

**WHO  
MAKES THE  
NEWS?**



## Pakistan

# Global Media Monitoring Project 2015 National Report



# Acknowledgements



GMMP 2015 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs.

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.



Noncommercial. You may not use this work for commercial purposes.

No derivative Works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work.

Your fair use and other rights are in no way affected by the above.



With support from



## Preface

Wednesday, March 25, 2015 was an ordinary day for newsrooms across Pakistan. On this ordinary day the office of Uks Research Centre in Islamabad, was bustling with activity with university students volunteering to monitor media for the fifth GMMP.

The GMMP network's membership spans over 100 countries in every continent across the world. The network includes gender and communication groups, women's media associations, women's grassroots groups and researchers in academia who participated in the previous GMMPs of 1995, 2000, 2005 and 2010.

The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media coordinated by the World Association for Christian Communication (WACC). It gives a detailed picture of the numbers of women and men in the world's news on a particular day, the different ways in which they make the news and the roles they play.

## Global Context

- GMMP 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.
- Seventy countries participated in the Second GMMP in 2000. The research found a relatively static picture: only 18% of news subjects were women, an insignificant change over the 5-year period.
- 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. 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 Fourth GMMP revealed an increase of news stories with women subjects to 24 per cent.
- The key findings from GMMP 5 show that the women seen or heard in media globally remain at 24 per cent, the same proportion uncovered by GMMP 4.
- A comparison of the Global-level results from the four GMMPs in 1995, 2000, 2005, 2010, and 2015 revealed that changes in the gender dimensions of news media has been small and slow across the 15-year period (1995-2010) and almost halted in the last five year period (2010 to 2015). Only 24% of news subjects – the people who are interviewed, or whom the news is about – are female. Women's points of view are rarely heard in the topics that dominate the news agenda; even in stories that affect women profoundly, such as gender-based violence, it is the male voice that prevails.

## National context

From a single, state-owned television and radio monopoly, Pakistan today boasts a vibrant and largely free media. After a long struggle against periodically oppressive press policies and censorship under successive military regimes, the print media became freer in the 1990s and today enjoys more freedom than ever before.

The 2002 policy of liberalization led to the rapid growth of private electronic media, both TV and FM radio. Another expansion came about through cross-media ownership: almost all media houses with print media as their main business have established or are planning to launch their own TV channels. As a result Pakistan today has over 90 TV channels

(news and entertainment), currently 170 radio stations broadcasted in Pakistan, and over 400 print publications (dailies, monthly and weekly) in various languages (English, Urdu and regional languages).

Recent figures place the number of internet users as close to 25m (2014) (almost 16% of the population), 15m of which access it through their cellular phones. The use of broadband services is also showing growth, with about 1.7m current users (2014). News websites of some of the Pakistani media houses rank among the highest in searches from Pakistan. Most have a robust online presence.

It is also true that this large, vibrant, ever-expanding and relatively free Pakistani media has yet to be used as an effective and credible tool to advance messages relating to human and women's rights and gender equality. The main reason for the enduring gender-insensitive nature of much of the content churned out using a male, most often patriarchal, lens, could be that it tends to look at issues in the light of circulation figures, ratings, commercials and one-upmanship.<sup>1</sup>

At the global level, changes in the status and role of women in the media and the portrayal of women in the media have been slow but visible. Pakistan is no exception, as revealed by the Pakistan Country Report of the Global Media Monitoring Project Report (2010) put together by Uks Research Centre<sup>2</sup>. Media content, including the portrayal of girls and women in the media, remains largely patriarchal, gender-insensitive and sometimes violates consumer rights, as well as media responsibility and accountability. There is inescapable and widespread evidence of media reasserting and perpetuating negative stereotypes of girls and women alongside other empowered and empowering content.

The state and civil society have been attempting to bridge the gap. The Uks Research Centre (Uks) brought together media professionals, policy planners, civil society organizations (CSOs), non-governmental organizations (NGOs) and women activists to begin a process of debate and dialogue on issues concerning women and the media. Media portrayal of women, strategies for women's empowerment through the media and the formulation and implementation of a national code of conduct for the media, are a few of the milestones achieved by Uks in the last two decades, since its inception. Uks has been the national coordinator for GMMP in 2010 and this time (2015) as well for Pakistan.

## Executive Summary

- This is the second time Pakistan has been involved in GMMP, both times coordinated by Uks.
- This Pakistan report is based on the monitoring of 6 newspapers (Print), 4 news channels (Television), 2 radio frequencies and five news websites and tweets were monitored.
- The monitoring was conducted by 17 volunteers mostly university students supervised by the Uks Research Team who have been monitoring media in Pakistan through the gender lens for almost two decades now.
- GMMP Methodology provides tools and guidelines on which media to monitor and how. Uks team was familiar with the methodology and oriented the university students on this methodology through a mock session prior to the actual monitoring activity.
- Main theme that dominated the news was Social and Legal issues followed by Crime and Violence and Politics and Government respectively.

### News Content

- Women constituted 36 per cent of all news stories as compared to 27 per cent in GMMP 2010 findings.
- As far as function of news subjects are concerned, female news subjects were not registered as spokespersons, experts, commentators or quoting personal experiences in any of the news stories on the monitoring day.

---

<sup>1</sup> Inside the News- Challenges and Aspirations of Women Journalists in Asia and the Pacific, Published in 2015 by the United Nations Educational, Scientific and Cultural Organization

<sup>2</sup> Uks Research Centre- An NGO working for gender-just media in Pakistan since 1997.

- The news stories that portrayed news subjects as ‘victims’ had 61 per cent female subjects and 38 per cent male subjects.
  - 19 per cent of the news subjects that were photographed were female as compared to 9 per cent male news subjects
- Gender in Newsrooms
- Overall, the presence of female reporters in newsrooms stand at 16 per cent across media
  - 25 per cent of the news stories with female subjects were covered by female reporters as compared 75 per cent of the news stories covered by male reporters.
  - 33 per cent of all female reporters reported news stories with women as central focus as compared to 19 per cent of male reporters
  - None of the stories in which issues of gender equality/inequality were raised were reported by female reporters as the monitoring findings indicate

#### Gender in the News

- All news stories with women as central focus stood at 32 per cent in print, TV and radio
- The news stories highlighting gender inequalities (4 per cent), and challenging stereotypes remained in negligibly low proportions
- 31 per cent of women news subjects were identified by their family status as compared to only 5 per cent men in news stories

## A DAY IN THE NEWS IN PAKISTAN



Women related or women centric news stories were very few on the monitoring day i-e Wednesday, 25<sup>th</sup> March, 2015. The stories which were presented in the bulletin or in the newspaper were mostly:

- Political in nature related to the ministers’ meetings with foreign delegations,
- State’s decision on death sentence to terrorists
- German passenger plane crash in the Alps
- Legal/court hearings related to important government issues.

The only story focusing on woman/women reported across media was:

- Political activist, Ms Asiya Andrabi of Hurriyat Party in Disputed Kashmir region. She made news as she dared to hoist the Pakistani flag on Pakistan Day (March 23) and sang the Pakistani National Anthem in the Indian-held Kashmir region. An IFR was registered against her.
- Another woman who made news across most media was a Pakistani supermodel, caught on an airport, laundering money, by the customs police.

## THE CONTEXT

- As is the global trend, in Pakistan as well, the bigger chunk of main pages in print and news headlines on broadcast media is taken up by political news
- The usual (crime, events, development) women-related news are often tucked away in the inner pages of print and hardly reported in the broadcast news bulletins unless its show-business. (On 25<sup>th</sup> March, 2015 as well, there were women-specific news in the inner pages in print media but since only main pages were to be monitored, these were not included)
- Political and government news most of the time excludes women and women's perspectives
- Crime, adverts, entertainment and show business are topics that blatantly stereotype women
- Regular media monitoring indicates that women's presence and voices are missing in most development issues
- Women in media as media owners and executives are rare and very few. Due to the mushroom growth of privately-owned media houses in the last decade, incorporation of women in electronic media has been considerable but research has shown them to face 'glass ceilings' and 'sticky floors'.
- Many media houses own cross-media outputs (print radio, TV, online)
- Quite a few private media owners are not media practitioners/journalists by profession and run the media houses as business, with media ethics being the least of their concerns in the race of higher ratings.
- In print media, Urdu press tends to be more sensational and use inappropriate/ gender biased terminology where English media fares much better.

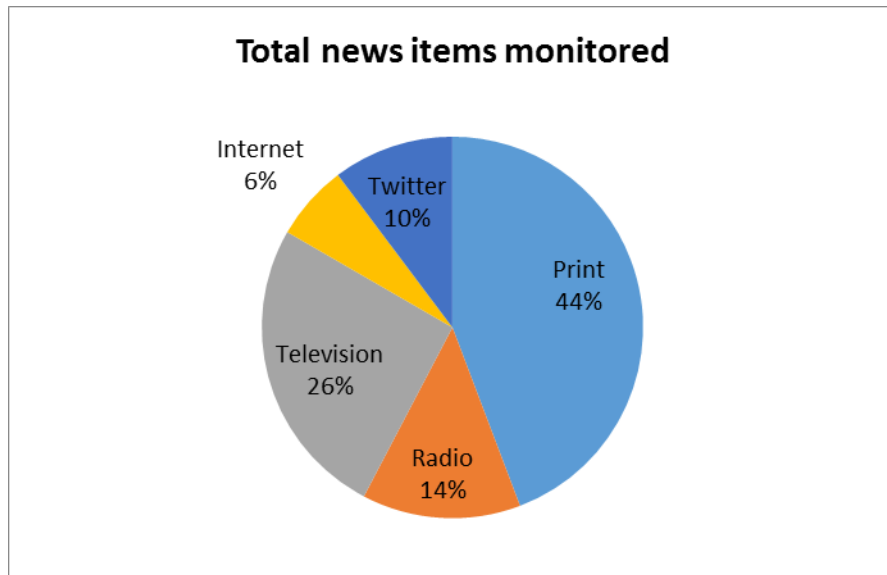
## Media Monitored

The sample was selected as a cross-section of media to ensure that the sample was representative of all media in Pakistan and covered the plurality of the regional media across four provinces. Based on density bands described in the GMMP Methodology, a specific number of news media publications, and channels and internet sites were to be identified. The list has been provided below:

In Pakistan, 6 newspapers (Print), 4 news channels (Television), 2 radio frequencies and five news websites and tweets were monitored.

- Print: A total of **871 news items** were monitored in print on the main pages. Of these 871 items, 69 were found to be directly or indirectly related to women.
- On social media (twitter), **5 of 16** tweets monitored, were women related.
- While for internet monitoring, **8 of total 10** links were coded as women centric/related.
- In two news bulletins on radio, a **total of 21 news items** were listed of which **just 3** were women related.
- A **total of 40** news items were listed while monitoring three television news channels. Among those 40 news stories, just **7 stories** were found to be women related.





## The Monitors

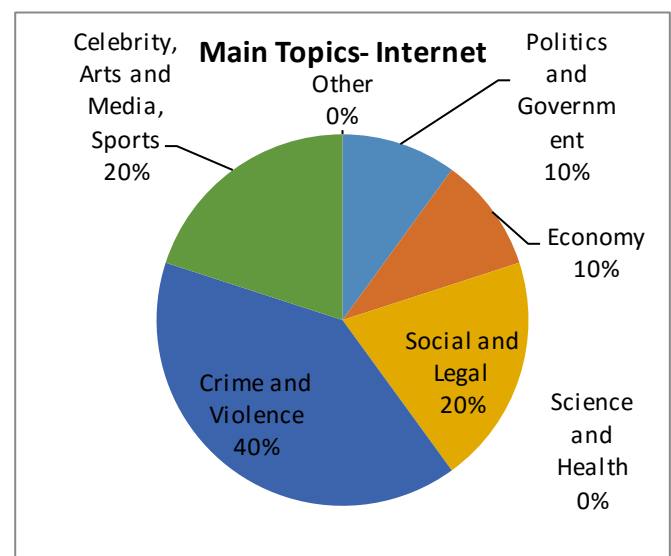
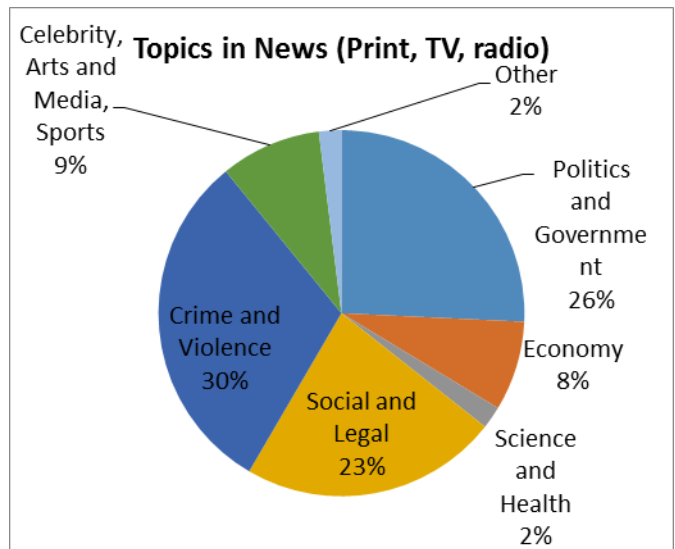
A team of 17 monitors was established to carry out the task of media monitoring. These included 13 students of National University of Modern Languages (NUML), Islamabad and 2 research supervisors of the Uks research, resource and publication center on media and women.

It may be added that media monitoring for GMMP is an entirely voluntary activity. The University students all gathered on the monitoring day at Uks's office. News publications, radio, TV and internet facilities were all set up at the office. All monitors were identified and taken on-board. The tools and project details were shared earlier. Most were trained how to monitor media at mock session held prior to the actual activity. The Uks team, supervising the entire monitoring activity was familiar with the GMMP monitoring tools and methodology and previous reports.



## TOPICS IN THE NEWS

1. The topic that gained the most media coverage across all media on the monitoring day was Crime and Violence. This was true for the print media as that provided 59 per cent coverage to this topic while radio provided 40 per cent. Television in comparison provided only 10 per cent to this topic. Internet and twitter again had high ratio coverage of this topic at 40 and 33 per cent respectively.
2. Twenty six per cent of the news stories on monitoring day were on the topic of Politics and Government. Among the stories featured in print media, 24 per cent were on Politics and Government, with 20 per cent each on TV and radio. Twitter provided 66 % coverage on this topic with 10 per cent on internet on the monitoring day.
3. The third topic that received wide media coverage was Social and Legal issues. Television provided maximum coverage on this topic at 50 per cent, followed by radio at 40 per cent and print at 20 per cent. Internet also provided 20 per cent coverage and with none at all on coverage on twitter.
4. With 8 per cent coverage on the topic of Economy and only 2 per cent on Science and Health and 9 per cent on Celebrity, Arts, Media and Sports were covered.



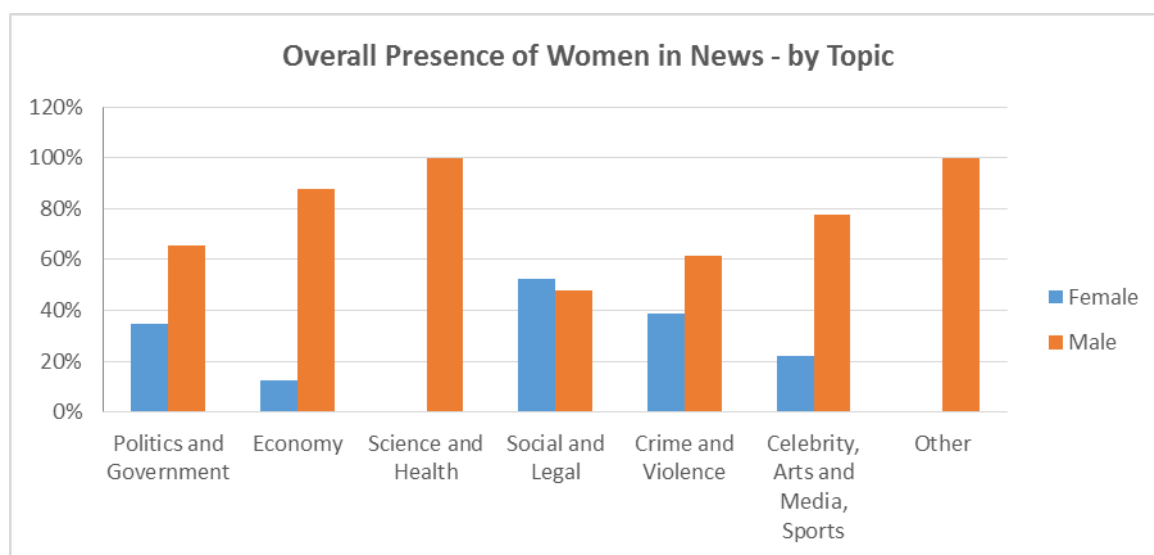


## The News

### Overall presence of men and women in the news in Pakistan as News Subjects

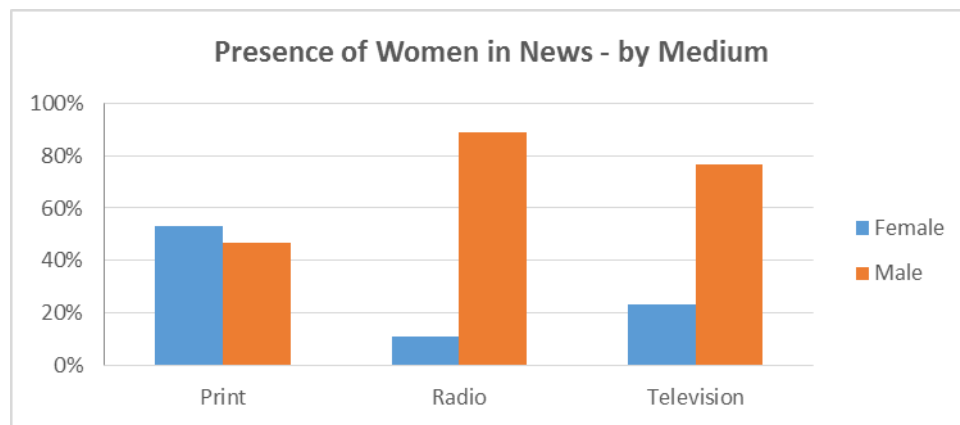
The overall presence of men and women in the news in Pakistan as news subjects:

- The overall presence of women as news subjects on the monitoring day in Print, TV and Radio was 36 per cent while on internet and twitter this proportion was at 50 per cent. This figure has increased by 9 per cent in five years, which stood at 27 % for females in the GMMP National report in 2010 for Pakistan.
- Men dominated news stories on topics of Crime and Violence, Politics and Government and Economy. Women accounted for only 39 per cent in Crime and Violence, 35 per cent in Politics and Government and an abysmal 13 per cent in Economy related news stories.
- Greater presence of women was registered in news stories on Social and Legal issues at 52 per cent.
- In Celebrity, Arts, Media and Sports the female news subjects accounted for only 22 per cent of the stories. This unexpectedly low proportion can be attributed to the fact that ‘sports’ news has been clubbed with ‘arts’ and ‘celebrity’ news in the GMMP methodology. Usually women news subjects dominate Arts and Celebrity news in Pakistan and are almost non-existent in Sports news, albeit international sports news.
- The monitoring showed that there was no news on Science and Health topics with female news subjects.



### Presence of men and women as News Subjects – by Medium

- Although men dominated news stories across all media but radio was especially weak in this respect with only 11 per cent representation of women subjects. In television as well, this proportion was drastically low at 24 per cent.
- Meanwhile, it was interesting to note that women news subjects exceeded the male news subjects in news stores in print media on the monitoring day.



### Who made the News?

The occupational groups in which women and men were portrayed in news stories:

- In 27 per cent of all news stories on Politics and Government, women were portrayed as ‘Government, politician, minister, and spokesperson’.
- In 8 per cent of all news stories on Crime and Violence, women were portrayed as ‘criminal(s) or suspect(s)’
- The occupational groups<sup>3</sup> of women news subjects in remaining news stories, were in negligible proportions and include:
  - Lawyer, judge, magistrate, legal advocate, etc.
  - Business person, exec, manager, stock broker...
  - Tradesperson, artisan, labourer, truck driver, etc.
  - Activist or worker in civil society org., NGO, trade union
  - Student, pupil, schoolchild
  - Homemaker, parent (male or female) only if no other occupation is given e.g. doctor/mother

### Function of male and female news subjects

69 per cent men in news stories were spokespersons for Government, politician, minister, etc., and 50 men were shown as experts or commentators on news stories on sportsperson, athlete, player, coach, referee.

Female news subjects were not registered as spokespersons, experts, commentators or quoting personal experiences in any of the news stories on the monitoring day in print, television and radio.

On internet however, 22 per cent women news subjects were recorded to be ‘spokespersons’ and 11 per cent to be providing ‘popular opinion’.

	Female	
	%	N
Subject	45%	77
Spokesperson	0%	13
Expert or commentator	0%	2
Personal Experience	0%	1
Eye Witness	0%	1
Popular Opinion	0%	0
Other	0%	1

**Table 1-News subjects' function in news story, by sex**

<sup>3</sup> As classified in the GMMP Methodology 2015

### ‘Victims’ in the News

The news stories that portrayed news subjects as ‘victims’ had 61 per cent female subjects and 38 per cent male subjects.

Of all news stories with female news subjects portrayed as ‘victims’, 36 per cent, portrayed women as ‘victims’ of domestic violence, rape, murder <sup>4</sup>etc., while relatively fewer percentages in news stories on non-domestic sexual violence, rape assault etc. and victims of discrimination based on gender, race, ethnicity etc.

Most men, 29 per cent were portrayed as ‘victims’ in news stories on disaster, poverty, accident etc., 14 per cent in stories on violence based on religion, tradition etc., and violence due to gender, race-based discrimination and cases of murder. 47 per cent women were portrayed as ‘survivors’ of accident, disaster, and poverty etc., compared to 50 per cent men ‘survivors’ in news stories portraying survivors.

	Female		Male	
	%	N	%	N
Not applicable (the story identifies the person only as a survivor)	18%	2	29%	2
Victim of an accident, natural disaster, poverty	18%	2	29%	2
Victim of domestic violence, rape, murder, etc.	36%	4	14%	1
Victim of non-domestic sexual violence, rape, assault, etc (sexual violence only)	9%	1	0%	0
Victim of other non-domestic crime, robbery, etc.	0%	0	0%	0
Victim of violation based on religion, tradition...	9%	1	14%	1
Victim of war, terrorism, vigilantism, state violence...	0%	0	0%	0
Victim of discrimination based on gender, race, ethnicity, age, religion, ability, etc	9%	1	14%	1
Other victim (specify in comments)	0%	0	0%	0
	100%		100%	

**Table 2-News Subjects who are portrayed as ‘victims’, by sex (Print, TV and Radio)**

	Female	Male
	%	%
Not applicable (the story identifies the person only as a victim)	53%	50%
Survivor of an accident, natural disaster, poverty	47%	50%
Survivor of domestic violence, rape, murder, etc.	0%	0%
Survivor of non-domestic sexual violence, rape, assault, etc. (sexual violence only)	0%	0%
Survivor of other non-domestic crime, robbery, etc.	0%	0%
Survivor of violation based on religion, tradition...	0%	0%
Survivor of war, terrorism, vigilantism, state violence...	0%	0%
Survivor of discrimination based on gender, race, ethnicity, age, religion, ability, etc.	0%	0%
Other survivor (specify in comments)	0%	0%

**Table 3 - News subjects who are portrayed as ‘survivors’, by sex (Print, TV and Radio)**

---

<sup>4</sup> Classification of victims as per GMMP Methodology in eight groups

## Identity and Family Status in the News

**31 per cent** of women news subjects were identified by their family status as compared to only 5 per cent men in news stories monitored across all print, TV and Radio.

On internet, none of the news subjects - male and female - were identified by their family status.

It may be added here that in all news subjects in which women news subjects were identified by their family status were being reported by a male reporter. Also all news subjects with men identified by their family status were also recorded to be done by male reporters.

Print, TV, Radio			Internet		
	Female	Male	Female	Male	Do not know
	%	%	%	%	%
Yes	31%	5%			
No	69%	95%			
Table 4-News subjects who are identified by family status			Yes	0%	0%
Table 5 - News subjects who are identified by family status			No	25%	25%
					100%
					50%

## Images in the News

Across print and television **19 per cent** of the news subjects that were photographed were female as compared to 9 per cent male news subjects who were photographed.

	Female	Male
	%	%
Yes	19%	9%
No	81%	91%

**Table 6- Subjects photographed**





## Who Delivers the News?

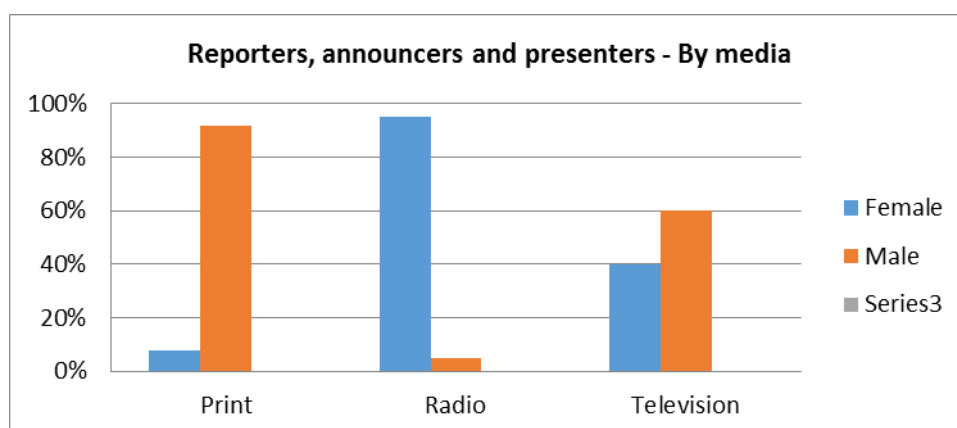
### Overall Presence of female reporters, presenters and announcers by Medium

Overall presence of female reporters in print, TV and radio added up to 16 per cent of all reporters.

In print, 8 per cent of the news stories (whose by-lines were mentioned) were reported by women compared to the 92 per cent stories that were reported by male reporters, on the monitoring day.

In radio, 90 per cent of the announcers and presenters were female compared to only 10 per cent male counterparts.

On TV, a relatively healthy presence of 40 per cent of news stories with women reporters, presenters, and announcers were registered against 60 per cent news stories with male reporters.



### Presence of men and women reporters in major news topics

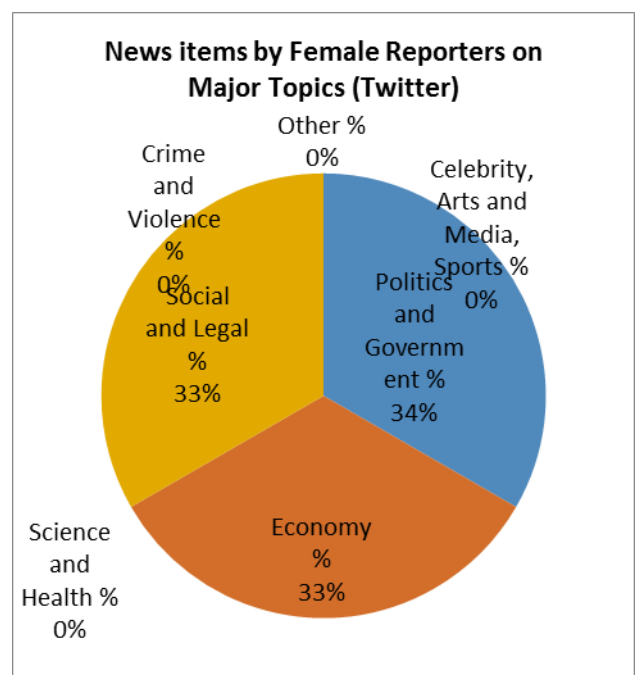
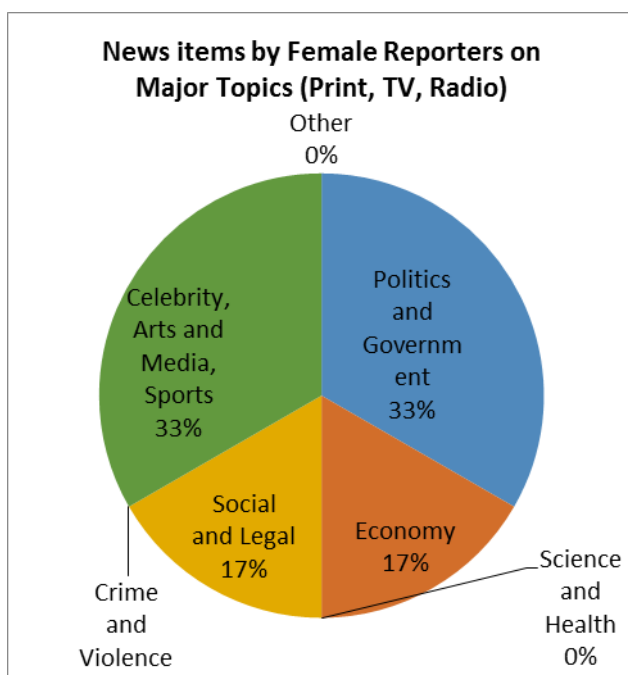
33 per cent of news stories on Politics and Government were reported by female reporters as compared to 28 per cent by male reporters.

All stories on Crime and Violence were found to be reported by male reporters. Social and Legal news were reported by 25 per cent male and 17 per cent female reporters.

33 per cent of Celebrity, Arts and Media related news stories were covered by female reporters meanwhile only 13 per cent of male reporters were assigned such beats.

On internet, beats assigned to female reporters on news stories included topics like Economy and Celebrity, Arts and Media.

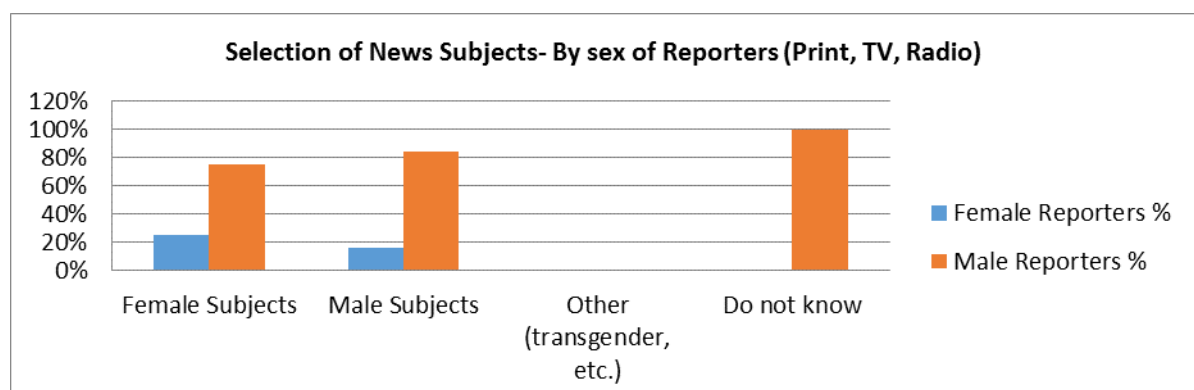
A negligible proportion of the news stories, on the key themes as defined by GMMP 2015, were recorded to have been reported by female reporters on Peace and Security with none on Political and Economic Participation.



### Selection of News Subjects by Female and Male Reporters

25 per cent of the news stories with female subjects were covered by female reporters as compared 75 per cent of the news stories covered by male reporters.

16 per cent of the news stories with male subjects were reported by female subjects as compared to 84 per cent such news stories by male reporters.

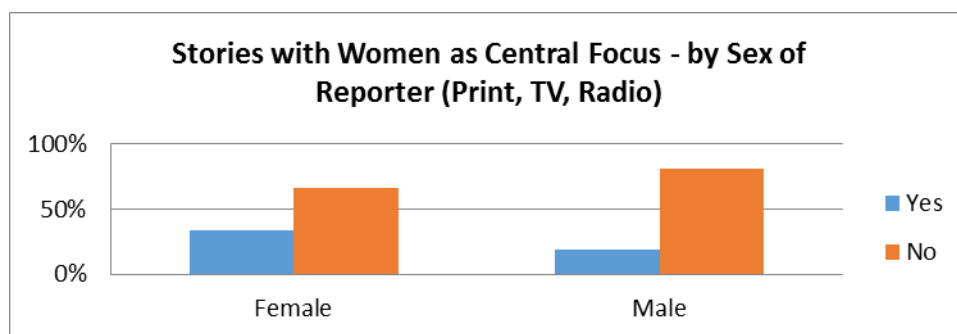




On internet however all stories with female subjects were found to be reported by female reporters and those with male subjects were found to be reported by male reporters.

### Sex of reporters in stories with women as central focus

33 per cent of all female reporters reported news stories with women as central focus as compared to 19 per cent of male reporters reporting such news stories.



### Reporters in Domestic and Foreign stories

Of all the news stories monitored on print, television and radio, 33 per cent of female reporters covered national news stories as compared to 59 per cent male reporters on national level beats.

Foreign news stories were covered by 33 per cent female reporters and 16 per cent male reporters.

	Female		Male	
	%	N	%	N
Local	0%	0	0%	0
National	33%	2	59%	19
Sub-Regional	33%	2	25%	8
Foreign/International	33%	2	16%	5

**Table 7- Reporters in Foreign and Domestic stories, by sex of reporter**

### Stories with issues of gender equality and inequality by Male and Female Reporters

None of the stories in which issues of gender equality/inequality were raised were reported by female reporters as the monitoring findings indicate.

The topics of stories where issues of gender equality/inequality were raised by male reporters include Family Law, Legal System, Crime and Violence and Disaster related stories.

## Gender and the News

### Stories with women as central focus- by Topic

Overall, all news stories with women as central focus stood at 32 per cent in print, TV and radio.

Of all the stories with women as central focus, 44 per cent were on Social and Legal issues, 38 per cent on Crime and Violence, approximately 20 per cent each on Science and Health, Celebrity, Arts and Media and Politics and Government.

In the key themes defined as per GMMP 2015<sup>5</sup>, of all the news stories in print, television and radio with women as central focus, 60 per cent were on Political participation, 6 per cent on Peace and Security and none at all on Economic participation.

As far as Internet and Twitter news are concerned, they followed a similar pattern. Of all the news stories with women as central focus, all were registered on the topic of Political participation only.



Table 8 - Screenshots of TV Channels Monitored

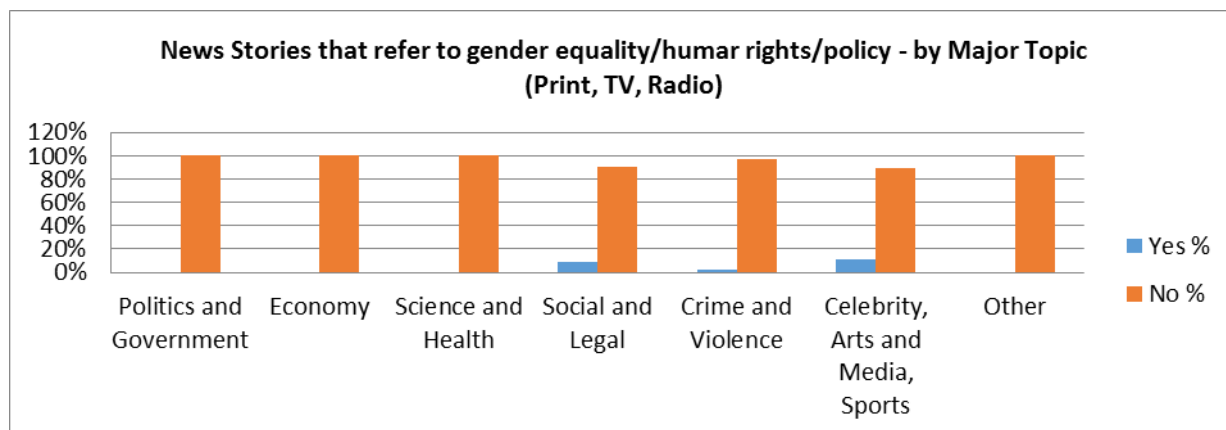


### Stories that highlight issues of gender equality/inequality

Overall only 4 per cent of all the news stories had reference to gender inequality and human rights policies on print, television and radio. These news stories were on issues of Family law, Legal system, Crime and violence, and Celebrity, Arts and Media.

<sup>5</sup> Key Themes as classified by GMMP 2015: Political Participation, Peace and Security and Economic Participation

On internet, a negligible proportion of news stories highlighted issues of gender equality and inequality with topics like Crime and Violence and Celebrity, Arts and Media.



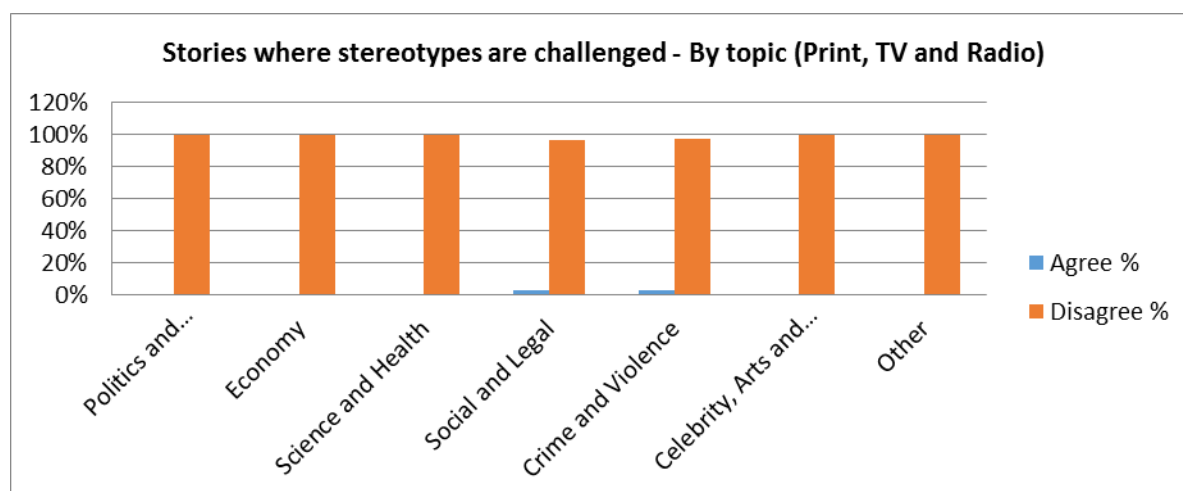
### Challenging or reinforcing stereotypes

Although most of the news stories monitored, did not reinforce any gender stereotypes but most of them did not challenge them as well.

Of the few stories that challenged stereotypes, the topics included Crime and Violence and Social and Legal issues. 3 per cent of the news stories on Crime and Violence and 3 per cent of those on Social and Legal issues challenged stereotypes on print, television and radio.

On internet, one of the news stories challenged stereotypes, which focused on the topic of Family law. On twitter, only two tweets challenged stereotypes both on the topic of women electoral candidates and politicians.

It may also be added here that the stories that challenged stereotypes were all reported by female reporters.



### Sex of Quoted News Subjects

Of all the news stories with female news subjects, only 31 per cent quoted women. Meanwhile in all news stories with male news subjects, a staggering 83 per cent quoted men.

	Female	Male
Yes	31 %	83 %
No	69 %	17 %

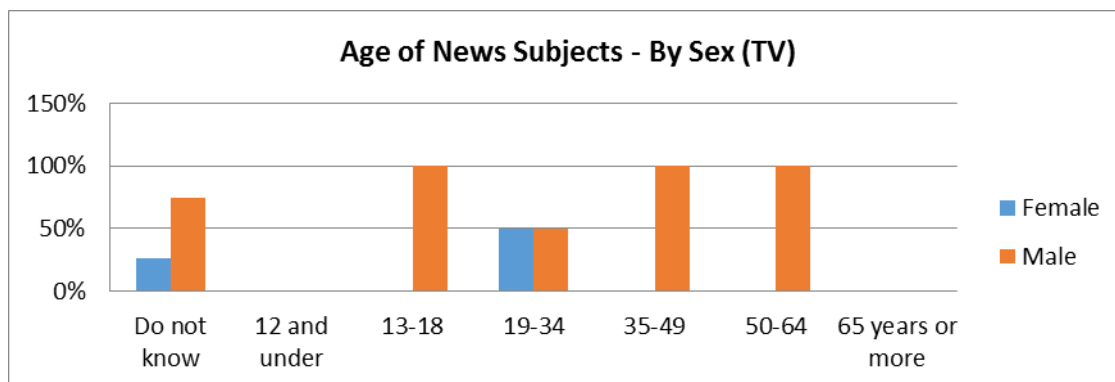
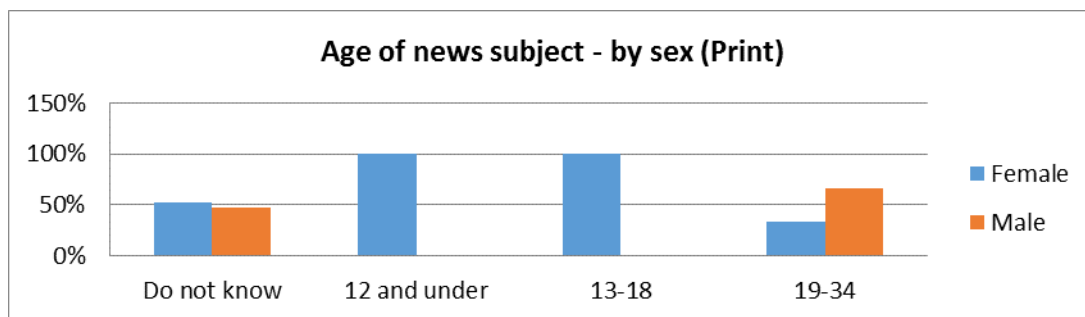
**Table 9- News subject quoted by sex (print, TV, radio)**

	Female	Male	Do not know
	%	%	%
Yes	13%	25%	63%
No	100%	0%	0%

**Table 10- Table 11- News subject quoted by sex (Internet)**

### Age of News Subjects

Of all the news subjects seen in print and TV, maximum number of female news subjects were between the ages of 19-34 years on TV and 13-18 years in print.



## Journalistic Practices

Case Study – Gender blind reporting

**A story that is a missed opportunity or gender-blind**

**Title of article:** “Permission from earlier wives not required for new marriage” by Kalbe Ali

**Name of newspaper, television or radio channel or internet news website URL:**

**The Daily Dawn**

**Date:** March 25, 2015

**Country:** Pakistan

**Skills:** Fairness, Perspective, Sources

**Genre:** News Story

### Analysis:

The story quotes Maulana Sheerani, Chairman, Council of Islamic Ideology (CII), a constitutional body that advises the legislature whether or not a certain law is repugnant to Islam, namely to the Qur'an and Sunnah. Maulana Sheerani is also Member National Assembly. This news story appeared in most of the newspapers/news bulletins.

**Headlines:** The headline seems more like a final verdict than a quote.

**Sources:** The story only quotes the Chairperson (male) with no views from other religious scholars or women.

**Language:** The language is neutral.

**Story Angle and Perspective:** The reporter has not included any views or reactions from women, men, legal experts or rights activists on this statement.

The story should have included special circumstances when this ‘Islamic principle’ became permissible.



**A few News clippings from other media have been shared below; both from online and Urdu print media, that shared the same story on March 25, 2015 as a missed opportunity.**

Pakistan Today ([www.pakistantoday.com.pk](http://www.pakistantoday.com.pk)):<http://www.pakistantoday.com.pk/2015/03/25/national/men-do-not-need-first-wives-consent-for-second-marriage-says-sheerani/>

**Men do not need first wife's consent for second marriage, says Sheerani**

## National

March 25, 2015 BY MONITORING DESK

**Council of Islamic Ideology (CII) Chairman Maulana Mohammad Khan Sherani has spoken again on his most talked-about topics — marriage, divorce and women.**

Talking to reporters after a CCI meeting the other day, Maulana Sherani said men did not need to take permission from the first wife or previous wives for another marriage. He said that “some people are creating anarchy and discontent under the garb of women’s rights”.



As per Islamic principles, he added, men could have up to four wives at one time.

The Maulana also criticised NGOs, saying that some organisations working for human rights were spreading unrest in the society by trying to distort the facts.

Maulana Sheerani, who is also an MNA of JUI-F, said the government had been suggested to amend the marriage laws as, according to him, Shariat has clearly defined the provisions of up to four marriages for men. He claimed that these provisions were easy to understand and follow.

The CII had held a meeting over the topic of marriage laws in the country in October last year in which Maulana Sherani said that women could not raise objection over the second or subsequent marriages of their husbands.

In another previous meeting of the CII, Maulana Sherani had said that the minimum age of a girl for marriage could be as young as 13 years provided she attains puberty.

He said the parliament was bound to follow the suggestions made by the CII regarding formulation of laws.

All bills presented in the parliament should be vetted by the CII as according to the Constitution all laws of the country should be formulated in accordance with the Holy Quran and Sunnah, he added.

## Summary and Conclusion

The GMMP 2015 monitoring activity was held on March 25, 2015, in more than 100 countries across the world. Pakistan was included in this activity for the second time. The news outputs and content across all media on the monitoring day was like any other ordinary day. Seventeen media monitors were gathered at Uks’s office in Islamabad to monitor print, television, radio and internet news. The findings of the monitoring activity have been summarized below:

Changes observed in the last five years

- There has been an increase in the presence of women in the mainstream media in Pakistan in the last five years - from 27 per cent in 2010 to 36 per cent in 2015.
- News stories that challenged stereotypes were all reported by female reporters in 2015.
- The findings indicates that in selection of news subjects by reporters, fewer (25 per cent) news stories with female subjects were covered by female reporters as compared to (75 per cent) such stories by male reporters. This finding can be attributed to the fact that overall male reporters were in greater proportions. Also these stories were not necessarily the ones with women as central focus.
- Overall presence of female reporters has increased from 11 per cent in 2010 to 16 per cent in 2015.
- All of the news stories in which issues of gender equality/ inequality were raised (4 per cent) were covered by male reporters



	GMMP 2015	GMMP 2010
<b>Presence of Women in Media</b>		
News Subjects	36%	26%
Presenters	86%	92%
Reporter	16%	11%
<b>Female News Subjects by medium (TV, Radio and Print)</b>		
Television	24%	50%
Radio	11%	10%
Newspapers	53%	27%
<b>Female News Subjects - by Major Topics</b>		
Politics and Government	35%	4%
Economy	13%	0%
Science and Health	0%	0%
Social and Legal	52%	25%
Crime and Violence	39%	40%
Celebrity, Arts, Sports and Media	22%	50%
<b>News Subjects as ‘Victims’</b>		
As Victim	61%	43%
<b>Images of Female news Subjects appearing in News</b>		
Photographs	19%	25%
<b>Female Reporters</b>		
Print	8%	11%
Television	21%	10%

#### More Findings

- Men dominate the news stories in all topics from Politics, Crime, Social issues to Health and even Celebrity and Arts.
- Radio although the most effective and cheap tool for awareness-raising, remains very weak as far as women related news and programs are considered by medium. Community radio is virtually non-existent in the country.
- In the entire monitored news content, none of the news sources were female except the news stories on internet.
- The occupational groups in which women were portrayed in the news were varied but except for the heroic deed of a brave Kashmiri woman the rest remained the usual ‘accepted roles’ for women in the Pakistani society. Women continue to be portrayed in their stereotypical roles. Women excelling in the so-called men’s domain are considered to be an ‘unusual’ and heroic deed.
- In all the news subjects portrayed as ‘victims’, more stories (36 per cent) depicted women as ‘victims’ of violence domestic and non-domestic, poverty or disaster as compared to 27 per cent men ‘victims’.
- Women subjects in news continue to be identified by their family status.
- Only 4 per cent of all news stories highlighted issues of gender equality and inequality. The beats assigned to female reporters continue to be the ‘softer’ ones with male reporters covering Crime and violence and Social and Legal issues in greater ratios.
- None of the stories reinforced gender stereotypes and only a negligible proportion of stories (mostly on family law) challenged stereotypes. Such findings only reinforce the fact that one day of media monitoring is not representative

of the overall trends in media from the gender perspective. In 2015 none of the stories recorded reinforced stereotypes. (However, this is rare exception for March 25, 2015. Uks's regular media monitoring findings indicate that reinforcing of stereotypes in news persists)

- Of all the female reporters, 33 per cent covered news stories with women as central focus as compared to 19 per cent of all the male reporters. Stories with women as central focus were 32 per cent across print, TV and radio.

#### Findings on Key themes for GMMP 2015

This time in GMMP 2015, the key themes defined were Political participation, Economic Participation, and Peace and Security. The news stories were especially analysed from the gender perspective with reference to these themes.

- 60 per cent of all news stories could be classified under the theme of Political participation, 6 per cent on Peace and Security and none at all on Economic participation (Key themes classified by GMMP 2015).
- None of the news stories on these themes were reported by female reporters with only a negligible proportion of female reporters covering news stories provided slight references to Peace and Security.

#### Conclusion

- The presence of women as reporters and presenters may have increased but actual stories about the 'real' Pakistani women remain invisible.
- Practices of news stories with women being sensationalized, trivialized and sexual objectification persist in the Pakistani media, more so in the regional and Urdu language media than the English language ones, across all media.
- A single day of media monitoring is not enough to reflect the media practices and/or violations of ethics that prevail.

Affirmative action needs to be taken to ensure gender balance both in newsrooms and news content. In this respect Uks's initiative in the last five years include revision and redesigning of the Gender-Sensitive Code of Ethics both for print and electronic media in Pakistan in 2013.<sup>6</sup> In 2012, Uks compiled a media guide on how to portray and showcase success stories and achievement of women from all walks of life – **Powerful Women, Powerful Nation – Empowering women through the Media**, published in collaboration with Centre for International Private Enterprise (CIPE). Advocating more women in media, Uks published a first-ever extensive country report on women media practitioners in collaboration with Danish International Development Agency - **Who's Telling Our Story? A Situation Analysis of Women in Media in Pakistan** in 2013. Uks also contributed to a regional survey on gender-balance in newsrooms, a report prepared as part of the "Research Study on Media and Gender in Asia-Pacific" undertaken by the International Federation of Journalists, and supported by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in partnership with UN Women- **Inside the News- Challenges and Aspirations of Women Journalists in Asia and the Pacific**, published in 2015.

#### The Next Five Years

A lot of organisations have been advocating and working for a gender-just media in Pakistan. Despite their efforts, the change has been very slow. For a fair and balanced representation of men and women in the media, sustained efforts have to be made including:

- Regular media monitoring
- Enhanced awareness and Advocacy to voluntarily adopt Gender Sensitive Code of Ethics for the Media in Pakistan
- Audience to be made aware of their rights as consumers and not 'to be fed' content they do not approve of.
- The training and sensitization of journalists is imperative. Although a lot of sensationalism, sexual objectification exists for increased circulation/ratings but many media practitioners follow such practices unintentionally.
- Media toolkits on gender-just practices and terminology to be widely circulated in media houses.

---

<sup>6</sup> A code of Ethics devised by Uks Research Centre in 2003 in consultation with Media, CSOs, and gender experts and updated in 2013 - Available in both English and Urdu languages.

## Annex I- List of Monitors

The media monitors for the GMMP 5 team include:

1. Shujaat Ali (Research Associate, Uks Research Centre).
2. Syeda Hina Imam (Assistant Research Associate, Uks Research Centre).

The following is the list of student volunteers from National University of Modern Languages, Islamabad.

3. Beebarg Akram
4. Muhammad Afrasiab Zafar
5. Inam-ul-Hassan
6. Omer Farooq
7. Ayesha Tasneem
8. Aisha Dawood
9. Aleeza Bukhari
10. Khadija Fazal.
11. Abdullah Bin Ali
12. Hassan Shehzad
13. Muhammad Ahsan Ali
14. Dur-e-Shehwar
15. Ramisha Khan

## Annex II- List of Media Monitored

Below is the list of media that were monitored on 25<sup>th</sup> March, 2015

**Print:**



1. Daily Dawn (English),
2. Daily The News (English),
3. Daily The Express Tribune (English),
4. Daily Ausaf (Urdu),
5. Daily Khabrain (Urdu),
6. Daily Pakistan (Urdu)

**Television:**

1. Dawn News (Private, Urdu Language, 24/7 News Channel),
2. Geo News (Private, Urdu Language, 24/7 News Channel),
3. PTV World (State-owned, Urdu Language, 24/7 News Channel)

(Note: Initially a fourth channel Express News was also included but the news recordings for this channel were ruined (the computer disk was affected) therefore this channel was later dropped to avoid inclusion of inaccurate data.)

**Radio:**

1. FM 93 (Pakistan Broadcasting Corporation, State-owned, infotainment, nation-wide coverage)
2. FM 99 (Private, infotainment)

**Internet:**

The Nation ([www.nation.com.pk](http://www.nation.com.pk))

- <http://nation.com.pk/national/24-Mar-2015/ayyan-likely-to-be-shifted-to-central-jail-karachi>
- <http://nation.com.pk/karachi/19-Mar-2015/mqm-worker-held-over-murder-of-pti-s-zahra>

Dawn News ([www.dawn.com](http://www.dawn.com))

- <http://www.dawn.com/news/1171708/first-volume-of-poetry-on-aps-tragedy-launched>
- <http://www.dawn.com/news/1171591/pakistani-cute-ness-wins-in-burberrys-latest-ad-campaign>
- <http://www.dawn.com/news/1171442/tahira-mazhar-alis-death-a-profound-loss-to-many>

Dunya News ([www.dunyanews.tv](http://www.dunyanews.tv)):

- <http://dunyanews.tv/index.php/en/Pakistan/267601-Lahore-Twin-blasts-near-church-in-Youhanabad-kill>
- <http://video.dunyanews.tv/index.php/en/mustwatch/17245/Karachi:-Bride-commits-suicide-after-week-of-marriage#.VXVy9Eg7rgw>

Express Tribune ([www.tribune.com.pk](http://www.tribune.com.pk)):

- <http://tribune.com.pk/story/858371/establishing-rights-govt-presents-bills-to-end-child-bonded-labour/>

Pakistan Today ([www.pakistantoday.com.pk](http://www.pakistantoday.com.pk)):

- <http://www.pakistantoday.com.pk/2015/03/25/national/men-do-not-need-first-wifes-consent-for-second-marriage-says-sheerani/>

**Twitter:**

- @ab\_1947 (twitter account)

The reason behind selecting the above mentioned media:

- Nationwide circulation/broadcasting
- Leading news outputs in terms of circulation/listenership/viewership
- The selected media provides a well-rounded group of private and state-owned media

The GMMP in Pakistan has been coordinated by - Tasneem Ahmar, Director, Uks Research Centre.

This report has been written by Saniya Jafree, Senior Program Officer, under the supervision and with inputs from Tasneem Ahmar, Director and with assistance of Shujaat Ali, Research Associate at Uks Research Centre.

**Uks Research Centre**  
**House 51-A,**  
**Street 63,**  
**F-8/4, Islamabad.**

**Tel: +92-51-2850906/08**  
**(Fax: 2850908)**  
**Email: [info@uksresearch.com](mailto:info@uksresearch.com)**  
**Web: [www.uksresearch.com](http://www.uksresearch.com)**



**WACC**  
**308 Main Street**  
**Toronto**  
**ON M4C 4X7**  
**Canada**

**Tel: +1 416 691 1999 E-mail: [info@nwmindia.org](mailto:info@nwmindia.org)**  
**Fax: +1 416 691 1997 Web: [www.nwmindia.org](http://www.nwmindia.org)**  
**Email: [info@waccglobal.org](mailto:info@waccglobal.org)**  
**Web: [www.waccglobal.org](http://www.waccglobal.org)**  
**[www.whomakesthenews.org](http://www.whomakesthenews.org)**