

"Growing up"

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## CHAPTER 9

# Media, information and communication

## Articles 29-31



Nqobile Hlatshwako participating at a Media Literacy training workshop in Swaziland.

*Photo: Ncane Maziya*

### KEY POINTS

- Swaziland's SGDI score of 64% in the media shows that the country is making steady progress towards meeting the media targets to be achieved by 2015.
- Citizens were more critical with a CSC score of 50%.
- A lot still needs to be done especially on working with media houses to increase female news sources.
- The proportion of women sources in the news in Swaziland increased marginally from 17% in the 2003 Gender and Media Baseline Study (GMBS) to 19% in the 2010 Gender and Media Progress Study (GMPS).
- Gender violence receives more coverage than gender equality; coverage still tends to be sensational, with little information on advocacy campaigns and where to go for help.
- HIV and AIDS coverage has decreased compared with earlier studies, although more people are living with HIV and almost everybody is affected by it.

**Table 9.1: SGDI and CSC scores for media**

	SGDI	CSC
Score	64%	50%
Rank	7	12

Table 9.1 shows that with an SGDI score of 64% Swaziland is making steady progress in increasing the representation and participation of women in the media.

The CSC score, 14 percentage points lower probably reflects on qualitative nuances not captured by the SGDI score like coverage of gender specific stories tends to be sensational, women's voices remain significantly low among other reasons.

### Background

Citizens' access to accurate information on diverse political, economic and social issues is essential for the development of an informed population within a democracy. The mainstream media is a major resource in societies for the dissemination of information, knowledge and ideas and messages, as well as spaces for the public to engage in discourses on current affairs.

Gender activists recognise the critical importance of the media in changing attitudes and mind-sets, but have not always been strategic in engaging journalists.

**Figure 9.1: Entry points for gender in the media**

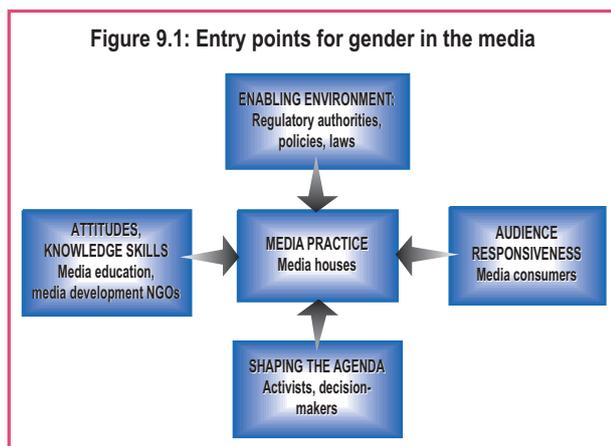


Figure 9.1 demonstrates the different entry points for gender and the media. This begins with gender aware policies and laws, implemented by regulatory authorities. Audiences through taking up complaints make these policies and laws a reality. Media education and media development NGOs have the capacity to influence attitudes, skills and knowledge of media practitioners, particularly at the entry level, but also through on going

courses. Activists and decision-makers, especially women decision-makers, help to set the gender and media agenda through well-co-ordinated campaigns, and a proactive approach to the media. Ultimately the ball is in the court of the media to change. This change needs to be within the media: that is in its institutional make up, as well as in media content.

There is only one time bound media target in the Protocol: the achievement of gender parity in media decision-making by 2015. The wording of the provisions is careful not to be prescriptive or make assumptions about the extent to which government can regulate or influence the media (especially the private media). However, the provisions are significant in that:

- They cover both media content and the institutional make ups of the media.
- They touch on both policy and training.
- They touch on both the sins of omission (the absence of women's voices and need to give women equal voice) as well as the sins of commission (the perpetuation of gender stereotypes in the way in which women are covered; especially the coverage of gender violence).

The provisions are consistent with freedom of expression. Indeed, they underscore the argument that gender and media activists have been making: that the subliminal silencing of women in the media is - the world over - one of the worst violations of freedom of expression.

Key research studies that GL and partner organisations have undertaken in the region, that form the basis of advocacy and training efforts, and that make it possible to monitoring progress in this sector are summarised in Table 9.2.

### Training

The audit of *Gender In Media Education in Southern Africa (GIME)* is the most comprehensive study yet undertaken of the gender dimensions of journalism and media education and training in tertiary institutions in Southern Africa. The audit of the University of Swaziland (UNISWA) is part of a larger GIME audit that was administered in 25 institutions in 13 countries. Gender Links (GL) undertook the study through its Gender and Media Diversity Centre (GMDC) and through a partnership between media development organisations and knowledge institutions.

For this research, 10 persons were interviewed comprising two male staff members and eight students. Of the students, 50% were female.

**Table 9.2 Number of staff and students at UNISWA**

	No of women	No of men	Total	% women
Staff	1	2	3	33%
Students	14	24	38	37%

Table 9.2 shows that Swaziland has fewer female staff (33%) and students (37%). Across the region, the trend found that more women are students and more men are lecturers.

### Key findings

The key findings of this audit are:

#### **Institutional policy framework**

- **There is no gender policy at the University of Swaziland:** UNISWA is, however, in the process of formulating an equal opportunity policy.
- **Gender is not covered in curriculum policies at institutional or departmental level:** There are no institutional or departmental policies, guidelines or procedures for incorporating gender into the curriculum and/or course content of UNISWA's journalism and media education and training programme. However, the study found lecturers are willing to incorporate gender into curriculum.
- **There is a stand-alone sexual harassment policy:** UNISWA is a member of the Southern African Network of Higher Educational Institutions Challenging Sexual Harassment and Sexual Violence (NETSH). The Sexual Harassment Policy gives strategies for reporting cases; addresses counselling services; and outlines the disciplinary action for perpetrators. The policy applies to both students and staff.
- **Knowledge of the sexual harassment policy and how it should be applied is low among staff and students:** Some staff and students interviewed during this audit showed little knowledge or understanding of the Sexual Harassment Policy. The audit could not establish the number of sexual harassment cases reported or whether the policy had been used.

#### **Gender within the media studies departments**

- **The staff and students in the Department of Journalism and Mass Communication are predominately males:** Of the three staff members in the department, two are males and 24 (67%) of the 38 students in the programme are males. Swaziland's department of journalism has one of the lowest numbers of female students in Southern Africa.

#### **Curriculum development and course content**

- There are no gender-specific courses in the Department of Journalism and Mass Communication. UNISWA does not have any gender and media-specific modules in its media education and journalism courses. Gender



Journalism students at the University of Swaziland take part in a focus group discussion. Photo: Jennifer Elle Lewis

is incorporated into the content of a few courses, including the advertising course.

#### **Teaching/learning**

- Students expressed a keen interest in having gender incorporated into their media programme and there is a fair degree of gender awareness among staff: Students said the department should mainstream gender into media education and journalism training and they showed reasonable gender and media literacy. Some staff indicated they may highlight gender in their courses, depending on the subject.

#### **Prescribed texts/readings/learning materials**

- Gender is missing from course material: The wealth of gender and media literature, research and training materials that has been published internationally and within the Southern African region is missing from the prescribed texts, readings and course materials used in the media education and journalism training department's curriculum.

#### **Assessments**

- Gender is not incorporated into assessments: Gender is not included as a standard in any systematic way in UNISWA's media education and journalism training department's curriculum assessments. The department's assessments of students' learning (exams, special assignments, etc.) also do not incorporate gender.

#### **Research/publication**

- Academic research could be improved: While there are examples of students' projects on gender and media issues, the topic has not become an area of academic research and scholarship among the lecturers in the University's Journalism and Mass Communications program.

## Equal representation of women and men in the media by 2015



*The Protocol urges Member States to take measures to promote equal representation of women in the ownership of, and decision-making structures of the media in accordance with Article 12.1 that provides for equal representation of women in decision making positions by 2015.*

In 2007/2008 GL and GEMSA conducted the most comprehensive survey to date on women and men in Southern African media houses against the provisions titled *Glass Ceilings*. The study covered 126

media houses and more than 23,000 employees in all SADC countries except for Angola. The results summarised in Table 9.3 gives a snapshot of the Swaziland findings.

**Table 9.3: Percentage of employees in Swaziland by sex**

CATEGORY	% SWAZILAND		% REGION	
	Female	Male	Female	Male
Percentage of employees by sex	40	60	41	59
<b>OCCUPATIONAL LEVELS</b>				
Non-permanent	56	44	36	64
Unskilled	36	64	29	71
Semi-skilled	57	43	55	45
Skilled technical	50	50	45	55
Professionally qualified	21	79	31	69
Senior management	29	71	28	72
Top management	33	67	23	77
Board of directors	33	67	28	72

As illustrated in Table 9.3, overall women representation by sex is 40%. They comprise only 33% of the board of directors, 29% of senior management, and 33% of top management. Most interestingly, women constitute

just 21% of those considered “professionally qualified”. This finding shows a clear need for more training of female media professionals. Where women do surpass men is as non-permanent (56%) and semi-skilled employees (57%).

## Gender in media content



*The Protocol calls on Member States to encourage the media to give equal voice to women and men in all areas of coverage, including increasing the number of broadcast programmes for, by and about women on gender specific topics and that challenge gender stereotypes. The Protocol urges member states to take measures to discourage the media from:*

- Promoting pornography and violence against all persons, especially women and children;
- Depicting women as helpless victims of violence and abuse;
- Degrading or exploiting women, especially in the area of entertainment and advertising, and undermining their role and position in society; and
- Reinforcing gender oppression and stereotypes.

In 2003, GL and MISA, with technical support from the Media Monitoring Project (MMP) of South Africa, conducted the Gender and Media Baseline Study (GMBS) study (which covered 12 Southern African countries). This study, conducted over one month and covering more than 25,000 news items, is the largest regional media monitoring study ever to have been conducted anywhere in the world.

In 2006, GL, as part of the MAP partnership, conducted the HIV and AIDS and Gender Baseline study, extending

this and the GMBS to the DRC, Madagascar and Seychelles the following year.

In 2009, GL undertook a sequel to the GMBS - the *Gender and Media Progress Study (GMPS)*. This is a follow-up study to measure whether or not the strategies - advocacy, training and the policy roll-out process - have assisted in the transformation of some of the media's ethical shortcomings identified in the GMBS. This study was conducted in tandem with the global study (GMMP 2010), providing a further opportunity for global benchmarking.

**Table 9.4: Summary of key findings**

<b>GENERAL MEDIA PRACTICE</b>	<b>GMBS SWAZILAND 2003</b>	<b>GMPS SWAZILAND 2010</b>	<b>GMPS REGIONAL</b>	<b>GMMP GLOBAL</b>
Topics	%	%	%	%
Economics	N/A	9	12	17
Gender equality	N/A	0	1	N/A
Gender violence	N/A	1	1	N/A
Politics	N/A	7	19	28
Sports	N/A	25	18	N/A
<b>Geographic scope of stories</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
International	N/A	27	22	26
SADC	N/A	11	8	N/A
National	N/A	53	42	N/A
Local/community	N/A	3	10	N/A
Province	N/A	6	18	N/A
<b>Type of sources</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Primary sources	N/A	88	69	N/A
<b>Anonymity</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Anonymous sources	N/A	6	18	N/A
<b>Diversity of sources</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Single source	N/A	82	67	N/A
<b>GENDER IN THE MEDIA</b>	<b>GMBS SWAZILAND 2003</b>	<b>GMPS SWAZILAND 2010</b>	<b>GMPS REGIONAL</b>	<b>GMMP GLOBAL</b>
<b>Who speaks</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>
Overall	17	19	19	24
Private media	N/A	19	19	N/A
Public media	N/A	18	20	N/A
Community	N/A	0	22	N/A
<b>Who speaks on which topic</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>
Economics	22	18	15	21
Education	N/A	28	24	N/A
Gender Equality	60	20	43	N/A
Gender Violence	50	23	41	N/A
Political Stories	12	17	13	18
Sports	5	17	12	N/A
<b>Sex of sources by medium</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>
Print	N/A	19	18	24
Radio	N/A	18	20	19
Television	N/A	18	25	26
<b>Who is seen</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>
Images in newspapers	N/A	29	27	N/A
<b>Ages - sources</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>
35 - 49 years	N/A	45	37	N/A
50 - 64 years	N/A	15	20	N/A
65 years or older	N/A	3	0	N/A
<b>Ages - images</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>
35 - 49 years	N/A	47	26	N/A
50 - 64 years	N/A	15	33	N/A
65 years or older	N/A	4	11	N/A
<b>Occupation</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>
Beauty contestant	100	30	73	N/A
Business person	18	23	15	14
Government official	N/A	19	14	17
Health worker	24	25	27	31
Homemakers	100	43	63	72
Politicians	12	20	11	17
Sex worker	0	38	62	39

Sportsperson	4	8	8	11			
<b>Personal identity</b>	%	%	%	%			
Women	8	16	10	N/A			
Men	1	18	5	N/A			
<b>GENDER IN NEWSROOMS</b>	<b>GMBS SWAZILAND 2003</b>	<b>GMPS SWAZILAND 2010</b>	<b>GMPS REGIONAL</b>	<b>GMMP GLOBAL</b>			
<b>Who does what</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
All reporters	N/A	36	29	N/A			
TV reporters	32	33	42	44			
TV presenters	56	36	58	52			
Radio reporters	41	33	30	37			
Print reporters	15	25	25	33			
<b>Who reports on what</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
Economics	13	29	28	40			
Gender Equality	23	25	32	N/A			
Gender Violence	0	15	38	N/A			
Political stories	19	23	24	33			
Sports	6	30	18	N/A			
<b>Sources and sex of reporter</b>		<b>%W</b>	<b>%M</b>	<b>%W</b>	<b>%M</b>		
Female sources by sex of reporter	N/A	22	19	31	15	28	22
<b>GENDER VIOLENCE AND THE MEDIA</b>	<b>GMBS SWAZILAND 2003</b>	<b>GMPS SWAZILAND 2010</b>	<b>GMPS REGIONAL</b>	<b>GMMP GLOBAL</b>			
GBV stories compared to total	N/A	7	4	N/A			
Advocacy and protest stories	N/A	11	11	N/A			
<b>Who speaks on GBV</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
% of women in stories on and mentioned in GBV	N/A	21	27	N/A			
<b>Function of GBV sources</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>			
Victim/survivor	N/A	33	19	N/A			
Alleged perpetrator/perpetrator	%	16	11	N/A			
<b>Who reports on GBV</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
Percentage of women reporters	N/A	31	35	N/A			
<b>GENDER, HIV AND AIDS AND THE MEDIA</b>	<b>2006 STUDY SWAZILAND</b>	<b>GMPS SWAZILAND 2010</b>	<b>GMPS REGIONAL</b>	<b>GMMP GLOBAL</b>			
	%	%	%	%			
HIV and AIDS coverage compared to total	10	4	2	N/A			
<b>Subtopics</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>			
Prevention	44	23	26	N/A			
General	25	43	37	N/A			
Treatment	12	3	12	N/A			
Care, support and rights	12	12	14	N/A			
Impact	5	18	12	N/A			
<b>Geographical scope</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>			
International	7	8	12	N/A			
Regional	6	6	8	N/A			
National	77	73	56	N/A			
Local	10	14	15	N/A			
<b>Function of sources</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>			
Official and UN Agencies	40	25	19	N/A			
Civil society and NGOs	22	19	18	N/A			
Experts	11	36	17	N/A			
Traditional and religious leaders	5	2	2	N/A			
People living with HIV and AIDS	6	4	7	N/A			
Person affected	5	15	36	N/A			
<b>Sources</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
Who speaks on HIV and AIDS	34	15	20	N/A			
<b>Reporters</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>	<b>% women</b>			
Who reports on HIV and AIDS	37	39	37	N/A			

Source: GMPS 2010, Gender Links.

## Key findings

Table 9.4 shows that the proportion of women sources in the news in Swaziland has increased marginally, from 17% in the 2003 *Gender and Media Baseline Study (GMBS)* to 19% in the *Gender and Media Progress Study (GMPS)*. There are, however, variations across individual media entities. While gender violence receives more coverage than gender equality, coverage still tends to be sensational, with little information on advocacy campaigns and where to go for help. Also, HIV and AIDS coverage has decreased compared with earlier studies, although more people are living with HIV and almost everybody is affected by it.

The results showed that:

- **Gender equality is not given much media coverage in Swaziland making up only 0.2% of all topics covered:** Sport and economics dominated coverage during this period, contributing 25% and 9% of stories respectively.
- **The proportion of primary sources is higher in Swaziland than the regional average:** Primary sources make up 88% of all sources compared to the overall regional average of 69%. But there are variations between individual media from Swazi TV and Channel Swazi at 97% each to Times of Swaziland at 78%.
- **Most of the news sources in Swaziland are identified by name, with unknown sources making up only 6% of sources:** Swaziland Radio did not use anonymous sources during the monitoring period.
- **The proportion of single-source stories is higher at 82%:** This finding may account for the low proportion of women sources. If there is only one source in a story there is a high chance that this is a voice of authority and a male source. The media are geared towards giving voice to those who make decisions (predominantly men, not those who are affected by decisions).
- **Subjects constitute the highest proportion of sources followed by spokespersons:** They constitute 35% of sources while spokespersons contribute 24%. The voices of ordinary people expressing popular opinion are lower at 1% followed by eye-witnesses at 5%.

## Gender in media content

- **There has been a marginal increase in the proportion of women sources in Swaziland from 17% in the 2003 GMBS to 19% in this study:** This corresponds with the regional average of 19%. Notwithstanding, news is still told mainly from a male perspective at 83% of sources.
- **But there are differences across individual media:** The Swazi Observer has the highest proportion of women sources with 22%, followed by Swazi TV,



Radio journalists at work - Swaziland.

Photo: Gender Links

Channel Swazi and Swazi Radio all with 18%. The Times of Swaziland at 12% has the lowest proportion of women sources in the country.

- **Women's voices are most likely to be heard on children (38%) and sex and sexuality (33%) than they would be on other topics such as land and agriculture (7%) and mining 10%:** The media in Swaziland continue to seek women's voices on so-called women's issues, such as gender violence (23%) and health (28%).
- **The voices of women start to disappear when they reach 50:** Most women sources are in the 35-49 age group, at 45%. Older people (men and women) are virtually non-existent as sources, with men constituting 1% of sources and women 3%.
- **Unlike in other countries, men are more likely to be identified by personal tag in the media in Swaziland than women:** 22% of men are identified by personal tag such as father, brother or husband compared to 16% women identified as wife, daughter or mother.
- **The level of gender stereotyping in the media in Swaziland is decreasing:** This is especially seen in the increase in women sources in non traditional fields, such as business persons, from 18% in the GMBS to 23%, and as politicians from 12% to 20%.

## Gender in newsrooms

- **There are more women presenters in Swaziland media, than there are women reporters:** Women predominate as television presenters at 41%, while women constitute 21% of reporters.
- **Women reporters dominate reports about children, religion and education:** Men on the other hand predominate in labour, human rights and HIV and AIDS stories. Men make up 86% of those reporting on HIV and AIDS.

- **Having more women in top and senior management positions does not always result in more women sources:** In Swaziland, women constitute 29% of those in top management positions yet women make up less than a fifth of media sources.
- **Women journalists more frequently cite women sources than men reports do:** Having more women reporters is making a difference in media in Swaziland, where 22% of women reporters seek women's comment compared with 19% of male reporters.



Journalists exchange ideas at the Gender, Elections and the Media workshop, Mbabane.

Photo: Thandokuhle Dhlamini

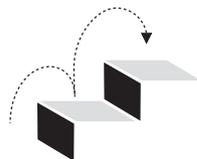
### Gender-based violence

- **There is minimal coverage of gender-based violence compared with other topics in Swaziland:** GBV stories make up only 7% of the topics covered.
- **This is significantly higher than the regional average:** GBV stories also make up 4% of topics although there are country variations.
- **Women make up 21% of GBV sources, but men also predominate on this topic:** Men speak for women even on issues that affect women the most.
- **Survivors make up 33% of sources in GBV stories:** Considering the sensitivity and fear of reprisals, this results seem to be fair. Gender-based violence is generally under-reported and rarely publicly discussed.
- **Domestic violence and non-physical violence economic stories receive the most coverage in this section, with 22% and 21% respectively:** There was no coverage of indecent/sexual assault in Swaziland.
- **Gender-based violence is mostly covered by men reporters at 69%:** Women reporters covered 21% of the stories.

### HIV and AIDS

- **Coverage of HIV and AIDS in media in Swaziland is very low:** It makes up 4% of topics covered in the country. Coverage of HIV and AIDS is even lower in the region making up only 2% of topics. It has gone down from 10% in the GMBS.
- **The voices of people living with HIV and AIDS are underrepresented in media coverage:** They make up only 4% of sources. Affected people's voices receive more space with 15% representation.
- **Experts dominate as sources at 36%:** This is followed by official/UN agency sources at 25% and civil society and NGOs at 19%.
- **General stories receive the most coverage at 43%, followed by impact stories at 18%:** General stories are those that mention HIV and AIDS in passing and not the main topic.

- **The gender dimensions of the HIV and AIDS epidemic are not adequately covered by media:** For example, women make up the majority of care givers, yet they are underrepresented as sources.
- **Coverage of HIV and AIDS is mainly news and news briefs, making up 78% of all stories on the topic:** Features and analysis on the topic make up 10% of stories.



### Next steps

- The development of gender-responsive editorial and employment policies and guidelines is an important first step towards directing and managing change in media houses to address many of the gaps and inequalities identified in gender and media studies.
- Those media houses participating in the COE's process can serve as best practices and provide examples of how gender mainstreaming in the media improves accountability to the public; strengthens media practice and enhances the elements of good journalism; and makes good business sense as new audiences are tapped.
- On-going activism within the gender equality and women's empowerment sector must broaden its focus to include the media as one of the institutions for changing mindsets and attitudes.
- Gender and media literacy for the wider population largely remains uncharted terrain in Lesotho and the media training institutions are a critical partner. This sphere of work is critical for building a broad base of informed citizens who can engage with the media and use their voices to demand accountability, media professionalism and high ethical standards.
- UNISWA is part of the group that participated in the audit of gender in media education are part of a

wider network of tertiary institutions in Southern Africa collaborating through the GMDC to incorporate gender into media education teaching, learning and research. Incorporating gender in media education and journalism training is essential for sustainable change in newsrooms.

**What the Government of Swaziland can do**

- Pledge to mainstream gender in all information, communication and media laws.
- Pledge statutory regulatory authorities, and encouraging self-regulatory authorities, to use whatever leverage they have at their disposal, especially in relation to publicly funded media, to ensure gender accountability. This could include requiring gender balance and sensitivity in institutional structures as well as editorial content part of licensing agreements, as well as annual reports stating progress in this regard.
- Pledge to ensure that gender will be mainstreamed in all publicly funded media training institutions, and where they exist encouraging privately funded media training institutions to follow suit.