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GENDER DISCRIMINATION IN PAKISTANI MEDIA INDUSTRY: A JOURNALISTIC PERCEPTION

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Abstract

Females are countering different problems is every walk of life and journalism is no exception. This study "Gender Discrimination in Media Industry: A Journalistic Perception from Pakistan" aims at examining the perception of Pakistani journalists regarding the issues faced by female journalists with three research question, Firstly, what gender issues exist among women journalists in Pakistan? Secondly, what challenges do women journalists face in Pakistan? And thirdly what should be the possible solution and polices for gender discrimination in Pakistan media industry?The study involves a quantitative approach and Survey design was adopted. Questionnaire was the main instrument with closed ended questions and the responses were measured on 5 point likert scale. All the registered members of National Press Club Islamabad were taken as the population and 347 respondents were taken as sample frame. Census approach was used for distribution of electronic questionnaire.

This study reveals that majority of male respondents strongly agreed that female journalists face gender discrimination in media industry. Most of the male respondents strongly agreed with that there are some possible solution and polices should be present for gender discrimination in Pakistan media industry like, improvement in recruitment system, equal opportunities for development, recognition of genuine work.

Keywords: *Gender Discrimination, Media Industry, Journalistic Perception*

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Introduction:

In Pakistan, majority of women are perceived to be house wives or work a few of the doctors, nurses and teachers because of social acceptability and family resistance. During last decade, it has been observed that trend of Pakistani society has been changing. Owing to media influence to let the women work shoulder to shoulder with men in any profession. This has opened ways for women to join any field of work with freedom of choice for the profession.

Women faced social and family restrictions and stereotype approach to join this field. Some of famous anchors and news reporter streamlined this situation by their devotion and determination as they faced all the challenges to prove themselves in this field. They become role models for women and more women started joining media by getting education in mass communication and journalisms disciplines in the universities. Now mass media is preferred rising field for young women to opt it for their career as reporters, sub-editors, photographers, columnists, news producers, news controller, assignment editor etc.

The profession of journalism has some challenges in it. Media organizations do not follow code of ethics strictly. Many of the women journalists have to face social restriction which cause problem in their work in this profession. Professional requirements like working on public holidays, full time availability and work overnight, which keep them away from home, are also some factors that reduce family support. The major problems faced by women working in media are gender in equality and harassment. Females are given less consideration for availing opportunities.

The study also leads to access the future prospects of women journalist by examining issues of female journalist to strengthen women, to improve their working status of women in media industry. This is meant to bring change in the society for development. The significance of orientation uniformity for supportable individuals focused improvement is appropriately broadly wide-spread and it's far normally analyzed that orientation imbalances make failures and lessen move along.

Man and female can neither attain excellence without the cooperation of the other. Although it's far about not feasible now to talk approximately human rights and fairness without at slightest bringing up gender, the remedy is often at the surface; as nevertheless with the aid of the mere reveal of the Phrase 'gender', or with a small portrayal of girls, gender hassle thru media is not sufficient. There is a need to find the various stages of unequal gender troubles which could allow or restrict the innovation improvement of women in our society. The implications are that the girls are denied opportunities of identical growth, improvement and self-focus.

It has been observed that in almost every part of the world men dominated in the field of journalism but by the mid of 20th century females started to join journalism in western countries, before that they were discouraged to make this field as their career.

In sub-continent, the first Urdu magazine for women "Tehzeeb-e-Niswan" was published in1898. Later in the late 20th century, number of women in journalism gradually increased. Women were extremely restricted to get education at that time. After Independence of Pakistan in 1947, many women came forward under the leadership of Sir Syed Ahmed Khan, Quaid-e- Azam Muhammad Ali Jinnah and Mohtarma Fatima Jinnah. Sughra Begum, Maryam Begum, Imtiaz Fatima, Suleh Khatoon, Begum Ghafoor were a few women journalists of that time.

It is as a end result vital, to utilize the media for reinforcing the recognition of ladies in Pakistan and divulging their role in national improvement. In this context the triumphing document tries to evaluate the hassle of media and gender with reference to Pakistan. For the emancipation of ladies in each location, economic independence is of paramount importance at the facet of making awareness amongst them approximately their human rights and responsibilities of work they do at home. The media is considered on the grounds that the greatest successful and compelling propose on this see as it has the ability of trim general assessment. A significant and useful asset impacts all added substances of our ways of life. The media, each transmission and print, play a critical capacity in characterizing what we assume, how we're and what our area is in the public arena.

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The media likewise help portray how issues are deciphered and assessed. It can paint to improve women and orientation equity. Thus the relationship between media & the girls is crucial because something photograph women have in our United States of America is inspired with the useful resource of the media.In Pakistan, majority of women are perceived to be house wives or work a few of the doctors, nurses and teacher because of social acceptability and family resistance. During last decade, it has been observed that trend of Pakistani society has been changing. Owing to media influence to let the women work shoulder to shoulder with men in any profession. This has open ways for women to join any field of work with freedom of choice for the profession.

A large number of women are joining media industry but they seldom get top management and decision-making position. A reporter in 2011 by International women's Media Foundation titled "the status of Women in News Media" recorded that in media organization men outnumber women nearly 5:1, 3.8% of them are working on senior management level and 15.5% of women are working on junior level (Byerly, 2011).

Statement of the Problem

Females are countering different problems is every walk of life and journalism is no exception. This study aims at examining the perception of Pakistani journalists regarding the issues faced by female journalists. The study involves a quantitative approach using survey methodology to seek insight into the problem.

Literature Review:

There have been for this reason, few ladies who suggested on subjects that had been taken into consideration the area of male journalists (Adelabu, 2015).

Orientation segregation exists in practically every one of the agricultural countries and there might be an enormous qualification of ladies' condition in cutting edge and beneath creating worldwide areas. Much exact confirmation can be resolved that improvement way is a whole parcel faster in those countries those are granting same freedoms and potential open doors for guys and females. In Pakistan orientation imbalance exists in each circle of life since orientation segregation is well established

in Pakistani society pondering the truth that its autonomy. Orientation separation in Pakistan might be found in tutoring, position, circle of family members, governmental issues and socio-monetary spot. Orientation segregation in instructive locale came about low monetary increment. Surrounded by family members guardians utilize each of the conceivable money related hotspots for the preparation of young men anyway women instructions depend on the availability of more noteworthy financial sources (Hussain S, 2012).

Female reporters have additionally launched links or strong factor organizations, along side the National Association of Women Journalists (NAWOJ) and Women inside the Media (WIM) in concurrence with National Council of Women Society (NCWS) to cope with the organizational femininity trouble surrounding girls journalists. Based at the foregoing, this study seeks to explore gender constraints among ladies newshounds in Rivers State to test whether there are comparable trends of marginalization of their exercise in additional to specific problems built in journalism exercise.

Professional identity, on this context, refers to the professional principles requirements or way of life a man or women brings to go through inside the enterprise. It consists of values that bind the special strata of an employer and leads such business enterprise to the fulfillment of dreams. In the journalism profession, for example, the journalistic ethic of objectivity, equity and balance guide manual the media professionals to advantage organizational fulfillment (Bruin, 2004). There may be a conflict of the three identities. For example as De Bruin notes, a journalist whose professional identification resists writing industrial stories may be compelled into doing so with the aid of their organizational identity. Also, a male journalist that resists humanizing stories because of his gender identification may additionally make his story greater non-public because his organizational identification demands it. The misery of this takes an examine however is on gender traits. It is worth bringing up that best Pakistan media isn't always portraying girls in a mean way but the examine of content material of analytical research achieve in USA famous that working ladies are underneath addressing in business. Cantor (1972) found that young ladies in TV commercials had been by and large tried in word related jobs.

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Ladies' popular picture have happened to mother or housewife. Similarly as with the elective media, papers show a chauvinist predisposition inside the cure of guys and females, inside the expressions utilized, and inside the comic strips which is presumably sequential (Bitar, 1993).

Dickey (2006) in “Out of Focus” says that commercial portray women as gender object. Her body is organized the manner it’s far, to show it to the man or woman looking on the picture. The image is made to call for to his sexuality. Although the models are lovable, the pix produced are distortions of fact. Her intention is to promote an item for consumption. Her humanness is unrelated-best appearance is important. She is women made “ideal” inside the eyes of guy.

There are many motives to care about sex problems inside the media enterprise-no longer the least of that is the significance of shifting far from established stereotypes and having diverse teller share their unique views in movies, television and other forms of print and broadcast media. Women are amongst the largest consumers of movies and television, in order that they represent a key demographic for this industry and advertisers that guide (Huang & Krivkovich, 2020).

The Taliban have commited acts of violence intimidation and bullying in opposition to many reporters in the past few weeks some thing that IMS’ companion in Afghanistan, the Afghan journalists safety Committee (AJSC)strongly criticize.

Women’s representation in the media will no longer be improved by getting rid of the worst excess of sexism in marketing. What is really calls for is a wide scale social and political transportation where in women’s rights-and women’s rights to be in contact are in reality understood, valued and carried out each in society and at large with the aid of the media.(Gallagher, 2001)

Gender related norms are problematic because ehaviours related to gender reinforce women’s demotion as women are presented into different social roles like they are not independent, they are emotional, unaware of their rights and obedient to men(Millett, 1971).

Pakistani society is conservative and hypercritical towards women. People think women are vulnerable and incapable of understanding lots of social taboos and cultural conflict, so they hinder women and stop them to working in media. If women

journalists keep them alert and they should be sharp enough to tackle problem safely for their safety. For a women journalist it has become difficult to survive in the journalism for long time through there are always issues and stories to report but it depend on the situation a women journalist faced in the society, in the organization and at home to carry on the profession or to give up.

Women in Pakistan media have yet to face challenges of being a women journalist in Pakistan, and reporting on perceptive issues in a country that has been called 'the most risky for journalists.' Reporting about victims of war, ethnic violence or displacement is difficult and challenging for female because hardly their family would allow doing, so in this face internal and external social pressure and barriers.

In 2011, the International Women's media Foundation state that around the arena, only the third of journalists are ladies. Canadian researcher Gertrude Robinson and Armande Saint-Jean have studied that 28 percent of newspaper editors are women. Martha Lauzen, a professor at San Diego state University evaluated that 18 percent of administrators, executive manufacturer, writer, cinematographer and editors at the 250 pinnacle grossing movies of 2011have been ladies. A have a look at with the aid of the Association of women journalists in France in 2000 highlighted that French television devotes five to nine percent more information coverage to ladies than do the alternative media- clearly the results of more girls newshounds working in television than inside the radio and newspaper manufacturing. The equal examine showed that women journalist selects six percent greater stories on women than men journalist.

Pakistani girls are dwelling in a strict social structure this is accompanied with the aid of cultural, tribal and non-secular norms. Women are subjected to stand criticism, social pressure and discrimination as men are socialized to dominate and suppress girls inside the public and private circle. This discrimination, in the shape of violence towards girls and social discouragement stereotyping grievance, correspondent to report of the WHO (2009), was promulgated to sell girl's participation at the same time as declarations zero tolerance towards violence towards women and girls.

Pakistan is a developing state and the rate of literacy is growing however there are some social and traditional boundaries for working girls. In the male-ruled society there are few superstitions and criticisms in opposition to operating ladies, but now

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trend are changing because the authorities has realized the development of girls inside the society is vital. Governmental and non-governmental group have been trying to work for women status yet socially and economically there is a mild trade visible within the fame of women (Uks research, 2009).

Research Questions

1. What gender issues exist among women journalists in Pakistan?
2. What challenges do women journalists face in Pakistan?
3. What should be the possible solution and polices for gender discrimination in Pakistan media industry?

Research Methodology

The research method for this thesis is quantitative research. Survey design was adopted and questionnaire was the main instrument. Questionnaire was the major data collection tool .Closed ended questions were asked and the responses were measured on 5 point likert scale.

The researcher collected information through electronic questionnaire generated on Google forms. The questionnaire consisted of several questions in 4 different parts keeping in mind the research questions. All the registered members of National Press Club Islamabad were taken as the population. The researcher implied sampling formula to determine the sample frame from the list of all the registered members of National Press Club. 347 respondents were taken as sample frame.

Census approach was used for distribution of electronic questionnaire. A complete list of NPC members was obtained from National Press Club officials including their email addresses URL of the electronic questionnaire was emailed to all the members. 305 respondents were recorded. 305 questionnaires (87.90%) were re-submitted duly completed in all aspects. The literature supported that this quantity of data was enough to carry on the data analysis.

Findings :

Gender of the Respondents * Female journalists face gender discrimination in media industry Cross tabulation

		Strongly Agree	Agree	Neutral	otal
Gender of the Respondents	Male	76	0	0	6
		100.0%	0.0%	0.0%	00.0%
	Female	76	90	63	29
		33.2%	39.3%	27.5%	00.0%
Total		152	90	63	05
		49.8%	29.5%	20.7%	00.0%

Table shows that there were 76 (100.0%) number of male respondents who were strongly agreed with that female journalists face gender discrimination in media industry. There were 76 (33.2%) number of female respondents who were strongly agree, there were 90 (39.3%) number of female respondents who were agree & 63 (27.5%) female respondents were neutral with that female journalists face gender discrimination in media industry.

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Gender of the Respondents * Transportation is an equally provided Cross tabulation

							otal
		Strongly Agree	gree	eutral	isagree	Strongly Disagree	
Gender of the Respondents	M ale	38	38			0	6
		50.0%	0.0%	.0%	.0%	.0%	00.0%
	F emale	0		6	6	7	29
		0 .0%	.0%	3.2%	3.2%	3.6%	3 00.0%
Total		38	38	6	6	7	7 05
		12.5%	2.5%	4.9%	4.9%	5.2%	2 00.0%

Table displayed that there were 38 (50.0%) number of male respondents who were strongly agree & 38 (50.0%) who were agree with that transportation is an equally provided to females. There were 76 (33.2%) number of female respondents who were neutral, there were 76 (33.2%) number of female respondents who were disagree & 77 (33.6%) female respondents who were strongly disagree with that transportation is an equally provided to females.

Gender of the Respondents * Salary and bonuses are equally justified Cross tabulation

		gree	eutral	isagree	Strongly Disagree	otal
Gender of the Respondents	Male	6	(	(	0	6
		00.0%	.0%	.0%	0.0%	00.0%
	Femal e	(	14	5	40	29
		.0%	9.8%	2.8%	17.5%	00.0%
Total		6	14	5	40	05
		4.9%	7.4%	4.6%	13.1%	00.0%

Table illustrated that there were 76 (100.0%) number of male respondents who were strongly agree with that salary, bonuses & increments are equally justified. There were 114 (49.8%) number of female respondents who were neutral, there were 75 (32.8%) number of female respondents who were disagree & 40 (17.5%) female respondents who were strongly disagree with that salary, bonuses & increments are equally justified.

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Gender of the Respondents * Female journalists are equally trusted upon by their organization Cross tabulation

		Agree	Neutral	Disagree	Total
Gender of the Respondents	Male	76	0	0	76
		100.0%	0.0%	0.0%	100.0%
	Female	76	114	39	229
		33.2%	49.8%	17.0%	100.0%
Total		152	114	39	305
		49.8%	37.4%	12.8%	100.0%

Table represented that there were 76 (100.0%) number of male respondents who were agree with that female journalists are equally trusted upon by their organization while assigning the professional task. There were 114 (49.8%) number of female respondents who were neutral, there were 76 (33.2%) number of female respondents who were agree & 39 (17.0%) female respondents who were disagree with that female journalists are equally trusted upon by their organization while assigning the professional task.

Gender of the Respondents * Not to work in the late hours Cross tabulation

		Strongly Agree	gree	eutral	Disagree	Strongly Disagree	otal
Gender of the Respondents	Male	38	8		0	0	76
		50.0%	0.0%	.0%	.0%	0.0%	100.0%
	Female	0	8	6	116	39	229
		0.0%	6.6%	5.7%	50.7%	17.0%	100.0%
Total		38	6	6	116	39	305
		12.5%	4.9%	1.8%	38.0%	12.8%	100.0%

Table shows that there were 38 (50.0%) number of male respondents who were strongly agree & 38 (50.0%) who were agree with that female were not to work in the late hours. There were 38 (16.6%) number of female respondents who were agree, there were 36 (15.7%) number of female respondents who were neutral, there were 116 (50.7%) female respondents who were disagree & 39 (17.0%) female respondents strongly disagree with that female were not to work in the late hours.

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Gender of the Respondents * Health care issues are facilitated Cross tabulation

		Agree	Neutral	Disagree	Total
Gender of the Respondents	Male	38	38	0	76
		50.0%	50.0%	0.0%	100.0%
	Female	0	76	153	229
		0.0%	33.2%	66.8%	100.0%
Total		38	114	153	305
		12.5%	37.4%	50.2%	100.0%

Table shows that there were 38 (50.0%) number of male respondents who were agree & 38 (50.0%) who were neutral with that health care & maternity issues are facilitated by media organizations. There were 76 (33.2%) number of female respondents who were neutral & 153 (66.8%) female respondents who were disagree with that health care & maternity issues are facilitated by media organizations.

Gender of the Respondents * Facilitation provided to female journalists in harassment cases Cross tabulation

			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Gender of the Respondents	Male		38	38	0	0	0	76
			50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
	Female		0	0	114	76	39	229
			0.0%	0.0%	49.8%	33.2%	17.0%	100.0%
	Total		38	38	114	76	39	305
			12.5%	12.5%	37.4%	24.9%	12.8%	100.0%

Table shows that there were 38 (50.0%) number of male respondents who were strongly agree & 38 (50.0%) who were agree with that proper facilitation is provided to female journalists in harassment cases. There were 114 (49.8%) number of female respondents who were neutral, there were 76 (33.2%) number of female respondents who were disagree & 39 (17.0%) female respondents who were strongly disagree with that proper facilitation is provided to female journalists in harassment cases.

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Gender of the Respondents * Non-discriminatory approaches to family responsibilities Cross tabulation

		Strongly Agree	Agree	Neutral	Total
Gender of the Respondents	Male	74	2	0	76
		97.4%	2.6%	0.0%	100.0%
	Female	0	76	153	229
		0.0%	33.2%	66.8%	100.0%
Total		74	78	153	305
		24.3%	25.6%	50.2%	100.0%

Table shows that there were 74 (97.2%) number of male respondents who were strongly agree & 2 (2.6%) respondents who were agree with that non-discriminatory approaches to care and family responsibilities. There were 76 (33.2%) number of female respondents who were agreed & 153 (66.8%) female respondents who were neutral with those non-discriminatory approaches to care and family responsibilities.

Gender of the Respondents * Proportion of women & men promoted annually Cross tabulation

		Strongly Agree	Agree	Neutral	Disagree	Total
Gender of the Respondents	Male	30	46	0	0	76
		39.5%	60.5%	0.0%	0.0%	100.0%
	Female	0	2	74	153	229
		0.0%	0.9%	32.3%	66.8%	100.0%
Total		30	48	74	153	305
		9.8%	15.7%	24.3%	50.2%	100.0%

Table shows that there were 30 (39.5%) number of male respondents who were strongly agree & 46 (60.5%) respondents who were agree with that proportions of women and men promoted annually and offered wage increases as per established policies. There were 2 (0.9%) numbers of female respondents who were agreed, there were 74 (32.3%) number of respondents who were neutral & 153 (66.8%) female respondents who were disagree with those proportions of women and men promoted annually and offered wage increases as per established policies.

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Gender of the Respondents * Establishment of effective complaint management Cross tabulation

		Strongly Agree	Agree	Neutral	Disagree	Total
Gender of the Respondents	Male	75	1	0	0	76
		98.7%	1.3%	0.0%	0.0%	100.0%
	Female	0	41	139	49	229
		0.0%	17.9%	60.7%	21.4%	100.0%
Total		75	42	139	49	305
		24.6%	13.8%	45.6%	16.1%	100.0%

Table shows that there were 75 (98.7%) number of male respondents who were strongly agree & 1 (1.3%) respondents who were agree with that establishment of effective complaint management. There were 41 (17.9%) numbers of female respondents who were agree, there 139 (60.7%) number of respondents who were neutral & 49 (21.4%) female respondents who were disagree with that establishment of effective complaint management.

Gender of the Respondents * Establishment of gender specific health & daycare facilities Cross tabulation

		Strongly Agree	Agree	Neutral	Disagree	Total
Gender of the Respondents	Male	61	15	0	0	76
		80.3%	19.7%	0.0%	0.0%	100.0%
	Female	0	36	51	142	229
		0.0%	15.7%	22.3%	62.0%	100.0%
Total		61	51	51	142	305
		20.0%	16.7%	16.7%	46.6%	100.0%

Table shows that there were 61 (80.3%) number of male respondents who were strongly agree & 15 (19.7%) male respondents who were agree with that establishment of gender specific health and daycare facilities. There were 36 (15.7%) numbers of female respondents who were agree, there 51 (22.3%) number of female respondents who were neutral & 142 (62.0%) female respondents who were disagree with that establishment of gender specific health and daycare facilities.

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Discussion

Bruin (2004) said that professional identity refers to the professional principles requirements or way of life a man or women brings to go through inside the enterprise. It consists of values that bind the special strata of an employer and leads such business enterprise to the fulfillment of dreams. In journalism profession, for example, the journalistic ethic of objectivity, equity and balance guide manual the media professionals to advantage organizational fulfillment. The current study also affirmed by the Bruin (2004). Findings showed that proficient character alludes to the expert standards necessities or lifestyle a man or ladies brings to go through inside the undertaking.

Bitar (1993) shows that, It is worth bringing up that best Pakistan media isn't always portraying girls in a mean way but the examine of content material of analytical research achieve in USA famous that working women are below representing in commercial. He also located that girls in TV advertisements had been generally tested in occupational roles. Women's famous image have become of mom or housewife. As with the alternative media, newspapers show a sexist bias inside the remedy of males and females, inside the phrases used, and inside the comedian strips which is probably consecutive. This study had a slightly disagree by the Bitar (1993). Findings showed that female journalists are equally trusted upon by their organization while assigning the professional task.

Huang & Krivkovich (2020) displayed that there are many motives to care about sex problems inside the media enterprise-no longer the least of that is the significance of shifting far from established stereotypes and having diverse teller share their unique views in movies, television and other forms of print and broadcast media. Women are amongst the largest consumers of movies and television, in order that they represent a key demographic for this industry and advertisers that guide. This study also confirmed by the Huang & Krivkovich (2020).

Findings revealed that, no gender bias against the female journalists based on stereo types & also because of presence of orientation mainstreaming officer(s) for observing and assessment of orientation balance in the working environment.

Gallagher (2001) represented that women's representation in the media will no longer be improved by getting rid of the worst excess of sexism in marketing. What is really calls for is a wide scale social and political transportation where in women's rights-and women's rights to be in contact are in reality understood, valued and carried out each in society and at large with the aid of the media. Findings showed that this study disagreed by the Gallagher (2001) because with the passage of time people getting higher education & they know how to deal with gender biased issues and with the awareness of above mentioned issues people should overcome these issues.

Conclusion:

This study reveals that most of the females fall within the age group of 26 to 33 years who were holding upto master level education. Majority of male respondents strongly agreed that female journalists face gender discrimination in media industry. Most of the male respondents agreed with the statements regarding gender discrimination with the female journalist likewise Journalism is a respectable and socially acknowledged profession for females, Salary, Bonuses & increments are equally justified, working environment is friendly for female journalists and adequate privacy, common rooms, day care centers & separate work stations are provided to female etc. Most of the male respondents strongly agreed with that there are some possible solution and polices should be present for gender discrimination in Pakistan media industry like Improve Recruitment

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and progression cycles to guarantee quality among ladies and men, Recognition and prizes that are fair and in view of commitment and execution, Genuine admittance to different positions and levels of initiative by eliminating orientation based boundaries, Cyclical audit and providing details regarding activities to build the level of ladies working in the field, Proportions of ladies and men advanced yearly and offered wage increments according to laid out strategies and Specific activities to expand level of ladies who produce or report different news subjects where this is low (e.g. quotas).

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