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# Empowering Civil Society through Community Media

Gender in Media

October – December 2020

## Abstract

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

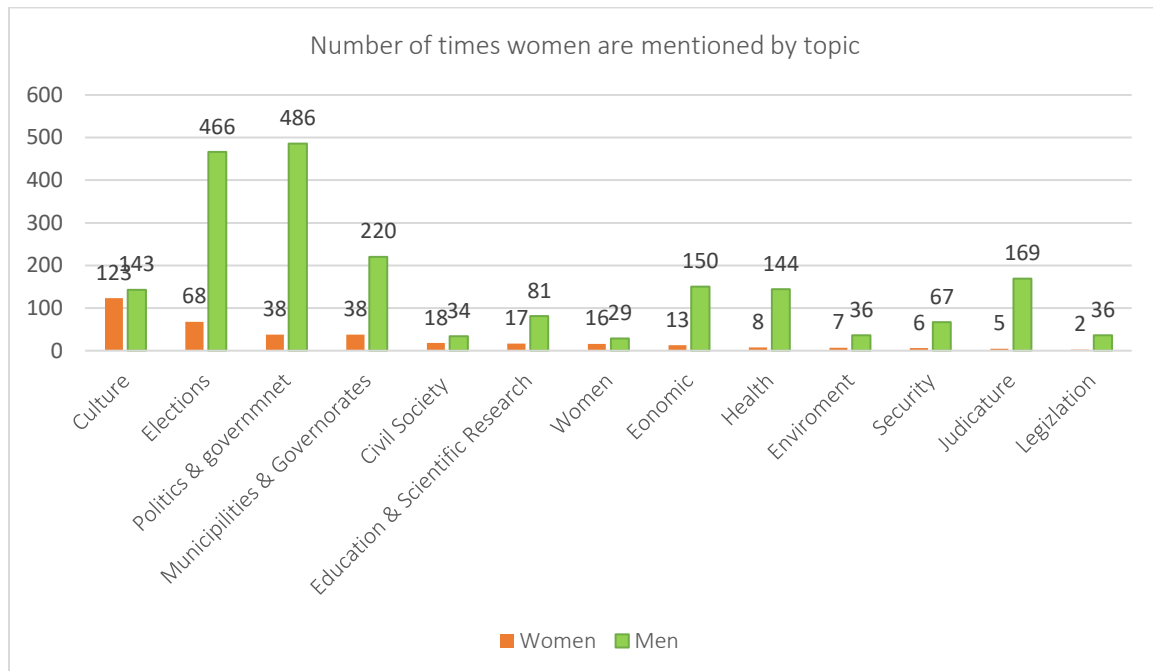
- Jordan News Agency (Petra)
- Addustour newspaper
- AlGhad newspaper
- Khaberni news website
- Ammon news website
- Hala FM
- Radio Farah Al Nas

The team published the 2020 fourth 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 four report:

- The team monitored **1,060 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 decrease in the number of monitored media articles (36).
- Number of **journalists** was **980**; where there was **16%** females and **20%** males, while there was **64%** not specified. Compared to the second quarter, the percentage of female journalists increased by 4%. While the percentage of male journalists didn't change.
- Number of **women** were **mentioned** in the monitored selected media was **408** women vs. **2,185** men, **16%** women vs. **84%** men. Here the percentage of women increased by 1% comparing to the third quarter of 2020.
- Number of **Women** in **decision making positions** who were mentioned in the monitored articles and media sources was **111** vs. **1,060** men, **9%** women vs. **91%** men. Here the percentage of women didn't change comparing to the third quarter.
- There were 18 **expert** women vs. 72 expert men, **19%** women vs. **81%** men. In comparison with the third quarter of 2020, the percentage of expert women increased by 1%.

- Number of women who were mentioned in **work and public activity context** was **96** vs. **278** men, **26%** women vs. **74%** men. Comparing to the second quarter of 2020, the percentage of women increased clearly by 3%.
- Number of women who were mentioned in **family and social relationships context** was **6** vs. **15** men. In the third quarter, there were 2 women vs. 2 men.
- Number of women mentioned in the covered **topics** that the selected media focused on in the fourth quarter of 2020 was **456** vs. **2,381** men, **15%** women vs. **79%** men. In comparison with the third quarter, the percentage of mentioned women in the covered topics increased 2%.



- In general, as described in the figure above, although women are existing in all the fields, the appearance of women in the covered topics is still weak comparing to men. 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 third 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 third quarter were as follows: politics & government, women related issues, students, education, culture, municipalities, and health. In this quarter (the fourth quarter of 2020), the top 7 topics were as follows: culture, elections, politics & government, municipalities, civil society, education, and women related issues. Elections came in the second place because monitoring coincided with the parliamentary elections. Also, culture came in the first place for the first time since the monitoring over 29 months.

- 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, most of the gender articles either written by female journalists or

that it did not determine the gender of the journalist, except for a limited number of media articles prepared by male 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 fourth quarter of 2020, did not exceed 2% compared to other news that was gender neutral or masculine. And here it is clear that the percentage of gender-related articles decreased 1% comparing to the previous quarter.
- In this quarter, similar to the previous quarter, Farah AlNas Radio didn't broadcast any of the monitored morning program for the purposes of development and renewal as reported by the radio's management.
- In this quarter, Alghad Newspaper ranked first in covering gender and women-related news after being on the second rank last quarter. As a result, Addustour Newspaper ranked second, followed by Petra, Ammon, Khaberni, and finally Hala FM.