particular week was that if a study was carried out in another week, the results will be more or less similar.

### Data Collection Instruments

The newspapers collected over a week served as data instruments through articles related to women were obtained.

### Data Analysis and Presentation

The collected data was largely analysed qualitatively. There was limited use of numerical, arithmetic mean, progressions, mode etc. The findings from the data will be presented by using tables and pie charts. The advantage of such depiction of data is that it is visual friendly. Only by visual senses, the data can be understood easily.

### Findings and Conclusion

A total number of 1,515 articles were collected and analyzed from the two major dailies. Out of 1,515 articles, only 70 i.e. 4.63% were related to women. The study found that the total number of women news in the both the newspapers were only 70 in number.

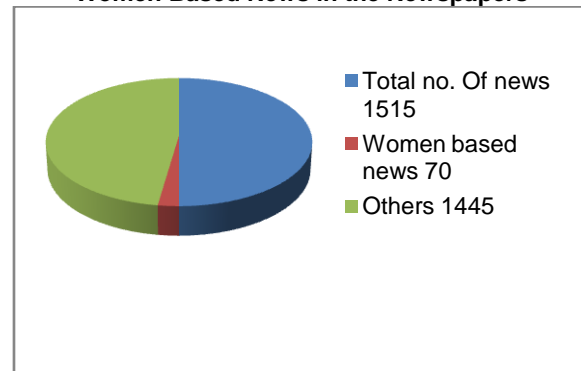
Table 1

Total Number of Articles on Women Sampled by Each Newspaper

No. of Articles	Times of India	Dainik Jagran	Total
On Women	38	32	70
Total	799	716	1515

Figure 1

Women Based News in the Newspapers

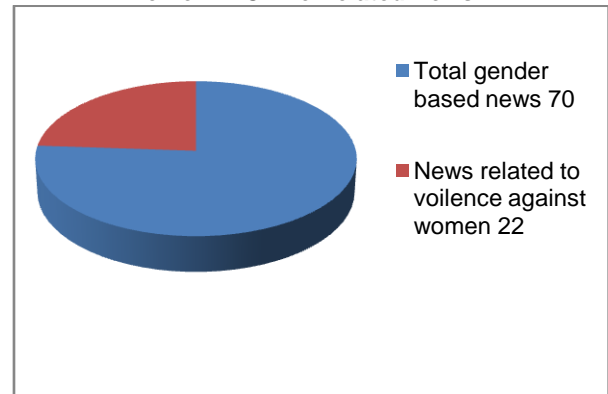


### Women, Crime and Violence

The analysis showed that most of the articles on women focused on inflicted violence against them. Out of 22 violence related articles, 54.5% of the articles were rape related. The thing which is noticeable is that such violence related stories are often based on police records and by lines. So, little expertise is required in covering such stories.

Figure 2

Women in Crime Related News



### Nature of Coverage of Women Issues

The study analyzed the articles of women on themes namely, social, political, economic, defence, sports and health. The study found that 81.5% of articles based on women were related to social issues. The articles which talks about achievements and capabilities of women are very less in number. This can be viewed in the following table

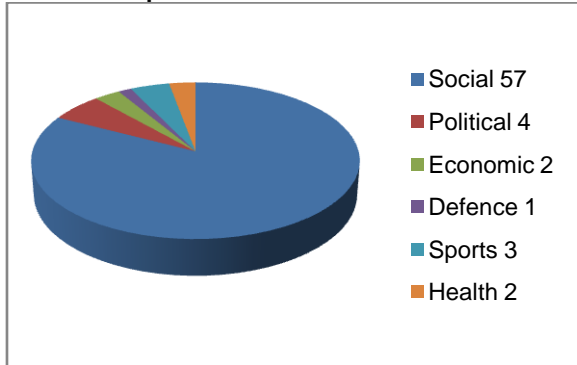
Table 2

Thematic Representations of Women Based Articles

Themes	No. of Articles	% of total
Social	57	81.5
Political	4	5.72
Economic	2	2.86
Defence	1	1.43
Sports	3	4.29
Health	2	2.86
Total	70	

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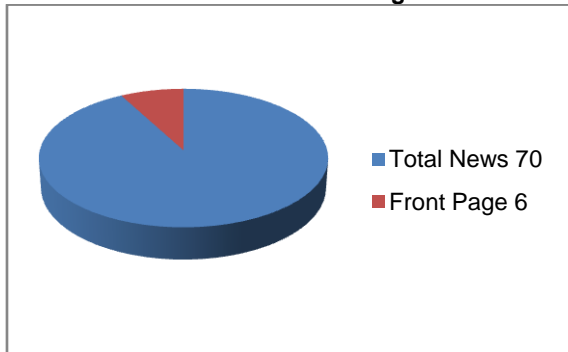
**Figure 3**  
**Thematic Representation of Women in Two Dailies**



**Location of Stories of Women in Newspapers**

The placement of a story in a newspaper edition indicates its significance. Stories that are of higher significance are placed on the front page where they can easily attract the attention of the reader. The study found that women related stories rarely made headlines. Out of 70 stories on women, only 6 could make their way to the front page.

**Figure 4**  
**Women on Front Page**

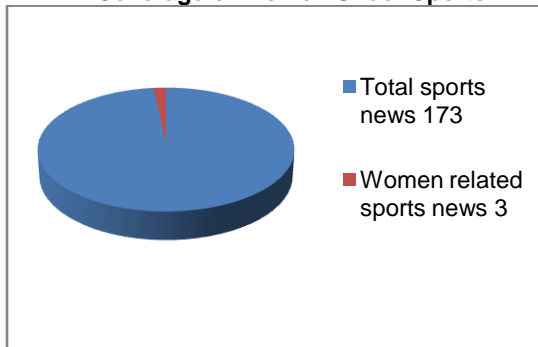


The study also found that unless it is a gruesome murder or rape against women, women related stories do not get reported on the front page of the newspaper.

**Recognition of Women in Sports**

Now days, a whole page or at times 2 pages are reserved for the news related to sports. The study found that out of 1,515 articles 173 were related to sports. Women are almost absent from the sports section. Only 1.73% of space is provided to women under sports section.

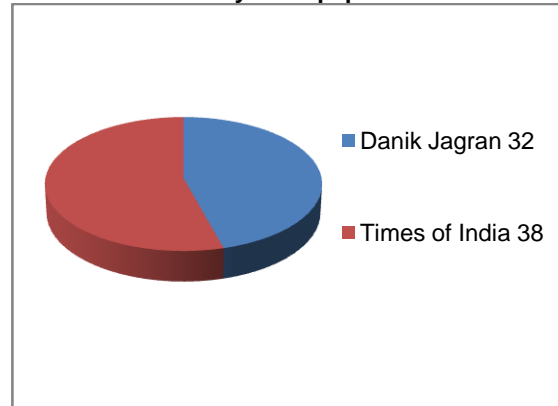
**Figure 5**  
**Coverage of Women Under Sports**



**Comparative Analysis of Space provided to Women by two Major dailies i.e. TOI and DainikJagran**

The study found that the space provided to women by the two newspapers was more or less same. 4.47% of space is provided to women in DainikJagran while 4.75% of space is provided to women in Times of India.

**Figure 6**  
**Space Allocated To Women by Each Daily Newspaper**

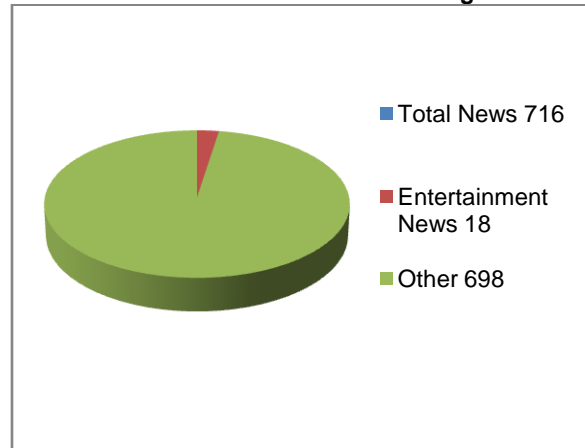


**Table 3**  
**Entertainment Related Coverage in Both the Newspapers**

	Entertainment News	Total No. of Stories
DainikJagran	18	716
Times of India	64	799
Total	82	1515

As we can see in the above table in DainikJagran, only 2.5% of the coverage is entertainment based while in The Times of India, 8.01% of the space is provided to entertainment related news. The supplement provided with DainikJagran is solely based on coverage of local issues in the area. The supplement of The Times of India is Delhi Times, which is an entertainment newspaper. It covers all the news related to celebrities, events and happenings in Delhi.

**Figure 7**  
**Entertainment News in Dainik Jagran**



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**Figure 8**  
Entertainment news in the Times of India

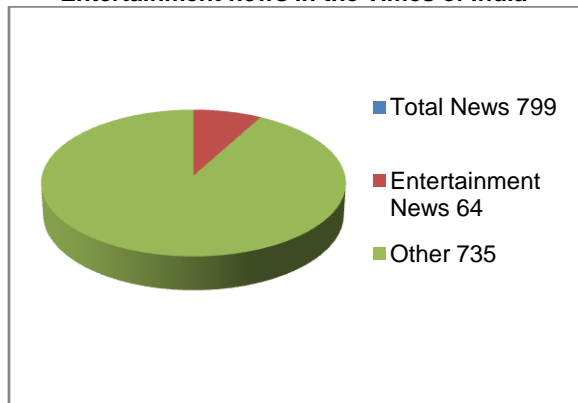


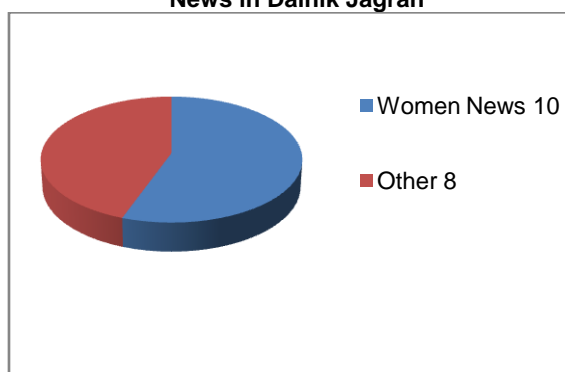
Table 4

**Space Provided to Women in Entertainment Section in Each Newspaper**

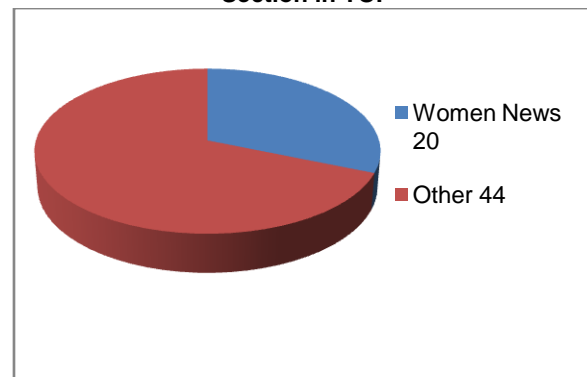
Newspaper Edition	Entertainment	Gender Related	Total
DainikJagran	18	10	18
The Times of India	64	20	64
<b>Total</b>	<b>82</b>	<b>30</b>	<b>82</b>

According to the study, in Dainik Jagran 10 out of 18 entertainment stories are women based. This means 55.5% news are related to women in entertainment section. It is evident that this is the only sphere where women are provided a significant place. In The Times of India, 20 out of 64 stories are women related. This means 31.25% news are related to women in entertainment section. This can be noted that among the two newspapers, TOI is providing comparatively less space to women in entertainment section than DainikJagran.

**Figure 9**  
Women Based Entertainment News in Dainik Jagran



**Figure 10**  
Women Based News in Entertainment Section in TOI



**The Overview of Representation of Women in Print Media**

From the above findings, it is clear that women are one of the negligent subjects in media, especially print media. Most of the reports based on women are related to violence/ crime inflicted on women. The reporting or coverage under print media is gender biased. Unless, a gruesome rape, murder or crime is performed it doesn't make headlines. Stories related to capabilities or achievements of women do not make their way to the headlines. The news related to women is often negative like related to violence or crime.

The main reason behind this misrepresentation is lack of gender sensitivity in media. According to a journalist Pamela Phillipose, 70% of the news comes from male sources in the media which is a major reason behind the less focus on women issues in mainstream media. Very few articles in print media focus on career opportunities, entrepreneurship, health awareness, legal aid and policies.

The study has answered the research questions appropriately which are as following:

**RQ1.** What is the ratio of gender gap in news coverage in print media?

The percentage of women news covered under print media is 4.63% which is very less.

**RQ2.** Are most of the women related news based on gender violence and crime?

Most of the women based news is related to crime and violence inflicted upon women. There is a lack of positive news in relation of women

**RQ3.** Are there any differences between the representation of women in a Hindi daily newspaper and an English daily newspaper?

**Conclusion**

By and large, the scene of media in India is that it does not address serious issues related to women about their unequal treatment in various spheres of life. It has been noted that media is keen to report and write sex related crime against women. It doesn't address atrocities that women face in everyday life, especially rural women.

It is true that now more and more gender related crime are coming lime light because of media. But, generally women's problems are never

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represented on front page unless it is some serious murder or rape. There are a very few stories on women career choices, establishments, achievements, women entrepreneurs etc.

From the above study, following conclusions can be drawn: Media can promote gender equality and equity depending upon how they portray women as compared to men. However, the study reveals that the spaces which are allocated to women and women issues serve a barrier to fulfil such motives. Also Media is a mirror or reflection of social problems. So, it is important to cover realistic news related to women. This is so because to empower women media can play a major role as it is a wide source to reach out to masses. The media domain is a male dominated sphere. The number of women working in the media houses is less as compared to men. This is one of the main reasons why gender or women related news do not come to the mainstream.

Patriarchal mindsets and dominance of men in media houses enforces a view where women are seen as having a lower status in the society. Such biases results in stereotyped roles, harassment against women, pay differences which deters women from joining media houses. This in turn results in misrepresentation or underrepresentation of women in print coverage.

It is a fact that news making is a feature of power. There is a very small number of women who are working as media professionals relative to men. Even if they are working they do not occupy powerful positions. This is a main reason behind marginalization of women's issues. Moreover, news is mostly covered by urban people so the issues of rural women are often ignored.

From this study, it can be concluded that women are misrepresented in media. The main reason behind this marginalization is absence of women from media houses as it is a male dominated arena. Thus, as long as women are absent from the media houses, the perpetuation of stereotypes and underrepresentation of women will remain continued. For example, according to ILO (2015), the highest percentage of women present is in technology, media and telecommunications. Here, women hold only 7.7% of board seats and 2.7% of board chairs. This is the highest visibility of women among all the sectors.

## **Recommendations For Media Houses**

Media houses should place more and more women at all levels so as to challenge the traditional media works. Sensitization of news reporters, editors and writers is needed so that they can cover gender balanced news. This study investigated the gender gap in the print media. By studying and analysing the newspaper editions for a period of one week, this study suggests that there is an urgent need to sensitize media persons towards gender issues. It is important to portray a positive and balanced image of women. The media must refrain from only focussing on women related crime and hence, portraying them as a weak citizen.

## **For Women Working in Media**

Women who are already working in media houses must bear a large responsibility of not only changing the attitudes of people but also shaping public opinions. A woman reporter/journalist must provide useful insights and perspectives to women related news. It is also important for them to shift their focus towards rural women as well. They must realize the fact that media can play a major role in advancement of women.

To sum it all, it should be noted that women are underrepresented in all spheres of life, be it education, health, population growth etc. Here, media can play an important role to awaken society so as to make them realise about the true potential of women. Media is an important medium of communication now a day's which can effectively convey information to the masses. In India, women issues are of utmost significance as our nation cannot progress by leaving about half of the population behind. Therefore, media houses must make it an objective to improve women's conditions, status and image in the society.

## **Limitations of the Study**

The study analyzed two major daily newspapers, namely The Times of India and Dainik Jagran to understand the portrayal of women in print media.

The major constraint of the study was temporal sampling i.e. the data was collected only for a period of one week. The newspaper editions were collected from 8<sup>th</sup> march, 2016 to 15<sup>th</sup> march, 2016. A total number of 14 issues were collected and analyzed. The picture would have been clearer if the data was collected for a longer and wider time frame. Another major limitation of the study was it only focused on nature of representation of women in print media and completely ignored men.

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