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THE PORTRAYAL OF WOMEN AND WOMEN'S ISSUES  
IN THE TELEVISION NEWSCASTS OF EIGHT COUNTRIES:  
A CONTENT ANALYSIS

By

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A THESIS

Submitted to Michigan State University  
in partial fulfillment of the  
requirements for the degree of

Master of Arts

Department of Telecommunication

1987

ABSTRACT

THE PORTRAYAL OF WOMEN AND WOMEN'S ISSUES IN TELEVISION  
NEWSCAST IN EIGHT COUNTRIES: A CONTENT ANALYSIS

By

GAYLE P. KING

This study is an attempt to explore from a global perspective what television news presents to its viewers as the prevalent condition and status of women and women's issues. The basic question of the investigation is to determine content quality, quantity and treatment of women and women's issues in television news programming; and to describe any difference in content quality, quantity and treatment based on national origin.

The study found women dramatically underrepresented in television news programming. They were most visible as anchorpersons. As news sources, women were most often characterized in positions of low status and power. As news topics, women's issues were found to be negligible.

Despite diverse geographical and contextual variables, women's status and conditions, as characterized by television news, takes on a universally uniform posture, not explainable by social or national ideology.

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To my family: The Kings, McGuires, Littles, and Uncle  
Louie: exceptional role models.

## ACKNOWLEDGEMENTS

An endeavor of this nature is a challenging and rewarding experience that can never be accomplished without the love, concern and support of many people. First and foremost I thank the Creator for divine guidance and many blessings: the opportunity to express myself, the ability to accomplish the task, the will to persevere and the benefit of having so many warm and encouraging people who have enhanced this experience through their expertise or love and friendship. While there have been many who have been helpful, the following persons have been central in this process.

I offer a special thanks to my academic advisor and thesis director, Dr. Gretchen Barbatsis. Her guidance during this research process and unwavering support during the entire academic period were important factors in the successful completion of this task.

I convey my sincere appreciation to Dr. Larry Redd. Not only did he provide guidance and friendship, but he helped me deal with many of the intangibles that exist in any human environment.

Special words of gratitude are due Professor Ruth Simms Hamilton for her encouragement and positive perspective. She is a seasoned scholar and an outstanding role model.

I am particularly grateful to Mr. Ron Amos for his assistance with the statistical analysis. His expertise helped shape my understanding of the practical application of statistical techniques and significantly enhanced my learning experience.

I must express my appreciation to the many persons who have not been responsible for direct assistance on this project, but who nevertheless influenced other major aspects of my life during this period. My family has been particularly supportive. My mother and father, Ruby King-Williams, David T. King and Robert J. Williams, brother and sisters, Paul, Monica, Cynthia, Carol and all the kids have been a strong and persistent source of inspiration and motivation. Thanks for your love and faith.

My close friends and extended family have also been a source of inspiration and support. A special note of gratitude to Linda Riggs for her tremendous support and many generous "gifts." Special thanks to Faidah Braithwaite for her radiance and "real" Blackness; to Kesho Scott for her dynamic energy; to Becki Armstrong, Robin Barclay, Charlene Bomar, Olu Davis, Michael

Jennings, Nataki Cheeks-Kilpatrick, Stan Maffett, Abdullah Masoud, Sharon and Melvin Peters, Linda Thompson, Amelia Opubor, and Bruce and Debbie Hunt, knowing all of you has truly enhanced my life.

Much gratitude and appreciation to my student colleagues and friends for helping me maintain a healthy balance between academic theory and "real" world politics; for guidance and inspiration, lots of laughs and good reggae -- Kwadwo "Professor" Anokwa, Melvenia and Mamadou Gueye, Abul Barry, Wilbert Jenkins, all scholars in the full sense of the word. Our time has just begun, see ya back "home."

I may have unwittingly neglected a few names. If so, thank you just as sincerely.

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## CHAPTER I

### INTRODUCTION

Changing roles of women in society have been discussed in a variety of forums in recent years. Women in the developed and developing world are tacitly regarded as social actors, engaged in the manipulation of their environment. Women are generally the prime agents in the transfer of social heritage. However, in their traditional and changing roles, women are generally not recognized as a force in society.

This study provides a global reference describing quantitatively the content of television news in relationship to the treatment of women and women's issues.

The subordination of women is an historical phenomenon, transcending class, caste, cultural and racial boundaries. The three central factors that contribute to their auxiliary position in society are: male definition of the status and role of women; female status intrinsically linked to the socio-economic structure; and reproductive physiology as a determinant  
1  
of destiny.

Everywhere we find that women are excluded from certain crucial economic and political activities, their roles as wives and mothers are associated with fewer powers and prerogatives than are the roles of men. It seems fair to say then, that all contemporary societies are to some extent male-dominated, and although the degree and expression of female subordination vary greatly, sexual asymmetry is presently a universal fact of human social life.<sup>2</sup>

Iglitzen and Ross refer to this phenomenon as patriarchal heritage. Ideology that rests in the belief of male superiority and female inferiority.<sup>3</sup> Patriarchy, as a component of capitalism, regulates gender and power relationships. Its ideology permeates the entire cultural fabric. The entrenchment of this phenomenon is anciently rooted in the process of socialization, where norms and values shape the individual and ultimately the group. Society, via its institutions, relies on this socializing process to provide the necessary structure that reinforces "proper" roles, attitudes and beliefs for the maintenance of the social system.

This masculine defined reality represents three broad areas: psychological, political and economic. Male domination is the psychological oppression of women. It represents an interplay between power and class. More specifically, it encompasses the patrilineal transfer of power from father to son. Within

this reality, female significance is relative only to her temporal position to the family. Biologically, the female birthing capacity has deemed "her" weak, while "his" physical strength justifies domination and rulership.<sup>4</sup> Moreover, economic privilege exists only in relationship to males, generally excluding females from property ownership and in some cultures, sanctioning them as "possessions."

The political component is fostered by the ideology of male chauvanism. It provides the structure and justification for the manner in which the oppression is carried out. It provides the rhetoric and legitimacy for masculine based gender roles and definitions. Another dimension of the male governance concept is religion, that authority of righteousness that perpetuates the double standard of morality, where freedom is commonplace for the male and denial for the female.<sup>5</sup> Over time, each new economic order has further entrenched this patriarchial ideology.

Sexism functions as the final dimension of the patriarchial network. It operates as the economic stronghold of female subordination. Its foundation rests on discrimination based on gender. Sexism is the denial of privileges and opportunities based primarily on gender. The perpetuation of sexist attitudes and behavior impacts female economic development, by

limiting access to personal autonomy variables i.e., labor participation and education.

Masculine monopolistic practices are part and parcel of the social, political and economic fabric of global society. Furthermore, each of these institutions has a complementary and interrelated cause and effect result upon the other. "Virtually all existing countries are structured by patriarchal psychology. The standard of being human is male, consigning females to the status of "other" and "invisibility."<sup>6</sup>

These roots of inequality have been deeply ingrained into a universal consciousness, where the entire process of role and identity formation is positioned in the production of meanings.<sup>7</sup> Historically, those who occupy the positions of power tend to create the values and images of culture. Subsequently, since women are generally powerless within the socio-economic ranks, their identities have been defined outside their gender sphere.

Increased concern and initiative among women in the world community regarding their status and conditions is due in large measure to rapid developments in the production and transmission of mass media messages. The mass media as an instrument of public communication functions as a transmitter and enforcer of social heritage.<sup>8</sup> Through incidental learning, values,

perceptions and social norms are passed on to viewers of the particular medium.<sup>9</sup>

Television is considered influential in that it has the power to change attitudes by presenting or suppressing a certain value system.<sup>10</sup> Television is of particular significance as a source of news and entertainment. It is also influential as a vehicle for educating and informing (see Roper 1977).<sup>11</sup> Moreover, broadcast news programming more than drama is more readily accepted as fact, and granted both credibility and believability. Consequently, the manner in which women are portrayed on television in general, and in television news in particular affects how viewers see women and how women view themselves. Subsequently, one could predict two scenarios across national boundaries: 1) that television news functions as a mechanism for the maintenance of the status quo or 2) that television news functions as an agent for social change.

Critics of female portrayals of television news describe women as understated and link their lack of news coverage with women's socio-economic status and conditions. Research on television drama in the United States typically describes women as underrepresented; in subordinate positions to men with low status and power; as sex objects; as victims of crime and in roles generally related to family and parenthood.<sup>12</sup> In light

of the foregoing, this study seeks to describe quantitatively the content of television newscasts. Until more information is gathered and analyzed, the criticism that women featured on TV news programming in both the developed and developing world are under-represented and are often inaccurately represented remains a subject of concern.

#### PURPOSE OF THE STUDY

The purpose of this study is to investigate through content analysis the treatment of women and women's issues in television news programming in eight (8) countries. The study analyzes and describes content quality, quantity and direction, based on the patterns identified in U.S. television drama. In addition, each country's national media philosophy and national policies affecting women are addressed. The study involves four research questions:

1. How much attention<sup>13</sup> given women and women's issues?<sup>14</sup>
2. What is the direction<sup>15</sup> of news story treatment regarding women and women's issues?
3. What is the news topic treatment and story line role<sup>16</sup> with regard to women and women's issues?

4. Is there a difference in the amount of attention, direction of story treatment, and topic and role treatment given women and women's issues in relationship to national source?

#### SIGNIFICANCE OF THE STUDY

The importance of this study is to shed light on the kind of status television news confers for women and women's issues. In addition, it is important to examine in what capacity women make news, as well as determine the direction, type and amount of news coverage afforded females and female issues.

Far too little emphasis has been placed on the role of women and women's issues in TV news programming. There is a need for empirical data of a global nature on female news coverage. It is also important to examine where the news media stand on the presentation of women and their concerns, in relationship to the changing roles, attitudes and practices of women in present-day society. Moreover, the examination of what change or lack of change has occurred (based on previous studies) can provide significant information for future trend studies.

This study does not claim to be an exhaustive survey. However, it is hoped the study will contribute to the limited body of knowledge currently available on female imagery in broadcast television news. In

addition, the findings may furnish concrete and objective information on the content of news afforded the public by television from diverse perspectives.

It is hoped the findings will permit us to draw significant conclusions about each country's news programming practices, recognize characteristic similarities and differences among nations and evaluate the service provided by the selected broadcast units in the dissemination of news for and about women.

#### LIMITATIONS

The study does not address female participation in the newsroom or female decision-makers in the news definition process. Nor does it attempt to cast judgment as to why one nation has more or less news of one kind or another. The study is limited to the imagery of women on screen--as newscasters and newsmakers. Certain subject-matter categories should permit an estimation of the amount and quality of female coverage. By objective examination, the study explores the "content" of newscasts as defined by the Random House Dictionary: "something that is expressed through some medium, as speech, writing or any of the various arts; the topics of matter treated in a document or the like."<sup>17</sup>

## GENERALIZABILITY

Since television news is an important information source in most industrialized nations and an increasing source of information in areas within developing societies, it is reasonable to conclude that the research will hold for a large proportion of countries that broadcast TV news. Second, there is no reason to believe the study cannot be generalized, because of the generally consistent nature of the news definition process world-wide. Third, there is no reason to believe that the influence and power of television news is any less functionary in the selected countries, than in any other region or nation. Rather, it may be appropriately ascribed to any population in which females exist and television news operates.

## ASSUMPTIONS

In view of the background material presented:

- 1: It is assumed that women's roles and positions in society have changed since the introduction of television.
- 2: It is assumed that television news will reflect the values and issues of (its given) society, and hence any change in female roles and status.
- 3: It is assumed that the information presented by television news programs is important and significant to society.

## SUMMARY

The interpretation and meaning of results of an investigation are dependent on the framework or perspective from which one approaches a phenomenon. The purpose of the study is to provide a global reference that describes quantitatively the content of television news in relationship to women and women's issues. The study posits a relationship between women's status and conditions and the process of role and identity formation based on a masculine defined reality. The tenacles of patriarchal heritage legitimize the standards and provide the foundation for the institutionalized subjugation of women. Television as a medium for the production of meanings is a source of information and provides an environment through which attitudes are influenced and affected. Television news in particular is considered a believable and credible source. The aspect of identity addressed in this study is sex-role and gender issue treatment. Identity formation, specifically in the context of character portrayal in U.S. television drama is seen as providing models of appropriate sex-role behavior. Of specific interest is : 1) the information that describes the relationship between significance and importance and imagery on screen; and 2) the role of the mass media in general, and the particular role of television news as a

catalyst for social change or as an instrument for the maintenance of the existing order. The specific problem addressed in this study is seen in the context of female underrepresentation and their stereotyped presentation in television newscasts. In general, the rationale for the research questions lies in the assumption that television news reflects the values and issues of society and presents information of importance and significance to society.

## CHAPTER 1--NOTES

<sup>1</sup>  
Margaret Gallagher, Unequal Opportunities (Paris: UNESCO Press, 1981), p. 10.

<sup>2</sup>  
\_\_\_\_\_, "Female Status in the Public Domain," Michelle Resaldo and Louise Lamphere, eds., Women, Culture and Society (Stanford: Stanford University Press), p. 183.

<sup>3</sup>  
Lynne B. Igitilzin and Ruth Ross, eds., Women in the World (California: ABC-CHIO Press, Inc., 1986).

<sup>4</sup>  
Rae Lesser Blumberg, "Economic Influence on Female Status and Fertility," paper presented at the Annual Meeting of the American Association for the Advancement of Science, New York, 1975.

<sup>5</sup>  
Igitilzin and Ross, Women in the World.

<sup>6</sup>  
Robin Morgan, Sisterhood is Global (New York: Anchor Press/Doubleday, 1984), p. 1.

<sup>7</sup>  
Michele Barrett, Philip Corregan, Annette Kuhn and Janet Wolfe, eds., Ideology and Cultural Production (London: Croom Helm, 1979).

<sup>8</sup>  
Harold D. Lassell, "The Structure and Function of Communication in Society," Mass Communication, (Urbana: The University of Illinois Press, 1960).

9  
Melvin DeFleur, "Occupational Roles as Portrayed on Television," Public Opinion Quarterly 28: 257-74 (1964).

10  
Yasuko Muramatsu, "The Images of Women in Japanese Television Drama," Tokyo, 1977 (mimeograph), p. 14.

11  
Bruce W. Roper, Changing Public Attitudes Toward Television and Other Mass Media 1959-1976 (New York: Television Information Office, 1977).

12  
Jean C. McNeil, "Feminism, Femininity and the Television Series A Content Analysis," Journal of Broadcasting 19:3 (Summer, 1975): 259-271.

13  
Attention referes to frequency of occurrence.

14  
Women's issues in this study address topic areas often referred to as domestic issues.

15  
Direction refers to the type of news story in which women and women's issues make news, good news and bad news.

16  
Story Line role refers to the function of the news source within the context of the news story, authority, victim, non-official, service, relative/spouse.

17  
Laurence Urdang (ed.). The Random House Dictionary of the English Language. (New York: Random House, 1968), p. 290.

## CHAPTER II

### REVIEW OF LITERATURE AND CONTEXTUAL ISSUES

#### Media Structure and Women

Historically, the media has been a contributor to the construction and consumption of social knowledge. Various mechanisms of the media have given way to a host of key available meanings in which people find ways to cope with or respond to their environment, acting out with or against them.<sup>1</sup> Traditionally, women have occupied subordinate positions in relationship to the media, with limited access, decision making, and participation.

During the enlightenment period the powerless (women and children) provided the essential menial labor activities so vital to the dissemination of the printed word. The influential status of copiers gave males prestige, credibility and power over the transfer of meanings and knowledge. Females were literally excluded from the lucrative professions of message and idea scholarship, and the power that such trades afforded.

Lack of active female participation and contribution during the early formation of message

production established a decisive and fundamental leadership role for the patriarchal institutions of contemporary society.<sup>2</sup> Within this social sphere, three message institutions have been inextricably intertwined in support of male domination and control: culture, language and education.

Congruent with the cultural realm, "appropriate," feminine behavior has been reinforced in a variety of functional rites, including language and education as intrinsic components of culture. According to Lakoff the role of language in cultural production reveals the powerlessness of women, by presenting weaker female expressions--including passivity and politeness of speech rather than advising and ordering, as well as questions rather than statements.<sup>3</sup> Golding suggests a global relationship between educational systems and the publishing industry and their promotion of stereotyping. He asserts their materials and curricula perpetuate the conditioning of an acceptable female behavior.<sup>4</sup>

In sum, the media and its political economic structuring has played a significant role in promoting the status quo and reinforcing women's social condition.

The link between women and the socio-economic system is a fundamental one. A patriarchal distribution and control of power is intrinsically tied to the formation of a feminine identity. The political-

economic determinants of female subordination have long been a contradiction. The reproduction/production dichotomy of the female is conceptualized (politically, economically and ideologically) within the "private world of someone else." Within this realm, "her" destiny is pre-ascribed, maternally and maritally, to the family.<sup>5</sup> The discrepancy lies in the trivialization of this vital function, in relationship to the world of production, where the "home" (via the reproductive function) supports production by supplying the labor force, the backbone of economic gain and expansion.<sup>6</sup>

Out of this male-dominated subjugation, the physiological distinction of the female species has emerged as a determining factor in what roles have been defined natural and "appropriate" for women.

Gallagher contends "the media (do) play a central ideological role, in that their practices and products are both a source and confirmation of the structural inequality of females in society."<sup>7</sup>

It is difficult to separate mass media institutions and processes from the social, economic and political systems in which they function. The ability of the media to promote change is more active within the confines of a theoretical framework. Whereas, in reality, change is dependent upon those socio-economic

practices and policies functioning within the social structure.

Portrayal of Women in Mass Media Content

Two distinct strands prevail in female portrayal research in the mass media: 1) females are presented in traditional roles or 2) they are not represented at all. Much of the mass media research world-wide presents a fairly consistent scenario of feminine portrayal. Most of the images echo McNeil's findings of women in American television drama: that of under-representation, emphasis on maternal and marital roles, subordinate to men, and characteristics of passivity in relationship to men.<sup>8</sup> Coupled with McNeil's findings, Gallagher summarizes the sex-object, glamour girl, virgin-whore dichotomy along with dependence and<sup>9</sup> indecisiveness as additional dominant themes.

Sex-role findings throughout mass media research hold males as central characters and the dominant image of females as the "happy housewife content in the world of bedroom, kitchen, sex, babies and home."<sup>10</sup> Conspicuously absent is the autonomous, independent, self-directed human being, with thoughts and ideas.<sup>11</sup> Instead, what is found are sex-typed females as domestic adjuncts to males, submissive to men, household functionaries, sex objects and generally unintelligent persons.<sup>12</sup>

In child directed programming, Long and Simmons reported females as performing expressive and socio-emotional roles within the family context.<sup>13</sup> Busby found males dominating in the home as well as in the general society.<sup>14</sup> Women in daytime and prime-time drama were found to be disproportionately sparse, trivializing and condescending in tone.<sup>15</sup> Downing identified stronger female roles in daytime drama (soaps) than in other aspects of the entertainment media.<sup>16</sup>

In general, little change occurred between the 1950s and 1970s when sex-roles in prime-time drama were examined by Head (1954), Smythe (1954), Gerbner (1972), and Tedesco (1974).<sup>17</sup> Females were out-numbered in comparison to men and generally cast in comedy roles and as victims. Moreover, working women were portrayed as incompetent or inferior to males, or as villains.<sup>18</sup> Turow found dominant roles of advising and ordering occupied by men. Males were more often cast as professionals, as aspiring outside the home-family context,<sup>19</sup> unmarried and in charge.

Bias in the media is also a prevalent theme. In newspapers Davis found females less newsworthy than males.<sup>20</sup> In news photos, Miller identified women overwhelmingly in roles of spouse.<sup>21</sup> This double-

standard exists while the most unscrupulous, decisive, independent and tenacious characteristics depicted as negative in women, were found to be symbols of great pride in men.<sup>22</sup>

Although much of the research on sex-role stereotyping has been conducted in North America, Latin American scholars have made considerable strides in identifying the universality of the identity dilemma facing women. Beltran's research has been significant when looking at the role of the mass media (and culture) in the communication of ideas and values.<sup>23</sup> These issues are significant when considering sex-role stereotyping, given the extensive invasion of foreign media products and their influence on the structuring of media institutions and content. Santa Cruz and Eraz reveal an overwhelming exposure to Western feminine cultural values and models in their examination of women's magazines in Latin America. Working females were portrayed as manipulating emotional relationships instead of representing economic development.<sup>24</sup> In addition to the dominant North American themes, Colomina de Rivera and DeMarmora found "love" as the solution to problems and social mobility for females, and consumerism associated with sexuality for the alleviation of fears, loneliness and anxiety.<sup>25</sup>

Albeit the research is scarce, similar themes appear to prevail across the globe (see Cuthbert, Jamaica, 1979; Baehr, Great Britain, 1980; Goren, Israel, 1978; Aw, Senegal, 1977; Murumatsu, Japan, 1977).<sup>26</sup> Even in the government-controlled countries of central and eastern Europe, where efforts of sexual parity are presumed and ensured, traditional conceptions of sexual differences are subtly promoted by the mass media (See Semenov, 1973; Rosenham, 1977; Lewartowska, 1975; Adamski, 1968; Sokolowska, 1976).<sup>27</sup>

The second, and perhaps, most significant element of female portrayal is the lack of representation, or the non-image. Tuchman refers to this phenomenon as the "symbolic annihilation" of women. This concept equates absence, condemnation and trivialization of women and women's concerns, across the mass media spectrum, with insignificance and unimportance.<sup>28</sup> Though opposite in nature, traditional roles and the non-image of women are synergistic in their socio-ideological conditioning of and toward females globally.

However, exceptions are identified. Gallagher notes deviations to the forementioned themes in those regions that exhibit a strong government commitment to social change and development. She cites the remarkable progress of female social, economic and political participation, and the exceptionally positive news media

images of women in China, Cuba, and certain regions within the Soviet Union. In addition, Gallagher asserts that where economic imperatives have underlined the formulation of policies toward women, the mass media in general, have tended to reflect a national commitment to these policies.  
29

On the other hand, where the economies are of the capitalist nature, the mass media has tended to respond to commercial pressures which characterize female participation in terms of consumerism.

Within both of these socio-economic strands, the media still tends to reinforce the traditional inequalities of male/female, parent/home responsibilities. For the female, the responsibilities of social contributor are coupled with the traditional chores of family and home.  
30

#### Portrayal of Women in News Content

Previous research reveals television news as a major source of information about the economy, politics, national and international affairs and social problems  
31  
(see Roper, 1977).

The representation of women in television news is greatly understated. The 1974 United States Commission on Civil Rights study reported 14 percent of the newsmakers on the three major U.S. television evening

news programs were women, and (that) three years later that figure was virtually cut in half.<sup>32</sup> During the period when the 1977 and 1978 U.S. Civil Rights Commission surveys were compiled not one of the female-oriented events or activities identified as happening<sup>33</sup> in the local communities were reported as news.

Exclusion of women from the news reporting process is related to definitions of what constitutes "news." According to Roscho, the basic function of news is to keep us "aware," not necessarily knowledgeable of "what is going on" in the world. It is events, not issues that determine newsworthiness.<sup>34</sup> Pingree and Hawkins acknowledge the disproportionate treatment against women (and other powerless groups) in news. Based on the "events as news" concept, Pingree and Hawkins describe the news definition process as the primary culprit or justification for the disproportionate treatment of women and women's issues. They focus on the imbalance of power within the socio-economic structure as the cornerstone of female newsmaking deficiencies.<sup>35</sup> What surfaces is limited and often non-existent newsworthiness for females as a result of their lack of power positions and decision-making roles.

Impact of the news definition process on the audience is a tacit one. The process denies the public information about women, particularly as social

36  
 contributors. It reinforces cultural stereotyping of what is a woman's "proper" place. Moreover, it substantiates the status conferral function of the media where presence signifies importance and absence, 37  
 insignificance.

The manner in which women are portrayed on television in general and broadcast news in particular affects how viewers perceive women, and how women view themselves. Gerbner and Gross's (1976) cultural analysis studies shed light on the impact of television viewing and the viewers' sense of reality. What they (the viewers) see is generally how they perceive the 38  
 world to be.

In studies of news coverage, the imagery of women has tended to be defined in terms of passivity and dependency. The American Association of University Women's 1974 survey reported women in stereotypic roles of the helpless victim and the supportive wife and 39  
 mother of a male newsmaker. The 1977 report of the U.S. Civil Rights Commission also underlines these 40  
 findings. A 1976 study of WNBC-TV news concluded that women considered newsworthy were primarily criminals, 41  
 victims, entertainers or relatives of famous men.

As newsmakers, women are numerically under-represented, an absence which underlines their marginal and inferior status in many spheres of social, economic

and cultural life. Although the research is scant on women and broadcast news outside of North America, Gallagher purports that prevalent news values, (in most regions of the globe) define most females and most female problems and activities as unnewsworthy, admitting females to coverage primarily as wives, mothers and daughters of men in the news. In their own right, women generally make news only as fashionable or entertainment figures. When present, irrelevant details tend to be reported about females, such as appearance, age and family status, which are not reported about men.<sup>44</sup>

Earlier studies reported a disproportionate treatment of issues related to women, compared with other news stories. Cantor identified that of twenty-one news categories, women's rights and changing roles were least emphasized.<sup>42</sup> The two studies compiled by the U.S. Commission on Civil Rights (1977, 1979) indicated just over one percent of the news stories in its 1977 sample dealt with stories about or information of particular concern to women; while the 1979 report revealed a decrease in the previous number and in the relative percentage of such stories.<sup>43</sup>

Thus, to the extent that television news provides information about significant events, issues and important people in society, the trite and trivial imagery or lack of, suggests that women and women's

issues are neither significant nor important. Consequently, their exclusion from broadcast news gives the impression to the world that women may not matter.

#### NATIONAL POLICIES AFFECTING WOMEN AND WOMENS'S ISSUES

While women represent half the world's population and one third of the labor force, they receive one tenth of the world income and own less than one percent of the world's property. (UNDP) Two out of three of the world's illiterates are now women, and while the general illiteracy rate is falling, the female rate is rising. One third of all families in the world are headed by women. In the developing countries, almost half of all single women over the age fifteen are mothers. Women in the developing world are responsible for more than 50 percent of all food production. While females outlive males in most cultures, they constitute the elderly of the world, as well as being the primary caretakers of the elderly.<sup>45</sup>

Such is the status of women in the world. And this depicts only a part of the scenario.

Attention given women and women's issues has impacted political agenda-setting around the globe in the past two decades. In recent years, social-political systems have been altered in some manner by the changing consciousness of women.

In the last decade, government efforts directing policies<sup>5</sup> initiatives and legislative reform that affect women's lives have been widespread. The present study examines the national gynography policies in the sampled

nations. Gynography refers to sexual-politics topics whose references are biologically feminine based.<sup>46</sup>

Table 1 shows all of the nations surveyed have a fairly consistent and rich array of legislative efforts directed toward women. The first seven topics (marriage through rape) are represented across all the nations. Exploitation topics (incest through prostitution) are more scattered across national boundaries. Assistance efforts are generally lacking across the sample, with only three of the eight nations offering any such programs.

Success of a policy initiative includes a combination of components. Unless programs and decisions are developed around specific goals and objectives, the effectiveness of the policy activity is nill. It is the blend of government posture and legislative enactment, coupled with the needs of the intended beneficiary and permission of (social) tradition that affords successful policy. To merely list and report those policies particularly impacting women is an incomplete approach. It is important to look beyond the obvious, to the actual practice.

Practice is the gap between policy and actual daily enactment. It delineates the degree of success or failure of the law's implementation; the loop-holes by which policies are evaded; religious or cultural over-

Table 1 National Gynography Policies by Country.

	CHINA	COLOMBIA	W. GERMANY	ITALY	INDIA	JAPAN	USA	USSR
<b>POLICIES</b>								
1) Marriage	X	X	X	X	X	X	X	X
2) Divorce	X	X	X	X	X	X	X	X
3) Family	X	X	X	X	X	X	X	X
4) Welfare	X	X	X	X	X	X	X	X
5) Contraception	X	X	X	X	X	X	X	X
6) Abortion	X	X	X	X	X	X	X	X
7) Rape	X	X	X	X	X	X	X	X
8) Illegitimacy			X		X	X	X	X
9) Incest			X		X		X	
10) Sexual Harrassment	X				X	X	X	
11) Battery		X						
12) Prostitution	X		X		X	X	X	X
13) Crisis Center			X			X	X	X

47

rides of formal legislation and de facto reality. Three important elements affect this "reality gap": lack of effective action programs; lack of fiscal reform; and traditional customs and mores.

Of the proliferation of gynographic reforms and resolutions, few governments provide the necessary framework to affect structural change. Where anti-discriminatory programs do exist, they generally are not wide spread enough to impact the number of needy beneficiaries, and/or lack adequate financial commitment. In the U.S., an array of nationally-sponsored programs exist and have been implemented over the years, but enforcement and fiscal responsibility continue to decline.

The third, and perhaps most important factor particularly aimed at or injurious to structural change for women is traditionalism. Traditionalism consists of those practices which have existed or still persist under the justification of "tradition" or "custom". It is this social order that often breeds a resistance to change. <sup>48</sup> Albeit outlawed, such practices as dowery, arranged marriages, sati, female infanticide, rape and battery are pervasive and generally go uncontested in many regions. Influence of the church on social and moral values that define female issues and priorities is also prevalent in a variety of societies.

The values that determine a society's institutional structures and processes are the result of public policies, economics and social institutions. Labor participation and education are basic indices of gender status and social participation. Representation in decision making and enfranchisement also weigh heavy on influence and power. Table 2 indicates that women represent a substantial proportion of the populace in all the nations surveyed, reporting over 50 percent in five of the eight countries. The data also demonstrates that females play a significant role in the labor force, with over 50 percent in the Soviet Union to 25 percent in Colombia. It should be noted however, that these statistics represent wage-earning laborers and may not account for the vast number of unpaid female workers in family operated businesses, part-time workers, food producers, handicrafters and piece-workers.

Equal pay legislation without regard to gender varies in terms of the number of years of enactment. West Germany is the most recent of the nations surveyed to establish this legislative reform, and Colombia has no policy at all.

Education is another quantitative measure that over time serves to impact women's status and conditions. Table 2 presents the percentage of females enrolled in primary and secondary schools. The Soviet Union

TABLE 2 Country Demographics.

Country	% of Population	Enrollment in School		Literacy Percentage		Percent Labor Force		Year of Equal Pay Enactment	Percent of Women in National Government	Year of Female Suffrage Enactment
		female	male	female	male	female	male			
		(Year of data)		(Year of data)		(Year of data)				
CHINA	48.5	44/40	(84) 56/60	30.0	(83) 45.0	38.0	(83) 62.0	1949	10	1949
COLOMBIA	47.5	50/50	(84) 50/50	83.9	(81) 86.4	38.2	(81) 61.8	No policy	5	1954
W. GERMANY	52.0	47/51	(82) 53/49	(82)	95T 38.8	61.2		1980	10	1949
INDIA	46.7	39/33	(82U) 61/67	19.0	(77U) 47.0	12.5	(83) 87.5	1975	5	1950
ITALY	51.0	49/49	51/51	93.0	(71) 95.0	32.0	(83) 68.0	No policy	10	1945
JAPAN	50.7	49/50	(84) 51/50	97.0	(77) 99.0	39.5	(83) 60.5	1947	10	1945
USA	51.3	49/50	(83) 51/50	99.0	99.0	43.7	(83) 56.3	1963	5	1919
USSR	53.0	50/50	(75) 50/50	100	(77) 100	51.0	(80) 49.0	1977	5	1917

U = Urban Stats Only

T = Total Rate, data not obtainable by gender

SOURCES: Morgan, Sisterhood is Global.

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and the industrialized nations, with the exception of Italy, report over 90 percent female attendance between ages six and seventeen years. Female enrollment declines between primary and secondary school in all the nations sampled, with the exception of the United States, where it increases slightly. The most substantial decrease in female education is found in China and Italy, where female secondary school participation declines by 30 percent. Access to education is most limited for girls in China, India and Colombia. Higher education opportunities and skill training programs are less available to females than males in all the nations examined.

Political power is a measure of whose interests serve what constituency. Table 2 reports the representation of women in governmental decision-making posts as dramatically low. On average, women make-up less than 10 percent of government representatives. This is particularly alarming given women's percentage of the population.

#### NATIONAL MEDIA STRUCTURES AND PHILOSOPHIES

Traditionally, press/media systems have been characterized by their socio-political differences. Seibert's four press theories (authoritarian, totalitarian, libertarian and social responsibility)

focused on the dissimilarities of world media structures, as they existed prior to the electronic media explosion. Parallel to the advancement of television in the late 1940s, came a shift in the world power structure, characterizing a less simplistic framework for classifying media systems. Altschull refers to this evolution as three structures, likened to a symphonic movement, where the market, Marxist, and advancing propositions each represent a basic theme, but with numerous variations on that basic theses. The most distinct feature of these movements is that they parallel the socio-political designations of industrialized, communist and developing nations.

These classification schemes encompass all the realities of the environment in which the news media exist, including historical, social, political, cultural, and most importantly, psychological. One distinct feature that surfaces from Altschull's media system analysis is the similarity that exists among the three structures.

Market system is representative of industrialized nations, where to varying degrees, capitalism is the economic norm. Variations exist primarily with the media ownership and financing model. The United States is most characterized by the commercial nature of its broadcast units. The goal here is to inform the public to assist in wise decision making so as to safeguard the

social order. The driving force of this system is freedom of speech and information, coupled with free enterprise. It is also represented by the separation of press/media and State, where private ownership and commercial advertising provide the basis of financial support.

Also characterized under the market umbrella are West Germany, Italy and Japan. Although similar as industrialized nations, the make-up of their electronic media institutions vary to some degree. Like the USA, the news media in West Germany functions to "contribute to the formation of will and decision, and the functioning of the social process in society,"<sup>52</sup> and is fueled by its freedom to inform. The system exists by public ownership and control, and is supported by a mixed financing network of license fees, institutional funding and limited advertising. Italy on the other hand espouses a public broadcasting philosophy, "where the fundamental principle of the government television service is to broaden citizen participation in public life and contribute to Italy's social and cultural development."<sup>53</sup> Philosophically, independence of viewpoint, objectivity in informing and sensitivity to variations of political and cultural expression are touted. Italy's diverse media structure of public and private national networks is developing into an

54  
oligopolistic system. Financing is achieved primarily by receiver tax and advertising revenues. A third variation on the market model is Japan, whose goal is to educate and inform, in an effort to reserve the socio-cultural order. Ideologically, freedom of expression provides the foundation for Japan's media consciousness. Its dual system operates public and private networks, free of government control. Financing is achieved by receiver tax and advertising revenues.

The Marxist composition is less varied than the market system. It is characterized by its role as an instrument of information and education, state ownership and party control. The purpose of the media is to function as a collective organizer, to mold attitudes and to alter behavior. 55 China and the Soviet Union are representative of this model.

China's information media is one of national integration, designed to inform, educate and mobilize the masses. Television is primarily available in major urban areas, but is expanding outside urban centers. Philosophically, the news media's aim is to promote the goals of the Central Communist Party and to fulfill government political, social and economic programs. In this regard, it embraces characteristics of advancing systems. The structure of the system is under complete party control and financing. The Soviet model provides

the same basic philosophical approach, whereby the purpose of the media is to provide "utilitarian information to promote social participation in order to strengthen community links"<sup>56</sup>. Ideologically, the goal is to advance the aims and objectives of the Party-State in the work place and social structure. The seven channel Central Television network is state-owned, controlled and financed.

In general, the media philosophy in the developing nations demonstrate characteristics unique to the East-West models. The advancing perspective views the media as serving in partnership with government, as twin agents of socio-economic progress. This movement is dynamic, in that it operates both as a safeguard of the existing order and as an agent for social change when so described.<sup>57</sup> In the present study, Colombia and India take on varying degrees of this model.

Colombia, like most semi-peripheral<sup>58</sup> nations is a hybrid of the market and advancing models. Economically, its economy represents a developing market system, capitalist in nature, with an advancing social infrastructure. The goal of Colombia's media is to provide a vehicle for the advancement of national integration and socio-economic modernization. It functions to ensure the national integration and the participation of socially deprived groups.<sup>59</sup> The media

system, broadcasting in particular, functions as a State-owned public service, with operations conducted on a commercial basis. Financing is based on commercial sponsorship.

India's democratic government embraces the media as an agent of national integration and development for its diverse populace. The premise is that the media functions in the interest of the government, the needs<sup>60</sup> of the public and the prerogative of parliament. Broadcasting is a central government monopoly, with television primarily an urban phenomenon. Freedom of speech and information support a "commitment to demographic principles and practices, in which the good of society as a whole prevails over personal and sectional interests."<sup>61</sup> The broadcast system is completely government controlled and financed.

Despite the numerous deviations of the three basic schemes, each is recognizable, but not limited to economic percepts. More importantly, all these media systems function as instruments to educate and inform their publics in an effort to mirror and mold the status quo.<sup>62</sup> Differences lie primarily with the ideological rhetoric embraced in the East-West philosophical conflict.

Summary

By examining the findings of scholarly research, one is assisted in establishing a frame of reference by which further investigation can expand the boundaries of a given topic. The intent of the present study is to describe how women and womens' issues are portrayed in national television news programming in eight nations.

Historically, males have exercised control over the production of meanings. As a result, feminine roles and images have been defined out of a masculine reality. Institutionalization of mass media processes has been central to the confirmational nature of media messages as source and product, in the socialization of female role and identity formation. When visible, women tend to take on characteristics of marital-maternal status, sex-object, glamour girl in passive and subordinate positions to men. The disproportionate representation of women in television news programming is intricincally linked to their socio-economic status and conditions. By definition, news is significant events, characterized by important, powerful people. As limited participants, women are viewed as marginal social actors, while the world is portrayed as dominated by men of power and influence.

Policies directed toward domestic issues and concerns were prevalent across the countries examined. However, legislative reform is a cursory measure of daily practice. Moreover, women's social involvement is not indicative of female representation in the populace. Female directed policies invariably lack action programs, fiscal commitment and the cultural sanctions necessary to form the backbone of structural change. Furthermore, limited access to personal autonomy measures hinders female advancement individually and collectively.

Varied media systems and philosophies take on individual nation-state characteristics, based upon political-economic structuring. Common among all the nations examined is the role of the media entity as social stabilizer.

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## CHAPTER III

### METHOD

The research design of this study is defined by Holsti as the use of content analysis to describe the attributes of message.<sup>1</sup> Within this general categorization, the study is designed to analyze and describe content quality, quantity and direction of television newscasts in eight selected countries in relationship to the treatment of women and women's issues.

Procedures used to investigate the relationships in this research were guided by the following research questions:

1. How much attention is given women and women's issues?
2. What is the direction of news story treatment regarding women and women's issues?
3. What is the topic and role treatment of story content with regard to women and women's issues?
4. Is there a difference in the amount of attention, direction of story treatment, topic and role bias given women and women's issues in relationship to national source?

Data used in these analyses were obtained by the use of a content analysis coding scheme, consisting of identification variables, content characteristics, topic characteristics, and bias treatment variables. The data set contains 53 variables and 135 cases.

Attention variables describe how often and in what manner women and women's issues appear in the news story. The attention variables were delineated by addressing: (a) proportion of newscasters by gender, reflecting the number of anchors, reporters, correspondents or others delivering news information. Newscaster classifications were distinguishable by physical locale. Anchor refers to the person delivering the news from behind the anchor desk in the news studio. The anchor person generally provide "lead-in" statements and/or report the entire news story. Reporter refers to the person reporting a news story from outside the studio, from a domestic site. Correspondent refers to a person reporting from outside the home country, on location. The correspondent is usually a national, stationed in/or near a foreign news bureau. Other refers to a person presenting news information or news commentary not represented by the above categories. Any of the newscasters may or may not be presented on screen. b) Proportion of newsmakers refers to the

number of government officials, public figures, private individuals, criminals and non-official government representatives by gender. The third attention variable examines; c) Proportion of news stories that target women's issues. These topics address areas often referred to as domestic issues. They include human reproduction, children, marriage/partnership, women/feminist activities and family.

Direction of the story refers to the climate of the news story, whether in social harmony or conflict. Three judge-mental categories determined direction. Favorable reflects good news, social cohesion and cooperation. Unfavorable refers to bad news, or reports of social conflict, disharmony and disorganization. Neutral indicates a balance of content, resulting from either (1) no affect or bias, or (2) elements of both a positive and negative nature. Direction of story treatment variables were operationalized by identifying: a) proportion of favorable, unfavorable and neutral news stories by female newscasters; b) proportion of female newsmakers identified in news stories of a favorable, unfavorable or neutral nature, and c) proportion of women's issues favorable, unfavorable and neutral.

News topics and story line role treatment of story content refers to the subject matter categories of the news story and the function of the newsmaker within the context of the news story. Nine news topic categories were identified. Topic treatment variables identify: a) the number and news topic category covered by newscasters; b) the number and type of topics by source role newsmakers; and c) proportion of topic areas in which women's issues are identified. Seven story line role distinctions were revealed. These variables identify: a) the number and story line role by newsmaker source role; and b) the number and story line role of news sources in which women's issues are depicted.

#### POPULATION AND SAMPLE

To systematically examine the media content of television news programs pertaining to the portrayal of women, a content analysis was performed on a purposive sample of national evening television news programs from eight countries (China, Colombia, West Germany, India, Italy, Japan, USA, USSR) for a one day period, Tuesday, June 12, 1984. The mid-week was chosen in an attempt to select a day most representative of news volume variety. The purposive approach was based on: 1) the availability of the newscasts from the identified

nations, and 2) to allow for a comparison of the variables under investigation.

In all content analysis, certain units of measurement are used. These sampling units may be items, themes, time-space, stories or columns inches.<sup>2</sup> The news "story" is the unit of analysis described and coded in this investigation. "Story" is defined as an event or issue which manifestly and specifically imparts information or opinion about an event, issue, individual or group. Data includes both verbal and visual content.

In selecting the news story to be used in the study, the following content was excluded from the analysis: commercial advertisements, editorials, weather and sportscasts.

#### INSTRUMENTATION

Establishment of a set of categories that accurately describe the content is essential to any content analysis. A system of categories was devised to reveal identification variable, topic content, content characteristics and direction of the news story, (see Appendix 1 ).

The first set of categories used to code news content represents identification variables.

Identification includes country code, story number, date of newscast, agenda order and story title.

Topic content was divided into nine general categories, with sub-groupings for finer subject-matter identification and distinction. Topic variables whose attributes possess only characteristics of exhaustiveness and mutual exclusiveness were selected. These categories were defined to include all the possible responses that might be expected. Conversely, the number of categories were held to a workable number to limit coder confusion and error. The categories include: crime/justice/disaster; government/politics; business/economics; social welfare/social conflict; art/culture/sport/religion; human interest; military/security/defense; labor/employment and other. A tenth category identifies subject-matter generally considered women's issues. It includes: human reproduction; children; marriage/partnerships; employment; women/feminist activities; and family.

Content categories include: type of story (international, foreign, national, local); news presenter gender and classification (anchor, reporter, correspondent, other); newsmaker gender, source role (government official, public figure, private individual, criminal, non-official government representative, other)

and story role distinctions (authority, victim, non-official, relative/spouse, service, other, no role).

Although the element of subjectivity in the determination of direction in content analysis is difficult to control and impossible to eliminate entirely, the ability to show direction or the lack of it, in a content study can prove to be very productive.<sup>3</sup>

Treatment of Bias in the story employs three judgemental categories to determine the direction of: a) the story, b) treatment towards women and c) treatment towards men. Evaluative measurement is based on four treatment categories: favorable, unfavorable, neutral and inappropriate.

#### PROCEDURE

A coding protocol and instruction guide were designed as an efficient method for recording and subsequently analyzing the data. The coding scheme was set up so the data for each story could be easily transferred onto a computer card for tabulation. The number on the left in parentheses represents the card columns for keypunching each variable. The code instruction guide included the most complete and logical definitions possible for each content category. The

standards for direction treatment were sensitive to the meaning of the content.<sup>4</sup> Often direction definition measures are not defined in terms of the content being analyzed, but are left to the generic interpretation. The direction definition measures in this study are referenced to news and the news definition standard. Newspresenters and newsmakers were recorded in their order of appearance in the news story, first, second, third or fourth.

#### Content Coders

A set of definitions and instructions, along with the coding protocol were provided each coder during a coder training session. The session included an overview of the project; explanation of the content analysis method; identification and explanation of the content to be analyzed; explanation of the coding procedure including the code scheme, code guide, and a practice session with discussion regarding problems, conflicts and concerns.

#### Reliability

Prior to coding, a pre-test was conducted. The definitions and categories for the classification and recording of the variables direction, topic and

newsmaker characteristics were put to a reliability test using three trained coders. The reliability method was determined by a formula offered by Holsti:

$$R = \frac{3 \times (C_1 C_2 C_3)}{C_1 + C_2 + C_3}$$

$C_1, C_2, C_3$  is the number of category assignments the three trained coders agreed upon, and  $C_1 + C_2 + C_3$  is the total category assignments made by each coder. The three trained coders coded the same television news stories (twenty-five percent of the sample). Intercoder reliability was calculated as a percentage of agreements between the three coders. The intercoder reliability estimates obtained were direction (81%), topic (100%), and newsmaker characteristics (95%).

### Validity

Validity functions to determine "goodness of fit", or to ascertain whether the measurement method produces the desired information. Face validity is often assumed appropriate for analyzing content. Face validity assumes that it is self-evident that the researcher is measuring what she/he purports to be measuring. Validity is important, and attention was given to it in this study. In order to assess the validity of a measurement device it is necessary to use an outside

standard. In the present study validity was determined by the jury method. Three jurors (persons with considerable content analysis background and experience) were engaged to judge independently the suitability of the content definitions, categories and sub-categories. There was 100 percent agreement that the definitions, categories and sub-categories adequately addressed the purpose and direction of the study.

#### ANALYSIS

Data analyses included contingency table tests and measures for reflecting relationships among the principal variable dimensions. The contingency table is a table in which the levels of the explanatory variables form the columns, while the levels of response variables form the rows. The cells of the table show the number of observations for each of the possible combinations of explanatory response levels. Only summary statistics from the tests and measures associated with particular contingency tables are reported here.

The results of the study are based upon the coding of eight national television news programs. The sample studied represents a non-random selection and therefore, is not based on a normally distributed population. The variables used represent nominal



measures. The measure of dispersion was relative frequency and the analysis used non-parametric statistics. The Statistical Package for the Social Sciences (SPSS) was used to perform the analysis.

Frequencies were computed for newscasters, newsmakers, women's issues and the demographic data of order, classification, sex, topic and story line role. Appropriate statistical tests were computed to reflect the probability of the measures being statistically significant.

Tests and measures used in these analyses were the Chi-square test of independence  $\chi^2$  and Cramer's V, a measure of strength of association. A .05 probability level was set to determine the independence of the variables.

The Chi-square test was found most conducive to the intent of the present data analysis. This test was used to determine whether a systematic relationship exists between the variables. Bivariate analysis was employed to show comparatively and descriptively subgroup relationships of categorical data and determine the independence of the variables. The Chi-square test generates a statistic which reflects whether the test variables of the row by column contingency table are associated or independent. This

enables the significance of difference to be tested among: 1) sex of newpresenters; 2) sex of newsmakers; 3) domestic issue treatment; 4) news story treatment; and 5) type of roles depicted in the news stories in the eight nations. Small values of Chi-square are interpreted to indicate the absence of a relationship or statistical independence. A large Chi-square implies that a systemic relationship of some sort exists between the variables.<sup>8</sup>

If in fact a relationship does exist, what is the degree of association? Cramer's V is a correlational measure reflective of the degree to which the pair of variables are associated. It was utilized on this data to approximate the degree of association among the variables sex and newpresenter and sex and newsmaker; women's issues and news story direction; news story topic and newpresenter and newsmaker source role treatment; and topic and story line role treatment of women's issues. Cramer's V merely signifies the degree of association that exists, and estimates the value 1.0 when the pair of variables are perfectly associated. It does not however reveal the manner in which the variables are related. To interpret the Cramer's V coefficients in this investigation, the 0 to 1.0 range has been divided into five levels: 0.0 (no correlation), .10-.25

(weak), .26-.50 (moderately weak), .51-.75 (moderately strong), .76-.99 (strong) and 1.0 (perfect).

The first general research question investigates the amount of attention given to women and women's issues in television news stories. To explore this situation, questions 1.1 and 1.2 examine the relationship between newscasters and newsmakers respectively and the independent variable sex. Question 1.3 addresses the relationship between women's issues and the independent variable news story.

The second general research question investigates the relationship between news story bias regarding women and women's issues. Subset 2.1 and 2.2 contribute to the general research question by examining the relationship between news story direction and the independent variable newscaster and newsmaker gender respectively. Subset 2.3 looks at the question by addressing the relationship between news story direction and the independent variable women's issues.

Research question 3.0 explores the topic and story line role treatment of story content regarding females and domestic issues defined as a concern to women. Subsets 3.1 and 3.2 examine the relationship between news topic and the independent variable newscaster by gender; and story line role and the independent variable

newsmaker by gender, respectively. Question 3.3 addresses the broader issue by looking at the relationship between topic and role, and the independent variable women's issues.

Research question 4.0 examines between country relationships, asking: Is there a difference in the amount of attention, news story direction, topic and story line role treatment with respect to women and women's issues based on national source?

#### SUMMARY

The research design developed to address the questions advanced regarding the portrayal of women and women's issues follows the procedure outlined by Holsti for content analysis. The design represents the use of content analysis to describe the attributes of the news story as they represent different national sources. The sample of stories includes a non-random selection of news programs from a one day mid-week period from eight selected countries. Messages were coded according to a category system designed to determine topical content, content characteristic and story treatment. Content characteristics codes include classification, sex, role, and dominate gender in visual coverage. Data analysis provides a description of

various patterns of newscasters and newsmakers portrayals according to gender. Significance of difference is determined by use of the Chi-square statistic. Measures of association are determined by Cramer's V. Frequencies were obtained for newscaster, newsmaker and the demographic variables order, classification, sex, topic and story line role. Frequencies were also determined for women's issues and story direction with regard to newscasters and newsmakers by gender.

## CHAPTER III--NOTES

<sup>1</sup>  
Ole R. Holsti, Content Analysis for the Social Sciences and Humanities (New York: Addison-Wesley, 1969), pp. 27-33.

<sup>2</sup>  
Richard Budd, Robert K. Thorpe and Lewis Donohew, Content Analysis of Communication (New York: MacMillan Company, 1967), p. 19.

<sup>3</sup>  
Ibid., p. 50.

<sup>4</sup>  
Ibid., p. 51.

<sup>5</sup>  
Holsti, Content Analysis for the Social Sciences and Humanities, p. 140.

<sup>6</sup>  
Budd et. al., Content Analysis of Communication, p. 69.

<sup>7</sup>  
Earl Babbie, The Practice of Social Research (California: Wadsworth Publishing Company, 1983), p. 356.

<sup>8</sup>  
Norman H. Nie, C. Hadlai Hull, Jean G. Jenkins, Karia Steinbrenner and Dale H. Brent, SPSS (New York: McGraw-Hill, 1975), p. 224.

## CHAPTER IV

### RESULTS

What do women look like and how are their issues presented by television news? The present study was designed to describe the manner in which women and women's issues are portrayed by national television newscasts in eight nations.

#### ATTENTION TO WOMEN AND WOMEN'S ISSUES

In general, national television evening news in this study portrayed the world as dominated by men in positions of power and importance. Women were most visible in the the position of anchorperson, with shared responsibilities in the news studio evidenced in half of the countries sampled. In arenas outside the news studio, however, female participation declined significantly. Overall, the coverage of women and women's issues was negligible.

#### Newspresenters by Gender

Newspresenters were recorded in the order in which

they appeared on screen. This generally reflected a news presenter sequence of: anchor, reporter and correspondent. This pattern was generally prevalent for the programs of all countries examined. Where this pattern was not represented, presenters were collapsed by news presenter classification.

Table 1.1 shows the relationship between news presenters and gender. Of the total number of news presenters, 29.6 percent were female anchors and 42 percent were male anchors. 5.6 percent were female reporters and 14.5 percent were male reporters and 7.2 percent male correspondents. Female correspondents were virtually absent.

Table 1.1a also indicates the relationship between news presenters and gender. Percentages however, are based on the total number of news presenters by type. Of the total number of anchorpersons, 41 percent were female and 58 percent were male. While females constituted 27.8 percent of the reporters, males dominated this category at 72 percent. 93 percent of the correspondents were men and 7 percent were women.

Table 1.11 shows the relationship between news presenters by gender by country. China demonstrates the highest proportion of female news presenters, constituting 70 percent of the anchorpersons. In the

TABLE 1.1 Distribution of Newspresenters by Gender (N=179).

	Percentages			
	Anchor (n=128)	Reporter (n=36)	Correspondent (n=14)	Other (n=1)
Female	29.6	5.6	.6	---
Male	41.9	14.5	7.2	.6
TOTAL	71.5	20.1	7.8	.6

Percentages are based on total number of newsmen.

TABLE 1.1(a) Distribution of Newspresenters by Type and Gender (N=179).

	Percentages			
	Anchor (n=128)	Reporter (n=36)	Correspondent (n=14)	Other (n=1)
Female	41.4	27.8	7.0	---
Male	58.6	72.2	93.0	100
TOTAL	100	100	100	100

Percentages are based on newsmen by type.

Soviet Union females were 38 percent of the anchorpersons. Female anchorpersons in India represented 45 percent of the total newspresenters.

Table 1.11(a) presents country distribution of newspresenters by type and gender. China (90.3%), Soviet Union (58%) and India (50%) reported significant representation of females on the news anchor team. Four nations had no female anchors: Colombia, West Germany, Italy and the USA. Males dominated as reporters in all of the nations except India, although a significant representation was found for Colombia and China where 43 percent and 37.5 percent of the reporters were women. Women were conspicuously absent as reporters in West Germany, Japan, and the Soviet Union. Female correspondents were dramatically absent across all nations examined, except Italy.

#### Newsmakers Source Role by Gender

Newsmakers were recorded in the order that they appeared on screen. Percentages for gender are based on the total number of newsmaker source roles, by order of appearance in the story. Overwhelmingly, men predominate as newsworthy characters in national television evening news in the eight nations sampled. Women constitute marginal participation, witnessed primarily as private

TABLE 1.11 Country Distribution of Newsrepresenters by Gender.

	China n=40	Colombia n=22	W. Germany n=14	India n=20	Italy n=16	Japan n=14	USA n=24	USSR n=29
Anchor female	70.0	--	--	45.0	--	28.6	--	38.0
male	7.5	68.2	57.0	45.0	63.0	50.0	65.2	27.6
Reporter female	7.5	13.3	--	6.0	6.0	--	8.3	--
male	12.5	18.2	36.0	--	12.0	7.1	20.8	17.2
Correspondent female	--	--	--	--	--	--	--	--
male	2.5	--	7.0	5.0	19.0	14.3	4.2	17.2
Total:	100	100	100	100	100	100	100	100

Percentages are based on total number of newsrepresenters.

TABLE 1.11(a) Country Distribution of Newscasters by Type and Gender.

	CHINA	COLOMBIA	W. GERMANY	INDIA	ITALY	JAPAN	USA	USSR
Anchor	n=31	n=16	n=8	n=18	n=10	n=11	n=15	n=19
female	90.3	--	--	50.0	--	36.0	--	58.0
male	9.7	100	100	50.0	100	64.0	100	42.0
TOTAL	100	100	100	100	100	100	100	100
-----								
Reporter	n=8	n=7	n=5	n=1	n=3	n=1	n=7	n=5
female	37.5	43.0	--	100	33.3	--	29.0	--
male	62.5	57.0	100	--	66.7	100	71.0	100
TOTAL	100	100	100	100	100	100	100	100
-----								
Correspondent	n=1	--	n=1	n=1	n=3	n=2	n=1	n=5
female	--	--	--	--	33.3	--	--	--
male	100	--	100	100	66.6	100	100	100
TOTAL	100	--	100	100	100	100	100	100

Percentages are based on type of newscaster.

individuals and public figures in third and fourth newsmaker positions.

Table 1.2 identifies the major newsmaker source role categories in relationship to gender. Of the newsmakers appearing first in a story government officials appeared most frequently (59%), followed by public figures (28%). Males overwhelmingly dominated these first two newsmaker positions. Of newsmakers appearing first in a story, 55.7 percent were male and 3.5 percent were female. Of the newsmakers appearing second in a story, 38 percent were government officials, 35.2 percent of which were male and 2.8 percent of which were female. Public figures constituted 28 percent of news sources appearing first in a story, of which 24.3 percent were male and 3.5 percent were female, and 34.1 percent of the second newsmaker appearance, of which 29.6 percent were male and 4.2 percent were female. The highest representation of women occurred as private individual (27.7%), positioned as fourth news source in the story. The only other significant appearance of women as newsmaker occurred as public figure (15.2%) represented as third newsmaker in a story. Overall, males as government officials and public figures dominated.

TABLE 1.2 Distribution of Newsmaker Source Role by Gender and Order of Appearance  
(N = 233).

	FIRST* n=112	SECOND** n=69	THIRD*** n=33	FOURTH**** n=19
Government Officials	59.0%	38.0%	33.3%	33.3%
female	3.5	2.8	--	--
male	55.7	35.2	33.3	33.3
Public Figures	28.0	34.1	42.4	11.1
female	3.5	4.2	15.2	5.6
male	24.3	29.6	27.2	5.6
Private Individuals	7.0	21.1	15.2	33.3
female	3.5	7.0	6.1	27.7
male	3.5	14.1	9.1	5.6
Non-Official Government Repres	6.0	2.8	--	--
female	--	--	--	--
male	6.0	2.8	--	--
Criminal	--	4.2	9.1	22.2
female	--	--	--	--
male	--	4.2	9.1	22.2
TOTAL	100	100	100	100

\*First Appearance ( $X^2=157.1$ ,  $P=.000$ ,  $df=8$ ) Cramer's  $V=.763$ .

\*\*Second Appearance ( $X=80.7$ ,  $P=.000$ ,  $df=10$ ) Cramer's  $V=.738$ .

\*\*\*Third Appearance ( $X^2=40.9$ ,  $P=.000$ ,  $df=8$ ) Cramer's  $V=.787$ .

\*\*\*\*Fourth Appearance ( $X^2=120.0$ ,  $P=.0074$ ,  $df=3$ ) Cramer's  $V=.817$ .

#Percentages are based on newsmakers by order of appearance.

Table 1.2 indicates a highly significant relationship between newsmaker source role and gender. The data shows a strong positive correlation between third and fourth appearance newsmakers and sex and a moderately strong correlation for newsmakers appearing first and second in a story and gender.

Table 1.21 presents results for the country proportions of newsmaker source roles by gender in order of appearance. Males in general, and as government officials in particular dominate the first newsmaker position in all of the represented countries. Female first appearance government officials constituted a range of 3.6 to 12.5 percent in four of the eight nations. As public figure, males also constituted the vast majority of first appearance news sources. Of second appearance newsmakers, female government officials appeared in only two of the eight countries; as public figures, females outnumbered males in China, and equaled males in Japan. As private individuals, in the second appearance position women were significant in two of the eight nations examined.

#### News Story Topics and Women's Issues

The third section of the attention variables examines the frequency in which women's issues gain





recognition. Of the 135 news stories examined, only nine (9) news stories addressed topics defined as women's issues (see Table 1.3). Three (3) stories dealt with children, two (2) with issues of employment and family, and one each with issues of human reproduction and women's activities. There was no significant relationship identified between the coverage of a woman's issue and category of news story topics.

By national origin, the USA reported the most activity with regard to female issues (4) on varied news topics. Japan was next with stories in three different topic areas. China and the Soviet Union each reported only one story, with none represented by the other countries sampled (see Table 1.31.).

#### DIRECTION OF NEWS STORY AND WOMEN AND WOMEN'S ISSUES

Direction of bias measures were used to assess the extent of balanced treatment devoted to women and women's issues. In general, female newsmakers had a higher proportion of association with favorable to unfavorable stories, than did their male counterparts. As newsmakers, however, the pattern was reversed. Female newsmakers had a higher proportion of association with unfavorable news stories than did male newsmakers.

TABLE 1.3 Distribution of Women's Issues by News Story Topic.

	Human Reproduction	Children	Employment	Women's Activities	Family
Crime/ Justice/ Disaster	--	--	1	--	--
Government/ Politics	--	--	1	1	1
Social Welfare/ Social Conflict	1	2	--	--	--
Human Interest	--	1	--	--	--
Military/ Defense	--	--	--	--	1
TOTAL	1	3	2	1	2

<sup>2</sup>  
( $X = 16$ ,  $P = .453$ ,  $df = 16$ ) Cramer's  $V = .666$ .

TABLE 1.31 Country Distribution of Women's Issues by News Story Topic (N=9).

	Human Reproduction	Children	Employment	Women's Activities	Family
CHINA n = 1 government/ politics	--	--	--	1	--
JAPAN n = 3 social welfare/ social conflict	1	2	--	--	--
USA n = 4 crime/justice disaster	--	--	1	--	--
government/ politics	--	--	1	--	--
human interest	--	1	--	--	1
military/ defense	--	--	--	--	--
USSR n = 1 government/ politics	--	--	--	--	1
1	1	3	2	1	2
TOTAL	1	3	2	1	2

Issues of concern to women were equally divided between positive and negative story direction.

News Story Direction and Newscasters by Gender

Table 2.1 presents the proportion of favorable, unfavorable and neutral news stories by newscaster and gender. In general, male newscasters have a higher degree of association with unfavorable news than do females. This was the case for males as anchors, reporters and correspondents. Although female newscasters are associated with unfavorable news stories, their proportion to favorable is far less than for males (see Table 2.1). Analysis shows, however, no statistically significant difference between news story direction and gender of newscaster.

By national source, (See Table 2.11) female anchorpersons in China and the Soviet Union had a higher degree of association with favorable news stories than did their male counterparts. Female anchors in India were divided in their association with positive and negative story direction. Female anchors in Japan had a higher degree of association with unfavorable news stories than did male anchors in Japan. As reporters, women were more closely associated with positive news

TABLE 2.1 Distribution of News Story Direction by News presenter Gender (N=179)

	FAVORED	UNFAVORED	NEUTRAL
<hr/>			
n=128			
Anchor			
female	28.1	11.7	1.6
male	30.4	24.2	3.9
<hr style="border-top: 1px dashed black;"/>			
n=36			
Reporter			
female	19.4	8.3	--
male	38.8	27.7	5.5
<hr style="border-top: 1px dashed black;"/>			
n=14			
Correspondence			
female	--	7.1	--
male	64.2	28.5	--
<hr style="border-top: 1px dashed black;"/>			
n=1			
Other			
female	--	--	--
male	100	--	--

n = number of news stories reported.  
 Percentages are based on total number of stories per news presenter, not on total number of news presenters.

**TABLE 2.11 Country Distribution of News Story Direction by News presenter Gender.**

	FAVORABLE	UNFAVORABLE	NEUTRAL
<b>CHINA</b>			
Anchor n=31			
female	71.0	16.1	3.2
male	6.5	3.2	---
Reporter n=8			
female	37.5	---	---
male	62.5	---	---
Correspondent n=1			
female	---	---	---
male	100	---	---
-----			
<b>COLOMBIA</b>			
Anchor n=15			
female	---	---	---
male	46.7	53.3	---
Reporter n=7			
female	28.6	14.3	---
male	14.3	42.8	---
-----			
<b>WEST GERMANY</b>			
Anchor n=8			
female	---	---	---
male	44.4	44.4	11.1
Reporter n=5			
female	---	---	---
male	20.0	60.0	20.0
Correspondent n=1			
female	---	---	---
male	100	---	---
-----			
<b>INDIA</b>			
Anchor n=18			
female	22.2	22.2	5.6
male	27.8	16.7	5.6
Reporter n=1			
female	---	100	---
male	---	---	---
Correspondent n=1			
female	---	---	---
male	---	100	---

TABLE 2.11 (continued)

-----			
ITALY			
Anchor n=10			
female	---	---	---
male	50.0	40.0	10.0
Reporter n=3			
female	---	33.3	---
male	33.3	33.3	---
Correspondent n=3			
female	---	33.3	---
male	---	66.6	---
-----			
JAPAN			
Anchor n=11			
female	9.1	27.3	---
male	36.4	27.3	---
Reporter n=1			
female	---	---	---
male	---	100	---
Correspondent N=2			
female	---	---	---
male	---	100	---
-----			
USA			
Anchor n=15			
female	---	---	---
male	46.77	40.0	13.3
Reporter n=7			
female	28.6	---	---
Correpondent n=1			
female	---	---	---
male	---	100	---
Other n=1	100	---	---
-----			
USSR			
Anchor n=19			
female	42.1	15.8	---
male	31.6	10.5	---
Reporter n=5			
female	---	---	---
male	100	---	---
Correspondent n=5			
female	---	---	---
male	80.0	20.0	---
-----			

n = number of stories reported.

Percentages are based on the total number of stories per news presenter, not on total number of news presenters.

stories in Colombia and the United States. Both of these nations lacked female anchors and correspondents. In Italy, females were virtually non-existent as newscasters. The one (1) female reporter and only female correspondent in the sample, were associated with unfavorable news items. Males were fairly evenly divided between positive and negative story association. West Germany was the only nation sampled with no female presenters.

News Story Direction and Newsmaker Source Role by Gender

When women appear as newsmakers they are more likely to be in a negative news story than in one which is positive. Male appearance on the other hand is overwhelmingly associated with a positive news story. The only exception was the appearance of males as non-official government representatives, which represents military security and police. Table 2.2 shows a greater proportion of unfavorable story direction associated with women as private individuals. Only when female public figures appear as the second, third or fourth newsmaker in a story are they more likely to be associated with a positive story than a negative one. There was not a statistically significant difference

TABLE 2.2 Distribution of News Story Direction by Newsmaker Source Role by Gender (N=233).

	FAVORABLE	UNFAVORABLE	NEUTRAL	TOTAL
<b>FIRST APPEARANCE</b>				
n=68				
Government				
Official				
female	1.5	4.4	---	
male	58.8	30.9	4.4	100
n=32				
Public				
Figure				
female	9.4	3.1	---	
male	59.4	28.1	---	100
n=7				
Private				
Individual				
female	14.2	42.9	---	
male	42.9	12.5	---	100
n=7				
Non-official				
Government Represent.				
female	---	---	---	
male	42.9	57.1	---	100
-----				
<b>SECOND APPEARANCE</b>				
n=27				
Government				
Official				
female	7.4	---	---	
male	70.4	18.5	3.7	100
n=23				
Public				
Figure				
female	13.0	---	---	
male	65.2	21.7	4.1	100
n=15				
Private				
Individual				
female	---	33.3	---	
male	26.7	40.0	---	100
n = 3				
Criminal				
female	---	---	---	
male	---	100	---	100
n=2				
Non-Official				
Government Represent.				
female	---	---	---	
male	50.0	50.0	---	100

TABLE 2.2 (continued)

-----  
THIRD AND FOURTH APPEARANCES

Gov. Official

n=18

female

---

---

---

male

94.1

5.8

---

100

Public Figure

n=18

female

28.6

7.1

7.1

male

27.8

38.8

---

100

Private Ind.

n=17

female

27.3

36.4

---

male

9.0

27.3

---

100

Criminal

n=7

female

---

---

---

male

---

100

---

100

-----  
Percentages are based on newsmaker source role by order of appearance.

1

between news story direction and newsmaker gender.

In China, all female news sources were associated with favorable news stories. The reverse was true in Colombia, where all of the female newsmakers were associated with negative news. In West Germany, the one female newsmaker, a public figure, was depicted in a negative news item, while the only female news source in Italy was associated with a favorable news story. In India, the only female newsmakers were government officials, each associated with one positive and one negative news story. Female public figures in Japan were more likely to be associated with favorable news items, while female private individuals were more likely to be associated with unfavorable story direction. Women in the United States appearing as second and third public figures in a story were more likely to be associated with positive news, than private individual females, whose association was more likely to be with news story of an unfavorable nature. Women in the Soviet Union were most commonly depicted as private individuals, associated with unfavorable news coverage (See Table 2.21).

TABLE 2.21 Country Distribution of Newstory Direction by Newsmaker Source Roles by Gender.

	FAVORABLE	UNFAVORABLE (Percentages)	NEUTRAL	TOTAL
<b>FIRST APPEARANCE</b>				
<b>CHINA</b>				
Government Official				
n=22				
female	4.5	---	---	
male	72.7	18.2	4.5	100
Public Figure				
n=2				
female	---	---	---	
male	100	---	---	100
Private Individual				
n=3				
female	33.3	---	---	
male	66.7	---	---	100
Non-Official				
n=1				
female	---	---	---	
male	---	100	---	100
-----				
<b>COLUMBIA</b>				
Government Official				
n=7				
female	---	14.3	---	
male	28.6	57.1	---	100
Public Figure				
n=5				
female	---	---	---	
male	80.00	20.0	---	100
Private Individual				
n=1				
female	---	100	---	
male	---	---	---	100
Non-Official				
Government Represent.				
n=1				
female	---	---	---	
male	---	100	---	100
-----				

TABLE 2.21 (continued)

## WEST GERMANY

Government Official  
n=6

female	---	---	---	
male	50.0	33.3	16.7	100

Public Figure  
n=3

female	---	33.3	---	
male	33.3	33.3	---	100

-----  
INDIAGovernment Official  
n=10

female	---	10.0	---	
male	60.0	30.0	---	100

Public Figure  
n=3

female	---	---	---	
male	33.3	66.7	---	100

-----  
ITALYGovernment Official  
n=7

female	---	---	---	
male	71.4	28.6	---	100

Public Figure  
n=4

female	---	---	---	
male	50.0	50.0	---	100

-----  
JAPANGovernment Official  
n=5

female	---	20.0	---	
male	---	80.0	---	100

Public Figure  
n=3

female	33.3	---	---	
male	33.3	33.3	---	100

-----  
USAGovernment Official  
n=4

female	---	---	---	
male	25.0	50.0	25.0	100

TABLE 2.21 (continued)

<b>Public Figure</b>				
n=8				
female	12.5	---	---	
male	62.5	25.0	---	100
<b>Private Individual</b>				
n=2				
female	---	---	---	
male	---	100	---	100
-----				
<b>USSR</b>				
<b>Government Official</b>				
n=7				
female	---	---	---	
male	100	---	---	100
<b>Public Figure</b>				
n=4				
female	25.0	---	---	
male	75.0	---	---	100
<b>Private Individual</b>				
n=2				
female	---	100	---	
male	---	---	---	100
<b>Non-Official Government Represent.</b>				
n=5				
female	---	---	---	
male	60.0	40.0	---	100
-----				
<b>SECOND APPEARANCE</b>				
<b>CHINA</b>				
<b>Government Official</b>				
n=13				
female	---	---	---	
male	76.9	15.4	7.7	100
<b>Public Figure</b>				
n=3				
female	66.7	---	---	
male	33.3	---	---	100
<b>Private Individual</b>				
n=2				
female	---	---	---	
male	100	---	---	100
-----				

TABLE 2.21 (continued)

## COLOMBIA

## Government Official

n=2

female	---	---	---	
male	50.0	50.0	---	100

## Public Figure

n=2

female	---	---	---	
male	100	---	---	100

## Private Individual

n=3

female	---	33.3	---	
male	---	66.7	---	100

-----  
WEST GERMANY

## Government Official

n=1

female	---	---	---	
male	---	100	---	100

## Public Figure

n=4

female	---	---	---	
male	50.0	50.0	---	100

## INDIA

## Government Official

n=1

female	50.0	---	---	
male	50.0	---	---	100

## Public Figure

n=2

female	---	---	---	
male	50.0	50.0	---	100

## Criminal

n=1

female	---	---	---	
male	---	100	---	100

## ITALY

## Government Official

n=4

female	25.0	---	---	
male	75.0	---	---	100

TABLE 2.21 (continued)

<b>Public Figure</b>				
n=1				
female	100	---	---	
male	---	---	---	100
<b>Private Individual</b>				
n=1				
female	---	100	---	
male	---	---	---	100
-----				
<b>JAPAN</b>				
<b>Government Official</b>				
n=1				
female	---	---	---	
male	---	100	---	100
<b>Public Figure</b>				
n=2				
female	50.0	---	---	
male	---	50.0	---	100
<b>Private Individual</b>				
n=4				
female	---	50.0	---	
male	25.0	25.0	---	100
-----				
<b>USA</b>				
<b>Government Official</b>				
n=1				
female	---	---	---	
male	100	---	---	100
<b>Public Figure</b>				
n=7				
female	---	---	---	
male	71.4	14.3	---	100
<b>Private Individual</b>				
n=3				
female	---	33.3	---	
male	---	66.7	---	100
-----				
<b>USSR</b>				
<b>Government Official</b>				
n=3				
female	---	---	---	
male	100	---	---	100

TABLE 2.21 (continued)

Public Figure				
n=3	female	---	---	---
	male	100	---	---
				100
Private Individual				
n=2	female	---	---	---
	male	50.0	50.0	---
				100
Non-Official Government Represent.				
h=2	female	---	---	---
	male	50.0	50.0	---
				100

---

## THIRD AND FOURTH APPEARANCE

CHINA				
Government Official				
n=2	female	---	---	---
	male	100	---	---
				100
Public Figure				
n=2	female	100	---	---
	male	---	---	---
				100
Private Individual				
n=2	female	---	100	---
	male	---	---	---
				100

---

## WEST GERMANY

Public Figure				
n=4	female	---	---	---
	male	50.0	50.0	---
				100

---

## INDIA

Government Official				
n=2	female	---	---	---
	male	100	---	---
				100
Criminal				
n=1	female	---	---	---
	male	---	100	---
				100

---

TABLE 2.21 (continued)

## ITALY

Government Official  
n=7

female	---	---	---	
male	100	---	---	100

Criminal  
n=4

female	---	---	---	
male	---	100	---	100

-----  
JAPANPublic Figure  
n=1

female	100	---	---	
male	---	---	---	100

Private Individual  
n=5

female	20.0	20.0	---	
male	20.0	40.0	---	100

-----  
USAGovernment Official  
n=2

female	---	---	---	
male	50.0	50.0	---	100

Public Figure  
n=1

female	14.3	14.3	14.3	
male	42.8	14.3	---	100

Private Individual  
n=4

female	---	50.0	---	
male	---	50.0	---	100

Criminal  
n=2

female	---	---	---	
male	---	100	---	100

-----  
USSRGovernment Official  
n=5

female	---	---	---	
male	100	---	---	100

News Story Direction and Women's Issues

Table 2.3 lists the news stories addressing women's issues in relationship to story direction. The data reveals a 50 percent division between positive and negative news story direction. News stories about children, human reproduction and women's activities were depicted in positive stories. Stories with a negative direction included issues of employment, family and children.

By national source, (see Table 2.31) Japan portrayed women's issues in more positive stories than the other countries. Although the USA aired more women's issues than did the other countries sampled, only one (1) was in a positive story. The data reveals no significant difference between women's issues and news story direction.

ROLE TREATMENT AND NEWS TOPIC TREATMENT OF WOMEN AND  
WOMEN'S ISSUES

For the most part, news programs sampled in this study equate newsworthiness with events, rather than issues and males rather than females. Influential males dominate throughout the inquiry of topic and story line

TABLE 2.3 Distribution of News Story Directions by Women's Issues (N=9).

	FAVORABLE	UNFAVORABLE	NEUTRAL
Human Reproduction	1		
Children	2	1	
Employment		1	1
Women's Activities	1		
Family		2	
<b>TOTAL</b>	<b>4</b>	<b>4</b>	<b>1</b>

<sup>2</sup>  
( $X^2 = 9.38$ ,  $P = NS$ ,  $df = 18$ ) Cramer's  $V = .721$ .

TABLE 2.31 Country Distribution of News Story Direction by Women's Issues (N=9).

	FAVORABLE	UNFAVORABLE	NEUTRAL
CHINA n=1			
Women's Activities	1		
JAPAN n=3			
Human Reproduction	1		
Children	1	1	
USA n=4			
Children	1		
Employment		1	1
Family		1	
USSR n=1			
Family		1	
TOTAL	4	4	4

role treatment. Not only are males represented in a variety of news topic areas, they are also characterized by more diverse roles than are females.

#### Newspresenters by News Topic

Although males were responsible for a greater number of news stories, as anchors there was closer parity between females and males in the distribution of news topic in which they were associated. (See Table 3.1) Female anchors were absent, however, in the coverage of crime/justice/disaster topics. As reporters, females were less likely to be assigned to events relating to labor/employment and military/security/defense, than were male reporters. Female correspondents were dramatically underrepresented, appearing in only one news category, government/politics. For each category of news presenter, there was not a statistically significant difference between news story topics presented by males and females.

Table 3.11 reports women dominated as anchors in China and the Soviet Union, reporting topics related to government/politics, business/economics and military/security/defense. As reporters females were visible in China, Colombia, and the United States.

TABLE 3.1 Distribution of Newsrepresenters by Gender and News Story Topic (N=179).

	n = 128 Anchor		n = 36 Reporter		n = 14 Correspondent		n=1 Other	
	female	male	female	male	female	male	female	male
Crime/justice/ disaster	--	7.8	2.7	11.1	--	--	--	--
Government/policies	8.7	11.0	5.6	5.6	7.1	28.6	--	100
Business/Econom.	5.5	7.1	5.6	22.2	--	21.4	--	--
Social Welfare/ Social Conflict	9.4	10.2	5.6	11.1	--	14.3	--	--
Art/Culture/Sport, Religion	3.9	6.3	2.7	5.6	--	7.1	--	--
Human Interest	3.1	4.7	2.7	5.6	--	--	--	--
Military/Defense	7.9	10.2	--	8.3	--	21.4	--	--
Labor/Employment	1.6	1.6	--	2.7	--	--	--	--
Other	.8	--	2.7	--	--	--	--	--
TOTAL	41.0	59.0	27.7	72.2	7.1	92.8	--	100

Anchor  $\chi^2 = 9.27$  df = 8 P = .319 Cramer's V = .270

Reporter  $\chi^2 = 5.26$  df = 8 P = .729 Cramer's V = .393

Correspondent  $\chi^2 = 1.20$  df = 3 P = .753 Cramer's V = .447

TABLE 3.11 Country Distribution of Newsrepresenters by Gender and News Story Topic.

	Crime Justice Disaster	Government Politics	Business Economics	Social Welfare Social Conflict	Art, Culture Sports, Religion	Human Interest	Military Security Defense	Labor Employment	Other
CHINA									
Anchor n=31									
female	3.2	22.6	16.1	16.1	3.2	12.9	9.7	6.5	3.2
male				3.2		3.2			
Reporter n=8									
female			25.0						12.5
male		12.5	12.5		12.5	12.5			
Correspondent									
n=1									
female									
male							100		
COLOMBIA									
Anchor n=15									
female									
male	20.0	13.3	13.3	26.7	26.7				
Reporter n=7									
female		14.3		14.3	14.3				
male	14.3		14.3	14.3	14.3				
WEST GERMANY									
Anchor n=8									
female									
male		12.5	12.5		37.5		25.0	12.5	







However ,there was no significant coverage in any one topic area. Women were dramatically absent as correspondents, however, the only female correspondent (from Italy) delivered a story related to government/politics. The most significant coverage by women addressed topics related to government/politics, social welfare/social conflict and business/economics.

Newsmakers Source Role by Newsmaker Story Line Role

Women in newsmaker source roles were more frequently portrayed as private individuals (6.8%) and public figures (5.6%). Male government officials (45.6%) and public figures (24.0%) were the most predominate news sources. Females were dramatically absent as criminals and non-official government representatives (see Table 3.2).

Story line role characterizes the function of the newsmaker within the context of the news story. Table 3.2(a) shows the story line role authority constitutes the greatest proportion of story line roles (73%), of which females were 6.4 percent and males were 66.6 percent. 7.7 percent of the total story line role distribution were victims, of which women represent 5.2 percent and men 2.5 percent. Also, 7.7 percent of the story line roles were service oriented, represented totally by males.

TABLE 3.2 Distribution of Newsmaker Source Role by Gender (N=233).

	Government Official	Public Figure	Private Individual	Criminal	Non-Official Government Represent.
Female	2.6	5.6	6.8	---	---
Male	45.6	24.0	7.3	4.3	3.8
TOTAL	48.2	29.6	14.1	4.3	3.8

Percentages are based on total number of newsmaker source roles.

Government officials in the role of authority represent the highest proportion (59.4%) of news sources, of which females constitute 3.5 percent and males 55.9 percent. (See Table 3.2b). Females demonstrated their greatest authority representation as public figures (5.3%). Private individual constituted the greatest proportion of victim roles (88.8%), of which women were 66.6 percent and men were 22.2 percent. Public figure constituted the highest representation of relative/spouse roles, of which 66.6 percent were female and no males.

Table 3.2(c) indicates women make up 8.8 percent of the total authority roles, while men represent 91.2 percent. Of the total victim roles women constituted 66.6 percent, while men represented 33.3 percent. Of the total relative/spouse roles 83.3 percent were women and 16.6 percent were men. The reverse was the case for females and males in non-official roles.

A significant difference exists between newsmaker source role and newsmaker story line role by gender.

TABLE 3.2(b) Distribution of Newsmaker Source Role by Gender and Story Line Role.  
(N=233).

	Authority n=170	Victim n=18	Non-Official n=12	Relative/ Spouse n=6	Service n=18	Other n=9
Government Officials	59.4	---	41.7	---	33.3	---
female	3.5	---	---	---	---	---
male	55.9	---	41.7	---	33.3	---
Public Figure	34.7	5.6	25.0	66.6	5.6	11.1
female	5.3	---	---	66.6	---	---
male	29.4	5.6	25.0	---	5.6	11.1
Private Individual	1.2	88.8	33.3	33.3	22.2	55.6
female	---	66.6	16.6	16.6	---	11.1
male	1.2	22.2	16.6	16.6	22.2	44.4
Criminal	4.1	---	---	---	---	33.3
female	---	---	---	---	---	---
male	4.1	---	---	---	---	33.3
Non-Official Government Repres.	.6	5.6	---	---	38.9	---
female	---	---	---	---	---	---
male	.6	5.6	---	---	38.9	---
Story Line Role Total	100	100	100	100	100	100

Percentages are based on story line role, not on total number of newsmakers.

TABLE 3.2(c) Distribution of Story Line Role by Gender.

	Authority n=178	Victim n=18	Non-official n=12	Relative/ Spouse n=6	Service n=18	Other n=9
Female	8.8	66.6	16.6	83.3	---	11.1
Male	91.2	33.6	83.3	16.6	100	88.9
TOTAL	100	100	100	100	100	100

Percentages are based on individual story line roles.

By national origin over 50 percent of the news sources in China and Italy were government officials in authority roles (See Table 3.21). Public figure authorities were the second most frequent newsmakers represented. Japan showed the most significant representation of women as public figures in authority positions. Japan also had the greatest proportion of female unknown victims (19%), followed by Colombia (17.4%). Women were least visible in West Germany and India.

#### News Story Topics and Newsmaker Source Role

In Table 3.2(d) women are most often portrayed in news stories related to social welfare/social conflict (3.8%), with no significant representation in any of the newsmaker source roles. Men were most frequently depicted as government officials (19.3%) in news stories related to government/politics (24.4%).

Women were most frequently portrayed as private individual victims, Colombia (17.4%), Japan (19.0%); followed by public figure authority in Japan (14.3%) (See Table 3.21).

Women were shown more often in news topics related to social welfare/social conflict, of which Japan had the highest representation (38.1%). Government/politics category possessed the second most significant proportion of female news sources (See Table 3.21a).

TABLE 3.2(d) Distribution of News Story Topic by Newsmaker Source Role by Gender (N=233).

	Government Official n=112	Public Figure n=69	Private Individual n=33	Criminal n=10	Non-Official Government Representative n=9	Total
crime/justice/ defense						
female	.4	---	1.3	---	---	1.7
male	3.0	2.6	.8	2.6	---	9.0
government/ politics						
female	.8	1.3	.8	---	---	2.9
male	19.3	4.3	.8	---	---	24.4
business/ economics						
female	---	---	1.3	---	---	1.3
male	6.0	1.7	.4	---	1.7	9.8
social welfare/ social conflict						
female	.8	1.3	1.7	---	---	3.8
male	3.9	5.6	4.3	.8	.8	15.4
art/culture/ sports/religion						
female	---	.8	---	---	---	.8
male	3.0	6.5	---	---	---	9.5
human interest						
female	---	.4	---	---	---	.4
male	4.7	2.6	---	.8	---	8.1

TABLE 3.2(d) continued

military/security/ defense	---	---	---	---	---	---	---	---	---
female	5.1	1.7	.4	---	---	---	---	---	.4
male	---	---	2.1	---	---	---	---	1.3	10.2
labor/ employment	---	.4	---	---	---	---	---	---	.4
female	.8	.8	---	---	---	---	---	---	1.6
male	---	---	---	---	---	---	---	---	---

Percentages are based on total newsmaker source roles.

TABLE 3.21 Country Distribution of Newsmaker Source Role by Gender and Story Line Role.

	Authority	Victim	Relative/S	Non-Official	Service	Other
CHINA n = 50						
Govern. Off.						
n = 37						
female	2.0	---	---	---	---	---
male	64.0	---	---	4.0	4.0	---
Public Figure						
n = 8						
female	2.0	---	4.0	---	---	---
male	6.0	---	2.0	---	2.0	---
Private Ind.						
n = 4						
female	---	---	---	2.0	---	---
male	2.0	---	---	---	4.0	---
Criminal						
n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---
Non-Off.						
Gov. Rep.						
n = 1						
female	---	---	---	---	---	---
male	---	---	---	---	2.0	---

Table 3.21 (Continued)

	Authority	Victim	Relative/S	Non-Official	Service	Other
COLOMBIA n = 23						
Govern. Off. n = 9						
female	4.3	---	---	---	---	---
male	34.8	---	---	---	---	---
Public Figure n = 7						
female	---	---	---	---	---	---
male	30.4	---	---	---	---	---
Private Ind. n = 7						
female	---	17.4	---	---	---	---
male	---	8.7	---	---	---	4.3
Criminal n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---
Non-Off. Gov. Rep. n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---

Table 3.21 (continued)

	Authority	Victim	Relative/S	Non-Official	Service	Other
WEST GERMANY n = 18						
Govern. Off.						
n = 7	---	---	---	---	---	---
female	---	---	---	---	---	---
male	38.8	---	---	---	---	---
Public Figure						
n = 11	5.6	---	---	---	---	---
female	55.6	---	---	---	---	---
male	---	---	---	---	---	---
Private Ind.						
n =	---	---	---	---	---	---
female	---	---	---	---	---	---
male	---	---	---	---	---	---
Criminal						
n =	---	---	---	---	---	---
female	---	---	---	---	---	---
male	---	---	---	---	---	---
Non-Off.						
Gov. Rep.						
n =	---	---	---	---	---	---
female	---	---	---	---	---	---
male	---	---	---	---	---	---

Table 3.21 (continued)

	Authority	Victim	Relative/S	Non-Official	Service	Other
JAPAN n = 21						
Govern. Off.						
n = 6						
female	4.8	---	---	---	---	---
male	14.3	---	---	---	9.5	---
Public Figure						
n = 6						
female	14.3	---	---	---	---	---
male	14.3	---	---	---	---	---
Private Ind.						
n = 7						
female	---	19.0	---	4.8	---	---
male	---	9.5	---	9.5	---	---
Criminal						
n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---
Non-Off. Gov. Rep.						
n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---

Table 3.21 (continued)

	Authority	Victim	Relative/S	Non-Official	Service	Other
ITALY n = 29						
Govern. Off.						
n = 20						
female	3.4	---	---	---	---	---
male	62.1	---	---	3.4	---	---
Public Figure						
n = 3						
female	---	---	---	---	---	---
male	3.4	3.4	---	3.4	---	---
Private Ind.						
n = 1						
female	---	3.4	---	---	---	---
male	---	---	---	---	---	---
Criminal						
n = 5						
female	---	---	---	---	---	---
male	17.2	---	---	---	---	---

Table 3.21 (continued)

	Authority	Victim	Relative/S	Non-Official	Service	Other
INDIA n = 20						
Govern. Off.						
n = 13						
female	5.0	---	---	---	---	---
male	30.0	---	---	15.0	15.0	---
Public Figure						
n = 5						
female	---	---	---	---	---	---
male	20.0	---	---	6.0	---	---
Private Ind.						
n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---
Criminal						
n = 2						
female	---	---	---	---	---	---
male	10.0	---	---	---	---	---
Non-Off.						
Gov. Rep.						
n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---

Table 3.21 (continued)

	Authority	Victim	Relative/S	Non-Official	Service	Other
USA n = 40						
Govern. Off.						
n = 7						
female	---	---	---	---	---	---
male	17.5	---	---	---	---	---
Public Figure						
n = 22						
female	5.0	---	2.5	---	---	---
male	45.0	---	---	---	---	2.5
Private Ind.						
n = 8						
female	---	5.0	2.5	---	---	---
male	2.5	2.5	2.5	---	---	5.0
Criminal						
n = 3						
female	---	---	---	---	---	---
male	---	---	---	---	---	7.5
Non-Off. Gov. Rep.						
n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---

Table 3.21 (continued)

	Authority	Victim	Relative/S	Non-Official	Service	Other
USSR n = 32						
Govern. Off.						
n = 15						
female	---	---	---	---	---	---
male	46.9	---	---	---	---	---
Public Figure						
n = 6						
female	3.1	---	---	---	---	---
male	12.5	---	---	---	3.1	---
Private Ind.						
n = 4						
female	---	3.1	---	---	---	3.1
male	---	---	---	---	3.1	3.1
Criminal						
n =						
female	---	---	---	---	---	---
male	---	---	---	---	---	---
Non. Off.						
Gov. Rep.						
n = 7						
female	---	---	---	---	---	---
male	3.1	---	---	---	18.8	---

TABLE 3.21(a) Country Distribution of News Story Topic and Newsmaker Source Role by Gender.

	Government Official	Public Figure	Private Individual	Criminal	Non-Official Gov. Repre.	Total
CHINA N = 50						
Criminal/ Justice/ Defense	---	---	---	---	---	---
female	---	---	---	---	---	---
male	---	---	---	---	---	---
Government/ Politics	32.0	6.0	---	---	---	38.0
female	2.0	6.0	---	---	---	8.0
male	30.0	---	---	---	---	30.0
Business/ Economics	12.0	2.0	2.0	---	---	16.0
female	---	---	---	---	---	---
male	12.0	2.0	2.0	---	---	16.0
Social Welfare/ Social Conflict	4.0	6.0	4.0	---	---	14.0
female	---	2.0	2.0	---	---	4.0
male	4.0	4.0	2.0	---	---	12.0
Art/Culture/ Religion/ Sports	---	2.0	---	---	---	2.0
female	---	---	---	---	---	---
male	---	2.0	---	---	---	2.0



TABLE 3.21(a) (continued)

Social Welfare/ Social Conflict	8.7	8.7	8.7	8.7	26.1
female	---	---	---	---	---
male	8.7	8.7	8.7	8.7	26.1
Art/Culture/ Religion/ Sports	4.3	17.4	---	---	21.7
female	---	---	---	---	---
male	4.3	17.4	---	---	21.7
Human Interest	---	---	---	---	---
female	---	---	---	---	---
male	---	---	---	---	---
Military/ Security/ Defense	---	---	---	---	---
female	---	---	---	---	---
male	---	---	---	---	---
Labor/ Employment	---	---	---	---	---
female	---	---	---	---	---
male	---	---	---	---	---
TOTAL					100















TABLE 3.21(a) (continued)

Government/ Politics	28.1	---	---	9.4	---	---	---	37.5
female	---	---	---	6.3	---	---	---	6.3
male	28.1	---	---	3.1	---	---	---	31.2
Business/ Economics	3.1	3.1	---	---	---	15.8	---	22.0
female	---	---	---	---	---	---	---	---
male	3.1	3.1	---	---	---	15.8	---	22.0
Social Welfare/ Social Conflict	---	3.1	---	---	---	---	---	3.1
female	---	---	---	---	---	---	---	---
male	---	3.1	---	---	---	---	---	3.1
Art/Culture/ Religion/ Sports	---	6.2	---	---	---	---	---	6.2
female	---	3.1	---	---	---	---	---	3.1
male	---	3.1	---	---	---	---	---	3.1
Human Interest	---	---	---	---	---	---	---	---
female	---	---	---	---	---	---	---	---
male	---	---	---	---	---	---	---	---
Military/ Security/ Defense	15.6	3.1	---	3.1	---	9.4	---	31.2
female	---	---	---	---	---	---	---	---
male	15.6	3.1	---	3.1	---	9.4	---	31.2
Labor/ Employment	---	---	---	---	---	---	---	---
female	---	---	---	---	---	---	---	---
male	---	---	---	---	---	---	---	---
TOTAL								100

---

 Percentages are based on total newsmaker source role.

Males were highly visible in all news topics across the nations samples.

#### Newsmaker Roles and Women's Issues

News items of a domestic nature were referred to as women's issues. Table 3.3 shows of the 25 newsmakers identified under women's issues 14 were female and 11 were male. Eleven (11) of the newsmakers were portrayed in stories addressing children; seven (7) in stories related to employment, three (3) in stories related women's activities and four (4) in stories about the family. Twelve (12) of the news sources were public figures, of which eight (8) were women and four (4) were men. Public figure females dominated authority roles. Private individuals constituted ten (10) of the news sources, with equal representation by gender. Government officials represented three (3) of the newsmaker source roles addressing women's issues. Of the government officials one (1) was female and two (2) were male, all in story line roles of authority.

Eleven (11) of the women's issues were in news topics related to social welfare/social conflict (See Table 3.2a).

TABLE 3.3 Distribution of Newsmaker Source Role and Story Line Role by Gender to Women's Issues (N=25).

	n=3 Gov't Official		n=12 Public Figure		n=10 Private Individual			Total
	A		A	R	A	V	O	
<b>Children</b>								
female	--		3	1		3	--	7
male	--		2	--		2	--	4
<b>Employment</b>								
female	--		2	--		--	1	3
male	2		2	--		--	--	4
<b>Women's Activities</b>								
female	1		1	1		--	--	3
male								
<b>Family</b>								
female	--		--	--		--	1	1
male	--		--	--		1	1	3

A=Authority, R=Relative or Spouse, V=Victim, O=Other.

TABLE 3.3a Distribution of Women's Issues by News Story Topic (N=25).

	Children	Employment	Women's Activities	Family	Total
crime/justice/ disaster	---	2	---	---	2
government/ politics	---	5	3	---	8
social welfare/ social conflict	11	---	---	---	11
military/security defense	---	---	---	4	4
TOTAL	11	7	3	4	25

Government/politics related topics represented the second most prevalent news items with eight (8) news stories, five (5) addressing employment and three (3) women's activities. Military/security/defense constituted four (4) of the 25 domestic issues, all under family. Crime/justice/disaster news stories were represented twice, under the employment heading. Four of the eight nations sampled reported stories addressing women's issues. Thirteen (13) of the total newsmakers were from the U.S. newscast, of which five (5) were women and eight (8) of which were men. Four (4) were female public figures, addressing issues related to children (2), and employment (2), of which three were in role of authority and one a relative/spouse. As a private individual, only one female was represented as an "other" in a story concerned with employment. Japan accounted for eight (8) of the stories addressing women's issues, of which five (5) depicted female newsmakers. Two were public figures in roles of authority and three were private individual victims. Three (3) of the total news sources were from China, of which all three were women. Of the three female news sources, one (1) was a government official in an authority role and two (2) were public figures in roles of authority and relative/spouse. All were represented in women's activities. The only

TABLE 3.31 Country Distribution of Newsmaker Source Role and Storyline Role by Gender to Women's Issues (N=25).

	Government Official A		Public Figure A R		Private Individual A V O			Total
	A		A	R	A	V	O	
n=3								
CHINA								
women's activities	1		1	1				3
female								
male	--		--	--	--	--	--	--
n=8								
JAPAN								
Children			2	--	--	3	--	5
female	--		1	--	--	2	--	3
male	--							
n=13								
USA								
Children			1	1				2
female	--		1	--	--	--	--	1
male	--							
Employment								
female	--		2	--	--	--	1	3
male	2		2	--	--	--	--	4
Family								
female	--		--	--	--	1	1	--
male	--		--	--	--	--	--	3
n=1								
USSR								
Family			--	--	--	--	--	--
female	--		--	--	--	--	--	--
male	--		--	--	--	1	--	1

A=authority, R=relative, S=spouse, V=victim, O=other.

TABLE 3.31(a) Country Distribution of Women's Issues by News Topic and Newsmaker Gender.

	Children	Employment	Women's Activities	Family
CHINA n = 3				
government/ politics	--	--	3	--
female	--	--	--	--
male				
JAPAN n = 8				
social welfare/ social conflict	5	--	--	--
female	3	--	--	--
male				
USA n = 13				
social welfare/ social conflict	2	--	--	--
female	1	--	--	--
male				
crime/justice disaster				
female	--	1	--	--
male	--	1	--	--
government/politics				
female	--	1	--	--
male	--	4	--	--
military/sec/defense				
female	--	--	--	--
male	--	--	--	3
USSR n=1				
military/sec/defense				
female	--	--	--	--
male	--	--	--	1

women's issue covered in the Soviet Union depicted one (1) female private individual victim in the context of family.

By news story topic, all three (3) of China's women's issues related to women's activities addressing government/politics topics (See Table 3.31a). In Japan, children make news most frequently in news stores related to social welfare/social conflict. The USA had the most diverse news topics for female issues, constituting five (5) employment issues under government/politics; three (3) family items under military/security/defense, three (3) children items under social welfare/social conflict; and two (2) employment issues related to crime/justice/disaster. The Soviet Union had one (1) domestic issue addressing the family under the news topic military/security/defense.

#### Summary

The intent of this research is to describe the manner in which women and women's issues are addressed in eight national television evening news programs. Four general patterns represent the portrayal of women and women's issues: the amount of attention; direction of the news story; role treatment; news topic

treatment; and differences in attention, direction, role and topic treatment based on national origin. The results of the present study describe women as generally underrepresented as newsmakers; dramatically underrepresented as news sources; with negligible representation of women's issues as news items in national evening news in all of the nations surveyed. In general, men of authority and influence are seen dominating the world, while women are shown as marginal social actors. The visibility of female anchorpersons in the news delivery process was relatively substantial in half the nations examined. However, females had limited access to reporter and correspondent positions. Exposure afforded women and issues identified of particular concern to women was dramatically low. Male newsmakers governed positions of decision-making and influence, and were generally associated with favorable news events and issues. On the other hand, news story direction associated with female news sources was less favorable. Albeit the coverage of women's issues was negligible, news story direction was equally divided between favorable and unfavorable treatment. Although limited, women were most frequently depicted as private individual and public figure news sources. They were most often

portrayed as unknown victims. Women were most frequently characterized in news stories related to social welfare/social conflict and government/politics issues. They failed to make news in topics related to culture/religion/sports/art and military/security/defense. Males of prestige and expertise dominated in all news topic categories. Women received increased visibility, higher status and more positive role depiction within the domestic domain. Moreover, children and employment issues were most often addressed within the sub-topic women's issues.

By country analyses parallel the general findings, where men of power and prestige dominate as news sources. What stands out, is that women in China were highly visible as anchorpersons, and all female news sources in that nation were associated with favorable news items.

## CHAPTER 5

### SUMMARY, DISCUSSION AND CONCLUSION

This study was an attempt to explore from a global perspective what television news present to its viewers as the prevalent roles and status of women and women's issues. The objective of this investigation was to identify specific characteristics associated with attention, direction, role and topic treatment variables.

While a number of studies have examined the portrayal of women in the mass media, in developed as well as developing settings, the subject of female imagery in television news has not been given much attention. It is against this background that this preliminary study was conducted.

The basic question of the present investigation was to determine content quality, quantity and treatment of women and women's issues in television news programming; and to describe any differences in content quality, quantity and treatment based on national origin.

The data set included 53 variables and 135 cases for a single day newscast from eight countries,

representing four continents. The primary findings suggest an underrepresentation of women and women's issues; a disproportionately high association with unfavorable news for female news sources; low status portrayal and an absence of women's issues as news topics.

No statistically significant relationship was found between news presenter and gender. However, female anchors were the most visible women in the news stories surveyed. As newsmakers, women were less visible. Data suggests a strong relationship between newsmaker and gender, and a positive correlation based on newsmaker sex and order of appearance in the news story.

Patterns of difference were found in the relationship between the direction of a news story and the appearance of women and women's issues. Female newscasters had a higher proportion of association with positive to negative news stories, while female newsmakers were more likely to be associated with news of a negative to positive nature. However, these results were not found to be statistically significant.

Relative parity was identified between female and male anchors in the distribution of news topics with which each was associated. However, no significant relationship was found between news presenter gender and news story topic. On the other hand, the relationship

between gender of newsmaker and news story topic was found to be significant. Women were identified to be either proportionately more present or absent from specific news categories. Where female appearance was proportionately high, they tended to be portrayed as unknown victims.

Analysis of domestic issues brings to light patterns of increased visibility and higher status for female news sources; and a disproportionately high association with specific news topics.

The scenario across the eight nations indicates that women are grossly underrepresented, and when present, they are most often characterized in positions of low status and power. Exception was found among female anchors in China and the Soviet Union, where their representation was over 50 percent; and the high status positions and positive depiction of female news sources in China.

## DISCUSSION

Given the assumption that women's roles and positions in society have changed since the introduction of television; and that information presented by television news is important and significant to society; one might assume that television news will reflect the

values and issues of society, and hence any changes in female roles and status.

The results of the present investigation are, in many ways, surprising. Little change has occurred in sex-role portrayal since the initial TV drama studies conducted in the 1950s (Head, 1954; Smythe, 1954) and more recently in the 1970s, with TV drama (Gerbner, 1972; Tedesco, 1974) and television news (U.S. Commission on Civil Rights, 1977 and 1979). Why is female representation so low? Does it mean that women are less newsworthy than men? Does it mean that females are less important or less significant to society than males?

One explanation might be that women are not engaged in activities that are deemed newsworthy. If so, why do so few women involve themselves in newsworthy activities? Perhaps there are social variables or societal structures that place them in conditions not conducive to newsworthiness.

The historical and contextual framework set forth in this investigation suggests that early exclusion of women from message formation and production established a decisive and fundamental leadership role for male domination and control of message institutions: culture, language and education (Gallagher, 1981). Consequently, patriarchal influence might be seen as a

contributor to women's powerlessness to define and defend their gender sphere psychologically, politically and economically.

The values that determine a society's institutional structures and processes stem from those who possess access to the personal autonomy variables that allow for advancement to positions of power in the society. Pingree and Hawkins (1978) define female newsmaking deficiencies as the imbalance of power within the socio-economic structure, resulting from women's lack of power positions and decision making roles in society. Despite their substantial numbers in the sampled populace, the data suggests that sustained access to personal advancement variables, i.e., education and labor participation are limited for women. Moreover, the disparity between policy reform and policy enactment points to an ineffective framework for social change in this sphere.

The general thrust of the findings show trends similar to those found by earlier researchers (Cantor, 1971; AAUW, 1974; U.S. Commission on Civil Rights, 1977, 1979; Tuchman, 1978; Davis, 1982). Women and those domestic issues associated with women, tend to be less newsworthy, virtually absent and/or characterized by the non-image of unknown victim. Men are shown as the dominate image in society, possessing a range of

opportunities. What is striking, is the homogeneity of males as power elites across the sample.

Class analysis intimates that the news definition process reflects patriarchal values, where power is defined by status and authority. The prevalent depiction of men of high status and achievement, as news sources, suggests a male power elite.

Education, labor and political participation are basic indices of social mobility. In this sample, there is less disparity between females and males, <sup>in</sup> ~~and~~ primary/secondary school enrollment. However, women occupy the lesser ranks on the literacy scale (See Table 2). Moreover, men in the labor force outnumber women two to one. The literature points to the fact that higher education opportunities and skill training programs are less available to females, than to males in the nations represented.

Although suffrage is not a recent phenomenon in any of these nations, women have virtually no voice in national government. Collectively, female participation in national government is less than ten percent.

Historically, the underclass has never been adequately represented in the news (Pingree and Hawkins, 1978). This, too, may be an explanation for the negligible cover of domestic issues, generally associated with the subordinate position of women. It

seems that women's restricted access to personal autonomy measures does not permit opportunities to achieve status levels that warrant newsworthiness as defined by the present structure.

Are there policies and/or practices that hinder women from covering or contributing to certain news topics? The literature shows that women are generally referenced by their biologically feminine nature, what Morgan (1984) refers to as gynography. Globally, women are relegated to certain tasks and confined within certain parameters by culture and/or tradition. For example, women in Colombia and Italy fall prey to the mores and pervasive influence of the Catholic church, which dictates their behavior toward "private" standards. The Caste system in India, and the tradition of feminine complacency and passivity in China and Japan may tend to isolate women from what is perceived to be masculine subjects. As exemplified in this study, women and women's issues were most frequently addressed under the social welfare/social conflict category. While they were least often depicted in topics related to military/security/defense and excluded from the art/culture/religion/sports category.

High visibility of women as news anchors, and negligible identification of women as news gatherers (reporters, correspondents) might be interpreted as,

women function best as talking heads, while men provide credibility and indepth examination to news issues.

#### CONCLUSION

In providing the conclusions to this study, it is necessary to point out that the preceeding findings were based on an analysis of a single day of news programming. Thus, this limitation should be borne in mind when interpreting the results provided in this investigation.

Recognizing the tendency of news to be event rather than issue determined, the first consideration was to control for the impact of world events on the news content of all countries sampled. The second related to the managability of data where interests of the study were for an indepth analysis, including examination of both visual and verbal content. The final constraint was the availability of programs from as many countries as possible which, at the same time controlled for the impact of events. It is acknowledged that the constraints of a single day news program analysis may not enhance the generalizability of the foregoing findings. Despite this limitation, the findings are consistent with previous related studies.

Having pointed out the shortcoming in the analysis, we are left with the task of recapitulating the main

points emerging from this investigation.

An overall appraisal of the findings suggest the typical viewer of television news is likely to perceive: that women do not exist to the same degree that men do; that women and women's issues are restricted to a sex-defined sphere; that women may not matter, and issues associated with women are of lesser importance.

The data implies the imagery of women and women's issues described in this investigation is prevalent across culture and national boundaries. With the limited exception of China, there appears to be no generally distinguishable differences among the sampled nations, with regard to attention, direction, role and topic treatment of women and women's issues in the world of television news.

It appears from the data reported that little significant change has occurred in the portrayal of females and domestic issues, as evidenced by the proceeding related research. Despite diverse geographical and contextual variables, evidenced in this study, women's status and conditions, as characterized by television news, takes on a universally uniform posture, not explainable by social policy or national ideology. This could lead one to surmise that television news (molded in the West, and coupled with it's hierarchical values) is not a culturally distinct

phenomenon. In the process of culture, television news seems just another socializing institution, perpetuating rather than changing basic attitudes about women.

Nevertheless, there are a number of theoretical as well as practical implications that can be drawn from a study of this kind. First, the findings in this study point to a number of implications beyond the fact that the viewer sees fewer females. That these women exist in less important roles is particularly significant, since it seems to suggest that women and women's issues are to be less attended to than men.

Furthermore, the fact that females are virtually absent and males are disproportionately present throughout the world of television news could lead the viewer to conclude that women, unlike men cannot function in a public world of decision making and influence; and that women occupy a more restricted social sphere.

The trivializing and condescending portrayal of women, and the negligence toward domestic issues in television news appears to suggest that a private "unseen" realm of feminine life is not only prevailing, but an "appropriate" place for women. Moreover, the limited range of female images may allow traditional images to go unchallenged and women's changing roles to advance unrecognized.

These are some of the ways in which the viewer may perceive the roles and behaviors of women, as represented by television news, and to the extent that the medium is a socializing force, in real life.

Negative role assignment infers negative status, and negative status is equated with negative conditions. This nullifying position of women may lend itself to the perpetuation of a common justification for limiting women's social status and mobility. Since women do not receive the focus and attention in television news commensurate with their numbers and responsibilities in society, it is plausible to conclude that the viewer may perceive that women are unimportant and do not matter very much.

#### Future Study

Further empirical study of the issues surrounding female portrayal in television news would be a welcomed addition to the literature. Too few studies exist on the imagery of women in broadcast news. The primary task of the researcher following on this investigation is a theoretical one; it is the task of understanding the importance of social variables and societal structures that create and contribute to the framework that restricts women from certain social spheres. This must be based on a critical assessment of the contextual variables (social, political, economic, and cultural,

both internal and external to society) that shape social participation and mobility.

Future investigations should take on the task of replicating this study, to evaluate its generalizability. Replication could employ increased sample size, examining a single week or month of news programming, within country, within region and/or across national boundaries.

Structural analyses might investigate the role of women within the professional ranks of broadcast journalism. At what levels are women involved in journalistic training? What is the level of female participation in broadcast management? To what degree are women involved in the news room?

There is a critical need to shape and expand the current body of knowledge related to female imagery in the world of television news.

## APPENDIX A

## APPENDIX A

WOMEN IN TV NEWS  
Coding Sheet

Coder's name: \_\_\_\_\_

Date of coding: \_\_\_\_\_

Country: \_\_\_\_\_

Country Code

1=China

2=Colombia

3=Germany (West)

4=India

5=Italy

6=Japan

7=USA

8=USSR

- v1 (1) card #1
- v2 (2-4) # \_\_\_\_\_ of 135 stories; code actual story  
# viewed (001-135)
- v3 (5) \_\_\_\_\_ country code
- v4 (6-11) 06/12/84: (Tuesday): date of newscast
- v5 (12-13) \_\_\_\_\_ agenda order of news story by country
- v6 (14-80) Title of news story \_\_\_\_\_  
\_\_\_\_\_
- v7 (1) card #2
- (2-4) story number
- v8 (5) \_\_\_\_\_ Type of story  
1=international  
2=foreign  
3=national  
4=local
- v9 (6-7) \_\_\_\_\_ Topic  
1=CRIME/JUSTICE/DISASTER  
1=violent crime  
2=non-violent crime  
3=courts and the law  
4=natural disaster  
5=accident  
6=drug traffic

2=GOVERNMENT/POLITICS

- 1=public policy issues
- 2=elections, campaigns of government
- 3=political organizations
- 4=demonstrations/protests
- 5=criticism of government/leaders
- 6=taxes and legislation process
- 7=meetings/relations

3=BUSINESS/ECONOMICS

- 1=business/industry
- 2=banking/finance
- 3=commerce/trade
- 4=agriculture
- 5=energy/mining

4=SOCIAL WELFARE/SOCIAL CONFLICT

- 1=education
- 2=science/medicine
- 3=health/health care issues
- 4=social welfare (services)
- 5=housing/population
- 6=social conflict
- 7=public transportation

5=ART/CULTURE/SPORTS/RELIGION

- 1=art/music/culture
- 2=sports
- 3=religion

6=HUMAN INTEREST

- 1=prominent people
- 2=animals
- 3=people and animals
- 4=ordinary people doing unusual things
- 5=children
- 6=weather

7=MILITARY/SECURITY/DEFENSE

- 1=soldiers/arms
- 2=nuclear arms
- 3=defense pacts/organizations
- 4=armed struggle/war
- 5=intelligence

8=LABOR/EMPLOYMENT

- 1=labor unions/strikes
- 2=jobs/related issues

09=OTHER

\_\_\_\_\_ (specify)

- v10 (8) WOMEN'S ISSUES  
 1=human reproduction  
 2=children  
 3=marriage and partnerships  
 4=employment  
 5=feminist activities/women's work  
 6=family  
 0=no women's issue; inap (inappropriate)
- v11 (9) DIRECTION (of story)  
 1=favorable  
 2=unfavorable  
 3=neutral  
 0=inap
- v12 (10) DIRECTION (toward women)  
 1=favorable  
 2=unfavorable  
 3=neutral  
 0=inap
- v13 (11) DIRECTION (toward men)  
 1=favorable  
 2=unfavorable  
 3=neutral  
 0=inap

#### MULTIPLE MENTION VARIABLES

##### ORDER OF NEWSPRESENTER

1=first news presenter  
 2=second news presenter  
 3=third news presenter  
 0=inap; and no addition news presenter

##### TYPE OF NEWSPRESENTER

1=anchor  
 2=reporter  
 3=correspondent  
 4=other \_\_\_\_\_ (specify)  
 0=inap; no further mention

##### GENDER OF NEWSPRESENTER

1=female  
 2=male  
 0=inap; no further mention

##### NUMBER OF TIMES ON SCREEN:code actual number (1-9):

1=one time; 2=two times; 3=three times; etc.  
 9=none; zero times; 0=inap; in further mention

v14 (12) \_\_\_\_\_ FIRST NEWSPRESENTER  
 v15 (13) \_\_\_\_\_ type of news presenter  
 v16 (14) \_\_\_\_\_ gender of 1st news presenter  
 v17 (15) \_\_\_\_\_ times on screen/1st news presenter

v18 (16) \_\_\_\_\_ SECOND NEWSPRESENTER  
 v19 (17) \_\_\_\_\_ type of news presenter  
 v20 (18) \_\_\_\_\_ gender of 2nd news presenter  
 v21 (19) \_\_\_\_\_ times on screen/2nd news presenter

v22 (20) \_\_\_\_\_ THIRD NEWSPRESENTER  
 v23 (21) \_\_\_\_\_ type of news presenter  
 v24 (22) \_\_\_\_\_ gender of 3rd news presenter  
 v25 (23) \_\_\_\_\_ times on screen/3rd news presenter

ORDER OF NEWSMAKER

1=first newsmaker  
 2=second newsmaker  
 3=third newsmaker  
 4=fourth newsmaker  
 0=inap; and no additional newsmaker

TYPE OF NEWSMAKER

1=government official  
 2=public figure  
 3=private individual  
 4=criminal  
 5=non-official government representative  
 6=non-human news issue  
 7=other \_\_\_\_\_ specify  
 0=inap; no further mention

GENDER OF NEWSMAKER

1=female  
 2=male  
 3=neither; non-human news issue  
 0=inap; no further mention

ORIGIN OF NEWSMAKER

1=national  
 2=foreign  
 3=neither; international territory  
 0=inap; no further mention

ROLE OF NEWSMAKER

1=authority  
 2=victim  
 3=non-official  
 4=relative/spouse  
 5=service  
 6=other \_\_\_\_\_ (specify)  
 7=no role  
 0=inap; no further mention

NUMBER OF TIMES ON SCREEN: code actual number (1-9):

1=one time; 2=two times; 3=three times; etc.  
 9=none; zero times; 0=inap; no further mention

v26 (24) \_\_\_\_\_ FIRST NEWSMAKER  
 v27 (25) \_\_\_\_\_ type of 1st newsmaker  
 v28 (26) \_\_\_\_\_ gender of 1st newsmaker  
 v29 (27) \_\_\_\_\_ orgin of 1st newsmaker  
 v30 (28) \_\_\_\_\_ role of 1st newsmaker  
 v31 (29) \_\_\_\_\_ number of times on screen/1st newsmaker

v32 (30) \_\_\_\_\_ SECOND NEWSMAKER  
 v33 (31) \_\_\_\_\_ type of 2nd newsmaker  
 v34 (32) \_\_\_\_\_ gender of 2nd newsmaker  
 v35 (33) \_\_\_\_\_ origin of 2nd newsmaker  
 v36 (34) \_\_\_\_\_ role of 2nd newsmaker  
 v37 (35) \_\_\_\_\_ times on screen/2nd newsmaker

v38 (36) \_\_\_\_\_ THIRD NEWSMAKER  
 v39 (37) \_\_\_\_\_ type of 3rd newsmaker  
 v40 (38) \_\_\_\_\_ gender of 3rd newsmaker  
 v41 (39) \_\_\_\_\_ origin of 3rd newsmaker  
 v42 (40) \_\_\_\_\_ role of 3rd newsmaker  
 v43 (41) \_\_\_\_\_ times on screen/3rd newsmaker

v44 (42) \_\_\_\_\_ FOURTH NEWSMAKER  
 v45 (43) \_\_\_\_\_ type of 4th newsmaker  
 v46 (44) \_\_\_\_\_ gender of 4th newsmaker  
 v47 (45) \_\_\_\_\_ origin of 4th newsmaker  
 v48 (46) \_\_\_\_\_ role of 4th newsmaker  
 v49 (47) \_\_\_\_\_ times on screen/4th newsmaker

v50 (48-50) \_\_\_\_\_ LENGTH OF STORY: code actual length in seconds  
 (001-999)

- v51 (51) APPEARANCE BY DOMINATE GENDER IN  
COVERAGE FOOTAGE  
1=predominately female  
2=predominately male  
3=mixed  
4=neither; non-human news issue  
9=NA (not ascertained); no film footage
- v52 (52) ORIGIN OF PERSONS IN COVERAGE FOOTAGE  
1=national  
2=foreign  
3=mixed  
4=neither; non-human news issue  
9=NA  
0=inap
- v53 (53-55) LENGTH OF COVERAGE FOOTAGE:  
code actual length in seconds (000-999)

**APPENDIX B**

## APPENDIX B

CODING INSTRUCTIONIDENTIFIERS

1. Coder refers to the name of the individual coding the news story.
2. Date refers to the month, day and year the coding takes place.
3. Country refers to the country being analyzed, where the newscast originates, also referred to as the home-country. Write the name in full.
4. Date-of-newscast refers to the day the newscast was broadcast. All of the news stories analyzed will be Tuesday, June 12, 1984.

## CARD #1

5. Story-# of the total # of stories.
6. Country-code refers to the identification number given each country at the top of the coding manual.
7. Date-of-newscast: 06/12/84.
8. Agenda-Order refers to the sequence which the news program flows. Numbered according to their sequential order.
9. Title-of-News-Story refers to the nature of the news story (provide a brief title).

## CARD #2

Story # of total number of stories.

## 10. Type of Story

-international means not involving the home country. A report about the internal affairs or issues of another country, or relations between two or more countries, without mention of the home country;

-foreign refers to stories concerning the home country and one or more other countries.

-national refers to stories concerning the home country only, i.e. national or regional issues;

-local refers to internal affairs of the home country at the municipal (city), village or community level.

11. Topic refers to subject matter categories. There are nine general categories. Under each general category are a variety of sub-categories. Code for both the general and sub-categories:

Crime/justice/disaster - stories involving violent and non-violent crimes, murder, rape, assaults, kidnapping, extortion, fraud; the courts and the law; natural disasters and accidents. Stories about fires, floods, earthquakes, explosions, transport accidents, drug traffic.

Government/politics - news stories dealing with public policy issues; elections, campaigns and activities of governmental bodies (local, regional, national). It also includes stories about political organization of a government and non-government nature; demonstrations/protests; criticisms of government and/or political leaders; taxes and legislative process; meetings and relations.

Business/economics - stories relating to business and industry affairs and climate; banking debt and finance; commerce and trade; agricultural/farm issues and developments, energy and mining.

Social welfare/social conflict - stories dealing with general education programs, issues and operations--public/private/military schools, adult education, libraries and statements from educators; includes stories related to science and/or medicine--new devices, techniques and applications within the medical and physical science and research, medical organizations and environment; public/private health issues and services such as food and nutrition, disease, epidemics and cures. Stories about social welfare issues, organizations and delivery services--services that benefit society or a specific group; housing and population; public transportation; people working together cooperatively.

Social-conflict--stories that involve conflict between social groups, rather than individuals (excluding labor unions groups, picketing and demonstrations). Stories concerning the failure of individuals or society to function in a cooperative manner.

Art/culture/sports/religion - refers to stories dealing with the arts, music and unique and traditional heritage of people. Stories about sports figures, events or issues; statements from sports figures. Also stories about the church and other religious institutions/sects; statements from clergy or religious leaders; stories about religious issues, holidays, celebrations and observances.

Human-interest - news stories of prominent people, oddities, children, animals, and leisure/entertainment, weather. It includes stories that appeal to the emotions--curiosity, amazement, skepticism, humor, and sadness of people. It also involves ordinary people doing unusual things.

Military/security/defense - stories about soldiers, arms, nuclear arms and national or territorial defense; defense pacts and organizations/NATO; armed struggle and war, intelligence and national defense issues.

Labor/employment - stories about labor unions, strikes, jobs and job-related issues--salaries, conditions, benefits and wages.

Other topics not included in the above categories. Be certain to specify.

#### Women's Issues Categories

12. Women's issues refers to a topic in one of the above categories that generally relate to an issue of a domestic nature, as defined below:

Human-reproduction: stories concerning contraception, birth, abortion, pregnancy and adoption, population.

Children: stories concerning the welfare, both societal and family responsibility toward children, not including education.

Employment: stories addressing job issues related to women: equal pay, maternity leave, affirmative action, job training etc.

Marriage-and-Partnerships: women's roles in marriage and other types of partnerships.

Women/feminist activities: stories concerning organized activities relating to equal rights for women, including all discrimination not included under employment, human reproduction, politics, religion, science, education, women's groups, committees, women's work.

Family: stories that concern women in the family or family relationships, not included under children and childcare, i.e. abuse, sibling relationships, etc.

inap (inappropriate): refers to no women's issue addressed in the story.

13. Direction-of-the-story refers to the climate of the story, whether in social harmony or conflict, balance or no affect or bias. The classifications include, favorable, unfavorable, neutral and not applicable.

Favorable -- good news, those items reflecting social cohesion and cooperation: international cooperation, normal communication among nations; government at work; information (non-controversial) on affairs of government; society at work; information about groups of persons cooperating in non-governmental affairs. "Life goes on" -- news items about individuals and peace. Home country or individuals are depicted as strong, forthright or cooperative; persons/country cooperating in politics, social or economic affairs--progressive, successful, peaceloving, humane, moral intelligent, lawful, unified or exercising leadership will be considered favorable.

Unfavorable -- bad news, those items that report social conflicts and disorganization; international tension; conflicts between nations--military, political and/or economic; civil disruptions; conflict between people--political, social, economic; crime, vice and violence; accidents and disasters.

Unfavorable will be judged on the basis of domestic or internal or international tension (political, social economic) where any group, individual home country is depicted as weak, unjust, immoral, uncooperative, unlawful, ignorant, indecisive in a subordinate role or position. In internal affairs unfavorable will be judged on the basis of civil disruptions in which conflict between persons or groups of persons in political, social, economic affairs. Events and incidents which depict the country, group or individual as backward, immoral impractical, domineering, unlawful, disunified or lacking in leadership.

Neutral-- those items which reflect neither favorable or unfavorable conditions whether through balance of content, no affect or bias or elements of both a positive and negative nature.

inappropriate-- no reference at all.

Direction-(toward-women) - favorable shows women in a positive light; in roles of authority and in a decision-making reference; presents good feelings and self-esteem. Shows women as knowledgeable and intelligent.

Unfavorable - presents women in a negative fashion, in roles of subordination, as victims, non-authority or non-decision-making reference.

Neutral -- present a balanced view or no affect or bias.

Not-applicable -- no reference to women or women's issues at all.

Direction-(toward-men)

Favorable -- shows men in a positive light, in role of authority and decision-making; presents good feelings and self-esteem. Shows men as knowledgeable and intelligent.

Unfavorable -- presents men in a negative fashion, in roles of subordination, as victims, non-authority or non-decision-making reference.

Neutral -- presents a balanced view or no affect or bias.

14. Newspresenters, -Gender, -and-Number-of-times-on-screen

Order of Newscaster: refers to the order of appearance in the news story, first, second, third, or fourth.

Type of Newscaster:

Anchor -- refers to the person(s) in the studio, at the news desk, reporting the news story;

Reporter -- refers to the person reporting a news story from outside the studio, on domestic location (national, regional, or local within the home country), resulting from recent travel to the site to cover a story.

Correspondent -- person reporting from outside the home country, on location, by either video/film or live transmission. Generally, a national, but not always. Unlike the reporter, the correspondent is stationed outside the home country.

Other -- refers to any person presenting a news story, editorial or commentary not represented by the above categories. Please specify.

For each of the presenter categories be certain to indicate the gender by recording male, female or inap.

Number-of-times-on-screen -- refers to the initial time the presenter is on screen, and each time there is a cut to another subject or scene and the presenter reappears on screen, (all within the same news story), record the actual number.

15. Newsmaker, -Gender, -Origin, -Role, -Times-on-Screen

Order of Newsmaker: refers to the order of appearance in the news story, first, second, third, fourth.

Newsmaker refers to the source of the story. The person(s) that lend information, credibility and/or expertise regarding the story. There are five (4) general categories.

Type of Newsmaker: refers to newsmaker source role; whom the newsmaker represents or is identified as.

Government-official -- refers to an elected or appointed person whose appearance in the news story is in an official capacity on the national, state/regional, municipal level (President, Prime Minister, Governor, Mayor, Ambassador, member of congress, parliament, cabinet, party official or member of the United Nations or like international organization, government administration or ministry.

Non-official-government-representative-refers to a person(s) employed by a government official but functions in a non-decision-making capacity, i.e., the military, police, security forces, aide, secretary, etc.

Public-figure - refers to a person(s) from the private sector, either well-known celebrities, or persons that appear in public because of their actions/activities on a public issue or service. They include entertainers, sports figures, religious leaders, non-incumbent candidates for office and experts on a specific area or issue. Non-official may include a public figures representative such as an agent, secretary or some other type of spokesperson.

Private-individual - refers to those newsmakers deemed newsworthy because of their relationship to an issue or event of public importance. May be a worker, women/men on the street. Non-official may include a secretary, assistant, aide, clerk, spouse or family member functioning as the representative of a private individual.

Criminal - refers to an individual(s) already incarcerated, indicted for a crime and/or on trial and anyone alleged as having committed a criminal act. Includes violent and non-violent lawbreaking offenses. Non-official

may include a lawyer, family/friend spokespersons or any other representative of the criminal.

Non-human news issues -- refers to a non-gender news item or event, such as animals, weather, innate objects, etc.

Other - refers to any individual not included in the forementioned categories.

inap - refers to no newsmaker function.

Gender: refers to the sex of the newsmaker.

Origin refers to the nationality of the newsmaker.

national - refers to a citizen of the home country;

foreign - refers to citizenship of any country, other than the home country. Be certain to specify the country.

neither - not applicable or was not indicated.

Story line role-of-the-newsmaker refers to the function of the newsmaker within the context of the story.

authority - providing expertise and/or a decision-making capacity/responsibility regarding particular issue.

victim - the recipient of ill-fate; a criminal act (violent or non-violent) disaster, poverty or injustice, war.

non-official - appears in the story, but not in their official role, expertise or title.

relative-or-spouse - appears in the story as a result of their association with a relative or spouse that is the primary newsmaker (wife, husband, child, parent, companion).

service - a person that provides assistance to a person of authority (an aide, secretary, nurse, worker, assistant) in a non-decision-making capacity. Also includes soldiers,

police security forces where decisions are made by a central authority and carried out by the service person(s).

other - any role not included in the forementioned categories. Please specify.

no-role - not applicable, or no mention of a newsmaker.

number-of-times-on-screen - same as fore-mentioned. See newscasters.

Length-of-news-story refers to the number of minutes and seconds given to the story, (must be accurately timed).

Appearance-in-coverage-footage refers to the gender and nationality of person(s) in the film/video footage, other than the newsmaker.

predominantly-male - majority of the persons in the visual are men.

predominantly-female - majority of the persons in the visuals are women.

mixed - an equal appearance of males and females in the visuals.

neither - visual do not present men or women.

NA - (not ascertained); no film coverage.

Length-of-coverage-footage refers to the number of minutes and seconds given to the coverage film/video, code on seconds (000-999).

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