

WHO MAKES THE NEWS?



GMMP

Global Media
Monitoring
Project

2020

INDIA

NATIONAL REPORT



GMMP

Global Media
Monitoring
Project

2020



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GMMP 2020 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change,.



Data for GMMP 2020 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, university researchers, students, mediaprofessionals, journalists associations, alternative media networks and faith groups.

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Table of contents

PREFACE	5
Global Context	5
National Context	6
EXECUTIVE SUMMARY	8
A DAY IN THE NEWS IN INDIA	10
THE INDIAN MEDIA CONTEXT.....	11
TOPICS IN THE NEWS: How the pandemic impacted news priorities	14
NEWS SUBJECTS AND SOURCES: The alarming drop in women.....	15
Position or occupation of female news sources	18
Female news subjects' function in news story: Women are rare as spokespersons or experts.....	19
Age of female news subjects in print: Older women unlikely in visual media	20
Age of female news subjects in television	21
Female, male news subjects quoted	22
News subjects photographed in newspapers, by sex.....	23
News subjects identified by family status by male/female reporters.....	23
JOURNALISTS AND REPORTERS: Dwindling presence and shrinking role of women journalists	24
JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING	27
Fewer stories challenged gender stereotypes in 2020	28
Stories with women as a central focus by major topic: Women not in focus in themes of power ...	29
FOCUS ON COVID-19 NEWS.....	30
DIGITAL NEWS ON WEBSITES AND TWITTER.....	31
Special questions India.....	38
CASE STUDIES.....	40
SUMMARY AND CONCLUSIONS.....	46
RECOMMENDATIONS AND ACTION PLAN 2021-2025.....	47
Annex 1. Methodology	48
Annex 2. The Monitoring Team	50

THE WORLD AT A GLANCE
GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS.

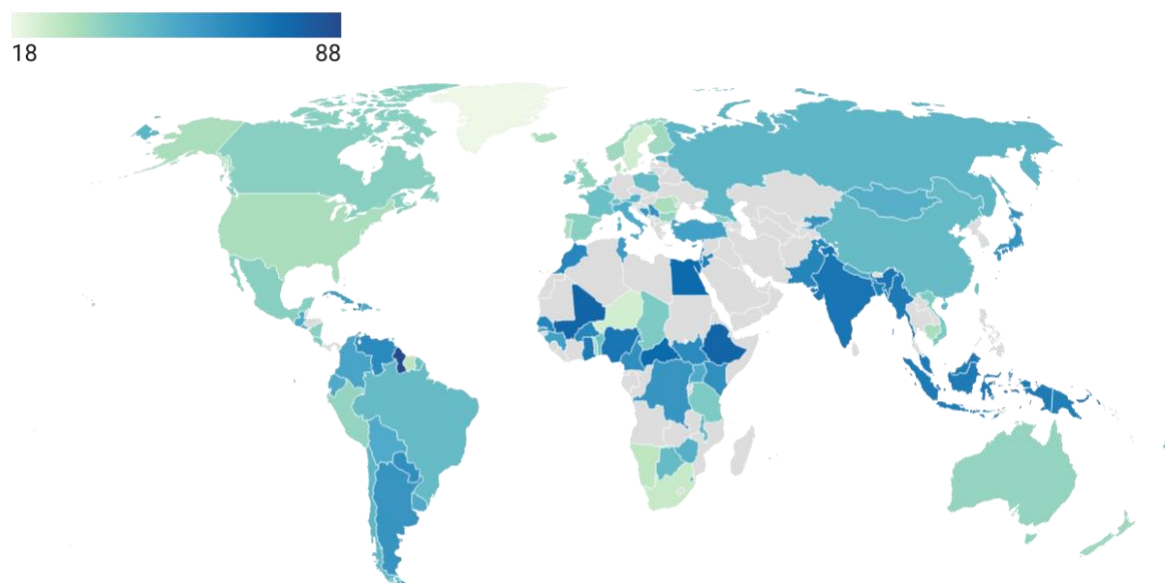


Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

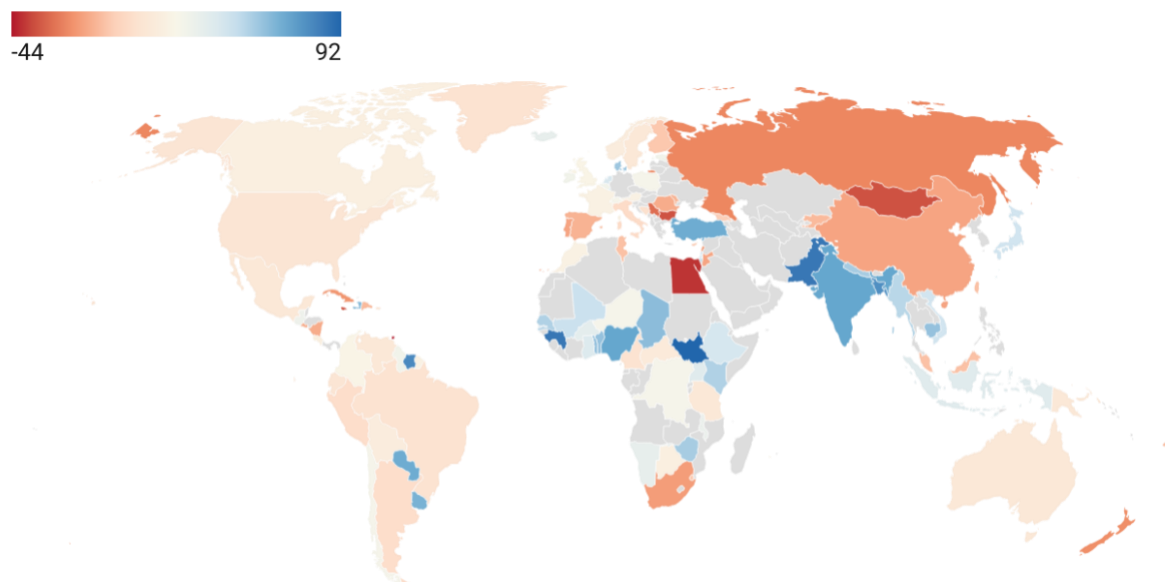


Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

PREFACE

Global Context

The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime, and other issues.

It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television, and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.

The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women.'¹

The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.² Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.

By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.

The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about, or seen in newspaper, television, and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.

Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space, and content delivery platforms.

UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media "have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us."³

Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.

GMMP teams in 116 countries monitored 30172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 outlets. The stories contained 58,499 news subjects and sources and were reported and presented by 28,595 journalists. The number of participating nations increased by 63% since 1995 as baseline data were collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.

Findings from the sixth GMMP reveal a mixed picture of progress, stagnation, and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators. The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

¹ *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

² Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

³ In *Who makes the news? The Global Media Monitoring Project report*, 2015

National Context

Women in India

The goal of a just, equitable society for all women remains a work in progress – progress in which every step forward has been a struggle, and strengthening and sustaining gains has been a challenge.

The challenges arise not just from the inherent character of media industries but also from the cultural and geo-political context in which media operate. Any set-back in these areas has its impact on how women get to participate in media as employees and how they are depicted on media.

The Ministry of Statistics and Programme Implementation, Government of India, projects the population of women in India to be 48.65%⁴. The alarming drop in sex ratio between the 2001 and 2011 censuses has slightly recovered with 949 women to 1000 men in rural areas and 929 women to 1000 men in urban India. Regional variations persist with some regions registering a low of 903 women to 1000 men.

The average age of marriage of women is reported as 21 years but there is significant variation between urban and rural populations, as there is with regard to education and income. The Covid pandemic is having an adverse impact on women's education as educational institutions have remained closed for over a year now and reports of child marriages are more frequent.

Domestic violence, violence perpetrated by close family and dowry murders have been the most prevalent categories of crime against women in India for decades. This has become wide-spread during the periods of Covid lock-downs. Sexual harassment in public places and workplaces is also a widely reported issue. However, prosecution and conviction rates in such cases have been disappointingly low.

The female literacy rate is 70.3% and only 8.3% of women have completed graduation, according to the 2017-18 National Sample Survey. Between 2011-12 and 2018-19, the Labour Force Participation Rate (LFPR) among 15 + aged women declined sharply from 31.2% to 24.5%⁵. This phenomenon of women dropping out of the workforce has baffled economists and much research is underway to find an explanation. This trend was compounded by the economic shock of demonetisation⁶ in 2016 November, when general employment crashed. The impact of Covid shutdowns is similar, with 13%⁷ fewer women being in the workforce. In both instances, women lost or dropped out of employment by a greater percentage and at a more rapid rate.

Caste, class, ethnicity and location are compounding factors in the marginalisation of women in India. Whatever representation or visibility of women is there in the public sphere and in the media industry in India is likely to be from upper caste, upper class and urban women.

A 2015 UNESCO report⁸ says that “the feminisation of poverty is both a cause and a consequence of women's limited access to and control over information and communication technology world-wide.” The state of women in the Indian economy in 2020 and their status in Indian media reinforce this view⁹.

⁴ Women and Men in India: 2018. Social Statistics Division, Ministry of Statistics and Programme Implementation, Government of India. http://mospi.nic.in/sites/default/files/publication_reports/Women%20and%20Men%20in%20India%202018.pdf

⁵ Women and Men in India: 2018. Social Statistics Division, Ministry of Statistics and Programme Implementation, Government of India. iii p. http://mospi.nic.in/sites/default/files/publication_reports/Women%20and%20Men%20in%20India%202018.pdf and https://mospi.gov.in/documents/213904/301563/Annual_Report_PLFS_2019_20m1627036454797.pdf/18afb74a-3980-ab83-0431-1e84321f75af 47p

⁶ At short notice of 4 hours, 86% of the currency that drove the Indian economy was withdrawn by the government on 8 November 2016 leading to an unprecedented crisis of liquidity and job losses in the unorganised sector that makes up 90% of the Indian economy.

⁷ Bhandari, Namita. 2021. Women Hold Up Economy Yet Continue To Disappear From Workforce.

<https://www.indiaspend.com/womenwork/women-hold-up-the-economy-yet-they-continue-to-disappear-from-workforce-701865>

⁸ Inside the news: challenges and aspirations of women journalists in Asia and the Pacific”.

<https://unesdoc.unesco.org/ark:/48223/pf0000233420>

⁹ Women and Men in India: 2018. Social Statistics Division, Ministry of Statistics and Programme Implementation, Government of India. iii p. http://mospi.nic.in/sites/default/files/publication_reports/Women%20and%20Men%20in%20India%202018.pdf and https://mospi.gov.in/documents/213904/301563/Annual_Report_PLFS_2019_20m1627036454797.pdf/18afb74a-3980-ab83-0431-1e84321f75af

Women in media in India

The 2019 UN Women report¹⁰, “Gender Equality in Indian Media”, says that there are more women in leadership roles such as managing editor or editor in digital portals (26.3%), magazines (13.6%), and TV (20.9%) than in newspapers, which is nil.

The crisis of mainstream media that began after the 2008 global economic crash was compounded by demonetisation and the impact of the pandemic, especially the prolonged lockdowns in 2020 during which a significant segment of news consumers was compelled to shift to online services. Print editions of newspapers could not be produced and distribution was also affected for many weeks due to the lock-down and fear of infection.

The job losses and realignments that have unfolded as a result have had a significant impact on women journalists as well. Many have moved on – not always by choice – from employment in major media organisations to independent journalism, which is more precarious. The representation of women as employees in print media was always marginal; women were significantly better represented in television and radio. This continues to be the pattern now as well, although in general there are fewer journalists across all mediums since the pandemic.

The status of women in Indian media represents a paradoxical dualism. On the one hand, the under-representation of women in media jobs and under-reporting of women-oriented news with a gender lens has contributed to the perpetuation of the status quo. On the other, there are many well-known women working in the print, broadcast and digital media, who have transcended traditional boundaries and have gone on to cover politics, the economy, sports and international affairs. They are well-represented among media award winners. Some have gone on to start their own media outlets.

Issues such as sexual harassment in workplaces and the #MeToo phenomenon, as well as other gender-related matters such as the judicial and legislative developments on the rights of LGBTQIA persons were widely covered in the media. However, despite the exponential growth of media both in terms of the variety of platforms and the diversity of sources, the extent of employment of women in media, and the nature of coverage afforded to women’s/gender issues, leaves much to be desired, both qualitatively and quantitatively. Over the years, women in media in India felt the need for an organised response to push for change.

The Network of Women in Media, India (NWMI) is a collective that serves as a forum for women in media professions to share information and resources, exchange ideas, promote media awareness and ethics, and work for gender equality and justice within the media and society. Its current membership comprises over 600 media women based in almost all Indian states (and some overseas locations), working in print, digital and electronic media in multiple languages.

The NWMI is an inclusive community which welcomes as members women (and those who identify as women or gender fluid) working in or on the media (media professionals/practitioners, media scholars/researchers, media faculty/students).

The network responds to and supports women journalists on media-related gender issues, whether it is coverage, sexual harassment at media workplaces, online abuse, safety of women journalists, career advancement, precariousness of women’s employment in media – whether on payrolls or as freelancers, issues of wage parity, or gender, caste and/or community based discrimination.

The NWMI has also instituted a fellowship¹¹ for early career women journalists from marginalised communities and/or working in conflict-affected and/or remote areas without easy access to training, mentoring and technology, supporting them with a modest stipend as well as other resources.

The NWMI and the GMMP

Given the concerns and activities of the network, it was a natural progression for NWMI to participate in the GMMP. The Indian association with GMMP began in 1995 and India has participated every five years right up to 2020. The NWMI has been anchoring the GMMP in India since 2010, coordinating the monitoring of a cross-section of the media and the collation and analysis of data.

The NWMI is a voluntary collective and depends entirely on voluntarism. Professional media women who are members lend their time, skills and energy to enable all its initiatives. The GMMP is one among such activities and volunteers from among network members, as well as other media researchers and academics, join in the effort to monitor and report on the state of women in Indian media every five years.

¹⁰<https://ruralindiaonline.org/en/library/resource/gender-inequality-in-indian-media-a-preliminary-analysis/>

¹¹ See <https://www.nwmindia.org/about/> for more.

In 2020, the 30 volunteer coders – network members and others – based in 14 states across India monitored 20 newspapers, 13 television channels, five radio channels, eight Internet news sites and eight Twitter news handles in 14 languages. After the coding and processing of data was over, the final country report was written up by a core team.

The 2020 round of the GMMP was plagued by the uncertainties resulting from the Covid-19 pandemic. The timelines and schedules for monitoring had to be constantly adjusted to the requirements of national Covid-related measures such as lock-downs and work-from-home regulations.

As a result, unlike in previous years, this round was done entirely online. Based on the common global schedule circulated, volunteers were registered online, media to be monitored were selected through online discussion, training sessions were held online, and finally coding was also done online from the dispersed locations where various volunteers were working. Troubleshooting and corrections were done online as well. Since the data was entered digitally, completed coding sheets were sent to the country coordinator, who in turn uploaded them to the central data base.

EXECUTIVE SUMMARY

The sixth round of the GMMP, which took place in 2020, was like no other so far since 1995. The COVID-19 pandemic and the attendant, unprecedented lock-downs imposed operational and perspective changes that impacted the content of media, too.

The monitoring activity itself went online with not a single physical meeting of the entire team, though some of the coders located in the same place met in small groups to do coding together. Thirty coders representing 14 languages and spread across 14 states helped code 20 newspapers, 13 TV channels, five radio channels, eight news websites, and eight Twitter news handles.

In this round, the GMMP global team had added 'Gender and Related' to the major topics of news, which are: Politics and Government, Economy, Science and Health, Social and Legal, Crime and Violence, Celebrity, Arts and Media, Sports, and Other. This new topic covered news about various aspects of gender-based violence, such as sexual harassment, rape, sexual assault, #MeToo, #TimesUp, femicide, trafficking of girls and women and female genital mutilation, in addition to inequality between women and men, including income inequality/gender pay gap.

Chapter 6 of the GMMP 2015 Global Report¹² had set out an action plan that sought to end media sexism by 2020. Some of the goals of the action plan were: Overall global presence of women in the news - 50%; Global average of news that clearly challenges gender stereotypes - 30%; Global average of news that highlights issues of gender equality and inequality - 30%; Global average of news reporting that is anchored in a critical human rights perspective (especially the rights of women and marginalised groups) - 30%.

The Indian news media in 2020 fall far short of these targets, with the pandemic and other factors referred to in the Context section presumably contributing to the poor performance. The severe impact of economic hardships and Covid policy outcomes set back the status of women in media sharply. Some of the set-backs and achievements of the Indian media uncovered by the 2020 GMMP are listed below.

- **The overall percentage of women in news as subjects and sources dropped sharply in 2020 – to 14% in 2020** across print, TV and radio, compared to 22% in 2010 and 21% in 2015. In these three media forms, women figured as sources and subjects (*Table 1*) mainly in the Gender and Related category (32%) and least in the Politics and Government category (11%). Even in the Gender and Related category, men figured more often as subjects and sources (68%). Men dominated coverage as subjects and sources ranging from 68% to 89% across all news categories.
The fact that more women figured as subjects and sources in the Gender and Related category indicates that while women are under-represented in news in all categories, they are more likely to appear in news if they are victims of gender-based violence.
- **Women as news sources saw a sharp decline in 2020** (*Table 3*). The sharpest drop was seen in the sub-regional news category (*Table 4*). Only in the International news category was there a marginal increase of 1%. In the local, national and sub-regional news categories, Indian numbers were lower than the corresponding Asia figures.
- **Women news sources also continued to be drawn from occupations outside the core of the power structure**, such as the entertainment sector and the social work/social activism sector (*Table 5*). For instance, only 10% of female news sources (44 of 444) were politicians/Members of Parliament, while 60% (15 of 25) were from the celebrity, artist, actor, writer, singer, etc., category. Activists comprised 36% (8 of 22) of female news sources, while 57% (4 of 7) belonged to the health workers, social workers and care workers category.

¹² Who Makes the News? https://library.pcw.gov.ph/sites/default/files/gmmp_global_report_2015.pdf . 98p.

- Globally women's presence as spokespersons rose to 24% in 2020 from 19% in 2015. In contrast, in India, **women's function as spokespersons dropped to 8% in 2020 from 15% in 2015** (Table 6). Women's function as news subject, spokesperson, expert, eye-witness or voice of popular opinion has seen a sharp decline – except as narrator of personal experience.
- In 2020, female news subjects were found in 18% of the stories, but they were spokespersons and experts in only 8% of the stories (Table 7). This marks a decline from 2015 across the board – five years ago, women appeared as news subjects in 27% of the stories, as spokespersons in 15% and as experts in 12%.
- **More women (45%) from a younger age group (19-34) were news subjects on TV than in print (38%), as expected** (Table 9).
- Globally women above 50 have become progressively less visible in the news media: in 2020, only 3% of all women in the news were between 65-79 years of age, compared to 15% of men in the same age group, at the global level. Bucking that trend, in India women in the 65-79 age group made up 19% of news subjects (27 out of 70) in the print media (Table 8). However, 38% (12 of 32) were from the 19-34 age group.
- Interestingly, women news subjects were more likely to be identified by their family status by female reporters (64%) than by male reporters (24%). (Table 12).
- Continuing the trend over the last decade, in 2020 **more women (52%) were seen working as reporters, announcers and presenters on television than in print, where the corresponding figure was only 13%, or in radio** (Figure 12). In the Asian region too (Figure 14), there were more women presenters on TV. There were also more female than male reporters on Twitter (51%).
 - It is important to note that the greater presence of younger women in visual media may reinforce hidden sexism that sees attractive young women as factors that draw more viewers to the medium, not necessarily as professionals valued for their handling of news.
 - Also, it is worth noting that Covid and the shrinking economy induced a crisis in the media industry, which resulted in widespread job losses. This could have precipitated the sharp drop in the number of women reporters compared to 2015. Print media saw the sharpest decline in women reporters (from 43% to 13%), while in television the drop was from 60% to 52%. Radio was not monitored in 2015 (Figure 13).
- **Across all major news topics**, including Gender and Related as well as Celebrity, etc., **many more male reporters were deployed in 2020 than female reporters** (Table 15). **Fewer women reporters also meant that they were confined to coverage of fewer topics.**
The 2020 GMMP exercise revealed that female reporters no longer covered some topics, while male reporters continued to be assigned to cover all the topics, even though the total number of male reporters had also declined. Significantly, there was a sharp increase in the number of male reporters covering Politics and Government as well as the Economy (Table 15).
 The number of women reporters covering major topics such as Politics and Government, the Economy, Science and Health, and Social and Legal either remained the same or drastically reduced, while the number of male reporters reporting the same topics saw a sharp increase.
- The 2020 round of GMMP in India saw a **welcome reset** of news priorities (Figure 3), although gender-related news continued to be under-reported.
 - Politics and Government remained the most significant category of news in the samples coded. Crime and Violence, Celebrity, Arts and Media, and Sports slid in importance while Science and Health, and the Economy rose in importance. Unlike the previous rounds of GMMP, Crime and Violence was no longer the second most covered topic in any of the media.
 - The entertainment industry was in limbo through much of 2020, with shooting for new TV shows and films remaining suspended due to the pandemic. News about vaccines and health related information – both national and international – became more visible in media reportage, along with the economic crisis, as a fall out of the pandemic.
 - **The Gender and Related category introduced in the GMMP 2020, which includes issues of gender-based violence, was obviously low priority for Indian news media, receiving less than 7% news coverage.** This is despite the hidden pandemic of domestic violence and sexual abuse attributed to Covid-related job losses, work-from-home requirements, etc., that received some attention in features and opinion columns. In addition, few stories on the pandemic belonged to the Gender and Related category.
 - Among the Covid-related stories, the maximum number stories were in the Science and Health category across all media (Figure 4).
- In keeping with the news priorities reset in 2020, 41% stories under Economy referred to equality/inequality and human rights, compared to just 12% in 2015 (Figure 17). Only 7% of Crime and Violence stories referred to equality/inequality and human rights in 2020, compared to 40% in 2015. As mentioned earlier, there was less coverage of Crime and Violence news overall.
 - Women reporters did raise equality/inequality and human rights issues across all topics but, in terms of overall percentages, more men raised such issues than women (25% male reporters, 18% female).
 - **There were fewer female reporters reporting on the Economy but male reporters referred to equality/inequality and human rights within that category** (Figure 18).

- Of the stories that challenged stereotypes in 2020, (17%) belonged to the Gender and Related category. In the Crime and Violence, Celebrity, Arts and Media, and Sports categories 11% and 12% of stories respectively challenged stereotypes. In all categories other than Politics and Government, Celebrity, Arts and Media and Sports, **there were fewer stories challenging gender stereotypes in 2020** than in 2015 (*Figure 19*).
- Overall, **14% of all the stories coded in 2020 focused on women** – i.e., a single woman or a group of women (*Figure 20*). These stories belonged to the Gender and Related, Crime and Violence, Celebrity, Arts and Media, Sports, and Social and Legal categories. Very few stories from the Politics and Government and Economy categories focused on women. **Female journalists tend to do such stories more frequently than do male reporters** (*Table 16*).
- Both male and female reporters covered Covid-related stories equally in the Economy category but in the Science and Health category more men (60%) than women (40%) reported on Covid. There were no pandemic-related stories in the Gender and Related, and Crime and Violence categories (*Figure 22*).
- Internet news featured more female subjects as a whole, and also a more diverse range of female news subjects in terms of occupational profile, than Twitter (*Tables 20 and 21*). In addition, while news on Twitter featured women primarily as subjects and/or spokespersons, women were seen in more diverse roles in Internet news (*Table 25*).
- Overall, 14% of the Internet news stories referred to gender equality/ human rights and policy (*Table 26*), while 7% challenged gender stereotypes (*Table 27*). On Twitter, only 4% of the stories challenged gender stereotypes (*Table 28*).
- The six parameters used in the GMMP to create a gender equality in news media content index (GEM-1) are the presence of women in/as: (1) all news subjects or sources ('people in the news'), (2) reporters (3) news subjects or sources in economy and business news (4) news subjects or sources in news about politics and government (5) spokespersons and (6) experts. In the GEM-1 index, 0 (zero) signifies equal distribution of men and women, minus 100 means all men and no women, and plus 100 would mean all women and no men. **At a GEM-1 index score of - 77.355, India has clearly fallen far short in terms of gender equality in 2020.**

A DAY IN THE NEWS IN INDIA

By September 29, 2020, the peak impact of the first, prolonged wave of Covid-19 in India had begun to wane. A few months earlier, in late March 2020, the Government of India had imposed a stringent, nation-wide lock-down that extended up to mid-May. This grounded not just all forms of economic activity, but also all public transport, including long-distance buses and trains, leaving millions of migrant labourers from across the country who flock to cities for seasonal work, stranded and bereft of wages as well as shelter. Millions of migrants were soon on the streets and highways, walking back hundreds of kilometres to their homes in remote villages, often in distant states. The extreme hardship of people walking on highways without access to food and water, the tragic deaths of many due to starvation and exhaustion, the heartening response of civil society in many places, providing food and other forms of support to migrants on the move, were widely covered in all the media in the summer of 2020.

However, September 29, the GMMP monitoring day, was an ordinary news day without a major national theme dominating headlines across the country's media. When there is no major national or international story, newspapers tend to focus on news of regional and/or local significance. Some national newspapers, like The Hindu and The Times of India, carried a common lead story related to Covid across the editions that were part of the sample selected for monitoring. Malayala Manorama, a newspaper from Kerala, carried a few Covid stories on the front page. So did The Imphal Times from Manipur in the north-eastern region. But the print media in other regional languages tended to cover stories of regional importance, with local Covid stories placed on inside pages.

The Punjabi language newspaper, Jagbani, reported two stories on the controversial farm laws¹³ on page one. Munsif, an Urdu paper from Hyderabad, also carried stories on the farm laws, including some about women activists visiting the protest sites of the agitation against the laws, but it also had news about Pakistani courts punishing politicians in power for corruption in addition to a curtain-raiser for the expected verdict on the Babri Masjid case¹⁴ in the Special CBI court. The Delhi edition of the Hindustan Times led with India's ongoing border dispute with China.

Television channels Internet news sites and Twitter, too, reflected similar thematic diversity, without any one dominant theme. Among the stories covered were the delivery of Rafale jets to India from France, Covid recovery rates, a case of

¹³Farm laws: Are India's new reforms a 'death warrant' for farmers? 16 February 2021 <https://www.bbc.com/news/world-asia-india-54233080>. The passing of the controversial laws has seen prolonged farmers' protests across many states in India and media carried the stories.

¹⁴The verdict was expected to be delivered on 29 September 2020 at a Central Investigation Bureau (CBI) Court in Lucknow on the role of 32 senior ruling party members in the demolition in 1992 of the 16th century mosque located in Ayodhya. <https://www.thenewsminute.com/article/babri-masjid-demolition-verdict-all-accused-including-advani-uma-bharti-acquitted-134208>

domestic violence in which a government official was the perpetrator (a video of the assault had gone viral on social media). There were also follow-up stories around the controversial suicide of a popular Mumbai actor, Sushant Singh Rajput. The two radio bulletins from the Kashmir station of state broadcaster All India Radio (AIR), one in the Kashmiri language and the other in Urdu, led with Covid recovery stories and the death of a youth in an ‘armed encounter’¹⁵ with security personnel. In Tamil Nadu, AIR gave extensive coverage to the announcement of by-elections by the State Election Commission.

September 29 was, therefore, a day not dominated by any major event that skewed the news-scape. The news that day covered a wide spectrum of events and developments in different regions and cities of India.

THE INDIAN MEDIA CONTEXT

When India became an independent nation in 1947, there were only six radio stations and barely 330 newspapers with a total circulation of 2.5 million across the country. As literacy grew from about 18% of the population in 1947 to 74.04% by 2020, the number of publications also grew to 16,146,150, according to the Registrar of Newspapers in India; as many as 19,428 of these are dailies.

A significant part of the rapid expansion was driven by the market for newspapers in local languages in the country’s 28 states and eight union territories (the latter are centrally administered by the Government of India). While the vast majority of Indian states has its own major language as well as minor languages and dialects, a few states have Hindi as their major language in addition to a range of dialects. After India gained independence in 1947 states were reorganised broadly based on the dominant language spoken in an area; as a result, states have also become coherent markets for media activities based on language.

The Indian media – newspapers, television, radio, Internet and Twitter – have all evolved around and serve specific language communities. Growing literacy, including among women (thanks to special campaigns for female literacy during the 1990s), laid the foundation for the expansion of print media. There are multiple media markets with vibrant media activity across the country. The multi-edition Hindi newspapers, Dainik Jagran and Dainik Bhaskar, have figured in global rankings based on circulation/readership.

Most language markets continue to have English media as well, which cater to an audience comprising people educated in English medium schools and universities. The English media also provide an information bridge that enables news consumers to keep track of current affairs in different parts of the country.

The Times of India, an English newspaper, produces 34 editions and claims a circulation of 4,334,769 copies a day. It has figured in the global list of the top ten newspapers for decades. Regional language newspapers such as Malayala Manorama and Eenadu, as well as Hindi newspapers such as Dainik Bhaskar and Dainik Jagran, have grown rapidly and have significant circulations, often surpassing those of English newspapers. Malayala Manorama, published from Kerala, a state that has long had a very high literacy rate, boasted the highest readership among all newspapers published in India until Hindi readership across central Indian states grew along with literacy. The 2019 report of the Indian Readership Survey¹⁷ conducted by the Media Research Users Council (MRUC) put newspaper readership in India at 425 million. Of this, Hindi dailies accounted for 186 million readers, while the readership of other Indian languages combined was 211 million.

The newspaper industry was traditionally privately owned while radio and television were exclusively state-run for over 50 years after India became an independent nation. From a base of six radio stations in 1947, All India Radio (the state-run radio network) has grown to include 129 regional channels, 86 local channels and five community radio stations. In addition, there are currently 289 community radio stations in operation, run by educational institutions and non-government organisations, as well as 369 operational private FM stations across the country. However, neither of these groups is allowed to generate news; they are merely permitted to re-transmit news broadcasts from the state-run network. While radio boasts 226 million listeners, All India Radio remains the only radio entity allowed to produce and broadcast news, with a network that has the potential to reach 99% of the population.

Compared to other countries in South Asia, television arrived late in India: only in 1959. It took another four decades before the boom of rapid expansion began, and television, thus far a state monopoly, was opened up to the private sector as well as global players. In 2020, there were 915 television channels in India – 866 in the private sector and 49 state-run – reaching a total of 836 million viewers in 197 million TV households. Nearly half the number of TV channels are dedicated to news and current affairs, while the others hold general entertainment licences.

¹⁵ ‘Armed encounters’ are armed confrontations between insurgent groups and the state security forces where sometimes civilians get killed.

¹⁶ <https://egov.rni.nic.in/Webforms/ReportRegdPeriodicityWise.aspx>

¹⁷ <https://mruc.net/uploads/posts/cd072cdc13d2fe48ac660374d0c22a5d.pdf> It is the last available data from MRUC

According to the Media Research Users Council-Nielsen's Indian Readership Survey (2019), Internet consumption is growing the fastest at 123%. Till about 2010, because of technological limitations, Internet expansion had been slow. The sudden spurt in the use of smart phones and Internet-enabled mobile phones has now put India at second place globally – after China – with a user base of 687.6 million in January 2020. However, India ranks 122nd globally in Internet penetration, with a little more than half (51.7%) of the population having access. Large swathes of the population in poorer suburban and rural pockets still cannot access the Internet, mainly due to poverty and illiteracy. While poverty may not be remedied easily, the limitations of language – with much Internet content still restricted to English – are being addressed by service providers, along with governments and search engines, to ensure that content is increasingly available in vernacular languages.

GMMP 2020 IN INDIA

Sample

As in previous rounds, the GMMP global team developed media bands based on the density of media in each country to determine the numbers of media entities to be monitored in each participating country as part of the global sample. As in 2010 and 2015, the India team in 2020, too, monitored more media than required for the global sample in order to ensure a more diverse and representative sample for the country report, thereby enhancing credibility within the country.

The selection of newspapers was based on the local standing of the newspaper concerned, since not all city editions of multi-edition newspapers perform uniformly in all markets even though their cumulative circulation across editions is high. Thus locally dominant papers were chosen in different states. Similarly, television channels in local languages have significant viewership in vernacular markets compared to the national channels. The sample also includes the national (state-run) broadcasters, Doordarshan (TV) and All India Radio (radio). As mentioned earlier, only the national broadcaster is allowed to generate and transmit news – so different stations of AIR alone were included in the sample.

The Internet and Twitter news sources were also chosen based on local popularity rather than on the actual numbers of visitors to the various sites, which may appear small in comparison to the bigger media houses. Usage of online media is also a factor of access to the Internet and penetration of mobile technologies.

Media Monitored

The GMMP 2020 exercise in India involved 30 media monitors¹⁸ who coded a total of 735 stories.

The minimum number of Indian media to be monitored according to the GMMP media bands for the global report was eight newspapers, 13 TV channels, one radio, eight internet, and six Twitter handles. The India group monitored 20 newspapers, 13 television channels, five radio channels, eight internet news sites and eight Twitter news handles catering to the north, south, east, west and central parts of India. The final data used in this report includes findings from the coding of 19 out of 20 newspapers, seven out of eight websites, and all the radio, TV and Twitter samples monitored by the country team.

The volunteers monitored media in 14 languages: Assamese, Bengali, English, Gujarati, Hindi, Kashmiri, Malayalam, Manipuri, Marathi, Odia, Punjabi, Tamil, Telugu, and Urdu.

The following is the list of media monitored:

Newspapers ¹⁹ (newspaper, edition, language):

1. Malayala Manorama, Kochi, Malayalam
2. The Hindu, Mohali, English
3. Prabhat Khabar, Ranchi, Hindi
4. Times of India, Ranchi, English
5. The Sambad, Bhubaneswar, Odiya
6. Jag Bani, Jalandhar, Punjabi
7. Eenadu, Hyderabad, Telugu
8. Munsif, Hyderabad, Urdu
9. Sandesh, Ahmedabad, Gujarati
10. The Hindu, Chennai, English
11. The Telegraph, Kolkata, English

¹⁸ See Annexure 2 for the names of monitoring team members.

¹⁹ Sakal (Marathi) was not included in the final data.

12. Indian Express (Kolkata), English
13. The Hindu (Hyderabad), English
14. Dainik Prabhat, Marathi
15. Dinathanthi, Chennai, Tamil
17. Deccan Chronicle, Hyderabad, English
18. Hueiyen Lanpao, Manipuri, Imphal
19. Imphal Free Press, Imphal, English
20. Ananda Bazar Patrika, Kolkata, Bengali

TV channels

1. Newslive, Assamese
2. DY365 (Guwahati), Assamese
3. Puthiyathalaimurai, Tamil
4. TV9, Telugu
5. GSTV, Gujarati
6. DD national, English
7. ZEE 24 TAAS, Marathi
8. Wion, English
9. PTC News, Punjabi
10. Kanak News, Odiya
11. NDTV India, Hindi
12. Impact TV, Manipuri
13. ETV, Telugu

Radio Channels

1. AIR (Punjabi)
2. AIR Srinagar (Urdu)
3. AIR (Kashmiri)
4. AIR (Telugu)
5. AIR (Malayalam)

News Websites

1. [The Print](#) (English)
2. [BBC](#) (Punjabi)
3. [Prabhat Khabar](#) (Hindi)
4. [Divya Bhaskar](#) (Gujarati)
5. [The Wire](#) (Hindi)
6. [Zee News](#) (English)
7. [The Wall](#) (Bengali)

Twitter

1. [@ThePrintIndia](#) (English)
2. [@timesofindia](#) (English)
3. [@otvkhbar](#) (Odiya)
4. [@thenewsminute](#) (English)
5. [@BBCHindi](#) (Hindi)
6. [@ndtv](#) (English)
7. [@dailyajitnews](#) (Punjabi)
8. [@httweets](#) (English)

TOPICS IN THE NEWS

How the pandemic impacted news priorities

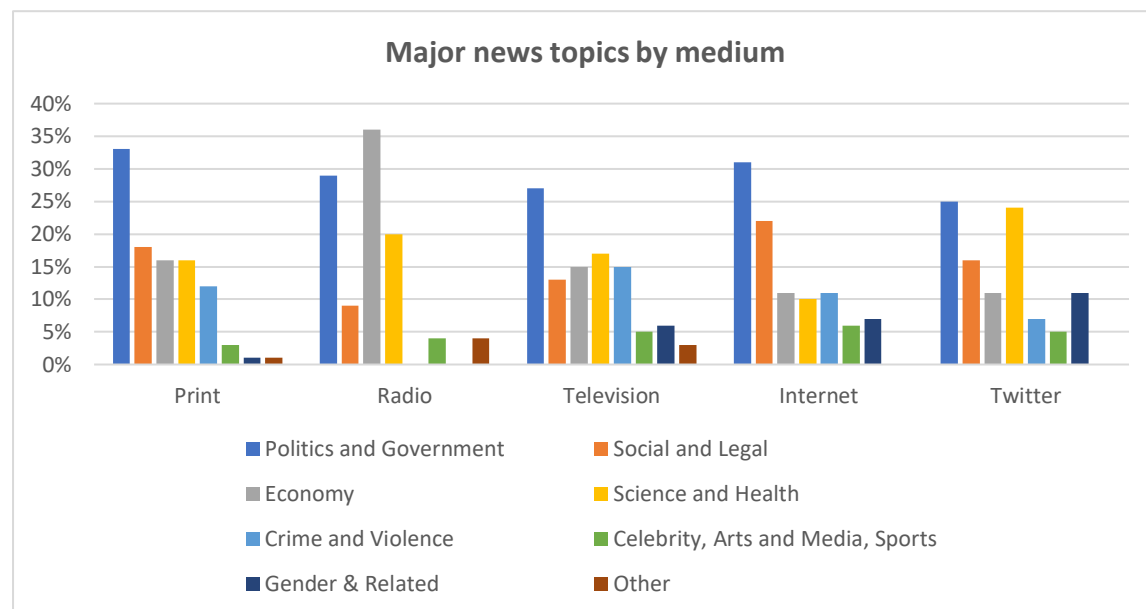
There are eight categories of major news topics in the 2020 round of GMMP. Gender and Related category has been added in this round. This category has news about sexual harassment, rape, sexual assault, #MeToo, #TimesUp, gender violence such as femicide, trafficking of girls and women, female genital mutilation (FGM), inequality between women and men such as income inequality/gender pay gap – most issues that fall under the label of gender-based violence.

Gender and Related low, but Crime and Violence retreats

As expected, Politics dominated the news on the monitoring day across all media except radio, where there were more stories on the economy, with politics in second place (Figure 3).

Across all media, the Gender and Related category received low coverage, below 7%, except for Twitter which had 11% stories. Crime and Violence, which tended to have a higher share of news, second only to Politics and Government in previous years, has come down to 15% and below in 2020. Before the pandemic arrived, media in India was largely obsessed with crime, cricket and celebrities. Economy, and Science and Health, received higher coverage in 2020. This could be an impact of the pandemic. More science stories and stories related to the economic impact of the lock-downs have found space in the news.

Figure 3. Major news topics, by medium



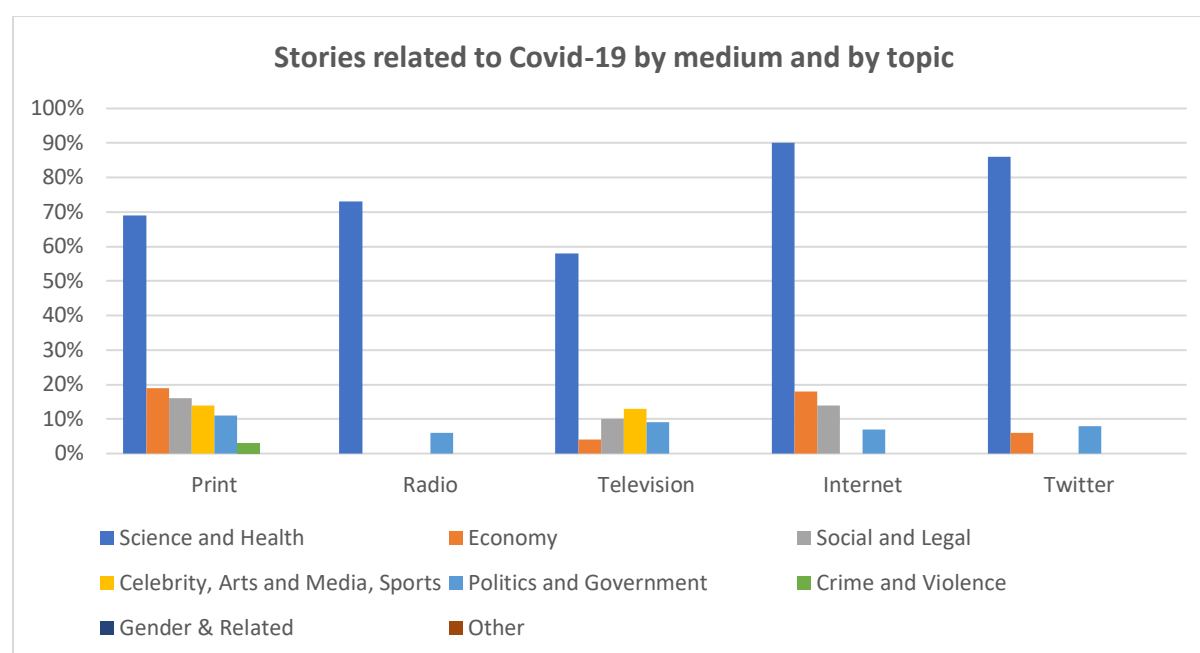
Politics and Government was the dominant category across media in 2010 and 2015 as well, but Crime and Violence was the second major category. In 2020, except radio, the second dominant topic was either Science and Health, as in television and Twitter, or Social and Legal as in print and internet. Crime and Violence is not the second most covered topic in any of the media. Since the Gender and Related category was added in 2020, comparable data is not available for the previous rounds.

Covid-19 impact on topics: Science and Health, and Economy become significant

September, when the monitoring was done, was after the first wave of COVID-19. Nineteen per cent of stories across all media were COVID-related. Twitter carried most COVID-related stories (23%), followed by print media (22%), internet (17%), radio (16%), and television (15%). Overall, 19% of stories were related to the pandemic.

Within each medium, the most Covid-19 stories were covered under the Science and Health category. Internet had 90% and Twitter 86% of the stories under the Science and Health category. Print media carried 19% and internet 18% of COVID stories under the category of Economy. There were no Gender and Related stories in any media. With the exception of print media (3%) there were no COVID stories in Crime and Violence category.

Figure 4. Stories related to Covid-19, by medium and major topic



NEWS SUBJECTS AND SOURCES: The alarming drop in women

In 2020, the overall percentage of women in the news dropped sharply to 14% in print, radio and TV, while men in the news figured in 96% of the stories. This, in the context of a larger sample and more media being monitored. The ground reality of fewer women in the work force and declining numbers in the population seems to reflect in news spaces as well.

In the 2010 GMMP study, women constituted 22% of the news subjects across all news topics. In 2015, it was 21%. In all these years, men have far outnumbered women as news subjects across all categories of news. In 2010, internet and Twitter were not monitored in India. In 2015, internet was added in the data but not Twitter.

Table 1

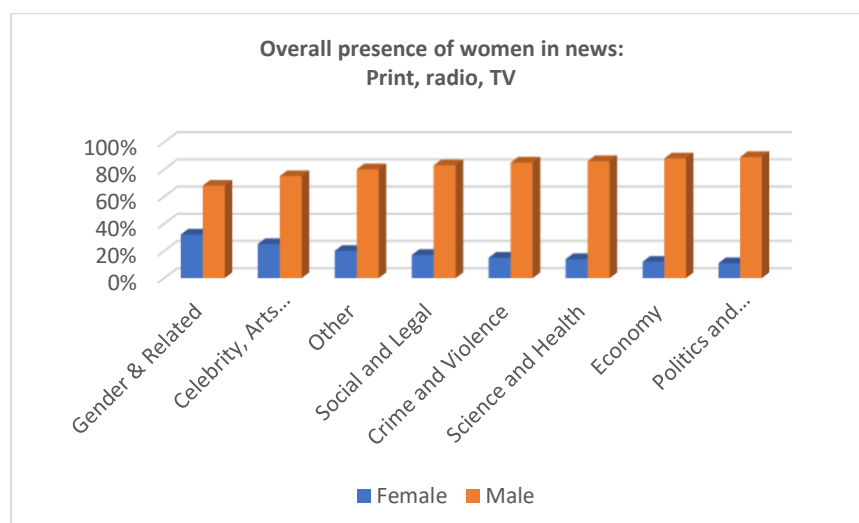
Overall presence of women in news: Print, radio, TV			
	Female	Male	N
Gender & Related	32%	68%	28
Celebrity, Arts and Media, Sports	25%	75%	28
Social and Legal	17%	83%	136
Crime and Violence	15%	85%	161
Science and Health	14%	86%	83
Economy	12%	88%	141
Politics and Government	11%	89%	331
Other	20%	80%	25

In 2020, women figured most (32%) in Gender and Related category, which was introduced in this round of GMMP. The other category where women have figured in larger numbers is Celebrity, Arts, and Media, Sports (25%). In 2020, in all categories including the Gender and Related, and Celebrity, Arts and Media, Sports categories, men dominated the coverage ranging from 68% to 89%.

Men dominated the categories of Politics and Government (89%) and Economy (88%) in 2020. Men had dominated the categories of Politics and Government (82%) and Economy (90%) in 2010, as they did in 2015, too, with 93% in Politics and Government and 90% in Economy. Women scored better in 2010 in Science and Health (37%) and Social and Legal category (32%). In 2015, women figured more in Science and Health (33%) and Crime and Violence (31%).

From 2010 to 2020, the overall presence of women in news dropped from 22% to 14%. This is also lower than the overall presence of women in the Asian region of 21% in print, radio and TV in 2020. The dominance of male news subjects continues 86 to 14 without substantial change, in all categories of news, more prominently in Politics and Economy.

Figure 5. Subjects and sources in print and broadcast news, by major topic and sex



The India team monitored Twitter also along with internet in this round of GMMP. Here, the overall presence of women was found to be 23%. This is lower than the 26% of the Asian region.

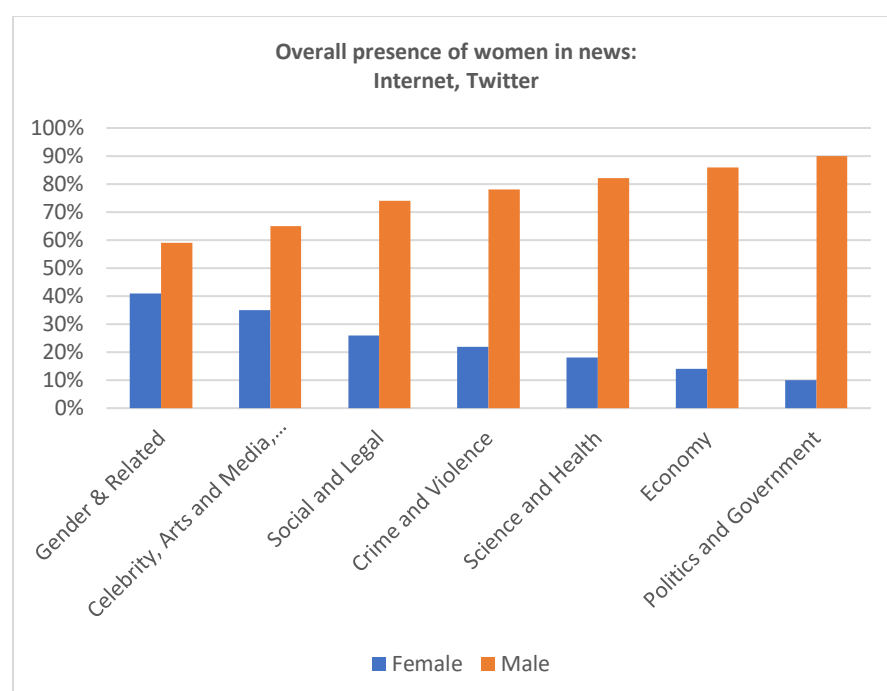
Table 2

Overall presence of women in news: Internet, Twitter ⁵			
	Female	Male	N
Gender and Related	41%	59%	71
Celebrity, Arts and Media, Sports	35%	65%	31
Social and Legal	26%	74%	106
Crime and Violence	22%	78%	51
Science and Health	18%	82%	22
Economy	14%	86%	43
Politics and Government	10%	90%	105
Other	0%	0%	0

Women figured as news subjects most in Gender and Related category (41%), Celebrity, Arts and Media, Sports (35%) and Social and Legal (26%). Considering the fact that Gender and Related category has news about sexual harassment, rape, sexual assault, MeToo, TimesUp, gender violence such as femicide, trafficking of girls and women, female genital mutilation, inequality between women and men such as income inequality/gender pay gap, the large representation in this category, with 71 stories, may not be a matter for celebration. However, the introduction of a separate category has revealed that, while women are under-represented in news in other categories, they are more likely to appear in the news if they are victims of sexual harassment, assault, and violence.

Even on the internet and Twitter, the pattern of overwhelming male dominance as news subjects persists in Politics and Government, Economy, and Science and Health categories.

Figure 6. Subjects and sources in digital news, by major topic and sex



Women as news sources follows a similar pattern. Again, men overwhelmingly are the news sources across all the media, but in internet (21%) and Twitter (29%) more women figure as news sources compared to print, radio and TV. The percentage of women present as news sources in India across all news media except Twitter, is lower than the Asian percentages of 19% print, 22% radio, 23% TV, 26% internet. Only the Twitter percentage of 29% in India is one percentage point higher than the Asian figure of 28%.

Table 3

	Women in the news (sources) by medium ⁷				
	Print	Radio	Television	Internet	Twitter
Female	15%	5%	15%	21%	29%
Male	85%	95%	85%	79%	71%

The number of women as news sources in various categories of local, national, sub-regional/regional and international news has seen a decline in 2020, compared to 2015. Only in the international news category is there a 1% improvement from 18% in 2015 to 19% in 2020. These figures are also less than the Asian percentage of 23% for local, 20% for national, 19% for sub-regional. Again, in foreign/international category, it is one percent higher than the Asian figure of 18%.

Table 4

Female news sources in local, national, sub-regional/regional, international news ⁸		
	2015	2020
Local	20%	14%
National	23%	15%
Sub-Regional	26%	7%
Foreign/International	18%	19%

Position or occupation of female news sources

Out of the 933 sources cited in the stories, occupation or position of 77 was not stated. Of the remaining 856, 444 were identified as political or members of parliament etc., 114 were identified as government employees, public servants, etc. Only 10% (44) women were identified under the politician category and 7% (8) under the government employee, public servant category.

Out of 53 people identified as sources from the legal profession, only two women were identified as such. Similarly, out of 37 identified from police, paramilitary category, only one woman was identified as such. Women as sources were identified in higher numbers as politician (44/ 10%), celebrity, artist, actor, etc, (15/ 60%), while activist or civil society worker (8/ 36%), and government employee, civil servant (8/ 7%) remained fewer in proportion.

In a category like home-maker, all four sources are female, and in doctor, dentist, health specialist, all 10 sources cited are male. Except the home-maker, parent (male or female) and child young person with no occupation, in all other categories, there are more male sources than female sources.

Table 5

Position or occupation of female news source ¹⁴			
	N	Women	%
Politician/ member of parliament etc.	444	44	10%
Government employee, public servant, spokesperson, etc.	114	8	7%
Lawyer, judge, magistrate, legal advocate, etc.	53	2	4%
Police, military, para-military, militia, fire officer	37	1	3%
Business person, executive, manager, stock broker...	31	3	10%
Criminal, suspect no other occupation given	29	1	3%
Celebrity, artist, actor, writer, singer, TV personality	25	15	60%
Activist or worker in civil society org., NGO, trade union	22	8	36%
Agriculture, mining, fishing, forestry	17	0	0%
Villager or resident no other occupation given	13	3	23%
Student, pupil, schoolchild	12	3	25%
Doctor, dentist, health specialist	10	0	0%
Health worker, social worker, childcare worker	7	4	57%
Tradesperson, artisan, labourer, truck driver, etc.	7	2	29%
Other only as last resort & explain	6	1	17%
Religious figure, priest, monk, rabbi, mullah, nun	6	0	0%
Sportsperson, athlete, player, coach, referee	6	0	0%
Homemaker, parent (male or female)) only if no other occupation is given e.g. father/mother	4	4	100%
Academic expert, lecturer, teacher	4	1	25%
Child, young person no other occupation given	2	2	100%
Science/ technology professional, engineer, etc.	2	1	50%
Media professional, journalist, film-maker, etc.	2	1	50%
Office or service worker, non-management worker	2	0	0%
Royalty, monarch, deposed monarch, etc.	1	0	0%
Sex worker	0	0	0%
Retired person, pensioner no other occupation given	0	0	0%
Unemployed no other occupation given	0	0	0%
Not stated	77	27	35%

Female news subjects' function in news story: Women are rare as spokespersons or experts

Of the total number of 543 who played the role of subject in news stories, only 98 (18%) were women. Of the 239 spokespersons, just 19 (8%) were women. From among the 49 experts or commentators 4 (8%) were women. Similarly, under public opinion, only 3 (8%) out of 40 are women. Personal experience category had 6 (27%) out of 22 news subjects. Among the 19 eye-witnesses, there were no women.

Table 6

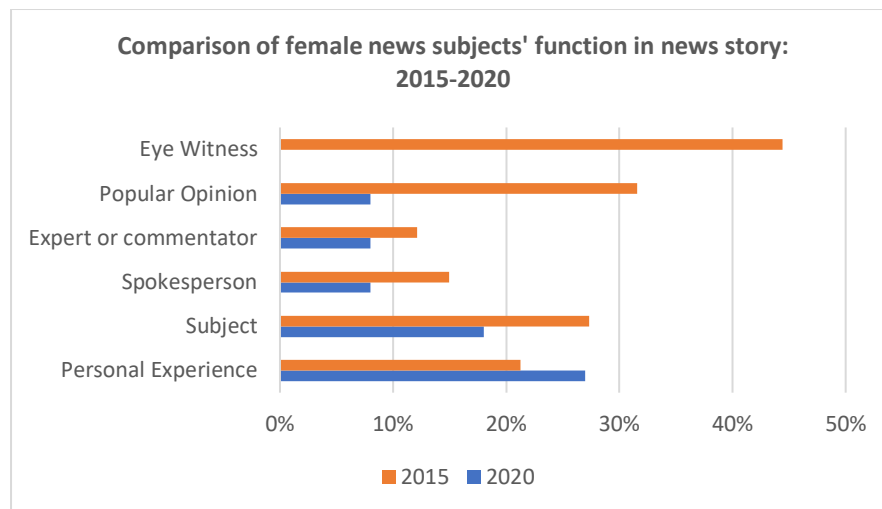
Female news subjects' function in news story 2020/15			
	Total N	Female	%
Subject	543	98	18%
Spokesperson	239	19	8%
Expert or commentator	49	4	8%
Popular Opinion	40	3	8%
Personal Experience	22	6	27%
Eye-witness	19	0	0%
Do not know	16	3	19%
Other	5	1	20%

In 2015, of the 117 news subjects 32 (27%) were women, representing a higher percentage. Of the 87 spokespersons, 13 (15%) were women and of the 66 experts, commentators, 8 (12%) were women, again a higher percentage. Women as eye-witnesses was nil in 2020 while it was 44% (8 out of 18) and women representing popular opinion were 32% (12 out of 38). In 2015, women were seen more often in diverse roles in media.

Table 7

Comparison of female news subject's function in news story: 2020-2015 ¹⁵		
	2020	2015
Personal Experience	27%	21%
Subject	18%	27%
Spokesperson	8%	15%
Expert or commentator	8%	12%
Popular Opinion	8%	32%
Eye Witness	0%	44%

Figure 7. Female news subjects and sources, by function in the story. 2015-2020



Age of female news subjects in print: Older women unlikely in visual media

In print media, there are 27 (19%) female news subjects in the age group of 65-79 out of 70, and in the 19-34 age group, there are 12 (38%) female news subjects out of 32. In the case of 49 (12%) news subjects, gender could not be identified. 'Do not know' category is not included in the graph. In the 35-49 age group, out of 24, only one news subject was a woman.

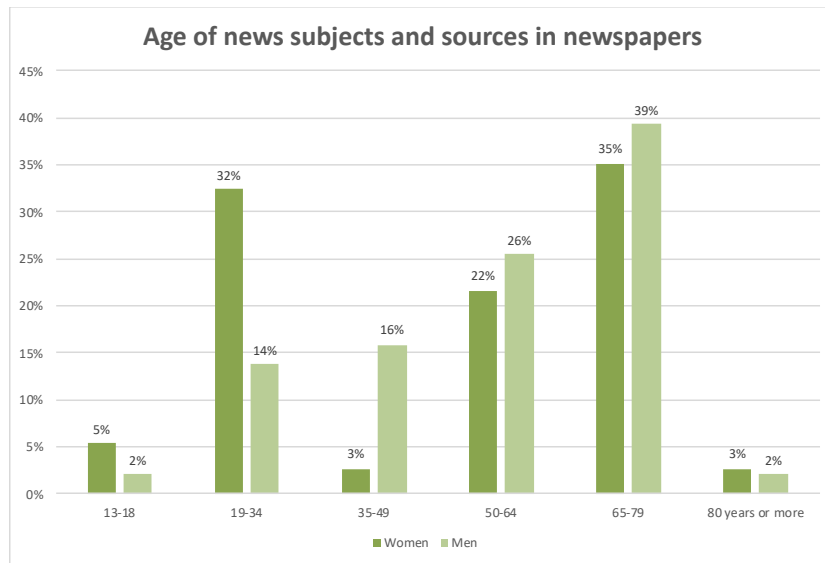
Table 8

Age of female news subjects in print ¹⁸			
	Female N	Total N	Female %
80 years or more	1	4	25%
65-79	27	70	19%
50-64	8	45	18%
35-49	1	24	4%
19-34	12	32	38%
13-18	2	5	40%
12 and under	0	2	0%

Men who appear in newspapers tend to be older; there is a clear pattern of men's presence increasing with age. For every 10 male sources, almost four are between 65 to 79 years old. (

Figure 8). Women however, tend to be younger, with just over 3 out of 10 women being in the 19-34 age bracket.

Figure 8. Subjects and sources in newspapers, distribution across age categories. By sex

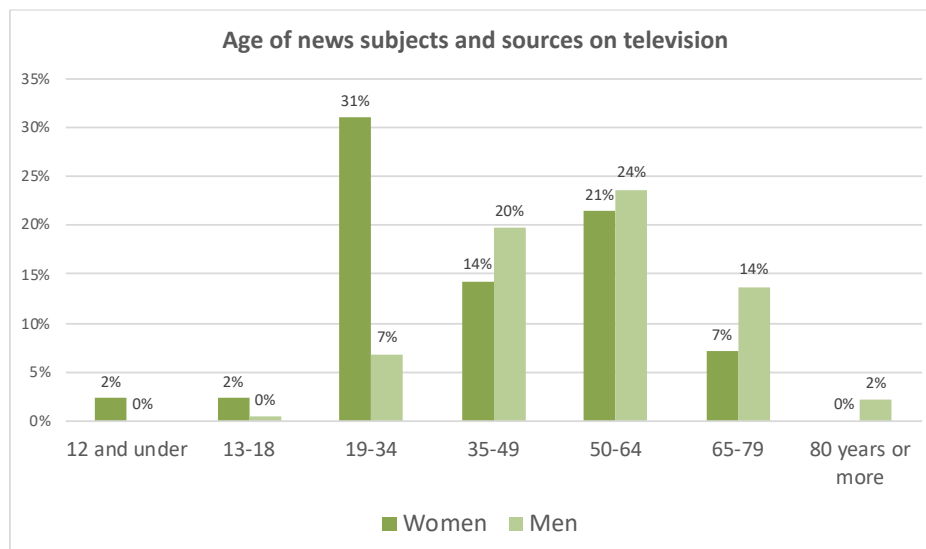


Age of female news subjects in television

Age was not coded for 21% of women and 33% of men appearing on television.

Similar to the patterns in print news, women in television newscasts are most visible when they are younger (19-34 years old for 31% of the women) while for men, those most visible are older (50-64 years, for 24% of the men appearing). (Figure 9)

Figure 9. Age of news subjects and sources on television, by sex



While the total number of subjects in television news was highest in the 50-64 and 35-49 age groups, women's share was 14% and 12% respectively.

The age of female news subjects in television and print offer an interesting contrast to each other. Print had more women from the age group of 65-79 and television had more in the 19-34 age group confirming the suspected preference for younger faces in visual media.

Table 9

Age of female news subjects in television ¹⁹			
	Female N	Total N	Female %
80 years or more	0	5	0%
65-79	3	35	9%
50-64	9	64	14%
35-49	6	52	12%
19-34	13	29	45%
13-18	1	2	50%
12 and under	1	1	100%

Female, male news subjects quoted

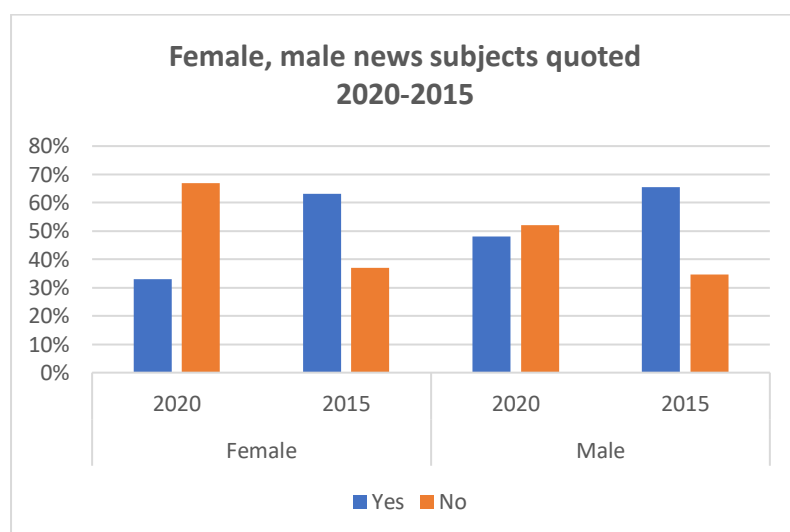
Male news subjects are more likely to be quoted than female news subjects in 2020. In 2015 more women news subjects were quoted both by the male and female reporters.

Table 10

Female, male news subjects quoted: 2020		
	Female	Male
	%	%
Yes	33%	48%
No	67%	52%
	100%	100%

This further illustrates the increased invisibility of women as news subjects in 2020, which may be due to the steep drop in the number of female reporters across the board. In 2015, when more female reporters were working, both male and female reporters gave voice to female news subjects. Another cause could be the general absence of women in the public sphere, both due to the economic distress and the pandemic.

Figure 10. News subjects quoted, by sex. 2015-2020



News subjects photographed in newspapers, by sex

In 2020, almost equal proportions of male and female news subjects were photographed. In 2015 however, women were two times more likely than men to appear in images accompanying the stories.

Table 11

News subjects photographed, by sex: 2020-2015				
	2020		2015	
	Female	Male	Female	Male
Yes	23%	20%	25%	12%
No	76%	75%	75%	88%
Do not know	1%	6%	0%	0%
	100%	100%	100%	100%

News subjects identified by family status by male/female reporters

Another comparison that continues to follow the status quo is whether news subjects are identified by family status. Overall, 23% of the women news subjects are identified by their family status, compared to just 7% of males identified by their family status. Again, this compares poorly with the Asian region where 17% of women and 4% of men have been identified by their family status.

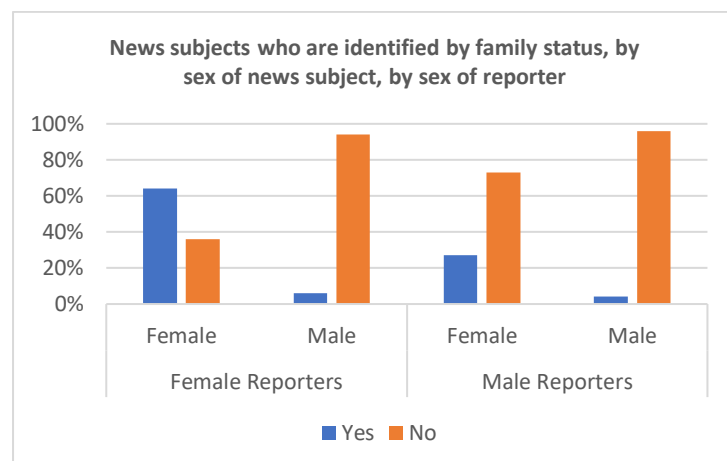
Table 12

News subjects identified by family status, by sex of subject and reporter				
	Female Reporters		Male Reporters	
	Female	Male	Female	Male
Yes	64%	6%	27%	4%
No	36%	94%	73%	96%

Both women and men reporters see female subjects in a family context

Both women and men reporters identify female news subjects by family status more than they do male subjects, but women reporters do so far more often than men reporters. For female and male reporters alike, the propensity to identify male subjects by their family status is very low; 6% of men in stories by women journalists and 4% in those by their male counterparts (Figure 11)

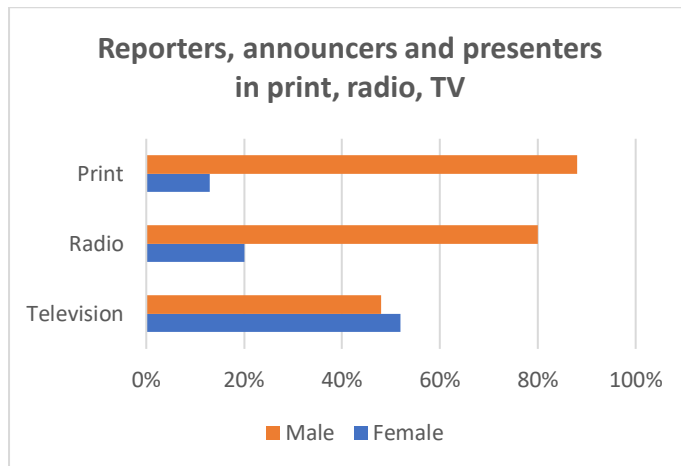
Figure 11. News subjects identified by family status, by sex of subject and sex of reporter



JOURNALISTS AND REPORTERS: Dwindling presence and shrinking role of women journalists

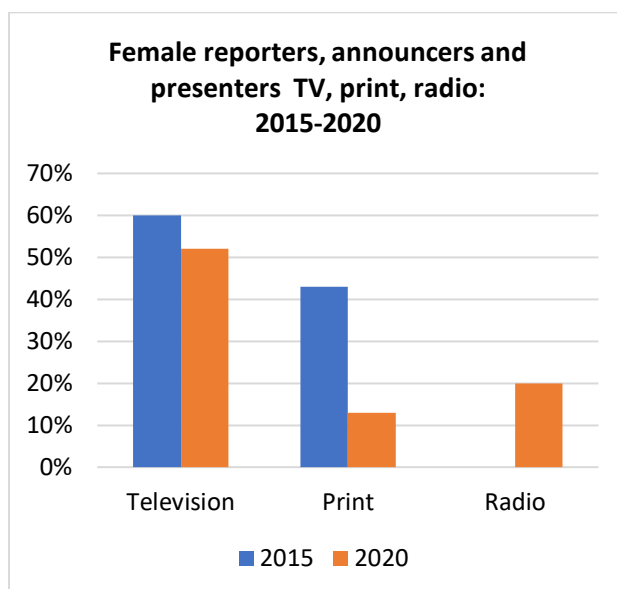
The highest proportion of women as journalists is in television news; on the small screen, women are 52% of reporters and presenters in the stories, compared to 20% in radio newscasts and 13% in print stories. (Figure 12) These percentages do not compare favourably with the Asian region figures of 31% in print media, 42% in radio and 55% in television.

Figure 12. Reporters, announcers and presenters in print, radio and TV news



Between 2015 and 2020, there has been a sharp drop in the number of female reporters in print, from 43% to 13%, and from 60% to 52% in television. (Figure 13) Radio was not monitored in 2015. In 2020 radio had 20% female reporters, announcers, presenters.

Figure 13. Female journalists in TV, print and radio news. 2015-2020



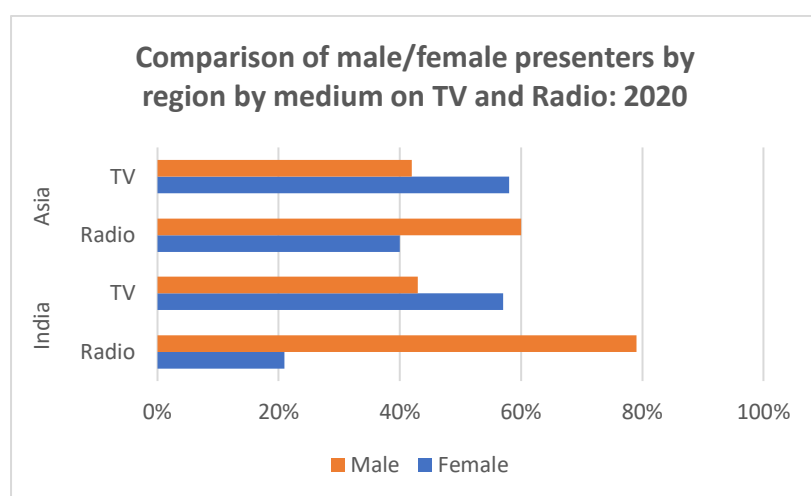
Comparing the presence of female reporters in all mediums, female reporters have exceeded males only in television (52%) and Twitter (51%). In internet they have a larger presence (32%) compared to radio (20%) and print (13%) but fewer than men. The preference for women of a younger age group in visual media like TV could be hidden sexism at work, reinforcing the notions of glamour and fashion, and attractive young women drawing audiences based on their looks rather than the content of the news.

Table 13

Reporters in all media 2020 ^{28b}		
	Female	Male
Twitter	51%	49%
Internet	32%	68%
Television	21%	79%
Print	13%	88%
Radio	0%	100%

Compared to India, Asia has fewer women as reporters in Twitter (40%). In all other media Asia had greater representation of women among reporters – television (50%), print (31%), radio (49%), and internet (42%).

Figure 14. Presenters in newscasts, by sex

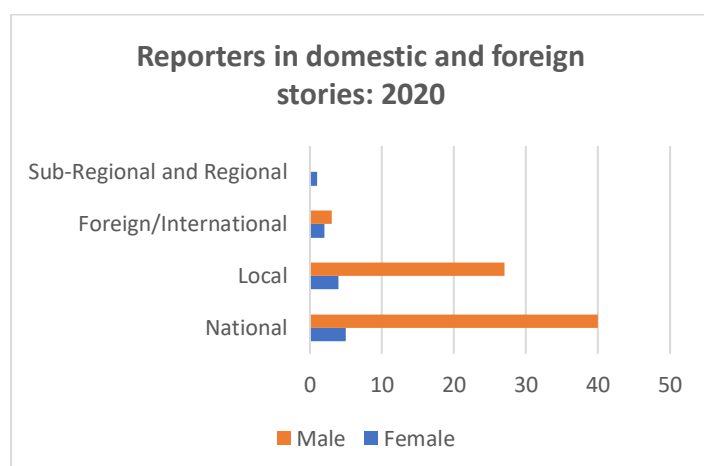


There is a smaller proportion of female presenters on radio and television in 2020 in India compared to Asia. Both in Asia and India, there are more female presenters in television.

Reporters in domestic and foreign stories, by sex – 2020

There are five female reporters to 40 males covering national news, and four female reporters to 27 male reporters covering local news in 2020. Foreign/ international news and regional and sub-regional news had very few male and female reporters.

Figure 15. Reporters, by scope of story, by sex



It is clear from the data that since 2015, there has been a sharp drop in the number of women reporters in all categories of news coverage as the comparative table below illustrates.

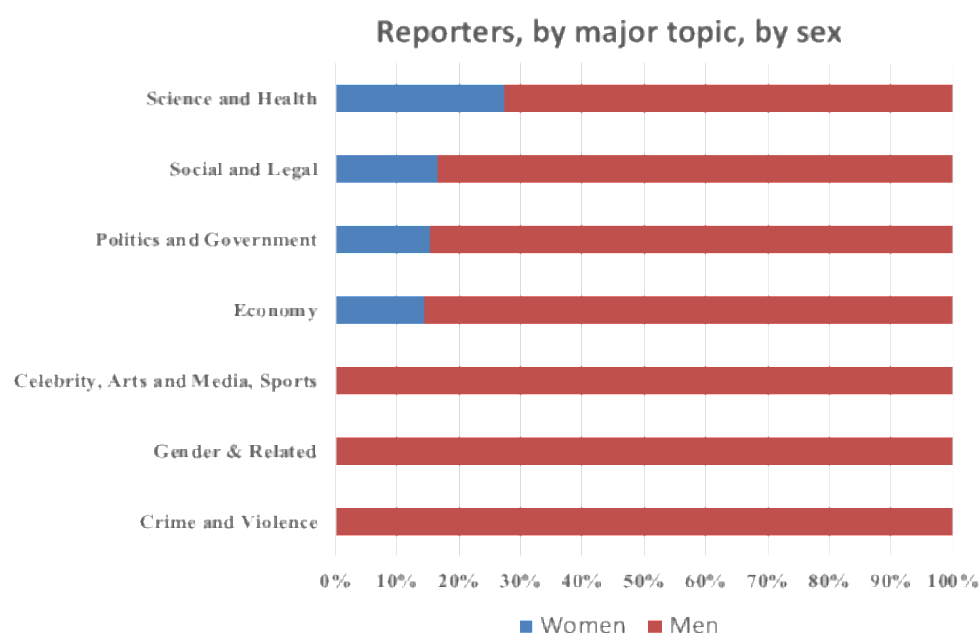
Table 14

Reporters in domestic and foreign stories, by women in 2015-2020		
	2020	2015
National	5	16
Local	4	9
Foreign/International	2	7
Sub-Regional and Regional	1	3

Female/Male reporters, by major topic 2020

Across all news topics, many more male reporters are deployed than female reporters. Politics and Government had 22 male reporters to four females ones. Economy had 18 male reporters to three female reporters. Science and Health had eight male to three female reporters and Social and Legal category had 10 male reporters to two female reporters. Crime and Violence, and Celebrity, Arts and Media, Sports had no female reporters but had five and three male reporters respectively. The Gender and Related category had four male reporters and no female reporters.

Figure 16. Reporters by major topic, by sex



Compared to 2015, there are several differences. In 2015, there were women journalists covering all topics. There were more female reporters reporting Science and Health (9) and Social and Legal (10) categories. Unlike 2020, women were covering Crime and Violence (2) and Celebrity, Arts and Media, Sports (2) as well. While women reporters no longer covered some topics, male reporters continue to be assigned to cover all the topics, though their total numbers have also declined. Significantly, there is a sharp increase in the number of male reporters in Politics and Government and Economy.

Table 15

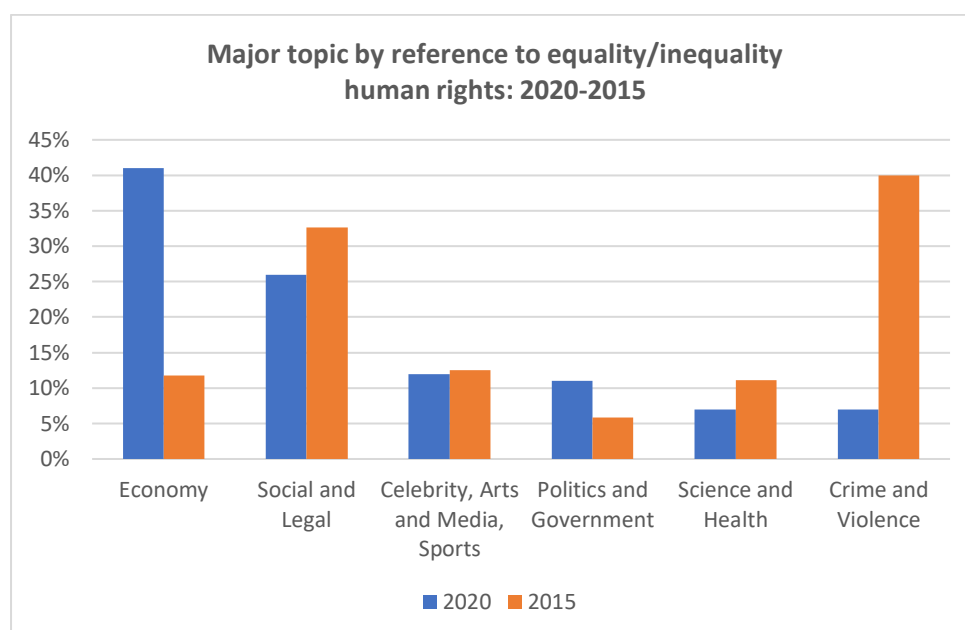
Female/Male reporters, by major topic 2015-2020				
	Female 2020	Female 2015	Male 2020	Male 2015
Politics and Government	4	6	22	3
Economy	3	3	18	5
Science and Health	3	9	8	6
Social and Legal	2	10	10	15
Crime and Violence	0	2	5	3
Celebrity, Arts and Media, Sports	0	3	3	9
Other	0	2	0	0

However, apart from the sharp reduction in female reporters in 2020, the number of male reporters in Politics and Government, Economy and Science and Health categories has increased. It is significant that the sample size in 2015 was 10 newspapers, 8 TV news bulletins, and 7 online news sources. In 2020, the sample is 20 newspapers, 13 TV bulletins, 5 radio news bulletins, 8 Internet and 8 Twitter news handles. The much expanded sample size may have revealed greater presence of male reporters across the board but it has not shown a similar increase in numbers of women reporters. This is an indication of actual reduction in the numbers of women reporters and general dominance of male reporters in the news spaces.

JOURNALISTIC PRACTICE: On women's centrality, gender stereotypes and rights-based reporting

In 2020, 18% of stories have reference to gender equality/inequality and human rights policy and/or legislation across all major topics. This round also has an additional category, Gender and Related, where 25% of stories refer to such policy. In economic news, as many as 41% of stories carried policy and/or rights framing, reflecting a marked change from 12% in 2015. In all other major topics except for politics, the gender equality/human rights' framing is less prominent today than in 2015, especially in crime news where performance on this indicator fell from 40% in 2015 to only 7% currently.

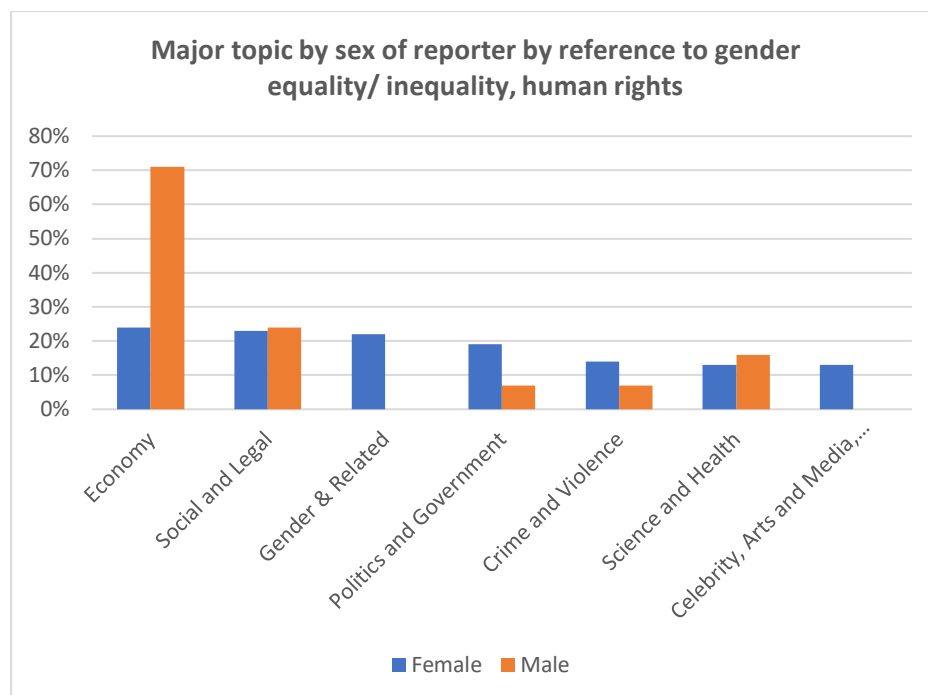
Figure 17. Stories that refer to gender equality and/or human rights legislation/policy, by major topic. 2015-2020



Eighteen percent of stories by women reporters and 25% of those by men refer to gender equality and/or human rights legislation/policy. In fact, 71% of economic stories reported by men carry this legislation angle but women reporting on politics, gender, crime and celebrity news mention equality /rights frameworks more than men covering the same topics.

In 2015, overall female reporters raised the equality/inequality, and human rights issues in 12% of the cases, while male reporters did so in 23% of the cases.

Figure 18. Major topic by sex of reporter by reference to gender equality/ inequality, human rights

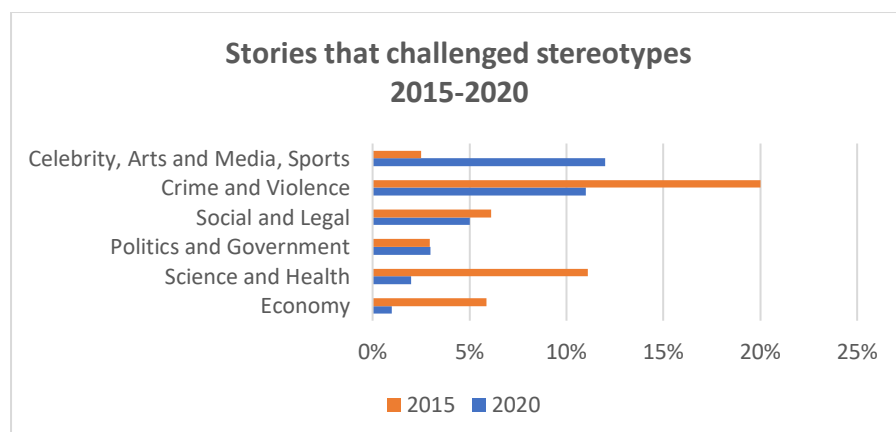


Fewer stories challenged gender stereotypes in 2020

More stories from the categories Gender and Related (17%), Celebrity, Arts and Media, Sports (12%), and Crime and Violence (11%) were found to clearly challenge gender stereotypes. Fewer stories from the categories Social and Legal (5%), Politics and Government (3%), Science and Health (2%) and Economy (1%) were found to be challenging gender stereotypes.

However, a comparison with 2015 reveals that except for the categories of Politics and Government, Celebrity, Arts and Media, Sports, in all other categories, there are fewer stories challenging gender stereotypes in 2020. Since Gender and Related is a newly added category in 2020, it has not been included in the graph that below.

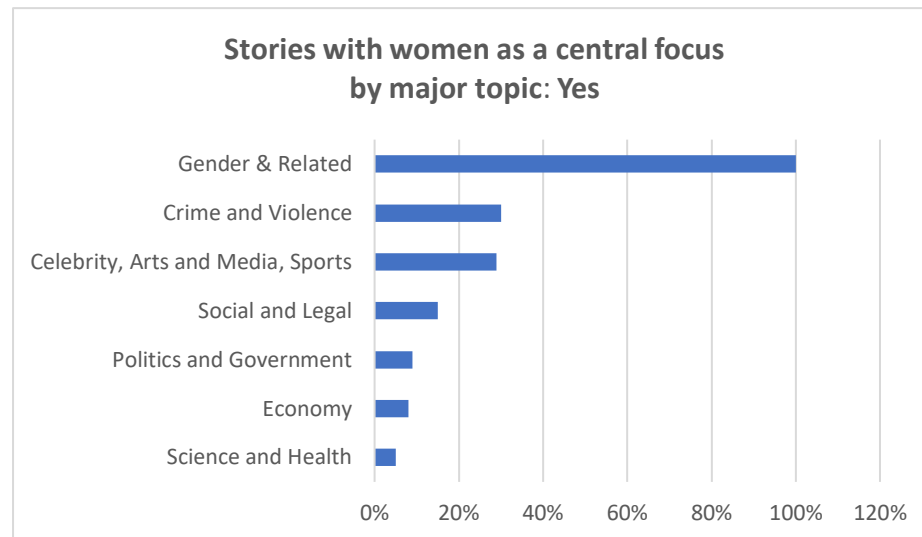
Figure 19. Stories that clearly challenge gender stereotypes, by major topic. 2015-2020



Stories with women as a central focus by major topic: Women not in focus in themes of power

Overall, 14% of the stories had women as the central focus. Women are not the primary focus in Politics and Government or Economy categories. Gender and Related, Crime and Violence, Celebrity, Arts, and Media, Sports, and Social and Legal are the stories where women are most in focus.

Figure 20. Women's centrality in the news, by major topic



Of the few stories that have women as the central focus, female reporters tend to focus more frequently on women than male reporters.

Table 16

Stories with women as central focus by sex of reporter		
	Female	Male
Yes	33%	11%
No	67%	89%
	100%	100%

FOCUS ON COVID-19 NEWS

Of the stories monitored across all mediums (combined average) 19% were related to Covid-19. Interestingly, no stories on gender-based violence against women and girls were coded as 'related to Covid-19'. The same is true for stories on crime and violence, with the exception of news in print where 3% of the articles were also about Covid-19.

Sixty three percent of women and 54% of men reporting on the pandemic covered stories bearing a science/health theme. (Figure 21)

Only 1 in 4 reporters in pandemic stories that are also about politics and government is a woman, and 1 in 5 in social and legal news. (Figure 22)

Overall, women were 36% of reporters in Covid-related news, compared to 64% men.

Figure 21. Reporters in Covid-19-related news. Distribution by sex, by major topic

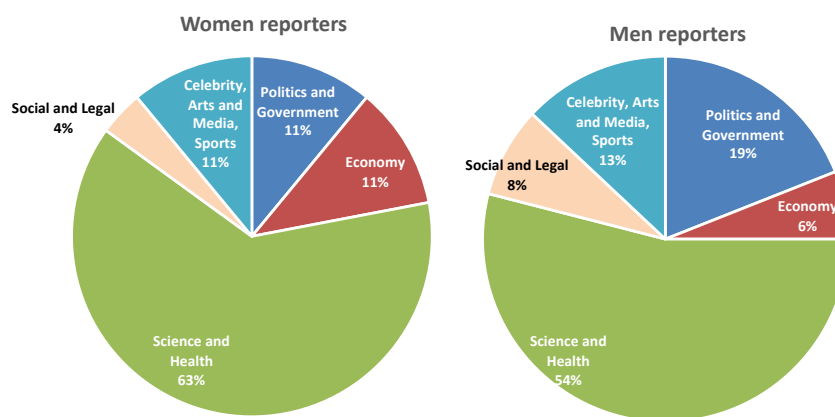
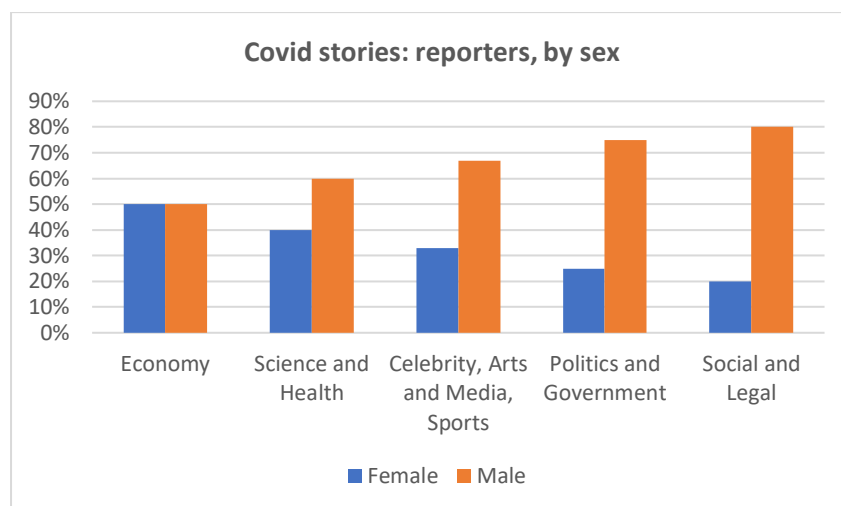


Figure 22. Reporters in Covid-19 News, by sex



DIGITAL NEWS ON WEBSITES AND TWITTER

Overall 83% of the news stories were shared on Twitter by the news sites. Political stories (25,83%) were shared the most, followed by Social and Legal stories (18, 86%).

Table 17

Internet – Stories shared on Twitter				
	Yes	N	No	N
Politics and Government	83%	25	17%	5
Economy	73%	8	27%	3
Science and Health	80%	8	20%	2
Social and Legal	86%	18	14%	3
Crime and Violence	100%	11	0%	0
Gender & Related	86%	6	14%	1
Celebrity, Arts and Media, Sports	67%	4	33%	2
Other	0%	0	0%	0

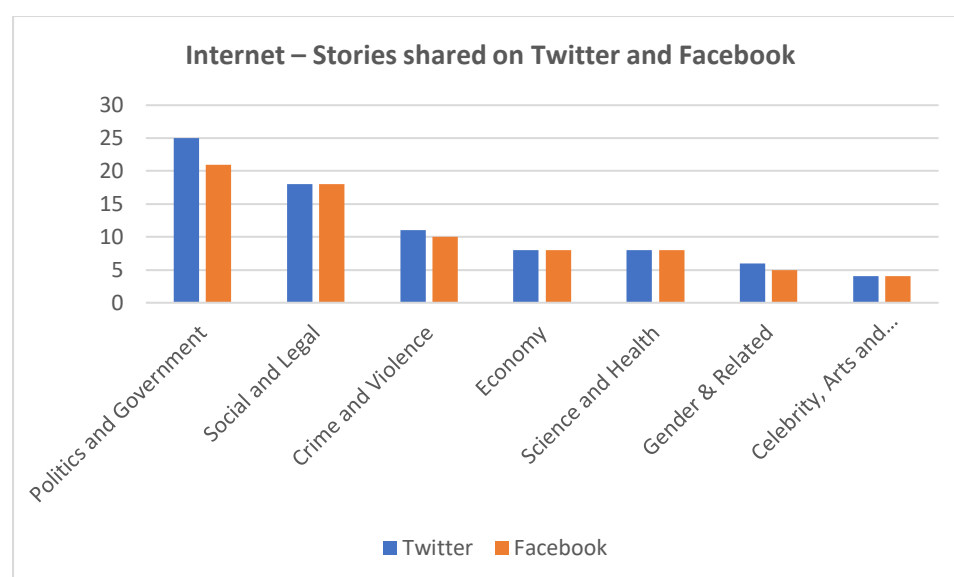
Overall, 77% of the Internet stories were shared on Facebook. Political stories (21,70%)were shared the most followed by Social and Legal stories (18, 86%).

Table 18

Internet – Story shared on Facebook ⁵¹				
	Yes	N	No	N
Politics and Government	70%	21	30%	9
Economy	73%	8	27%	3
Science and Health	80%	8	20%	2
Social and Legal	86%	18	14%	3
Crime and Violence	91%	10	9%	1
Gender & Related	71%	5	29%	2
Celebrity, Arts and Media, Sports	67%	4	33%	2
Other	0%	0	0%	0

The pattern of sharing on Twitter and Facebook is similar with minor variations.

Figure 23. Internet – Stories shared on Twitter and Facebook



On Twitter, most stories are original, with very few retweeted stories on the news handles.

Table 19

Twitter – Original tweet or retweet ⁶⁵				
	Yes	Tweet	No	Retweet
Politics and Government	95%	37	5%	2
Economy	76%	13	24%	4
Science and Health	97%	35	3%	1
Social and Legal	96%	24	4%	1
Crime and Violence	100%	11	0%	0
Gender & Related	94%	16	6%	1
Celebrity, Arts and Media, Sports	100%	8	0%	0
Other	0%	0	0%	0

Internet: Occupations of female subjects and sources

Female subjects of internet news stories are mostly celebrity, artist, actor, writer, singer, or TV personality, and in the Politician/ Member of Parliament category. Whereas male subjects are from several occupations like politician, business person, government employee, police, military, lawyer, judge, criminal, and suspect, with Politician being the category with the largest participation of 104 subjects. Only 13 female subjects were from Politician category.

Female subjects are more than male subjects only in the celebrity, artist, actor, writer category, and in the activist or civil society worker categories. They also represent fewer occupations (16) in contrast to men (20).

Figure 24. Internet – Occupations of female subjects and sources

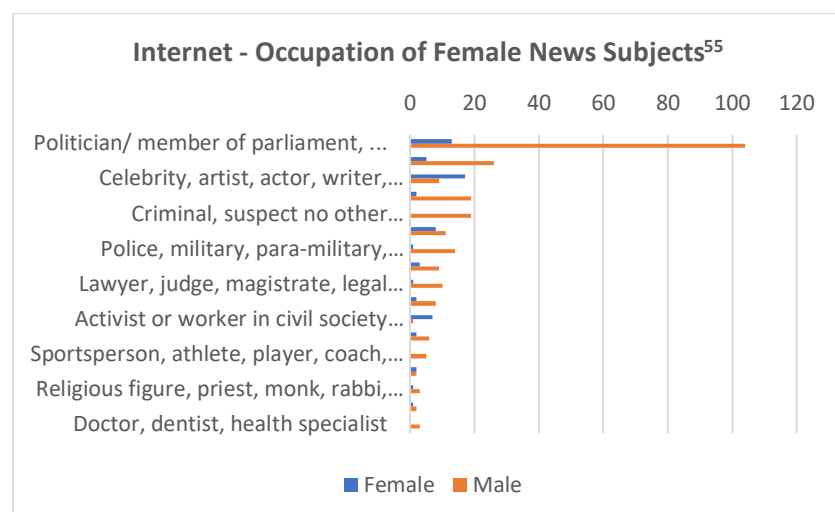


Table 20

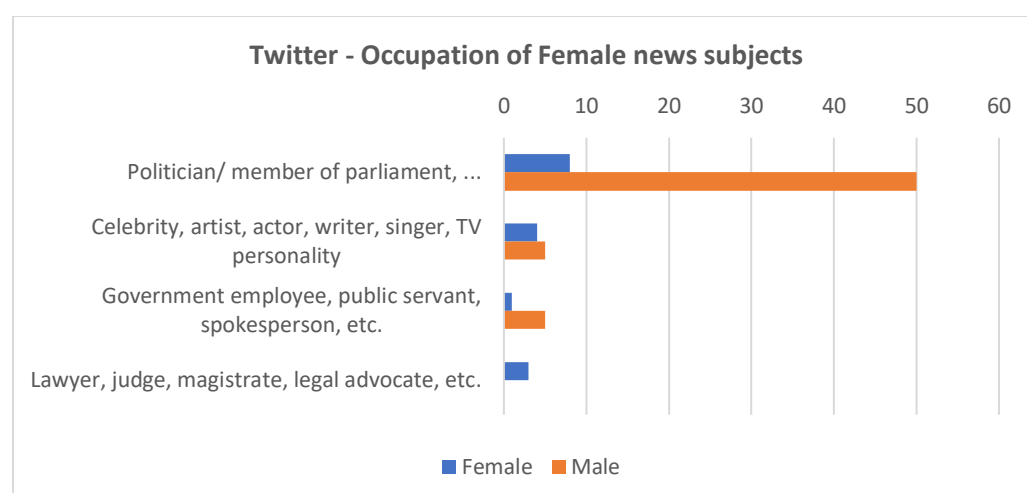
	Female	Male
Celebrity, artist, actor, writer, singer, TV personality	17	9
Politician/ member of parliament, ...	13	104
Activist or worker in civil society org., NGO, trade union	7	1
Business person, exec, manager, stock broker...	5	26
Villager or resident no other occupation given	3	9
Government employee, public servant, spokesperson, etc.	2	19
Science/ technology professional, engineer, etc.	2	0
Media professional, journalist, film-maker, etc.	2	6
Tradesperson, artisan, labourer, truck driver, etc.	2	8
Child, young person no other occupation given	2	2
Police, military, para-military, militia, fire officer	1	14
Academic expert, lecturer, teacher	1	2
Lawyer, judge, magistrate, legal advocate, etc.	1	10
Religious figure, priest, monk, rabbi, mullah, nun	1	3
Student, pupil, schoolchild	1	0
Homemaker, parent (male or female)) only if no other occupation is given	1	0
Royalty, monarch, deposed monarch, etc.	0	0
Doctor, dentist, health specialist	0	3
Health worker, social worker, childcare worker	0	1
Office or service worker, non-management worker	0	2
Agriculture, mining, fishing, forestry	0	1
Sex worker	0	0
Sportsperson, athlete, player, coach, referee	0	5
Retired person, pensioner no other occupation given	0	1
Criminal, suspect no other occupation given	0	19
Unemployed no other occupation given	0	0
Not stated	8	11

Twitter has very few news subjects among females and males. Politician/ Member of Parliament category is highest among female subjects in contrast to Internet, where Celebrity category was the highest among female subjects. Politician category has eight female subjects in contrast to 50 among male subjects. As in Internet, female subjects also have a less diverse occupational presence on Twitter. While female subjects are from six categories, male subjects are from 11 categories.

Table 21

Twitter – Occupation of Female news subjects⁶⁵		
	Female	Male
Politician/ member of parliament, ...	8	50
Celebrity, artist, actor, writer, singer, TV personality	4	5
Lawyer, judge, magistrate, legal advocate, etc.	3	0
Government employee, public servant, spokesperson, etc.	1	5
Academic expert, lecturer, teacher	1	0
Child, young person no other occupation given	1	0
Unemployed no other occupation given	1	0
Royalty, monarch, deposed monarch, etc.	0	0
Police, military, para-military, militia, fire officer	0	2
Doctor, dentist, health specialist	0	2
Health worker, social worker, childcare worker	0	0
Science/ technology professional, engineer, etc.	0	0
Media professional, journalist, film-maker, etc.	0	2
Business person, exec, manager, stock broker...	0	0
Office or service worker, non-management worker	0	0
Tradesperson, artisan, labourer, truck driver, etc.	0	0
Agriculture, mining, fishing, forestry	0	1
Religious figure, priest, monk, rabbi, mullah, nun	0	2
Activist or worker in civil society org., NGO, trade union	0	1
Sex worker	0	0
Sportsperson, athlete, player, coach, referee	0	1
Student, pupil, schoolchild	0	1
Homemaker, parent (male or female)) only if no other occupation is given e.g. doctor/mother=code 6	0	0
Villager or resident no other occupation given	0	0
Retired person, pensioner no other occupation given	0	0
Criminal, suspect no other occupation given	0	0
Not stated	11	2

Figure 25. Twitter – Occupation of Female news subjects

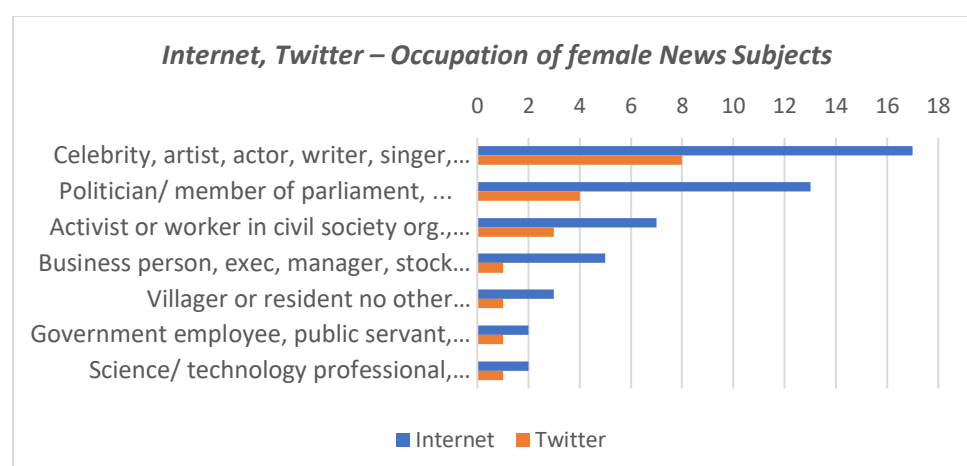


When occupations of female subjects on Internet and Twitter are compared, Internet reflected a more diverse occupational profile compared to Twitter. Internet also had more numbers of female subjects than Twitter.

Table 22

Internet, Twitter - Occupation of female News Subjects ⁶⁵		
	Internet	Twitter
Celebrity, artist, actor, writer, singer, TV personality	17	8
Politician/ member of parliament, ...	13	4
Activist or worker in civil society org., NGO, trade union	7	3
Business person, exec, manager, stock broker...	5	1
Villager or resident no other occupation given	3	1
Government employee, public servant, spokesperson, etc.	2	1
Science/ technology professional, engineer, etc.	2	1
Media professional, journalist, film-maker, etc.	2	0
Tradesperson, artisan, labourer, truck driver, etc.	2	0
Child, young person no other occupation given	2	0
Police, military, para-military, militia, fire officer	1	0
Academic expert, lecturer, teacher	1	0
Lawyer, judge, magistrate, legal advocate, etc.	1	0
Religious figure, priest, monk, rabbi, mullah, nun	1	0
Student, pupil, schoolchild	1	0
Homemaker, parent (male or female)) only if no other occupation is given e.g. doctor/mother=code 6	1	0

Figure 26. Internet, Twitter – Occupation of Female News Subjects



Both male and female were subjects of news on Twitter. Males were subjects in 68% (61) of stories and females in 32% (29). Only males were experts and commentators (6, 100%) and were spokespersons in 86% (6) stories.

Table 23

Functions of news subjects on Twitter ⁵⁶		
	Female	Male
Subject	29	61
Spokesperson	1	6
Expert or commentator	0	6
Personal Experience	0	0
Eye Witness	0	0
Popular Opinion	0	1

On the internet, 52 (21%) women were subjects of news as against 191 (79%) of male subjects. Women were spokespersons in 9 (17%) cases while 43 (83%) males were spokespersons. On Internet, 3 (33%) women were experts or commentators in contrast to 6 (67%) male spokespersons. In personal experience function, all 9 (100%) were male.

Table 24

Functions of news subjects on Internet ⁵⁶		
	Female	Male
Subject	52	191
Spokesperson	9	43
Expert or commentator	3	6
Popular Opinion	3	3
Do not know	1	3
Other	1	0
Personal Experience	0	9
Eye Witness	0	1

Table 25

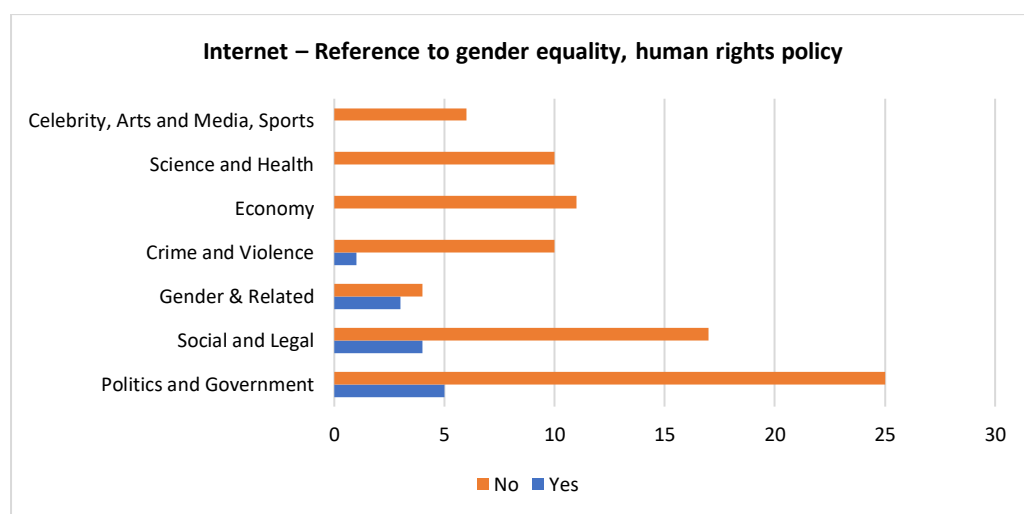
Functions of female news subjects ⁵⁶		
	Internet	Twitter
Subject	52	29
Spokesperson	9	1
Expert or commentator	3	0
Popular Opinion	3	0
Do not know	1	0
Other	1	0
Personal Experience	0	0
Eye Witness	0	0

Overall, on the internet 14% of the stories referred to gender equality/ human rights and policy. In the Politics and Government category, there were 5 out of 30 (17%) such stories. In Social and Legal category there were 4 out of 21 (19%) stories. Gender and Related category had 3 (43%) out of 7 and Crime and Violence category had 1 out of 11 (9%) stories. The rest of the categories had no reference to gender equality.

Table 26

Internet – Reference to gender equality, human rights policy ⁵²				
	Yes	N	No	N
Politics and Government	17%	5	83%	25
Economy	0%	0	100%	11
Science and Health	0%	0	100%	10
Social and Legal	19%	4	81%	17
Crime and Violence	9%	1	91%	10
Gender & Related	43%	3	57%	4
Celebrity, Arts and Media, Sports	0%	0	100%	6
Other	0%	0	0%	0

Figure 27. Internet – Reference to gender equality / human rights legislation and policy



Overall, on the internet 7% of the stories challenged gender stereotypes. Social and Legal category had 2 (10%) stories out of 21, and Gender and Related category had 2 (29%) stories out of 7 that challenged gender stereotypes. Out of 30 stories on Politics and Government, one (3%) story challenged gender stereotypes. Other categories like Economy (one out of 11) and Celebrity (one out of 5) also carried one story each.

Table 27

<i>Internet – challenging stereotypes⁶³</i>				
	Yes	N	No	N
Social and Legal	10%	2	90%	19
Gender & Related	29%	2	71%	5
Politics and Government	3%	1	97%	29
Economy	9%	1	91%	10
Celebrity, Arts and Media, Sports	17%	1	83%	5
Science and Health	0%	0	100%	10
Crime and Violence	0%	0	100%	11
Other	0%	0	0%	0

In Twitter 4% of the 153 stories challenged gender stereotypes. Politics and Government and Gender and Related categories had 33% each of stories that challenged gender stereotypes and Science and Health and Social and Legal categories had 17% each.

Table 28

Twitter – Challenging Stereotypes^{68b}		
	Agree	Disagree
Politics and Government	33%	25%
Gender & Related	33%	10%
<i>Science and Health</i>	17%	24%
Social and Legal	17%	16%
Economy	0%	12%
Crime and Violence	0%	7%
Celebrity, Arts and Media, Sports	0%	5%
Other	0%	0%

Special questions India

The following three questions about news subjects were included in the questionnaire in this edition of the GMMP:

Is the person clearly identified by caste, race or ethnicity?

Caste, race or ethnicity is mentioned for 4% of the people in the stories, all mediums combined. Of these persons, 25% are girls and women. Just over two-thirds or 67% of females and 44% of males described by these characteristics appear in content specific to gender-based violence and other gender-related news.

Is the person clearly identified by religious identity?

Religion was mentioned in 3.8% of the people in the stories. Of these 3.8%, 21% were female and 79% were male. Religion was mentioned of males in 90% of cases of Crime and Violence and 89% of the cases in Politics and Government. Religion was identified of females and males equally in Gender and Related stories.

Is the person clearly identified as the perpetrator?

Individuals were identified as perpetrators in 6.9% cases. Of these, 13.5% were women and 86.5% were men. Men were identified as perpetrators in 73% of stories in Social and Legal, 92% in Crime and Violence and 95.8% in Gender and Related. The larger presence of men even in a topic such as Gender and Related appears to be a function of their role as perpetrators as reported in the stories.

The questions were analysed in the context of the story making a reference to gender equality and human rights. The data shows that very few stories identify a person by caste, race or ethnicity or religion, and very few stories clearly identify someone as a perpetrator. From among those that did, Gender and Related, and to a lesser extent Politics and Government, Economy, and Crime and Violence categories are more likely to refer to gender equality and human rights as the following data shows.

Table 29

Special Question 1: Is the person clearly identified by caste, race or ethnicity?				
	Yes		No	
Does this story make reference to gender equality or human rights	Yes	No	Yes	No
Politics and Government	3	8	35	414
Economy	3	1	62	141
Science and Health	0	0	13	132
Social and Legal	0	3	63	198
Crime and Violence	2	9	24	179
Gender & Related	12	18	25	50
Celebrity, Arts and Media, Sports	1	0	3	58
Other	0	2	0	25

Again, very few stories identify people by their religion but from among those that do, Economy and Social and Legal category saw more such identification.

Table 30

Special Question 2: Is the person clearly identified by religious identity?				
	Yes		No	
Does this story make reference to gender equality or human rights	Yes	No	Yes	No
Politics and Government	1	18	37	404
Economy	3	2	62	140
Science and Health	0	1	13	131
Social and Legal	2	8	61	192
Crime and Violence	1	10	25	178
Gender & Related	1	3	36	65
Celebrity, Arts and Media, Sports	0	3	4	55
Other	0	1	0	26

Six percent of the people in the news (87% men) are identified as perpetrators. Twenty eight percent of perpetrators appear in stories that make reference to gender equality or human rights policy and legislation. Twenty percent of those identified as perpetrators are found in stories that clearly challenge gender stereotypes.

Table 31

Special Question 3: Is the person clearly identified as the perpetrator?				
	Yes		No	
Does this story make reference to gender equality or human rights	Yes	No	Yes	No
Politics and Government	0	3	38	419
Economy	0	0	65	141
Science and Health	0	0	13	132
Social and Legal	8	19	55	181
Crime and Violence	8	30	18	158
Gender & Related	10	14	27	54
Celebrity, Arts and Media, Sports	0	0	4	58
Other	0	0	0	27

From among the stories that identify a person as perpetrator, stories from Gender and Related, Social and Legal and Crime and Violence are more likely to refer to gender equality or human rights.

CASE STUDIES

Case I

Missed Opportunity

Vikarabad kidnapping incident has a happy ending...Deepika and Akhil get counselled by police (Translation)

Media: TV9, Hyderabad (Telangana), Language: Telugu

Anchor: Krupa

Summary

This television news story is about the intrigue around the case of kidnapping/abduction of a woman named Manideepika based on a complaint filed by her parents. Some unknown persons allegedly forced the woman into a car and sped away.


The suspect named was one Akhil alias Khalil. However, the police investigation concluded that it was not a case of kidnapping/abduction as the woman had gone of her own free will. The parents prevented her from joining her husband after marriage for five years and forced her to file for divorce.

Analysis

The story is about a young woman who her parents claimed was kidnapped. The woman got married to a person belonging to another religion without the consent of her parents. When she went home to inform them, she was confined and not allowed to return to her husband for five years. They also compelled her to file for divorce. She finally escaped and rejoined her husband. The parents filed an abduction case against the husband. The police resolved the case.

The story depends mostly on the Superintendent of Police of Vikarabad, Mr Narayanaya, as he narrates the findings of the investigation while the limited visuals play on a loop alongside. The story is dealt with like a crime story out of the regular police beat, and does not attempt to give the perspective of the young woman or the parents. There is no rights perspective in the presentation, nor does the story attempt to get the voices of the married couple or their parents who have lodged a police complaint. It is a missed opportunity.

This appears to be an update of a developing story - kidnapping of a young woman. The anchor pegs the story on a popular movie dialogue that says “If it was an abduction, wouldn’t I have screamed?” This news story was the first story to feature in the newscast following the headlines. Two other crime stories were also featured in this newscast. The effort appears to be more to keep the audience engaged with the story by pitching it on a register of sensationalism, than to weave in a rights or equality perspective.

MEDIA ACCOUNTABILITY SCORECARD A: Excellent B: Good C: Fair D: Weak E: Poor		
		
Professionalism Story is fair, accurate and balanced from a gender equality perspective <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1	Rights-based approach Story clearly highlights the human and/or women’s rights dimensions of the issue <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1	Respect for Freedom of Expression Story contains the views, perspectives and concerns of women as well as men, told in their own voices <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1
Total points: 3 A : 10 – 12 points B : 9 – 10 points C : 7 – 8 points D : 5 – 6 points E : 3 – 4 points		GRADE: E

Case II

Gender-aware

Uttar Pradesh: After gangrape in Hathras dalit girl dies in a hospital in Delhi. / The dalit girl gangraped in Hathras died in a hospital in Delhi.

Media: The Wire Hindi, Jharkhand (Language: Hindi)

Summary

This story is from Hathras district in Uttar Pradesh where on 14 September, four upper caste young men raped a 19-year-old dalit woman, beat her brutally, cut her tongue and damaged her spinal cord. She was treated in an Aligarh hospital for nearly 10 days after which she was brought to Delhi’s Safdarjung Hospital where she died on 29 September.

Analysis


The initial reaction to the headline would have been, “The language around reporting rape needs to change.” The use of the passive voice in the sentence: ‘The Dalit girl gangraped in Hathras...’ is problematic. Use of the passive voice here keeps the perpetrators of crimes (the rapists) completely out of the picture. However, this is an update of an unfolding story that saw intensive coverage for 15 days. It is reporting the latest development, the death of the young victim. The blurb below the headline of the story clearly identifies the caste of the alleged perpetrators of the crime – four upper caste men who gangraped the Dalit girl – and goes on to name each of them in the body of the story. The news story also mentions that the four accused were arrested, and cases registered against them.

As this is a hard-news story, it could not be directly addressed from the perspective of gender and violence, the intersection of gender and caste-based violence situating the site of ‘family honour’ on the bodies of women, and the resultant victim-blaming. But it ensures that all these elements are reiterated in the detailed back story given for perspective.

The young woman’s brother mentions an incident that happened 19 years ago which created a rift between the two families – the main accused’s (upper caste) family and the victim’s (dalit) family - of past caste-based harassment, and the recent attempts to kidnap the young woman. The news story through detailed information gathered from the family members ensures that the discerning reader understands the dynamics of caste and gender in that location. The news story shares tweets from two women politicians – Priyanka Gandhi Vadra, Congress Uttar Pradesh in-charge, and Mayawati, former Chief Minister of Uttar Pradesh. However, their demand/call for ‘strict punishment for the rapists’ and the ‘safety and security of our daughters and sisters’ is fraught with problems.

In such cases of brutal rape and murder, the public outcry and demand for 'strict punishment or death penalty for the rapists' completely takes away the focus from 'safety of women' to the quantum of 'punishment', while using the words 'mother', 'sister', 'daughter', 'wife' pitches the survivors/victims in relation to a male in society.

The story is professional, rights-based and ensures the people involved have a voice.

MEDIA ACCOUNTABILITY SCORECARD A: Excellent B: Good C: Fair D: Weak E: Poor		
	Professionalism Story is fair, accurate and balanced from a gender equality perspective <input type="checkbox"/> Good, 4 <input checked="" type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input type="checkbox"/> Poor, 1	Rights-based approach Story clearly highlights the human and/or women's rights dimensions of the issue <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input checked="" type="checkbox"/> Weak, 2 <input type="checkbox"/> Poor, 1
Respect for Freedom of Expression Story contains the views, perspectives and concerns of women as well as men, told in their own voices <input checked="" type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input type="checkbox"/> Poor, 1		Total points: 3 _____ A: 10 – 12 points B: 9 – 10 points C: 7 – 8 points D: 5 – 6 points E: 3 – 4 points
GRADE: B _____		

Case III

Blatant stereotype

Husband had affair with several women claiming to be single

Mother-in-law tells daughter-in-law, he may keep 17, you live like a queen, eventually he will return to you (Parineeta) Married woman files complaint against husband and in-laws

Media: Print (Sandesh, Ahmedabad City Edition, Page 7)

Language: Gujarati

Summary

This news story is about Hina (name changed), a woman who filed a police complaint against her husband, Jatin (name changed) and her in-laws in which she alleged that her husband, even after marriage, had relationships with several young women claiming that he was single.

Analysis

This news story appears to be based on the police complaint filed by the woman. There are no photographs or interviews with any of the concerned persons in this story. This news story is a case of blatant stereotyping though it had the potential to be pitched as challenging patriarchy, as the woman decided to change her situation by filing a police case.

The kicker and headline read together do convey the essence of the story but mostly it conveys a problematic stereotype. The main headline reads: 'Mother-in-law tells daughter-in-law, he may keep 17, you live like a queen, eventually he will return to you'. This statement is a reflection of toxic 'masculinity' which objectifies women and expects the woman (wife) to be tolerant and patiently wait for him to return to her. This statement should not even be a headline unless its purpose was to unpack patriarchy and gender stereotypes for the readers to examine and challenge this patriarchal mindset within their families and society.

The focus of the headline should have been about Hina's action – her courage to stand up and speak out for herself and seek to change her situation by filing a police complaint against her husband and in-laws and not about a mother justifying a son's aberrant behaviour.

The other problem with this headline and the lead is the use of the word 'parineeta'. The word 'parineeta' is a cultural term used for 'married woman' and conveys the subtext of a stereotype. Indian society is more accepting of a 'parineeta' (married woman) than it is of a single woman (either by choice or circumstances), though that neither guarantees her equal status in the family or in society, nor does it protect her from harassment within the marital home. No such term is used for married men.

This news story completely lacks a gender perspective. It mentions the woman's age but not the man's age. It mentions that the woman gave birth to a girl child but not that the man is a father. Is the gender of the child relevant? Maybe yes, if it explained that the woman's situation may have been different had she given birth to a male child! Also, it fails to question the double standards that society has for men and women when the husband Jatin doubts his wife Hina's character – 'how do I know it is my child', whereas it is he who is having extra-marital relationships!

MEDIA ACCOUNTABILITY SCORECARD A: Excellent B: Good C: Fair D: Weak E: Poor		
Professionalism Story is fair, accurate and balanced from a gender equality perspective <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1	Rights-based approach Story clearly highlights the human and/or women's rights dimensions of the issue <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1	Respect for Freedom of Expression Story contains the views, perspectives and concerns of women as well as men, told in their own voices <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1
Total points: 3 A: 10 – 12 points B: 9 – 10 points C: 7 – 8 points D: 5 – 6 points E: 3 – 4 points		GRADE: E

In the story we are informed only of the mother-in-law justifying her son's extra-marital relationships but there is no mention of the father-in-law's response. It is as if he was just a silent spectator with no role or opinion on the matter. This perpetuates the stereotype that a woman is a woman's worst enemy. The father-in-law's silence makes him as much an enabler as the mother-in-law justifying her son's behaviour. As is the brother-in-law's response "go away, why are you staying here when brother is sleeping around?" The story does not mention a woman's right to live in her marital home, nor the legal remedial actions available to the woman under various laws, especially the Domestic Violence Act.

Also, there is no mention of the role of Hina's parents. It could be a reflection of the patriarchal mindset that a daughter's place is in her husband's home even if there is no love, respect or dignity. Society usually blames a woman for breaking up the home if she chooses to walk out of an abusive marriage and return to her parental home. However, the fact that Hina lodged a police complaint while she was staying at her parents' place could mean that perhaps her parents finally decided to support her and encourage her to take legal action.

The story is placed on the extreme left side of the page sandwiched between advertisements on top and bottom, and a news story on its right. The top advertisement in colour is about 'natural laxative granules' and occupies more space than this news story while the small advertisement at the bottom is about recruitment for nursing staff. The bottom half of the page has only three news stories including this one and the rest is all advertisements.

Case IV

Missed opportunity

Purshottam Sharma removed

Action taken after a video of him beating his wife went viral

Media: Print (Prabhat, Pune City Edition, Page 2)

Language: Marathi

Link: <https://sandeshpaper.in/edition/69221/ahmedabad/page/7>

Summary

This news article is about a senior police official whose video of beating his wife went viral on social media.


Analysis

This news article is a case of blatant stereotyping and lacks gender perspective. The headline does not capture the full story. The reader is left wondering who is this Purshottam Sharma, and where has he been removed from? The picture becomes clear only in the lead (the first paragraph of the news article) where it is revealed that Purshottam Sharma is the Madhya Pradesh Special Director General of Police and he was removed from his post after the video of him beating his wife went viral on social media.

The dominant narrative in this story is that of Sharma – he is the only person quoted in this article - whereas the voice of his wife, the survivor of domestic violence, is completely missing. Sharma claims that what is seen in the video is just a petty fight. The article does not counter his claims. He also claims that if he was beating his wife then she wouldn't have stayed with him all these years. A woman stays on in an abusive relationship for multiple reasons, but mostly because it is very difficult for her to break the cycle of abuse or walk away from it, especially if she has been in it for a long time. He further claims that this is his personal matter.

Domestic violence is a crime and not anyone's personal matter. A senior police official of his stature should know better. What is disturbing is that he has not been suspended or dismissed from his job but merely transferred to another department and, most importantly, no official complaint has been filed against him. What signal does this send out to women who face domestic violence?

This story could have been used to raise the issue of domestic violence from a woman's rights and legal perspective. This is clearly a case of an abusive relationship, about power and control, where violence is used as a tool to control.

MEDIA ACCOUNTABILITY SCORECARD A: Excellent B: Good C: Fair D: Weak E: Poor 		
<u>Professionalism</u> Story is fair, accurate and balanced from a gender equality perspective <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1	<u>Rights-based approach</u> Story clearly highlights the human and/or women's rights dimensions of the issue <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1	<u>Respect for Freedom of Expression</u> Story contains the views, perspectives and concerns of women as well as men, told in their own voices <input type="checkbox"/> Good, 4 <input type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input checked="" type="checkbox"/> Poor, 1
Total points: 3 A: 10 – 12 points B: 9 – 10 points C: 7 – 8 points D: 5 – 6 points E: 3 – 4 points		GRADE: E

Case V

Gender-aware

Kerala Student clinches 18 gold medals at NLSIU

Yamuna Menon says she joined law as it is an instrument that creates a difference in every walk of life

Media: Print (The Hindu, Bangalore City Edition, Page 10)

Language: English


Summary

This news article is about Yamuna Menon, a young woman, who made history by receiving 18 gold medals - the most number of medals ever received by any student to graduate from the National Law School of India University (NLSIU), Bengaluru.

Analysis

This news article is one of the few gender-specific stories. It is about advancing gender equality in the field of law education. The news article highlights two aspects: one, Yamuna Menon's achievement is remarkable considering that fewer women pursue education in the field of law or enter the legal profession. The other is that her achievement is a testament to the fact that with the right support and mentorship, underprivileged children too can access quality education. Ms. Menon is a recipient of a scholarship from the University in association with a non-profit organisation, IDIA – Increasing Diversity by Increasing Access. Her achievement is as much a reflection of her inherent talent and potential as it is about receiving the right kind of support.

Yamuna Menon says in the story, law 'is an instrument that creates a difference in every walk of life'. The story also reflects the expanding aspirations and confidence that achievement of this magnitude created in Ms. Menon. This story gives credence to the fact that equal opportunity, financial and mentoring support is the only way to advance gender equality in any field of education or profession – be it law or any other.

MEDIA ACCOUNTABILITY SCORECARD 		
A: Excellent B: Good C: Fair D: Weak E: Poor		
<u>Professionalism</u> Story is fair, accurate and balanced from a gender equality perspective <input type="checkbox"/> Good, 4 <input checked="" type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input type="checkbox"/> Poor, 1	<u>Rights-based approach</u> Story clearly highlights the human and/or women's rights dimensions of the issue <input type="checkbox"/> Good, 4 <input checked="" type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input type="checkbox"/> Poor, 1	<u>Respect for Freedom of Expression</u> Story contains the views, perspectives and concerns of women as well as men, told in their own voices <input type="checkbox"/> Good, 4 <input checked="" type="checkbox"/> Fair, 3 <input type="checkbox"/> Weak, 2 <input type="checkbox"/> Poor, 1
Total points: 9 A: 10 – 12 points B: 9 – 10 points C: 7 – 8 points D: 5 – 6 points E : 3 – 4 points		GRADE: B

SUMMARY AND CONCLUSIONS

The GMMP global report of 2020 notes that over the last several rounds of the GMMP, the share of women in news-making roles has stagnated at 24%. Women remain an under-reported segment of society, their voices are less frequently heard as experts and professionals, and because so few of them are a part of the media industry, and those who are, are not in decision-making positions, the gender perspective is often missing in reporting.

If the global scenario is unsatisfactory for hovering around the status quo figure of 24%, what unfolded in India is alarming. There is a collapse of nearly 10 percentage points to 14% in the share of women in news-making roles. There is a sharp reduction in the number of reporters, news subjects, and diversity of news reporting by women. Even in the only media where women are visible in greater numbers than men, TV and Twitter, the overall presence of women in news remained at 23%. Women are seen the least in Politics and Government, and in Economy, the two most defining sectors of power.

This is in consonance with the overall national context and the media context in India. There has been an alarming slide in the status of women in general in India with large swathes of the female population disappearing from the workplace. This has been compounded by a spurt in gender-based violence both in the public and private spheres. Despite this lived experience of Indian women, gender-based violence found little space in media discourse. Though women figured more frequently in these stories, men continued to be visible in greater numbers even in this category. While the pandemic received extensive coverage across all media, this study revealed an unexplainable absence of women in that coverage too.

Unlike the global scene, where the battle is to sustain and expand the gains made over the decades towards parity and gender justice, in India the battle is one of redefining and reclaiming lost ground. In India, women have been at the centre of culture wars, both as victims, challengers, and actors.

Women journalists who have made a significant mark as investigative journalists and as pro-active reporters with a gender lens have been targets of online abuse and threats of violence. Some are facing legal battles.

The media environment in India has become difficult for professional journalism, and women bear the brunt of aggression both from the state and the self-appointed custodians of culture. Media houses as employers are unable or unwilling to support the struggles of professional journalists, choosing to limit both their recruitment and coverage to 'safe' zones. Large numbers of competent, award-winning female journalists in India today are independent journalists.

There is much here for the media industry and the power structure to revisit. A conscious effort is required to bring women journalists who dropped out back to core journalism. It is necessary to expand and diversify the role played by women in journalism. More women must populate the news spaces as subjects and sources. The decline during COVID times has to be recovered and by 2025, the presence of women in news must be expanded.

RECOMMENDATIONS AND ACTION PLAN 2021-2025

Economic crises come and go. But the fall-out need not be particularly devastating only for women journalists or women in news. Media industries must see women's professional contribution as indispensable, and women's presence consciously recognised as essential to the over-all experience of our social lives.

Since 1995, for 25 years, gender and media has been monitored and a wealth of information is now available for any remedial initiatives. The media industry needs to pay close attention to the information widely available and a systematic attempt must be made by media associations and media employees' unions to strengthen women's presence and diversify their role in the industry.

While profitability is an important consideration, sustaining a rights and equality-based employment policy, and a diversified and inclusive media industry is essential to a free media.

To ensure a greater role for women in news media and news content, the following are recommended:

Promoting gender equity in media organisations

In order to correct the gender imbalance in staffing in media houses as revealed by the GMMP 2020, media organisations must:

1. Take active steps to achieve gender balance in recruitment, promotion and career opportunities. A policy of gender equity must be adopted at the highest level and communicated to all staff through training in inclusiveness and diversity.
2. Implement policies of affirmative action to increase gender, caste, religious and ethnic diversity in newsrooms, particularly in the higher echelons of the media industry.
3. Evolve and implement capacity building programmes and mentoring to allow for meaningful participation of women in decision-making processes.
4. Design family-friendly working conditions and implement laws relating to maternity benefits, paternity leave, childcare arrangement and flexible work arrangements.
5. Implement policies to combat sexual harassment, gender discrimination and unfair labour practices and the gender pay-gap that act as deterrents to professional women in the media.
6. Conduct a gender-audit to assess and ensure gender balance in overall staffing, as well as gendered assignment of beats, to attempt to challenge biases that reinforce traditional gender roles among journalists.

(B) Promoting gender-sensitive media content

In order to rectify the imbalanced portrayal of women in media, media organisations must:

Impart training to male, female and transgender journalists in gender sensitivity, terminology and reporting through a gender lens. Such training must take place both at induction and at periodic intervals on-the-job.

Evolve and implement guidelines and codes in order to make gender sensitive language routine at all levels – reporting, editing, photo editing, copy desk, layout, advertising and marketing.

Implement international conventions as well as national laws and norms relating to reporting on sensitive issues such as sexual violence, caste and ethnic violence in order to adhere to professional ethical standards and eschew sensationalism and violation of privacy.

Build on the evidence base of 25 years of media monitoring exercises such as the GMMP by drawing on and replicating good practices and avoiding the pitfalls of stereotyped coverage.

Create a database of women experts and spokespersons in every field to draw on their expertise when required to counter the disproportionate reliance on male experts and spokespersons.

Annex 1. Methodology²⁰

A key characteristic of longitudinal research is the assessment of change over time on the observed indicators. In the case of the 2020 Global Media Monitoring Project (GMMP), the methodology, indicators, approach to data collection and analysis are consistent with past editions of the research in order to allow for the usual historical comparisons.

Process

The global monitoring day scheduled initially for the first quarter of 2020 was postponed to later in the year due to the upheavals caused by the first coronavirus (COVID-19) wave worldwide. As the April monitoring day approached, it became quickly clear that proceeding as planned would result in a news sample that would be almost entirely focused on coronavirus stories. A new need emerged to address the practicalities of monitoring during the lockdowns and curfews imposed to contain the spread of the virus, as the regular sit-down communal coding sessions were now out of the question for most teams. The risks to health and livelihoods, the need to find ways of coping with everyday life, would shift the GMMP down on the ladder of priorities for the volunteers, potentially increasing the drop-out rate. These new challenges called for a pause on the plans to search for solutions and put in place the tools and resources necessary before monitoring could proceed.

The GMMP technical advisory group and the database development team Code for Africa worked to systematically address the issues. A new monitoring date was set for September, the coding tools were tweaked to capture COVID-19 stories without compromising on the ability to compare results across time based on story topics, exhaustive audio-visual training resources on how to code in a pandemic were put in place, electronic coding instruments were developed and the teams were re-trained in numerous webinars.

As with previous waves of the GMMP, the initial data capture was conducted offline by volunteer teams across the 116 participating countries. For the 2020 GMMP, a spreadsheet version of the coding sheets was provided, to allow for electronic recording of the observations.

In the period leading up to the monitoring day, a series of regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, and the number of media to code.

For the 2020 GMMP, teams could choose from two possible options for the monitoring:

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.
- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wished to participate but for various reasons could not implement the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media items were collected. Across the different media types- both for the full and short monitoring-monitors captured information about the story, its main themes and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to select the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day in September 2020, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

Media bands

The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was updated with the input of the country coordinators.

²⁰See the global report for the extended discussion on the GMMP 2020 methodology

Weighting

While the GMMP seeks to understand how gender is represented in media across the world, differences in media access and impact across the participating countries mean that a simple aggregation of the data would lead to biased results. For example, if a country like France submitted data from 100 media, the entries from a smaller country like Fiji would have little, if any, impact on the results. Additionally, while two countries may have similar numbers of newspapers, their impact, in terms of the number of people who read them, may be significantly different. To address these challenges, GMMP 2020 updated, re-tested and applied the weighting system first developed for the 2005 edition.

Accuracy

The GMMP involved several thousand people across 116 countries from diverse gender and media stakeholder groups, with different research abilities and working in a wide range of languages. For a study of this scale, it was crucial that accuracy was considered at each stage, to maintain the high levels achieved in previous years. Data entry and processing errors can have severe biasing effects on the data analysis, resulting in misrepresentation of the observed variables. To minimise this risk, we leveraged a variety of automated processes, as well as the extensive media monitoring experience of the country coordinators.

Limitations

As with any study, great effort was made to ensure accuracy of the data. As observed in previous GMMPs, an exact error of measurement cannot be determined due to the study's magnitude. Conventional error measurement would involve different researchers coding the same story and then calculating a level of error from the differences between the results. Although this was not possible for GMMP, we followed best practice to make sure that there were minimal errors in the data capture and analysis generation process.

About Code for Africa

[*Code for Africa*](#) (CfA) is the continent's largest network of indigenous African civic technology and investigative data journalism laboratories, with over 70 staff in 19 countries, who build digital democracy solutions that are intended to give citizens unfettered access to actionable information that empowers them to make informed decisions and that strengthen civic engagement for improved public Government and accountability.

Annex 2. The Monitoring Team

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