

Gender Representation in Indian and Pakistani Newspapers: The Case Study of *The Nation* and *The Hindu*

Abstract

*India and Pakistan are the republics where gender discernment in all arenas of life is seeming. Females' civil liberties are desecrated and oppressed. Besides, womankind does not have the power of speech as well as independent view. Persevering the social, political and cultural customs as well as male-controlled configuration of Indian and Pakistani civilization confines women's movement. Their contribution in paid occupation also dispossess them from their inborn belongings. The current research studied the portrayal of gender in the selected Indian and Pakistani newspapers, *The Nation* from Pakistan and *The Hindu* from India, respectively. In both countries women are having multiple types of issues. Therefore, this research was intended to analyze some of the relevant questions, results presented that the *Hindu* has given more coverage to hard news related to women whereas less coverage to soft news. *The Nation* presented more hard news whereas less soft news related to women. The study concludes with the resemblance that in selected press of both countries hard news is having more coverage than soft news.*

Key words: *Newspapers, India, Pakistan, Media, Women, Issues, Portrayal*

INTRODUCTION

Both men and women play an important role in the smooth functioning of the societies, however their characters are not uniform all over the planet. In majority of the global cultures, predominantly in developing societies, domestic affairs are

Dr. Zahid Yousaf

Chairperson, Centre for Media and Communication Studies
University of Gujrat, Gujrat-Pakistan
Email: drzahidyousaf@gmail.com

Dr. Malik Adnan

Assistant Professor, Centre for Media and Communication Studies
University of Gujrat, Gujrat-Pakistan

Mr. Ehtisham Ali

Associate Lecturer, Department of Mass Communication & Media
University of Gujrat, Sub-Campus, Narowal-Pakistan

revolving around the women. Yet, the community and policy making are spinning around the males. Women and men have allotted with specific communal character in each nation. Research has revealed that sexual role is not in born however is deeply influenced by the social values. In emerging nations like India and Pakistan, social values reflect females as second-class inhabitants of the society (Teresa et al. 2005). It is general observation that countries cannot make extraordinary evolution in any arenas of life until their females are demoralized and victimized. Violence against women is considered as an issue of international attention. Half of the population is consisting on females in India and Pakistan. This population is playing a great role in the development of the society in both countries (Livne, 2015). They are serving in every field of life like education, economics, health, culture, agriculture, science, & law enforcement agencies, yet they are unable to enjoy their full rights due to patriarchal social structure. It has been documented that their oppression starts from home and has no end. Both, in India and Pakistan issues like rape, domestic violence, structural abuse, stove burning, honor killings, and acid attacks are common occurrence (Livne, 2015). In Urdu newspapers these issues are generally covered in the context of blaming the victim.

According to (Human Rights Watch, 2013), in Pakistan, fundamental rights have been given to female population and emphasizes on the participation of women in both states. In reality the laws that have been formulated, under the pressure of the international organization, are a not being practiced in the Pakistani as well as Indian society. In fact Indian and Pakistani women are still facing injustice, discrimination and intimidation of varying degree both at private and public sphere. It has been well documented that in both societies gender discrimination expressed itself in all arenas of public and private life. Females' civil liberties are violated and severely curtailed because of traditional norms, values and customs. In order to preserve age old social, political, cultural traditions and customs as well as male-controlled configuration of Indian and Pakistani societies, women's movement has been relentlessly restricted. Rigidity of modern patriarchy "assigns females to a position distinctly subordinate to males: constrained, dependent, exploited oppressed, physically and psychologically endangered (Miller 1993). It is a common observation that states cannot make extraordinary advancement in any arenas of life, in anticipation of their females are demoralized and victimized. For that reason, there is mandatory of authorizing women for elevating their position. Keeping in view, the importance of current position of women and their issues, present research study has been conducted. The South Asian constituency is the gender complex civilization in the globe. This is the area where men are larger in quantity than the women; gender ratio is 105.7 men to every 100 females. Females are half of the globe's residents, donating their struggles in every sphere of life but despite all the donations, they have frequently been under privileged of their true prestige and this picture is at its most horrible in emerging states. In these

circumstances, Singh & Singh (2005) described that in the states like Nepal, Pakistan, India and Bangladesh the state of women is not fortunate. In these republics sexual role unfairness is so inherent that it has turn into social demand and patriarchal believes are so strong. Scarceness, ill health, joblessness, violence and isolation prevail in all areas. Even basic human desires are not being delivered. In all these republics, females do not have adequate access to fitness and schooling opportunity.

A net of countless characteristics like financial, cultural and societal contribute towards yielding females an underneath position which clues to further deprivation and refinement. As well as these are the reasons that hampers the struggle for women development and liberation. There is a wide-ranging assortment in cultural, biological, spiritual, financial and radical features in the South Asian republics and these issues leads to transformation in the packages also strategies on the subject of rural background ladies. In India rural background females are deprived of schooling, they are prepared to effort more than they can manage with and a huge mainstream of them is penniless. However the amount of women arriving colleges and institution of higher education is on the growth and in several areas nearly all of the young peers are well-educated but in adult inhabitants of women, there are uncountable without education. If these females are given schooling with the purpose they can deliver, it would make them breathe much healthier. Indian and Pakistani females are surrounded in a web of dependence and relegation because of their small communal, financial and civil position in the civic society. The mainstream of females suffers from all systems of deficiency. With the intention of change females' situation and communal view of their lowliness, organizational variations need to be brought about in the communal and financial order that profile our communal world. Females are completely far away from the state constructions and policy making organizations that could familiarize such fundamental modifications. Ladies' presence in authority structures is serious to bring about practical variations in the growth of plans and packages that would lead to a shift in femininity relationships in the general public.

Currently, in order to sustain the existing state of affairs, traditional viciousness against females at the household and national levels is used as a device to ensure their obedience with sexual role and customs. This helps to stop any effort leading to the rebellion of the masculine order (Bano, 2013). Paradoxically all at once, a great deal of pretentious devotion has been paid to sexual role at the state level. India as well as Pakistan have finished several promises at domestic and global forums to confirm gender fairness at family. But, there is an extensive hole between promise and application in both republics. The encouragement of the state to interpret its promise to gender fairness into real reality is the key test faced by females in both states. Females are half of the financial labor force in Pakistan and India as well as playing a significant role in the civil society, with the majority breathing in the remote regions.

Sexual role differences in the both republics are very serious. Extremely embedded cultural boundaries stop Pakistani and Indian females from performing their dynamic role in the development of their societies. In both states women's access to opportunities is controlled, they are years behind in terms of their contribution in the communal, civil and financial matters. Restricted right of entry to employment prospects, controlled views about females' role along with their position in the political process are some of the vital challenges faced by females in both republics. Females have to face other challenges like overcoming the traditional hurdles, customs, miseries and misuse (Livne, 2015). Patriarchy and male dominance is dominated societal scheme in both the countries. It strictly specify and enforced gender division of roles. The ideology of female the homemaker and male the breadwinner is inculcated, among both males and females, through various processes of socialization through the early years and adulthood.

It has been documented that there is huge disparity among females and males in the field of occupations, like teaching, managing the finances/ capital, and right to use the health services. Better job prospects and less investment in woman's schooling is common exercise in both states. The situation of females in the household and in the culture is not considered reasonable in the system where females are distinguished. Media plays a vital role in the society, it is very important in the formation of opinion of public and no one can deny this powerful role. If we talk about the role of media in the coverage of gender and especially women, it is awfully stated that the mostly newspapers projecting the women as a second sex. In India and Pakistan women are facing multiple types of issues. Females' less chance to obtain land, possessions, schooling, proficiency and salaried job hamper their social and economic status. The present state of affairs can only be improved by emphasizing more focus on the issues related to females and conducting more research studies for developing strategies to tackle the condition in both countries.

The ways in which women issues are reported in mass media in both countries have been a matter of interest to many social scientists. The coverage of gender seems to be worldwide problem and this situation is no different in India and Pakistan as well. The papers are selected because of vast circulation and accessibility. Both newspapers are English language dailies in India and Pakistan. *The Hindu* is an English daily paper started its circulation in 1878 under the proprietorship of Kasturi & Sons Ltd. *The Hindu* has the 3rd biggest readership in India. In 1995 it was the first daily Hindustani newspaper to offer an online edition. Based on its repute as a widely read newspaper *The Hindu* was selected for analysis for the current study. *The Nation* is an English-language daily newspaper based in Lahore, Pakistan since 1986. *The Nation* has been one of the best ranked newspaper of English language with well-founded productive opinions and excellent news reporting. The newspaper is a part of

the *Nawa-e-Waqt* publication. The paper plays vital role in opinion making and enjoys status of vast circulation as well.

LITERATURE REVIEW

Malamuth (1981) is of the opinion that men exposure to violence and rape scene, results in enhancing the violence against women and rape cases. While among females these tendencies are less than the males. Gallagher (1979) stated that generally mass media treatment of females can best be termed as contracted. Females are hardly represented as balanced or decisive. Basically, all mass media exhibit a dichotomous image of females based on theme which describes them as either effortlessly noble, virgin or wholly immoral, and call girl even custom or present (Adnan 1987). Putt (1997) described that sexual offences and domestic violence are the main violence's against women and the both are included under the same legislation. Bhavana (2012) explored that violence against women is the result of belief of male superiority. Social sanctions are also great cause of violence which leads to sexual abuse, psychological and physical violence. Bano (2013) stated that in Pakistan women have to face huge amount of difficulties in which of them one is violence. She stated that there are different kinds of violence against women and the causes of these violence's are socio-economic, culture and political system of Pakistan. This situation has an unfavorable impact on the coverage of news as far as women, and women-related issues are concerned. The media is seen as a "man's world" where women have a marginal role to play. Kunchen hoff (1975) stated that women primarily appear on T.V in a narrow social context of interpersonal relationship. According to Adnan (1987) women are negatively portrayed in mass media. Fernandez (1992) concludes that the media usually destabilize females' positions and act to reserve the principal beliefs of the general public. Copeland (1989) stated that men were framed a closer perspective than were women. Busby (1975) and Durkin (1985) noted that men are more ferocious and women are more often being portrayed as victims on TV set. Shazia (2005) has elaborated on the issue that both print and electronic media has been unable to give ample coverage to women related issues.

Objectives of the study

The objective of this paper is to examine the nature of the females issues discussed in selected newspapers; the study has the following objectives.

1. To investigate the coverage of hard and soft news related to women issues in daily *The Nation* (Pakistan).
2. To investigate the coverage of hard and soft news related to women issues in daily *The Hindu* (India).

3. To investigate is there any difference in the coverage in presentation according to hard or soft stance related to women issues in selected newspapers.

Hypothesis 1

It is hypothesized that, *The Hindu* (India) covers more hard news stories than soft news stories regarding portrayal of women in India due to its progressive approach.

Hypothesis 2

The Nation (Pakistan) covers soft news stories than hard news stories regarding portrayal of women in Pakistan due to its conservative mindset.

The theoretical framework of this study is based on agenda setting and this theory is connected to the media and its establishments. The emphasis is on the administrative construction of newsrooms and actions in the mass media. According to Lang & Lang (1959) the media was said to be the image builder of the political figures and suggests the people or the individuals should think, know and feel about. A well-known scholar in media and communication research Cohen (1963) said that media might not get success in letting the people know that what to think about but it is very likely successful to tell the consumers of the media that what they should think about. While discussing the agenda setting at broader level there are three types of considerations related to the agenda setting concept as the media agenda, public agenda and finally the policy agenda.

Discussing about the media, public and the policy agenda, media agenda is the set of the topics deal with media sources including the electronic and print media, public agenda deals with the issues important for the public, addressed by the public and which are considered important by the public to deal with and the final is the policy agenda which is considered important by the policy makers (legislators) regarding certain issues. Here each agenda out of the given three agendas can be seen as the dependent variable in a fundamental equation where certain issues may be discussed like the “variables and processes that influence the media agenda, variables and processes that influence the public agenda and finally the variables and processes influence the policy” these three processes and concepts define agenda setting theory and research at broader level and are traditionally considered in different academic programs and there is a concept that these three agendas are interconnected (Kosicki, 1993 and Ali & Shahid, 2012). The study is aimed to link that how the selected media covered the women with special reference to media agenda and gender communication.

RESEARCH METHODOLOGY

The researcher draws from the categories of hard and soft news, formed by Tuchman in 1973, in the selected newspapers. One of the first distinctions in the area of news was reported by the sociologist, Guy Tuchman, identified key concepts in the news production process and conceptualized the practice based on the perspectives of professions. She noted inter alia the distinction prevalent among professionals between “hard news and stories that interest humans” and between “soft” news which is interesting because it concerns the lives of people. “Hard” news primarily concerns issues including politics, economics, international relations, social welfare and systematic growths whereas “soft” news focuses primarily on anthropological concern stories, gossip, etc (Tuchman, 1973). Within the context of this study, news stories are categorized and coded according to the two broad categories: hard and soft news. Hard news refers to news that reflect on the needs of women in terms of education, health, economy, politics, agriculture, women rights, sports, government and religion, while soft news refers to news that reflect the needs of women with respect to domestic issues, entertainment, fashion, love stories, cookery, social events and others. All hard and soft news that appeared on both of the newspapers were coded. The hard news used in this study has the following categories:-

1. Political news about women’s political events
2. Agriculture news with relation to women
3. Women’s rights news and health news of women
4. Education news and economy news on financial activities of women
5. Sports, government news of women ministries and religion news about women

The soft news used in this study has the following categories:-

1. Domestic matter and love stories news affecting women
2. Miscellaneous stories, Cookery news
3. Fashion/beauty/cosmetics news
4. Entertainment, arts, music, films and other traditional activities
5. Social news about special occasions or ceremonies

RESULTS & ANALYSIS

This study is based on the content analysis of the issues discussed in the two newspapers. Quantitative Research paradigm was used for the current research. It focuses on the strategy to count the *number* and *Frequency* of material phenomenon rather than to measure quality of the concerned issue phenomenon. For the current

research two dailies were selected, one from Pakistan (*The Nation*) and the other was from India (*The Hindu*). For the present study unit of analysis are the news items related to women which were published in selected newspapers of India and Pakistan. One and half year period of study from 1st of January 2012 to 1st of July 2013 was carefully chosen for this study and unit of analysis in this study was all the news stories appeared on front, inside and last page. The news stories as a whole served a contextual unit. In this study researcher made categories on women issue to analyze the coverage. The researcher draws the categories of news related to women. The results presented into tables according to hard news and soft news for both newspapers. The data were analyzed using simple percentage.

Table No: 1 *Frequency of Soft and Hard News in Daily The Hindu (India)*

Sr. No	Hard News	Frequency	Soft News	Frequency
1	Politics news about women's political events	86	Domestic matter and love stories news of women	67
2	Agriculture news with relation to women	73	Miscellaneous stories, Cookery news	79
3	Women's rights news and health news of women	116	Fashion/beauty/cosmetics news	122
4	Education news and economy news on financial activities of women	107	Entertainment, arts, music, films and other traditional activities.	103
5	Sports, government news of women ministries and religion news about women	124	Social news about special occasions or ceremonies	81
Total		506 (52.81%)		452 (47.18%)
		Grand Total: 958		

In the above table it is observed that The Hindu gives the coverage, hard news related to women with 52.81% and soft news related to women with 47.18%.

Table No: 2 *Frequency of Soft and Hard News in Daily The Nation (Pakistan)*

Sr. No	Hard News	Frequency	Soft News	Frequency
1	Politics news about women's political events	109	Domestic matter and love stories news of women	31
2	Agriculture news with relation to women	71	Miscellaneous stories, Cookery news	59
3	Women's rights news and health news of women	118	Fashion/beauty/cosmetics news	61
4	Education news and economy news on financial activities of women	85	Entertainment, arts, music, films and other traditional activities.	78
5	Sports, government news of women ministries and religion news about women	113	Social news about special occasions or ceremonies	46
	Total	496(64.33%)		275(35.66%)
		Grand Total:771		

In this table it is observed that the coverage was given by The Nation to hard news related to women with 64.33% and soft news related to women with 35.66%.

CONCLUSION

The study explores the portrayal of women issues by Indian and Pakistani Newspapers, *The Hindu* (India) and *The Nation* (Pakistan). Study explores how much women issues coverage is given to the selected newspapers. The researcher's first hypothesis, It's more likely to be that, The Hindu (India) covers more hard news stories than soft news stories regarding portrayal of women in India due to its progressive approach. The study proved that The Hindu gives the coverage, hard news related to women with 52.81% and soft news related to women with 47.18%. So, first hypothesis proved by the study. The second hypothesis, It's more likely to be that, The Nation (Pakistan) covers soft news stories than hard news stories regarding portrayal of women in Pakistan due to its conservative mindset. The study proved that the coverage was given by The Nation to hard news related to women with 64.33% and soft news related to women with 35.66%. There is big difference in the coverage of women related news. So according to our study the second hypothesis rejected. The mass media depiction of gender contains a multifaceted organism of encryptions, contracts and directions. They produce a variety of what civilizations are about.

Revealingly in quantitative studies, it is quiet the situation that the mass media drive with the power and give us two times more males bodies than females, notwithstanding soaps, despite females' magazines, joking series or new types of democratic news or community journalism. Gender is about femininity and masculinity. We recognize gender roles via media representations through our understood knowledge of codes and conventions and media have been and can again be a part of an imposing as well as authoritarian gender regime. However, presently it is needed to present the programs on unbiased basis because males are usually present in heroic roles with strong aptitude and magical personalities. Both of genders of the society could be taught unconsciously in a manner that they give due respects to each other and grant the rights to women without the matter of ego and discrimination. It is generally believed that the Media is the 4th pillar of the state, and within media newspapers can play an important role in eliminating the gender injustice and can specify as well as influence state policies to reduce gender inequities and gender biases. This study recommends that persuasive efforts need to be taken to consider the seriousness of the issues surrounding the reconstruction and representation of women and their issues by print media in both neighboring countries. It is also suggested that newspapers should not only give due coverage to women related issues but also an extra effort should be made to make the reporting of the news items more gender sensitive so that it may eventually influence the mindset of a layperson.

REFERENCES

- Adnan, M. (1987). *Women and the Media in Malaysia.*' Media Asia, 14 (4) Pg no 194-203.
- Babur, Z. (2007). *Violence against women in Pakistan: current realities and strategies for change.* Unpublished thesis, University center for peace studies, Austria.
- Bano, M & Manzoor, R. (2013). Violence against women in Pakistan: Evidence from Punjab. *International Journal of advanced research. Vol: 1. Issue 6.*
- Bhavana, D. (2012). Domestic violence against women: An analysis. India: *International Research journal of social science.* Vol: 2(1). Pp. 34-37.
- Brown, M. E (1994). *Soap Opera and Women's talk the pleasure of resistance.* London: Sage.

- Busby, L. J. (1975). Sex-role Research on the Mass Media. *Journal of Communication* 25 (4), Autumn 1975, pp. 107–131.
- Dines, G. (1995). *Gender, Race and Class in Media*. London: Sage
- Durkin, K. (1985). *Television, Sex Roles and Children*. Milton Keynes: Open University Press.
- England, P. (1993). *Theory on Gender/ feminism on theory*. New York: Aldine Publishers.
- Fernandez, I. (1992). *Who Call The Shots? The Ideology of Control By The Media On Women*. A Paper Presented At The Seminar On The Mass Media And Women in Malaysia, Penang, Malaysia.
- Gallagher, M. (1979). *The Portrayal and Participation of Women in the Media*. Paris UNESCO, Mimeographed.
- Gunter, B. (1986). *Television and Sex Role Stereotyping*. London: John Libby.
- Goffman, E. (1978). *Gender Advertisements*. Cambridge, MA: Harvard University Press.
- Holab, F. (2009). *Feminist Theory*. Barkley: University of California Press. Human Rights Watch World Report (2013).
- Johnson, M. (1995). Patriarchal terrorism and common couple violence: Two forms of violence against women. USA: *Journal of Marriage and Family*, Vol. 57, No. 2 (May, 1995), pp. 283-294
- Kalis, P., Neuendorf, K. A. (1989). Aggressive Cue Prominence and Gender Participation. *MTV. Journalism Quarterly* 66(1).
- Kunchenhoff, (1975). Cited in Seema Pervaiz '*Analysis of Mass Media. Appealing to Women*. National Institute of Psychology, Islamabad
- Kuhn, A. (1985). *The Power of the Image Essays on Representation and Sexuality*. London: Routledge & Kegan Paul Minh.

- Livne, E. (2015). *Violence against Women in India: Origins, Perpetuation and Reform*. Unpublished thesis, Department of History Global Studies, Carnegie Mellon University.
- Malamuth, M. (1981). *The effect of mass media exposure on expectance of violence against women: A field experiment*. Canada: Psychology department, University of Manitoba. Elsevier Inc.
- Miller, B. D. (1993). *Sex and Gender Hierarchies*. Cambridge: Cambridge.
- Meyers, M. (1996). News coverage of violence against women. [http://www.allacademic.com /meta/p112370 index.html](http://www.allacademic.com/meta/p112370_index.html). Retrieved on November 19, 2013.
- Nancy, A. (1996). *“Understanding violence against women”*. Washington DC: National Academy press.
- Putt, J. (1997). *Violence against women in Australia: key research and data issues. Australia*: Australian Institute of Criminology press.
- Shazia, N. (2005). *The role of print media on physical violence against women in Sothern Punjab*. Unpublished thesis, Bahauddin Zakariya University Multan, Pakistan.
- Singh, D. P. and M. Singh. (2005). *Women and Empowerment: Experiences from Some Asian Countries*. Unistar Books.
- Tahir, U. (1998). *Crime reporting in newspaper related to women causes tension among them*. Unpublished thesis, Bahauddin Zakariya University Multan, Pakistan.
- Tinklin, T., Croxford, L., Ducklin, A. & Frame, B. (2015). *Gender and attitudes to work and family roles: the views of young people at the millennium*. Gender and Education 17(2).
- Tuchman, G. (1973). Making news by doing work: Routinizing the unexpected. *American Journal of Sociology*, Vol. 79, No. 1 (Jul., 1973), pp. 110-131