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**A comparative study on the
representation of women in Addis
Zemen and Reporter newspapers**

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CHAPTER ONE

1. Background of the problem

The mass media is a pertinent tool for educating the masses, shaping peoples' attitudes and promoting national development. With the increase of its importance analyzing the content of media has become common. To assess media content various studies have been taken of which the notion of representation is placed at the heart of analysis. According to Croteau and Hoynes (1997) cited in Williams (2003) representations are the outcome of the procedure of choosing, through which some features of reality are emphasized while others are ignored.

The term stereotype is an essential notion in media analysis which is used to point out "representations that are misleading, incomplete or negative of a group of people in society" Williams (2003, 123). This explains the fact that the formation of media images of both women and men are often rooted in stereotypes. Along with this women are usually victims for possessing negative stereotypes as compared to men by leaving them out from several activities, Seblewengel (2003). Similarly Lacy (1998, 135) clarifies that gender based mediated stereotyping were not created by the media rather they are reflections of everyday life. She further explains that stereotypes are expressions of the dominant ideology which "reflect a particular set of ideological values, representing social values in a concise fashion".

According to Fourie & Karam cited in Fourie (2001) stereotypes depend on generalization and simplification. On the basis of how groups are evaluated, stereotypes could be negative or positive and they have real and primarily negative social effects for those stereotypically

portrayed group or person. They further emphasize that “a stereotype would then be seen not as a prejudiced idea but as a true reflection of an essential characteristic of a person or a group on the basis of which the person or group should be typed” (Quoted in Fourie 2001: 478-479).

Many reviews of studies identify three themes to illustrate stereotypical media representation of gender. According to Williams (2003) 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 Woods cited in Gorham (1999) states that stereotypical representations of relationships between men and women reinforce traditional roles and normalize violence against women.

The third form of media stereotyping occurs through "the delegitimising of a group by comparison with idealized images of how people ought to behave” Williams (2003,132). Regarding this Wood cited in Gorham (1999) asserts the fact that the depictions of particular groups in stereotypical manners reflect and maintain socially accepted values and outlooks of that group. Hence, this stereotyping in media will result in forming erroneous impressions of a particular group.

Specifically speaking, women's stereotyping in the media, as Tuchman (1978) described in Williams (2003) can be observed through representing their roles as homemakers, child care

workers, victims of violence, sexual objects etc. This explains the power of the media in excluding the countless roles women can play in society by exclusively emphasizing on their traditional roles in the home.

It is obvious to see women being excluded, ignored and degraded in the mainstream media. Imam cited in AAWORD (1992,39) concerning this stated “women's images and gender ideologies in the mass media indicate that from country to country there is a remarkable uniformity in the media's depiction of these issues: women are under-represented, trivialized, and shown within a narrow range of stereotypes”. The participants of the 1977 Regional Conference on Gender and Communication policy held in the Philippines declared the continuous discrimination against women in the media. This ill treatment of media representation has consequently led women to adhere to practices that subordinate them.

Feminist research into the mass media has revealed the fact that women are portrayed largely in terms of possessing negative female images and stereotyped roles Baher (1980,30). In the case of Ethiopian media outlets, Alem Seged (1999,80) particularly stated the fact that "the existing media ideologies dominant in media institutions, national or private, are male preserves where overflowing cumulative social attitudes prejudicial to women are reflected in the mass media and information industries".

Keeping in mind these stereotyped relationships between women and the media, this study is designed to address the problem in thinking of comparing their images in relation to their assigned roles in the selected government and private Ethiopian newspapers.

2. Statement of the Problem

This study aims to look at the representation of women in the selected government and private newspapers. Through a comparative analysis the study attempts to pin point gaps and draw lessons in relation to their depiction. Accordingly it also analyzes their contribution in gender equity matters. The researcher believes that this kind of endeavor is important in light of the negative trend observed in women representation. The study is also necessitated in view of the increasing importance of the media.

As it is known in today's world of information the media constitutes the major driving force in terms of transmitting correct information to the public. The media has greater responsibility in promoting balanced and non stereotypical images of women which consequently not only alters people's attitude towards them but also helps in promoting national development. It should also depict the diversity of women's lives and their contributions in the society rather than concentrating only on their narrow assortment of roles, contribution to their families or on their associations with men, Kumah (1996).

Contrary to this, in most countries the media continue to present an unbalanced and distorted picture of the enormous efforts of women in the society. As pointed out by Anani (1985) the media rather than presenting their involvement in different roles (eg. political and economic roles) it targets only their traditional social roles. Feminist research in media also assert that, "women tend to be shown as submissive, passive and are portrayed largely in terms of their sexuality or domesticity while men tend to be shown as dominant, active and authoritative"

Baher (1980:30). Although there has been a continuous rise in the number of women professionals over the previous years, most mainstream press coverage continue to rely on men as professionals and expertise whereas women are associated with sensational stories of rape, sexual harassment, domestic and other forms of violence.

According to the reports of the United Nations Commission on the Status of Women (CSW) 2003 African media culture stays informal and male. The coverage of women's concern is still marginalized in every media outlets. Although there is some movement away from traditional women's sections and programs African women still are not presented except as aberrations or victims in the hard sections of the media.

From an initial observation, these media trends documented world wide also seem to be observed in the Ethiopian media in general. Though there can be seen diverse political, economic and cultural systems in the country, women's images in the media seems to be characteristically the same, highlighting their specified roles.

Given the unfavorable conditions, this study is hoped to have significant contribution for the print media in addressing gender equality considerations by identifying good practices as well as gaps in representation of women in the sampled newspapers. This comparative analysis could also address the issue at hand in a more balanced form. The study is hoped to be of great value for journalists through helping them to further enhance and improve their reporting and representations by considering the drawbacks that would be pointed out in the study.

Furthermore, the study also points some possible solutions to obtain balanced and non stereotyped media images of women in newspapers. Moreover, the study could be used by other researchers for further study. Generally the study will try to address the following objectives.

3. Objectives of the study

3.1 General objective

This study is designed to analyze the comparative analysis of women representation between the selected government and private newspapers. In other words, the general objective of this study is to investigate if differences exist in women's representations between the government and private newspapers.

3.2 Specific objectives

More specifically the study attempts to

- Explore the representation of women images
- Analyze the content of articles and photos on women in respect to the role given in their media representation
- Identify gaps and draw lessons in relation to their representation
- Explore the contribution in gender equality issues

4. Scope of the study

This study is focused on the government and private Amharic version newspapers namely *Addis Zemen* and *Reporter*. Only 1997's selected publications dated from December 2004 up to August 2005 are taken into account for the intended study. The date is purposely specified starting from December 22 in thinking of including the newly Wednesday publications in the case of *Reporter* newspaper, which started on that specific date. Since the concern of the study is to compare how images of women appeared between the chosen government and private papers, all pages of these papers are taken into account. Therefore, the 1997's publications are chosen to see the recent media trends on their portrayals.

5. Limitation of the study

To conduct this study, only the publications of the year 1997(EC) are used due to time and financial constraints. As a result, these constraints couldn't help the researcher to incorporate publications from earlier years. Thus, due to this, the study doesn't show the historical trends of women's representation in newspapers. This in turn shows that the results of this study are applicable to the selected publications. Obviously, there is also a point this study cannot claim to represent. It indicates the comparison of content of articles and photos of only women's role between the chosen newspapers not comparing depiction of women's role with that of men.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

This chapter deals with various related research findings. In chapter one, it has been indicated that there exist stereotypical representation of women in every media outlet. It has also been stated that the depiction of women that dominantly persist in the media fall under two categories: miss-representations and under-representations. This section is organized as follows; media and representation, depiction of men and women in the media, stereotypical images of women in the media, stereotypical images of women in the newspaper, stereotypical images of women in photos and the media scene in Ethiopia.

2.1 Media and Representation

Mostly people have a tendency to perceive specific groups in a certain way. Hence this way of specified perception is often negative. Many disciplines investigate from where such stereotyped ideas come from. In critical media studies such and related questions are treated under a key concept namely “representation”. Accordingly in talking about the representation of particular groups we are specifically referring to the notion of stereotyping. Fourie & Karam cited in Fourie (2001)

Representations in the media have a very strong influence on how societies formulate their knowledge, attitudes, stands and practices. Many have argued that the produced

images and constructed messages of the mass media productively allow society's dominant forces to further establish attitudes and behavior. As Wood explains, "woven throughout our daily lives, media insinuate their messages into our consciousness at every turn" (Cited in Gorham (1999, 26). Carter (2004, 21) points out that the constructed media messages not merely reproduce reality but rather form "hegemonic definitions of what should be accepted as reality". This shows the fact that the media has the power to influence viewpoints and behavior at all levels of society.

The media encompass indisputable and vital impact on societies and the culture in which they live. As Kane (1988, 88-89) cited in Cunningham (2004, 1) suggested "the mass media have become one of the most powerful institutional forces for shaping values and attitudes in modern culture". Kane et al (2000) also mentioned in Cunningham (2004) the fact that the media have a strong power in shaping outlooks of society through framing our notions, view points and actions.

Besides molding society's belief and way of thinking, the media act as important instruments in bringing new matters or perspectives to the forefront and defining the terms of public debate. The media assumes a powerful role in directing the attention of people as well as in framing the attitudes and shaping the opinions of people, Abebeche (1997). Media theorists have identified the media's power to catch and lead public attention, persuade in matters of opinion and belief as well as influence behavior and structure definitions of reality. McCombs (cited in Griffin 2003) was among the many media scholars who emphasized the power of the media as just not simply presenting

some issues more salient rather they do, in fact, sway the way we think. He specifically referred to this process as 'framing'.

McCombs defines framing as "the process of calling attention to some aspects of reality while obscuring others, which might lead to different reaction; the selection of a restricted number of thematically related attributes for inclusion in the media agenda when a particular object is discussed". This explains the fact that the mass media not only just provide information on certain issues and incidents but also provide us with perspectives on them through the use of "selection, emphasis, exclusion, and elaboration" cited in Griffin (2003, 396). Hence, the way media is selecting subjects, structures the exchange of ideas and controls the discussion -a process which involves crucial omissions-is a major aspect of its influence. Many topics are kept away from the media news agenda and others covered extraordinarily.

The media is also held responsible for its irrefutable influence acting as socializing agents in shaping gender roles. As Abebeche (1997) discusses the media present example of models having either negative or positive images that have a direct influence on the development of self images and attitudes among adolescents. This describes the media's unique socializing role in determining society's outlook in general through shaping their understandings of the world. Likewise, Moore and et al (2002) described in Cunningham (2004) emphasized the power of media in framing 'the emotional and moral development of the youth'. In view of that such socialization persists to have "negative material (economic, social and political) effects on the life chances of girls (as well as boys) as they grow up." (Mattelart 1986 cited in Carter and Steiner 2004, 13)

Besides, Kane (1988) in Cunningham (2004) explains that the media constitutes the most significant and pervasive influencing power through forming values and approaches in contemporary culture. “Girls and boys-and by extension women and men do model themselves along lines suggested by media imagery,” Gallgher (1979,17) cited in AAWORD (1992,41). To the extent that the media’s representations of events are taken into account, the media can by no means depict a happening or an issue in full. Rather the media provide us with prepared interpretations and aspects of reality. Media images, therefore, have pertinent influences on audiences through socializing them to accept the sex- role perceptions as appropriate and ultimately fulfilling because according to Creedon (1993,229) “images are ‘representations’ because it is impossible to reproduce reality”.

2.2 Depiction of men and women in the media

Social life is constructed upon representations and this accordingly reflects both how we are regarded and consider others in society. Images of women and men in the media are frequently depicted with regard to its direct replication of reality. This explains the fact that media play a decisive role in mirroring gender roles and stereotypes.

It is a common practice to see media’s persistent stereotyped presentations of both women and men images, which leads our perception to view things in a more confined manner. As Wood cited in Gorham (1999) presents, men in most cases are depicted as

rational, active or decisive whereas submissiveness, availability, and compliance are held up as ideals for women's identification. Many researches have also shown the degrading images of women by portraying them largely in terms of their sexuality or domesticity while men tend to be shown as dominant, active and authoritative. This shows the inconsistent pictures of women and men in the media which consequently shapes society's belief and outlook that women are supposed to be restricted only to the domestic realm. In relation to this Ismail (1993, 7) describes "the influence of media on the socialization process in society has been used primarily to reinforce and establish stereotyped and distorted images of women". Women constitute the major driving force in the overall development process of a country and the media's depiction of their images can either obstruct or encourage their contribution in the development process.

As Anani and et al (1985) describes if women's image is not presented identifying their diversified roles, it both limits the outlook of the society and women's self reliance for themselves. This further explains that such distorted images have the capacity to reinforce sexist attitudes and exacerbate discriminatory conditions and behaviors. On the contrary media images on the reflection of their full contributions in the society will change society's attitude and outlook towards them.

Cultural values which are presented by the family, schools, media and other sources force us to see men as being superior than women which consequently consider violence and aggression on women as natural. According to the 1995 Global Media Monitoring Project cited in Mbilinyi and Omari (1996,218) "it is evident that gender differences are linked

to power and influence,” and “news gathering and news reporting are rooted in a value system with accords higher status to men and ‘the masculine’ ”. The mass media has established an influential and basic leadership in the production and transmission of patriarchal culture in contemporary society, which negatively affects society’s outlooks and perceptions of the reality.

Frankson (2000,37) explains that the consistent diminishing media images affect women through perpetuating and reinforcing men to possess distorted outlook towards women and children by “fixing them to their physical attributes and making no recognition of the complex realities of their lives.” He (2000,37) further emphasized that “gender stereotyping by the media leads women, men and children to develop false and stultifying views and expectations of themselves and others, and masks reality”. Similarly Imam in AAWORD(1992) points the consistent degrading images of women in the media not only affects women to possess a negative self picture but also lead them to persist in the actions that subordinate them.

Wood in Gorham (1999) also emphasizes that how we perceive ourselves and what we think of as standard and enviable for men and women is highly affected by the media’s ways of ill treating genders since the media pervade our lives. Consequently as Downing and et al(1995,324) point “the representation of gender in the media isn’t a representation at all, for there is no reality to which it refers-or rather this reality is so contradictory and ambiguous that any attempt to pin it down is futile”.

2.3 Stereotypical images of women in the media

Women still exist as the victims and underprivileged part of the society in every section of life all over the world though the various conventions; constitutions and declarations promote the notion of gender parity. Rutashobya cited in Mbilinyi and Omari (1996) point out the traditional socio-cultural system as the root causes for the existing gender inequality and the mass media has a great impact in eradicating such differences through creating public awareness and molding people's outlook. This explains the fact that the mass media can make an invaluable contribution to improving the roles and status of women and to advancing a country's development. Rutashobya in Mbilinyi and Omari (1996, 220) also emphasized that

in view of this obvious role in society, communication and communication media, among other forces, appear to play an important role in the regeneration and reinforcement of the socio-cultural sphere of dominant gender relations and gender inequalities. This appears to have, often, been fulfilled by portraying negative images of women. Women have been portrayed as inferior, dependent and incapable of doing things men do.

According to Seblewengel (2002) media images of both men and women are based on stereotypes, which are either pro or against. In most cases women suffer from negative stereotypes being presented with an inaccurate or unrealistic picture of their multiple roles and contributions to an ever-changing world. This negative stereotyping in the media undermines the message that women's rights are integral to national development. The consistent stereotypical depiction of women as homemakers and caregivers results "to marginalize such groups and give rise to social prejudice" William (2003, 123-124).

Wood cited in Gorham (1999, 28-29) discussed the various ways how the media mirrors and upholds traditional arrangements between sexes. *Women's dependence/men's independence* is the first theme that describes the media's power in defining a very fixed range of roles that either sex has more power or authority than the other in creating inequality in their relationships. In this respect the dominant-submissive model for male-female relationships more frequently pictured women as dependent and subservient. *Men's authority/women's incompetence* is the second aspect in mentioning media representations of relationships in which "men are the competent authorities who save women from their incompetence". This stereotypical representation of men and women ingrain in our perceptions very detrimental beliefs by highlighting the male's competence and authority when compared to females.

The other feature that Wood mentioned is the roles of *Women as primary caregivers/men as breadwinners* by pointing out the media's narrow portrayal of women's diversified roles and contributions outside the home. Though there emerge competent women in various fields of work their images in the media receive little or no attention in accordance with their professional responsibilities but rather are exposed in relating to their roles as homemakers, mothers and wives.

Furthermore, much of the existing literature points to the fact that media images tend to define women mainly on aspects of their sexual appeal to man, and their traditional and domestic roles. Feminist research into the mass media puts forward media's presentation of a very fragmented view of women on aspects of their appearance, sexuality and

domestic relations while men overwhelmingly are shown in relation to their power, Tuchman et al cited in Baehr (1980). This explains the issue that women's portrayals in the media are relegated either in their traditional roles and private life whereas men are represented in their public life.

Women's participation in society is negatively affected because the media continue to perpetuate and reinforce an unbalanced picture of the diversity of their lives and contributions to society. Even though the use and reliance on the concepts of stereotypes is sometimes unavoidable when dealing with the complexity of modern life, it becomes harmful when it is rooted in erroneous information presented by institutional forces like the dominant media.

Feminist research in this vein has revealed that stereotyped mediated images of women in general have resulted in bringing about harmful and undesired social outcomes towards women (Lazier and Kendrick 1993 cited in Carter et al 1998). Reviews of studies show that "domesticity and subservience are presented as the essence of women's nature and role in society" (Ceulemans and Fouconnier 1979, 48). This consequently affects women's images in the media to be unrealistic, demeaning and damaging. (Gallgher 1979 cited in AAWORD 1992).

The 1995 Fourth World Conference on Women in Beijing among its 12 critical areas of concern highlighted the existence of unbalanced images of women's multiple lives and contribution to the society in a changing world in all mainstream media outlets. Section J

of the Beijing Plat Form for Action (PFA) underlined universal concerns on both the content of the media in respect of women's representation within the media. Content concerns targeted on the absence of gender-responsiveness of the media which is observed through continual gender based stereotyping and the reinforcement of women's traditional roles by neglecting their unlimited contributions.

Studies done in various parts of the world demonstrate that the media has inclined to be responsible for the stereotyping of women. In the case of Africa, many studies indicate that images of African women reflected in the media was generally distorted and full of stereotypes and misrepresentations of the many roles of women. In Egypt for instance the media depict women almost exclusively in traditional roles in the home by ignoring their full integration in the economic, political and societal structure of a modern Egyptian nation (Rahaman cited in Anani et al 1981). The same is true in the case of Niger where women are sometimes pictured as strong productive individuals but mostly depicted reflecting their degrading images as sex objects. (Keita cited in Anani and et al 1981).

2.3.1 Stereotypical Images of Women in the Newspaper

As Renzetti and Curran (1989, 4) 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.

Specifically speaking, from country to country there is a notable consistency in presenting depressing similarities of women in media production and content. 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 also her position as a sex object for male perusal.

Many studies reveal that in most cases items that focus on food, fashion, society news and entertainment are greatly entertained on women's pages since the mentioned 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. As Abebeche (1997) discusses the idea that the press role as preserver of the status quo also emerges from the insufficient and the underestimated, ambivalent or diminishing manner of its treatment of the feminist movement and the concern it mentions.

The central point in the feminist criticism of newspapers according to Hole and Leving (1971, 266-270 cited in Ceulemans and Fauconnier 1979,32) highlight "their coverage of the women's movement and feminist activities, which is claimed to be disproportionately sparse, trivializing and condescending in tone". Most studies document attribute the traditional outlook on women prevailing in newspapers to the predominance of men in the newsrooms.

According to Anani (1981) though African women have valuable inputs and diversified roles in the overall development process, the media inclined to focus on the representation of women in their traditional social roles. In mentioning specific cases, in the Niger Press Keita (cited in Anani 1981) explains that in most cases women's worthy contributions to their families and the development of their country is invisible. At other times, they are portrayed as sex objects and are reprimanded by male journalists concerning their lack of morality and reminded of their duties as Muslim believers. Imam in AAWORD (1992) also describes that the Nigerian media largely depict women as victims and sex objects, reflecting negative stereotypes and under representing women.

2.3.2 Stereotypical Images of Women in Photos

Visual images are powerful ways of communication. Blackhood (1983) cited in Rios and et al (2005,156) asserts that in most cases people, while reading newspapers inclined to view the photos at first without reading the content since "photos have a greater impact on memory, as they break the monotony of the printed pages".

In line with this Creedon (1993, 221) explains that "a single picture can convey impressions quickly, without need for verbalization, and it can convey intended or unintended messages subconsciously". She also emphasized that in examining women's images in the media many studies tend to focus on depiction as well as the extensive mental images that are assumed to result. This can be supported by the argument presented by Miller (1975, 32) stating that photos are among the first items to draw the

readers' concentration and help establish the context in which they interpret the accompanying news story. Blackwood (1983, 711) also mentions

if newspapers are supposedly representing issues and occurrences in life, then the photos they run should reflect that. Any imbalance in representation would seem to indicate that supposedly factual accounts are in some way removed from facts. Often people who either can't read, or who don't take the time to read many of the stories in newspapers do scan the photographs, and it is reasonable to assume that sometimes the photos are the only representation of world events to which some people are exposed. These factors make the photos in newspapers potentially important conveyors of information and shapers of attitudes.

Numerous researches have focused on newspaper and magazine news editorial photographs. Miller (1975) cited in Creedon (1993,222) in her studies found out that photos of men outnumbered photos of women in nearly all sections of several U.S newspapers. As for female roles, Miller indicates that women were predominantly represented as “spouses, socialites and entertainers. The photo coverage of women as sports figures, professionals, activists and politicians was negligible compared to their portrayal in the fore mentioned roles”. She further explains that these stereotyped, undermined and trivializing images of women are also observed in news photos, though unlimited efforts and involvements in the social and economic aspects warrants news coverage.

By contrast, most newspaper photos of men overwhelmingly showed them as politicians, professionals and sport figures. Many argued that visual images in the media can be seen as symbols of power. In relation to this recent feminist research has focused on content, image and representation of gender in the mass media “as discourses about power, rather than as issues of equal opportunity or sexist portrayals” Baher (1980,30).

2.4 A Feminist Perspective on Women and the Media

Feminist approaches to media have condemned the media's power of disseminating patriarchal and ideological messages, for instance, disregarding and eliminating women, depicting women in limited traditional roles, and narrowing their images as sex symbols or objects of abuse. According to Steeves (1997,7)

news, including crime news, has been examined by many researchers who have discovered that very little news is by or about women, uses female sources, or examines issues of particular salience to women, such as child care, women's health, women's economic status, abortion, or gender violence. Moreover, even when these topics do make the news, most sources are male and stories are neither sensitive to women's needs nor reflect feminist viewpoints.

From the feminist perspective, most communication theories are insufficient in entertaining women's beliefs, viewpoints and exposures in a balanced and fair manner. Feminists from different philosophical and theoretical scenes have tried to deal with women's problems and solutions with the media by trying to explain how the media is responsible and used to impart women's ideas, beliefs, attitudes and their status in the society Steeves (1987) in Kelta (2003) . Though Tuchman et al (1978) cited in Kelta (2003) studies exposed women's misrepresentation in the media, several approaches like liberal, radical and socialist feminisms came into view within the following decade.

Liberal theory assumes equal gender relations being achieved by equal opportunities, policies and affirmative action programs. This approach doesn't examine further a power system in which male privilege is maintained by excluding and subordinating women.

According to Zoonen in Kelta (2003, 1) “this perspective maintains that over time the media will ‘catch up’ with actual social positions and they will present a more accurate view”. Radical feminists, similar to the liberal feminists target not only women’s misrepresentation in the media but also go further to question the direct or indirect influence of patriarchy on women.

According to Fourie (2001, 395) “radical feminism assumes that men and women are born with different natures and use the term patriarchy to include all the ways that men dominate women”. Fourie further notifies that the notion of patriarchal ideology, which mainly overstates biological differences between men and women, helps men to maintain the prevailing or masculine roles by keeping women in their subordinate position. And both men and women should get rid of sexual status and assigned role under patriarchy to avoid male controlled system.

Unlike the above theories, socialist feminism, which is based within a Marxist framework reference that is the Gramsci’s theory (1971) of hegemony (cited in Kelta 2004), take into account the analysis of class system, ethnicity, sexual preference, age and disability in dealing with gender. Under this approach “the media are perceived ideological apparatuses that represent the essential rightness of capitalism as a social system and social feminists concentrate on the ways in which gender is constructed through language and imagery”(Jones and Jones: 1999,68 cited in Kelta 2004,3).

There is a point of departure between the Marxist and Socialist feminists though the latter perspective has much in common with the previous one. While Marxist feminists consider that class ultimately explains for women's position, socialist feminists consider that gender and class play an equal role in women's oppression.

Though the mentioned perspectives attempts to present important arguments emphasizing the relationships between women and the media, research appears to depict women being marginalized oppressed and silenced rather than as equal subjects. On the basis of the long standing perspectives of liberal, radical and socialist feminism, new approaches like for instance multicultural feminism, postmodern feminism...confront the issues of women and media from different angles.

2.5 Media scene in Ethiopia

In most parts of countries of the world, women constitute more than half of the population. They play an important role in all societies, in shaping families and in giving a new shape to the growing, civilized society. But their position in the society is determined with the role traditionally ascribed to them. Domestic work is considered to be the domain of women. The male domination and masculine superiority made women to be subordinated to men in all respects.

In a country like Ethiopia, the various social, cultural and religious practices keep women to be silenced and maintain the dominance of men. Ethiopian women are exclusively featured with their contributions of taking care of family responsibility and

heavy work load which lead them to uphold low esteem about themselves. Accordingly the women's images presented in the Ethiopian media are the direct reflection of the reality emphasizing domesticity and subservience as the essence of women's nature and role in society. In reality many more women work than we get to see or read about in media content.

According to Perkins (1998, 135) "although the media has a very strong influence on the dissemination of stereotypes, it must be remembered that they were not created by the media, they are concepts which are part of everyday life". This explains the notion that the unbalanced picture of the diversity of women's lives and their contributions to society are reflections of the values, position and powerlessness of women in that society Tuchman et al cited in Baher (1980).

Specifically speaking, in Ethiopia, for centuries women have grown in environments which supports the idea that 'women should be seen and not heard' Alemseged (1999). He further noted that before the appearance of media, traditional ways and process of communication were put into practice to exchange ideas and pass on information from the minority to the people at large. Nevertheless, in the overall communication process and conveying of information women were completely obscured.

The Ethiopian press is sectorized into the government and private media. While the birth of the government press traces back to the 1990s, the private press is a new phenomenon dating back not more than ten years. A report on the assessment of the media coverage

of HIV/AIDS in Addis Ababa (2005, 4) shows that “the Ethiopian media is underdeveloped in its size, quality, standard, coverage and development”.

According to Tsega and Abebe (2000) the government press is mostly disregarded by the majority since it highly emphasizes the government policies, plans and programs whereas the private press “enjoys a moral authority that the government media lack”. The government press has its own editorial policy where various stories are treated based on this policy. Serving the public, integrity, fairness, respect and accountability are the basic five principles included in the editorial policy. As per the policy the objectives and plans of the Ethiopian press agency are: extensively explaining governmental duties, policies as well as rules and regulations of the government, serving the public in addition to strengthening relations between the government and the public and also initiating legal participation of political parties.

While referring to the private press, initially it is profit oriented. According to Tsega and Abebe (2000) “the Ethiopian private press is resilient in the face of stern economic, technical and professional limitations and systematic political constraints”. Except few, most private newspapers have no editorial policy of their own. According to Almaz (1999, 66)

the private media cannot function without financial considerations. They need to sell and it is business. They will not focus on women or men per se, but on people, the buyers of their news. For women to be in the news means that they have to be involved in notable actions and become visible through something extraordinary (what they do or what they are.)

Concerning professionalism, the availability of journalism-training institute in the country was not broadly seen and nearly all journalists had no formal training themselves. They had benefited from on the job apprenticeship organized by international donor agencies and by local media development NGOs. Though the government started a training program recently, according to the Ethiopian Free Journalist Association (EFJA), journalists from the private sector were banned to attend this program. It is even a recent phenomenon to open its door for those interested.

The other major limitation faced by the independent press is denial of access to information held by the government. Report on conflict, peace and the media (cited in IMS 2003, 20) in relation to this stated that “without access to government officials, some independent papers have adopted a practice of every year presenting to government a questionnaire on issues. They receive no response, so they resort to publishing the unanswered questionnaire”.

Specifically speaking in dealing with women’s issues, newspapers, magazine, radio and television play the major influencing role in both framing society’s behaviors and attitudes towards them either positively or negatively in the developing countries like Ethiopia. Abebeche (1997) stated that the Ethiopian media tend to depict women in their fixed social roles.

In line with this Agaredeche (2003) explains that in Ethiopia gender awareness is at a low stage. Women in the Ethiopian media are stereotypically depicted. Their roles as mothers

and wives are emphasized and given precedence over their occupational or professional activities. Rather they are often depicted as “property-less, mischievous, mothers, villains and objects created to serve men. In all types of mass media, most of the time, something bad is said of women” Agaredeche (2003, 9).

She furthered that due to women’s misrepresentation, invisibility and presence as sex objects, their greatest contribution to society is highly ignored. Keeping in mind the mentioned differences between the government and private presses, it is worth mentioning to examine the private and government newspapers to see if there are differences in the representation of women between them.

CHAPTER THREE

3. Methodology

3.1 Design of the study

The aim of this study is to determine whether there existed any difference between the selected government and private newspapers in women's representations. To carry out this study, quantitative content analysis techniques are used. According to Ceulemans and Fauconnier (1979, 7) "content analysis is the most commonly used approach in the study of media images of women". This is due to the fact that 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 and et.al (1998, 95).

3.2 Subject of the study

Two Amharic newspapers namely *Addis Zemen* and *Reporter* are chosen for this specific study. One of the oldest established daily newspapers in the nation; *Addis Zemen* is government owned where as *Reporter* is a bi weekly private owned publication. The average circulation of *Addis Zemen* and the *Reporter* is 17,740 and 9833 respectively (Ministry of Information, 2004). In the case of *Addis Zemen*, it is the only government owned daily newspaper in Amharic and in the case of *Reporter*, it is the only privately owned newspapers which has two copies per week of its Amharic language version.

In addition to this, these specific newspapers are chosen because the researcher has found that their coverage is relatively comprehensive, i.e., covering a wide range of socio-economic, political and cultural issues. This is very pertinent for the thematic focus of the study, which is attempting to shed light on women representation in a wider context.

3.3 Sampling technique and sampling size

For this study the government and private newspapers namely *Addis Zemen* and *Reporter* are chosen using purposive random sampling techniques, for the reasons specified in the abovementioned section. From those purposively sampled newspapers, twenty percent of each of these newspapers, which are often taken as representative sample for statistical analysis, is selected for the actual analysis. The study tallies the content of articles and photos on women of *Addis Zemen* and *Reporter* from December 29, 2004, to August 2005. The researcher takes the sample as of December 29 because it is since from then the weekly newspaper, the *Reporter*, is changed into the bi weekly publications. The researcher therefore believed to include the bi weekly publications because those publications come up with many issues than when it was once in a week. A similar sample was constructed during the same time period for *Addis Zemen*.

In order to make the comparison of the two newspapers more sound and rational, the researcher selected the Saturday papers permanently because they publish women's issues in the case of *Addis Zemen*. For the rest of the publications other than Saturday of this same newspaper, a constructed sample ensures that each day of the week is equally represented to control for differences due to the various issues presented in the various

days. (For instance in this week if Saturday's and Monday's publications are selected, then Saturday's and Tuesday's publications are selected for the next month) .Whereas in the case of *Reporter*, since it is a bi weekly newspaper the whole editions of the given time span are taken as sample of the study.

To arrive at the required sample size of twenty percent, the 1997 E.C. publications of these two newspapers are used as a sampling frame. Since *Reporter* is a bi weekly newspaper the researcher has used all the publications which helped the researcher obtain more data in order to see how women are represented. By taking the bi weekly papers of *Reporter*, 19 editions out of the total of 96 are selected using systematic random sampling system. Accordingly, since it is a comparative analysis, the corresponding equal number of editions from *Addis Zemen* are selected, which made a total of 38 editions from the sampled newspapers. To ensure the consistency of the analysis, the dates of the editions are made similar.

$$\begin{aligned}\text{Sample frame} &= 8 \text{ weekly editions (Reporter) * 12 Months} \\ &= 96 \text{ editions} \\ \text{Sample size} &= \text{Total number of editions * 20\%} \\ &= 96 * 20\% \\ &= 19.2 \text{ approximately 19 editions.}\end{aligned}$$

With the same procedure the sample size for *Addis Zemen* newspaper are followed in determining the sample size.

3.4 Method of Data Collection

The major source of data for this study is secondary sources, i.e., newspapers. In order to substantiate the study other sources like interview and consultation is made with the editor in chiefs of both newspapers. To conduct an interview is found important in assumption that the interviewees' perspectives are meaningful, unavoidable, and able to make explicit, and that their perspectives affect the success of the study.

Having selected the required editions, the contents of each articles and photos related to women's representations in all sections of the newspapers are collected and examined. In order to know the angles that the newspapers use and the themes that they feature, coding lists are prepared. The coding lists are based upon previous studies mainly Miller's (1975) study on the content of news photos: women's and men's role. The procedure for coding included (for both content and photo):

Type of story includes Front page, Editorial, Letters, Commentaries, Art and Culture, Health, Women's page, Sport page

Politician/public officials portrayed in an official capacity as the holder of any elective, appointive or salaried administrative position in federal, state or local government. Includes salaried and unsalaried elective and appointive administrative positions; judges; all foreign political officials.

Professional portrayed in some professional or vocational role.

Celebrity portrayed engaged in personal recreation, leisure, socializing. Includes beauty contestants and queens; celebrities not engaged in professional activities; attendance at fund-raising social events.

Advocate portrayed as a spokesperson, representative or volunteer for some special interest or cause, and/ or as having deliberately thrust oneself into the public eye or sought publicity for oneself or a cause via staged event, speech or other activity.

Criminal portrayed as arrested for, charged with a crime and convicted of breaking law.

Human interest portrayed as having been discovered by the media without deliberate intention and as having become newsworthy for one's own activities (includes accident victims, families of accident victims, witness)

Spouse portrayed as newsmaker's spouse; or as making news by getting engaged, married or divorced (includes brides; politicians' spouses)

Sports Figure portrayed in professional and non professional sport activities.

Other portrayed in a role other than those described above.

3.5 Data analysis method

After coding all women related articles and photos using the above categories, the analysis was made using quantitative content analysis. The results are categorized into appropriate categories for analysis using tabulations and summary statistics. In order to analyze and address the research questions and measure possible association between women's representation and socio-economic, political and cultural factors, various statistical tools such as cross-tabulation is employed. These statistical techniques help to test whether there is significant association or difference in women's portrayal between the two sampled newspapers as well as across categories. To measure the significance levels, a chi-square test is also employed.

CHPATER FOUR

4. ANALYSES AND INTERPRETATION OF DATA

This chapter deals with the analysis and interpretation of the data collected through content analysis. The findings of the study are presented together with the responses of the interview made with the chief editors of the two newspapers.

4.1 Average Numbers of Articles/Photos Per Issues and Per Pages

In order to see the average number of articles and photos per issue and per page in both newspapers, the following formulas are used separately for each newspaper.

$$\frac{\text{Total number of articles}}{\text{Total number of issues}} = \text{the average number of articles per issue}$$

This same formula is also used to compute for the average number of photos per issues for each newspaper.

$$\frac{\text{Total number of articles}}{\text{Total number of pages}} = \text{the average number of articles per page}$$

This formula is also applied to work out for the average number of photos per pages for each newspaper.

This study examines 38 issues of both *Addis Zemen* and *Reporter* (19 issues each). And the total number of pages examined in *Addis Zemen* is 62 while in *Reporter* is 75. Using the above formula the average numbers of articles and photos per issue for *Addis Zemen* newspaper count 5 and 2 respectively. In the case of *Reporter*, the average number of

articles counts 5 and the average number of photos is 4 per issue. Similarly, the average number of articles and photos per page in *Addis Zemen* count 2 and 1 respectively. In *Reporter*, the average numbers of articles and photos per page give the same number in each case that is 1.

4.2 Women Representation in Print Media

For this study a total of 302 observations are included of which 158 are from Reporter while the remaining 144 are from Addis Zemen. As it is shown in the table below, in both newspapers, about 60 % of the format are used to represent women in the media in the form of articles where as photos makes up the remaining balance.

4.2.1 Women representation by newspaper format

Newspaper Format	Frequency	Percent
Article	184	60.9
Photo	118	39.1
Total	302	100.0

4.3 Women Representation by Newspaper Type versus Type of Format-cross tabulation

Table 4.3.1 Percentage distribution of women's issue across type of format in both Addis Zemen and Reporter newspapers

Types of Format	Newspaper		Total	Pearson Chi-square
	Addis Zemen	Reporter		
Article	98 (68.1%)	86 (54.4%)	184 (60.9%)	0.015^a
Photo	46 (31.9%)	72 (45.6%)	118 (39.1%)	
Total	144 (100.0%)	158 (100.0%)	302 (100.0%)	

a. The Pearson chi square value is 5.875 with degree of freedom of 1.

The above table illustrates the total sum of articles and photos with regard to women issues in *Addis Zemen* to be 144 at the same time being surpassed by the total sum of articles and photos in *Reporter* which results 158. The more probable explanation behind such difference is due to the fact that *Reporter* covers various issues extensively since it has vast number of pages as compared to that of *Addis Zemen's*. Accordingly, among the sampled newspapers 98 (68.1%) and 86 (54.4%) women related articles are presented in the *Addis Zemen* and *Reporter* newspapers while the remaining percentage constitutes women related photos in both newspapers respectively. Furthermore, 46(31.9%) women photos are showed up in *Addis Zemen* whereas it is 72(45.6%) in the case of *Reporter*. Comparison of the data from the two newspapers shows the imbalance of photos and articles in the government papers.

A chi-square statistic is used to investigate whether representation of women/portrayal of women significantly differ between the sampled newspapers or not. Accordingly, as it is

indicated in the above table, there is a significant difference between *Addis Zemen* and *Reporter* in the type of format used covering women issue due to the reason mentioned in the previous section. *Reporter* has a relatively balanced use of articles and photos in covering women issues. On the other hand about two thirds of the format observed in *Addis Zemen* covers women issues in an article format.

4.4 Women Representation by Newspaper Type versus Page Category

Table 4.4.1 Percentage distribution of women's issue across page category in Addis Zemen

Format	Front page	Home news	Feature	Women page	Other ¹	Total
Article	12 12.2%	25 25.5%	4 4.1%	43 43.9%	14 14.3%	98 100%
Photo	4 8.7%	9 19.6%	9 19.6%	18 39.1%	6 13.1%	46 100%
Total	16 11.1%	34 23.6%	13 9.0%	61 42.4%	20 13.9%	144 100%

¹ Include the page categories of business and economics, politics, society, arts and culture as well as sport.

Table 4.4.2 Percentage distribution of women's issue across page category in Reporter

Format	Home news	Politics	Feature	Arts & culture	Sport	Women page	Other ²	Total
Article	9 10.5%	7 8.1%	19 22.1%	9 10.5%	13 15.1%	19 22.1%	10 11.6%	86 100%
Photo	5 6.9%	9 12.5%	13 18.1%	9 12.5%	12 16.7%	13 18.1%	11 15.3%	72 100%
Total	14 8.9%	16 10.1%	32 20.3%	18 11.4%	25 15.8%	32 20.3%	21 13.3%	158 100%

The above two tables show the major differences in the spread of articles across various sections of the two newspapers. The majority of articles on women are run in the women's section (43 or 43.1%) in *Addis Zemen* newspaper whereas in *Reporter*, in both feature and women's sections (which each counts 19 or 22.1%). Home news (25 or 25.5%) and front pages (12 or 12.2%) include more stories next to women's page in the selected publications of *Addis Zemen* newspaper. In the case of *Reporter*, sport (13 or 15.1%), arts and culture as well as home news (each counts 9 or 10.5%) are identified to include more women in their articles following the mentioned categories.

² Includes the page categories of front page, business and economy as well as society.

The distribution of photos representing women in *Addis Zemen* newspaper is highly concentrated under women's pages (39.1%) followed by equal numbers of photos in the feature and home news sections, which each counts 19.6%. In *Reporter*, more women photos are showed equally in feature and women's page containing 13 photos (18.1%) each. Subsequently, sport (16.7%), politics and also arts and culture (12.5% each) sections of this same newspaper are identified constituting more women photos respectively. Both newspapers carry roughly equal numbers of women photos in their front pages. Moreover, *Reporter* more or less includes women's photo in all sections of the paper. To the contrary, *Addis Zemen* excludes women's photo in its politics and business sections.

Table 4.4.3 Percentage distribution of women’s issue across page category in both Addis Zemen and Reporter newspaper-cross tabulation

Page category	Newspaper		Total	Pearson Chi-square
	Addis Zemen	Reporter		
Front page	16 (11.1%)	9 (5.7%)	25 (8.3%)	0.000^b
Home news	34 23.6%	14 8.9%	48 15.9%	
Politics	4 2.8%	16 10.1%	20 6.6%	
Society	3 2.1%	6 3.8%	9 3.0%	
Arts & Culture	1 0.7%	18 11.4%	19 6.3%	
Feature	13 9.0%	32 20.3%	45 14.9%	
Business & Eco	3 2.1%	6 3.8%	9 3.0%	
Sport	9 6.3%	25 15.8%	34 11.3%	
Women’s Page	61 42.4%	32 20.3%	93 30.8%	
Total	144 100.0%	158 100.0%	302 100.0%	

b. The Pearson chi square value is 58.776 with degree of freedom of 8.

Information on the distribution of women across the given page categories in *Addis Zemen* show that, women’s page highly reports in terms of the sum total of both articles and photos which is 61 (42.2%). This section holds the major portion of women issues as compared to other sections. The section of home news is given second level in containing women issues (23.6%) next to women’s page. Though women issue appears now and then in each section of the mentioned newspaper, fewer women issues are seen under the category of arts and culture, which counts only 0.7%. In the case of the private newspaper, *Reporter*, great numbers of issues

concerning women are observed in both feature and women's pages that account 20.3% each. Subsequently, the sport section contains more women issues (15.8 %) compared to the other sections.

Similarly there is a statistically significant difference between the sampled newspapers by the page category. About 42% of the issues on women are found in women's page in *Addis Zemen* newspaper followed by home and front page with 24% and 11%, respectively. On the other hand, the page categories observed in *Reporter's* coverage of women are features and women's page with 20% each, followed by sport, arts and culture as well as politics. It is also worth mentioning that in both newspapers, women's page is the dominant page category whereas categories such as business and economy as well as society have the lowest appearance with only 3% each. The possible explanation on why women's page constitutes more stories of women as compared to the other sections of newspapers is the fact that it is intended basically to present issues concerning women.

4.5 Women Representation by Newspaper Type versus Role Given

Table 4.4.1 Percentage distribution of women's issue across page role given in Addis Zemen

Category	Politician	Professional	Advocate	Human interest	Sports figure	Other ³	Total
Article	34 34.7	13 13.3	19 19.4%	25 25.5%	3 3.1%	4 4.0%	98 100%
Photo	8 17.4	13 28.3	4 8.7%	14 30.4%	5 10.9%	2 4.3%	46 100%
Total	42 29.2	26 18.1	23 15.9%	39 27.0 %	8 5.6%	6 4.2%	144 100%

Table 4.5.2 Percentage distribution of women's issue across page role given in the Reporter

Category	Politician	Professional	Human interest	Sports figure	Other ⁴	Total
Article	18 20.9%	11 12.8%	29 33.7%	12 14.0%	16 18.6%	86 100%
Photo	17 23.6%	11 15.3%	22 30.6%	11 15.3%	11 15.3	72 100%
Total	35 22.2%	22 13.9%	51 32.3%	23 14.6%	27 17.1%	158 100%

³ Includes the page categories of celebrity, criminal and spouse

⁴ Includes the page categories of celebrity, advocate, criminal and spouse

The above two tables demonstrate that from the 98 articles in *Addis Zemen*, 34 articles (34.7%) depict women as politicians, whereas in *Reporter* the role of human interest has overwhelmingly dominated, which shows 29 articles (33.7%). Women in the selected government papers are highly depicted under the category of human interest 25 (25.5%) followed by advocate 19 (19.4%) and professional 13(13.3%) after that of politician. In the case of the chosen private papers, next to human interest, women are highly depicted as politician, sport figures and professional respectively. In the selected government papers coverage of women's sports figures is insignificant by comparison, and falls far behind coverage of similar roles in the specified private papers.

Although both the selected government and private newspapers have made efforts to diversify the roles of women, their photo coverage are dominated by the role of human interest indicating 14 photos (30.4%) and 22 photos (30.6%) respectively. In other words, more photos are depicted emphasizing their roles of domesticity and also as victims in both newspapers. Subsequently, 13(28.3%) and 8(17.4%) women's photo in the category of professional and political role are depicted in *Addis Zemen* newspapers while more political (17 or 23.6%), sports and professional women (each counts 11 photos or 15.3%) are found in *Reporter*. Concerning the category of celebrity and criminal, no photo is found neither in the chosen government nor in the private publications.

Table 4.5.3 Percentage distribution of women’s role given in Addis Zemen and Reporter newspapers-cross tabulation

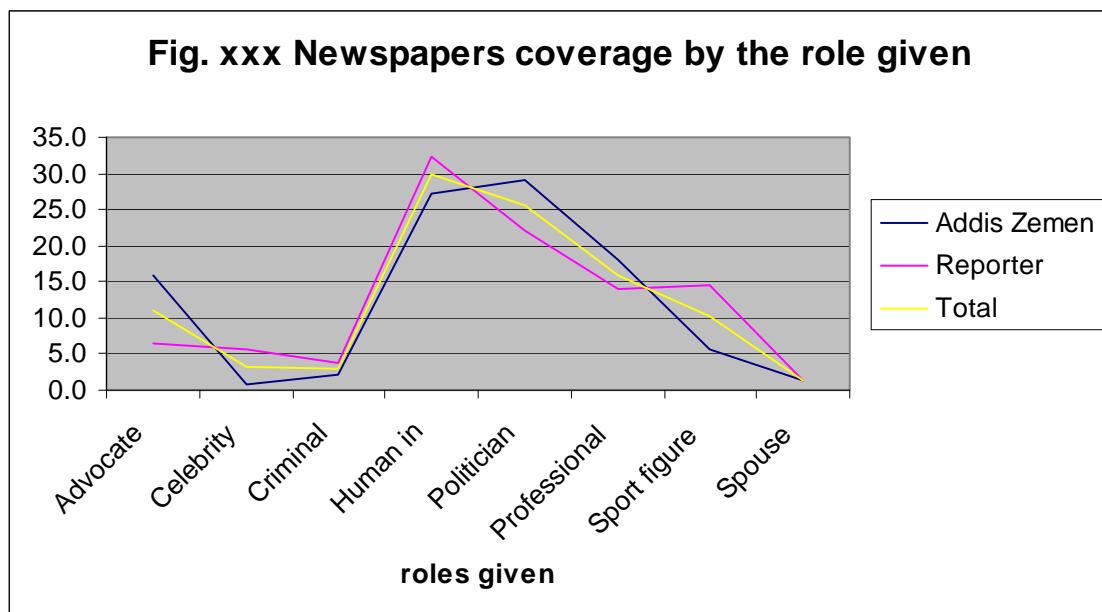
Role given	Newspaper		Total	Pearson Chi-square
	Addis Zemen	Reporter		
Advocate	23 16.0%	10 6.3%	33 10.9%	0.003^c
Celebrity	1 0.7%	9 5.7%	10 3.3%	
Criminal	3 2.1%	6 3.8%	9 3.0%	
Human interest	39 27.1%	51 32.3%	90 29.8%	
Politician	42 29.2%	35 22.2%	77 25.5%	
Professional	26 18.1%	22 13.9%	48 15.9%	
Sports figure	8 5.6%	23 14.6%	31 10.3%	
Spouse	2 1.4%	2 1.3%	4 1.3%	
Total	144 100.0%	158 100.0%	302 100.0%	

c. The Pearson chi square value is 21.747 with degree of freedom of 7

Considering the number of both article and photo formats jointly, data on the women’s role given show that more women (29.2%) are portrayed given political roles followed by human interest (27.1%) and professional (18.1%) in *Addis Zemen*. Of the entire given role types of this newspaper, fewer women are portrayed as celebrity (0.7%). In the case of *Reporter*, the majority of women fall under the category of human interest (32.2%) while fewer women (1.3%) are depicted as spouse. Going further, next to human interest more women are represented as politicians (22.2%), sports figure (14.6%) and professional (13.9%). Here we could mention the fact that though *Reporter* generally presents the various roles of women, it provides a

remarkable coverage (14.6%) of women’s sports figures as compared to the government press (5.6%).

From the sample data, attempt is made to see whether there is significant difference between the selected newspapers by role given to women. The test statistics confirm that there is statistically significant difference. While political role (30%) pursued by human interest (27%), professional (18%) and advocate (16%) lead the role given in *Addis Zemen* coverage, while in *Reporter*, human interest and political roles are the two prominent roles portrayed. Although there is significant difference between the two newspapers in the role given to women, the distribution across the different role given show similar patterns, i.e., roles such as human interest and politics are the two dominant roles in both newspapers whereas spouse and celebrity present the lowest coverage (see fig xxx).



Therefore, women's representation in the sampled newspapers as measured by the type of format, the page category as well as role given shows statistically significant difference at 95% of significance level. Thus, the data tells us the hypothesis that state there is significant difference between *Addis Zemen* and *Reporter* in women representation accepted.

4.6 Discussion

4.6.1 Inter-coder reliability

Two post graduate students coded the three basic coding judgments: type of format, role given and page categories to check coding reliability. Out of the 320 issues presented in the 38 government and private newspapers, 50 issues are selected for each category from both newspapers and distributed to the coders to code them separately according to the above mentioned categories.

- For format category, out of fifty issues they agreed on 50 of them, which mean 100% agreement.
- For role category, they agreed on 38 issues out of 50 which give 76%.
- For page category, they agreed on 42 issues out of 50 which give 84%.

Coding reliability is $\frac{50+38+42}{150} = 86.7\%$

150

Therefore the overall coding reliability is about 87%.

4.6.2 Women Representation by Type of Newspaper versus Role Given

As discussed in the previous section, there is variation on the role given in respect to the depiction of women between *Addis Zemen* and *Reporter* newspapers. In the sample of articles and photos analyzed, women are not confined dominantly to traditional roles in the case of *Addis Zemen* newspapers. Though stories about women under the category of human interest (27.1%) holds second level to politicians (29.2%), more women are depicted with the roles of advocates (16.0%) and professionals (18.1%) compared with *Reporter* excluding the role of sport figures (5.6%). Women as sport figures (14.6%) are remarkably depicted in that of *Reporter*. *Addis Zemen* emphasizes and covers the efforts of the government in relation to women's involvement in a wide variety of income generating activities, ranging from agriculture and animal raising to food processing and employment in small scale crafts industries. In the case of *Reporter*, women are highly seen given the roles of human interest followed by politician role as compared to the chosen government papers. The human interest section is highly emphasized reflecting stereotypical images of women in terms of their roles as mothers and as victims of accidents and domestic violence.

From here we can mention that though the two newspapers attempt to cover women's issues, the way they frame their stories are rather different. According to Tankard cited in Griffin (2003,396) the term framing refers to "the central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion, and elaboration". Here in the case of *Addis Zemen*, since it is government owned, it is accountable to promote government plans and policy in relation to women issues. It specifically aims at targeting women in relation to the actions and plans of the government. In relation to this Alem

Seged (1999, 78) specified that “the media content being produced by the Ethiopian national media is done through hierarchical channel flowing from top to producers. Included in the media content are a broad range of government policy oriented issues extending from national and international current affairs topics, development subjects and entertainment”. According to Ato Wondemkune Alayu, editor in chief of *Addis Zemen*, in general the government media perform its duties based on its editorial policy. It refrains from covering issues that controvert its editorial policy. He also furthered that “since the media should be considered as one of the country’s basic resources, they should promote development activities that prosper the country’s image”.

Specifically speaking, he also added that in terms of women issues the policy promotes empowerment of women in different activities related to socio economic and political sectors. Not only does it highlight problems faced by women but also provides solutions designed by the government body. The Ethiopian Press Agency in its editorial policy states that it considers gender equality in all sections of the newspaper. This explains the fact that it gives considerable coverage of women’s issues in their publications. As it is stated in the editorial policy the agency works against the reflection of stereotyped images of women with their representations as weak, dependent and sex objects in their publications across the given newspaper sections.

Emphasizing on the concept of empowerment Fetenu (1997) explains that it entails women’s direct participation in events that shape their lives and in determining the kind of change required for a more equitable, sustainable and satisfying socio-economic and political order. She also added that women empowerment is seen as a process by which women take action, control

of their situation to overcome obstacles and become active participants in all activities and projects in identifying their own priorities and set goals. “These processes need to be complemented by overall changes in social structures, attitudes, value systems, ideology, and culture in general” Emebet (1999, 16).

In talking about the empowerment issue in relation to the media images given in the case of *Addis Zemen*, it is a good start to see images of women’s involvement in different sectors of the development process initiated by the government. However this doesn’t seem to reflect the majority of women’s real images given in the society in exercising their full power to overcome difficulties due to the existing unequal power relation between women and men in the family, work and pay and the society in general. According to Macdonald (1995) in the field of sociology, under taking the issue of gender focuses on the unequal position of men and women within the social structure since femininity is acquired and reproduced through socialization and the development of self concept. As a result, “real life role models, the exposure in childhood to forms of activity and play that naturalize gender divisions and the influence of the media and other cultural forms, encourage men and women in adult life both to adopt behavior that reinforces gender-specific roles, and to internalize the appropriateness of this as part of their own sense of identity” Macdonald (1995, 12). In other words, in this specific case the notion of women empowerment will become successful by removing the deep rooted traditions and practices that degrade and harm women and that interfere with their goals of empowerment because images of media is the direct reflection of the existing social structure. This can be supported by Mbilinyi and Omari’s (1996,78) point that specifically states about images of

women in the mass media mentioning that “by and large, most of the images people have towards women is a reflection of the existing social structures”.

With regard to the private press in general Ato Wendmkune said that things are different. He further emphasizes that the private presses initially are profit oriented. The private media advocates individual interest and they are market driven. They try to capture people’s attention by writing sensational stories. This same concept can also be applied in treating women’s issues. The private media refrains from exercising the government policy to show their independent and anti government nature.

The editor in chief of *Reporter* on his part generally identified the notion of ownership as the fundamental difference between the government and the private presses. According to him, the private press couldn’t be categorized as one and the same. They are divided into two distinct parts. The first part includes those presses which have a different version of the government policy. They act only as propaganda machines against the government media. The second part comprises those presses with their own independent press policies like for instance *Reporter*, *Addis Admas*, *Fortune* and the like. These presses act as independent entity and they present their issues in a more balanced form. They present their works in accordance with the government performance. Specifically speaking, in treatment of women, Ato Amare notified the facts that in their publications women issues are treated from the perspectives of solving the main issue of the society since they are part of that society. He also added that *Reporter* doesn’t see women’s issue from feminist aspect since this approach perceives men as the main enemy of women. And he further noted “we believe that using feminist perspective dilute and divert the

issue to the direction which we don't want to follow. We think affirmative actions and empowerment as flattering notions. We believe that without solving the socio economic problem of the society, there is no success of the idea of empowering women”.

The aspect of excluding issues from the perspective of feminism and highlighting on the socio economic problems affect the images of women in *Reporter* emphasizing on the stereotyped roles of women as victims or supportive wives/mothers. In the literature it is highlighted that feminism is “a movement to end sexism, sexist exploitation, and oppression. The movement is not about being anti-male. Rather it makes it clear that the problem is sexism” Hooks (2000, 1). This suggests that the denial of images of women's diversified roles and unlimited contributions in the society seems to occur most in *Reporter* as compared to *Addis Zemen* since *Reporter's* selection of issues on women is against the idea of feminist perspective. Though the editor in chief of *Reporter* emphasized to see the treatment of women's issues from the perspective of solving the society's problem, the images that dominantly appeared in the newspapers seem to confine women's depiction. Subsequently the literature doesn't support this point in relation to images of women in the media entirely. In the literature Wood cited in Gorham (1999) pointed out the fact that media's narrow portrayal of women's diversified involvements and contributions outside the home accentuate traditional roles and normalize violence against women.

4.6.3 Women Representation by Newspaper Type versus Page Category

The findings on images of women in *Addis Zemen* show that women appear substantially less often in all sections except the women's page and in feature and women's section in the case of *Reporter*. This supports the argument that the mass media treatment of women's issues is too often confined to "women's page" rather than integrated into broader content in both newspapers. However the literature doesn't support this classification. This categorization in the media according to John (2001, 98) "wrongly gives the impression that women can be separated from the rest of the society. As consequences, many issues on gender violence, gender equality, governance and women's rights as human rights, among others, have been kept separate from national debate, because the media has tucked the stories away on "women's" pages, which will only be read by those interested in these issues". Likewise, Hole and Levin (1971,250 cited in Ceulemans and Fauconnier 1979:32) mentioned that " the very existence of a separate newspaper section for the female reader is perceived as inherently sexist. It implies that all other news areas are exclusively male territory and that men are not interested in 'women's issues' ". Similarly CSW (2003) also highlights that women are only featured in the hard section of the media if and only if they are depicted as aberration or as victims.

In examining the roles of those women who are portrayed under this particular section are predominantly represented given professional role (31.1%) followed by advocate (27.9%) and human interest (26.2%) roles in the case of *Addis Zemen*. Corresponding to this, under women's page of *Reporter* women are mostly portrayed as sport figures (92%). Women in the professional and human role are presented next to sports figure (each counted 28.1%). This implies the fact that articles presented in the women's section in both newspapers are not solely

confined to superficial topics such as women's beauty secrets and domestic concerns like cooking, home decorating and child care. Both newspapers try to include topics such as working women's contribution to the economy, women's creative achievements or women's participation in the political process in Ethiopia. In the literature it is stated that in most cases items that focus on food, fashion, society news and entertainment are greatly entertained on women's pages since the mentioned sections are presumed as women's major concerns in accordance with their primary roles. However, in the case of women's pages in both Ethiopian papers, it is observed that women's issues are covered from different perspectives. In relation to this Ato Amare Aregawi, chief editor of *Reporter* stated that women's page is required as an additional part in thinking of creating a separate column for women's issue. As he explained the reason, this specific page provides a forum for the women to speak about themselves and also helps to have focus on the issue not to subordinate them. In related manner, according to Ato Wendmkune, chief editor of *Addis Zemen* mentioned that though women are treated in all sections of the paper, a separate column is needed for the sake of emphasis.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

In general mass media do not present balanced pictures of the variety of women's lives and their participations to society, which negatively influence their involvements in society. Efforts are being put in place in changing their images; though not yet succeeded in giving the expected results. Reviewing through the studies made so far, what can be said is that there is a remarkable uniformity in the media's depiction of women emphasizing domesticity and subservience as the essence of women's nature and role in the society.

In this study the focus lies on the images of women in the private and government newspapers. To this effect this study is initiated with the following specific objectives:

- to explore the representation of women images
- to analyze the content of articles and photos on women in respect to role given
- to identify gaps and draw lessons in relation to their representation
- to explore their contribution in gender equality issues

The data source for this study being secondary that is newspapers; the method applied for data collection is mainly content analysis. To substantiate the study with more information, interviews with the chief editors of the sampled newspapers are conducted.

To carry out the content analysis different coding categories are prepared. Having prepared the categories, two post graduate students are identified to code the stories as per the set of criterion developed. Upon the actual undertakings of data collection, the researcher supervised the process to maintain the data quality to the higher standard. Afterward the data is entered into the computer using a software package called SPSS and analyzed by using different methods of data analysis.

In summary, the findings of this study suggest the following points:

A. *Women representation by newspaper format*

Out of 302 observations, 60.9% of the coverage of women takes the form of article where as the remaining 39.1% is in photos. Further disaggregating the coverage by the type of newspaper, *Addis Zemen* has the highest usage (68.1 %) of articles in covering women's issue while *Reporter* seems to have a balanced coverage in terms of both articles and photos, with respective percentage of 54.4 and 45.6.

B. *Women representation by page category versus newspaper*

More articles on women are represented under women's page in the case of *Addis Zemen* (43.1%) followed by home news and front pages. On the other hand great numbers of women's photos are shown under women's section (39.1%) of this same newspaper. In *Reporter*, feature and women's sections (each one accounting for 22.1%) contain more articles on women accompanied by sport, arts and culture and home news sections.

C. Women representation by role given versus newspaper

Great numbers of women are presented as politicians followed by human interest and advocate, out of 34 articles in *Addis Zemen* newspaper. In the case of *Reporter*, the role of human interest predominantly occupies the role given to women followed by politician and sport figures. Women photos are highly depicted given the role of human interest for both *Addis Zemen* (30.4%) and *Reporter* (30.6%) newspapers. Subsequently, photos of professional (28.3%) and politician (17.4%) women are showed up in *Addis Zemen* while politicians (23.6%), professionals and sports figure (15.3% each) women were depicted in the case of *Reporter*.

5.1 Conclusion

In light of the objectives and the hypotheses of the study, the conclusive remarks can be summarized as follows:

- Although both the selected government and private newspapers presented women in their publications, there exist differences in their representation in terms of the type of format, page category as well as role given.
- Comparison of the data from the two newspapers shows that the reporter has a relatively balanced use of articles and photos in covering women issues while more articles are predominantly presented in *Addis Zemen*.
- Women' s page presented more women as compared to other sections of the *Addis Zemen* while in the case of *Reporter* it is both in women and feature sections .

- In the selected government newspaper, the majority of women are portrayed given the role of politicians while human interest category dominates in the case of the private newspaper. Here it is worth mentioning the fact that such differences in the depiction of women's role in the specified government and private press are caused by the different perspectives they have in addressing women issues. Whereas *Addis Zemen* is government owned newspaper, all issues including women seems to be treated from the perspective supporting the deeds and policies of the government. In contrast, the privately owned newspaper, *Reporter*, appears to focus on women's issues from the viewpoint of solving the problem of the society.

In general, in this study the hypothesis that state there is significant difference between *Addis Zemen* and *Reporter* in women representation is accepted.

5.2 Recommendations

Based on the findings of this study, the following recommendations are forwarded by the researcher to address some of the problems discussed.

1. Media practitioners, both government and private, need to revisit their editorial policies and guidelines in order to make sure their coverage of women and different segment of the population balanced and that contribute to higher objective of equality of human species. Besides, the government should institute legal and policy frameworks that take gender into account to improve women's images in the media.

2. Efforts should be exerted to enhance the capacities of journalists and media practitioners for more professionalism and high ethical standards taking in to account of the critical issue around women representation in the media.

3. Various (gender, human right, etc.) advocacy groups should adopt more professional and strategic approaches to the media so as to be able to assist in transforming media content.

5. To control the degrading images of women at grass root level, gender education should be incorporated into the school curriculum.

6. Further in depth study could be conducted, in light of the major findings of this study, to analyze how women's representation in the media relates to the prevailing gender inequality issues in the economic, socio-cultural and political aspects.

In general, changing the images of women in the media environment cannot be turned into a success story no matter what strong strategies and approaches are designed, unless there is a collaboration and determination from government bodies, non-government organizations (NGOs), media houses, media professionals, researchers and the civil societies at large.

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Abstract

This study is a comparative assessment of representation of women in the government and private newspapers namely *Addis Zemen* and *Reporter* respectively. Moreover, it is designed to analyze the content of articles and photos on women in respect to the role given in their media representation. It also tries to explore the contribution in gender equality issues, identify gaps and draw lessons in relation to their media images in the selected newspapers.

The major source of data for this study is secondary sources, i.e., newspapers. To carry out this study, quantitative content analysis techniques are used. In order to substantiate the study other sources like interview and consultation are made with the editor in chiefs of both newspapers. To this effect, equal numbers of both newspapers are selected giving the total sample size of 38. Afterward the data are entered into the computer using a software package called SPSS and analyzed by using different methods of data analysis.

The results showed that there is a significant difference between *Addis Zemen* and *Reporter* in the type of format, the page category as well as role given. Generally, it is noted that the data tells us the hypothesis that state there is significant difference between *Addis Zemen* and *Reporter* in women representation is accepted. As recommendation media and professional organizations and various advocacy groups should adopt gender responsive professional codes and technical guidelines for coverage and representation, and encourage all media professional to work within the framework of gender equality. Efforts should also be exerted to enhance the capacities of journalists and media practitioners for more professionalism and high ethical standards taking in to account of the critical issue around women representation in the media.

Appendix

Interview questions

1. What is the basic difference between the private and government press in general?
2. From what perspective does your newspaper cover women's issue?
3. Do you have editorial policy of your own? If so, what is specifically stated in relation to covering women's issue?
4. Why a separate section or page for women is needed?