

**WHO
MAKES THE
NEWS?**



MAURITIUS

**Global Media Monitoring Project 2015
National Report**



GMMP
Global Media
Monitoring Project
WACC

Acknowledgements



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GMMP 2015 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2015 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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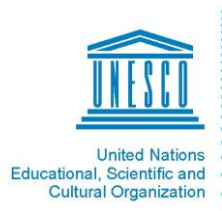
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Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- 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 fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.³ Women made up 24% of the people in the news. While this 3% increase in the preceding five years was statistically significant, the overwhelming results showed women's continued near invisibility in the news. Only 13% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda such as politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. 44% of people providing popular opinion in the news were women – a 10% increase from 2005. As newsmakers, women were under-represented in professional categories. The fourth 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 (28%) than in stories reported by male journalists (22%). In a pilot monitoring of news online, 76 news websites in 16 countries and 8 international news websites were also monitored as part of the GMMP in 2010. The results showed only 23% of news subjects were women – indicating that women's invisibility in traditional media was mirrored in news presented online.
- The First GMMP and, as will be seen, the Fifth GMMP reveal that the world reported in the news is mostly male. Twenty years since the first GMMP, the challenges of news media sexism, gender stereotyping and gender bias are proving to be intractable

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

³ Macharia, Sarah, Dermot O'Connor and Lilian Ndamang, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

across time, space and content delivery platforms. At the same time, there exist a few examples of successes towards gender-just, gender-fair media.

National context

- 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.

Media monitoring is vital for the development and knowledge acquisition of the media. Complacency very often settles in if one is not monitored at different level. Monitoring together with constructive feedback are keys to a successful and well-balanced media house. Too often media have fallen into the comfort zone of reporting with a gender bias lenses. It is also a matter of importance to have an accompanied training sessions to vulgarised the findings and get the decision makers of the media housed accountable and training journalist to report differently.

Upon analysis of the results of the GMMP it has been noted that women are largely underrepresented in media stories especially in regards to government, economy and finance issue.

It is thus high time to educate the journalist to bring more gender aware news to the audience.

- Mauritius office participated in the GMMP and included media students and interns because the work of Gender Links is related to media work and women representation in the media. This exercise has been of great help to understand the gender concepts in Mauritian media including television, newspapers and radios. The three 'monitorors' analysed the news for 25th March 2015 and media tools analysed included:

1. Le Defi Quotidien
2. Mauritius Broadcasting Cooperation (National Television)
3. Radio Plus
4. L'express newspaper
5. Le Mauricien newspaper
6. Radio One

Mauritius office also took part in GMMP 2010 and Media Watch Organisation members monitored media tools.

Executive Summary

The findings highlight the under representation of women in the Mauritian media. Women makes 52% of the Mauritian population but still do not hear her voice. It is sad to say that the trend is to have women in all societal issues, anything to do with unpaid jobs and care work. . Less female role models are highlighted in the media compared to men who are associated with politics, economics, position of power and top management works. From results achieved, it shows 0% presence of women in print, radio and television stories for politics news, 9% for economy related news, 25% for science and health, 35% for social and legal, 16% for violence and crime, 17% for celebrity, arts, media and sports.

In general, the findings of the GMMP 2015 shows a very high under-representation of women in the media, this including in the news, in the media house and the reporting. Women featuring in media stories are very low since women do not hold high positions in media houses and they are unfortunately are not very present on radios and television to be part of important financial, economic, technological and political issues or be part of news items.

A DAY IN THE NEWS IN MAURITIUS

March 25 2015. The news agenda for Mauritius on the 25th of March 2015 has mostly been about routine crime, accidents and events reporting. It has also been noted that the talk of the day was also related to corruption by the ex-prime minister of Mauritius. Hence, issues around politics was also among the news.

Indeed in the vast majority of news portrayed on the 25th March 2015, women have been largely under-represented in the media. No news was related to women empowerment and emancipation except for the portrait of a lady done in one of the newspapers (Defi Quotidien) where a lady was represented as an actor of change. Other than this one article, none depicted success of women.

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THE CONTEXT

- **Country background:**

The Mauritian media comprises of private and public media houses. Gender Links Mauritius has signed MOU with several of the media houses including La Sentinelle, Le Mauricien, Defi Media Group and the Mauritius Broadcasting Cooperation (MBC). The MBC is the public broadcaster in Mauritius and is also the National TV Channel. On the other side, the remaining mentioned media houses are private companies.

- **Media monitored:**

Le Defi Quotidien
Mauritius Broadcasting Cooperation
Le Mauricien
Radio One
Radio Plus
L'express

- **The monitors:**

Media students and intern monitored the media for GMMP 2015

Name of Student/ Intern	Media Monitored
Sheistah Bundhoo	Le Mauricien and Radio One
Sakinah Cauhye	Le Defi Quotidien and Mauritius Broadcasting Cooperation
Kelvin Suddason	Radio Plus and L'Express

TOPICS IN THE NEWS

- **Topics in the news:**
 - Topics for the news for the 25th of March 2015 included:
 - Crime News
 - Politics and government news regarding ex-prime minister
 - Economy related news
 - Science and health news
 - Celebrity, Arts and Media, Sports
-
- Upon analysis of reporters reporting for the above topics, it can be noted that the majority of reporters are male. There were 43 male reporters and 18 female reporters in all. Only 8 women reporters covered news related to economic issues compared to 19 male reporters for the same topic. A large gap is also noted when analysis the reporters for social and legal issues whereby there was only 4 female reporters compared to 10 male reporters.

THE NEWS

- Medium wise women comprised 15% of print media news, 19% for radio and 24% for television.
- Women have been largely blurred from the news. From results achieved, it shows 0% presence of women in print, radio and television stories for politics news, 9% for economy related news, 25% for science and health, 35% for social and legal, 16% for violence and crime, 17% for celebrity, arts, media and sports.
- Upon analysing the functions of women in the news as providing expert commentaries for politics and government issues, we note that only 10% of them were women compared to 36% who were males. This shows the patriarchal nature of politics in Mauritius. Moreover, 18% of women sources in the news were home makers compared to 2% of males. This again shows the existing gender discrimination.
- The news of the 25th of March depicts 63% of women as victims of an accident, natural disaster or poverty, 13% of women as victims of other non-domestic crime and robbery. Men on their part form 63% as victims of other non-domestic crime and robbery.
- It is to be noted that no internet and twitter news were monitored for Mauritius.

WHO DELIVERS THE NEWS?

- Female reporters in the Mauritian news of the 25th of March 2015 has been portrayed across different themes. It is to be noted that 11% of female reported news related to politics and government issues, 44% for economic issues, 6% for science and health, 22% for social and legal issues and 17% for crime and violence issues.

- Scope wise 72% of female reported news for the national context and 22% female reported news. Men reporters' rate was higher than women though since men made a total of 77%.

GENDER AND THE NEWS

- The monitoring of the news also showed that story-wise women assume 0% of central focus on political issue, 4% central focus on economic issues, 14% central focus on health issues, 36% central focus on social and legal issues, 13% central focus on crime and violence issues and 19% central focus on celebrity, arts and sports issues. This figure highly depicts gender discrimination in regards to women in the media.

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Mauritius did not monitored any online news (internet and twitter)

GENDER AND JOURNALISTIC PRACTICE

- Case Study 1: A story that is blatantly stereotyped

Name of Newspaper: Le Mauricien

Title of article: "Pierre Dinan: 'De gros efforts a consentir pour realiser les investissements requis'."

Theme: Number 8

The article highlights on post budget conference by expert economists. Voice is given to men only. The economists forming part of the panel are all males. In the conference room, some women are sitting to listen as audience only. No testimonials of women are recorded.

- Case Study 2: A story that is a missed opportunity or gender blind

Name of Newspaper: Le Mauricien

Title of article: "Debats sur le budget: la fin vers le mi – avril"

Theme: Number 9

The article relates on the budget 2015 – 2016 proposed by the minister on the 24th March 2015. The article explains on several issues that come across through the budget. While the main theme remains economic policies, no gender responsive budgeting is included. No issues about women and budget is raised and no intervention of female ministers is included.

SUMMARY AND CONCLUSIONS

The findings highlight the under representation of women in the Mauritian media. Women makes 52% of the Mauritian population but still do not hear her voice. It is sad to say that the trend is to have women in all societal issues, anything to do with unpaid jobs and care work. . Less female role models are highlighted in the media compared to men who are associated with politics, economics, position of power and top management works. From results achieved, it shows 0% presence of women in print, radio and television stories for politics news, 9% for economy related news, 25% for science and health, 35% for social and legal, 16% for violence and crime, 17% for celebrity, arts, media and sports.

In general, the findings of the GMMP 2015 shows a very high under-representation of women in the media, this including in the news, in the media house and the reporting. Women featuring in media stories are very low since women do not hold high positions in media houses and they are unfortunately are not very present on radios and television to be part of important financial, economic, technological and political issues or be part of news items.

ACTIONS IN THE POST-2015 ERA: A five-year plan

What can media houses do to counter or even eliminate gender-stereotypical reportage?

- *Work in collaboration with NGOs and put in practice gender mainstreaming in media and advertising work.*
Training with the media houses and journalists is important to make them understand the essence of gender based reporting in media.

What can citizens or media consumers do to encourage their local and national news media to produce gender-just reportage? That is, reportage that draws attention to issues that impact women and marginalized groups disproportionately, reportage that includes women views on all topics, reportage that draws attention to gender inequality, etc?

- *A round table meeting with the media houses can be an option to enhance participation and promote dialogue by making the voice of the public heard. It would be important for media houses to understand what the audience wants from them instead of only providing news they deemed appropriate.*

What can civil society organisations do?

- *Work in collaboration with media houses and the government to promote dialogue and collective participation*

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, radio and television newscasts, online news sites and twitter feeds to monitor based on the national media density. This was done to ensure global results represented 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 was practiced 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. Country teams could opt into the online and twitter news monitoring based on their knowledge of the importance of these channels for news delivery to local audiences.

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 managing and processing the monitoring data.

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 2015*.

Annex 2. List of Monitors

Monitors

1. Sheistah Bundhoo
2. Sakinah Caunhye
3. Kelvin Suddason

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