

Chapter ten: South Africa



Reading the morning news in South Africa's Soweto township.

GENDER & MEDIA AUDIENCE STUDY



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Table 10.1: Summary of key data from the findings of the GMAS in South Africa

KEY DATA	SOUTH AFRICA		CONSOLIDATED	
	% women	% men	% women	% men
Most important source of news				
Radio	34	34	51	51
Television	49	40	37	31
Newspapers	15	21	11	16
Internet	1	4	2	2
Who selects the news medium?				
Self	58	66	49	55
Spouse/partner	9	8	14	12
Other family member	26	22	28	23
Fellow worker	2	1	2	2
Employer	1	1	2	2
Friend or neighbour	3	3	4	4
Proprietor of a public space	0	0	0	2
News preferences (genres)				
Short news reports	55	54	55	53
In depth features	31	34	28	32
News that asks for feedback (e.g. Letters to the editor)	9	5	12	10
Opinion and Commentary	5	5	5	5
How women and men are represented and portrayed <i>News reflects the interests of both men and women equally?</i>				
Agree	50	43	40	43
Unsure	17	15	17	16
Disagree	34	42	42	41
How often are women used as sources in news stories?				
Very often	21	25	18	21
Often	38	39	36	37
Seldom	39	34	42	39
Never	2	3	3	3
The news sometimes shows very sexual images of women. When you see something like this in the news how do you respond?				
I find these stories and images entertaining and/or interesting	3	15	4	12
I really don't notice them	8	11	8	10
I feel uncomfortable when I see them	42	33	43	36
I feel they are insulting to women	47	33	42	34
They encourage me to buy the newspaper or watch the news	0	7	3	8
Audience preferences <i>If the ideas and views of women were reported more often, you would find the news...</i>				
More interesting	66	46	68	47
No different	23	38	22	36
Less interesting	11	16	10	18
I would find the news more interesting if there were stories about women doing a wider range of things.				
Agree	73	56	78	59
Unsure	15	25	10	19
Disagree	12	19	11	22

EXECUTIVE SUMMARY

This section of the report presents the findings of the South Africa Gender and Media Audience Study (GMAS) conducted by Gender Links (GL) in partnership with Stellenbosch University, Rhodes University and the University of Witwatersrand. It is the first comprehensive study of the gendered dimensions of audience news consumption and preferences in South Africa.

The findings are based on the responses of 149 women and 157 men (a total sample of 306) from the Western Cape, Eastern Cape and Gauteng across different age, education and racial groups. The theoretical framework and methodology for the research is described in Chapter one, the overview to this report.

Key findings

Table 10.1 provides a summary of the key data from South Africa and consolidated (all thirteen county together) findings of the GMAS. These may be summarised as follows:

Television is the most important source of news, especially for women: In a pattern similar to Namibia, Seychelles and Zimbabwe, most women (49%) and men (40%) in South Africa cited television (rather than radio) as their main source of news. The substantially higher proportion of women who said they get their news from television is consistent with the overall finding that more women than men get their news from television. As in Namibia, radio is the second most important source of news for women and men (34% in each case). Despite its income disparities, South Africa is one of the more affluent, as well as one of the most urbanised, countries in this study.

There is a gender gap in newspaper readership: In a trend similar to that of the consolidated findings, and reflecting the findings of existing audience research in South Africa, more men (21%) than women (15%) rely on newspapers as their main source of news. Newspaper readership is higher than the average (11% women and 16% men), but South Africa is suppressed in this regard Mauritius and Zimbabwe

As well as among those who cite the Internet as their main source of news: Despite progressive gender and ICT policies, the South African findings reflect a low reliance on the Internet for news and one of the biggest gender gaps in this regard (1% usage by women compared to 4% by men). These figures compare with 7% women and 4% men in Mauritius, the other relatively highly industrialised country in the study. The South African findings highlight the continued racial and gender disparities in access to ICTs, despite a relatively sophisticated IT sector.

There is a strong correlation between levels of education and the main source of news: Women and men with primary level education constitute the highest proportion

of those who rely on radio as their main source of news. The South African findings for television mirror the consolidated findings which show that the highest

proportion of those who chose television as their main source of news had tertiary level education. Of those who chose newspapers as their main source of news, most women and men had tertiary level education.

Women and men prefer short news reports to any other news genre: In findings that mirror those in the consolidated report, most women (55%) and men (54%) prefer short news reports to any other news genre. This reflects the fact that, despite South Africa's relative sophistication, human resource development is still highly uneven. The majority of citizens are relatively unsophisticated news audiences. Again, the figures contrast with those in Mauritius, which has a long history of democracy and high levels of human resource development, where both women and men (and especially women) chose in-depth news stories as their favourite genre.

More women than men prefer news that asks for feedback: More South African women (9%) than men (5%) cited news that asks for feedback, like letters to the editor and talk shows, as their preferred genre. This is a positive reflection on women's participation in public life in South Africa which has one of the highest proportions of women in politics in the region. However, both the figures for women and men are lower than the comparative consolidated figures of 12% women and 10% men. This shows that there is need for greater empowerment of consumers to interact more directly with the news in South Africa which emerged from apartheid just a decade ago.

Opinion and commentary still lag behind: As in other countries in the study, a low percentage of women and men identified opinion and commentary as their favourite news genre in South Africa. This may be due to a number of reasons, including the low reliance on newspapers (which are typically associated with this genre) as a source of news, and the relative lack of sophistication of the majority of news consumers referred to earlier. It is also a challenge to media decision-makers to popularise this important genre and open it to a wider diversity of views.

There are still gender gaps in who decides on the news medium, but women are increasingly making independent choices: Some, 66% men in the South African sample said they make their own decisions about where they get their news from; a figure considerably higher than the regional average of 49%, properly reflecting the higher degree of economic independence of South African men. Although at 58% the comparative figure for women is lower, it is significant that the majority of women make independent choices about which medium they get their news from. This is a clear message to media decision-makers to segment

their markets according to gender, and to take women news consumers seriously.

There are mixed perceptions about women's representation in the news: There are mixed views among women and men as to whether the media reflects the views of women and men equally, and whether women are used "often" or "seldom" as news sources. The GMBS showed that women in fact constitute 19% of news sources in South Africa. The varying views of women and men on this issue could reflect a lack of understanding of what is meant by media terms like "sources", or the fact that many news consumers have not consciously reflected on gender imbalances in the news, or a combination of the two. The findings underscore the importance of stepping up gender and media literacy campaigns.

But strong perceptions about gender biases in portrayal: In contrast to the responses on questions relating to gender imbalances in the news, audiences reflected the findings in the GMBS on the roles in which women and men are most frequently portrayed in the media. In the case of women these include as model/beauty contestant; victim; health worker; home-maker; entertainer and sex worker. In the case of men these were as officials; sports and business personalities; criminals and politicians.

And especially strong views on the use of images that portray women as mere sex objects: As in the overall findings, a high proportion of women and men, but especially of women, said they found sexual images in the news either "uncomfortable" or "insulting." In a direct challenge to media decision-makers who say that such images sell the news, no South African women, and only 7% of South African men in the sample said that such images encourage them to buy the newspaper or watch the news.

There are mixed views on whether the sex of a journalist makes a difference to coverage, but strong support for gender equality in newsrooms: South African audiences had mixed views on whether or not women journalists report on different issues and in a different way to men, but they felt strongly that there should be equal numbers of women and men journalists.

Time for a different agenda: South African women and men said they want to see more positive, human interest and local news stories, as well as less war and violence.

Women and men would find the news more interesting if the ideas and views of women were reported more often: Most women (66%) and men (46%) in the sample felt that the news would be more interesting if the ideas and views of women were reported more often.

It's not just about more women's voices but about women in diverse roles: A high proportion of women (73%) and

the majority of men (56%) agreed that the news would be more interesting if women featured in the news in a greater diversity of roles. Women and men would also like to see men in non-traditional roles such as care givers, parents and home-makers.

CONTEXT

About South Africa

South Africa is situated at the southern-most part of Africa. It shares borders with Namibia, Botswana, Zimbabwe, Mozambique, Lesotho and Swaziland. Following the gruelling years of apartheid, South Africa has been transformed over the last decade into a new democracy, with one of the world's most progressive constitutions, in which gender equality is cited as a cornerstone of the new nation. South Africa currently has a population of approximately 42.5 million. The country has a stable economy that is supported by an abundant supply of natural resources, well developed financial, legal, communications, energy and transport sectors. However, South Africa – sometimes described as the world in microcosm – is characterised by sharp disparities in income and high unemployment rates both along racial and gender lines. South Africa also has the highest number of people living with HIV/AIDS of any country in the world.

Media context

Freedom of expression is enshrined in the South African Constitution. There are three critical challenges emerging: the government's expectation of uncritical media support for its policies and actions in the name of transformation and democratisation; the battle by the public broadcaster to maintain its independence and monopolies in media ownership. These factors impact on the diversity of views and voices that find space or get aired in the media.

There are several independent bodies in South Africa promoting media freedom and professionalism. These include:

- The Media Institute of Southern Africa (MISA) South Africa.
- South African National Editor's Forum (SANEF).
- Media Diversity and Development Agency (MDDA).
- Independent Communications Authority of South Africa (ICASA).
- Broadcasting Complaints Commission of South Africa (BCC).
- Freedom of Expression Institute (FXI).
- Press Ombudsman.
- Media Monitoring Project (MMP).



Table 10.2: Media in South Africa

MEDIA	STATE	PRIVATE	MEDIA	STATE	PRIVATE
Television			Newspapers		
SABC 1, 2, 3	✓		Volksblad		✓
eTV		✓	Cape Times		✓
M-Net		✓	Cape Argus		✓
			Burger		✓
			The Mercury		✓
			Daily News		✓
			Isolezwe		✓
			Daily Dispatch		✓
			Business Day		✓
			Citizen		✓
			Daily Sun		✓
			Sowetan		✓
			Star		✓
		✓	Beeld		✓
		✓	Diamon Fields Advertiser		✓
		✓	Natal Witness		✓
		✓	The Herald		✓
		✓	Pretoria News		✓
		✓	City Press		✓
	✓		Mail & Guardian		✓
		✓	Soccer Laduma		✓
		✓	Sunday Independent		✓
		✓	Sunday Sun		✓
		✓	Sunday Times		✓
		✓	Sowetan Sunday World		✓
		✓	Rapport		✓
	✓		Naweek Volksblad		✓
	✓		Weekend Cape Argus		✓
	✓		Burger		✓
	✓		Son		✓
	✓		Ilanga		✓
	✓		Post		✓
	✓		Independent on Saturday		✓
	✓		Sunday Tribune		✓
	✓		Saturday Star		✓
	✓		Naweek Beeld		✓
	✓		Weekend Post		✓

Gender and media in South Africa

The GMBS found that women constitute 19% of news sources in South Africa. Women predominated in stereotypical roles such as victims, sex workers, beauty queens and home makers. Even in occupational categories like politics, where women now comprise 32% of the members of parliament and 42% of the cabinet ministers in the country, women sources accounted for a mere 8% of the total.

While there are an increasing number of women journalists in South Africa, especially in the electronic media, women are seriously under-represented in media decision-making structures.

The Employment Equity Act places some pressure on

media houses to ensure more diverse newsrooms. Following a presentation on the GMBS at its annual general meeting in June 2003, SANEF committed to work towards greater gender balance and sensitivity in newsrooms.

Media freedom organisations, gender organisations, media practitioners and media monitoring groups have formed the South African Gender and Media Network (SAGEM), which is convened by GL and is an affiliate of the Southern African Gender and Media Network (GEMSA).

Collaborative efforts to improve gender balance and sensitivity in the news include a programme of newsroom training in the run-up to the 2004 elections, as well as a high profile campaign, that received considerable media

coverage, during the Sixteen Days of Activism on Gender Violence. Monitoring of such events has shown improvement both in the extent to which women feature as news sources as well as in the diversity and depth of gender coverage.

In a report to the Gender and Media (GEM) Summit held from 12-14 September 2004 in Johannesburg, SAGEM identified the following activities as priority areas in South Africa:

- To link the findings of the GMBS with the GMAS and distribute them as widely as possible.
- To use new technologies to create awareness around gender issues.
- To continue monitoring the media, issuing regular reports and engaging with the media on the findings.
- To monitor media during local government elections in 2005 and key dates in the calendar.
- Develop partnerships with tertiary institutions to mainstream gender into the curriculum.
- To continue gender training in newsrooms.

Audience research

The South African Advertising Research Foundation (SAARF) has three audience research measures: the Audience Measurement Print Survey (AMPS), Radio Audience Measurement Survey (RAMS) and Television Audience Measurement Survey (TAMS).

The newspaper readership figures (AMPS 2003) reveal a significantly higher percentage of male to female readers. Of the 42 newspapers (both dailies and weeklies included in the SAARF survey) only four are identified as having a female readership of more than 50%, one as 50% while 37 of the 42 newspapers indicated that female readership is less than 50% of the total readership. In addition, several of the newspapers had markedly higher male to female readership such as Soccer Laduma with 86.5%, Business Day with 69.6%, Mail & Guardian 68.6% and The Mercury with 66.1% male readership.

There may be limitations to this kind of quantitative analysis. For example, in an interview, Ferial Haffajee, editor of the *Mail and Guardian*, argued that that for smaller publications, the rates of error tend to be larger as the small number of respondents is small.

The *Mail and Guardian* conducted an additional independent study using a bigger base which reflected 54.2% male and 45.76% female readers. Haffajee also described the readership as gender conscious regardless of their sex, noting complaints about perceived gender insensitivity come from men as much as women.

She added that letters to the editor tend to be written by both women and men who feel “sufficient ownership” to respond. Haffajee identified the weekly “Body Language” column that explores male and female sexuality as being of particular interest to women and spoke of plans to expand this column.

Jolyan Nuttall, a media consultant and former business manager of *The Star*, expressed the view that woman readers enjoy feature articles, tend to be interested in local news, and tend to prefer morning newspapers. In response to this, *The Star* now has morning and late editions.

TAMS figures indicate a higher women audience for television news, a finding consistent with this study. SAARF radio figures could not be accessed.

THE GMAS

The GMAS is a follow-up to the GMBS, focusing on news consumers and how they interact with the news from a gender perspective. The theoretical framework and methodology for the study are described in Chapter One, which provides an overview to the research. Much of the audience research that exists in South Africa is of an administrative nature, and is targeted at advertisers who want to know where they will get most “bang for the buck”. This research report is one of the few that we are aware of, undertaken on such a scale, which not only probes audience news content preferences, but also disaggregates the findings by gender.

Locations



The research took place in the Eastern Cape, Western Cape and Gauteng provinces. The salient features of the three locations are as follows:

Eastern Cape: The Eastern Cape is located on the south eastern seaboard of South Africa and has a population of approximately 6,7 million. The Eastern Cape is the poorest in South Africa. The province is afflicted by the

twin economic ills of poverty and unemployment. The consequences of these conditions are a: relatively high rural population; low proportion of employed people and a high proportion of poorly paid employees.

Western Cape: The Western Cape is situated on the south western tip of South Africa and has a population of about 4.5 million. The province maintains economic growth rates slightly higher than national averages. Unemployment rates have been significantly below the national average, despite significant immigration.

Gauteng: Gauteng is the smallest of South Africa's nine provinces, but has the highest population (approximately 8 million people.) The province has a highly developed transport and communications infrastructure, excellent financial institutions and a well-serviced urban environment. The Gauteng Provincial Government has re-aligned its economic focus from low value added production to more sophisticated sectors such as information technology, finance and business.

Demographic information

As illustrated in table 10.3, in South Africa, the research was to include 153 women and 153 men in three locations: the Eastern Cape, Western Cape and Gauteng. The actual sample was 149 women and 157 men in three age groups (20-35; 36-50 and 50+) across three education levels (primary; secondary and tertiary) and across all race groups.

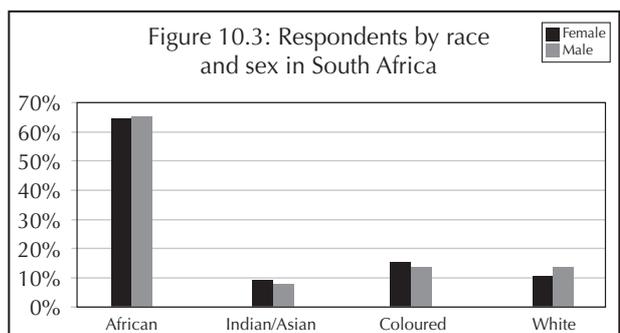
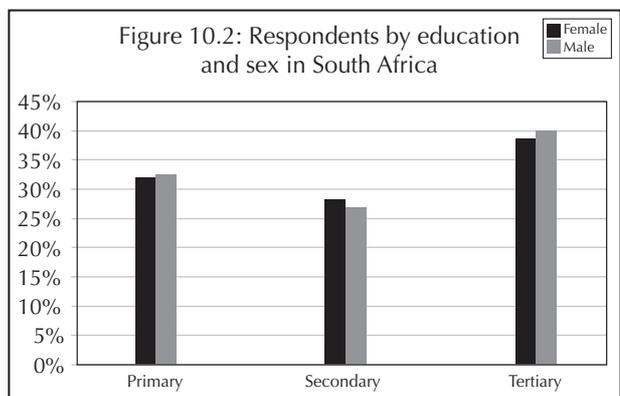
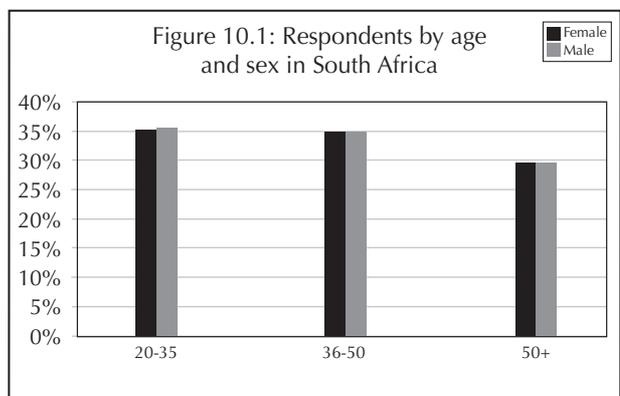
Country	Sites	% women	% men
South Africa	Eastern Cape	51	51
	Western Cape	51	51
	Gauteng	51	51
Total		153	153



The richness of diversity.



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FINDINGS

Media availability and use

Main source of news

Television: The research found that the main source of news for women and men, but especially for women (49%, compared to 40% in the case of men) is television. One of the primary reasons given by both women and men for choosing television is that “they like to see what is going on.”

Radio: Some 34% of both women and men chose radio as their second most important source of news. For women, the primary reason for choosing radio is that “it is in their mother tongue”, an interesting comment on the higher levels of illiteracy among women and the importance of radio in ensuring that all citizens are informed. For men, one of the primary reasons for choosing radio is that “they can do other things at the same time.”

Newspapers: Consistent with the SAARF findings, more men (21%) than women (15%) use newspapers as their main source of news. For women and men, one of the primary reasons for choosing newspapers is because they can “access it when it is convenient.”

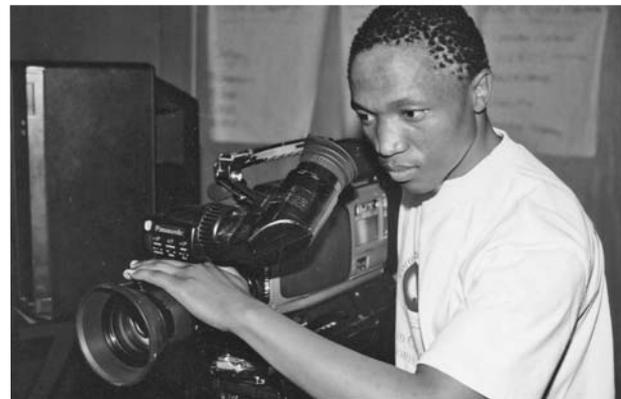
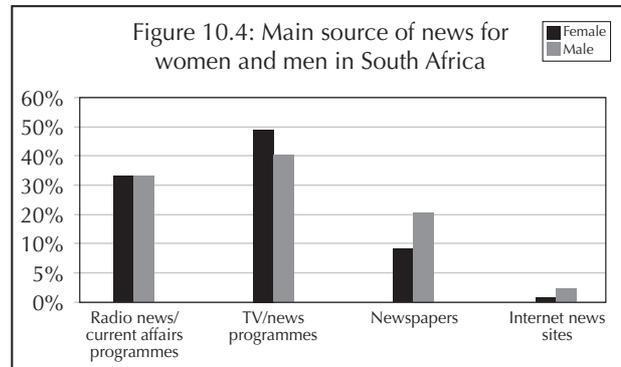
The Internet: Only 3% men, and an even smaller 1% women use the Internet as their main source of news. There are still strong racial and gender biases in access to and use of the Internet in South Africa that need to be redressed if the country is to realise its vision of widespread citizen participation in the information society.

Main source of news and education level

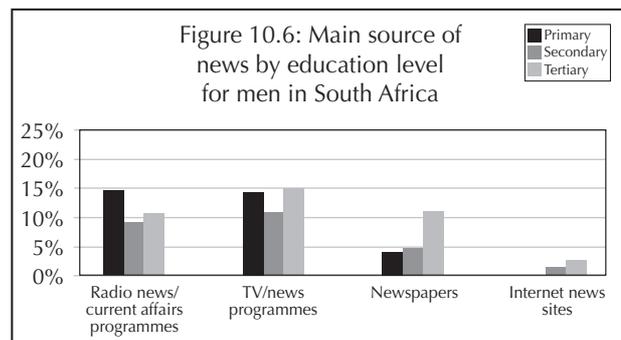
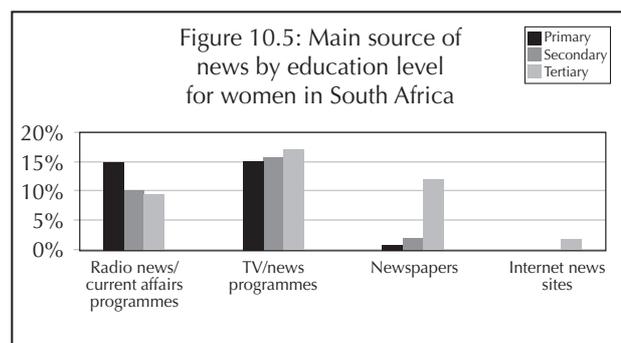
Education: Further analysis by education levels shows that the people across all education levels use television as their main source of news, although the highest proportion of those who chose television as their main source of news had tertiary level education. The highest proportion of radio news listeners had primary level education. The highest proportions of both male and female newspaper and Internet users have a tertiary education.



The Internet is still a rare source of news in South Africa.

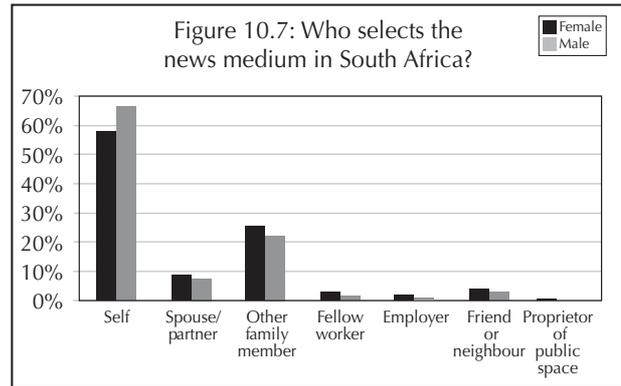


TV is the preferred source of news in South Africa.



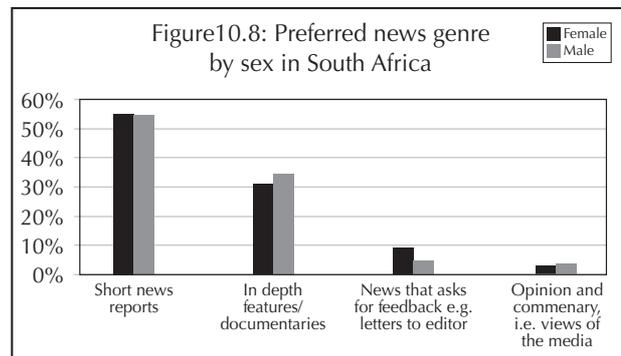
Media selection and acquisition

Most men (68%) and a relatively high proportion of women (58%) make their own decisions about which media to access news from. In both cases, independence of choice is more likely to be affected by another family member than by a spouse. This challenges conventional wisdom that women do not select their own news medium but consume news from a medium selected by a spouse or partner. It sends an important signal about the need to take account of women as media consumers in their own right.



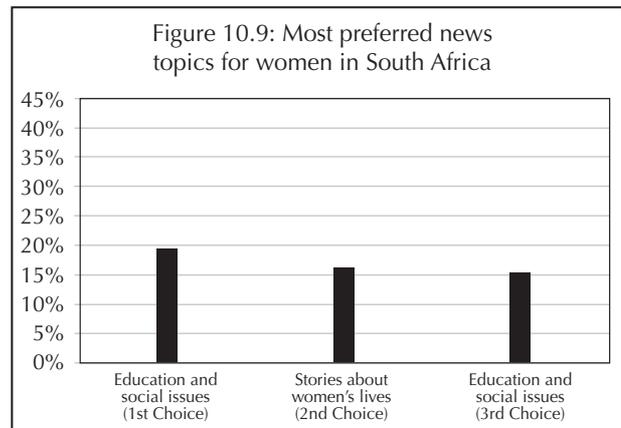
News genres

Most women (55%) and men (54%) prefer short news reports to any other news genre. About a third of the sample, women and men, chose in-depth features as their preferred news genre. A very low proportion of the sample of women and men are interested in opinion and commentary.

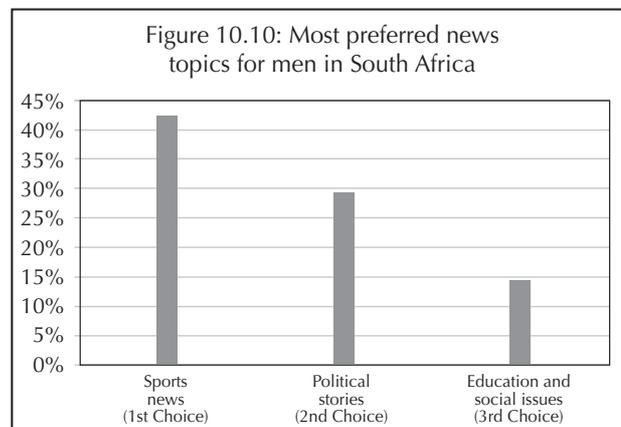


Topics

Respondents were provided with a list of news topics and asked to choose the three topics of most interest to them. Most of the men in the sample chose sport, followed by politics, followed by education and social issues, as their preferred topics. Women chose education and social issues as their first and third choice, and stories about women's lives as their second choice. The GMBS showed a strong bias towards the kinds of topics that men cite as their favourite; and limited coverage of the kind of social, gender-specific coverage that the GMAS shows would be of interest to women.



Women want to know more about women's lives.

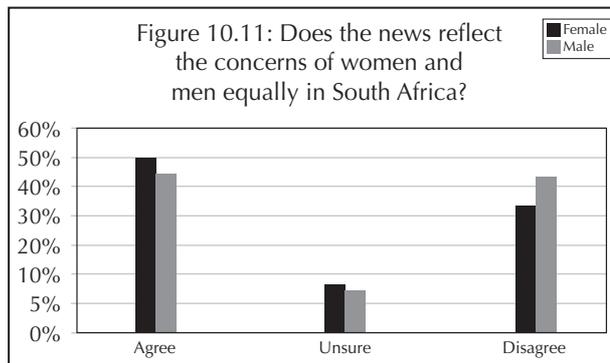


Representation and portrayal

Does the news reflect the concerns of women and men equally?

A slightly higher proportion of women and men (50% and 43% respectively) believe that the news reflects the concerns of women and men equally than those who disagree (42% men and 34% women.)

When asked to explain their answers, some women and men believed that there have been genuine efforts by that the media to reflect the new democracy in South Africa, including gender balance and sensitivity in news coverage. Some women feel that stories about women should be more diverse. Some men believe that women are featuring more in the media but are still not equal in society.



Winds of change?

The following is a summary of responses by women to the question of whether the media reflects the concerns of women and men equally:

- “I think both viewpoints are given in an equal and fair manner.”
- “It is only recently that this has become more of a pattern. There is more effort to cover women’s issues. To ensure that it continues is vital.”
- “It is not equal. News is about the woes of women, not their achievements or other serious issues. Men, on the other hand, are presented as achievers.”
- “I think it is changing, because in terms of news, women are also seen much more often than before.”
- “I don’t think women’s views are reflected as much as men are in the news.”

Men added:

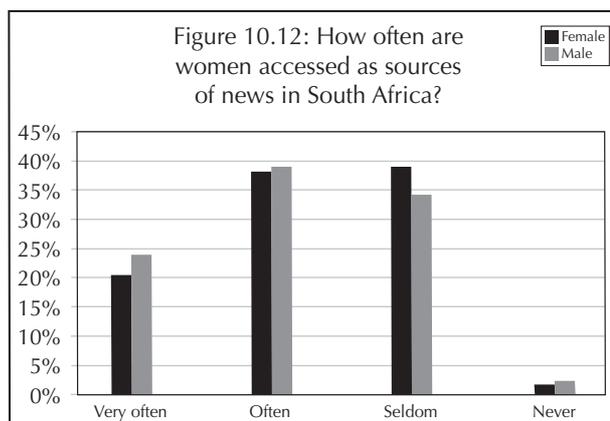
- “I feel that there is a fair reflection of male/female issues in the news.”
- “Key opinion makers are men. The media, therefore, focuses more on men in reporting on issues such as these.”
- “Men and women cannot always be portrayed equally; because of some categories each sex will be better at explaining some things. So, I’m unsure about how they should be portrayed.”
- “Women’s interests are catered for more in the media. This because of past injustices to women and the media is now making up for this by giving more exposure.”
- “They may try to but news stories are still very sexist.”

Women as sources of news

There is a roughly even split between women and men who believe that women are accessed often as sources, and those who say they are seldom accessed as sources.



How often do women make the news?



What the GMBS showed

The GMBS in South Africa found that women constituted only 19% of news sources which is marginally higher than the regional figure of 17% and the global figure of 18%. The varying perceptions among audiences with regard to gender balance in the news may be attributed to different levels of gender and media awareness. They underscore the need for expanded advocacy on the findings of the GMBS, which has so far mainly targeted experts and decision-makers, among media consumers in South Africa.

How are women and men represented in the news?

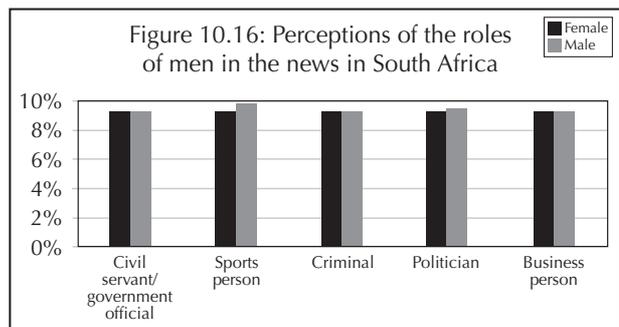
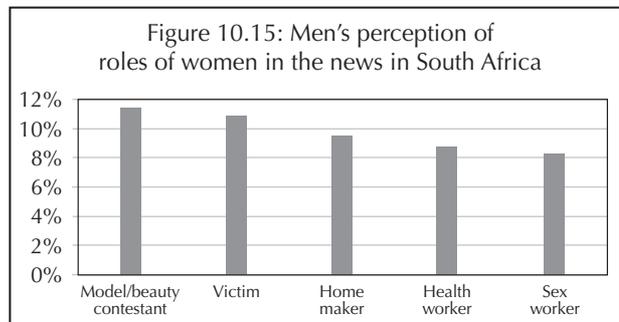
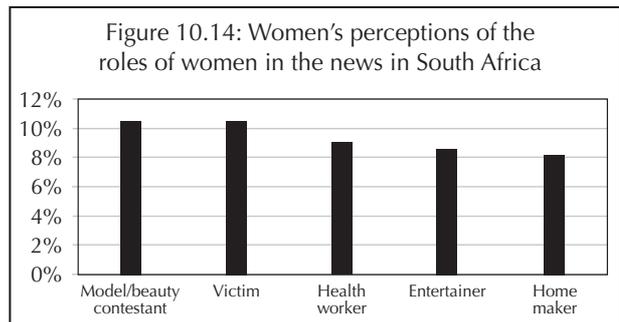
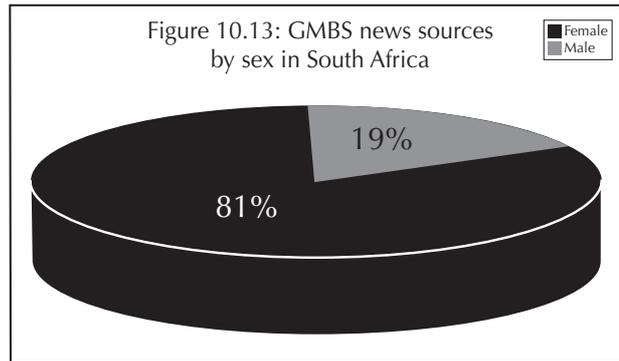
In response to a list of categories on the roles that women are most likely to be portrayed in the news, most women and men in the sample identified the roles of victims; models/beauty contestants; health workers and home makers. Women identified entertainer and men sex worker as additional roles.



Objectified?

The South Africa GMBS found that women were represented in the news mostly as beauty contestants, health workers, home-makers, office and service workers, entertainers and sex workers.

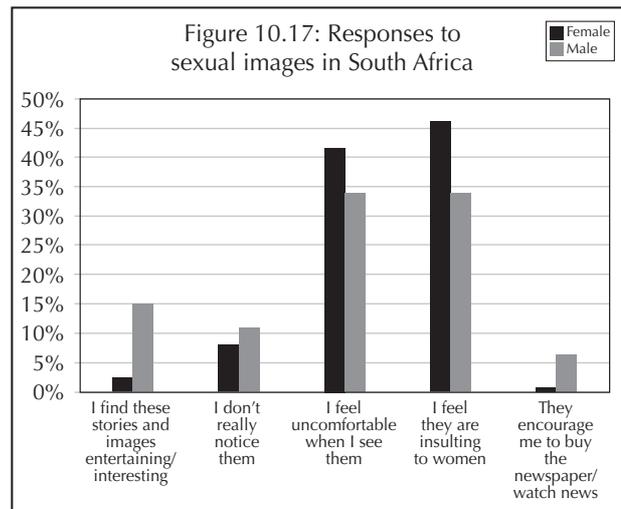
Women and men in the sample said men are most likely to be seen and heard in the news as sports persons; politician; officials; business persons and criminals. These findings are virtually identical to those in the GMBS.



Sexual images

In findings strikingly similar to those in the other countries in the study, 42% women and 33% men in the sample said they are “uncomfortable” with sexual images of women in the news while 47% women and 33% men said they find these images “insulting.”

When asked to explain their answers, women and men said that such images are discriminatory and degrading, and raised concerns about their effect on women.



Why only women?

Explaining their objection to sexual images of women in the news, women had this to say:

- “These images are insulting to women as the women are seen as sex objects which is not the way it should be.”
- “Why are only women exposed?”
- “I think it is disgusting when they show women like that. Children should be exposed to this.”
- “It is an undesirable scene to watch news where women are shown as sexual images. It is against my culture.”
- “I am concerned my children see these images and think that this is the way it should be.”
- “Because I am a woman, I do not like it when they invade a women’s privacy.”

Men added:

- “These images are insulting to women as they are not a true reflection of women in society. They are created or plotted images used to sell newspapers.”
- “I find these images insulting to women: why must women be used ‘sexually’ to sell things.”
- “I don’t like it when women are treated like sexual objects. News reports should be informative and should not exploit women’s sexuality for commercial purposes.”
- “It is the gruesome nature of images, as a parent that makes me uncomfortable. Above all it is inhuman.”

Media practitioners

About half the women and men in the sample believe that it is mainly men who report on the news and that women report on different kinds of news. The other half either disagreed with the statement or remained uncertain. But 76% men and 88% women agreed that there should be gender balance in newsrooms. This underscores the fact that while most audiences have probably not thought about the gender composition of newsrooms and its effect on the news they consume, they support the *principle* of gender equality.

Table 10.4: Perceptions of media practitioners in South Africa

Statements	Agree		Unsure		Disagree	
	F	M	F	M	F	M
I think that it is mostly men who report the news.	50	49	18	22	32	29
I prefer news stories reported by men.	21	36	29	24	50	40
I prefer news stories reported to women.	50	22	23	31	27	47
I think that women report different kinds of news stories to men.	51	49	14	20	35	31
I think that there should be equal numbers of male and female reporters.	88	76	5	14	7	10

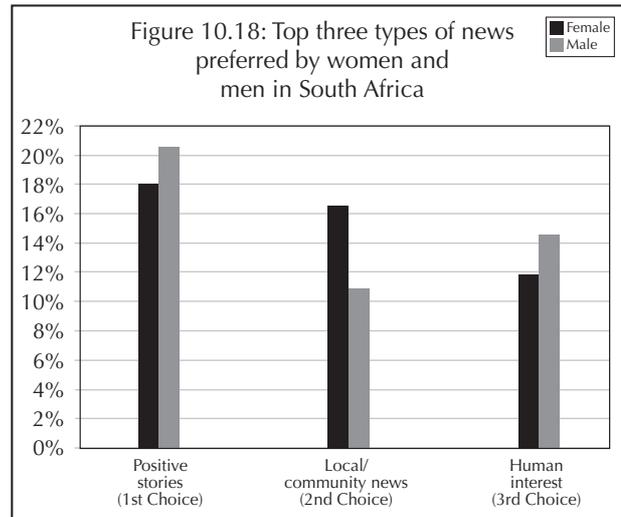
Audience preferences

Types of news

Respondents were asked, in an open-ended question, what they would like to see more and less of in the news. The answers were then grouped.

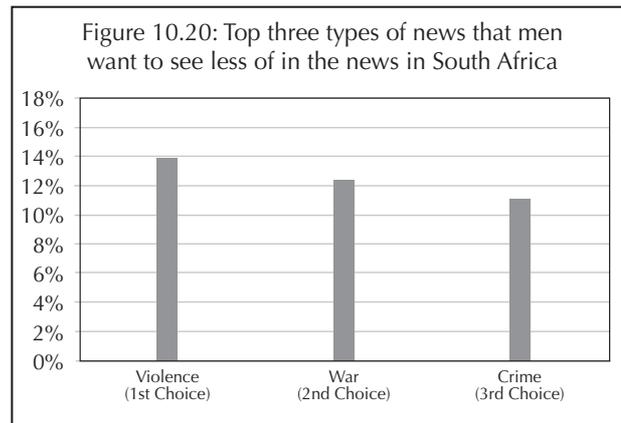
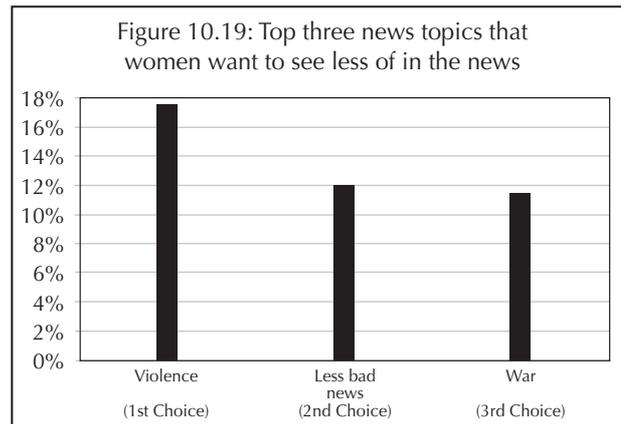
More positive stories

Women and men had similar responses on what they would like to see and hear more of. This includes positive news stories, local/community news and human interest stories.



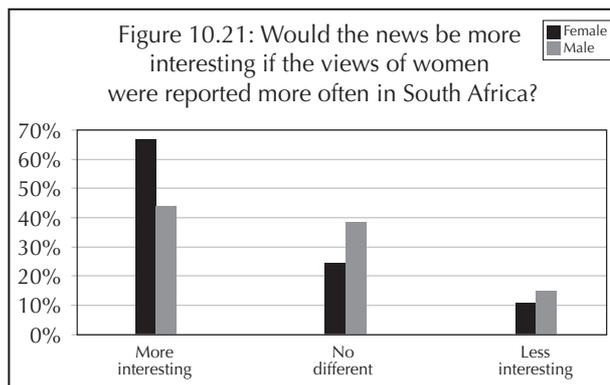
Less violence and "bad news"

Asked what they would like to see and hear less of in the news, women and men cited violence and war. Women added "less bad news" and men "fewer stories on crime."



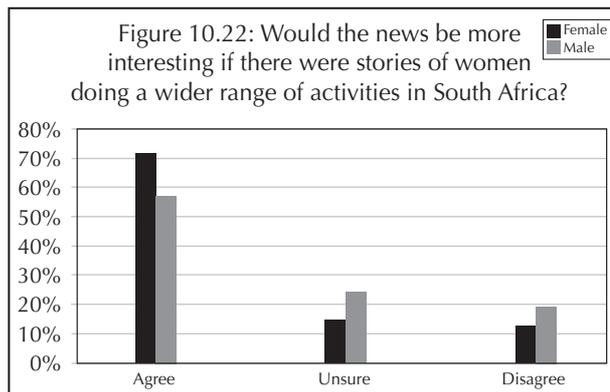
More women's voices

Most women (66%) and men (46%) in the sample agree that the news would more interesting if the views of women were reported more often. Fewer respondents (23% women and 38% men) in the sample believe the news would be no different. A low percentage of women (11%) and men (16%) believed the news would be less interesting if the ideas women were reported more often.



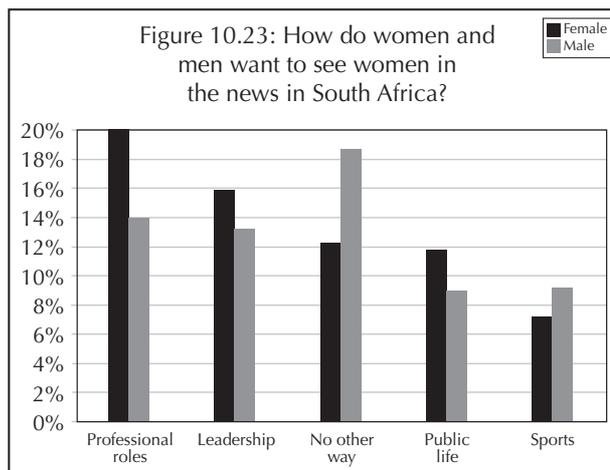
Diversity

A resounding 73% women and majority 56% men in the sample said the news would be more interesting if it included stories of women in a wider diversity of roles.



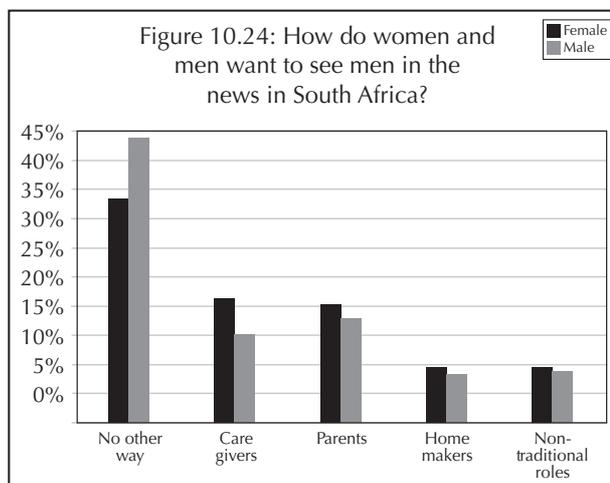
New roles for women

Respondents were asked, in an open-ended question, to identify ways in which women and men should be represented more in the news. Women and men identified four common roles as those in which they would like to see women more often: professional roles, in public life, in leadership roles and in sports news. Some women and men (but with a higher percentage of men) did not want to see women represented in any other way



New roles for men

A fairly high proportion of men (44%) and women (34%) felt there is no need for men to be portrayed in any other way in the media. The other respondents said they would like to see more men portrayed in the media as caregivers, parents, home-makers and in non-traditional roles. Although women constituted the majority of those who wanted to see men portrayed in other roles, a significant proportion of men shared this view



Conclusions and recommendations

The findings of this study, which reflect distinct gender patterns in news consumption and preferences, have important implications for media policy-makers, decision-makers and practitioners, as well as for gender and media activists and citizens who consume the news. These are summarised in the final chapter of this report that charts the way forward.