Malaysia

Global Media Monitoring Project 2010
National Report

Acknowledgements

Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.

- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. 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 research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.[1]

- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.[2]

- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).

- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

National context

Malaysia is made up of Peninsula Malaysia, and East Malaysia. Peninsula Malaysia is made up of 11 states and East Malaysia is made up of Sabah and Sarawak. The two East Malaysian states are separated from the Peninsular by the South China Sea. Malaysia's population of just over 27 million is multi-ethnic, multi-religious and multi-cultural. In terms of ethnic origin, *Bumiputera* make up 62 percent of the population, while the Chinese make up 26 percent, and Indians and other races the remaining 12 percent.

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

[2] Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

Within this ethnic, religious and cultural backdrop, there are similarities in the assumptions of the role and status of women. By and large, women as a social norm are expected to take on the traditional roles of wife and mother, and that role is deemed to be a position subordinate to men. Although this notion is slowly undergoing change with development and modernisation of Malaysian society, it does not necessarily follow that this development and change empower women.

Since the Declaration of the Women's Decade (1975-85) by the UN, the Malaysian Government had made a commitment to increase the role of women in development. In its development planning the country utilises a five-year plan to implement strategies and programmes, as well as to allocate funds to achieve the objectives and commitments of the National Development Policy. With international pressure, the government conceded within the Third Malaysia Plan (1975-1980), to allocate funds for the development of women, the funds were primarily channelled through the National Family Planning and Development Board to help women but albeit in their roles as housewives and mothers. After the initial overture of fund allocation for women in the development planning process, no mention was made of women in development in the subsequent 4th Malaysia Plan (1980-1985), and was only mentioned briefly in the 5th Malaysia Plan (1986-1990).

After the initial response of the Government, it was not until 1989 that another step was taken to involve women in the development process. This is done through the National Policy on Women which was drawn up and incorporated in the 6th Malaysia Plan (1991-1996) to ensure equitable sharing in the acquisition of resources, information, opportunities and benefits of development for men and women. Following that, the National Action Plan integrated the Beijing Platform For Action, which outlines thirteen areas of critical concerns which included the improvement of women's participation and portrayal in the media.

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.

It is in this context that media monitoring is important to keep track of how the media portrays women. The empirical data is useful in raising awareness of the portrayal of women in the media and a use tool in advocating change.

Executive Summary

Presence of women in the news

Women are under-represented as news subjects, they made up only 15% of all people in the news. Of the 15% women represented, they were represented mainly as victims or celebrities. Men are invariably the main focus of news stories as subject, experts and spokes persons.

In most categories of news stories, men outnumbered women except in women's movement and activism; celebrity news and entertainment. Women are hardly visible in domestic or international politics, economics, environment and development issues.

Older men are visible in news stories while older women fades off the media. Women are more likely to be portrayed as victims. Straight reporting that provide facts and figures do not provide accurate pictures of women's sufferings as victims. Women are more likely to be identified in their familial relationships compared to men.

Delivering the News

There is a near equal number of male and female presenters of news. In fact there is a higher percentage of female presenters in radio and television where women with good looks and perfectly coiffure hair with smart suits are usually displayed. Female presenters tend to report on celebrities, arts, media and entertainment while the male presenters focus on politics, government and economics. The near equal number of female presenters and reporters do not guarantee a more visible representation of women as news subjects.

Challenging Stereotypes

There were instances where the media had the opportunities to challenge stereotypes. However, it failed to do so by not providing women a voice in news stories or by boxing women into particular news stories only.

A DAY IN THE NEWS IN MALAYSIA

On 10 November, a total of 35 people were involved in the monitoring of the news in the different media in Malaysia. The news reported in all the media are somewhat similar with the difference in where they were placed, depending on the priority the media organisation puts on the issue. Most reports highlighted men in position of power like the Prime Minister or Ministers. Women are visibly less represented compared to men. There are a few rare exceptions of reports that highlighted women, but the issues do not focus on equalising gender representation. When women were highlighted, particularly with photographs, they were represented as celebrities, victims of murder or partners of powerful men.

One story that grabbed the day's headlines was that of an elderly Malay man who stabbed his elderly estranged wife to death for refusing to be reconciled with him. The victim was reported to have been married several times before and in the process of ending her 11th marriage as if to allude to her being the source of the problem. There was no mention of whether the man was a divorcee or have been married before.

THE CONTEXT

Two state owned and two commercial television stations were selected for analysis. The state owned Radio Television Malaysia (RTM) operates TV 1 and TV 2 and several radio stations. Commercial networks are by and large owned by conglomerate Media Prima which has close links with the ruling political party Barisan Nasional. The Media Prima owns TV3, ntv7, 8TV and Channel 9. Radio stations are also owned by the state and commercially. The state owns RTM which operates several radio stations including Radio 24. The other commercially operated radio stations are owned either by tycoon Ananda Krishnan or conglomerate Media Prima. Lite FM, Mix FM, Era FM and MyFM is owned by Ananda Krishnan while Fly FM is owned by Media Prima. It looks like while Malaysians are spoilt for choice of radio and television stations, the owners of these stations are limited to the state or individuals or corporations that are linked to the ruling coalition. The English Daily, New Straits Times is owned by Media Prima while another large English daily, the Star is owned by a Chinese based political party, Malaysian Chinese Association (MCA) in the ruling coalition. MCA also owns Nanyang Siang Pau. The Sun is owned by Vincent Tan while Sin Chew Jit Poh is owned by Tiong Hiew King. These individuals purportedly have close links with ruling elites. The Malay dailies, Berita Harian is owned by Media Prima while Utusan Malaysia is owned by a Malay based political party (UMNO) in the ruling coalition.

While there are numerous media networks and newspapers, much of what people know is based on the representations, images, narratives that are produced and disseminated by these networks or narrow pool of owners. With the proliferation of media networks in the 1990s, it is important to keep track of the representations and narratives in the media.

Table 1
Television Station

TV Station	Language	Time news was recorded	Ownership of media	No of items coded
Akhbar Hari Ini	Malay	0720	State	12
TV 1	Malay	0700	State	8
TV 1	Malay	2000	State	20
TV 2	English	1900	State	21
TV 2	Mandarin	2000	State	19
TV 3	Malay	0730	Private	11
TV 3	Malay	2000	Private	30
Ntv7	Mandarin	2130	Private	17
			TOTAL	138

Table 2
Radio Stations

Radio Station	Language	Time news was recorded	Ownership of media	No of items coded
RTM	English	0700	State	14
Fly FM	English	0700	Private	5
Lite FM	English	0700	Private	11
Mix FM	English	0700	Private	10
Era FM	Malay	0700	Private	4
Radio 24	Malay	0802	State	9
My FM	Mandarin	0700	Private	13
			TOTAL	66

Table 3
Newspapers

Newspapers	Language	Ownership of media	No of items coded
The Star	English	Private	14
New Straits Times	English	Private	14
The Sun	English	Private	14
Berita Harian	Malay	Private	14
Utusan Malaysia	Malay	Private	14
Nanyang Siang Pau	Mandarin	Private	14
Sin Chew Jit Poh	Mandarin	Private	14
		TOTAL	84

Table 4
Internet

Portal	Language	Ownership of portal	No of items coded
Bernama Online	English	State	14
Malaysiakini	English	Private	13
Malaysia Insider	English	Private	15
Merdeka Review	Chinese	Private	12
		TOTAL	54

Most of the 35participants in the 4th GMMP are Mass Communication students from the School of Communication, Universiti Sains Malaysia, Penang and Kolej Damansara Utama (KDU). Television and radio broadcasts were recorded and analysed later after transcriptions were done. Newspapers were analysed on the day itself. Internet news were collected on the day itself and analysed. The media analysed include the Malay, Chinese and English medium. A total of 342 items were coded and analysed. On television, 138 news items

were coded while in the radio, 66 news items were coded. In the newspapers and internet 84 and 54 news items were coded respectively. More than 500 people were identified as subjects of the news.

TOPICS IN THE NEWS

On the day of monitoring, in the print media, more news on politics and government; social and legal issues; crime and violence were reported. This is because the front page news were generally coded and front page news are dominated by politics and government as most of the newspapers are directly or indirectly linked to political parties. Social, crime and violence are also generally highlighted in the more sensational Malay and Chinese newspapers. Radio news, because of the brevity of air time tends to focus on the celebrities and sports. Television news like the print media would focus on politics and government because Malaysian television stations are either state owned or linked to political parties in the ruling coalition. Crime and violence scored high in all media because on the day of monitoring there was the court case of murdered aide of an opposition leader and the murder of the elderly woman by her estranged husband. It is obvious that news about the girl child pertaining to education, health, economic exploitation and violence is obviously absent in all three media.

Table 5

| Topic | 2010 | | | |
	PRINT	RADIO	TELEVISION	N
Politics and Government	24%	10%	22%	57
Economy	19%	16%	18%	50
Science and Health	8%	0%	4%	13
Social and Legal	27%	6%	17%	50
Crime and Violence	22%	22%	31%	74
Celebrity, Arts and Media, Sports	0%	41%	5%	29
The Girl-child	0%	0%	0%	0
Other	0%	6%	3%	7

Figure 1
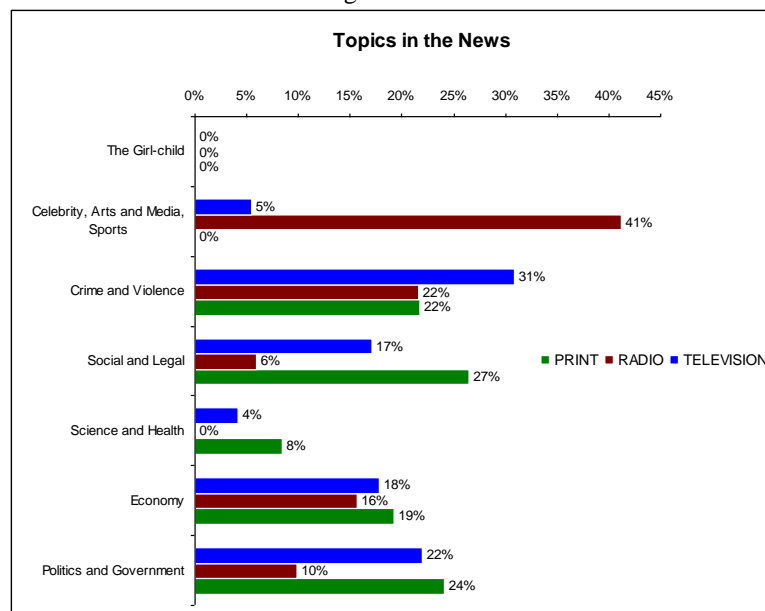
There seems to be a near parity in the number of male and female reporters covering news on politics, economics, crime and violence. However the percentage of female reporters still covering the soft beats is still high. With 63% female reporters compared to 37% male reporters covering celebrity, arts, media and sports, one can allude that female reporters are still kept in the soft beats.
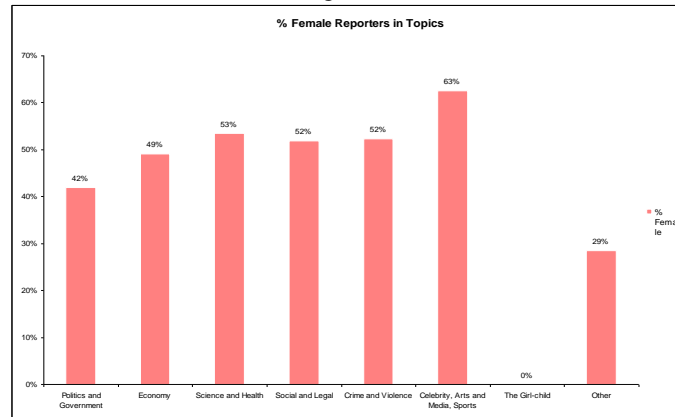
7

Figure 2

% Female Reporters in Topics

Table 6

TOPIC	% Female	N-F	% Male	N-M
Politics and Government	42%	31	58%	39
Economy	49%	27	51%	27
Science and Health	53%	9	47%	8
Social and Legal	52%	27	48%	25
Crime and Violence	52%	44	48%	41
Celebrity, Arts and Media, Sports	63%	20	37%	12
The Girl-child	0%	0	0%	0
Other	29%	2	71%	5

THE NEWS

According to population census, Malaysia has a population of close to 29 million. Women make up about half of that figure[3]. However, there is a low percentage of women as news subject. They make up only 15% of all news subjects in comparison to men who make up 85% as news subjects. This figure is even lower than the 17.3% reported in a national survey done by AWAM in 2006. Women as subjects are concentrated in the area of crime, violence and as celebrities. On the other hand, men are news subject in almost all areas in the news. The low percentage of women as news subject is consistent in all three media.

Table 7

Topic	Female %F		Male %M	
	2010	N	2010	N
Politics and Government	10%	15	90%	134
Economy	7%	6	93%	95
Science and Health	8%	2	92%	24
Social and Legal	15%	16	85%	92
Crime and Violence	21%	37	79%	139
Celebrity, Arts and Media, Sports	20%	14	80%	55
The Girl-child	0%	0	0%	0
Other	28%	3	72%	8
	15%	93	85%	547

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[3] (http://www.epu.gov.my/html/themes/epu/images/common/pdf/eco_stat/pdf/1.2.5.pdf)

Figure 3

Presence of women as subjects in the news

Category	Percentage
Other	28%
The Girl-child	0%
Celebrity, Arts and Media, Sports	20%
Crime and Violence	21%
Social and Legal	15%
Science and Health	8%
Economy	7%
Politics and Government	10%
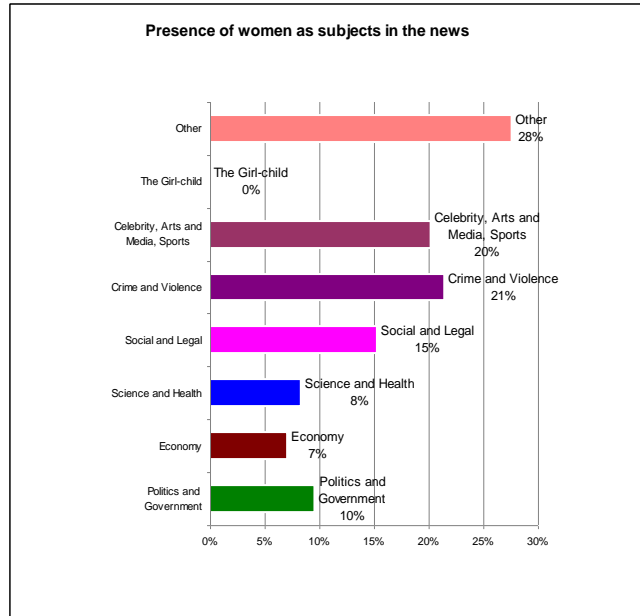
Table 8

Sex	PRINT		RADIO		TELEVISION	
	2010	N	2010	N	2010	N
Female	16%	32	19%	16	13%	45
Male	84%	168	81%	67	87%	312

Male news subjects are far more likely to be quoted and the percentage of women as news subject were even less likely to be quoted in international affairs.

Table 9

Sex of news subjects (sources) in local, national & other, and Foreign/International

Scope	Female %F		Male %M	
	2010	N	2010	N
Local	25%	20	75%	62
National	12%	35	88%	264
National and other	15%	22	85%	121
International	14%	15	86%	97
Total	15%	92	85%	544

In the different story topics, women are disproportionately low in number. Although women seem to be slightly higher in percentage in consumer, health and social issues, these stories did not attempt cut through stereotypes. In the consumer issue, the woman is seen as the one who saves for the family, and in the social issue it reported an ambulance crash because it was going too fast but the woman was a victim.

Table 10

Story Topics	Female %F		Male %M	
	%F	N	%M	N
Women in political power and decision-making (local, regional, national),	0%	0	0%	0
Women electoral candidates (local, regional, national),	25%	1	75%	3
Peace, negotiations, treaties…(local, regional, national),	12%	1	88%	7
Other domestic politics/government (local, regional, national), elections, speeches, the political process …	4%	3	96%	61
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	0%	0	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping …	15%	10	85%	55
National defence, military spending, military training, military parades, internal security …	0%	0	100%	1
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	100%	7
Economic policies, strategies, models (national, international) …	5%	3	95%	65
Economic indicators, statistics, business, trade, stock markets …	9%	1	91%	12
Economic crisis, state bailouts of companies, company takeovers and mergers …	0%	0	100%	4
Poverty, housing, social welfare, aid to those in need …	0%	0	100%	2
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	20%	1	80%	4
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment …	0%	0	0%	0
Rural economy, agriculture, farming practices, agricultural policy, land rights …	0%	0	0%	0
Consumer issues, consumer protection, regulation, prices, consumer fraud …	40%	1	60%	2
Transport, traffic, roads ……	0%	0	100%	6
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Science, technology, research, funding, discoveries, developments …	0%	0	100%	8
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)…	42%	2	58%	3
HIV and AIDS, incidence, policy, treatment, people affected …	0%	0	0%	0
Other epidemics, viruses, contagions, Influenza, BSE, SARS …	0%	0	0%	0
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy …	0%	0	0%	0
Environment, nature, pollution, global warming, ecology, tourism …	0%	0	100%	13
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
Development issues, sustainability, community development …	12%	3	88%	21
Education, child care, nurseries, pre-school to university, adult education, literacy …	11%	1	89%	8
Family relations, inter-generational conflict, single parents …	25%	2	75%	6
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	0%	0	100%	15
Religion, culture, tradition, controversies, teachings, celebrations, practices …	9%	3	91%	29
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia …	0%	0	100%	5
Women's movement, activism, events, demonstrations, gender equality advocacy …	80%	4	20%	1
Changing gender relations, roles and relationships of women and men inside and outside the home …	0%	0	100%	1
Family law, family codes, property law, inheritance law and rights …	0%	0	100%	1
Legal system, judicial system, legislation (apart from family, property & inheritance law) …	32%	2	68%	4
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	57%	1	43%	1
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) …	19%	9	81%	37
Violent crime, murder, abduction, kidnapping, assault, drug-related violence …	28%	14	72%	36
Gender-based violence, feminicide, harassment, domestic violence, rape, trafficking, genital mutilation …	21%	3	79%	11
Child abuse, sexual violence against children, trafficking, neglect.	21%	2	79%	8
War, civil war, terrorism, state-based violence …	0%	0	100%	2
Riots, demonstrations, public disorder …	0%	0	0%	0
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash …	18%	9	82%	43
Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	0%	0	100%	2
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty …	80%	8	20%	2
Arts, entertainment, leisure, cinema, theatre, books, dance …	100%	1	0%	0
Media, including new media (computers, internet), portrayal of women and/or men, pornography …	0%	0	0%	0
Beauty contests, models, fashion, beauty aids, cosmetic surgery …	0%	0	0%	0
Sports, events, players, facilities, training, policies, funding …	9%	5	91%	53
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	0%	0	0%	0
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)…	0%	0	0%	0
Total	15%	90	85%	539

However, on the day of monitoring, interestingly an issue on women was debated in parliament. It has to do with a loyalty oath supposedly imposed by opposition Islamic party PAS on their legislators to divorce their wives if they ever switch party. A PAS Member of Parliament explained that the candidate promises not to sell out the party or hop to another party and if he does, he will have to divorce his wife. However, it is not clear if the oath would apply to their women legislators. PAS central working committee member **Datuk Husam Musa**, defending the oath said that *"There is nothing wrong with the oath. If you don't know [whether you will jump party], then don't join politics … This is our political strength. The voters have given us great trust and it cannot be betrayed. This is a religious issue, not a political one. This oath is there to protect the trust."* (Source: *PAS 'oath of loyalty' kicks up a storm*, *New Straits Times*, 10 Nov 2009).

Ministers and Members of Parliament from the ruling party and the partners of opposition party responded in different ways. Minister in the Prime Minister's Department in charge of religious affairs *Datuk Jamil Khir Baharom,* condemned the oath saying it was done without discussion with the women. (Source: *Jamil: PAS Perlu perjelas kebenaran amalan bai'ah, Malaysia Insider*, 10 Nov 2009). Opposition party PKR women's wing chief Zuraida Kamaruddin objected to the oath on religious grounds saying that making such an oath was a sinful act ((Source: *PAS 'oath of loyalty' kicks up a storm*, *New Straits Times*, 10 Nov 2009). PAS parliamentarians maintained that the issue was exploited by ruling coalition to gain political fuel.

The media could have challenged the stereotype that women are not mere objects for use in gaining political mileage. Those interviewed predominantly turned the issue into a political or a religious one rather than seeing it as discriminating and demeaning to women. Only one newspaper, the New Straits Times interviewed women's groups who challenged elected representatives to retract use of such an oath and apologise to the women in the country. However, this report, challenging as it may be to stereotypes, was unfortunately tucked in page nine of the newspaper when the main story was on front page.

Out of the 15% of women represented as news subjects, they are mainly identified as celebrities (90%), homemaker (85%), students (50%), activist (43%), teachers (40%), office but non management workers (36%) and domestic workers (33%). The portrayal of women as celebrities is problematic. Invariably female celebrities are portrayed with good looks, confidence and in control of their lives. Such portrayals can act as a cover up to promote the culture of consumerism, appearances and glamour as a form of empowerment. In such an environment the women's struggle for a voice and empowerment can be muffled or lost on individuals. The 2006 national survey showed that men and women were equally portrayed as homemakers. The role of men as nurturers seemed to be lost in the media in 2009. Women as students or educators are higher than men. There is a higher enrolment of women in schools and institutions of higher learning. According to the education sub index the enrolment of women in schools and institutions of higher learning is higher than for male (see Education Sub Index). Women are also substantially portrayed in lower paid jobs like domestic workers or non management jobs. It is good to see that 43% women are portrayed as activist and indeed, women's groups and women have fought hard battles for social change.

Table 11

Education Sub Index										
	1980		1990		2000		2004		2007	
	F	M	F	M	F	M	F	M	F	M
Adult literacy rate	64.7	82.1	77.3	88.6	86.6	93.8	88.1	94.7	89.5	95.1
Enrolment	53.0	56.9	64.1	64.0	65.3	64.3	67.2	65.7	68.5	66.4

Source: Statistic Department, Malaysia

Position or Occupation	Female %F		Male %M	
	2010	N	2010	N
Royalty, ruling monarch, deposed monarch, any member of royal family …	5%	1	95%	17
Government official, politician, president, government minister, political leader, political party staff, spokesperson …	7%	22	93%	277
Government employee, public servant, bureaucrat, diplomat, intelligence officer …	0%	0	100%	23
Police, military, para-military group, militia, prison officer, security officer, fire officer …	0%	0	100%	14
Academic expert, education professional, teacher or university lecturer (all disciplines), nursery or kindergarten teacher, child care worker …	40%	1	60%	2
Health or social service professional, doctor, nurse, laboratory technician, social worker, psychologist …	20%	3	80%	12
Science or technology professional, engineer, technician, computer specialist …	0%	0	0%	0
Media professional, journalist, video or film-maker, theatre director ...	21%	1	79%	3
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk …	32%	8	68%	18
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker …	10%	2	90%	20
Office or service worker, non-management worker in office, store, restaurant, catering …	36%	1	64%	2
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker …	33%	3	67%	5
Agriculture, mining, fishing, forestry worker …	0%	0	100%	2
Religious figure, priest, monk, rabbi, mullah, nun …	0%	0	100%	14
Activist or worker in civil society organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations …	43%	5	57%	7
Sex worker, prostitute …	0%	0	0%	0
Celebrity, artist, actor, writer, singer, radio or television personality …	90%	8	10%	1
Sportsperson, athlete, player, coach, referee …	9%	7	91%	68
Student, pupil, schoolchild	50%	1	50%	1
Homemaker, parent, either female or male. Code this only if no other occupation is given, e.g. a doctor who is also described as a mother is coded 6.	85%	5	15%	1
Child, young person (up to 18 years). Code this only if no other occupation/position is given, e.g. a schoolchild is coded 19; a child labourer is coded 12.	14%	1	86%	8
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given, e.g. a teacher who is also described as a villager is coded 5.	0%	0	100%	2
Retired person, pensioner. Code this only if no other occupation is given, e.g. a retired police officer is coded 4; a retired politician is coded 2.	0%	0	0%	0
Criminal, suspect. Code this only if no other occupation is given, e,g, a lawyer suspected of committing a crime is coded 9; a former politician who has committed a crime is coded 2.	9%	1	91%	8
Unemployed. Code this only if no other occupation is given, e.g. an unemployed actor is coded 17; an unemployed person who commits a crime is coded 24.	0%	0	0%	0
Other. Use only as a last resort (specify the occupation/position in 'Comments' section of coding sheet)	####	2	0%	0
Total	15%	72	85%	505

Table 12

The percentage of women as the focus of the story is only 16%. This is lower than the percentage found in the national survey in 2006 which was 23.6%. Men dominates as the main focus of the news story, spokesperson, expert or commentator even in personal experience. In the 2006 national survey, women's personal experience was noted at 35.3% for women and 33% for men. What is heartening is that women as eyewitness has increased from 13% in 2006 to 31% in 2009.

Table 13

Function in News Story	Female %F		Male %M	
	2010	N	2010	N
Subject: the story is about this person, or about something the person has done, said etc.	16%	64	84%	352
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	8%	8	92%	96
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	14%	9	86%	56
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	13%	2	87%	14
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	31%	5	69%	9
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people.	0%	0	100%	1
Other. Use only as a last resort (describe the function in 'Comments' section of coding sheet).	25%	1	75%	3
NA – Use this where you are coding a secondary source only	0%	1	0%	9
Total	15%	90	85%	540

There are 12 items of news coded on accident, natural disaster and men are mostly seen as victims here at 91%. Women on the other hand are victims of domestic violence and non domestic violence. On the day of monitoring, the new media highlighted an elderly woman who was a victim domestic violence. She was murdered by her estranged husband. While it is good that the media highlights issues on violence against women, the portrayal of women as victims can be problematic. In a new story where an estranged husband who stabbed his 73 year old wife to death for asking for a divorce; an English daily, *The News Straits Times* and Malay daily, Utusan Malaysia, reported that she was in the process of ending her 11th marriage when the incident happened. The presentation of this detail trivialises issues such as domestic violence. The Domestic Violent Act was passed in 1994, after 20 long years of lobbying by the Joint Action Group Against Violence Against Women (JAG-VAW) made up of five NGOs and individuals. The mention of the victim's past marital record unnecessarily veil the greater evil of domestic violence that had caused many women to suffer in silence.

Table 14

Victim Type	% Female		% Male	
	2010	N	2010	N
Victim of an accident, natural disaster, poverty, disease, illness …	9%	1	91%	12
Victim of domestic violence (by husband/wife/partner/other family member), psychological violence, physical assault, marital rape, murder …	72%	10	28%	4
Victim of non-domestic sexual violence or abuse, sexual harassment, rape, trafficking …	100%	2	0%	0
Victim of other crime, robbery, assault, murder …	37%	1	63%	2
Victim of violation based on religion, tradition, cultural belief, genital mutilation, bride-burning …	0%	0	100%	2
Victim of war, terrorism, vigilantism, state-based violence …	0%	0	0%	0
Victim of discrimination based on gender, race, ethnicity, age, religion, ability	0%	0	0%	0
Other victim: describe in 'Comments' section of coding sheet …	60%	3	40%	2
Total	45%	17	55%	22

Women are more likely to be described in news story in relation to others. They are either mentioned as wives, daughters or sisters. Men as news subjects such as ministers, officials are invariably stand alones with no familial ties mentioned.

Table 15

Whether identified by family status	% Female		% Male	
	2010	N	2010	N
No	62%	58	89%	492
Yes	37%	34	9%	44

Female reporters or announcers tend to mention identity and family status of male news subject more than a male reporter or announcer; 18% compared to 7%. Both male and female reporters or announcers give the same attention to female identity and family status.

Table 16
News subjects who are identified by family status, by sex of reporter

Year	2010					
Sex of reporter/announcer	Female			Male		
Sex of news subject	Female	Male	N	Female	Male	N
No	73%	82%	36	75%	93%	57
Yes	27%	18%	9	25%	7%	6

Men appear in newspaper photographs more than women. If women appear in newspaper photographs they are invariably celebrities or victims.

Table 17

Whether photographed	% Female		% Male	
	2010	N	2010	N
No	65%	20	73%	111
Yes	35%	11	27%	42

WHO DELIVERS THE NEWS?

There are slightly more female presenters than male presenters monitored. This is congruent with the Asian statistics for both radio and television. Female presenters are generally young, with a Pan Asian look. The clothes the announcers wear, their makeup, to their hairdo are sponsored by companies and such sponsorships are attributed at the end of the news report. Presenters almost gain a celebrity status.

Table 18

Presenters in broadcasting, by sex

	2010	N
Female	53%	144
Male	47%	130

Table 19
Announcers by medium type, by sex

	2010		N
Media Type			
	%F	%M	
Radio	56%	44%	52
Television	50%	50%	152
Total	**51%**	**49%**	**204**

Table 20

	RADIO			TELEVSION		
	Female	Male	N	Female	Male	N
Asia	56%	44%	52	52%	48%	222

However, when print reporters are added in, the number of male and female presenters equalises. There seems to be fewer female reporters compared to male reporters. This may not accurately reflect the number of female journalists in the print media because sometimes news reports do not attribute the reporters. In the scope of stories, male reporters or announcers tend to have a slight edge over women reporters or announcers in international or foreign stories in all three media.

Table 21
Announcers & Reporters by medium type, by sex

	% Female		% Male	
Media Type	%	N	%	N
Print	37%	16	63%	27
Radio	56%	29	44%	23
Television	52%	115	48%	107
Total	50%	**160**	50%	157

Figure 4

Announcers & Reporters by medium type, by sex
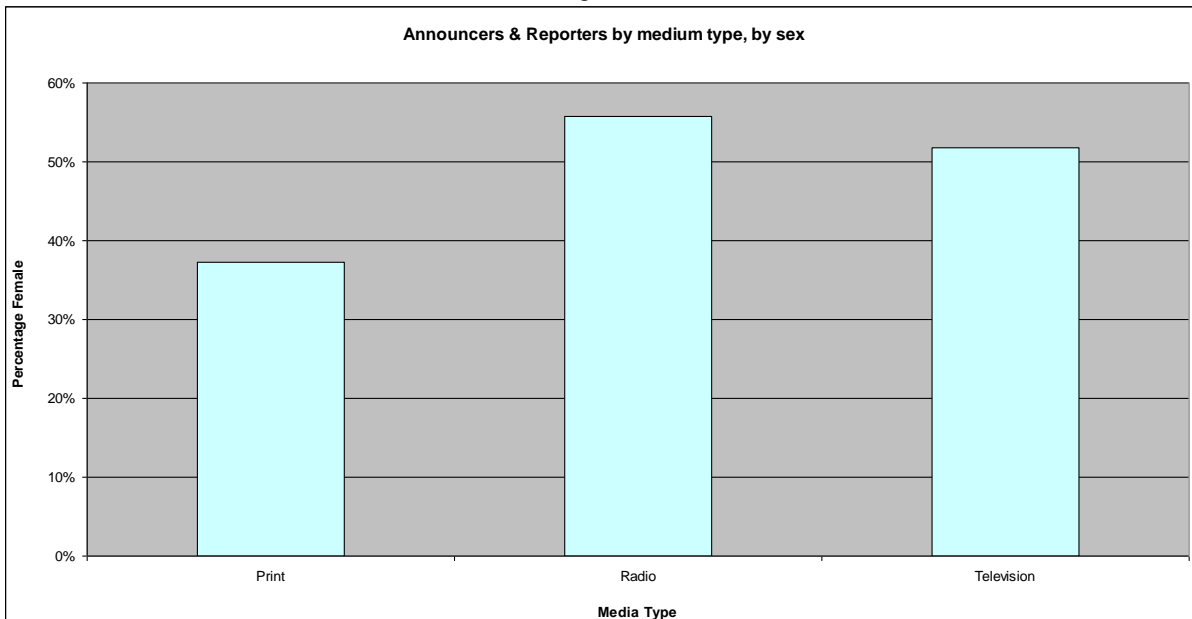
Table 22
Television & Radio Announcers in domestic & foreign stories, by sex

Media Type	% Female		% Male	
	2010	N	2010	N
Local	50%	15	50%	15
National	58%	46	42%	34
National and other	46%	19	54%	22
Foreign/International	47%	25	53%	28
Total	51%	105	49%	99

Table 23
Reporters in domestic & foreign stories, by sex

Scope of Story	% Female		% Male	
	2010	N	2010	N
Local	53%	5	47%	5
National	49%	26	51%	26
National and other	46%	18	54%	18
Foreign/International	46%	6	54%	7
Total	48%	55	51%	56

When assigning issues to be announced in the broadcast media, it is good to see that the number of male and female announcers for politics is equal in terms of sex (50%).However there is a lower percentage of women (31%) reporters on politics and government compared to men (69%) There are also more female announcers in economics, science and health but a reduced percentage in social and legal issues. As women news subject are highlighted as celebrities in the news, female television and radio announcers and reporters also scored high in announcing for celebrity, arts, media and sports. In social and legal topics, more female reporters cover the issue (70%) but were reported by male announcers (65%).

Table 24
Reporters, by sex on major topics

	% Female		% Male	
	2010	N	2010	N
Politics and Government	31%	10	69%	18
Economy	35%	7	65%	13
Science and Health	47%	4	53%	5
Social and Legal	70%	18	30%	7
Crime and Violence	53%	14	47%	13
Celebrity, Arts and Media, Sports	100%	2	0%	0
The Girl-child	0%	0	0%	0
Other	0%	0	100%	1
Total	48%	55	52%	57

Table 25
Television & Radio Announcers in major story topics, by sex

Story Topic	% Female		% Male	
	2010	N	2010	N
Politics and Government	50%	21	50%	21
Economy	59%	20	41%	14
Science and Health	63%	5	37%	3
Social and Legal	35%	9	65%	17
Crime and Violence	52%	30	48%	28
Celebrity, Arts and Media, Sports	60%	18	40%	12
The Girl-child	0%	0	0%	0
Total	51%	103	49%	95

According to the monitoring result on 10 November, there are more male reporters (63%) in the print media but more female reporters (57%) on television. However, it must be asserted that percentage derived from the monitoring may not accurately reflect the number of journalist or reporters working in the newspapers. Many newspaper reports do not carry by-lines making it difficult to identify in real terms the number of female journalists in the press. However, what is apparent is that there is a near parity in terms of the number of male and female reports and regardless of the gender of the reporters, women as news subjects is grossly under-represented at a dismal 16%.

Table 26
Television, Radio & Newspapers Reporters, by sex

	% Female		% Male	
Media Type	2010	N	2010	N
Print	37%	16	63%	27
Radio	0%	0	0%	0
Television	57%	39	43%	30
Total	48%	55	52%	57

In the broadcast media, announcers and reporters generally look mature, around 50-64 years of age. In Malaysia, age is always linked to the notion of power and authority. However more men above 50 years of age were represented in the news than women. This is also the case for the print media. Older women as news subjects are represented at 29% compared to men at 71%. Older men are more visible in the media while older women are less visible in the media.

Table 27
Age of announcers

	Female %F	
	2010	N
Do not know: (e.g., the person may not be seen clearly)	48%	73
12 years or under	50%	4
13-18	0%	0
19-34	89%	8
35-49	54%	35
50-64	52%	67
65 years or more	63%	10
	Female %F"	
Age of reporters	2010	N
Do not know: (e.g., the person may not be seen clearly)	58%	128
12 years or under	45%	4
13-18	100%	1
19-34	9%	3
35-49	25%	7
50-64	80%	61
65 years or more	84%	21

Table 28
Age of news subjects by broadcast, by sex

	TELEVISION		
Topic	%F	%M	N
12 years or under	0%	100%	7
13-18	0%	100%	1
19-34	21%	79%	28
35-49	26%	74%	58
50-64	7%	93%	123
65 years or more	33%	67%	15
Total	15%	85%	232

Table 29
Age of news subjects in newspapers, by sex

	2010		
	%F	%M	N
12 years or under	40%	60%	5
13-18	100%	0%	1
19-34	44%	56%	9
35-49	8%	92%	12
50-64	33%	67%	6
65 years or more	29%	71%	14
Total	30%	70%	47

Female reporters (65%) seem to select female news subjects more than male reporters do (35%). Apparent in this monitoring exercise is that transgender or transsexual news subjects were not sought by male nor female reporters. Perhaps this explains why transgendered persons do not make the news.

Table 30
Selection of News Subject (sex of source) by female & male reporters

	% Female		% Male	
	2010	N	2010	N
Female	65%	34	35%	17
Male	53%	178	47%	145
Other: transgender, transsexual	0%	0	0%	0
Do not know	58%	15	42%	10
NA – Use this where you are coding a secondary source only	29%	7	71%	17
Total	54%	234	46%	189

Figure 5

Selection of News Subject(sex of source) by female & male reporters
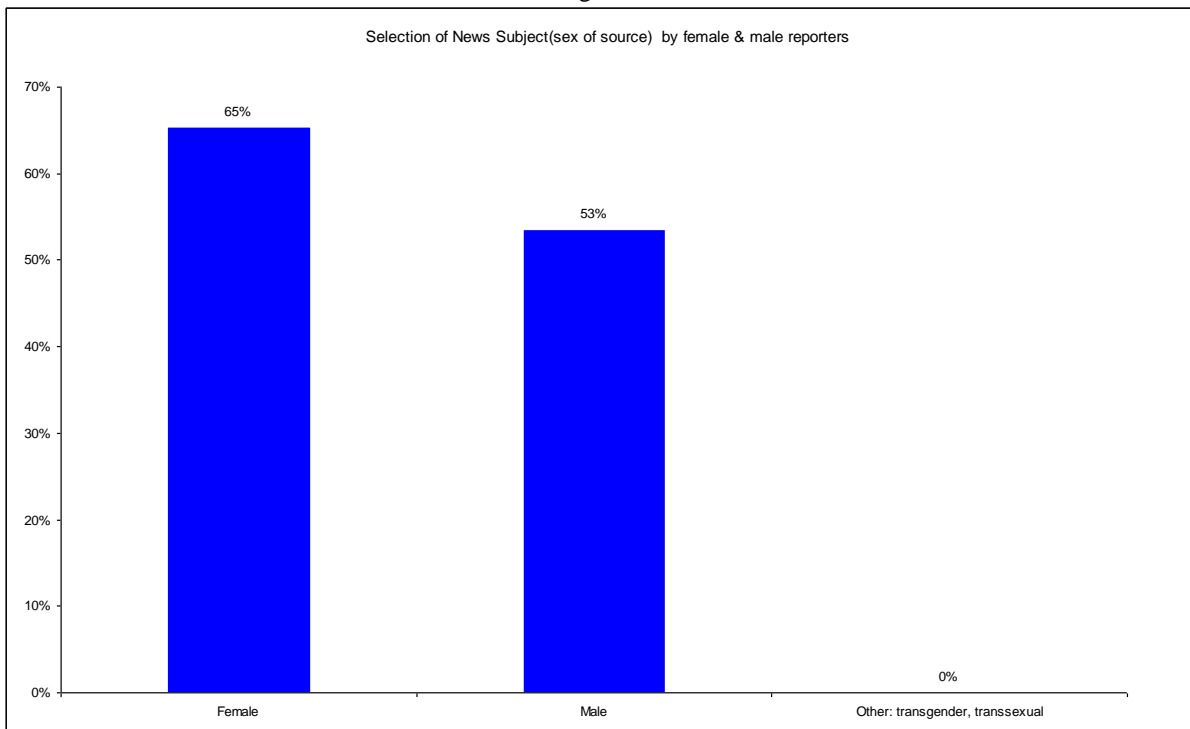
GENDER AND THE NEWS

Out of 52 news reported by a female reporter, only 6 items had women as central focus. This is even less by the male counterpart where out of 54 news items, only two focussed on women. This perhaps reminds that female reporters do not necessarily write more about women. Both male and female reporters need to be gender sensitive, aware that there can be diversity in what we focus on as news subject.

Table 31

Stories with Women as central focus by sex of reporter

	Female %F		Male %M	
	2010	N	2010	N
No, women are not central	45%	46	55%	52
Yes, women are central	77%	6	23%	2
Total	48%	**52**	52%	**54**

Already women do not get central focus in the media and whatever little attention women get is once again deflected by the kind of issues that the reporters focus on. Of the eight meagre news stories, 5 focussed on celebrities, beauty contests, fashion, beauty aids and only 2 focussed on women electoral candidates and changing gender relations. It is tragic that women are not depicted accurately in the news media. They are represented as celebrities and beauty models but not role models.

Table 32
Stories with Women as a central Focus by topic

	Yes	
Story Topic	2010	N
Women electoral candidates (local, regional, national),	100%	1
Beauty contests, models, fashion, beauty aids, cosmetic surgery …	100%	2
Changing gender relations, roles and relationships of women and men inside and outside the home …	100%	1
Legal system, judicial system, legislation (apart from family, property & inheritance law) …	100%	1
Celebrity news, births, marriages, deaths, obituaries, famous people, royalty …	43%	3
Arts, entertainment, leisure, cinema, theatre, books, dance …	20%	1
Other domestic politics/government (local, regional, national), elections, speeches, the political process …	6%	1
News about the girl child, including, cultural attitudes and practices impinging on girls, education, health, economic exploitation, violence (ONLY WHERE EMPHASIS IS ON THE GIRL CHILD)…	0%	0
Women in political power and decision-making (local, regional, national),	0%	0
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	0%	0
Women's movement, activism, events, demonstrations, gender equality advocacy …	0%	0
Gender-based violence, feminicide, harassment, domestic violence, rape, trafficking, genital mutilation …	0%	0
HIV and AIDS, incidence, policy, treatment, people affected …	0%	0
Child abuse, sexual violence against children, trafficking, neglect.	0%	0
Family law, family codes, property law, inheritance law and rights …	0%	0
Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	0%	0
Birth control, fertility, sterilisation, amniocentesis, termination of pregnancy …	0%	0
Family relations, inter-generational conflict, single parents …	0%	0
Other stories on celebrities, arts, media (specify the subject in 'Comments' section of coding sheet)	0%	0
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	0%	0

Other stories on crime and violence (specify the subject in 'Comments' section of coding sheet)	0%	0
Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia …	0%	0
Violent crime, murder, abduction, kidnapping, assault, drug-related violence …	0%	0
Other stories on the economy (specify the subject in 'Comments' section of coding sheet)	0%	0
Other stories on social or legal issues (specify the subject in 'Comments' section of coding sheet)	0%	0
Media, including new media (computers, internet), portrayal of women and/or men, pornography …	0%	0
Medicine, health, hygiene, safety, disability, medical research, funding (apart from HIV-AIDS)…	0%	0
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0
Disaster, accident, famine, earthquake, flood, hurricane, plane crash, car crash …	0%	0
Other stories on science or health (specify the subject in 'Comments' section of coding sheet)	0%	0
Religion, culture, tradition, controversies, teachings, celebrations, practices …	0%	0
Peace, negotiations, treaties…(local, regional, national),	0%	0
Education, child care, nurseries, pre-school to university, adult education, literacy …	0%	0
Development issues, sustainability, community development …	0%	0
Poverty, housing, social welfare, aid to those in need …	0%	0
Non-violent crime, bribery, theft, drug-dealing, corruption, (including political corruption/malpractice) …	0%	0
Other epidemics, viruses, contagions, Influenza, BSE, SARS …	0%	0
Sports, events, players, facilities, training, policies, funding …	0%	0
Riots, demonstrations, public disorder …	0%	0
War, civil war, terrorism, state-based violence …	0%	0
Consumer issues, consumer protection, regulation, prices, consumer fraud …	0%	0
National defence, military spending, military training, military parades, internal security …	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping …	0%	0
Environment, nature, pollution, global warming, ecology, tourism …	0%	0
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment …	0%	0
Economic indicators, statistics, business, trade, stock markets …	0%	0
Science, technology, research, funding, discoveries, developments …	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers …	0%	0
Economic policies, strategies, models (national, international) …	0%	0
Transport, traffic, roads ……	0%	0
Rural economy, agriculture, farming practices, agricultural policy, land rights …	0%	0

There are some stories that highlight issues concerning equality or inequality between men and women. On the day of monitoring the issue of domestic politics on the loyalty oath mentioned earlier was challenged by male and female parliamentarians as well as Women's NGOs. This was reported in the media. It raises issues of gender inequality but the media could still lose the opportunity of raising the bar for gender equality in the media by not highlighting the issue as oppression on women and quoting from male politicians that see the issue as purely religion. The New Straits Times for example quoted PAS central working committee member who defended the oath that *"There is nothing wrong with the oath. If you don't know [whether you will jump party], then don't join politics ... This is our political strength. The voters have given us great trust and it cannot be betrayed. This is a religious issue, not a political one. This oath is there to protect the trust."* (Source: *PAS 'oath of loyalty' kicks up a storm*, *New Straits Times*, 10 Nov 2009). Politicians protect the trust but who protects the women from oppressive rulings?

Another report in the New Straits Times highlighted the government's plan to have more women for syariah courts. This was a straight forward report that interviewed the Minister in the Prime Minister's Department in charge of Islamic Affairs. Straight forward reporting of facts do not highlight gender equality or inequality neither does it challenge stereotypes. No women were interviewed in this case.

Table 33
Stories where issues of gender equality/inequality are raised by topic

	%F		%M	
	2010	N	2010	N
Women in political power and decision-making (local, regional, national),	0%	0	0%	0
Women electoral candidates (local, regional, national),	0%	0	0%	0
Peace, negotiations, treaties…(local, regional, national),	0%	0	0%	0
Other domestic politics/government (local, regional, national), elections, speeches, the political process …	8%	1	92%	9
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	0%	0	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping …	0%	0	0%	0
National defence, military spending, military training, military parades, internal security …	0%	0	0%	0
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	100%	1
Economic policies, strategies, models (national, international) …	0%	0	0%	0
Economic indicators, statistics, business, trade, stock markets …	0%	0	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers …	0%	0	0%	0
Poverty, housing, social welfare, aid to those in need …	0%	0	0%	0
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	20%	1	80%	4

Table 34
SORTED - AGREE

	Agree		Disagree	
	2010	N	2010	N
Women in political power and decision-making (local, regional, national),	0%	0	0%	0
Women electoral candidates (local, regional, national),	0%	0	0%	2
Peace, negotiations, treaties…(local, regional, national),	0%	0	1%	5
Other domestic politics/government (local, regional, national), elections, speeches, the political process …	0%	0	18%	66
Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) …	0%	0	0%	0
Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping …	0%	0	11%	39
National defence, military spending, military training, military parades, internal security …	0%	0	2%	8
Other stories on politics and government (specify the subject in 'Comments' section of coding sheet)	0%	0	3%	10
Economic policies, strategies, models (national, international) …	0%	0	1%	5
Economic indicators, statistics, business, trade, stock markets …	0%	0	0%	0
Economic crisis, state bailouts of companies, company takeovers and mergers …	0%	0	2%	5
Poverty, housing, social welfare, aid to those in need …	0%	0	2%	7
Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	0%	0	0%	0
Other labour issues, strikes, trade unions, negotiations, other employment and unemployment …	0%	0	3%	8

It is not surprising then that stories rarely challenge stereotypes or question policies that oppress women. Only 3% of stories that challenge stereotypes.

Table 34
Stories where stereotypes are challenged/ supported by news topic

Topic	2010			
	Disagree	**Agree**	**Neither**	**N**
Politics and Government	68%	0%	0%	56
Economy	56%	5%	39%	49
Science and Health	42%	0%	0%	12
Social and Legal	48%	7%	45%	50
Crime and Violence	58%	1%	41%	73
Celebrity, Arts and Media, Sports	78%	7%	14%	28
The Girl-child	0%	0%	0%	0
Other	71%	0%	0%	7
Total	59%	3%	38%	275

There is only a small number of stories that are challenged and the gender of the reporter may not make a difference nor does the gender necessarily contribute to more news on gender equality or inequality or news that challenge stereotypes.

Table 35
Stories where stereotypes are challenged/ supported by gender of reporter

	2010		
	%F	**%M**	**N**
Disagree	65%	57%	69
Agree.	7%	2%	4
Neither	29%	36%	36

Figure 5

23
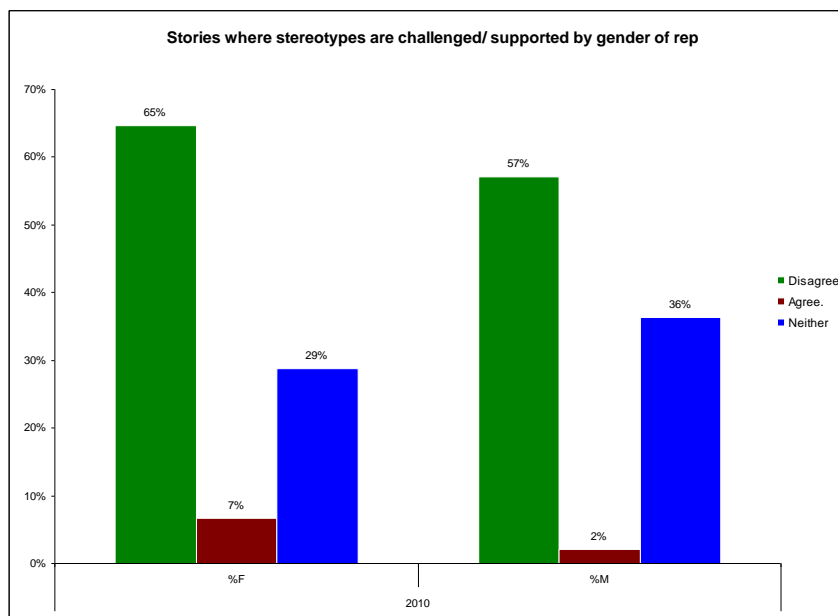
SUMMARY AND CONCLUSIONS

It is apparent that the monitoring results show that of the three hundred over news items analysed, there is a low percentage of women as news subject. Within the pathetically low 15%, women are concentrated in stories on crime, violence and celebrities. Women scored high as celebrities, homemakers, students, activist, teachers and non management workers. On the other hand men scored high as royalty, politician government officials, police, diplomat and service professionals. Men invariably are the main focus of most of the news stories. Although the number of reporters covering politics, economics, crime and violence is on par, there are more women covering celebrity stories. There is a higher percentage of women deliverers of news but the there is slightly more men covering foreign and international stories.

In terms of age of news subject, older men are more visible while older women are less visible in the news. Transgender groups were not visible in the news on 10 November. Women hence are not central in the news and not many stories challenge stereotypes or questions policies that oppress women. Most of the stories are run of the mill types with straight facts and figures in reporting and opportunities often were lost either by failing to give women a voice as news subject or challenging stereotypes.

THE NEXT FIVE YEARS

There is a need to raise awareness of men and women working in the media and outside it that women are under-represented in various ways. This monitoring exercise has provided empirical evidence that women are being under-represented as news subjects in the news stories. Whatever representation women gets, box them into stories that enhances biasness, prejudice and stereotypes of women. Data from this research can be used to educate and change people's perceptions about what and who is important, and to revalue women and women's concerns and to represent women accurately in the media.

Education can take place in a formal way, perhaps curriculum in schools should also take into consideration gender conscientizing programs starting right from primary, if not pre-school, level. The Ministry of Education and the Curriculum Development Centre would have to seriously review books presently used in all schools to replace offensive and negative representation of women. Universities can have more courses dealing with the issue of representation of women in the media. Professionals in the media could have more gender sensitisation programs to make them aware that it is possible to use language and images that are gender sensitive. This program must be on going and not a one off seminar. Gender sensitive professionals should continue to group together and lobby within their own media organisation. Lobbying for change can sometimes be difficult. One woman editor revealed that it is usually very difficult to advocate change in the perception of women with top management who are usually made of up men. Sometimes fighting for change can be a long, lonely process.

Gender sensitisation programs should always include males. Very often, mainly women attend seminars, workshop and conferences organised to discuss matters pertaining to women and the media. While it is important to conscientise women, the men, particularly those in positions of power, must not shy away from discoursing on matters which concern the rights and dignity of women and all humanity.

Women's groups and consumer movements should network with one another to monitor the media and continue to pressure for change. Media monitoring is at present being carried out in an ad hoc manner by some women's groups. The All Women's Action Movement (AWAM) does a good job of media monitoring and leading the public to pressure for change. A sustained concerted effort in monitoring the media is even more crucial with the staggering increase in new communication technology such as the Internet. Media monitoring could go beyond monitoring news to advertisements, features in magazines, women in comics and popular culture.

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010.*

Annex 2. List of Monitors

Universiti Sains Malaysia	KDU College
Mr Chan Chun Sien	Ms Abigail Tan Mei Jia
Mr Chong Chea How	Ms Beelean Ong
Mr Christopher Ong Wei Loong	Ms Cheong Lee Yee
Ms Gan Lih Ying	Mr Enrique Tan Kim Hock
Mr Hiew Thiam Choi	Ms Irynna Enastasia Khan
Ms Leong Chui Wan, Jasmine	Ms Jolyn Chuah Yung Cienn
Ms Masyttah bt Samssuiman	Ms Kanchana Somasundram
Mr Nelson Loh Jian Cong	Ms Lim Ting Poh
Ms Nor Iqlima Abdul Rahman	Ms Njunna Virela Voon
Ms Normirah bt Master	Ms Ong Huey Tyng, Angel
Ms Nur Aeyle bt Abdul Aziz	Ms Supison Payoongroongsiritawee
Ms Nurul Amarlina bt Mohamad Adam Tap	Ms Tan Pei See
Ms Nurul Nadiah Jaafar	Ms Tan Sin Yee
Ms Phan Chuen Ling	Ms Wendy Wong Seow Wen
Ms Siti Syazana bt Abdul Rasad	Ms Yeap Pei See
Ms Vivienne Oon	Ms Yeong Bee Qian
Ms Wong Kah Yee	
Ms Wong Tzin Ping	
Ms Wang Lay Kim	

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