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بتمويل من الاتحاد الأوروبي

Empowering Civil Society through Community Media

Gender in Media

July – September 2020

Abstract

IRCKHF team monitored the 7 selected media sources in 6 days in the third quarter of 2020, including:

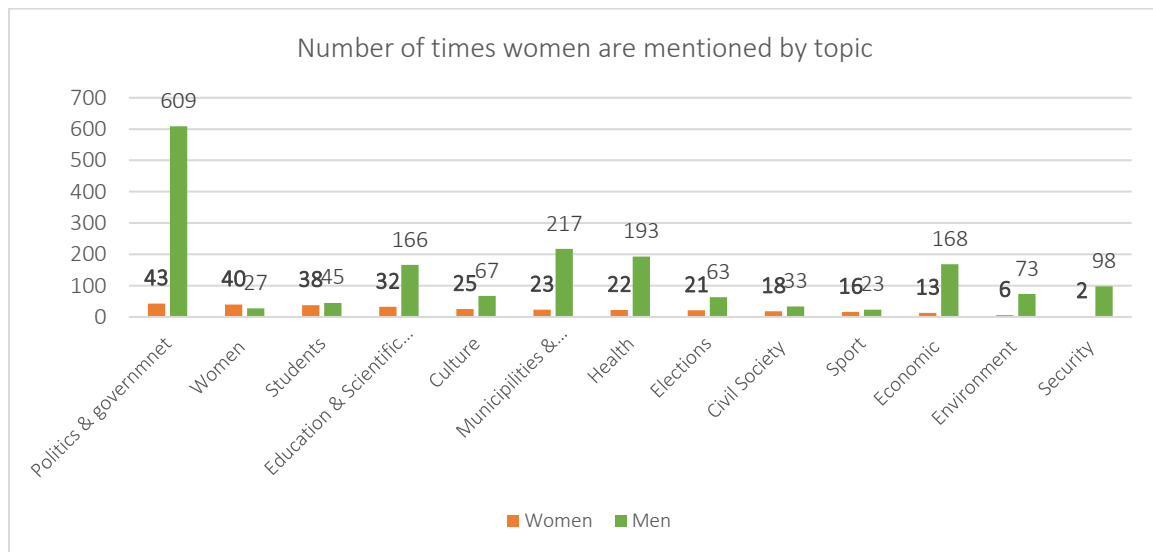
- Jordan News Agency (Petra)
- Addustour newspaper
- AlGhad newspaper
- Khaberni news website
- Ammon news website
- Hala FM
- Radio Farah Al Nas

The team published the 2020 third quarter report on its [platforms](#) and it will be shared with the selected media institutes mentioned above.

Accordingly, the following are the main results of 2020 quarter three report:

- The team monitored **1,096 media articles** in the third quarter of 2020 from the selected media sources. Where the team monitored 967 media articles in the second quarter of 2020. Accordingly, there is a clear increase in the number of monitored media articles (129).
- Number of **journalists** was **933**; where there was **12%** females and **20%** males, while there was **68%** not specified. Compared to the second quarter, the percentage of female journalists decreased by 2%. While the percentage of male journalists didn't change.
- Number of **women** were **mentioned** in the monitored selected media was **290** women vs. **1,708** men, **15%** women vs. **85%** men. Here the percentage of women increased by 2% comparing to the second quarter of 2020.
- Number of **Women** in **decision making positions** who were mentioned in the monitored articles and media sources was **93** vs. **1,001** men, **9%** women vs. **91%** men. Here the percentage of women increased by 2% comparing to the second quarter.
- There were 2 **expert** women vs. **9** expert men, **18%** women vs. **82%** men. In comparison with the second quarter of 2020, the percentage of expert women increased by 2%. But in numbers, mentioning both women and men experts decreased clearly comparing to the second quarter, as there were 7 women and 42 men.

- Number of women who were mentioned in **work and public activity context** was **89** vs. **302** men, **23%** women vs. **77%** men. Comparing to the second quarter of 2020, the percentage of women increased clearly by 4%.
- Number of women who were mentioned in **family and social relationships context** was **2** vs. **2** men. In the second quarter, there were 11 women vs. 14 men.
- Number of women mentioned in the covered **topics** that the selected media focused on in the third quarter of 2020 was **372** vs. **2,183** men, **13%** women vs. **77%** men. While in the second quarter it was 168 vs. 1,539 men, 8% women vs. 77% men. Thus, the percentage of mentioned women in the covered topics increased 5%.



- In general, as described in the figure above, the appearance of women in the covered topics is still weak comparing to men. Although women exist in all the fields but they are still limited to what concerning them. This may be due to stereotyping of women and the number of female journalists compared to the number of male journalists in the selected media sources.
In comparison with the second quarter of 2020, there are some differences in the mention and appearance of women according to the topics. Whereas the top seven topics mentioned women in the second quarter were as follows: health, civil society, education, politics & government, economic, women related issues, and security. In this quarter (the third quarter of 2020), the top 7 topics were as follows: politics & government, women related issues, students, education, culture, municipalities, and health.
- With regard to gender coverage during the monitoring period selected by the IRCKHF team every month, there was gender coverage in the selected media sources (newspapers, news sites and radios). It should be noted here, for the first time most of the gender articles either written by male journalists or that it did not determine the gender of the journalist, except for a limited number of media articles prepared by female journalists.
- There is still a gender imbalance in all the media platforms that have been monitored, both in the public and private sectors, as well as in both audio and written media. And that can be measured

through the number of gender-related articles, as well as number of mentioned women in the selected media sources, and number of female journalists.

- The proportion of gender-related news and women during the monitoring period in the third quarter of 2020, did not exceed 3% compared to other news that was gender neutral or masculine. And here it is clear that the percentage of gender-related articles increased 1% comparing to the previous quarter.
- In this quarter Farah Al Nas Radio didn't broadcast any of the morning programs for the purposes of development and renewal as reported by the radio.
- In this quarter, Addustour Newspaper ranked first in covering gender and women-related news after being on the second rank last quarter. As a result, AlGhad Newspaper ranked second, then Ammon, Petra, Khaberni, and finally Hala FM.