

**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**COLLEGE OF EDUCATION AND BEHAVIORAL STUDIES**  
**INSTITUTE OF PSYCHOLOGY**

**PORTRAYAL AND REPRESENTATION OF ETHIOPIAN WOMEN IN PRINT MEDIA**  
**(The Case of Some Selected Newspapers and Magazine)**

**BY**  
**TIGIST SOLOMON DESU**



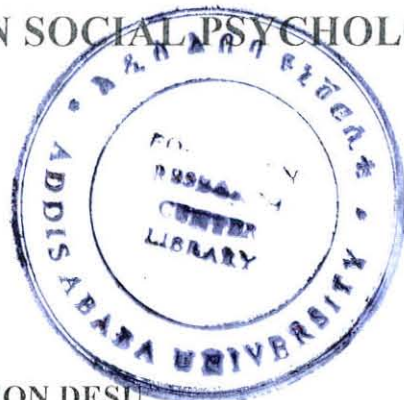
JUNE 2010

**PORTRAYAL AND REPRESENTATION OF ETHIOPIAN  
WOMEN IN PRINT MEDIA**

**(The Case of Some Selected Newspapers and Magazine)**

**A THESIS PRESENTED TO THE SCHOOL OF GRADUATE  
STUDIES, ADDIS ABABA UNIVERSITY**

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THE  
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**BY TIGIST SOLOMON DESU**

**JUNE 2010**

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SCHOOL OF GRADUATE STUDIES

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## **List of Acronyms**

<b>ECEX</b>	Ethiopian Commodity Exchange
<b>EEPCo</b>	Ethiopian Electric Power Corporation
<b>FGM</b>	Female Genital Mutilation
<b>GMMP</b>	Global Media Monitoring Project
<b>NEWA</b>	Networks of Ethiopian Women Associations
<b>SIDA</b>	Swedish International Development Agency
<b>UNESCO</b>	United Nations Education, Science and Culture Organization
<b>CAWTAR.</b>	Center for Arab Women Training and Research

## CONCEPTUAL DEFINITIONS

- ↓ **Portrayal** - a word or picture of a person's appearance and characters.
- ↓ **Reproductive role** – refers to all the tasks involved in the care and maintenance of the household including child bearing and child rearing, cooking, cleaning and caring for sick.
- ↓ **Sex stereotype** – assumptions about behaviors and beliefs based on gender and gendered roles
- ↓ **Productive role** – refers to activity carried out to provide goods and services for income or substance.
- ↓ **Gender role** – are the expectations a culture has as appropriate for male or female.
- ↓ **Gender stereotypes**- are organized, consensual beliefs about the characteristics of women and men about the purpose qualities of masculinity and femininity.
- ↓ **Traditional roles**- is roles wives, daughters etc in terms of the division of labor.
- ↓ **Community role** –it involves contributions of what is known as civil society (NGO's, communities, associations, religious groups, campaign networks, parent's association and so on)as well as the collective organizations of social events such as wedding and funeral ceremonies and services in community

## Abstract

This research examined the portrayal and representations of Ethiopian women in print Media, which were published from Meskerem 1, 2001 to Meskerem 1, 2002 E.C .

To carry out this investigation the major methodological approach was qualitative research. Accordingly, content analysis, in-depth interview and questionnaires have been used to collect data. Purposive, convenient and simple random samplings were employed to select newspapers, magazines and respondents of the study. Accordingly, fifty-two sample editions were taken from two newspapers and one magazine (Addis Admas, Addis Zemen and Kalkidan).The study involved, 81 participants but the data were gathered from 71 individuals finally. (i.e. 65 were readers and six journalists)

The finding of the research revealed that women and their issues were scarcely presented in newspapers and magazines. The only topic where women had better representation was topic related to gender-based violence. In issues such as politics and economy, they were almost non-existent. Women were frequently portrayed as victims of gender-based violence and as economically dependent. They were barely represented as assertive, public figures and as role models. In media women are portrayed mostly performing their traditional roles. Mainly reproductive roles of women were highly emphasized in newspapers and magazines.

Finally, the representation of women in top decision-making position was also not proportional. Men held majority of top decision-making positions compared to women. This implies unfair representation of women in top decision-making position.

## 1.2. Statement Of The Problem

The media play crucial role in influencing every society and the world. Now a day's advancement in information technology has facilitated a global communication net work that transcends national boundaries and has impact on public policy, private attitude and behavior. As Sharon, (2007) cited everywhere the potential exist for media to make great contribution to the advancement of women. Pamela, (1993) also stated the fact that media have a strong power in shaping outlooks of society through framing our notions, viewpoints and actions. In relation to this Kumar, (1995) also stated that the media reflects events taking place in society and provides a platform for dialogue and debate on issues which can generate social changes. However, regarding portrayal of women media did not contribute much in generating social changes. Regarding this Anusha, (2008) stated that though there are some improved and increased reportage of issues of women, news and stories related to women are still marginal. Similarly Catherine, (2009) stated that it seems that women are portrayed as slim, beautiful, with make-up on, sexy and in search of a man.

In Ethiopia, also the situation is any better than this. Previous media researchers explored portrayal of women in electronic media (Kenaw, 2006; Woubalem 2008) and print media (Hawariat 2008, Nardos 2005 and Sable, 2006) and representation of women in decision-making (Agaredech, 2003, Abebeeh 2007) their findings indicated that women are portrayed negatively and stereotypically in both print and electronic media.

In addition, Agaredech, (2003) stated that when they exist they are portrayed in traditional stereotyped roles and behaviors, which degrade their potential and productive roles they can play in the society. Even in areas like advertising promotion by media industry when women play

crucial role, media casts them in a limited roles and objectifies them to influence community, to choose one product or service over other Kenaw, (2006). This may happen even when there are some improvements regarding their participation and position in many socio-economic sectors of the country.

On the other hand, women are also not yet sufficiently represented in the media hierarchy to influence the industry, which recognizes their power but hesitates to use it at decision-making levels. Some of the above researchers mainly emphasized on portrayal of women in advertisement or they studied representation of women in media. None of them tried to study portrayal and representation together.

Therefore, it is in cognizant of this situation that the present study attempts to address how women in Ethiopia are portrayed and represented in print media in light of the following research questions.

### **1.3. Research Questions**

The present study attempted to addresses the following basic research questions. By doing so, it attempts to fill the gap left by pervious studies.

1. Is print media portraying women's contribution to the society?
2. How are women represented in news and stories compared to men?
3. What are the roles of women depicted in the print media?
4. How are women portrayed in the print media?
5. Is there fair representation of women in decision-making activities in print media compared to men?

#### **1.4. Objective of the Study**

The major objective of this study is to examine portrayal and representation of Ethiopian women in print media. Specifically the study has the following objectives.

1. To examine the role of print media on portraying women's contribution to the society
2. To examine representation of women in newspapers and magazines compared to men.
3. To investigate portrayal of women in print media.
4. To identify roles of Ethiopian women depicted in print media.
5. To examine the representation of women in decision-making activities in print media compared to men.

#### **1.5. Significance of the Study**

This is not a widely studied area particularly in relation to media's role in portraying women almost nothing has been done. So examining the topic has the following importance.

1. It will offer some insight on what is covered and how to improve such coverage on researched media outlets.
2. The finding will be helpful for sectors outside the media that work on gender issues.
3. It will also benefit the researched newspapers and magazines. It will point out both their strengths and limitation in the coverage and portrayal of women.
4. It will encourage other researchers who are interested in the area.

## **1.6. Delimitation of the Study**

The scope the study is Ethiopian print media. It was mainly delimited to portrayal and representation of women in only two local newspapers (Addis Admas and Addis Zemen) and one magazine (Kalkidan), which was published during the period of Meskerem 2001 to Meskerem 2002 E.c. It also examines how women represented in various publications of these two newspapers and the magazine. Hence, it should note that the study does not examine the portrayal of women in the other media like television, radio, internet, and pamphlets. Furthermore, the study included only newspapers and a magazine published during one-year period.

## **1.7. Limitation of the Study**

First, content analysis is susceptible to bias due to methods of data collection, interpretation, or analysis. This method by its nature is inadequate in telling how the messages communicated influence consumers.

Second, sampling limitation may have influenced the findings. Due to lack of time and resource, only two newspapers (Addis Admas and Addis Zemen) and single magazine were analyzed. In a context where we have a number of media outlets taking only these three might not be enough to give the full picture concerning the issue under the investigation. It also employed interviews with limited number of journalists. Lack of local research and well-documented materials to serve as a baseline was also one of the constraint the researcher came across.

## **1.8. Organization of the Study**

The research paper has six chapters. Chapter one consists of background of the study, statement of the problem, basic research questions, objectives, significance, scope and limitations of the

study. Chapter two contains the review of related literature. Chapter three treats the research method of the study. This part presents a clear picture of the method, sampling, coding features and procedures used. The fourth and the fifth chapters deal with the analysis and discussions of the findings and Chapter six is devoted to conclusions and Recommendations.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1. Feminist Theoretical Perspective

Over the past decade or so, media critiques are becoming increasingly globalized. Discussion of gender and media lead to various feminist theoretical perspectives, feminists' criticism and theory that integrate diverse attitudes and assumptions. Feminist scholars in developing countries have urged concerning the media to shape norms, values and beliefs reinforcing gender inequalities (Carter & Steiner, 2004).

The following feminists' theoretical perspectives on gender and the media touch the research questions that this particular study attempts to answer. Liberal feminists seek equal opportunities for women to participate in society. They strive for equality with men in the male-dominated sphere of work, demanding equal access to jobs and institutional power (Ginsburg, 1999; Enriques, 2000). Liberal researcher, Enrique has focused on mass media images of women, especially the ways of portraying women in media (Enriques, 2000).

As Shields, (1996) stated equality of women, according to liberal feminism, depends on accuracy in representation of women in media. In evaluating such equality, media studies investigate whether these images portray traditional sex-roles stereotyping of women as submissive, wife, mother, and homemaker, or if images show women in roles of important decision-making positions, independent of men. Since the early 1970s, liberal feminist research in mass communication has examined these gender stereotypes (Ginsburg, 1999).

Radical feminism highlights the fact that, in a patriarchal (rule of the father, subordinating the female to the male) system, women are and have been oppressed by men. As noted by Parry and Karam, (2001), radical feminist Kate Millet traces the roots of woman's oppression to the patriarchy's gender system. Patriarchal ideology, she says, exaggerates biological differences between men and women, ensuring that men have dominant masculine roles and women subordinate feminine ones.

According to Enriques, (2000) radical feminist theory, in general, lobbies for radical changes in society and in the media, in order to establish communities of women that are autonomous from men. As radical feminists point out, media -owned and produced by men –operate for the benefit of a patriarchal society. As Parry and Karam (2001) note, “the media have always been the centre of feminist criticism because the power they communicate, patriarchal and ideological (how men of all classes and races use the media to oppress women).”

Under a socialist feminist perspective, capitalist gain and maximum profits are the main purposes of media. As Craig, (1998) stated women are portrayed as playthings and manipulated to sell cosmetics, clothes and consumer goods. Profit goals and male dominance combine to produce mainstream media texts, norms, values and beliefs (Carter & Steiner, 2004). Capitalist gain and patriarchy are mutually dependent, though they do not necessarily overlap (Eisenstein, 1999).As Parry and Karam, (2001) cited socialist feminist theory accounts for ways that patriarchy and capitalism interact to oppress women in the home and workplace.

An extensive amount of literature on gender and the media reveal fundamental differences in how mass media portray men and women, starting from inequalities in frequency of appearance (Kenaw, 2006). However, as Gallagher, (1995) asserts, numerical imbalances reveal only a small

part of gender portrayal, most studies go further, monitoring gender differences in social and occupational roles, psychological and personality traits, and physical features depicted in the media. According to Croteau and Hoynes, (2003), women's appearances, more often than not, feature women in stereotyped roles.

Images of gender are communicated in all forms of mass media, explicitly or implicitly. Today, feminist scholars and media critics who analyze media content have shown that many media images in many countries are unrealistic and stereotyped (Courtney & Whipple, 1983; Mibilinyi & Omari, 1996; Wood, 1999). (Steeves, 1997) notes that "Feminist scholars around the world have documented ways in which the products and processes of global media reflect patriarchal values – by ignoring and excluding women, by stereotyping women in narrow traditional roles and by degrading women via representation of them as sex objects of abuse.

## **2.2. Women in the Society**

Women's place in almost all society is similar all over the world. Women's are still underrepresented and misunderstood in different society. As Imam (1992) stated.

*Women's are underrepresented, trivialized and shown in a narrow range of stereotypes (as primarily domestic, either "Madonna" or "Whore" with negative psychological characteristics as dependent, passive weak, treacherous and so on.)*

According to Imam, (1992) studies of women's images and gender ideologies in mass media indicate that from country to country there is remarkable uniformity in the media's portrayal of women's issues. In relation to this Abebach, (2007) mentioned that the consistent bombardment

of negative female images and stereotyped roles creates or reinforces negative self-image in women and helps to maintain the practices that keep women subordinated.

Similarly, Williams, (2003) clarified that one form of stereotyping is observed by presenting deformed images of a group through either under-representing, over-representing (relating a group with limited activity) or misrepresenting them. In this specific case, women are under-represented due to their insignificant and invisible positions in the society. He has also described the narrow and fixed portrayal of a group as the second type of media stereotyping. In relation to this Gorham, (1999) stated, that stereotypical representations of relationships between men and women reinforce traditional roles and normalize violence against women.

### **2.3. Women and Media**

The issue of women is not a recent phenomenon. However, it did not get enough attention in media. As Behonach et al, (2004) stated in early 19<sup>th</sup>c in the United Nation, several women published news of various issues for example (1890 - 1894) there were several labor papers in the United States most of the publications were devoted to peace and many were concerned with political issues. In Britain, also BBC had a program called “women’s hour” which was originally designed to help women returning to domestic front after the Second World War. Later it included women’s social inequality and related issues. This program stayed until 1923. In 1928, BBC launched a special service of household talks for women. Through 1930s, these talks were transmitted every morning when it was believed women could take a break from their chores and learn something over their cup of tea. Most talks were concerned with domestic works (for example how to clean houses) but some dealt with politics in foreign countries. However, many of the expertise used in this talks were men especially doctors and nutritionists.

Indeed, media play crucial role in promoting women in various area. As Dafna, (2009) states media are one of the prime societal sites through which it is possible to study the status of women in every society. They constitute an arena for presenting society to it, serving as a key agent of socialization that defines our identity for us, establishes the parameters of consensus, and relegates what is perceived as unconventional. According to Carter and Steiner,(2004) the media of mass communication are of vital importance for many reasons, including their long acknowledged power to signify socially acceptable ways of being or relating to others, as well as to assign or more usually withhold, public recognition, honor and social position to groups of people. The media have long been acknowledged as powerful conduits of socially acceptable behavior, conferring status, honor and public recognition.

On the other hand Hawariyat, (2008) stated that there is a time when media serve as a tool of disempowerment. Among the tools of this disempowerment are stereotyped and damaging images of the human condition, including gender age, race, ethnicity, sexuality, physical and mental illness and disability. Similarly Wubalem, (2008) stated that media is visible barrier or promoter of the challenges facing women today. According to her, the presentation of Ethiopian women in the media furnishes a critic of current practice of media.

Dafna, (2009) also cited that women are portrayed in the way media has deleterious effect on the way women are viewed in society. It is believed that media is a mode of communication and its role in society is to educate, entertain and inform the audience. It is also a cultural force, which not only reflects the social reality but also modifies it.

## 2.5. Brief Review of Print media in Ethiopia

The survey of culture and the media conducted by Swedish International Development Authority SIDA, (2002) indicated that the Press in Ethiopia is believed to have started towards the end of the 19th century by missionaries and trade representatives who had set up weekly and monthly papers in French. *La Semaine d’Ethiopie* (The Ethiopian Weekly) appeared in French in 1905.

According to the survey, local language press began in the beginning of the 20<sup>th</sup> century when the weekly *Aemero* (Intelligence) appeared in 24 hand-written copies in Amharic in 1902. However, the first official Amharic newspaper, called *Berhanena Selam* appeared in print following the establishment of *Berhanena Selam* in 1923. From 1923–1936, Ethiopia had six publications: *Aithiopicos Kosmos* (Ethiopian World) in Greek in 1925; *L’Ethiopie Commerciale* in French in 1932, *Atbia Kokab* (The Morning Star) in Amharic in 1934. From 1934–1936, *Ye-Ethiopia Demts* (Voice of Ethiopia) in Amharic which was silenced by the Italian aggression on Ethiopia was reissued in 1958. Between 1941 and 1974, 14 newspapers and magazines were published in Amharic and other national languages and 13 others came out in English and other foreign languages such as Italian and French. Most of these magazines and newspapers ceased to be published during the previous Derg period, while others, mostly publications of government institutions and ministries, continued to appear.

According to Ethiopian Broadcasting Agency (2010), monthly report there were about 64 newspapers and 16 magazines in the country on 12 content categories namely, current affairs (political, economic and social issues), religion, sport, love and gender, culture and art, trade and advertisement, social issues, health, children recreation, miracle stories and crime. Private sectors, government, non-governmental organizations, religions organizations, and associations

owned the publications. They were published in Amharic, AfanOromo, Tigrigna, English, Arabic and French. The schedule of publication varied from dailies to monthlies and their circulation ranged from 300 to 40.000 copies.

### **2.5.1. Women and Ethiopia Media**

There are limited work on Ethiopia media and representation of women, issue and concern in general. As Abebech, (2007) stated there is no formal and exhaustive studies of the Ethiopian media. However, there are few researches, which are done regarding women and how they are scarcely represented in national news media decision making and how women are portrayed negatively in Ethiopia television advertising Kenaw, (2006). Reporting and presenting women's issues in Ethiopia media Wubalem , (2008), Alemseged, (1999) also stresses that media is a form of power and often part of a power system structured in such a way to reinforce the status quo in favor of economically and politically powerful.

According to the above-mentioned researchers, there is a basic difference in terms of how men and women are portrayed in the media. In relation to this a manual prepared by Active learning center, (2006 )indicated that often the images of women in news and current affairs programs and also in advertising, use stereotypes, reinforcing popular 'ideals' of beauty, submission to authority, youth and body shape, while women who fall outside these 'ideals' are ignored.

Agaredech, (1994) also stated that, because of low level of coverage accorded to women in media it is difficult to get a balanced picture of women's diverse lives, roles and contribution to the society in this changing world. Ethiopian media mostly under-represent the issue of women in news coverage and overall media presentation. Women are highly visible in everyday life and the media should reflect this, making all efforts to include women in coverage. Men and women

do undertake different roles, journalists, and program makers must make strong efforts to choose interviewees or case studies to reflect this. They should not be tempted to accept the easy option that will usually emphasize and perpetrate the stereotype and fail to portray a representative and balanced picture tasks undertaken by women are often underestimated.

## **2.6. Portrayal of Men and Women**

According to Beijing Platform for Action, (1996) “the media have a great potential to promote the advancement of women and the equality of women and men by portraying women and men in a non-stereotypical, diverse and balanced manner and by respecting the dignity and worth of the human person.” However, there is a basic difference in terms of how men and women are portrayed in the media. In relation to this, Gallagher (2002) states that the roots of inequality are buried deep in cultural consciousness and for the majority of women cultural meaning decrees “women mean love and the home, while men stand for work and the external world.” Moreover, this has put great impact on the portrayal of women in the media, which is commonly put within the confines of the home, while men tend to be seen more often in “the outside world of work”.

Burton, (2005) also stated that the media typically portray men as stoic characters of power who are often the aggressors. Similarly Maggie and Gunter, (1995) mentioned that men were portrayed more likely to be assertive or aggressive, adventurous, active, victorious while women were portrayed as passive, weak, ineffectual, victimized, dependent, emotional, friendly, sexual, nurturing but ultimately less rational than men are. The media also reinforce the idea that a man’s place is not with home and that he should receive greater rewards from working out side home.

Maria, (2009) also clarified that women are under-represented which falsely implies that men are the cultural standard and women's role in the social life is unimportant or negligible. According to her, men and women are portrayed stereotypically that reflect and sustain socially endorsed views of gender. Their presentation in the media does not conform to their real role in the society. In relation to this a report on Arab women in regional media, produced by the center for Arab women training and research CAWTAR, (2006) shows that there is a rare case when women's are represented in a positive way in the media they are pictured as less active.

Similarly, Catherine, (2009) stated that media is a cultural force, which not only reflects the social reality but also modifies it. Women are commonly portrayed as unthinking, dependent and submissive beings with reproduction as their fundamental role. They are portrayed as either ideal or deviant. Her real life feelings and behaviors are rarely depicted in the media. They are shown more in fantasy roles than their real life. Though Woman has reproductive, productive and community roles in a society media emphasizes mainly the reproductive roles. In relation to this Maria, (2009) stated that different programs that are designed for female audience do not normally present women in leading and non-conventional roles.

Sakamoto, (1999) stated that portrayal of women is predominantly negative. Women's social status has been degraded and most of the times they are presented as sex object, weak and emotional being who can be easily victimized and whose primary responsibility is to provide satisfaction to her male counterpart. Similarly, Woghorn, (cited in Sable 2006) stated that women are rarely shown in the media as being strong, confident and in control of their lives. The media maintain these divisions, by promoting what is believed to be "real masculinity" This kind of masculinity is associated with dominance, assertiveness, aggression and athleticism, the

opposite goes to the feminine gender. Thus, the media are helping in perpetuating the division between men and women.

Some feminist research in the mass media has revealed the fact that women are portrayed largely in terms of possessing negative female images and stereotyped roles. In relation to this, Goffman, also forwarded the following. Too often the images of women in news and current affairs programming and also in advertising, use stereotypes, reinforcing popular 'ideals' of beauty, submission to authority, youth and body shape, while women who fall outside these 'ideals' are ignored, (Goffman,1979).

Gauntlett, (2004) also reported that “Women’s bodies are sexualized in advertisements in order to grab the viewer’s attention. Women become sexual objects when their bodies and their sexuality are linked to products that are bought and sold. This is mere portrayal of women as sex objects” Catherine, (2009) also support this notion by saying that advertisement images of half-naked women or female body parts use sexuality to help sell products.

Goffman, (1979) one of the first sociologist to analyze gender stereotypes in media says advertisements help to construct ideas of masculinity and femininity. He found that women in the Western world are often portrayed in stereotyped ways, in submissive or family roles, and in lower social positions than men. Men are often portrayed as being in important jobs, being dominant and assertive, in authority and making decisions, while women are more usually shown, if at all, in subservient, submissive and menial roles, (for example farming or caring for children and elderly relatives). Various researches show that women are portrayed as inferior, helpless and dependant. The media also tend to use a certain body model, making it an average, when it actually is not.

There are also researchers, which conform that the media are persistently conservative, and determined to keep women firmly in the domestic place. In most countries, women are under-represented and misrepresented in the media. In relation to this Karen and Marjan, (2004) mentioned that some of the reason why, women are misrepresented and under represented is the role of women is seen by the society as entrenched in patriarchal beliefs that women to domesticity and to their reproductive role.

This situation is not much different in Ethiopia also as Wubalem, (2008) stated most of the time media show traditional portrayal of women rather than the “emancipated” one. According to her women’s image in the media reflect social prejudices regarding women’s most appropriate role’s in society. Concerning these social roles, media provides the public with a variety of models that reflect culture beliefs and gender stereotypes. Similarly, Agaredech, (2003) stated that in most cases, women do not get media coverage. When they do, they are presented in the traditional roles i.e. as wives, daughters, sisters’ etc media in Ethiopia portray women stereotypically and unrealistically.

Several researchers also identified unfair and imbalanced portrayal of women. As Kenaw, (2006) stated that apart from portraying women often in domestic settings and activity, in using them as marketing tools, advertisement media also portray women as sex or decorative objects. Similarly, Hawariat, (2008) clarified that in many cases, the depiction of women’s bodies as decorative elements, in television programs and advertisements show women as a spectacle of voyeuristic pleasure. According to her, the media give much emphasis to attractiveness of women’s body.

To sum up women are less likely to be shown by the media in non-traditional occupational roles. However, there are some recent evidences that have shown diminishing of stereotyped images of women in media. As Burton, (2005) stated gender stereotypes particularly in western media are diminishing now a days.

## **2.7. Portrayal of Women in Newspapers**

As some research, indicated newspapers are deeply gendered in terms of production context, content and audiences and are produced more frequently and articulated to larger numbers than magazines or television programs. In relation to this, Maggie and Gunter, (1995) stated that most newspapers present women in away that make body image of central importance to feminine identity. Such images may actually be consistent with cultural values.

As Renzetti and Curran, (1989) point out, newspapers, like other media, are guilty of Symbolic annihilation; “symbolically ignoring, trivializing, or condemning women” Men receive more media coverage. Coverage of women is more likely to mention the person’s sex, physical appearance, and marital status or parenthood. Similarly Ceulemans and Fauconnier, (1979) emphasize the fact that woman’s image in newspapers describe her in relation to her associations to men. In many cases, newspapers present a stereotyped treatment of women by emphasizing her maternal and marital responsibility and her position as a sex object for male perusal.

Similarly, Anusha, (2008) stated that the positive image of women has a narrow scope and are based on new stereotypes of women’s success a pop star, a beauty queen and a sport’s woman with an outstanding result. There is an absence of the image of an active, assertive workingwoman, a successful businesswoman, or a positive image of a woman politician.

In relation to this, Dafina, (2009) examined Israeli's print media in particular newspapers identified fundamental principles of patriarchal thinking, including relegating the feminine to the private sphere, restricting presentation of females to the physical functions of sex and reproduction, and placing women within the world of emotions, where rational thought is lacking and behavior uncultivated. women are limited primarily to traditional roles related to the private sphere or, if in the public sphere, in such traditional caring roles as volunteering in service activities, education, health, welfare and the like. Women's personality traits are depicted as being fundamentally different in nature from those of men. Men are perceived as logical, ambitious, active, independent, heroic and dominating. In contrast, women are portrayed as more romantic, sensitive, dependent and vulnerable.

Similarly, Abraham; 1988 (as cited in Anusha, 2008) stated that women have been portrayed as men would like to see them beautiful creatures, submissive mothers, efficient house keepers, but nothing else. Several other studies also revealed that in most cases items that focus on food, fashion and entertainment are greatly entertained on women's pages since these areas are presumed as women's major concerns in accordance with their primary roles. Thus, this consequently reinforces the notion of the traditional sex role and behaviors.

## **2.8. Role of Print Media in Portraying Women's Contribution to Society**

There have been several studies of print media, which have found the print media guilty of sexism, distortion of images of women and propagation of sex stereotypes: homemakers, dependent and passive. Several researchers have identified that media is not doing much in portraying women's contribution to the society. In relation to this Burton, (2005) stated that the positive side of women's progress and their contribution to the country development has not been

adequately discussed in the print media. The emphasis on the stories about women, about their struggle for recognition is the only surface trimming. The actual message to audience still is that society opposes the liberation of women.

Similarly, Pamela (1993) reported that even though women's contribution was significant in various sports in USA much had not been said about in news and stories in 1992 of the country. Similarly, Media coverage of the political participation of women in Tunisia, Morocco, shows that media do not give a balanced image reflecting the important political contribution of women in political parties, civil society or other representative institutions. Quantitatively, women in those countries have small presence in political sphere and media coverage reflects this absence UN INSTRAW (2009).

Similarly, Fullerton and Kendrick (2000) stated that misinterpretation of women and their issues is common both in electronic and print media. In most media outlets, women are seldom shown as working women capable professionals, laborers, farmers. Rather the predominating image is self-sacrificing homemaker. In relation to this Anusha, (2008) clarifies that the limited and biased role media play in portraying contribution of women in the society. She stated the following.

*If a woman wins a beauty contest ,magazines or newspapers in particular give much importance to the news and even take her photographs on cover page but, at the same time if a woman gets the noble prize she gets limited coverage on their columns.*

In our society, also, the difference of judgment in women's issue is quite noticeable. Nardos, (2005) stated that newspapers rarely put women's issue and their development. Rather they prefer reporting on rape, murder, crime and sexual abuse on their columns.

(2004) summarized their idea about women and journalism in the United States and Britain as follows:

*Although the number of women in journalism has risen impressively over the past two decades, this rise has been irregular. Women have not yet reached a critical mass in 'serious' news beats. Moreover, they remain a minority in top management jobs, in news organization, where the glass ceiling continues to limit women's promotion to key decision making positions. Women continue to face sexism in the newsroom.*

They also mentioned that women's subordinate and minimum influential positions within mass media industries have aggravated the degrading portrayal of women by the media. Their argument goes on to say, 'As women gain positions of power and prestige, gender stereotyped images will be altered'. An adequate representation of different groups in government, which is one of the basic principles of democracy, is argued to be highly applicable to the mass media. Similarly, Bathla, 1990 (cited in Pamela 1993) stated that the advent of women reporters and the presence of some senior women journalist in position of responsibility have made a significant difference in coverage of women's issues in the press.

## CHAPTER THREE

### METHODOLOGY

#### 3.1. Design of the Study

This chapter presents all the methodological discussions of the study. It also attempted to justify the research method the study used to investigate the research questions stated at the beginning of the paper. It will also discuss the sampling techniques, coding feature and coding procedure employed to examine portrayal and representation of women in print media.

This particular study on the portrayal and representation of Ethiopian women in print media employs mixed research method. As suggested by several researchers it is important to triangulate various research methods in order to be expanded understanding of research problems. Creswell, (2007:203) stated that mixed method is another step forward, utilizing the strengths of both qualitative and quantitative research. Bryman (1988) also stated that it is possible to triangulate qualitative research with quantitative research method. Here, the different methodological perspectives complement each other in the study of an issue.

Accordingly, content analysis, in-depth interview and questionnaires were used. As the objective of the study is to investigate portrayal and representation of Ethiopian women in print media, the use of content analysis would suffice this purpose by providing a wide range of empirical dimensions of these media discourse. Content analysis is and has been the most popular research method in the study of media and mass communication. It is a method widely used for analyzing messages in the media, including articles published in newspapers, speeches made on radio and television, health records, and various forms of media imagery portrayed Guido et al, (1989).

In-depth interview and questionnaire were also employed to support the data obtained through content analysis.

### **3.2 Information Source**

According to Ethiopian Broadcast Agency, (2010), there were about 64 newspapers and 16 magazines are circulating in the country in 12 content categories namely, current affairs (political, economic and social issues), religion, sport, love and gender, culture and art, trade and advertisement, social issues, health, children recreation, miracle stories and crime. Private sector, government, non-governmental organizations, religions organizations, and associations own the publications. They are published in Amharic, Oromifa Tigrigna, English, Arabic and French. The schedule of their publication varies from daily to monthly and their circulation ranges from 300-40,000 copies.

Two Amharic newspapers namely Addis Zemen, Addis admass and one magazine (kalkidane) were chosen due to the following reasons. Addis Zemen is one of the oldest government owned daily newspapers in the nation was selected mainly due to its wide coverage of issues and circulation which about is 17,740. Addis admas was also chosen due to its continuity in circulation and its content. It is a private owned weekly newspaper with a circulation of 31,000. In addition, "kalkidane" was also selected due to the fact that it extensively addresses women and their issues, circulation was also another criterion. It was a private owned monthly publication with the average circulation of 14,000 copies Ethiopian Broadcasting Agency (2010) In addition; the study also examines responses of employees of the two media houses and response of consumers from different parts of Addis Ababa.

### **3.3 Samples and Sampling Techniques**

The samples were two newspapers from government and private (one daily newspaper and one weekly newspapers) Addis zemen, Addis Admas and Kalkidan magazine, which were published during the period Meskerm 1,2001 to Meskerm 1,2002 EC. The two newspapers and the magazine were selected purposively. They deal with social political, economical, and cultural issues. In addition, circulation was considered as criterion during the selection of the two private owned publications, Addis Admas and Kalkidane. However, the numbers of circulation do not necessarily reflect the exact numbers of readers. In Ethiopia as each newspaper can be read by several readers. In the case of Addis Zemen, it is the only government owned daily newspaper in Amharic in addition to this, this specific newspapers is chosen because the researcher has found that its coverage is relatively comprehensive, i.e., covering a wide range of socioeconomic, political and cultural issues . In addition six (two male and four female) journalists from two media houses and seventy-five (six female and sixty-nine male) readers from different areas of Addis Ababa were involved in this study.

### **3.4 Time Frame**

The study focused on the print media that were issued within the period of Meskerm 1, 2001 to Meskerm 1, 2002 Ec. Within the selected period, four months were selected as a sample. Then two editions per month for weekly newspaper (Addis Admas), eight editions per month for daily newspaper (Addis Zemen) were selected using simple random sampling. In addition, every publication of every month for the magazine was taken as a sample. As a result, 8 editions for weekly newspaper, 32 editions for daily newspaper and 12 editions for the magazine were taken for analysis.

### **3.5 Method of Data Collection**

In order to collect reliable and accurate data the study employed both qualitative and quantitative methods of data collection specifically the content analysis, in-depth interview and questionnaire were employed.

Content analysis was used to analyze the content of each newspaper, and magazine. The second method employed to gather data through people interaction while questionnaire was employed mainly to support the qualitative data in figure.

#### **3.5.1 Content Analysis**

The aim of this study is to examine portrayal and representation of Ethiopian women in print media. To carry out this study, content analysis was used. According to, Guido et.al, (1989:116) “content analysis is the most commonly used approach in the study of media images of women”. This is because the purpose of content analysis is “to identify and count the occurrence of specified characteristics or dimensions of texts, and through this, to be able to say something about the messages, images, representations of such texts and their wider social significance.” Hansen et.al (1998) also stated that content analysis method would help to see what themes of content that news and magazine hold. More over it will help to note the emphasis given to women’ s issue in contrast to other issues, as well as to note the way it addressed in the newspapers and magazines. similarly Flick, stated that content analysis is one of the classical procedures for analyzing textual materials this materials comes from, ranging from media product to interview data Flick, (2002) Roger and Joseph (2006) also stated that content analysis is a method by which the researcher seeks to determine the manifest content of written, spoken or published communication.

Therefore, the researcher used this method to analyze the message of each newspapers and magazine.

### **3.5.2 In- Depth Interview**

In-depth interview was the second method of data collection. The interview was used to gather information from journalists and program producers of newspapers and magazine. It will help to probe information from individual own knowledge. As Bryman, (1988) cited in-depth interview offer researches access to people's ideas, thought's, and memories in their Words. To conduct the interview, an interview guide was prepared. Therefore an in depth interview was used to explore in detail how print media portray and represent women.

## **3.6 Data Collection Instrument**

### **3.6.1 Interview Guideline**

In in-depth interview, interview guide questions were prepared for interviewing journalists and program producers of the newspapers. It was important to guide the interview in a way to generate adequate information on the issue under the study. Therefore, Ten general guiding questions were prepared and listed for each general question the researcher had a specific question so that it probe more questions. The in-depth interview was conducted with six journalists (two male and four female) from different media houses.

### **3.6.2 Questionnaire**

Questionnaire was employed as third method of data collection. It consists of two sections. The first section contains background information of the participants while the second section contains information about portrayal of women. It was administered to 75 readers from different

areas of Addis Ababa namely Arat kilo, Piazza, Kazanchise and Hayahulet. The participants were selected using convenient sampling technique. Convenient sampling technique was employed because it was very difficult to get samples from consumers of magazines and newspapers therefore it was worthy to use this technique as method for selecting samples.

### **3.7 Procedures of Data Collection**

Before the collection of the data in the field the researcher, submitted to three media houses copies of the letter of cooperation obtained from institute of psychology in order to get permission to have access to each media and collect the necessary information from journalist and managers. The actual data collection took place from February 2, 2010 to March 18, 2010. Priority was given to content analysis, which was used for qualitative analysis and then followed, by in-depth interview and questioners.

### **3.8 Methods of Data Analysis**

Both qualitative and quantitative research methods were employed in the study. The data gathered from various source were analyzed both qualitatively and quantitatively. Descriptive statistics and qualitative interpretation were employed as method of data analysis.

### **3.9 Coding Category**

The most important aspect of content analysis is to define a set of dimensions to be considered during the analysis. As Hansen et.al, (1998: 111-112) strongly argue the ‘task’ of content analysis is to examine a selected (sampled) body of texts and to classify the content according to a number of predetermined dimensions. Conceptually the toughest aspect of any content analysis is to define the dimensions or characteristics that could be categorized, counted, and quantified.

Perhaps the main pitfall of content analysis is to get carried away with the measurement and counting of any number of text characteristics simply or mainly on the basis of what we can be counted or on the basis of what leads itself to counting”.

As some scholars Flick, (2002), Roger and Joseph (2006) and Guido et.al, (1989) argue, any researcher conducting content analysis needs some familiarity with the content, structure and general nature of material to be analyzed in order to be able to set up categories that will be sufficiently sensitive to capture the nuances of the texts. After careful examination of the content of the newspapers and magazines under investigation and referring, back to some communication studies on portrayal of women, the researcher tried to develop a coding category. In order to arrive at “cumulative patterns of meaning” concerning the representation of women in news and stories the researcher have adopted coding instruments—coding categories—from similar research undertaking namely the Global Media Monitoring Project (2005) ([www.whomakesthenews.org](http://www.whomakesthenews.org)) and applied the instruments after making slight modifications.

News and stories are analyzed based on these coding categories. These coding categories are developed to use the same coding schemes across the sample news and stories at the end arrive at a certain established meaning in the news and stories published across the period covered by the research.

The general framework and definition of the coding categories used in analyzing the selected news stories include the following.

**Topic Category-** In the newspapers and magazines analyzed, topic refers to the dominant theme of news or stories. These topics are mainly politics, economy, Social issues, health, gender based violence, legal issues, sport, art and culture.

**Portrayal Category-** Refers to how individuals are presented or depicted in newspapers and magazines. Portrayal of women includes politician/public figure, sport figures, professionals, role models, assertive dependent and traditional role players.

**Role Category** -Refers to the major activities in which women in the story or news engaged in. These include productive, reproductive and community role.

**News or Story Sources Category-** This refers to who speak, or who are used as a source of information in the story.

### **3.10 Coding Reliability**

One critical component of content analysis is to establish the degree of reliability of the coding. This helps to ensure that there is consistency in the “application and interpretation” of the coding schemes and thus avoid bias and personal interpretation of coders. In the case of this research three coders—the main investigator and other two coders—have monitored the sample news and stories. The disparities among the coders were evident in the beginning of the coding stage. A solution applied to resolve the disparity was to come up with common definitions for each coding category and options given for those coding categories. Another was to reduce the major coding categories and limit them to only four major categories. At the end of the coding exercise, the percentage of agreement among coders has been derived at.

## CHAPTER FOUR

### THE FINDINGS

In this section, the key findings of the study are presented. This chapter examines portrayal and representation of Ethiopian women in print media particularly in newspapers and magazines published in 2001EC.

#### Part I. Qualitative findings

In this section the findings from content analysis and in-depth interview is presented in detail.

##### 4.1.1. Representation of Women in Print Media

Findings from qualitative data indicated that newspapers and magazines give much emphasis to such issues as gender-based violence (rape, domestic violence, murder, abuse and abduction), fashion, cosmetics, modeling, beauty contest and love affairs. Regarding this one of the respondents, shared her view as follows.

*It is difficult to say newspapers and magazines grant sufficient coverage for women and their issues. Most of them have women's page. However, they give much emphasis to less immediate issues such as beauty contest, modeling, beauty and cosmetics. On the other hand, newspapers also highly emphasizes tragedy stories of women that make the reader think women are always victims. In fact, we do not deny the fact that there are some newspapers and magazines, which are committed to promoting significant role women play in social, political and economic development of the country.*

Another respondent also added the following regarding representation of women in newspapers and magazines.

*There are a number of newspapers, which work on social, politics, economy and entertainments. Some of them are doing well regarding women and their issues whereas some newspapers actually enjoy writing terrible stories of women. Very few newspapers and magazines are committed in promoting diverse role women have in our society and positive image of women.*

Similarly, the third participant illustrated his view as follows

*To day, media is business. Particularly private media are all about money or business they work on sponsorship. If some interested bodies pay them, they might work on women and their issues. Therefore, providing sufficient coverage for women and their issues depend on the amount of money specific the organization earn from that publication*

#### **4.1.2. Role of Print Media in Portraying Women's Contribution to Society**

The findings indicated that newspapers and magazines did not present a balanced picture of women's diverse lives and contribution to the society. Rather it reinforces the conservative views about women and ignores their participation and contribution in different sectors. In relation to this, one of the respondents shared the following.

*I think newspapers and magazines were contributing very little in promoting women's contribution in the society. Rather they are perpetuating traditional role of women, they are abusing women (humiliating women, treating women as sex object, objectifying them). They rarely present public figure or role model women. In addition, they only focuses on women in a city. They do not address women in rural part of the country, which are still under different socio cultural oppression. It is believed that Media is a tool to bring about attitudinal change. However, in our country the media itself is abusing women in different ways. Therefore, it is difficult to say media is playing significant role in promoting women's contribution to the society.*

The data obtained through in-depth interview also confirm the above findings. To illustrate the above statement let us see direct speech of one journalist

*There were many stories published in different media outlets, which seem positive. However, when you examine it in detail more of the message they disseminates are about dependency of women. Mostly they give attention to very poor women, those who depend on small-scale businesses to eradicate poverty. This indicates that media are reminding us dependency of women. On the other hand, sometimes the particular achievement of woman might be published but mostly it is intertwined with other issues, which might not have relationship with her achievement. Generally, I do not think that personally we people in the media are ready to announce the independence of women,*

Other female journalist also stated the following.

*In our society, we do not recognize women's effort outside domestic sphere. For example, we do not say what a big house you built rather we say what a neat kitchen you have. Sometimes I observe such thinking even in modern or the so-called scholars. What we see in media is also just nothing but the traditional beliefs that passes from generation to generation. It indirectly teaches women to be dependent on some one else to do something.*

Similarly, another participant also added the following,

*In most of the stories published, one way or other what they try to indicate is the dependence of women. Let me share with you what I observed on the story published recently on one magazine. It was about a woman who is known as modern designer and artist. The magazine uses the picture of this woman on cover page but under the picture, it says designer "X" artist "Y's wife". This is one way of denying the status of women as independent. This is only one example. If you see most stories published in magazines and newspapers, mostly they represent women as dependants.*

The fourth respondent also had the following.

*If you see most of the stories published in different magazines and newspapers particularly in relation to business, mainly they state about economic dependency of women. How women are trying to lead their family through loan of money from microfinance. Dependency and submissiveness are issues that attract owners of newspapers or magazines.*

Similarly, one of the producers stated the following

*When we talk about women, mainly we emphasize the success they achieved, the challenge they have been through. We believe that the public will learn something from their life experiences that is why we promote the challenge and success of women from different socio economic background. However, we also need to remember the fact that women in our country are not major contributors of the economy as well as beneficiaries of economy. They get it through their husbands. Even the attitude and perceptions they have about themselves is not emanated from them rather it is imposed on them. Therefore, when you talk about their achievement and success you need to address the fact that they are not "independent"*

### **B. Portrayal of women as a victim**

The data obtained from content analysis and in depth interview indicates that newspapers and magazines give too much emphasis to gender-based violence. Mostly women are viewed as Addis Zemen and Kalkidan.

#### **What makes Street children so worry?**

*Beshu is a 16-year old girl who lives in one of Addis Ababa Street. She abused more than ten times within the past one month. According to her statement, she is one of the victims of multiple rapes who infected with HIV ADIS. She said, "even though there are many people around us no one care about street children. In addition, she also informed that female street children are highly vulnerable to sexual abuse and HIV ADIS since they are living in the street. (meskerem 24 2001 Vol 8.No 453 Addis Admas).*

Similarly another story published in Addis Zemen revealed portrayal of women as victim.

*"Even though the number of women in the society nearly equal to that of men and they assume different roles due to negative attitude women still suffer from physical, psychological, social and economic problems.... (Hidar 20/2001 vol 68 no 80 Addis Zemen)*

Another story taken from Addis Admas Mayaziya 24, 2001 vol 8 483- illustrated as follows.

#### **A suspect who killed a girl and burned the body is not yet arrested.**

*A 14 years girl was raped, murdered and her body was found burned in her own house. According to the neighbor, the killer is not yet arrested. Finotatshadik Tafese was a grade 9 student at Intoto Amba Secondary School who lived in Gulale Kifla Ketema Keble house number 19/20/2001. Her body was found in her residence Mayaziya 19/2001 EC. (Addis Admas Miyazia 24,2001 vol 9 No 482)*

Another story published in Addis Admas Meskerem 10, 2001 Vol 8.No 451 indicated a tendency to give much coverage on of rape and sexual abuse.

**“Today there is a protest in Addis Ababa in title “stop gender based violence”**

*Network of Ethiopian Women's Associations announced that they are going to make protest today. The purpose of the protest is to ask concerned bodies to bring the criminal who raped and killed a 13 years old girl in Joseph church to justice. Similarly, they will also raise the issue of another suspect who raped a girl and sexually abused 14 boys. According to the Director of the NEWA (w/o Saba G/medehine), more than five thousand students and members of different associations will participate on the protest.*

(Meskerem 10-2001 Vol 8.No 451 Addis Admas)

**Female genital mutilation is completely abandoned in Jijiga and around the town.**

*Women's Affairs Bureau of the Somali region announced that female genital mutilation is completely abandoned in Jijiga town and neighboring villages. According to Head of Women's Affaire Burro of the Somali region, FGM is a widely exercised harmful tradition for a long period in the region. However, now it is completely abandoned due to the government effort to raise awareness in the community. (Addis Zemen Tir 20-2001 vol 68 No 140)*

Similarly, another story published in Addis Zemen Tir 20, 2001 was written as follows.

**An agreement that promised to minimize traditional harmful practices hindering women's participation in education is signed.**

*In Oromiya region, Akaki Woreda elders and religion leaders signed an agreement that promised to prevent harmful traditional practices that hinder women's participation in education. (Addis Admas Mayazia 20, 2001 Vol 68 No 130)*

**“My daughter had so many dreams, but her dream is deserted”**

*Ato Sied Mohammed is a father of six girls who live in south Wolo around Dese. One of his daughters Hanan, is 16 years old who is abducted and raped several times by an individual who calls him self “a lover” of the girl. Because of the repeated abuse, she encountered psychosocial problems and quit her schooling. She is also suffering from different physiological problems. (Hidar 20, 2001 vol 68 no 80 Addis Zemen)*

**Fikeraddis warned ....**

*Ethio-channel reported that a famous singer Fikeraddis Nakatibab warned those who wrote she had an affair with witch man. She informed that she has nothing to do with the story that certain media outlets published. "It is an absolute lie, which is deliberately created to degrade me".*

**"My husband oppressed me throughout my life" (w/o Walela Biru )**

*Commander Feta Bayisa deliberately wounded his wife w/o Walela, a mother of five. He attempted to kill her. However, his attempt was not successful due to the call her brother made for help. Commander Feta is arrested of his attempted murder and send to jail. (Kalkidan Hamle, 2001 vol9 no103)*

In addition, the data obtained through in-depth interview as well as questionnaire also indicate that women are mostly portrayed as victim. As data obtained through in-depth interview indicates, portrayal of women may vary from media house to media house. However, in most of the media outlets how women are portrayed is common. According to the respondents, there is a tendency to emphasis on stories like gender-based violence, such as rape, murder, wife beating, and abduction. One of the interviewee was a woman working for private owned newspaper. She stated the following regarding portrayal of women as victim.

*I have been working as journalist for five years in different media houses. However, all of them have one thing in common. I think portrayal of women in different media has nothing new than it was before. To me the way women are portrayed both in print as well as electronic media is some how traditional. Mostly women are portrayed as victim if you see most of the stories published in most media outlets it is ether gender based violence, rape, murder or women suffering from poverty. We know that there are so many successful women out there. However, the media give attention to those who encountered different problems in their life.*

Similarly, the second respondent also added the following.

*There are so many successful women in different spheres. There are women who are successful economically, politically and socially but none of them accorded coverage. Very rare case we wrote about those women. For example, much has been said about opposition party members in parliament but not about a single woman from opposition parties. Similarly about 22.6% of parliament members are women. As far as I know in our media in any of the publication, nothing has written about a single woman in parliament. On the other hand, if you see most of published stories in different newspapers and magazines there a number of tragic stories of women who are abused physically, sexually or women who suffer from different socioeconomic problems. To sum up the media is almost doing nothing in portraying women from different angles.*

The third respondent also added the following regarding portrayal of women in newspapers and magazines.

*Mostly women's issue is not something very important to most newspapers or magazines rather it is a sort of appendage. Therefore, they do not give much emphasis to it. If you see most of the stories published in both government and private press it is not women's success or achievement that fascinated them at most. Rather it is a tragic story of women who was burnt by her husband, abused both sexually and physically or a victim of domestic violence.*

The fourth respondent also shared the above journalists' view regarding portrayal of women in newspapers and magazines.

*I think the image of women in media is not much of positive. Media is trying to change traditional beliefs and attitudes of society ideally. Practically what they are doing is not all about portraying positive images of women. Rather they are perpetuating the traditional role. Most of newspapers as well as magazines stories are much interested in the feminine side of women. When we talk about women mainly most Media emphasis on, what they consider as women's weakness. They give much emphasis on gender-based violence than their success or contribution to the society.*

On the other hand, the data obtained from producer and deputy manager is quite different from female journalist views. Both male journalists (producer and deputy manager) said that portrayal of women is positive in general. According to the statement of producer of Addis Zemen newspaper, his media house is working on portraying diverse role women are playing in the society.

*Interests of media house guide journalists what to write and publish. For instance, if specific newspaper or magazine is established on the assumption to work on human-interest area it may not work out side that range. The story published on such media outlet is one way or another revolves around human interest. However, Addis Zemen is government-owned newspaper. As government, owned organization it has specific objectives about women. The major thing we need to remember is women constitute half of total population so that their contribution to countries development is significant. As media house we promote various things that had done by women, different government policies that were designed to empower women. For example, we present several successful politicians, businesspersons and women from different sphere that can be role model for the society. We do a lot of advocacy work on women and children in general.*

He also mentioned that

*The issue of women is not only the interest of particular media house it is also governments' interest as well. Therefore, as organization we are responsible to represent women's image in a positive way. We may raise legal issues related to women but with the assumption is that public will learn something from that.*

Another male participant also shares the above participants' idea. He said the following

*The way women are portrayed in media might vary from media house to media house. As organization, we believe that women's success has to be what portrayed in media. That is what we are doing as an organization. We are portraying their success, their potential for success. Women's traditional role like a wife or daughter of some body is not our major concern when we talk about women her achievement and success is our major concern as media house. I think in most media portrayal of women is changed some how. Still there are some newspapers and magazines, which portray women negatively as well as in traditional role. Some of them are objectified them whereas others use women simply as beauty object. For instance, take some of the "popular" magazines published in our country what are the issues they present about women. It is about modeling, beauty contest, cosmetics, and marital relationship of Artist or Actress somebody.*

### **C. Portrayal of Women as Public Figures**

The finding from content analysis indicates that only few women are presented who can be considered as public figures. The finding obtained through in-depth interview confirms the finding of content analysis. The following are some findings obtained through content analysis.

*"The director of Ecex Dr Ellene G/Medene informed that both coffee sellers and buyers have to consider the market prices of coffee both in the country and abroad"*

(Tir 24,2001 vol 68 .No144 Addis Zemen)

*"Ambassador Genet Zewdie informed that Ethiopia wants to maximize the trade exchange between Ethiopia and India."*

(Megabit 10/2001 vol 68 .No190 Addis Zemen)

The finding from in-depth interview also supports this result.

*I think portrayal of women in media has nothing new than it was before. If you see most of the stories published in different media outlets successful women in different professions are not frequently presented. In contrast, women who suffer from different socioeconomic problems frequently accorded much coverage than public figures or role mode women in the society*

However, male interviewee view was different from what female interviewee point of view. One of respondent shares his view as follows.

*The capacity of specific media company will limit what to address. Therefore based on our capacity we cover issues of women. There are Media, which work exhaustively on women. As media house, we also cover women issues in different areas. For instance, we present different stories of successful women in business, politics, art and other areas. These women are not only successful they are also role models. They have done socially valuable things. However, we do not believe that we have done enough. Due to various reasons, what we have done might not be enough.*

#### **D. Women as Role Models**

The finding from in depth interview and content analysis indicates that it is very rare case when media present role model women to the society. The following are findings from content analysis

##### **“An Ethiopian Queen behind several people”.**

This story narrates about W/o Abebech Gabona. Mainly the story addresses her personal life.

How she started the charity work and why she was committed to it

(Tir 24/2001 Vol 68 no 144 Addis Zemen)

##### **“A journey from small tea shop to four star Hotel”**

It was an interview held with hotel owner woman w/o Workinesh Andre. The general theme of the story was how this woman became rich, her work habit and personal life were widely addressed. The story mainly emphasis on her success and the challenges she passed through.

(Addis Admas Maskerme 10, 2001 vol8 no 451)

##### **“Respect for patriots is going to be celebrated on Monday”**

It was an interview conducted on with a patriot mother who contributed a lot during Ethio-Italian war. This article mainly stated about a mother patriot who participated in Ethio-Italian war her deeds and death of her husband during the war.

### **E. Portrayal of women as Professionals**

As the finding from content analysis indicated that in newspapers and magazines women were frequently presented as professional. However, most of them were portrayed as fashion models, artists and Athletes (singers, actor and dancer and sport figures). Only few women were from different professions.

**“If you have courage and patience, your dream will become true”.**

*“She performed in different dramas, theaters, TV advertisement as well as fashion shows. She also served as a dancer in different theaters...” (Kalkidan Yekatit 2001, vol 8 no 97)*

**“Loving your job will make you successful”.** (Artist Rahel Getachew)

*Singer Rahel Getachew is known for her single song “habeshanat” with her friend Sable Girma. For sometime she stopped music but now she is ready to release her new album (kalkidan Tir 2001, vol 8 no 96)*

**“Love is the only hero for me”.** Actress Bethlehem Getachew.

*She is among those who recently came to public with comedy films. Nowadays comedy films are becoming favorite movies to most people. Bethlehem has performed in one of the recent comedy movies.*

**“Our relation ship is just beyond husband and wife”**

*Athlete Askale is one of the promising athletes in marathon. In different marathon race, she had better results in Dubai, Berlin, Boston, Paris, Milan, Arizona, London and Rome marathons. She said that she is trying to record better result in the next race. Her husband athlete Tola is an athlete, who works mostly as pacemaker. He worked as pace makers for a couple of years mainly to help his wife Askale. (Mayzay 2001 vol 9 No 99)*

**We are happy on our marriage (Athlete Lucia Isaac and Ato Tilahun Hiyilu )**

*Athlete Lucia runs for Ethiopian Electric Power Corporation since 1979 EC. She also served her country as member of national athletics team. She participated in two Olympics and two-world cup in 1500 m, 3000m, 5000m and cross-country. Now due to health problem she quit athletics and joined the administrative staff of EEPCo. (Kalkidan, Megabit, vol 8 no 98)*

*Media is a product of society. It emanated from the society. Society's attitude and beliefs are reflected in our media. In our society there are certain obligations that women have to fulfill. Our media is teaching or prescribing those roles and obligations. Media is doing nothing but it is perpetuating traditional roles such as performing domestic chores and caring for family. I remember my experience in one private media house. I spent more than two-year working for it. During those years, they do not even publish a single story of successful women. Most of the stories published in that newspapers regarding women mainly deals with domestic or personal life of individual women.*

Other journalists also shared this idea.

They mentioned that in Ethiopia there are women politicians, scholars, public figure women, role models and women with different professions. Women have various roles in every society.

However, reproductive and domestic roles are the one most frequently depicted in Media.

Similarly, finding from content analysis also indicates role of women depicted in newspapers and magazines are mainly limited to traditional role and reproductive role at large. The following are news taken from Addis Zemen, Addis Admas and kalkidan that will help to illustrate the above idea

### **Reproductive role of women**

*"In Harare region, family planning service was provided for more than 20 thousands mother"*  
(Addis Zemen Megabit 11/2001 vol 68 no 191)

Another story taken from Kalkidan is written as follows.

### **"Zeritu Kebede is pregnant her second child"**

*Saturday, Ginbot 15, 2001 famous singer Zeritu Kebede presented her show collaboratively with other known artists such as Henok, Temesgan, George Mesfine, Natenale and others. During the show, she performed well however, some of the audiences suggested that she was not as good as she was before. They believed that the pregnancy has some effect on her performance. (Sane 2001 vol 9 No 101 Kalkidan)*

#### 4.1.5. Representation of Women in Decision-Making Activity in Print Media Relative to Men

The finding obtained from in depth interview indicates that there is slight change in representation of women in decision-making positions from previous years. However, there is still difference between men and women journalists regarding changes mentioned. Men in top decision-making position believe that nowadays there is fair representation of women in decision-making positions. Both the managers of Addis Admas and Addis Zemen mentioned that in their media houses women's participation in decision-making activity is good. According to the document obtained from the organization there are 46 journalists working for Addis zemen newspaper. Among these 15 are female journalists. Therefore, the proportion is 1:2. In relation to this, the general manager of Addis Zemen newspapers added the following.

*In our organization, several women come to leadership positions after implementation of BPR. They come to different leadership positions in different stages. Several women come to middle-level leadership positions recently. Middle-level leadership position refers to those positions that require professional knowledge. In journalism, there are certain leadership positions, which are based on profession. For example, Editor to chief editors, Producer to chief producers is middle level leadership. The other is organizational leadership position. On organizational leadership position, we have women leaders. Before BPR in our organization, we have never had women as Deputy Producer. From three deputy producers one is female. Similarly, female directs advertising department of Addis Zemen newspaper. In general, we have six women who hold key positions in our organization. This is something new for organization also this kind of leadership position is more of assignment based. Traditionally it was believed that women would not be effective on such leadership positions because they have several other responsibilities in their houses as well as in the communities.*

Similarly, in Admas Advertising Company, from 35 journalists working on Addis Admas newspaper, 15 are females. The proportion is 3:4, which is nearly equal. The deputy manager of Addis Admas states his media house experience as follows.

*In our organization, we have women workers in different decision-making levels. For instance, the general manager of the organization is woman. There are also women employees at different levels. We have women working at producers and editors. Generally, in our media house you can find women working from top decision-making level to junior reporters.*

However, female journalists view is different from that of the two male managers. First, they disagree on the idea that there is fair representation of women in decision-making positions. According to them women rarely, hold top decision-making positions compared to men in media houses.

One of the participants referred her experience while she was working for one private owned media house as follows.

*We were only two female journalists in that media house. I spend over two years in that house. Within those two years, I and the other female journalist never had any chance for promotion. Under normal circumstance, within a couple of months, depending on your contribution, you can get promotion. It might be from junior reporter to senior reporter, from editor to chief editors. However, our male colleague promoted from one level to the next level continuously. However, now things are changing gradually.*

Similarly, another participant also mentioned the following.

*It is in rare cases when women are assigned in decision-making positions. When chances are given to women, male co-workers are not happy about it. Women themselves are also not confident about themselves to take such positions. Some of them are very upset when they are assigned to such decision-making positions.*

On the other hand, female journalists strongly recommended that participation of women in top decision-making positions would help to improve portrayal and image of women in media. However, the data obtained did not indicate difference on portrayal of women in both Media houses.

## Part II. Quantitative Data

**Table 1. Demographic profile of participants**

Age	N	Sex		Education level	N	%	Economic status	N	%	Work condition	N	%
		M	F									
15-25	20	17	3	certificate			high			Private	17	22.66
26-35	36	35	1	Diploma	29	38.66	Medium	67	89.33	Government employee	55	73.33
36-45	10	8	2	1st degree	36	48	low	8	10.67	NGO	3	4
>45	9	9	0	masters	10	13.33				Unemployed		
Total	75	69	6		75	99.99		75	100		75	99.99

As indicated in the above table respondents of this study are from different age groups, educational backgrounds, economic status and work conditions.

Eighty-one participants were involved in this research. Among these 75 were readers from different areas of Addis Ababa namely Arat kilo, Piazza, Kazanchise and Hayahulet. The remaining six participants were journalists from two media houses. These are one producer, one deputy manager and four female journalists from two media houses. 26.67% of the participants' ages were between 15-25 and 48% were between 26-35 years. Moreover, 13.34 % of the respondents' ages were between 36-45 whereas the remaining 12 % was above 45 years. Regarding journalists, their ages were between 28-46 years.

The Participants' economic status was almost similar. 89.33 % of the participants were in middle class level whereas 10.67 % belong to the lower economic status. Regarding their educational background the data obtained from the questionnaire indicated that almost all the participants were found to have a college diploma or higher. In fact more than 48% held a first degree and 13.33 % had master's degree and above. Concerning their Work condition, 73.33 % were

government employees whereas 22.66% and 4 % of participants works for private and NGO's respectively.

**Table 2. Representation of men and women in print media**

Story source	Addis Admas		Addis Zemen		Kalkidan		Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Men	40	35.71	471	57.02	32	23.18	543	52.06
Women	19	16.96	37	4.47	50	36.23	106	10.16
Men and women groups/individuals	-	-	-	-	24	17.39	24	2.3
intuitions/organizations	30	26.78	186	22.51	-	-	215	20.61
Total	23	20.53	132	15.98	-	-	155	14.84
	112		826		138		1043	

Before dealing with the analysis of the portrayal of women in relation to different attributes in the coding categories, the two sexes (male and female) how many times they have appeared in the newspapers and magazines. The finding indicated that representations of men and women in newspapers and magazines were not proportional. The world we see in these newspapers and magazines are world where women scarcely exist.

Women represented over half of the Ethiopian population however, in newspapers and magazines, they represent a tiny portion of the stories or news. According to the present findings, women only represented 10.16 % of total issues while men represented 52.0 % of the total issues portrayed in the newspapers and magazines. In Addis Zemen newspaper women represented only 4.47% whereas men represented 57.02%. In Addis Admas women had relatively better representation in total issues than in Addis Zemen. In Addis Admas, women represented about 16.96% of total issues. Whereas men represented 35.71%. However, in kalkidain magazine women had even better representation (47.16 %) than men did that was about (30.18%).

The findings also revealed that groups/individuals—such as residents, farmers, community members, employees, parents, students, party members etc—had better representation in newspapers than women representing 20.61 % of the entire news and stories. Likewise, intuitions/organizations that represent various private, government and non-governmental organizations in the country also have a better representation than women representing 14.84% of the news and stories portrayed in the newspapers and magazines.

**Table 2.1. Story topics and story sources (who said what) in print media.**

Issue category	Men	%	Women	%	Others (organizations/ institutions and groups/individuals )	%	Total issues
Politics	82	75.92	7	6.48	19	17.59	108
Economy	37	62.71	4	6.77	18	30.50	59
Social issues	159	55.98	25	8.80	100	35.211	284
Health	2	12.5	3	18.75	11	68.75	16
Gender based violence	0	0	6	60	4	40	10
Legal issues	22	47.82	1	2.17	23	50	46
Sport	12	34.28	4	11.42	19	54.28	35
Art and culture	10	45.45	5	22.72	7	31.81	22
<b>Total</b>	<b>324</b>		<b>55</b>		<b>201</b>		<b>580</b>

Women were the least represented in news topics that dominate in the news agenda i.e. politics, economy, social and legal issues, health and sport. As indicated in (table 3) voices that represented women in politics and related stories constitute 6.48% whereas men represented 75.92% of the total issues related to politics similarly, organizations/institutions and groups had better representation than women did in politics and related issues, which was about (17.59%).

Likewise, women represented 6.77% of news and stories in economy and related issues while men represented 62.71% and others (institutions/ organization and groups) represented and 30.50%.

The finding also revealed that compared to men, women did not dominate in several topics i.e. the only topics where female voices outnumber that of males' were stories related to gender-based violence whereby women represented 60% of the issues and organizations/ institutions and groups constitute the remaining 40%. News topics where women become central or were relatively represented better are in topics that are usually identified as "soft" news—in social, legal, art and culture, health.

**Table 3. Role print media in portraying women's contribution to the society**

	Items	Strongly agree		Agree		Can't decided		disagree		Strongly disagree	
		N	%	N	%	N	%	N	%	N	%
1	Portrayal of women in print media represents the diversity of women's lives experience.	0	0	1	1.13	3	4.61	53	81.53	8	12.3
2	Images of the women in magazine and newspapers are constructive.	10	15.3	8	12.30	2	3.07	38	58.46	7	10.76
3	Articles written in different magazine about women give much emphasis to beauty and cosmetics	8	12.30	36	55.38	14	21.53	7	10.76	0	0
4	Newspapers and magazines present balanced image of women	4	6.15	1	1.55	0		47	72.3	13	20
5	Magazines and Newspapers promote non-stereotyped image of women.	0	0	0	0	6	9.23	51	78.46	8	12.44

Indeed Media play vital role in promoting the advancement of women in every society. Media can be used for projecting the true positive image of women and to clean out the traditional passive image of women that has been imprinted in the mind of the society as whole, including the women. In reality, our media is almost doing nothing in presenting positive images of women as well as in changing the traditional beliefs and attitudes society held about women rather it is perpetuating those beliefs and attitudes.

Regarding this, respondents were asked how newspapers and magazines presented image of women. As far as newspapers and magazines in Ethiopian were concerned, 47 respondents (72%) infer that newspapers and magazines did not present a balanced image of women. Similarly, (78.46%) of the respondents notified that newspapers and magazines presented stereotyped image of women.

Respondents were also asked how newspapers and magazines portray diversity of women's lives experience. Majority of the respondents (81.53%) stated that newspapers and magazines did not represent the diversity of women's lives experience in their portrayal. Concerning images of the women in magazine and newspapers are (58.46%) of the respondents mentioned that images of women in newspapers and magazines were not constructive however, there are respondents (27.6) who revealed that images of women in newspapers and magazines were constructive.

statement. Regarding portrayal of women as dependent majority of the respondents (76.92%) agreed that women were portrayed as dependent.

The respondents were also asked whether women were portrayed as assertive in newspapers and magazines. Majority of the respondents (78.46%) disagreed to the question. Similarly, (61.53%), (50.76%) and (56.92) of the participants disagreed that women were portrayed as dominant, Decision-makers and in important job respectively. However, contrary to the finding from content analysis as well as in-depth interview majority of respondents (83.07) believed that newspapers and magazines frequently presented public figure women.

Respondents were also asked whether newspapers and magazine portrayed the diverse roles women have in the society, 40 respondents (61.53%) indicated that newspapers and magazines infrequently depicted diverse roles women have in the society.

## **CHAPTER FIVE**

### **Discussion of the Findings**

In this section, the findings are discussed in line with previous findings.

#### **5.1. Role of Print in Portraying Women's Contribution to the Society**

Findings from different sources indicated that newspapers and magazines did not portray women's contribution to the society. As the result from questionnaire indicated majority of the respondents mentioned that newspapers and magazines are contributing very little in portraying contribution of women to the society. It also indicates newspapers and magazines present stereotypical and unfair image of women. Similarly, the result obtained through in-depth interview also supported this finding. As the result indicated, it is difficult to say newspapers and magazines contribute what is expected of them in promoting advancement of women by presenting what they contribute to political, economical and social development of the country.

This finding is consistent with pervious findings of Pamela, (1993), Williams, (2003), Hawariyat, (2008), Nardos, (2005) and Wubalem, (2008) which identified that the limited contribution of media in promoting diverse roles women occupy in the society.

#### **5.2. Representation of Men and Women in Print Media**

It is often said that media provides a mirror of the world and reflects reality. Content analysis done on sample news and stories showed that media do not provide a mirror of the world and do not reflect reality as it is. The world we see in these newspapers and magazines stories and news

are world where women are doing and saying nothing of importance. Women hardly represent the voices in our local newspapers and magazines.

Women represent over half of the Ethiopian population but represent only 9.48 % of total issues while men represent 55.86% of the total issues. Regarding the themes or topics women are the least represented in the story topics that dominate in the newspapers i.e. politics, economy, social issues, legal issues, sport, art and culture whereas gender based violence is the only area where women out number men. Media give attention to women who are violated, who are vulnerable to economic dependency. In relation to their vulnerability, media focuses more dominantly on small-scale micro enterprise actively where majority of women depended on for their live hood. Although this seems their way out from object of poverty, but it did reinforce the existing belief that women are only sectored in low-level job.

Newspapers and magazines also give much emphasis to gender-based violence. Although this could be the reality, in which the majority of Ethiopian women are found when we come to economic empowerment of women and solution to minimize gender-based violence almost it is non-existent. Regarding political participation of women, they were not described as participants. Stories that related to timely issues and events of major importance such as economic empowerments, politics, government, and foreign policy issues almost completely ignored women.

There is also variation between the two newspapers. In Addis Admas women have relatively better representation than in Addis Zemen. However, most of stories in Addis Admas also emphases on gender-based violence such as rape, abduction, wife beating and murder. On the other hand, in analyzed magazine women represent a wide range of coverage but most of the stories were about fashion, beauty, cosmetics and mainly what we consider as feminine

traditionally. The results obtained both through in-depth interview and questionnaires go along with this finding.

This finding is consistent with the findings of Imam, (1992) which stated that women are underrepresented, trivialized, and shown in a narrow range stereotypes. Similarly, it is also consistent with the findings of Williams, (2003) which clarifies that women are underrepresented in media due to their insignificant and invisible position in the society. It also confirms the findings of Mesay, (2002) which revealed that men represented 64.6% whereas women represent only 6.1% of the total issues. It is also consistent with a finding of Alemseged, (1999) which closely relates the representation of women in the media to the wider cultural and social context. In addition, it goes along with the finding of (Maria, (2009) which stated that women are underrepresented which falsely implies that men are the cultural standard and women's role in the social life is unimportant or negligible. It is also consistent with other previous findings of Abebech, (2007), Sable, (2006), Gorham, (1999), it also confirms the finding of Karan and Marjan, (2004) which indicated that women are misrepresented and underrepresented in media due to various reasons.

### **5.3. Portrayals of Women in Print Media**

The finding shows that newspapers and magazines do not present diversified pictures of women. More or less, they present women who struggled to change their life and freed themselves from object of poverty by engaging in small scale and small size business like micro enterprise. Other than, this newspapers and magazines present women in very scanty manner in a higher position. Women are not constantly featured as often as men in the news, current affairs as activists or politicians. It is not because there are no women in such position that are not presented. Thus,

newspapers and magazines have their own way of presenting women in a way by reinforcing and maintaining what is expected by society in presenting them.

Indeed women in Ethiopia are victims of societal bias and the majority lead life of dependency that has limited their opportunities for self-improvements. Constantly throughout news or stories, women have been portrayed as victims, submissive, dependent and traditional role players. It also does not present public figures, role models and assertive women from various professions. In general, the findings from content analysis, questionnaire and in-depth interview indicated that portrayal of women in newspapers and magazines are mainly limited to certain areas.

Whenever newspapers and magazines present women's issues there is imbalance and distortion of information. It also presented women's concerns by intertwining it with other issues or in a more marginalized way by presenting women as weak, passive, victim, dependent and vulnerable. Sometimes when professional women are performing their jobs as professionals there is a case when traditional roles are more emphasized than what they are performing as professionals. For example, let us see the story published in *Kalkidan* magazine (Sane 2001 vol 9 No 101) which states about the known Ethiopian singer Zeritu Kebede. The main theme of the story was about the concert she had on Ginbot 15, 2001 which was the main agenda. However, the headline of the topic was about her pregnancy which is something irrelevant to the topic. Here is the story

*"Zeritu Kebede is pregnant her second child"*

*Saturday, Ginbot 15 2001 famous singer Zeritu Kebede presented her show collaboratively with other known artists such as Henok, Temesgan, George Mesfine, Natenale and others. During the show, she performed well however some of the audience suggested that she was not as good as she was before. They believed that the pregnancy has some effect on her performance. (Sane 2001 vol 9 No 101 Kalkidan)*

The way newspapers and magazines portrayed women are a bit different. In newspapers, relatively women and their issues were addressed from different perspectives. However, it gave much emphasis to issues like gender-based violence whereas in magazines even though much of its content is about women they give much emphasis to issues like beauty, modeling, fashion, beauty contest, cosmetics. It did not address women's issues from different angles. In particular, Kalkidan has a page dedicated for women however in any of its publications during one year it does not write a single article about Ethiopian women in this page.

Finding from questionnaire as well as content analysis also supported this finding. As one can easily understand from finding of content analysis most of the stories and news regarding women were largely about tragic stories of women. Who is a victim of gender-based violence or if it is economy related it is about poor women trying to change their life and life of their family through small-scale business or microfinance. If it is about successful women, it is all about artists or fashion models. Findings from in-depth interview also confirmed to these statements.

In general, the present findings are consistent with several findings of different researchers. It is consistent with the finding of Wubalem, (2008), Abebech, (2007) which elaborated that in most cases women do not get media coverage and when they do, they are presented in their traditional roles i.e. as wives, mothers, daughters, sisters etc. Similarly, it also confirmed the report of Global Media Monitoring Project (2005) which stated that women have been portrayed in media as victims, subservient, nurturing, and sacrificing and objectified sexualized beings.

The present finding also confirmed the finding of Maria, (2009) which stated that different programs that are designed for female audience do not normally present women in leading and non-conventional roles. It also confirmed the finding of Sakamoto, (1999) which, indicated portrayal of women is predominantly negative. Women's social status has been degraded and

most of the times they are presented as sex object, weak and emotional beings. In addition it is consistent with Maggie and Gunter, (1995) too which indicated that women are portrayed as passive, weak, ineffectual, victimized, dependent and emotional. Similarly, this finding also confirmed the finding of Catherine, (2009) which stated that women are generally portrayed as unthinking, dependent and submissive beings with reproduction as their fundamental role.

#### **5.4. Role of Women Depicted in Print Media**

The findings of pervious researchers indicated that women have different roles in every society. However, most of the researchers identified that women have productive, reproductive and community roles. The finding of present study indicated that the role of women depicted in newspapers and magazines are mostly reproductive role. Media is doing a very limited activity in depicting diverse roles women have in society. As the finding from content analysis, in-depth interview and questionnaires indicated media do not depicts the diverse roles women occupy in the society.

This finding is consistent with the finding of Wubalem, (2008), Maria, (2009) and Agaredech, (1994). For example, Agaredech's finding stated that, because of low level of coverage accorded to women in media it is difficult to get a balanced picture of women's diverse lives, roles and contribution to the society in this changing world. Similarly, Catherine, (2009) stated that media depicted reproduction as women's fundamental role. Their real life, feelings and behaviors are rarely depicted in the media. They are shown more in fantasy roles than their real life.

Similarly, it also consistent with the findings of Ceulemans and Fauconnier, (1979) which stated that in many cases, newspapers present a stereotyped treatment of women by emphasizing her maternal and marital responsibility. It is also consistent with the findings of Dafina, (2009)

which stated that role of women depicted in media are limited primarily to traditional roles related to the private sphere or, if in the public sphere, in traditional caring roles as volunteering in service activities, education, health, welfare and the like.

### **5.5. Representation of Women in Decision-Making Activity in Print Media Relative to Men**

The finding of present study indicated that regarding participation of women in decision-making activity in print media there is slight change recently. As document analysis of two media houses indicated, there are women in different decision-making levels of the organizations. Regarding this, in Addis Zemen as well as Addis Admas there are women at decision-making level. For instance, the general manager of Addis Admas newspaper is female. In addition, there are also women employees at different decision-making levels such as editors, producers, senior reporters.

In Addis Zemen newspaper also, several women came to middle-level leadership positions recently. Middle-level leadership positions refer to those positions that required professional knowledge in journalism. There are certain leadership positions, which are profession based. In Addis Zemen newspaper, the Deputy Producer of social section is female as well as the advertising section of Addis Zemen is directed by female. In general, both in Addis Zemen and Addis Admas there are certain key positions, which are held by women. The present study also identified Practice, which media houses used to enhance the participation of women in decision-making positions.

The result of the study identified that there are training packages for women, which is mainly designed to improve the capacity of women leaders. As the informant of this study indicated, the aim of training is to help women leader to be assertive and confident. However, they also inform that the process of promoting women in decision-making position might vary from organization to organization. In relation to this, women journalists view is different from what the managers of the two organization mentioned. The first thing is that women journalist clearly indicated that they do not believe that there is fair representation of women in decision-making positions. According to them women rarely, hold top decision-making positions compared to men in media house. There is slight change nowadays however mostly women hold relatively low-level decision-making positions. On the other hand, female journalist recommended that participation of women in top decision-making position would even improve portrayal and images of women in media.

This finding is not consistent with previous researchers' findings of Ababech (2007), Farhana (2000) and Behonach et,al, (2004). The inconstancy might be due to various factors. Most of the studies conducted earlier were survey whereas the other was conducted using large number of samples.

## CHAPTER SIX

### Conclusion and Recommendation

This chapter concludes the major findings discussed earlier. In concluding, it also mentions the possible implications of and reasons for the portrayals found out. Based on the findings of the study, recommendations are forwarded.

#### 6.1. Conclusions

Portrayal of women in the print media is quite degrading. It reinforces the stereotype and traditional roles of women in the society. By reinforcing sex-stereotypes, constantly inspiring motherhood, and subservient wifhood newspapers and magazines prescribed roles, norms and behavior patterns. As the findings of the present study, indicated women were portrayed in a narrow range of domain. They were portrayed mainly as victims, dependent, submissive and passive. They were also portrayed as public figures, professionals, assertive and performing important jobs however these were very few cases. Generally, portrayal of women in newspapers and magazines is unfair and balanced.

Regarding representations of women in newspapers and magazines women are the least represented groups in news and stories published in newspapers and magazines. As has been shown in this research the media are presenting a partial reality, a reality as put forward by men and a reality that has excluded women from certain issues such as politics, economy, social and legal issues. The media are providing a social reality where only men exist, a reality where women and their concerns are not important.

The media are giving us a reality where only issues that have men's high and direct involvement are more important, they are providing us with a social reality where women are active only in their domestic roles. As the findings of the present study indicates issues related to politics, economy and social are the areas where women are least represented. However, they had better representation on issues like art and culture. On the other hand, newspapers and magazines give much emphasis to such issues as gender-based violence, rape, murder, abuse and abduction. These stories were the area whereby women outnumber men.

The result of the study also revealed that newspapers and magazines did not provide a balanced picture of women's diverse lives and contribution to the society in a changing world. Even though women engage in diverse roles in our society, newspapers and magazines presented women in traditional roles. Print media mainly emphasizes domestic and reproductive roles as the fundamental roles of women. Much remains to be done with regard to the participation, portrayal and access of women to the media and its impact on and use as an instrument for the advancement and empowerment of women.

Regarding representation of women in decision-making activity in print media there are some changes, which was accepted by both male and female participants. However still there are differences between men and female participants. Female participants believed that there is a change in representation of women decision-making activity now a day. However, women rarely held top decision-making position. In general, representations of women in decision-making activity in print media are not fair. The result from document analysis also indicated that, there are women at different decision-making activity even though they are few in number.

## 6.2. Recommendations

1. The Media has to Promote Sensitivity and Empathy for Victims of Crime or gender-based violence. It has to work on solution to minimize violence, the pain and suffering of victims rather than traumatizing them through its inaccurate and exaggerated presentation of the issues.
2. As media is major socializing agent it should influence perceived norms of the society in portraying women in profession oriented and lead roles than perpetuation of traditional roles, which pass from generation to generation.
3. Sex-stereotypes have been existed in the society for many years. To bring balanced and non-stereotyped portrayal of women in the media first, the media content producers' and journalists' attitudinal change is essential. Therefore, gender awareness discussions and intensive training supported by guidelines should be provided for journalist, producers and media owners.
4. Women in today's society occupy diverse roles. However, their role is vaguely illustrated in print media. Significant strides made by women in various sectors were not reflected. Women are often rather portrayed in similar stereotyped roles and are grouped together with the assumption that all women are the same or should be the same, which may negatively affect the society. Therefore, newspapers and magazines have to work on presenting women role models from various sectors. Role models are needed (and we all remember our own role models) in every aspect of life for someone to be identified her/himself with. Women role models should be seen as positive examples of change, because they have proven that most of traditional beliefs society held about women is wrong.

5. Newspapers and magazines reinforces the conservative views about women and ignores their economic participation and contribution, especially that of women in rural part of the country who contributed a lot to our economic development, in addition to housework and childcare. Therefore, media need to acknowledge the contribution of women from different socio cultural background by doing so it is encouraging women men and women to be active participants and contributors in the development of our country.
6. For newspapers and magazines to promote balanced and non-stereotype portrayal of women in their multiple roles, it is essential that government, media, NGOs and private sectors should come together and build joint strategies to promote gender equality. In general, print media should foster a broad ethical content and mobilizing urge in the society so essential for emergence of a civic society.
7. The media industry in general need to stop pointing finger at culture, customs and lack of education as the reason for stereotyped portrayal of women. Media has to play its part in changing the traditional and backward attitudes in the society rather than propagating it. because it is a powerful instrument to bring about attitudinal change in the society.
8. Media houses need to come up with strategies of putting women in decision-making positions where decisions are made as to what should or should not appear in the news agenda. What happens in such transformation is that women's needs would be addressed and their voices heard in media thus the media would be able to provide broader, more representative and comprehensive image of women.
9. In general, newspapers and magazines should be able to promote a balanced and non-stereotyped portrayal of women. This can be done in many ways

- Portraying women in diverse ways of life, in multiple roles they have in various social and economic sectors, as their roles now are not the way it was some years back. E.g. portraying their participation in management, decision-making roles, life style achievements, etc.
- Presenting women as active and engaging in activities outside home.
- Portraying more women as working professional experts rather than only as dependent housewife.

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Addis Zemen, Vol. 68. No. 129 Tir 9, 2001 E.C  
Addis Zemen, Vol. 68. No. 136 Tir 16, 2001 E.C  
Addis Zemen, Vol. 68. No. 140 Tir 20, 2001 E.C  
Addis Zemen, Vol. 68. No. 143 Tir 23, 2001 E.C  
Addis Zemen, Vol. 68. No. 144 Tir 24 2001 E.C  
Addis Zemen, Vol. 68. No. 146 Tir 26, 2001 E.C  
Addis Zemen, Vol. 68. No. 183 Megabit 3, 2001 E.C  
Addis Zemen, Vol. 68. No. 188 Megabit 8, 2001 E.C  
Addis Zemen, Vol. 68. No. 190 Megabit 10, 2001 E.C  
Addis Zemen, Vol. 68. No. 191 Megabit 11, 2001 E.C  
Addis Zemen, Vol. 68. No. 195 Megabit 15, 2001 E.C  
Addis Zemen, Vol. 68. No. 198 Megabit 18, 2001 E.C  
Addis Zemen, Vol. 68. No. 202 Megabit 22, 2001 E.C  
Addis Zemen, Vol. 68. No. 207 Megabit 27, 2001 E.C  
Addis Zemen, Vol. 68. No. 212 Myaziya 2, 2001 E.C  
Addis Zemen, Vol. 68. No. 217 Myaziya 7, 2001 E.C  
Addis Zemen, Vol. 68. No. 218 Myaziya 8, 2001 E.C  
Addis Zemen, Vol. 68. No. 222 Myaziya 12, 2001 E.C  
Addis Zemen, Vol. 68. No. 229 Myaziya 19, 2001 E.C  
Addis Zemen, Vol. 68. No. 232 Myaziya 22, 2001 E.C  
Addis Zemen, Vol. 68. No. 236 Myaziya 26, 2001 E.C

### **Magazines**

Kalkidan , Vol,9.No. 92 Meskerem 2001 E. C  
Kalkidan , Vol,9.No. 93 Tikimt 2001 E. C  
Kalkidan , Vol,9.No. 94 Hidar 2001 E. C  
Kalkidan , Vol,9.No. 95 Thisas 2001 E. C  
Kalkidan , Vol,9.No. 96 Tir 2001 E. C  
Kalkidan , Vol,9.No. 97 Yekatit 2001 E. C

Kalkidan , Vol,9.No. 98 Megabit 2001 E. C

Kalkidan , Vol,9.No. 99 Mayaziya 2001 E. C

Kalkidan , Vol,9.No. 100 Giñbot 2001 E. C

Kalkidan , Vol,9.No. 101 Sene 2001 E. C

Kalkidan , Vol,9.No. 102 Hamle 2001 E. C

Kalkidan , Vol,9.No. 103 Nahase 2001 E. C

# Appendices

## Appendix A

### Socio demographic profiles of interviewee

Position	sex	age	education level	media ownership	work experience
Senior reporter	F	28	diploma	private	5 years
Editor	F	35	BA degree	Government	7 years
Senior reporter	F	29	BA degree	Government	4 years
Reporter	F	28	BA degree	private	2 years
Producer	M	36	MA degree	Government	8 years
Deputy manger	M	42	BA degree	private	22 years

**Part III:**

15. Do you think women's issues are accorded sufficient coverage in print Medias?

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16. How are women portrayed in print media?

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17. What role is print media playing in portraying diverse roles and life experience women have in the society?

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18. In what kind of the stores mostly women are quoted in newspapers and magazines.

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19. Which role of women is most often portrayed in print media?

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		<p>26. Megabit 8, 2001 E.C</p> <p>27. Megabit 10, 2001 E.C</p> <p>28. megabit 11, 2001 E.C</p> <p>29. megabit15, 2001 E.C</p> <p>30. Megabit 18, 2001 E.C</p> <p>31. Megabit 22, 201 E.C</p> <p>32. Megabit 27, 2001-E.C</p> <p>33. Megabit 27, 2001 E.C</p> <p>34. Myaziya 2, 2001 E.C</p> <p>35. Myaziya 7, 2001 E.C</p> <p>36. Myaziya 8, 2001 E.C</p>
		<p>37. Myaziya 12; 2001 E.C</p> <p>38. Myaziya 19, 2001 E.C</p> <p>39. Myaziya 22, 2001 E.</p> <p>40. Myaziya 26, 2001 E.C</p> <p>41. Meskerem 2001 E. C</p> <p>42. Tikimt 2001 E. C</p> <p>43. Hidar 2001 E. C</p> <p>44. Thisas 2001 E. C</p> <p>45. Fir 2001 E. C</p> <p>46. Yekatit 2001 E. C</p> <p>47. Megabit 2001 E. C</p> <p>48. Mayaziya 2001 E. C</p> <p>49. Ginbot 2001 E. C</p> <p>50. Sene 2001 E. C,</p> <p>51. Hamle 2001 E. C</p> <p>52. Nahase 2001</p>
4 Volume of Publication		<p>1. Volume 8</p> <p>2. Volume 68</p> <p>3. Volume 9</p>

topic category

1. Politics, government
  - a. Domestic politics
  - b. Defense, military, police, security. Foreign affairs, International relations
2. Economy, Business
  - a. Economic indicators, statistics
  - b. Transport, road, traffic, telecommunication
  - c. Economic policies
  - d. Labor issues
  - e. Consumer issues
  - f. Poverty, housing, welfare
  - g. Rural economy, agriculture, mining, forestry, fishery
  - h. Banking, insurance, tax
  - i. Investment
3. Crime, violence
  - a. Violent crime
  - b. Discrimination
  - c. Non-violent crime, corruption
  - d. War, terrorism
  - e. Gender-based violence
4. Social,
  - a. Education, training, capacity building
  - b. Child care
  - d. Development issues, aid
  - e. Religion, culture, tradition
  - f. Family relations
5. Legal
  - a. Legal system, legislation
  - b. Human rights
  - c. Women's rights/advancement
  - d. Family relations
5. Art and culture
  - b. Celebrity news
  - c. Arts, entertainment, leisure
  - d. Media
  - e. Fashion and lifestyle
6. Science,
  - a. Environment, nature
  - b. Science, technology, research
7. health
  - a. Medicine, health, hygiene
  - b. HIV and AIDS
7. Sports
  - a. Sports events player, coach
8. Other, specify

6. News source	This refers to those who speak, those who are used as a source of information in the story	<ol style="list-style-type: none"> <li>1. Male</li> <li>2. Female</li> <li>3. Male and Female</li> <li>3. Group/individuals</li> <li>4. Institution/organization</li> <li>5. Not stated</li> </ol>
7. portrayal category	Refers to how individual is presented	<ol style="list-style-type: none"> <li>a. independent</li> <li>b. assertive</li> <li>c. submissive</li> <li>d. professional</li> <li>e. public figures</li> <li>f. dependent</li> <li>g. role models</li> <li>h. Sport figures</li> <li>i. Decision maker</li> <li>j. Dominant</li> <li>k. Victim</li> </ol>
8. Role category	Refers to the role individual occupy	<ol style="list-style-type: none"> <li>a. Traditional</li> <li>b. domestic</li> <li>c. productive</li> <li>d. reproductive</li> <li>e. community</li> </ol>

## Appendix E

### Informed consent form

Title of research \_\_\_\_\_

Researcher \_\_\_\_\_

Address: \_\_\_\_\_

Telephone number. \_\_\_\_\_

Email \_\_\_\_\_

Thank you for agreeing to participate in this study which will take place from February 2, 2010 to March 18, 2010. The form outlines inform you the purpose of the study and provides adscription of your involvement and rights as participant. The purpose of this research is to fulfill requirements for masters of Arts degree in social psychology, institutes of psychology, Addis Ababa University. Therefore, you are encouraged to ask any at any time about nature the study and methods that I am using.

I will use the information from the study to write thesis. I guarantee that the following conditions will be met.

Your personal names will not used at any part of information collection, or in a written report

If you guarantee permission for audiotaping, no audio taps will be used for any purpose other than to do this study, and will be played for any reason other than to do this study.

Your participation in this study is voluntary, you have the right to withdraw at any point of the study for any reason, and without any prejudice, and the information collected and records and reports written will be turned over to you.

Do you grant permission to be quoted directly?

Yes \_\_\_\_\_ No \_\_\_\_\_

I agree to terms

Participant \_\_\_\_\_ Date \_\_\_\_\_

I agree to terms

Researcher \_\_\_\_\_ Date \_\_\_\_\_

## Declaration

I, the undersigned declare that this thesis is my original work, has not been presented for a degree in any other university and all sources of materials used for the thesis have been duly acknowledged.

---

Egist Solomon

This thesis has been submitted for examination with my approval as university advisor.

---

Dr Teka Zewdie

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