

**WHO  
MAKES THE  
NEWS?**



## **South Africa**

# **Global Media Monitoring Project 2015 National Report**



**GMMP**  
Global Media  
Monitoring Project  
**WACC**



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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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### 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.'<sup>1</sup>
- 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 subjects were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The first statistically significant change in women's overall presence in the news was registered in 2005 in the third iteration of the research.<sup>3</sup> Women comprised 21% of news subjects, a three percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focussing centrally on women, underrepresentation in the major news topics and as voices in the news. The third GMMP made an important discovery: the sex of the journalist mattered for the gender dimensions of a story. For instance, the likelihood of female news subjects appearing in stories was higher in the case of stories by women journalists (25%) than in those by male journalists (20%).
- A second statistically significant change was noted in the results of the Fourth GMMP in 2010. In data collected from 108 countries, some progress in women's presence in the news was evident.<sup>4</sup> Women made up 24% of the people in the news, up three percentage points from the 2005 finding. However women's underrepresentation and near lack of voice remained. 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. Encouragingly, 44% of people providing popular opinion in the news were women – a ten percentage point increase from 2005. As newsmakers, women were under-represented in professional categories.
- Similar to the Third GMMP, the Fourth in the series confirmed the finding on differences between female and male journalists in the gender dimensions of stories they reported. The likelihood of selection of female news subjects was higher for female journalists (28%) than for male journalists (22%). Stories by female reporters were more likely to challenge gender stereotypes (7%) than those by male reporters (4%). In pilot research on news online, 76 news websites in 16 countries and 8 international news websites were monitored. The results showed that women comprised only 23% of online news subjects – indicating that women's underrepresentation in traditional media had crossed over into the digital news world.

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

<sup>2</sup> Spears, George and Kasia Seydegart, Erin Research. With additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*, 2000.

<sup>3</sup> Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

<sup>4</sup> Macharia, Sarah, Dermot O'Connor and Lilian Ndangam, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*, 2010.

- 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 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

Located at the southern-most tip of Africa, South Africa has a coastline of more than 2 700km, with the Atlantic Ocean to the west and the Indian Ocean to the east. Namibia, Botswana and Zimbabwe lie to the north of the country, Mozambique, and Swaziland in the east. Lesotho, an independent state, is landlocked within South African territory. The last census revealed that South Africa has a population of about 51.7 million people.<sup>5</sup> Of these a little above 26.5 million are women. South Africa continues to celebrate 20 years of Independence amidst high unemployment, poverty and non-delivery of services, inequality, high rates of crime and violence and encountering a wave of violent xenophobic attacks against migrant workers from other African countries during the first half of 2015.

### Legal framework

The country boasts of one of the best constitutions in the world. Adding to the plethora of laws governing the country, South Africa passed the Gender equality bill into law in 2014 amid numerous criticism that it was merely reiterating and duplicating the tenets of other already existing laws. Hence, it was not bringing any new offerings to the table. The bill seeks to empower women and promote gender equality in both the public and private sectors. It seeks to promote and protect women's reproductive health and eliminate discrimination and harmful practices, including gender-based violence.

Another recently passed piece of legislation is Protection of State Information Bill popularly dubbed the secrecy bill. This bill undoubtedly faced numerous criticism and was regarded by many civil society and rights groups as unconstitutional. The bill is criticised for potentially having power to gag media freedom and restrict the media from holding the government to account. Thus far media in SA has been enjoying guaranteed freedom of expression and freedom of the media as enshrined in Section 16 of the constitution.

### State of the media

The country enjoys a pluralistic media landscape. The government however does not own or control any newspaper title a phenomenon present in only a few African countries. According to Kupe (2014) South Africa's media system is undoubtedly the most pluralistic on the African continent. Kupe asserts that "South Africa appears to fit a media system profile typical of liberal western democracies, in which a defining feature is a market-based system of pluralistic media independent of the state but not necessarily from powerful commercial interests and the political forces which they intersect."<sup>6</sup> Kupe's arguments on diversity in the media are also relevant to discussion of gender in the media. He argues that diversity should cover the whole value chain from ownership to content production to the consumers. "In relation to content it is not only an editorial and programming focus and perspectives that is important ... the range of images and representations is also of critical importance to full media diversity of the media available," (Kupe 2014:30). Therefore, with misrepresentations and under representation of women the media in South Africa is falling short on being a diverse media.

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<sup>5</sup> [http://www.statssa.gov.za/?page\\_id=3955](http://www.statssa.gov.za/?page_id=3955)

<sup>6</sup> Kupe, T. 2014, 'Media Diversity' in Department of Communication (eds) in Media Landscape 2014 Celebrating 20 years of South Africa Media, Department of Communication, Pretoria, pp 28-37.

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.

With the prevalent gender blind coverage in the media it becomes more important to measure media performance in light of women's voices, and gender issues in the media to ascertain diversity in the media. Therefore, this monitoring assists us to observe and interrogate the media reportage on women and whose views are coming out in our national media. This monitoring will provide us with yardsticks to judge how the SA media reports in comparison to other countries taking part in this GMMP research.

Monitoring is also important as it will give us accurate information on whether mass media enables them a fair and balanced picture of women and men in SA. It will be useful in advocacy campaigns to raise awareness in newsrooms and encourage journalists, editors and media outlet owners to observe the standards of balanced reporting in the

With its original slogan, "gender equality in and through the media" Gender Links (GL) is credited with creating a gender and media movement in Southern Africa and championing this cause up to the international level as well. From the original Gender and Media Baseline Study, GL's cutting-edge gender and media research portfolio has covered the full range of media education; institutional composition of the media; media content and audience response. It was only fitting that GL take part in this global study as it is an area of interest and will contribute to the body of knowledge on gender and the media.

## Executive Summary

This research report is written against a media background where the landscape has changed over 20 years. Transformations in media and information technology, gender relations in the media, media ownership and control amongst other phenomena are taking root in this industry. The gains if any are slowly being realised.

The report presents the findings of the South Africa GMMP 2015 country report as part of the GMMP.

The GMMP Project is the largest and longest longitudinal study on gender in the world's media. It is also the largest advocacy initiative in the world on changing the representation of women in the media. It is unique in involving participants ranging from grassroots community organizations to university students and researchers to media practitioners, all of whom participate on a voluntary basis.

Every five years since 1995, GMMP research has taken the pulse of selected indicators of gender in the news media, studying women's presence in relation to men, gender bias and stereotyping in news media content.<sup>7</sup> The 2015 research is the fifth in the series on gathering who makes the news globally.

The South Africa findings for this research are based on data collected from print television and radio news items on 25 March 2015. Both qualitative and quantitative research methods were used to collect the data for this research.

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<sup>7</sup> <http://whomakesthenews.org/gmmp#sthash.OS2Frv40.dpuf>

## KEY FINDINGS

**Who speaks in the news:** Women are hardly heard in the news. The proportion of women who speak in the news is 29% compared to 81% for men

**Who speaks where:** In South Africa, women are best represented as source in radio in which they constitute 31% of sources, compared with 30% in print and 12% in television

**Who reports in the news:** The proportion of women reporters in the South Africa GMMP is 49%.

**Who reports where:** More women are announcers on radio than men at 60% and appear least on TV as presenters at 36%. There is a near equilibrium in print reporting with a proportion of 49% women writing newspaper articles. There is a worryingly significant difference between who is shown on TV in main news bulletins on the airwaves. Men dominate TV reporting at 64%

**Who reports on what:** Female reporters in the country cover topics mostly on social and legal stories at 27% followed by the economic stories at 19%. They are at 16% on covering politics and government.

**Gender biases in occupational categories are pronounced:** Women make up 100% of those appearing as social workers, childcare workers and 88 % of homemakers. Women are grossly underrepresented in major occupational categories such as politics and government at 18% business at 16 % and the police and military at 11%.

**Gender equality is not given top priority in South Africa, appearing only in certain topics on the day:** Gender equality issues are raised mostly in topics that include human rights, women's rights and on the women's movement both at a proportion of 11%. It is also raised in stories on domestic politics stories on gender-based violence, legal system and other labour issues at 6%.

**Women are not central focus in the news:** The proportion of stories with women as the central focus in the country is 12%. A break down by topic reveals that women are mostly the central focus in crime and violence stories at 33%. Women are focused on mostly in crime and violence stories

**Women are seen as victims and not survivors:** Proportion of women presented in the news as survivors is 6%. However, women are largely seen as victims at a proportion of 88%

**Gender stereotypes are hardly challenged in the media:** 9% of crime and violence stories, 5% of social and legal stories and 2 of economic stories managed to challenge gender stereotypes on the day of the survey. At the same time, crime and violence stories and economic stories reinforced gender stereotypes at proportion of 91% and 93% respectively.



An example of how women are talked about but not talked to in the media

## A DAY IN THE NEWS IN SOUTH AFRICA

On 25 March 2015, South Africa monitors together with monitors from other countries worldwide tasked themselves with finding whose news, whose views the SA national media was serving on that day. No particularly big story broke out on the day. However, several stories stood out amongst others.

National stories ranged from the National Director of Public Prosecutions being said to be in hiding after fraud charges were laid against her. The Zulu King made headlines for “refusing to apologise” for alleged comments made against foreigners. University students also stole the limelight with the Rhodes must fall campaign a campaign “mobilising against institutional white supremacist capitalist patriarchy for the complete decolonization” in education structures.

In international news sections, the German wings passenger jet dominated the news. Crime, violence and health stories also featured in the news.

## THE CONTEXT

### Background

The country has a pluralistic media environment. The print media sector is manned by big media conglomerates. There are four big media groups which are Naspers, Times Media Group, Independent News and media and Caxton. The government does not own or control any print media outlets. Its broadcasting sector also has several players including the public broadcaster SABC, ETV and pay television MultiChoice. The industry has been undergoing transformation over the years from being predominantly white owned and controlled. The Independent Communications Authority of South Africa (ICASA) is the regulator for the communications sector. Through legislation ICASA monitors license compliance, issue licenses, develops regulations and manages the frequency spectrum. Despite the breadth and depth of the media, there are signs that its media freedoms are coming under threat from political and commercial interests.

### Media monitored

GL selected the media outlets sampled in the study. News outlets were chosen according to their reach and readership and listenership. According to the media banding and the media available for monitoring on that day. This sample influenced the Sputhern Africa Gender and Media Progress Study, the organisation is undertaking in 2015. The following is the list of media monitored for the GMMP,

- Business Day
- Daily News
- Daily Dispatch
- Daily Sun
- E-TV
- Isolezwe
- Kaya FM
- Metro FM
- Radio 702
- SABC 1
- SABC 3

- SAFM
- Sowetan
- The Citizen
- The Times
- The Star
- The Argus

### The monitors



Tarisai Nyamweda GL Senior Media Programme Officer shows Katlego Mabasa University of Limpopo media studies student how to monitor TV news\_GMMP monitoring training and coding workshop\_AN\_SA\_31032015

GL was assisted by students from the University of Limpopo media students to do the GMMP monitoring. Ten media studies comprised of 5 females and 5 males who came in from Limpopo province of South Africa for a study visit to Gender Links volunteered to conduct the monitoring.

The monitoring contributed to developing and improving their media literacy skills. The monitoring is an analytical exercise that opened their eyes to measure the media situation in their country. It provided them a gateway to see the media landscape through a gender lens. It also enabled all monitors to reflect on the diversity in the media consumed each day.

## TOPICS IN THE NEWS

The news media on the day was business as usual.

Female reporters in the country cover topics mostly on social and legal stories at 27% followed by the economic stories at 19%. They are at 16% on covering politics and government. Female reporter least cover celebrity arts stories and crime and violence stories at 10% and 11% respectively. On the other hand, male reporters take up roles to cover economic stories at 32% and also take part in covering social and legal stories at 18%.

There is a significant gap between who covers economy stories in the country which brings question on who is assigned this beat in the newsroom and on why women seem not inclined to cover this more serious news beat. This figures show an improvement to the 2010 GMMP only where female reporters covering social and legal stories stood at 17%. Womens coverage of politics and the economy has gone down significantly from 33% to 16% and 26% to 19 %



News on the front pages: photo by Tarisai Nyamweda



respectively. This is a worrying trend as politics and the economy are mostly highest on the agenda in news on a daily basis and women seem continue to lag behind in this more serious news beat.

	Female		Male	
	%	N	%	N
Politics and Government	16%	10	18%	13
Economy	19%	12	32%	23
Science and Health	16%	10	1%	1
Social and Legal	27%	17	20%	14
Crime and Violence	11%	7	15%	11
Celebrity, Arts and Media, Sports	10%	6	13%	9
Other	2%	1	0%	0
	100%		100%	

## THE NEWS

### Overall presence of women and men in the news in South Africa as news subjects

According to the results of March 25 2015 GMMP findings men were the most dominant news sources in all topics of the news except for science and health. Women sources in the country stand at 29%. When comparing this with the global average in 2010 where women constituted 24% of media sources, there is an indication of improvement in women sources in this regard.

Although there is an improvement, this exemplifies the fragile gains that women have made in the representation patterns as portrayed by the media as they are still far from reaching the equal representation target in the media. Women continue to be silenced by the media although they make up more than half of the population they are underrepresented by the media. Examples abound in the media in South Africa, regionally and globally, of ways in which women's views on all topics continue to be side lined.

An interesting finding is that women outnumbered male sources in the coverage of science and health on the breakdown of topic by sex of source. More women talk on science and health issues with a figure standing at 62% compared to 38% male sources on the same topic.

### Presence of female and male news subjects in your South Africa by medium

While women's voices are under-represented across all media monitored (radio, tv and newspapers only) in South Africa, women are best represented in radio in which they constitute 31% of sources, compared with 12% in television and 30% in print. This possibly proves the easy accessibility of this medium to the general populace.

## News sources in local, national, and international news

Women sources in sub-regional stories make up 50% of news sources followed by local news at 36%. Women sources in national news performed dismally only accounting for 26% Local/community news and news from the provinces in South Africa is low at 8% and 7% respectively, compared with 18% and 10% for the region. This is highly problematic and is another indication suggesting that media practice in South Africa needs strengthening in coverage of national stories.

## Who are the newsmakers?



Chriszelda Kekana;Katlego Mabasa; Madikana Matjila and Juniors Thema all from University of Limpopo during the GMMP monitors training and coding workshop; South Africa. Photo by Albert Ngosa

Women continue to be portrayed in a narrow range of occupations. They make up 100% of those appearing as social workers, childcare workers and 88 % of homemakers. Women are grossly underrepresented in major occupational categories such as politics and government at 18% business at 16 % and the police and military at 11%. There is no representation of women as criminals, royalty, sportsperson or sex workers, tradespersons.

The under representation of women in news on politics and government and business is not justifiable as women have also begun to take up influential political

positions in government and in both corporate and small business. These women deserve a voice and to be seen through the media. Hence, the media is not giving a true mirror of the society they are serving. These results are also worrying as they affirm the stereotypical gender roles awarded to women as caregivers social workers and confined to the private life as home makers

## Function of female and male news subjects

The survey established that in South Africa women are best represented narrating their personal experiences at 36% or providing eyewitness accounts at 33%, rather than as authoritative experts or spokespersons on different subjects. This also further limits the way women are represented.

## ‘Victim’ portrayal in the news

The prevalence of GBV in Southern Africa is very high. Countries such as South Africa have among the highest levels of sexual violence in the world. Reflecting this situation on the ground the survey found that women are dominantly portrayed as ”victims” of domestic violence, rape, murder at 33% . The proportion of women represented as survivors is 6%.

	Female		Male	
	%	N	%	N
Not applicable (the story identifies the person only as a survivor)	6%	1	0%	0
Victim of an accident, natural disaster, poverty	6%	1	15%	3
Victim of domestic violence, rape, murder, etc.	33%	6	20%	4
Victim of non-domestic sexual violence, rape, assault, etc (sexual violence only)	6%	1	10%	2
Victim of other non-domestic crime, robbery, etc.	11%	2	15%	3
Victim of violation based on religion, tradition...	0%	0	0%	0
Victim of war, terrorism, vigilantism, state violence...	0%	0	0%	0
Victim of discrimination based on gender, race, ethnicity, age, religion, ability, etc	0%	0	0%	0
Other victim (specify in comments)	33%	6	40%	8
Do not know, cannot decide	6%	1	0%	0
	100%		100%	

## Portrayal as “survivors”

	Female	Male
	%	%
Not applicable (the story identifies the person only as a victim)	88%	69%
Survivor of an accident, natural disaster, poverty	0%	13%
Survivor of domestic violence, rape, murder, etc.	0%	6%
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)	13%	13%
Do not know, cannot decide	0%	0%
	100%	100%

The GMMP survey found that coverage is often insensitive to women as they are hardly portrayed as survivors. The media often portrays women as victims rather than survivors. This is in contrast to men

seen as survivors especially in topical issues such as domestic violence and rape. Portraying women as victims even when they have overcome difficult situations disempowers them discursively.

### Identity and family status in the news

South Africa data shows that the female news subjects are identified more by their family status at 21 % compared to men at 9%. Continued reference to women in terms of other people limits or strips them off their own individual identities and continues to relate them to the home context.

### Images in the news

On the day of the survey women and men appeared in equal proportions in newspaper images both at 23%.

## WHO DELIVERS THE NEWS?

### Overall reporters and presenters

This section gives us a preview of those who create and deliver the news as far as they are reflected in news content as reporters, announcers and presenters across all media. The proportion of women reporters in the South Africa GMMP is 49%.

More women are 36% of news personnel on television. The results point to a near equilibrium in representation of those who write newspaper articles. Men dominate TV reporting at 64%.

	Print				Radio				Television			
	Female		Male		Female		Male		Female		Male	
	%	N	%	N	%	N	%	N	%	N	%	N
South Africa	49%	56	51%	59	60%	3	40%	2	36%	9	64%	16

### Reporters, by scope

According to the results below, women cover stories with a national focus the most at 67 % which is more than the 65% mark for male reporters. Women least report on sub regional stories with a proportion of only 2%

### Reporter by scope of news

	Female		Male	
	%	N	%	N
Local	22%	14	24%	17
National	67%	42	65%	46
Sub-Regional	2%	1	3%	2
Foreign/International	10%	6	8%	6
	100%		100%	

## Reporters, by major topic

The sex of the reporter represents another element of stereotypical practices in the dynamics of news production in the country. Female reporters in the country continue to cover topics mostly on social and legal stories at 27%. This beat is considered “soft” news or rather, “women’s news” or simply news that arouses human interest. The hard news beats seem to be the designated domineering ground for male reporters who cover politics government and economics, which are the more serious news beats .They, are at 16% female journalists covering politics and government. Women’s coverage of politics and the economy has gone down significantly from 33% and 26% to 19 % on coverage of the economy. The results reveal that there is still need for the realisation of gender balance in assigning duties taken up by journalists in the media.

## GENDER AND THE NEWS

With the power and the reach of the media the media is capable of influencing gender awareness. However, it has to start within the media as they give out texts that people live on every day. The media can help dismiss gender based stereotypes and steer away from “gender censorship” by reporting and seeing the news through a gender lens , balancing sources , being sensitive in language and image use and broadening the scope in which they report on women showing them in non - traditional and non-stereotypical roles amongst other things.

### Women’s centrality in the news

	Yes	No
	%	%
Politics and Government	6%	94%
Economy	3%	97%
Science and Health	17%	83%
Social and Legal	13%	88%
Crime and Violence	33%	67%
Celebrity, Arts and Media, Sports	11%	89%
Other	0%	100%
Average	12%	

The proportion of stories with women as the central focus in the country is 12%. A break down by topic reveals that women are mostly the central focus in crime and violence stories at 33%. Crime and violence stories focused on women and in these stories although they focused on women the women were not portrayed in good light as they were seen as victims of violence as evidence in the analysis on women as “victims” above. Economics, politics, and government stories least focused on women at 3% and 6% respectively. Worryingly so this adds to the misrepresentation of women and makes the focus fall short as more positive and empowering stories on women were negated by the reporters.

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

The South Africa data show that gender equality issues are raised mostly in topics that include human rights, women’s rights and on the women’s movement. It is also raised in stories on domestic politics at Gender equality issues are also raised in stories on GBV, legal system and other labour issues. However, for a change in trends of reportage to be noticed gender equality needs to be mainstreamed in other topics not traditionally viewed as women’s issues such as politics, economic policies, climate change that all had a proportion of 0% in highlighting gender issues. This is evidence that more needs to be done to capacitate media practitioners on how to the news through a gender lens and be able to incorporate gender into all topics of the news.

### Challenging or reinforcing stereotypes?

9% of crime and violence stories clearly challenge stereotypes showing they were gender aware stories that tried to balance sources and be sensitive in language use and get both sides of the story. On the day of monitoring. No political, science and health and celebrity stories clearly challenged stereotypes. Most stories reinforced stereotypes. Economy and crime and violence stories reinforced gender stereotypes both going above the 90 % mark at 93 % and 91% respectively.

	Agree	Disagree	Neither agree nor disagree	Do not know
	%	%	%	%
Politics and Government	0%	81%	19%	0%
Economy	2%	93%	5%	0%
Science and Health	0%	87%	13%	0%
Social and Legal	5%	79%	14%	2%
Crime and Violence	9%	91%	0%	0%
Celebrity, Arts and Media, Sports	0%	82%	14%	4%
Other	0%	100%	0%	0%

Disaggregated by sex of reporter women cover the most gender aware stories in the social and legal stories and men in the crime and violence category at a proportion of 18%

### Does the sex of the reporter make a difference for the gender dimensions of a story?

Sex of reporter	Female	Male
Sex of source	%	%
Female	65%	35%
Male	36%	64%
Other (transgender, etc.)	0%	0%
Do not know	56%	44%

The table above shows the proportion of female and male sources quoted by female and male reporters. The proportion of female sources interviewed by female reporters is 65% compared to 35% male sources the same reporters accessed. In contrast only 36% female sources were accessed by male reporters compared to the 64% male sources the same reporters quoted.

Comparing the presence of women and men in the media and the sex of the sources interviewed results shows that on average 37% of female report are far more likely to interview female sources compared to the 16% of their male counterparts in the media. This could support the argument that some activists and scholars have that if more women could penetrate the media sector then it is likely that more voices of women could be heard in the media. However, this is not to say this possibility could be an end in itself. More needs to be done for journalists to realise that stories are not balanced until they carry both women and men's views.

It was also found that there is no direct relationship between having stories with a central focus on women and the sex of the reporter. Only 10% female reporters compared to 13% male sources wrote stories with a central focus on women. So having female personnel does not necessarily translate to the presence of a primary focus on women.

### Stories where issues of gender equality/inequality are raised by sex of reporter

	Female			Male		
	Yes	No	N	Yes	No	N
	%	%	N	%	%	N
Other domestic politics, government, etc.	50%	50%	6	0%	100%	12
Other stories on politics (specify in comments)	100%	0%	1	0%	0%	0
Other labour issues (strikes, trade unions, etc.)	100%	0%	1	0%	100%	5
Human rights, womens rights, rights of sexual minorities, rights of religious minorities, etc.	100%	0%	2	0%	0%	0
Education, childcare, nursery, university, literacy	100%	0%	2	0%	100%	2
Womens movement, activism, demonstrations, etc	80%	20%	5	0%	0%	0
Legal system, judiciary, legislation apart from family	33%	67%	3	0%	100%	6
Other stories on social/legal (specify in comments)	33%	67%	3	50%	50%	2

The survey shows that female reporters are most likely to raise gender equality across all topics as seen above compared to their male counterparts

The survey also further shows that women are will likely cover gender aware story that challenge stereotypes as opposed to their male colleagues. The proportion of the social, legal, and economic stories challenging stereotypes covered by women 12% and 8% respectively. This contrasts the proportion of gender awareness in the same topic covered by men, which has a proportion of 0%.

## A GOOD PRACTICE CASE

### Title: Ukuthwala no excuse for rape

**Short description:** A man who bought a 14-year-old girl child for R8000 in 2010, raped and abducted her has been brought to book after he argued that he was simply practising a traditional custom when he did this act.



**Background:** According to the Department of Justice and Constitutional Development, *Ukuthwala* is a form of abduction that involves kidnapping a girl or a young woman by a man and his friends or peers with the intention of compelling the girl or young woman's family to endorse marriage negotiations. In ancient Africa, particularly among the Nguni, *Ukuthwala* was a condoned albeit abnormal path to marriage targeted at certain girls or women of marriageable age. But it did not involve raping or having consensual sex with the girl until marriage requirements had been concluded.<sup>8</sup> In today's society this tradition does not stand ground in the face of constitutionally enshrined human rights.

### Objective/Purpose:

To show that rape is never justifiable under any circumstance.

### Summary:

This story published in *The Citizen* on 25 March 2015 is a gender aware story. The writer has found balance in the story between reporting an event in court and the issues it raises. More importantly, the story contextualizes rights of children being violated, the way people hide behind culture and tradition are put in the spotlight as this old age tradition has been misconstrued by many and taken advantage of.

It takes a hard-hitting look at cultural practises vs human rights or the rights of children. Cultural practices are placed under the spotlight in this article. The reporter examines them giving a voice of reason from experts who comment and analyse the issues brought up in the case. Overall, such reporting should be encouraged as it draws a line and clarifies issues, stands solid ground and dismisses rape as an unjust action no matter the circumstance.

<sup>8</sup> <http://www.justice.gov.za/brochure/ukuthwala/ukuthwala.html#sthash.hUSwm4aa.dpuf>



## SUMMARY AND CONCLUSIONS

South Africa is often given as an example of a country with the best constitution in the world, one that guarantees equality between women and men. The findings of this study do not show this equality playing out in the media consumed every day. The South Africa GMMP reports finds that there is misrepresentation and under representation of women in print radio and television news media. Female voices in the news are relatively unheard at 29% compared to the voices of men in the news.

The proportion of topics assigned to female and male reporters in SA remain significantly varied with men continuously taking up the "hard" beat and women taking the "soft" news beats. This suggests that gender stereotypes are still prevalent in the media in terms of who covers what and who speaks on what in the media

Women continue to be shown as victims of violence and not survivors of violence. Gender equality issues continue to be given the back bench and issues on gender equality are rarely raised in the "hard news" beats such as politics and the economy.

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

1. It is paramount that gender mainstreaming starts at media education level. Reaching and transforming journalism and media studies students while they are still in training is an effective strategy which will ensure gender aware media practitioners in future.
2. More awareness needs to be raised on the state of gender and media in the country. The year Post 2015 create an opportune time to publicise these results
3. Equip the media with skills to conduct gender aware reportage This will empower and encourage the media to go to the field capture the voices of women in the different communities
4. Develop directory of female sources who can talk on different topics
5. Develop and implement work place policies and practices that are gender sensitive to support women in their multiple roles

## **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**

Team leaders: Sikhonzile Ndlovu and Tarisai Nyamweda, Gender Links

Media monitors, University of Limpopo

- Madikana Matjila
- James Lentsoane
- Anna Chuene
- Joseas Mphaga
- Jimmy Moreku
- Mandla Sithole
- Mankgaphela Thema
- Tshwaresa Malatji
- Moshibudi Mamabolo
- Katlego Mabaso
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