



UGANDA MEDIA WOMEN'S ASSOCIATION (UMWA) / MAMA FM

REPORT ON

Gender Dimensions In Uganda's Print Media: A Case For Engendering Practitioners

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EXECUTIVE SUMMARY

This study, *“Gender Dimensions in Uganda’s Print Media: A Case for Engendering Practitioners”*, was commissioned by Uganda Media Women’s Association (UMWA), with the aim of finding out the participation and portrayal of women and coverage of issues salient to women in the print media, and to recommend strategies for improving the situation. It was conducted using content-context methods of analyzing texts (4,373 articles) and 675 photographs, in 5 newspapers, namely: The New Vision, The Monitor, The Red Pepper, The Observer, and Bukedde, for the months of April and May 2014.

Findings seem to confirm those of other studies that have shown that the picture of the world provided by today’s news media is one in which women barely exist because it is a world inhabited, structured, and defined by men. Therefore, it accords higher status to men and the masculine.

The study has demonstrated that women’s participation in the print media is comparatively smaller than that of men in terms of News Writers (13%), Photographers (15%), News Actors (24%), Appearing in Photographs (28%), and Being Quoted (20%). This puts women’s overall participation in print media news at only 20%.

Established by the study, too, is that when it comes to specific areas of news coverage, there is evidence of gender dimensions. Women, for example, are less likely to write about, appear in, or have their voices heard in ‘hard’ news stories such as Politics, Defence, Spirituality, and the Economy. They are, however, more evident in ‘soft’ news areas such as Education / Health; and Agriculture, but more so in the Arts, Entertainment and Relationships.

Also emerging is that the few women who appear in the news tend to be represented differently from male news makers. This study, just like others before it, found out that in both text and photographs, women have been depicted as sexual objects; referred to in terms of personal relationships; and in traditional role – stereotypes of mothers, home makers and care-givers lacking in meaningful vocations; and as victims than as persons of authority, more frequently than men. The latter were observed to be depicted in relation to power, dominance, and authority.

To borrow from Gallagher et al (1996), like other types of media content, print media news reproduces patterns of selective bias in the way that it represents – and fails to represent – women and their lives.

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INTRODUCTION

1.1 Background

In the recent past, there has been an upsurge in the number and growth of media houses and corresponding developments in technology that has witnessed communication transcending national boundaries and turning the world into an intricate web. This growth has widened the scope of the media's role from merely informing, educating and entertaining to mobilizing and agenda setting for individuals, communities, nations and the world at large. That the media plays a very important role in societal development is not an issue of debate, but of concern is the tremendous impact it has come to be associated with, i.e. it has an influence on public opinion, personal beliefs and preferences, tastes and outlook on a number of issues, including gender relations. This is because through different types of media, people come to adopt behaviors and lifestyles, assume attitudes, and build stereotypical images that affect their actions in daily life.

Belief formation regarding groups of people, most often, occurs when any given characteristic of an individual is particularly obvious or salient such as sex. Given the salience of categorization by gender, it seems almost inevitable that people are perceived in terms of sex-role stereotypes. These belief generalizations are normally drawn from culturally transmitted information, but, and also of recent, through and by the media. Treating women as inferior is an old habit and one that is difficult to eradicate at all levels, but easy to perpetuate, especially by the media.

A tremendous volume of research has been conducted about gender and the print media with regard to the coverage of women issues as well as access to and participation of women in the media vis-à-vis that of men. While statistics vary from situation to situation, locality-to-locality and different special groups of people, the underlying, obvious and common phenomenon to all is the negative portrayal of women across the board, as well as its failure to provide a balanced picture of women's diverse lives and contributions to society.

All studies appear to indicate that there is little space and air time allocated to women's issues which lends credence to the assertion that the media have failed to give recognition to women's contribution and concerns and reference to stories on women as not being news worthy and cannot, therefore, sell the newspapers. Also, a careful look at articles featuring women shows that they are rarely given prominence by front or back page allocation, as most of them are relegated to inside pages. The few exceptions may include powerful politicians as well as those involved in violence and what society deems degrading behavior. Moreover, as if to lend credence to their labeling of women as stupid

and dump – to be seen and not to be heard, many newspaper articles are devoid of women's voices.

Of note also is the deliberate re-creation of the rural-urban divide because reporting on the two categories of women is imbalanced in favour of the latter. While approximately 80% of women are rural-based, stories relating to them constitute only 20% of the stories allotted to women.

Lastly, the media constantly portrays women negatively and in stereotypical ways. The continued projection of negative and degrading images of women is recreated and reinforced by the print media, depicting women as socially and economically dependent like children with no other status than that of wife and mother, daughter or sister, or some other relation, which personal relationships often have no relevance to the story. The media also portrays women as objects of humour or disparagement, and as sex objects through sex appeal creations, beauty fronting, and image undressing. Similarly, women are treated in a degrading and dehumanizing way while men are glorified as powerful, career-oriented and successful, only being faulted and ridiculed for their involvement in "non-traditional roles".

It is important to note that governments, including that of Uganda, international organizations as well as Non-governmental organizations and companies have, over the years come up with laws, policies, programs and protocols to redress the situation. Recent studies in media trends indicate that there is a growing number of women practitioners in the media though few have attained positions at the decision-making level, and that while portrayal of women is predominantly negative, there are some positive developments in the images of women in the media. These developments, however minute, should be harnessed and used as an opportunity to reverse the above trend.

1.2 Rationale for the Study

Women's experiences, networks, knowledge, perspectives, pain, hopes and dreams hold different nuances and or emphasis compared to those of their male counterparts, even from the same community. Therefore, inclusion of gender perspectives as well as increased access to and participation in the print media should not be viewed as a matter of privilege and afterthought. It is an issue of rights, of development, and of justice, as well as of harnessing the human resource base and potential of a community, country and the world at large. Indeed, meaningful development cannot be achieved when half the population is continuously ostracized and its contribution to development going unrecognized.

For desired change to take place there is need for continuous research into the situation of women in the media, to supplement existing data, albeit with

attendant actions by media houses in Uganda. Such media actions are incumbent upon building the capacity of the media for gender analysis and mainstreaming with a view of deepening their gender expertise and skills. Ultimately, this will enable them to:

- Fine-tune existing data collection and analysis mechanisms , for presentation to the public of engendered information,
- Adequately cover women’s issues and experiences,
- Ensure that the different voices – of women and men – are given equal opportunity to be heard.

The above approaches are necessary to speed up gender awareness; to integrate perspectives of both women and men, to ensure positive outcomes for all and to achieve gender balance because such information provides useful insights into agendas of decision makers, thus enhancing opportunities for more comprehensive and integrated development planning.

1.3 Purpose and Objectives of the Study

1.3.1 Purpose:

The main purpose of this study is to critically analyze the gender dimensions in the print media and propose a strategy for addressing observed imbalances.

1.3.2 Objective:

The study’s main objective is to contribute towards engendering print media houses so that they produce gender-balanced articles.

Specifically, the study is aimed at:

1. Examining the participation of women in Uganda’s print media.
2. Examining the coverage of women issues in the print media.
3. Analyzing the portrayal of women in Uganda’s print media.
4. Proposing a strategy for advancing gender parity in the print media.

METHODOLOGY

2.1 Scope of the Study

The study was contextually limited to analyzing unequal gender coverage in the print media. The print, as opposed to other types of media, was chosen because newspaper copies are much easily accessible. It was also chosen because limited funds could not support the human resources and time required to analyze other types of media. Geographically, the study was conducted in Kampala city where most print media houses are based and where copies of the newspapers can be accessed easily.

2.2 Sample Size and Sample Selection

The print media covered include the New Vision, the Daily Monitor, Bukedde, The Observers and the Red pepper. For each paper, three days were analyzed per week i.e. Monday, Wednesday and Fridays. For each week, therefore, 12 issues of each of the papers were analyzed, totaling 60 issues per month, and 120 issues for the 2 months of April and May 2014.

Table 1: Newspaper issues analyzed per Newspaper

Newspaper	Per week	Per month	2 Months
New Vision	03	12	24
The Monitor	03	12	24
The Observer	03	12	24
The Red Pepper	03	12	24
Bukedde	03	12	24
TOTAL	15	60	120

All the newspaper were selected purposively for their large circulation within and without the country. The newspaper content analyzed was limited to news stories, and commentaries, including editorials. Excluded were Letters to the Editor, Sports, and Features. Also analyzed were related or accompanying photographs.

2.3 Methods of Data Collection and Analysis

The study was conducted using documentary review of newspaper contents (texts and photographs) using both qualitative and quantitative methods of data collection and analysis, based on content-context analysis. Previous studies conducted in the field of gender and the media were also reviewed to provide a background and rationale for this study.

Data Collection: Qualitative data was collected using a designed newspaper content schedule while for quantitative data, a checklist was designed.

Data Analysis: For quantitative data, relationships and frequencies leading to percentage deduction were developed by determining the numbers of women and men in the news, roles they play, associated imagery in form of photos and the number of genres where they appear. On the other hand, qualitative data analysis was done by looking at the text and context of coverage so as to construct meanings, and make deductions.

FINDINGS AND ANALYSIS

3.0 Introduction

The findings are presented under the following sub-headings: Participation of Women in the Print Media; Coverage of women issues in the Print Media; and Portrayal of Women in the Print Media.

Because newspapers cover wide and diverse subjects, it is not possible to analyze each of them individually. For this study, therefore, the benchmark of presentation has been categorization of topical areas into 13 (thirteen) general subjects based on how they are closely associated to (each) other(s). These are presented below:

1. Politics / Government
2. Defence / Security
3. Economy / Finance / Banking / Insurance / Securities / Trade
4. Arts / Media / Leisure / Relationships / Entertainment / Fashion / Lifestyle
5. Science / Technology / Industry / Transport / Energy
6. Education / Health
7. Crime / Legal / Violence / Human Rights
8. Agriculture / Fishing / Animal Industry / Apiary
9. Environment / Tourism
10. Royalty / Culture
11. Disaster / Charity / Genocide / Death /
12. Spirituality / Morality
13. Urbanization / Housing

Table 2: Number of News Articles By Topical Area Per Each Newspaper

Newspaper	Politics	Defence	Finance	Arts	Science	Education	Legal	Agriculture	Environment	Royalty	Disaster	Spirituality	Urbanization	Total
New Vision	144	80	84	16	81	123	123	32	19	21	96	22	05	846
Monitor	174	80	79	17	100	170	233	36	15	33	72	19	02	1,030
Red Pepper	304	118	62	26	64	100	224	38	22	42	74	34	10	1,118
Observer	116	17	84	13	32	57	76	07	08	11	16	03	02	442
Bukedde	222	107	52	65	63	72	210	21	07	12	75	26	05	937
TOTAL	960	402	361	137	340	522	866	134	71	119	333	104	24	4,373

The above table shows that out of a total of 4,373 articles analyzed, a majority (26%) were from the Red Pepper, closely followed by the Monitor (24%), and by Bukedde (21%). The least number was from the Observer (10%), while the New Vision contributed 19% of the articles. Variance in the number of articles analyzed was observed to stem from the fact that articles in some newspapers tend to be smaller / bigger than in others. For example, Red Pepper had a larger number of news items and news columns than the other newspapers.

It also shows that of all news articles analyzed, a majority (22%) were about Politics, followed by Legal / Crime (20%), and Education / Health (12%). The least number was about Urbanization (1%), followed by Environment / Tourism and Spirituality / Morality, each at 2%.

3.1 Participation of Women in the Print Media

This section is about people who write the news (journalists) and those who actually make the news – persons in the story who speak and/or whom the story is about even if they do not speak (news actors / makers), as well as photographers.

3.1.1 News Article Writers

Out of a total of 4,373 news articles analyzed, a majority (2,334) were covered by men, followed by ‘Writer Not Known’¹ (1,593), and women (360). The others (289) were written by both women and men jointly.

Discounting the “unknowns” and “both women and men”, this translates into a total of 2,694 articles of which women covered only 13% while men covered 87%

Table 3: Proportion of Female and Male News Article Writers By Each Newspaper

Newspaper	Female		Male		Total
	F	%	F	%	
New Vision	63	11	535	89	598
Monitor	134	15	747	85	881
Red Pepper	74	16	402	84	476
Observer	49	13	325	87	374
Bukedde	40	12	325	88	365
TOTAL	360	13	2,334	87	2,694

The table shows that, comparatively, Red Pepper is slightly ahead (16%) of the others in terms of number of female news article writers, followed by the Monitor (15%), the Observer (13%), and Bukedde (12%). The New Vision has the smallest number (11%) of female news writers, vis-à-vis that of men in the same newspaper.

The above findings are in conformity with previous studies which show that although the number of women working in the media has been on the increase, this has not translated into a corresponding increase in the number of women who actually write news. In the Ugandan context, this disparity can be partly explained by cultural impediments to women fulfilling the role of journalists; gender discrimination at the workplace; sexual harassment; intimidation and abuse; undervaluing or ignoring of women’s work, successes, efforts and rights;

¹ “Writer Not Known” refers to news article writers whose gender could not be established because such articles were written “By Our Reporter(s) or “AFP” or otherwise.

and symbolically destroying or frustrating them. Other impediments relate to long distances to work, and long working hours; dilemma of balancing work and care giving responsibilities; lack of access to decision making roles, and to that of relevant technical skills; as well as intimidation and power play within male dominated media houses (EAJA, 2008); (Sentamu-Masagazi, 1997).

3.1.2 *The Photographers*

Due consideration was also given to the gender of photographers. Out of a total of 2,081 photographers, there were 98 women, 577 men, and 1,406 whose gender was unknown².

Excluding the “unknowns”, the total comes to 675 photographers. Figure 1 below shows that out of that total, women had a representation of only 15%, while men – again, formed the majority (85%) of photographers. The table also shows that there are representative differentials amongst the different newspapers. Bukedde, for example, had a relatively higher (18%) representation of female photographers, closely followed by New Vision (15%), the Observer (12%), and the Monitor with only 11%. The Red Pepper’s photographers were exclusively male i.e. 100%.

Table 4: Gender of Photographers by Newspapers

Newspaper	Female		Male		Total
	F	%	F	%	
New Vision	21	15	115	85	136
Monitor	23	11	182	89	205
Red Pepper	00	00	16	100	16
Observer	07	12	50	88	57
Bukedde	47	18	214	82	261
TOTAL	98	15	577	85	675

Because of the underrepresentation of women in covering news, there are far and wide ramifications, but the overall result is an unbalanced representation of Ugandan society.

3.1.3 *Areas of News Coverage*

3.1.3.1 *Areas*

Emerging from this study is – that men are overtly predominant in coverage of each of the topical areas.

² Photographer unknown refers to photographs by “our photographer”, “file photo”, or otherwise.

Table 5: Proportion of Women and Men Covering News By Topical Area

Topical Area	Women		Men		Total
	F	%	F	%	
Politics	43	7	597	93	640
Defence	19	13	127	87	146
Finance	37	14	226	86	263
Arts	13	13	88	87	101
Science	35	14	213	86	248
Education	102	28	266	72	368
Crime	54	11	425	89	479
Agriculture	32	31	72	69	104
Environment	03	06	45	94	48
Royalty	09	13	59	87	68
Disaster	11	07	147	93	158
Spirituality	00	00	56	100	56
Urbanization	02	13	13	87	15
TOTAL	360	13	2,334	87	2,694

Men's highest contribution of coverage by topical area was in Spirituality (100%) followed by Environment (94%) as well as Politics and Disaster each at 93%. The lowest was in Agriculture (69%). Women were observed to cover more of Agriculture (31%) and Education (28%). The areas least covered by women were Spirituality (0%), Environment (6%) as well as Disaster and Politics each at 7%.

For each individual newspaper, too, these differentials also came out clearly. For example, the highest coverage of topical areas for women in each newspaper was as follows:

- New Vision : Agriculture (24%), Education (22%) and Science (13%)
- Monitor : Education (36%), Arts (29%) and Agriculture (19%)
- Red Pepper : Agriculture (57%), Education (54%) and Arts (38%)
- Observer : Urbanization (100%), Environment (25%) and Education (24%)
- Bukedde : Royalty (33%), Agriculture (25%) and Crime (19%)

There are two phenomena that are common to the five newspapers. First is that each of them had more than one topical area in which women's contribution was 0%, excluding Spirituality which was cross cutting for all of them. Such other topical areas included:

- New Vision : Urbanization
- Monitor : Urbanization and Environment
- Red Pepper : Urbanization, Environment and Disaster
- Observer : Disaster
- Bukedde : Urbanization, Environment and the Arts

Second is that the topical areas where women were observed to have covered more are those traditionally considered to be ‘soft’ news areas, the reverse being true for those areas considered a men’s domain – the so-called ‘hard’ news.

3.1.3.2 Women and Men’s Contribution to Writing of ‘hard’ and ‘soft’ News by Newspaper

The ‘hard’ news have been grouped into: Politics, Defence, Finance, Science and Legal issues; while the ‘soft’ news include: the Arts, Education, Agriculture, Royalty and Spirituality.

Table 6: ‘Hard’ News Coverage By Gender

Newspaper	Women		Men		Total
	F	%	F	%	
New Vision	31	9	328	91	359
Monitor	74	13	487	87	561
Red Pepper	22	7	316	93	338
Observer	30	11	245	89	275
Bukedde	25	17	125	83	150
TOTAL	182	11	1,501	89	1,683

The contribution of women writing ‘hard’ news is highest at Bukedde (17%) and lowest at the Red Pepper (only 7%). In between are the Monitor (13%), the Observer (11%), and the New Vision (9%). Overall, women’s contribution to ‘hard’ news is a mere 11% compared to 89% for men.

Table 7: ‘Soft’ News Coverage By Gender

Newspaper	Women		Men		Total
	F	%	F	%	
New Vision	28	17	133	83	161
Monitor	55	23	182	87	237
Red Pepper	52	45	64	55	116
Observer	15	19	62	81	77
Bukedde	6	6	90	94	96
TOTAL	156	23	531	77	687

Women’s contribution to writing ‘soft’ news is greatest at the Red Pepper with 45% and lowest at Bukedde (6%). The second highest is at the Monitor (23%) and the Observer with 19%. The second lowest is the New Vision with 17%. The overall contribution of women to writing ‘soft’ news stands at 23% as opposed to men’s 77%.

There are several reasons for such differentials in coverage of news between women and men. In the case of Spirituality, partial explanation may be because generally religion is quite gender biased against women so much so that close contact between women journalists and male news sources in some religious affiliations is considered highly immoral. But there are other reasons.

Gender segregation in the allocation of tasks is a major issue, especially investigative or not-the-routine assignments. These are stories that break after office - ones not assigned in the usual way, or off-desk tasks. Such stories usually break out after official working hours, late in the evenings or at night, and during official cocktails, during which periods, women are not expected to be working. This denies them a chance to interact with after-office and out-of-town power brokers and news makers, which ultimately cuts off women journalists from breaking news.

The Global Media Monitoring project reports, similarly, that throughout the world, female journalists are more likely to be assigned "soft" subjects such as arts, family lifestyle and fashion, while "hard" news areas such as politics, war, and the economy are more likely to be covered by men.

There are closely associated implications for women of men's preponderance in "hard" news areas. Men are more likely than women, to "catch the eye" of their bosses, which counts negatively in women's appraisal and in turn this contributes to women's career stagnation in the media. Moreover, it has been variously argued that the level of participation and influence of women in the media has implications for media content: female professionals are more likely to reflect other women's needs and perspectives than their male counterparts. It is important to acknowledge, however, that not all women working in the media will be gender aware and prone to cover women's needs and perspectives; and it is not impossible for men to effectively cover gender issues. Nonetheless, the presence of women in the media is more likely to provide positive roles models for women and girls; to gain the confidence of women as news sources and interviewees; and to attract a female readership (White, 2009).

3.1.4 *News Actors*

The other gender dimension observed was clear differentials - between female and male news actors in terms of numbers (appearing in the news; being quoted in newspaper texts; and appearing in accompanying photographs).

3.1.4.1 *Women and Men Making News*

The table below shows that there was a total of 14,598 news makers during the study period, of whom 3,387 (23%) were women and formed the minority; while

men were 11,211 (77%), thus the majority. This shows that in Uganda's print media, the ratio of women news makers to that of men is 1:3.

Table 8: Women and Men Making News by Newspaper

Newspaper	Women		Men		Total
	F	%	F	%	
New Vision	649	23	2,140	77	2,789
Monitor	558	21	2,132	79	2,690
Red Pepper	740	22	2,666	78	3,406
Observer	323	20	1,323	80	1,646
Bukedde	1,117	27	2,950	73	4,067
TOTAL	3,387	23	11,211	77	14,598

Also emerging from the table is the fact that the number of women and men making news differs from one media house to another. For example, Bukedde covered more (27%) women news makers, while the Observer covered the least (20%). New Vision fell in second place (23%) followed by Red Pepper (22%) and Monitor being second last with 21%.

More differentials were observed in relation to the topical areas of analysis and the number of women and men making news.

Table 9: Number of Women and Men Making News by Topical Area / Field

Topical Area / Field	Women		Men		Total
	F	%	F	%	
Politics / Government	1,088	24	3,469	76	4,557
Defence / Security	178	15	986	85	1,164
Finance / Banking / Insurance / Securities / Trade	189	23	650	77	839
Media / Arts / Leisure / Relationships	199	36	360	64	559
Science / Technology / Industry / Energy / Transport	193	24	608	76	801
Education and Health	356	29	865	71	1,221
Legal / Crime / Human Rights	665	22	2,414	78	3,079
Agriculture / Fishing / Animal Industry	64	21	244	79	308
Environment / Tourism	42	24	134	76	176
Royalty / Culture	106	23	357	77	463
Genocide / Death / Disaster / Charity	231	23	766	77	997
Spirituality / Morality	69	18	306	82	375
Urbanization / Housing	7	12	52	88	59
TOTAL	3,387	23	11,211	77	14,598

The above table shows that women and men news actors tend to be associated with different kinds of stories. Across many of the different news areas, men appeared more in Political stories (73%), Defence (85%), the Economy (79%), and Spirituality (82%); and Urbanization (88%) but they appeared least (64%) in the

field of Arts / Media. On the other hand, a relatively high number of women appeared in Social areas (Education (29%), Royalty and Disaster, each at 23%; as well as in Legal / Crime issues (22%). Of significant and striking difference was that a majority (36%) of female news makers appeared in the subject area of Arts, Media and Entertainment, the same area in which men's appearance was, overall, least (64%) observed.

This is in conformity with findings by previous studies that show that men are more likely to appear in hard news areas, as news makers, the reverse being true for women news makers who tend to appear more in social news. While it could not be readily established, however, why a significant number (23%) of women news makers appeared in the area of Royalty considering that Ugandan royalty is particularly patriarchal, their elevated appearance in Legal / Crime issues (22%) is explainable. A significant number of women actors are normally portrayed in and by the media as victims, and indeed also as perpetrators of crime, which accounts for such a relatively high appearance.

3.1.4.2 Persons quoted in the Print Media

A pattern similar to the one above emerges when it comes to persons whose voices are heard, directly or indirectly in newspaper story texts.

Table 10: Proportion of Women and Men Quoted by Newspaper

Newspaper	Women						Men						Total
	Direct		Indirect		S/Total		Direct		Indirect		S/Total		
	F	%	F	%	F	%	F	%	F	%	F	%	
New Vision	288	17	110	7	398	24	754	45	506	31	1,260	76	1,658
Monitor	178	13	85	6	263	19	608	44	516	37	1,124	81	1,387
Red Pepper	124	11	116	11	240	22	410	37	474	42	884	78	1,124
Observer	109	14	57	7	166	21	399	51	221	28	620	79	786
Bukedde	119	9	219	16	338	25	399	30	603	45	1,002	75	1,340
TOTAL	818	13	587	9	1,405	22	2,570	41	2,320	37	4,890	78	6,295

A majority (78%) of the news makers quoted were men (Direct - 41%; Indirect - 37%) while only 22% were women (Direct - 13%; Indirect 9%), out of the total of 6,295 persons quoted. The table shows further that there are differences in the numbers of women and men quoted when it comes to individual newspapers. Bukedde, for example, quoted more women (25%) followed by New Vision (24%), and Red Pepper (22%). On the other hand, the Monitor least quotes women news makers (only 19%) followed by the Observer at 21%.

It should be noted that in terms of quoting women directly, the New Vision was in the lead (17%) while Bukedde came last with only 9%.

The reasons for having more men than women being quoted in newspaper print texts may partly be explained in terms of culture, which in the African context, tends to look unkindly towards women speaking in public, who, if they are to

speak, should do so through proxies – men. But also, people who speak are usually professionals or “experts” in specific fields, but the number of women “experts” is significantly lower than that of men.

It should be noted, for the specific topical areas of news covered, again, a similar pattern emerges.

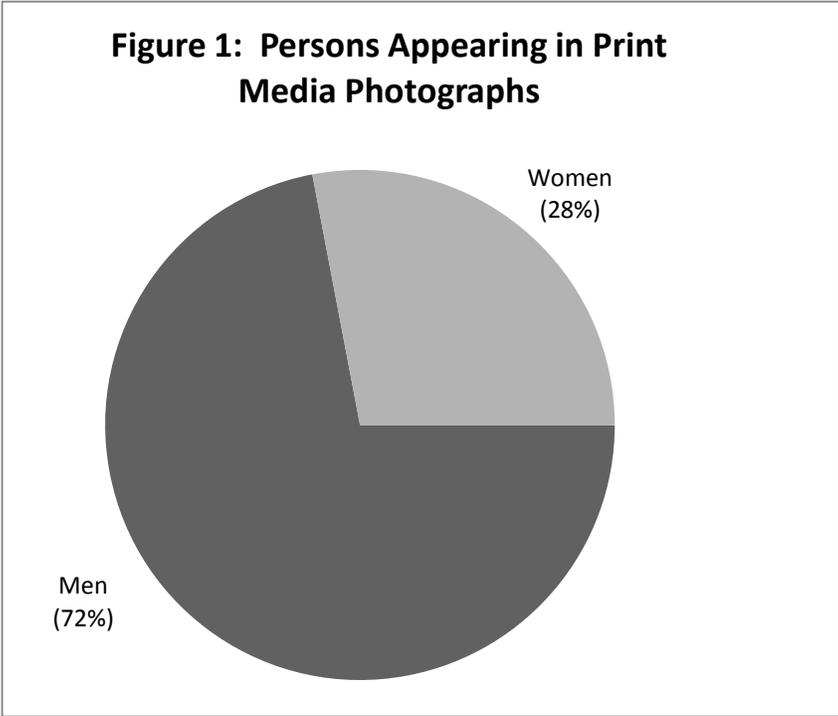
Table 11: Proportion of Women and Men quoted by Subject Area

Topical Area	Women		Men		Total
	F	%	F	%	
Politics / Government	362	22	1,267	78	1,629
Defence / Security	72	15	405	85	477
Finance / Banking / Insurance / Securities / Trade	113	23	380	77	493
Media / Arts / Leisure / Relationships	61	31	139	69	200
Science / Technology / Industry / Energy / Transport	101	21	375	79	476
Education and Health	208	27	570	73	778
Legal / Crime / Human Rights	248	23	853	77	1,101
Agriculture / Fishing / Animal Industry	40	19	165	81	205
Environment / Tourism	18	18	87	82	105
Royalty / Culture	53	26	152	74	205
Genocide / Death / Disaster / Charity	102	22	355	78	457
Spirituality / Morality	23	17	114	83	137
Urbanization / Housing	04	12	28	94	32
TOTAL	1,405	22	4,890	78	6,295

Men are quoted more in the fields of Politics and Security (78% & 85%). Agriculture and Environment (81% & 82%), and in Spiritual and Urbanization issues (83% & 94%). As usual, they are least quoted (69%) in the Arts /Media. For women the least quotations are registered in Urbanization (12%), and Security (15%), but are quoted mostly in Royalty (26%), Education (27%), and the Arts (31%) which, again, tops the list. This is in line with other global print media content studies which show that women are rarely quoted on important issues, by the print media.

3.1.4.3 Appearance in Photographs

There were a total of 6,202 photographs and in these, too, men appeared more frequently (72%) than women (28%).



There were clear differentials, too, in the numbers of women and men appearing in each newspaper’s photographs. The New Vision featured more women in photographs (32%) while the Observer had the least number (22%). Bukedde came second with 29% while the Monitor’s and Red Pepper’s featuring of women in photographs was 27% each.

Table 12: Numbers of Women and Men Featuring in Photographs by Newspaper

Newspaper	Women		Men		Total
	F	%	F	%	
New Vision	384	32	826	68	1,210
Monitor	272	27	751	73	1,023
Red Pepper	306	27	808	73	1,114
Observer	113	22	393	78	506
Bukedde	670	29	1,679	71	2,349
TOTAL	1,745	28	4,457	72	6,202

It should be noted that not all photographs analyzed were relevant to the story. This is because some photographs appeared close to stories to which they were of no consequence.

There were only 30 (0.4%) of such photographs appearing close to stories covering issues of concern to women, which makes statistical representation to

appear irrelevant, but the implication is not lost – even to a casual observer. This is because such photographs tend to overshadow the story and in the process draw the attention of the reader from the news story.

It should be noted further that merely appearing in photographs does not equate to active participation in the news.

3.2 Coverage of Women’s Issues in the Print Media

There isn’t a single issue covered in the newspapers that is not of concern to women. Indeed, all are of interest to women. There are, however, *specific issues that are particularly salient in women’s lives* whose coverage by the print media deserve special attention. These have been generalized into 8 issues:

1. **Education and Training for women**, including but not limited to promotion of girl child education, adult literacy programs for women, and capacity building and acquisition of specialized and other skills by women.
2. **Changing roles of women** – stories challenging role stereotypes about women.
3. **Violence against women** – domestic violence, rape, defilement, harassment, etc.
4. **Women’s health** – Reproductive and Maternal health, among others.
5. **Child care.**
6. **Women With Disabilities (WWDs).**
7. **Other issues of concern to women** e.g. affirmative action, bride price, gender equality as a whole, etc.
8. Stories with a **combination of the above** issues.

Table 13: Stories concerning issues of direct concern to Women

Issues	Frequency	Percentage
Education	23	8
Changing Roles	25	9
Violence Against Women	44	16
Women’s Health	66	23
Child Care	19	7
Women With Disabilities	11	4
Other Issues	23	8
A Combination of Issues	70	25
Totals	281	100

The table shows that a majority (23%), out of a total of 281 issues of special concern to women covered women’s health, notwithstanding the 25% that covered a combination of two or more of the other issues. This was followed by stories which covered violence against women (16%); changing roles of women

(9%); education, and other issues each at 8%; child care (7%) and lastly, women with disabilities (4%).

The preponderance of women’s health issues over and above all the other issues may be explained by one major occurrence during the study period – celebration of World Maternal Health Week.

In a majority of cases, maternal health was written about by not only experts in that field, but also by people from all walks of life, in a detailed way that gave not only statistics but also implications of an almost non-functional maternal health system to women and society in general, and what they thought could be done to improve the situation.

But, a more sustained analysis, over a longer period of time that covers all stories in the newspapers would be required to establish whether coverage of issues of special concern to women, especially health, is customary or sporadic. Even then, a comparative analysis of women’s salient issues covered (281) weighed against all issues covered by the print media (4,373) suggests that they are merely a drop in the ocean i.e. they account for only 6.4% of all news articles. This lends credence to beliefs that women’s issues are not considered newsworthy by the media.

Table 14: News Stories of Special Concern to Women by Newspaper

	New Vision		Monitor		Red Pepper		Observer		Bukedde		Total
	F	%	F	%	F	%	F	%	F	%	
Education	7	30	6	26	3	13	5	22	2	9	23
Changing Roles of Women	8	32	7	28	4	16	3	12	3	12	25
Violence Against Women	9	21	7	16	11	25	5	11	12	27	44
Women’s Health	16	24	16	24	7	11	20	30	7	11	66
Child Care	4	21	3	16	4	21	3	16	5	26	19
Women With Disabilities	1	10	3	27	2	18	2	18	3	27	11
Other Issues	6	26	5	22	4	17	3	13	5	22	23
A Combination of Issues	14	20	13	19	15	21	15	21	13	19	70
TOTAL	65	23	60	21	50	18	56	20	50	18	281

An analysis of coverage of issues salient to women by individual newspapers reveal that (*See table above*) the New Vision is ahead of the other newspapers with 23% out of 281 articles followed by the Monitor (21%) and Observer (20%). The least number of such articles was carried by the Red Pepper, and Bukedde, each accounting for only 18%.

There are differentials for each individual salient issue in relation to each newspaper. For example, while the New Vision leads in carrying issues relating to Education (30%) and Changing Roles of Women (32%). Bukedde features more issue relating to Violence Against Women (27%) and Child Care (26%). Similarly, the Monitor and Bukedde are ahead with issues relating to Women With Disabilities, each at 27% while the Observer leads in featuring Health

related issues, accounting for 30%. Lastly, the same Observer, together with the Red Pepper carries more stories that have a combination of two or more issues of concern to women, each at 21%.

3.3 Women's Portrayal in the Print Media

Studies about print media content show that there is a close association between textual and photographic presentation of women and men on one hand, and their portrayal on the other. In both texts and photographs, positive gender portrayal is skewed heavily in favour of men, while the negative aspects are associated with women.

In this study, too, the invoking of notions of women and men's images in the print media are evident, and are reflective of the society's norms and values.

3.3.1 *Sexual Objectification of Women*

Women have been observed to be presented as objects of sex, especially in the photographs which almost completely undress women, and that leave little to the imagination. Women's sexuality is used to evoke notions of eroticism, romanticism and sensuality. Overall, many of these photographs merely exaggerate and emphasize women's physical aspects, especially in their sexuality and are an embodiment of the degradation of women's dignity in and by the media, especially in as much as a significant number don't offer any fair illustration of story content. Characteristic of all of them is the wanton exposure of women's bodies, especially the breasts and thighs.

Additionally, there were a number of photographs that emphasized women's flowing and flawless hair, painted lips, exaggerated hips, suggestive postures, and such other related phenomenon as was used to suggest that women are objects of male attention. This focus on portraying women as sex objects is more prominent in Arts and Entertainment than in any other field, touching women of all types - revelers, entertainers, and more without exception.

Closely associated with undressing of women is their presentation as men's companions, as exemplified in photographs that show women as if in attendance to men's very wishes and desires; or smiling for men; or in compromising situations (standing, leaning, lying down), walking hand-in-hand; or otherwise with men, albeit in full public view. While such companionship between women and men may not be a subject for much debate, it becomes an issue of concern if it is used to make public appearances, that emphasize who is the toy and whose toy it is; who is in charge and who is in tow. Therefore, the media's pretext of promoting companionship between women and men, is a thinly disguised reproduction of men's power and domination over women.

Also evident in newspaper texts and photographs is the apparent depiction of women as persons obsessed with their beauty, especially in outer appearances. In Bukedde, for example, there is a page (Sanyu) dedicated solely to asking women questions about their general appearances (figures) and body parts; what they like/dislike most about them; and how they affect men. In almost all cases, responses are about this or the other body part that makes men look at such women more than once. *'My hips', 'my figure', 'my lips', 'my height', 'my eyes', 'my bust', 'my thighs', 'my flawless skin, 'my this and that'; makes men do 'A, B, C' ('give me a second glance', 'ogle', 'whistle', 'appreciate me', 'die a little', 'follow me all over the place', 'remain enamoured', etc)*. This is usually accompanied with photographs that emphasize a particular attribute mentioned by the women.

Evidently, implicit in such erroneous portrayal is that women go to great lengths to beautify themselves not for the promotion of their own self-worth or to feel good about themselves, but rather for the sole purpose of attracting men. Moreover, the media has been responsible for sending out messages about beauty (though in reality about what is pleasurable to men), with which women tend to identify themselves, and adopt. These are mostly in relation to height and general body size but especially the size of the bust, hips, and waist which in turn have partly contributed to eating disorders among women.

3.3.2 *Gender and Personal Relationships*

In this study, it was also observed that both women and men news makers are referred to according to personal relationships such as mother / father, daughter / son, wife / husband, sister / brother, etc. Out of 159 such appearances, women associated ones were 68 (43%) while the majority (57%) were men-related. The men centred were the majority in this case only because the bulk of news actors (76%) were men. Of importance, however, is that a majority of those referred to – where such personal relationships have no relevance to the story – are women (94%) out of 68, while for men, it was a mere 2% of the 91 such cases under scrutiny.

It should be noted that reference to women news makers in that way goes hand-in-hand with their portrayal in traditional roles as home makers and care givers. During the course of this study, it was not too infrequent to find statements referring to women as *'so and so'...* *'a fifty year old mother of so many children', or 'a housewife and resident of'* or such other label as propagates women's domestication, without any effort being made by the news writer(s) to establish the women's vocation or calling in life, as often is the case with male news makers. Indeed men were portrayed mostly as people who do "real work" outside the home as professionals and experts, and who earn "real money" to support their families. That the number of women who do likewise is on the increase is perhaps lost on those who write news or those who decide what news

to write. These traditional sex role stereotypes reinforce the assumption that women and power are incompatible, which has in turn, relegated women to secondary status.

3.3.3 *Widening the Feminine and Masculine Gap*

3.3.3.1 *Use of subjective adjectives*

There was also use of irrelevant and subjective adjectives that convey biases and stereotypes about and between women and men as opposed to “neutral and inclusive” words that fairly describe women and men’s relevance to the news story. Such adjectives that came out prominently in the study include:

	Subjective - as opposed to	Inclusive
1.	Chairman	Chairperson
2.	Headmaster / mistress	Head teacher
3.	Policeman / woman	Police officer
4.	Spokesman / woman	Spokesperson
5.	Watchman	Security guard

Such subjective words, as listed above, have connotations of power and of superiority evidently associated with men on the one hand, and notions of subjugation and inferiority that tend to be synonymous with women.

3.3.3.2 *Sheism Vs Heism*

Blatant stereotypes were exhibited in two major ways that conveyed sexism to a much higher elevation (the sex divide, and portrayal of women dominantly as victims). Grady (1977) argues that the word ‘sex’ is a social label that has been developed and improved upon over the years merely to show that women and men can neither be the same nor equal because “they are different”. These differences are emphasized through the use of words ‘she’ and ‘he’ hereinafter referred to as sheism / heism. There is nothing particularly wrong in their use except when used to emphasize sexism i.e. “that a woman may be a politician, but ‘she’ isn’t a man”. In this study, it was observed that the use of sheism - “she said this”, ‘she did that’ - was disproportionately used, to serve as a constant reminder that whatever status associated with any woman cannot be detached from being ‘the other sex’.

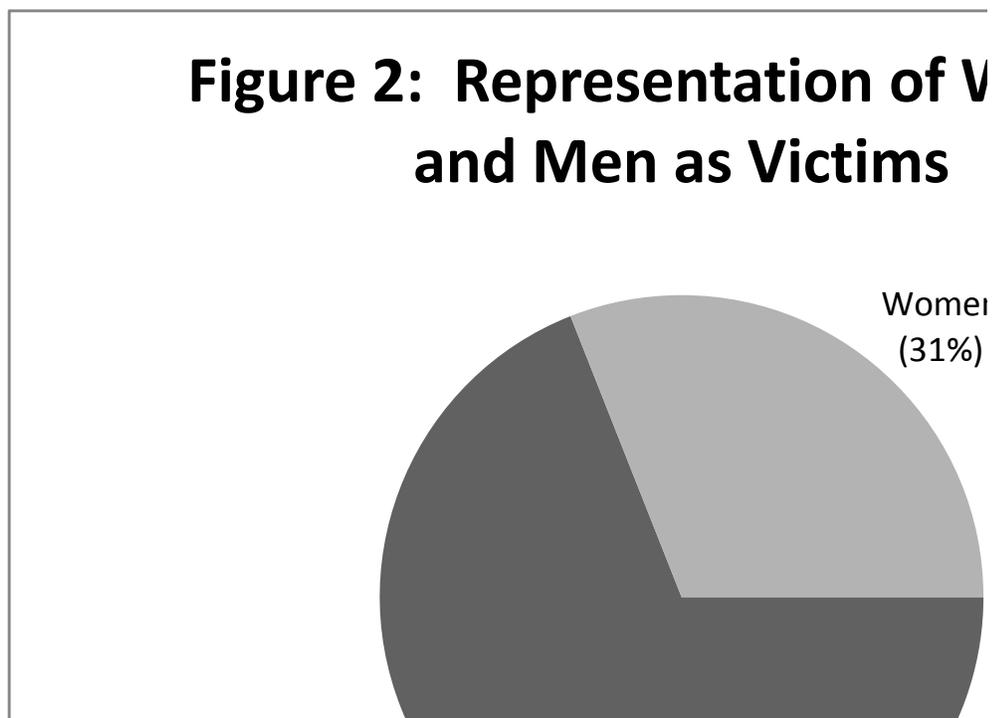
Secondly, there appeared to be an apparent affinity for the use of the pronoun “he” in reference to news actors BUT ESPECIALLY so in fields traditionally associated with men. It was common to find stories with statements such as, or closely associated with, these below:

- *“No one would want an incident where an innocent worker is sacked because of malicious allegations against **him**”.*
- *“In cases of this nature the expert makes a decision based on **his** training, experience, and expertise”*
- *“Death of a bread winner makes **his** family suffer”.*
- *“Officers in-charge of exhibits at the various stations will be held directly responsible for any impounded vehicle that is vandalized at a police station. **He** will have to make good that loss..... or be held criminally responsible”.*

In such news stories, the apparent implication is that women are not supposed to be in such professions. Indeed Gutek and Cohen, (1987) have argued that, women in non-traditional work are usually labeled *“Role Deviants”* by the Media.

3.3.4 Women’s ‘victimhood’ in the Print Media

The relative status of women and men news actors in the print media is also in relation to a disproportionate representation of women as victims – of an accident, a crime or other misfortune. The figure below gives an insight into this.



While the above statistics appear to give a distorted picture i.e. a majority (69%) of the victims being men, and only 31% being women, due consideration has to

be given to the fact that women were only 24% of the news actors. If they form 31% of the news actors who were victims, then the proportion of female victims was extremely high (a rise of 7%). Sahn et al (2013) have argued that by the print media emphasizing coverage of violence against women without according much attention to stories of women's achievements, it contributes to the discourse of framing women's issues as problems. This is because they report events rather than examining structural causes for violence, nor do they represent views of activists and organizations working against violence.

3.3.5 *The Print Media and Hypermasculinity*

Lastly, something about men's portrayal. White (2009) reports that men are also subjugated to stereotyping in the print media, adding though that, it is largely positive because men are typically characterized as powerful and dominant. Such portrayal is intended to, and indeed does, promote notions of machoism or hypermasculinity that is usually presented in several ways, including but not limited to exhibitions of:

- sheer raw muscle power in form of men pulling, pushing or carrying heavy objects, or even carrying women;
- threatening looks and appearances of men donning combat fatigue, or riot gear; and
- men carrying assault rifles and other precision weapons of war.

It is needless to point out that the associated power is often used to women's detriment. Modleski (1991) has argued that hostility towards women is central to the warrior mentality, contending that male domination and wartime aggression are intertwined in a relationship which has to do with the need to conquer women both **within** and **without**.

Of note is that women, too, are sometimes presented in symbolically powerful ways as evidenced in photographs where they appear alone as women or together with men. In such photographs, while women (and men) may appear donning uniforms of security personnel including the police, prisons, and army, they were observed not to be carrying any weapons of war. But it was common for them to be seen holding babies (Police Family and Child Protection officers) or escorting suspects / convicts (Prison officers). This, if anything else, is the print media's blatant way of defining women and power antithetically.

ADVANCING GENDER PARITY IN THE PRINT MEDIA: A STRATEGY

The facts and figures in these findings are not for the sake, but rather provide evidence that change is needed, to borrow Gallagher's words. Therefore, all stakeholders are urged to continue monitoring the media regularly and to act on the basis of existing results so as to promote change – to achieve a more balanced representation of women and men in the media.

In view of the above, the following avenues are worth exploring by all stakeholders – media houses and media professionals, non-governmental organizations, government and media professional Associations as well as advertisers:

- Incorporating well defined gender policies and programs in all print media houses by incorporating a Gender Agenda in their overall mission and vision.
- Identify training needs of all journalists and tailor courses that develop their analytical capacity in gender reporting, and media house management.
- Allocate resources that focus on advancing gender parity in the print media not only in effectively fulfilling the Gender Agenda as a whole, but also to specifically address issues of conditions at the workplace.
- Periodically conduct a Gender Audit to monitor and evaluate the Gender Program so as to identify gaps and achievements, and raise strategies for improvements.
- Encourage and support continued, wider and all-encompassing research into all aspects of Women and the Media, so as to remain focused, and to keep the light shining, and the fire burning.
- Development of women journalists' networking groups to serve as group monitoring forums and as a means for information dissemination, and for exchange of views.
- Compile a directory of women media experts who can form part of media training, research and audit teams.
- Develop professional guidelines and codes of conduct or other appropriate self-regulatory mechanisms, with the participation of women, to promote balanced and non-stereotyped portrayals of women by the media.
- Increase women's participation in decision making at all levels of the media.
- Produce and disseminate media materials on women roles, as leader with many different life experiences including that of how they have reached where they are;

balancing work and family responsibilities; as professionals; as managers and as entrepreneurs; to provide role models, particularly to young women.

- Promote the dissemination of information about, and increase awareness of the human rights of women through the media.
- Encourage the formation of Media Watch Groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly reflected.
- Create a gender balance in the appointment of women and men to all Advisory, Management, Regulatory or Monitoring bodies, and empower and encourage them to ensure that women's needs and concerns are properly addressed in, and by the media.
- Those in charge should really pay attention by way of:
 - doing more to confront gender distortions in news rooms and in professional unions;
 - balancing voices of news makers;
 - ensuring that fair gender portrayal is a professional and ethical aspiration / obligation similar to respect for accuracy, fairness and honesty.

SUMMARY AND CONCLUSIONS

A comparative analysis of the 5 newspapers under study revealed that there exist flagrant dimensions based on gender, dimensions that are favourably biased towards men. This disproportionality was very evident in the participation of women in the print media news.

In terms of writing news articles, women accounted for only 13%, most news articles (87%) being written by men. Additionally, an analysis of what is written about showed that women's coverage of 'hard' news (Politics, Defence, Economy, Science, and Legal issues) was significantly lower (11%) than that of men. Conversely, they were seen to be more preponderant (23%) in the 'soft' news areas of Arts, Education, Agriculture, Royalty vis-à-vis that of men in the same newspaper; the number of women news writers was highest (16%) at the Red Pepper, and lowest (11%) at the New Vision. For 'hard' news, Bukedde had the comparatively higher (17%) number of women news writers, the lowest being comparatively, Bukedde had the lowest (6%) number of women who wrote 'soft' news, the highest (45%) being at the Red Pepper.

The above notwithstanding, there are subject areas where women news writers didn't feature. For example, women were virtually absent from writing stories on Spirituality (0%) in all newspapers. Moreover, it was only at the Observer that some women covered the field of Urbanization, meaning that there was none at the New Vision, Monitor, Red Pepper and Bukedde. Similarly, only the New Vision and the Observer had women who covered Environmental issues while the Monitor, Red Pepper and Bukedde had none at all. Lastly, coverage of the Disaster field by women was done only at Red Pepper and the Observer only. Overall, therefore, the highest number (four) of topical areas which were not covered at all by women news writers was registered at the Red Pepper (Spirituality, Urbanization, Environment and Disaster), and at Bukedde (Spirituality, Urbanization, Arts and Environment issues), followed by the Monitor with three subject areas (Spirituality, Urbanization, and Environment issues). In this regard, the New Vision and the Observer were relatively better than the others because they each had only two subject areas where women news writers did not feature (New Vision - Spirituality and Urbanization; Observer - Spirituality and Disaster). It thus means that women's non-coverage of topical areas is more pronounced in the Urbanization (4 newspapers); Environment (3 newspapers); and Disaster (2 newspapers).

The above grim picture did not survive coverage of women and men who make news. Overall, women accounted for only 22% of news actors and of those, Bukedde covered the highest (27%) number of women. But, just like in the above scenario, women appeared more in 'soft' news areas and only marginally in 'hard' news areas.

The above pattern wasn't any different from the proportion of news makers who were quoted - directly or indirectly - with women accounting for only 22%, and moreover, again mostly in 'soft' news areas, men being preponderant in the 'hard' news areas.

Relatively, more women news makers were quoted by Bukedde (25%) and least by the Monitor (19%). For direct quotes, the New Vision had more women (17%) while Bukedde had the least (9%), and for indirect quotes, Bukedde had the highest (16%), and the Monitor the lowest (6%) number of women news makers.

Appearance in photographs, too, brought out clear differentials between women and men, and between the five newspapers. While the number of women who featured in photographs accounted for 28%, overall, most of them appeared in the New Vision (32%) and the least number was in the Observer (22%).

The study also established that coverage of specific issues that are particularly salient in women's lives was very low, i.e., only 6% of the 4,373 news articles analyzed in total. These issues include: Education and Training for women; changing roles of women; violence against women; women's health; child care; Women with Disabilities; and such other related issues. Out of 281 such news stories, the New Vision covered the highest number (23%) while the Red Pepper and Bukedde covered the least, each with 18%. Whether coverage of issues specific to women's well being was merely symbolic and/or sporadic, or as a result of institutionally embedded mechanisms was not apparently clear.

What was very clear, however, is the fact that there are negative connotations attached to the portrayal of women in Uganda's print media texts and photographs. There was a glaring depiction of women as sexual objects especially in the way that photographs featured a significant number of women dressed in abbreviated clothing. With such undressing of women that emphasized physique – bust, hips, hair, lips, thighs, etc – the print media also depicted women as objects of male attention and as persons obsessed with their own beauty³ The print media was also observed to portray women as men's companions, companionship that was not mutual but rather one that emphasized men's overlordship.

The study established further that women, relative to men, are often referred to according to personal relationships (that have no relevance to the story) as mothers, daughters, sisters, and in traditional roles of care-givers and home-makers without regard to the fact that many of them earn real money outside the home and are bread winners in their own right. The depiction of women as victims – of a crime or such other misfortunes – was also evidently disproportionate to that of men, who were portrayed typically as dominant and powerful as if to emphasize their hypermasculinity.

The above scenario – where women are grossly underrepresented in print media participation and in which media they are constantly portrayed negatively and in

³ for the sole purpose of attracting men.

stereotypical ways – owes its genesis, according to past studies, to cultural, religious and institutionalized impediments; intimidation and sexual abuse; lack of access to decision making; power play within and without media organizations; and gender discrimination generally, among others.

Moreover, such underrepresentation and negative portrayal has implications. It has not only been known to impact upon media content and context but, also, it translates into women's career stagnation, frustration, job dissatisfaction and ultimately quitting of print media jobs.

Additionally, the media contributes to formation and shaping of personal belief systems, preferences, biases and tastes;⁴ attitudes, outlook and ultimately behavior that are so instrumental in the perpetration of inherent stereotypical notions. For example, by the print media continuously splitting out images of women in abbreviated clothing, it not only facilitates the 'rape' of women by multitudes of readers, but also sullies the very essence and sanctity of womanhood.

Therefore, the media's validation and reinforcement of the above misrepresentations and misconceptions of reality occasions defining women and power antithetically, leading to the habitual relegation of women – and what they stand for – to secondary status. Thus, meaningful development cannot be achieved when half the population lives shackled under perpetual ostracism, and its contribution to development remaining bereft of recognition.

In light of the foregoing, some recommendations have been made in form of strategies that are geared not only towards contributing to tackling gender inequalities in and by the media, but also that are related to empowering of print media women to enhance skills, knowledge and survival tactics.

The other recommendations relate to engendering media houses, government and society in general so as to cultivate and strengthen their will, zeal and ability to combat the underrepresentation and negative portrayal of women in and by the media, and to challenge instances of power abuse therein.

⁴ as well as

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APPENDIX I

Raw Data - Summary Sheet (New Vision)rer

Topical Area	News Writers					News Makers			News Makers Quoted				
	Women	Men	Women /Men	Not Known	S/Total	Women	Men	S/Total	Women		Men		S/Total
									Direct	Indirect	Direct	Indirect	
1. Politics	06	99	06	33	144	175	486	661	52	39	163	107	361
2. Defence	02	40	00	38	80	26	197	223	10	06	55	43	114
3. Finance	08	58	01	17	84	36	121	157	20	07	57	30	114
4. Arts	01	13	00	02	16	12	33	45	01	03	09	05	18
5. Science	08	53	03	17	81	46	144	190	28	07	72	32	139
6. Education	20	71	07	25	123	106	257	363	62	13	110	76	261
7. Crime	07	78	08	30	123	107	403	510	40	15	102	67	224
8. Agriculture	06	19	00	07	32	12	48	60	12	03	18	22	55
9. Environment	01	14	02	02	19	13	43	56	01	02	19	13	35
10. Royalty	01	15	00	05	21	29	66	95	16	05	21	19	61
11. Disaster	03	56	04	33	96	72	258	330	36	09	93	70	208
12. Spirituality	00	15	02	05	22	14	71	85	09	01	32	15	57
13. Urbanization	00	04	00	01	05	01	13	14	01	00	03	07	11
TOTAL	63	535	33	215	846	649	2,140	2,789	288	110	754	506	1,658

APPENDIX II

Raw Data - Summary Sheet (Monitor)

Topical Area	News Writers					News Makers			News Makers Quoted				
	Women	Men	Women /Men	Not Known	S/Total	Women	Men	S/Total	Women		Men		S/Total
									Direct	Indirect	Direct	Indirect	
1. Politics	12	136	03	23	174	101	450	551	25	15	109	78	227
2. Defence	08	41	02	29	80	31	164	195	09	02	50	31	92
3. Finance	12	58	01	08	79	33	116	149	14	07	46	28	95
4. Arts	05	12	00	00	17	14	43	57	02	03	08	08	21
5. Science	13	81	01	05	100	39	186	225	21	08	85	54	168
6. Education	40	111	03	16	170	75	225	300	40	15	105	88	248
7. Crime	29	171	04	29	233	172	574	746	41	18	85	124	268
8. Agriculture	07	29	00	00	36	12	48	60	02	05	22	26	55
9. Environment	00	15	00	00	15	05	29	34	01	00	08	11	20
10. Royalty	03	24	02	04	33	21	102	123	06	03	27	12	48
11. Disaster	05	51	02	14	72	37	133	170	14	06	48	40	108
12. Spirituality	00	16	02	01	19	18	53	71	03	03	10	12	28
13. Urbanization	00	02	00	00	02	00	09	09	00	00	05	04	09
TOTAL	134	747	20	129	1,030	558	2,132	2,690	178	85	608	516	1,387

APPENDIX III

Raw Data - Summary Sheet (Red Pepper)

Topical Area	News Writers					News Makers			News Makers Quoted				
	Women	Men	Women /Men	Not Known	S/Total	Women	Men	S/Total	Women		Men		S/Total
									Direct	Indirect	Direct	Indirect	
1. Politics	10	172	00	122	304	390	1,148	1,538	46	50	140	176	412
2. Defence	04	16	00	98	118	20	190	210	04	02	40	32	78
3. Finance	02	36	00	24	62	28	112	140	12	08	28	30	78
4. Arts	06	10	00	10	26	22	46	68	04	02	04	04	14
5. Science	06	30	00	28	64	22	68	90	06	06	18	16	46
6. Education	28	24	00	48	100	38	100	138	10	14	30	36	90
7. Crime	00	62	00	162	224	120	592	712	18	20	68	96	202
8. Agriculture	16	12	00	10	38	18	70	88	04	02	24	18	48
9. Environment	00	08	00	14	22	04	18	22	02	02	06	10	20
10. Royalty	02	08	00	32	42	38	118	156	12	04	24	30	70
11. Disaster	00	10	00	64	74	28	102	130	04	02	12	14	32
12. Spirituality	00	10	00	24	34	08	92	100	02	02	14	08	26
13. Urbanization	00	04	00	06	10	04	10	14	00	02	02	04	08
TOTAL	74	402	00	642	1,118	740	2,666	3,406	124	116	410	474	1,124

APPENDIX IV

Raw Data - Summary Sheet (Observer)

Topical Area	News Writers					News Makers			News Makers Quoted				
	Women	Men	Women /Men	Not Known	S/Total	Women	Men	S/Total	Women		Men		S/Total
									Direct	Indirect	Direct	Indirect	
1. Politics	08	96	00	12	116	136	550	686	35	15	128	65	243
2. Defence	01	08	00	08	17	03	39	42	00	00	09	07	16
3. Finance	12	60	01	11	84	28	154	182	19	05	87	31	142
4. Arts	01	07	01	04	13	09	40	49	05	00	17	06	28
5. Science	04	22	00	06	32	19	47	66	06	08	24	18	56
6. Education	12	38	01	06	57	27	93	120	11	06	31	23	71
7. Crime	05	59	03	09	76	69	246	315	23	16	60	52	151
8. Agriculture	01	06	00	00	07	03	09	12	02	01	04	04	11
9. Environment	02	06	00	00	08	10	27	37	03	02	09	03	17
10. Royalty	01	08	00	02	11	05	50	55	01	01	10	03	15
11. Disaster	00	12	00	04	16	13	60	73	04	03	17	05	29
12. Spirituality	00	03	00	00	03	01	07	08	00	00	02	03	05
13. Urbanization	02	00	00	00	02	00	01	01	00	00	01	01	02
TOTAL	49	325	06	62	442	323	1,323	1,646	109	57	399	221	786

APPENDIX V

Raw Data - Summary Sheet (Bukedde)

Topical Area	News Writers					News Makers			News Makers Quoted				
	Women	Men	Women /Men	Not Known	S/Total	Women	Men	S/Total	Women		Men		S/Total
									Direct	Indirect	Direct	Indirect	
1. Politics	07	94	08	113	222	286	835	1,121	24	61	137	164	386
2. Defence	04	22	03	78	107	98	396	494	14	25	51	87	177
3. Finance	03	14	02	33	52	64	147	211	06	15	19	24	64
4. Arts	00	46	02	17	65	142	198	340	16	25	33	45	119
5. Science	04	27	01	31	63	67	163	230	03	08	22	34	67
6. Education	02	22	00	48	72	110	190	300	17	20	22	49	108
7. Crime	13	55	05	137	210	197	599	796	18	39	68	131	256
8. Agriculture	02	06	00	13	21	19	69	88	05	04	11	16	36
9. Environment	00	02	00	05	07	10	17	27	03	02	04	04	13
10. Royalty	02	04	00	06	12	13	21	34	02	03	01	05	11
11. Disaster	03	18	00	54	75	81	213	294	08	16	22	34	80
12. Spirituality	00	12	01	13	26	28	83	111	02	01	09	09	21
13. Urbanization	00	03	00	02	05	02	19	21	01	00	00	01	02
TOTAL	40	325	22	550	937	1,117	2,950	4,067	119	219	399	603	1,340

APPENDIX VI

Raw Data - Master Summary Sheet

Topical Area	News Writers					News Makers			News Makers Quoted				
	Women	Men	Women /Men	Not Known	S/Total	Women	Men	S/Total	Women		Men		S/Total
									Direct	Indirect	Direct	Indirect	
1. Politics	43	597	17	303	960	1,088	2,983	4,071	182	180	677	590	1,629
2. Defence	19	127	05	251	402	178	986	1,164	37	35	205	200	477
3. Finance	37	226	05	93	361	189	650	839	71	42	237	143	493
4. Arts	13	88	03	33	137	199	360	559	28	33	71	68	200
5. Science	35	213	05	87	340	193	608	801	64	37	221	154	476
6. Education	102	266	11	143	522	356	865	1,221	140	68	298	272	778
7. Crime	54	425	20	367	866	665	2,414	3,079	140	108	383	470	1,101
8. Agriculture	32	72	00	30	134	64	244	308	25	15	79	86	205
9. Environment	03	45	02	21	71	42	134	176	10	08	46	41	105
10. Royalty	09	59	02	49	119	106	357	463	37	16	83	69	205
11. Disaster	11	147	06	169	333	231	766	997	66	36	192	163	457
12. Spirituality	00	56	05	43	104	69	306	375	16	07	67	47	137
13. Urbanization	02	13	00	09	24	07	52	59	02	02	11	17	32
TOTAL	360	2,334	81	1,598	4,373	3,387	10,725	14,112	818	587	2,570	2,320	6,295