

THE ROLE OF MEDIA IN COMMUNICATING MESSAGES

ON GENDER: A CASE STUDY OF ZANIS.

BY

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A report submitted to the University of Zambia in partial fulfillment of the requirement of the Degree of Master of Communication for Development.

The University of Zambia

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APPROVAL

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ABSTRACT

There is no doubt that gender matters if properly communicated can lead to national development. Clearly, the role of media in communicating messages on gender cannot be over emphasised. ZANIS claims to be closer to the people but the question is how effective have they been in communicating messages on gender.

The purpose of the study was to establish the effectiveness of media in communicating messages on gender. The study focused on assessing the effectiveness of ZANIS at the point of gathering information from the field and disseminating it to other media houses and the public.

Triangulation of methods was employed and research tools included a questionnaire, in- depth interviews, content analysis and direct observations. The Statistical Package for Social Sciences (SPSS) was used to analyze the data quantitatively. The other data was analyzed qualitatively.

The findings in this study revealed that journalists at the institution, though, understood gender concepts, they lacked the understanding of gender mainstreaming which was the integral part to gender balanced reporting. The study also reviewed that journalists at the institution understood the relationship between Gender and National Development but they lacked training in gender leading to lack of analytical skills to balance gender in their reporting. The study however recommends that journalists at ZANIS should undergo intensive training in gender mainstreaming to impart analytical skills for effective balanced news coverage.

DEDICATION

In loving memory of my beloved and dearest parents: Mr. Gibson and Mrs. Ennie Chuma Lialabi Mulesa. You showed me the way into school and will forever be grateful.

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CHAPTER ONE

1.0 Introduction

Gender plays an important role in the national development process. Gender refers to the sociologically and culturally based distinction between men and women. One's gender is therefore most often comprised of those roles and attributes that are not purely 'natural' or biologically determined, but are rather dictated by norms and traditions.

Gender is not biologically given; the attributes of both male and female gender can and change over time and across cultures. Hence, the media becomes a necessary tool in gathering information from the decision makers to the people and from the people to the decision makers. This implies that when editors and journalists are successful at communicating messages on issues of importance to their communities such as women's human rights, gender-based violence and social justice, those issues are better understood, better accepted and better represented in public policy debates contributing to the overall goal of development, human rights and democracy.

The research was an assessment of the effectiveness of Media in communicating messages on gender using a case study of the Zambia News and Information Services.

1.1 Situation Analysis

It has become widely understood that promoting gender equality is an essential component of an effective economic and human development strategy. For example, World Bank (2003) reports that:

“There is now a shared understanding within the development community that development policies and actions that fail to take gender inequality into account and fail to address disparities between males and females will have limited effectiveness and serious cost implications.”

As such most countries world over are putting in place policy and legal frameworks to ensure that gender equality is attained such as in the education

sector to bring girls to a higher level of education so that they are able to compete for available opportunities.

The government of the republic of Zambia has established a new Ministry of Gender and Child in Development (GCD) to tackle matters of gender in the country. A National Gender Policy has also been developed and adopted to guide and coordinate gender matters. The Policy identifies gender issues and concerns which need action to change the situation and enable women and men to participate equally and equitably in the national development process.

The policy also recognises various international conventions such as the Beijing Platform of Action (BPFA) and regional conventions and agreements such as the SADC Gender and Development Declaration on the promotion of women's human rights and gender equality in development.

This information can only be meaningful if it reaches the majority of the Zambians, it's been observed that the easiest way to disseminate this information is through the media whose role is to inform, educate and entertain. Hence, the ministry charged with the responsibility of coordinating the media in the country is known as Ministry of Information, Broadcasting and labour. The department of Zambia News and Information Services (ZANIS) plays a key role of gathering and disseminating information that can contribute greatly to the attainment of gender equality.

In line with this, tremendous efforts have been made in establishing the infrastructure development to ensure access to information for all, information needs especially for the rural people have not been adequately met. This has been a great challenge in terms of development. Poverty, high cost of technology, as well as the geographical distribution and above all, high illiteracy levels in the country have contributed largely to the limited access to information especially on gender issues.

In order to provide guidance on Gender issues to stake holders in the country at large, the Government of Zambia through the Gender in Development Division (GIDD), has produced the National Gender Policy (NGP), Strategic Plan of Action (SPA) and the Communication Strategy. These are a guide to ensuring that gender equity is achieved through the various action plans. In addition, the Government had engendered the Fifth National Development Plan (FNDP) and had worked together with cooperating partners to develop a Gender Joint Support Programme (GJSP) to support the implementation of the FNDP.

In its plan the Government has tried to ensure that it provides enough guidance as to what pertinent issues are in Zambia across all sectors, with gender equity being key to development (Fifth National Development Plan: 2006 to 2010).

The challenge therefore remains with the Media to take this information to all parts of the country so that the general public is well informed on gender, its importance to development and what government is doing in order to ensure that gender equality is attained.

Every citizen especially the rural masses are expected to have access to gender related information in order to help them understand and know exactly what developmental programmes the government is undertaking and how they can contribute towards these efforts. Unfortunately this is not so as the information gap is widening.

The majority of the Zambians do not have access to Gender related information especially the rural masses. The lack of access to information has resulted in the majority of Zambians not understanding gender equity and their rights making it difficult to make informed decisions about matters that affect their lives. In most cases women have been denied their rights and some have even lost their jobs or job opportunities on the basis that they are women. This has in turn

contributed to the decrease in development and in turn an increase in poverty levels country wide.

On the international level, Zambia is a signatory to the SADC declaration on Gender and development in 1997. Zambia like many other Southern African leaders committed herself to have to 30% of the positions of political and decision making occupied by women.

However, statistics have shown that while women participation in politics and decision making positions bodies such as local government and civil society has improved in most countries, Zambia has lagged behind such that there were only 14 women Members of Parliament compared to the men parliamentarians by the year 2007 and 17 women members of parliament by 2011, Electoral Commission of Zambia (2012). Although this shows a slight improvement, this is still far from the 30% target of the SADC gender declaration on gender and development.

1.2 Country profile

Zambia is a land locked country situated in Central Africa with a total area of 752,614 square kilo meters accounting for 2.5 percent of the total area of the African Continent. On the world map, Zambia lies between latitudes 8 degrees and 18 degrees south, and longitudes 22 degrees and 33 degrees East (Zambia Basic Education Atlas, 1994:21). In the African continent, the country lies south of the Sahara and has eight neighbouring countries with Malawi and Mozambique on the east, Angola to the West, the Democratic Republic of Congo (formerly Zaire) and Tanzania to the North and Namibia, Botswana and Zimbabwe to the south.

Figure 1: location of Zambia on the Map of Africa.



Zambia got independence on 24th October 1964 and was a British colony. The country has had nine (9) provinces until 2012 when there was an addition of one province. Zambia now consists of ten (10) provinces which are subdivided into districts. Lusaka is the capital city of Zambia and is centrally located and linked to the other provinces. Zambia's most inhabitants are from the Bantu speaking people who mostly migrated from the Luba-Lunda kingdom from the Congo region or the Zulu-Sotho kingdoms of South Africa.

The economy is largely dependent on Copper mining. Copper, cobalt, Zinc, coal and lead mining account for 90% of the country's foreign exchange revenue and employs a large labour force. Commercial farming has also been developed due to government's policy on encouraging investment in the sector to allow more people in the Agricultural industry and reduce dependence on copper exports. Major cash crops are tobacco, cotton and maize. Sorghum, millet, cassava and beans are grown by subsistence farmers.

At the time of independence, Zambia was one of the most prosperous countries in sub-Saharan Africa. The wealth of the country was mainly from copper however, the scenario changed as a result of falling copper prices in the mid 1970s, ZARD (1998). This sudden economic decline has also been attributed to the previous UNIP government's failure to diversify the economy, its pursuit of inappropriate policies, mismanagement, heavy debt and the cost of the liberation struggle in some neighbouring countries namely Angola, Zimbabwe, Mozambique, Namibia and South Africa.

In order to revive the economy, the country introduced the first Structural Adjustment Programs (SAPs) in 1985 which were supported by the World Bank (WB) and the International Monetary Fund (IMF). The result of SAPs was the loss of many jobs because of the redundancies and retrenchments of the work force. As such, by the end of 1990s, the economy was characterized by reduced government expenditure on social services, public infrastructure and high levels of poverty.

The Zambian population was at 13,460,310 as of 2011. Statistics showed that, growth rate was at 1.9 percent in 2000 and increased to 2.1 percent in 2005 and was at 3.12 percent in 2010 (<http://www.Indenxmundi.com/g/g.aspx?>).

About 62 percent of the population resides in the rural area while 38% resides in the urban arrears. Population concentration is mostly along the line of rail; from Southern Province, Lusaka, Central Province up to the Copper belt Province.

The country has a relatively young population with about 45 percent aged between 0 and 14 years.

The population is characterized by high fertility with Total Fertility Rate (TFR) recorded at 5.62 percent in 2000 increased to 6.07 percent in 2010. Indications are that birth rate has increased from 14.9 percent in 2000 per 1000 persons to 44.63 percent in 2001.

On the other hand, crude mortality rate has reduced from 22.08 per 1000 population to 12.84 in 2010. This could be attributed to the increased access and provision of the Anti retroviral drugs for the HIV AIDS infected people which are being given free of charge at health centres.

1.3 Institutional Profile

ZANIS was formed in 2006 when Zambia News Agency (ZANA) and Zambia Information Services (ZIS) were merged.

ZANA was a news agency which mainly gathered news and distributed to both local and international clients where as Zambia Information Services (ZIS) was mainly the government mouth piece and basically performed public relations functions. The merging of the two agencies was done to stream line operations which were mostly duplicated. The establishment structure was parallel but performed similar functions.

Each department had a Director in charge of the operations but both reporting to the Permanent Secretary under the Ministry of Information, Broadcasting and Labour.

Operations were also duplicated in that both had newsrooms and editorial rooms which consisted of journalists. This led to duplicating of stories and sending them to the same clients.

Zambia News and Information Services headquarters is located at Mass Media Complex.

ZANIS is a public relations wing under the Ministry of Information, Broadcasting and Labour (MIBL). MIBL oversees and coordinates the Information sector; it is the clearing house of all media houses and the custodian of the laws that govern all media in the country, for both print and electronic media.

ZANIS offices are located in 9 provinces and some districts country wide. These offices are headed by Provincial and District Information Officers. This was done to necessitate the gathering and dissemination of information from and to all parts of the country.

ZANIS's core mandate is to gather and disseminate information in form of news to Electronic and Print Media and other media houses both local and international and also to the public. The institution's role of gathering and disseminating information to all parts of the country by interpreting government developmental efforts and policies enable it to play a pivotal role of informing the public about government's efforts for national development.

1.4 Organization structure

ZANIS department is headed by a Director who reports to the Permanent Secretary in the Ministry of Information, Broadcasting and Labour. The Director is supported by two Assistant Directors and the Editor in Chief. One Assistant director in charge of Technical Services while the other is in charge of Research and Information and Editor is charge of the news. These are supported by heads of sections.

CHAPTER TWO

Introduction

The Previous chapter briefly outlined the historical background of ZANIS, its main objectives, activities and management structure. This chapter contains information related to the statement of the problem, the attachment and method of data collection.

2.1 Background

The problem of poverty has greatly affected the majority of Zambians especially the women and children who are mostly vulnerable. Information imbalances and lack of access to information has greatly contributed to both women and men not knowing their rights and responsibilities. Hence, Media plays a very important in contributing to the bridging the information gaps that exist in any given society if gender equality is to be attained. Information dissemination through the media helps people to change their perception of the opposite sex especially the women who have been considered a weaker sex for a long time. Hence, the media is a powerful tool in communicating messages on gender and development.

2.2 Statement of the Problem

Despite the policy and legal framework that the Ministry of Gender and Child in Development Division has put in place, the majority of Zambians are still ignorant about what gender is. It is clear that gender imbalances and repression towards women still exist. This means that there is a gap in information, therefore the media needs to take up its role of information dissemination to fill up the information gap.

2.3 Objectives

These objectives for the study were categorized as broad and specific objectives as outlined below.

2.3.1 Broad Objective

The general objective of the study was to assess and evaluate the effectiveness of ZANIS in disseminating information on gender related matters in order to attain gender equality.

2.3.2 Specific Objectives

In order to achieve the general objective, the study pursued the following specific objectives:

1. Assessed the level of understanding of journalists on gender matters in order to find out their interpretation of gender concepts and issues.
2. Assessed the interpretation of the various government and SADC documents on gender related matters by the ZANIS.
3. Assessed the effectiveness of the information communication strategy of ZANIS and its implementation.
4. Evaluated the analytical skills employed by ZANIS in gathering and dissemination of information on gender.
5. Evaluated the challenges that Journalist at ZANIS face in information dissemination on gender.

2.4 Research Questions

1. What is gender, gender concepts and other gender issues?
2. What is the content of ZANIS with regards gathering and disseminating information on various government and other regional documents?
3. What is the communication strategy on gender at the institution?
4. What is the impact of Information disseminated by ZANIS on rights decision making as regards Gender Equality?
5. How effective is the training policy on gender matters at ZANIS?

2.5 Rationale

Gender Equality must be attained if men and women are to participate actively in the development process of Zambia. To attain this, media such as ZANIS must play its role of gathering and disseminating information to the general public through the various media houses. Media shapes the way people consume news and the way they respond to public issues. Gender has been highly misunderstood and misinterpreted by the general public and has lacked media response.

ZANIS is a government Media which has the mandate and responsibility of information gathering from all parts of the country and disseminating it to media houses. In this way information on Gender equity can reach all the parts of the country. ZANIS acts as a link between government and the Public.

CHAPTER THREE

3.0 METHODOLOGY

Introduction

This chapter outlines the methods that were used in the selection of study site, sample size, data collection and data analysis. The chapter also outlines the limitations.

3.1 Study Site

Data for this study was collected from ZANIS headquarters offices in Lusaka. This was done because the editor in chief is based at the ZANIS headquarters offices in Lusaka. The editor in chief decides what end up as news items. All stories collected by Journalists from district and provincial centres are edited at ZANIS headquarters before being published as news. News stories in form of text and video from the districts are transmitted by the District Information Officer (DIOs) to the provincial offices manned by the provincial Information officers (PIOs) who in turn transmit it to Lusaka for final editing and publishing.

3.2 Sample size

A total of 55 journalists were targeted and interviewed. The procedure for the sample selection was purposive because Journalists are mostly the people who are involved in the gathering and dissemination of information at ZANIS.

3.3 Data Collection

The researcher used triangulation methods in collecting data. Primary data from the respondents was collected through Structured Questionnaires, In-depth

interviews and Direct Observation. Whereas for secondary data, printed materials and other relevant printed materials were used.

3.4 Data analysis

Quantitative data was processed and analyzed using Statistical Package for Social Sciences (SPSS). Frequency tables were used to analyze qualitative data for easier understanding of the study and its contents.

3.5 Limitations of the study

The author could not conduct research in all the ZANIS provincial offices due to inadequate financial resources.

There was also limitation in the acquisition of secondary data. Reading materials were limited in the area of Media and gender.

CHAPTER FOUR

4.0 THEORETICAL FRAMEWORK

Introduction

This chapter gives an outline of the theoretical framework and its linkages to the study.

4.1 Agenda Setting Theory

This theory was developed by researchers Donald Shaw and Maxwell Mc Combs in a 1972 study to determine mass media effects on political opinion during the 1968 elections in the United States.

The core assumption of this theory is that there is a relationship between the way the mass media treats an issue or event and the opinions that mass audiences develop about this issue or event. If media attaches particular importance to an event, then the public believes that the event is important.

This theory posits that journalist act like gate keepers in deciding what information to include and how much emphasis it will receive due to the availability of more information that can not fit into a given news paper edition or news broadcast.

The idea behind the Agenda setting theory is that when media ignores something, it cannot be news but what it covers must be news. In this case gender information can either be captured as news or totally ignored by the journalists.

Events such as politics are given a major play and often become major events and status is conferred on such. In this way Mass media does not tell us how to think, but what to think about. This is because the audience tends to absorb the agenda of the front page or the TV news rather than the content.

In the same way ZANIS as a mass media can shape what people should think about by conferring importance and status on issues related to gender and their rights as individuals. If people can be persuaded to think about what Gender equality is, it will have a lasting effect on their minds and create curiosity that will lead to the way people think. This borders on issues to do with culture especially on the women who highly marginalized, in the past women were taught to be submissive to the men. This makes it difficult for women to compete with men even for certain job positions in decision making process. Women have been greatly underrepresented in decision making it difficult to attain the 30% representation of women as requirement under SADC.

4.2 Gate Keeping Theory

This theory was coined by a German born psychologist and pioneer in social psychology called Lewin and brought into media use by White around mid 1950.

This theory posits that journalists act like gate keepers. It also states that the role of a journalist as a practitioner is to decide on what events to cover and how deep to go in the story. The journalist decides on which event should be a lead story, whether to use pictures or not and whether to use sound bites or not, suconsideration are important as the reporter decides on whether to put the story on prime time or not, whether to put a story on page one or into the pages inside.

However, it is important to note that sometimes the reporters or journalist are biased in their reporting and they are influenced by so many factors like one's

perception in life, level of education, level of understanding of issues and how they affect the nation. For instance, in the recent past journalist reporting was biased towards Politics hence, neglecting other pertinent issues that have affected the development of the country such as matters of gender.

4.3 Social Change Theory

Social change campaigns were introduced by Kotler and Roberto. A social change campaign is an organized effort conducted by one group (the change agent) which attempts to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices or behavior.

A social change campaign is an organized effort conducted in order to achieve a given goal. Gender equality social campaign is imperative in the communication of Gender issues by ZANIS.

Gender equality campaigns have their own limitations such as the following:

Audience Factors: these may relate to apathy, where people for whom change is intended don't like the change. In terms of Gender equality social change, the people for whom change is intended disagrees with the change.

Message Factors: these may relate to language used or anything that prevents the message from reaching the intended audience. Proper packaging of Gender messages is very imperative to attract attention.

Media Factors: these may relate to the failure to use appropriate media at the proper time in effective ways. Timing of Gender programs is very necessary to avoid targeting wrong audiences.

Gender equality social change campaigns can be effective if essential factors of the campaign are put in place. There are some factors that favour a social change campaign:

- i. Monopolization: refers to the ability of an information campaign to enjoy a monopoly in the media without other messages that might be contrary to the campaign's objective being present. Gender equality information should enjoy the monopoly in the Media.
- ii. Canalization: refers to a favourable public attitude base. Pre-existing attitudes are easier to reinforce than change. Gender equality change agents should be aware of the pre-existing attitude base.
- iii. Supplementation: refer to the addition of mass media communication with face to face communication. People will process Gender equality information better if they discuss others.

For human rights social change campaign to be effective, there is need to be aware of the target adopters needs and formulate good communication strategies. There is need to select good channels of communication and enjoy the monopoly in the media.

4.4 Social Marketing Theory

Social marketing began in 1971 by marketing experts such as Kotler, with publications of "Social Marketing as an approach to planned social change in the form of marketing".

Kotler defined social marketing as the application of Commercial marketing technologies to the analysis, planning, execution and evaluation of programs. ZANIS can utilize Social Marketing Theory and technology in the execution of Gender messages and programs to the General public.

Social Marketing is a strategy to change people's behaviour in this case; Gender sensitive behaviour. There are three types of social products that may be advanced by social marketers and these are attitudes, ideas or values. For Gender equality social marketing to be effective, change agents requires

knowledge of the target adopters. These includes the social demographic characteristics (the external attributes of social class, culture, age, education, age, and so forth); the psychological profile (internal attributes such as attitudes and values) and behaviour characteristics (patterns of behaviour, decision making characteristics (patterns of behaviour, decision making characteristics).

4.5 Persuasion Theory

Persuasion is an attitude towards a sources proposal. An attitude is a frame of mind, a mental disposition towards something, in this case a gender equality proposal.

Attitude is on how favourable people evaluate something; these can be Gender equality message. Infante et al. (1997) argues that if a persuader wants to influence a specific behaviour, they must use messages to create favourable attitude.

By persuading a person to favour a proposal, the persuader provides justification for the receiver to choose to behave in a particular manner.

Gender equality persuasion involves the freedom of choice as opposed to coercion, which involves the use of physical force, insults and threats as substitutes for change. Persuasion has a number of dimensions such as:

- i. Intimacy; People who are intimately connected are very easy to persuade, for instance in considering a gender issue.
- ii. Dominance; People who are dominant or submissive to a situation are very easy to persuade, this relates to gender issues.
- iii. Personal benefits; persuasion works very well where people see the benefits. In the same way, persuaders such as Journalists should attempt to give

advantages to the receiver (general public) in accepting the gender equality issues.

4.6 Diffusion of Innovation Theory

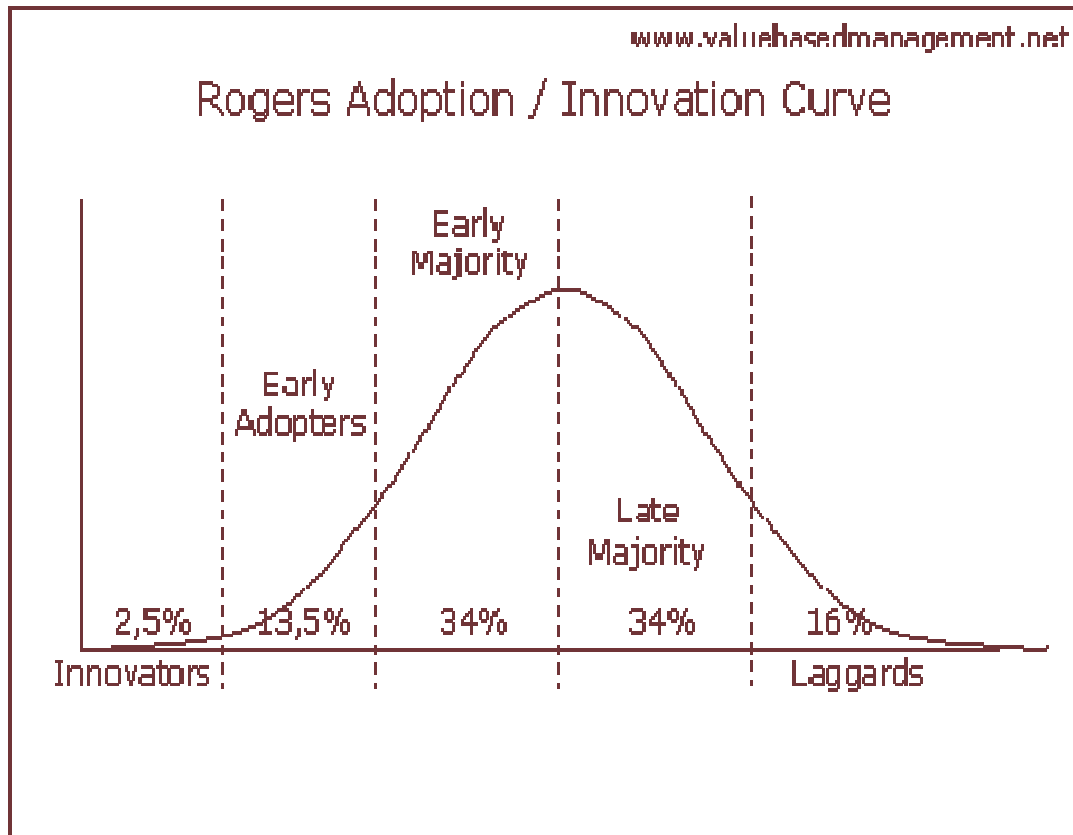
Everett Rogers, a professor of rural sociology, popularized the theory in his 1962 book *Diffusion of Innovations*.

This theory posits that diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. <http://en.wikipedia.org/Diffusionofinnovation>.

Diffusion of innovation theory explains the strategies aimed at gaining adoption of new ideas like Gender ideas. There are four elements in the diffusion of innovation theory:

- i. Innovation; an idea or practice perceived as new. Gender issues are perceived as new ideas in Zambia.
- ii. Communication channels; means by which new ideas get from one individual to another. This can be gender message.
- iii. There are three time factors; time in the new idea adoption – decision process; time by which a new idea is adopted; and time in the new idea rate of adoption. Gender issues will require time for their adoption.
- iv. Social systems; these can be characterized as heterophilous or homophilous. In homophilous, people interact with other people similar to them easily. Adoption of gender issues will receive resistance in such a society. In heterophilous, people interact more with people who are different from them. In such a society gender issues are likely to be adopted easily.

Figure 2: Diffusion of innovation theory adopter categories



There are six types of adopter categories in the diffusion of innovation process as listed below.

- I. Innovators; these are the first to adopt new ideas; they are more cosmopolitan and travel frequently. These will adopt gender issues very easily.
- II. Early Adopters; these are more integrated within the societies and serve as role models to in their communities. They can be very helpful in the diffusion of gender equality ideas.
- III. Late Adopters; these frequently interact with others, rarely hold positions of opinion leadership. They are the largest group and once they adopt Gender Equality ideas, will influence others too.

IV. Late Majority; these are a third of the members of a social system. They have pressure from peers and they adopt for economic necessity. These can be cautious of Gender equality before adoption.

V. Laggards; these are isolates; they are very slow to adopt new ideas. They are more local and rarely travel. They can take time to adopt and understand issues of Gender equality.

In the same the adoption process of gender matters is a mental process through which an individual passes from first hearing about them to the final stage of adoption of the idea and putting it into practice.

There are five stages that have been advanced in relations to the diffusion of innovation theory;

- i. Awareness; this is when an individual becomes aware of the existence of a new idea like human rights.
- ii. Interest; this is when an individual becomes interested in the new idea and seeks additional information about Gender equality issues for instance.
- iii. Evaluation; this is when an individual finally gives a mental application to their present and anticipated future situation, and then decides whether or not to try and adopt a new idea like gender equality ideas.
- iv. Trial; this is when an individual makes full use of the new idea like gender equality in their day to day activities.
- v. Adoption; this is when an individual decides to continue the full use of a new idea like gender equality and accept it as a way of life.

CHAPTER FIVE

5.0 LITERATURE REVIEW

Introduction

The chapter shows some studies which were done in the area of media and gender.

Poverty is a multi dimensional phenomenon which encompasses lack of access to information. Lack of access to information is another form of poverty, for instance some people especially women have been denied certain opportunities due to not knowing their rights. It is argued that an informed society is a developed society. This implies that where people are enlightened there is no poverty and people know their rights.

To improve understanding and actions aimed at addressing poverty, social justice and gender equality, voices of both women and men must be strengthened through access to information in the media. Adequate access to information creates awareness and enlightens people on their rights and responsibilities in national development.

Some studies have been conducted in the area of gender and information dissemination through the media. These studies have shown the linkage between gender and information dissemination in the media in contributing to the attainment of gender equality. This is because as formal or legislated discrimination against women falls away, the key challenge is how to change the mindsets hardened by centuries of socialization and cemented by custom, culture and religion Lowe (1997).

More than four years later, women watch, an initiative of the United Nations aimed at assessing progress and obstacles on Beijing Platform of Action (BPFA)

concluded that there have been few improvements in media portrayal of women both in advertising and news coverage. Women still scarcely occupy decision-making positions in media organizations. Technological developments have made women's images in media more complex and contributed to unattainable social expectations surrounding women's beauty and abilities. However, it also noted that women and media monitoring groups have made some contributions in promoting positive images and role of women in media.

According the first United Nations World conference Report on women, (1975), under article 174, the media has great potential to be used as a vehicle for social change in helping to remove prejudices and stereotypes, accelerating the acceptance of women's new and expanding roles in society, and promoting their integration into the development process as equal partners. A major obstacle in improving the status of women lies in public attitudes and values regarding women's roles in society.

Ten years later, the Beijing Platform of Action (1995), which came out of the first international women's conference was an international consensus on action to be taken for women's rights and gender equality and was adopted unanimously by 189 UN members. The BPA noted 12 Critical Areas of Concern, ranging from violence against women to the environment, and spelled out the action to be taken. Women and media was one of the critical areas of concern which is known as Section J, recognises the link between information, media and the empowerment of women. 'Everywhere, the potential exists for the media to make a far greater contribution to the advancement of women. Section J advocates for decision-making and leadership by women in the media, partnerships to overcome gender-based stereotyping in media reporting, moving away from the projection of negative and degrading images of women in electronic, print, visual and audio communications, balance in the coverage of women's diverse lives and contributions to society, and empowerment of women with skills, knowledge and IT access. The Eemphasis was generally placed on Gender and

Development (GAD) as an outcome of the Beijing Platform for Action (BPFA) to bear the need for media practitioners to recognise the agency and plight of women by promoting gender balance in all ramifications of the mass media, including structures, policies and contents. Gender equality was crucial to development and media was integral to the process. It is critical for the media to have a gender balance in the coverage of news sources in recognition of the integral role of women and men in national development.

Therefore, the media needs to exercise its responsibility to the public and apply the standards and practices of good governance and democracy in line with freedom of speech and expression.

The 47th Session report of the UN Commission on the Status of Women (2003) affirmed the importance of women's access to and participation in the media and ICTs to women's empowerment. The CSW called on governments, United Nations bodies, international financial institutions and civil society to continue mainstreaming gender perspectives and ensuring women's full participation in national policies, legislation, programmes, and regulatory and technical instruments in all areas of communications. The session also looked into the growing sexual exploitation of women through the traditional media and through new technologies and called for more research on the impact of media and ICTs on women and girls.

In relation to the World Summit on the Information Society that was held in Geneva in December 2003 and in Tunis in 2005, the Commission recommended the integration of gender perspectives in all aspects of the Summit. It recognized the need to address inequalities that prevent women from gaining equal access to opportunities and benefits in media and the emerging knowledge and information society. One way to do this is to ensure the participation of women, gender equality experts and women information and communication technologies experts in the WSIS.

According to an article by the World Association for Christian Communication (2008), stereotyped and unequal presentation in the mainstream media contributes to gender based discrimination and female poverty, a major impediment to attaining gender equality, sustainable development and communication rights for all.

The Danish International Development Agency (DANIDA) announced its support for a media development programme in Pakistan which aimed at mainstreaming gender in the Pakistani media industry as well as working towards creating a more balanced reporting on gender issues in Pakistan. The two-year project was conducted in Pakistan aimed at sensitizing the Pakistani media on gender issues, promote media as a career for women in Pakistan and thereby improve and balance gender based news. According to the International Women's Media Foundation, more than 73 percent of top management jobs in newsrooms around the world are occupied by men, who hold nearly two-thirds of the reporting jobs. "This is a global scenario; however with the massive growth of media in Pakistan, there is a huge opportunity for women to take active part in this development."

The result was that "There are some very good female journalists in Pakistan today who have, through their journalistic expertise, advocated for gender-based issues and some of the changes, which we have seen in the society today, are partly due to their struggle and "voice in media". It was also concluded that media is a male dominated industry with very few opportunities for women to join in and make a difference.

A baseline survey was conducted by the Global Media Monitoring project (2005) aimed at examining how men and women are reflected in the media on one chosen day. The study reviewed that news paints a picture of a world in which women are virtually invisible. Women are dramatically under-represented in the news. A comparison of the results from the three GMMPs in 1995, 2000 and 2005 revealed that change in the gender dimensions of news media has been small and slow across the 10-year period. In 1995 it was at 17%, then 18% in

2000 and 21% in 2005 of the total news subjects, these are female news sources and news makers. Women's points of view are rarely heard in the topics that dominate the news agenda; even in stories that affect women profoundly, such as gender-based violence, it is the male voice (64% of news subjects) that prevails and female are portrayed primarily as 'stars' or 'ordinary people' not as figures of authority. As newsmakers, women are under-represented in professional categories. As authorities and experts, women barely feature in news stories. While the study found a few excellent examples of exemplary gender-balanced and gender-sensitive journalism, it demonstrated an overall glaring deficit in the news media globally, with half of the world's population barely present.

Since gender refers to the sociologically and culturally based distinction between men and women. One's gender is therefore most often comprised of those roles and attributes that are not purely 'natural' or biologically determined, but are rather dictated by norms and traditions. Because gender is not biologically given, the attributes of both male and female gender can and change over time and across cultures, Niemanis (2007). This implies that when editors and journalists are successful at communicating messages on issues of importance to their communities such as women's human rights, gender-based violence and social justice, those issues are better understood, better accepted and better represented in public policy debates contributing to the overall goal of development, human rights and democracy.

Abdela (2007) gives an example of how the power of the media can be a force for good by referring to the use that was made in Ethiopia of a documentary on female genital mutilation (FGM) produced by UNFPA. Local men who watched the film, many of whom had been unaware of the damage the practice had caused to women, reacted positively to suggestions that the practice of FGM should stop.

Gender links in collaboration with MISA conducted a Gender and Media Baseline Study (GMBS) in 12 countries in 2002. Later another study was done as a Gender and Media Progress Study (GMPS) as a follow up study to the GMBS in 2010 in 14 countries. These two studies concluded that there has been a very minimal improvement in the proportion of women sources from 17% in 2003 to 19% in 2010. The findings of these studies were categorised as global, regional and local.

Table 1: GMPS Key findings.

GENERAL MEDIA PRACTICE	GMBS-ZAMBIA, 2003	GMPS-ZAMBIA, 2010	GMPS REGIONAL	GMMP GLOBAL
Topics	%	%	%	%
Economics	N/A	14	12	17
Gender equality	N/A	1	1	N/A
Gender based violence	N/A	2	1	N/A
Politics	N/A	23	19	28
Sports	N/A	18	18	N/A

It's clear that in the general media practice, Gender equality was not given priority in Zambia constituting only 1% among all the topics covered during the period. Politics was given the most coverage at 23% followed by sports at 18% and economics at 14%. These studies and findings were later launched in all SADC countries.

Zambia is a signatory to the SADC protocol on Gender. Article 29 of the SADC protocol states that state parties shall be encouraged to have gender

mainstreamed in all media codes of conduct and policies. The media was encouraged to give equal voice to women and men in all areas of coverage, this includes the increasing of programmes for and by women on gender specific topics, SADC Protocol on Gender (2008).

Furthermore, the National Gender Policy in Zambia (2000) concludes that the portrayal of images in the information and media greatly contributes to gender imbalances in National Development. This has been coupled with lack of analytical skills among most media personnel and high domination of males in decision making positions.

The National Information and media Policy (1996) also recognises the importance that media plays in the attainment of gender equality in national development by encouraging journalist to be gender balanced and analytical in their reporting.

Ministry of gender and child in development in its national document called: National Communication Strategy (2010–2015) indicates that Media has the responsibility to inform, educate and bring change in attitudes and practices that derail the development and growth of vulnerable individuals such as women and girls.

CHAPTER SIX

6.0 RESEARCH FINDINGS

Introduction

The chapter discusses the main findings of the research from the Zambia News and Information Services to which the author was attached. These findings were as a result of administering questionnaires, content analysis and direct observations at the institution.

ZANIS Workers

Fifty five (55) Journalist respondents from ZANIS were asked on how they gather and disseminate information on gender matters to the various media houses and to the general public.

Table 2: Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Journalist	55	100.0	100.0	100.0

All the respondents were journalists as the sample was purposive.

Table 3: Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	34	61.8	61.8	61.8
Female	21	38.2	38.2	100.0
Total	55	100.0	100.0	

The sex of respondents was determined in order to assess whether ZANIS was gender balanced in terms of recruitment. Approximately Sixty two percent (61.8%) were males while 38.2% were females.

Table 4: Positions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reporter	32	58.2	58.2	58.2
	Editor	11	20.0	20.0	78.2
	Assistant Director	1	1.8	1.8	80.0
	Photographer	3	5.5	5.5	85.5
	Newspaper designer	1	1.8	1.8	87.3
	Studio manager	1	1.8	1.8	89.1
	Information Officer	1	1.8	1.8	90.9
	Research officer	2	3.6	3.6	94.5
	Graphic Artist	1	1.8	1.8	96.4
	Layout Designer	1	1.8	1.8	98.2
	Production	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

The position of respondents held at ZANIS was determined to find out whether they were involved in the actual gathering and dissemination of information. The findings were as follows: 58.2% reporters, 20% editors, 5.5% photographers, 3.6% Research Officers while 1.8% were assistant directors, studio managers, information officers, graphic artist, layout designers and production managers.

Table 5: Length of service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 years	33	60.0	60.0	60.0
	6-10 years	18	32.7	32.7	92.7
	11-15 years	2	3.6	3.6	96.4
	16-20 years	1	1.8	1.8	98.2
	26-30 years	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

This was to assess whether respondents had served long enough to be exposed to publications on gender matters and also the international agreements that Zambia had signed and committed to deliver upon. Sixty percent (60%) had served between 1 to 5 years, 32.7% had served between 6 to 10 years while 1.8% had served between 16 to 30 years.

Table 6: Participation in senior management meetings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	41	74.5	74.5	74.5
	Yes	14	25.5	25.5	100.0
	Total	55	100.0	100.0	

Participation in senior management meetings was used to assess the level of decision making and influence that the respondents had at the institution. Most of the respondents representing 74.5% did not participate in senior management meetings while 25.5% participated.

Table 7: Understanding of the Gender Concept

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Women's roles in society	8	14.5	14.5	14.5
	Men's roles in society	6	10.9	10.9	25.5
	Roles played by both men and women in a given society	36	65.5	65.5	90.9
	Don't know	5	9.1	9.1	100.0
	Total	55	100.0	100.0	

The respondents were assessed on their level of understanding of gender concept. Majority of the respondents representing 65.5% interpreted gender as roles played by both men and women in a society while 9.1% did not understand the concept of gender, 14.5% indicated that it is women's roles in a society and 10.9% as men's roles in a society..

Table 8: The Sex concept

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Being female	8	14.5	14.5	14.5
	Biological nature of being male or female	32	58.2	58.2	72.7
	Being male	1	1.8	1.8	74.5
	Man and woman sleeping together	14	25.5	25.5	100.0
	Total	55	100.0	100.0	

Sex and gender are two concepts that are misunderstood and sometimes used interchangeably depending on someone's level of understanding. Respondents were assessed on the concept to find out if they could differentiate the two. Fourteen point five percent (14.5%) said being female, 58.2% said biological nature of being male or female, while 25.5% said it was the act of a man and woman sleeping together.

Table 9: Gender equality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Equal rights, responsibilities and opportunities	36	65.5	65.5	65.5
	Women ruling men	9	16.4	16.4	81.8
	Men and women becoming equal	9	16.4	16.4	98.2
	Don't know	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

Respondents were assessed on their level of understanding on the gender equality concept because women are mostly depicted as sex symbols on adverts in the media. Thirty six respondents (65.5%) indicated that it is equal rights, responsibilities and opportunities, 16.4% believed that it was the idea of women ruling men and also men and women becoming equal while 1.8% did not know what the concept meant.

Table 10: Gender equity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Women and men are equal	13	23.6	23.6	23.6
	Women are favoured	6	10.9	10.9	34.5
	Fairness in considering both men and women's needs	34	61.8	61.8	96.4
	Don't know	2	3.6	3.6	100.0
	Total	55	100.0	100.0	

The respondents were assessed on their understanding of gender equity as it is often used interchangeably with gender equality. Anyway, it's important to note that the difference between gender equality and gender equity is very minimal.

Twenty three point six (23.6%) indicated that gender equity was about men and women being equal, 10.6% favouring women, 61.8% fairness in consideration of needs for men and women, 3.6% did not know.

Table 11: Gender Gaps

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	About the government	8	14.5	14.5	14.5
	Societal differences between men and women	36	65.5	65.5	80.0
	Corruption	2	3.6	3.6	83.6
	Politics	9	16.4	16.4	100.0
	Total	55	100.0	100.0	

The respondents were also asked about their understanding of gender gaps. Fourteen point five percent (14.5%) said it was about the government, 65.5% said it was about societal differences between men and women, 3.6% thought it was about corruption while 16.4% said it was about mere politics.

Table 12: Gender based violence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Physical and emotional abuse	38	69.1	69.1	69.1
	Insulting	9	16.4	16.4	85.5
	Shouting	8	14.5	14.5	100.0
	Total	55	100.0	100.0	

The respondents were asked if they knew what gender based violence was about as this had been a problem that affected the nation at large. Thirty eighty respondents (69.1%) knew what gender based violence was while the rest (30.1%) didn't know.

Table 13: Affirmative action

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Put measures in place to remove barriers and discrimination	34	61.8	61.8	61.8
	Fighting	11	20.0	20.0	81.8
	Crying	1	1.8	1.8	83.6
	Politics	9	16.4	16.4	100.0
	Total	55	100.0	100.0	

To assess the level of awareness among the respondents and find out if they knew what measures the government had put in place to contribute to the attainment of gender equality between girls and boys. Respondents were assessed on their understanding of affirmative action. Sixty one point eighty percent (61.8%) said it was about measures put in place to remove barriers and discrimination, 20% fighting, 1.8% crying and 16.4% said it was about politics.

Table 14: SADC's requirement in decision making positions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10%	12	21.8	21.8	21.8
	16%	7	12.7	12.7	34.5
	30%	14	25.5	25.5	60.0
	50%	22	40.0	40.0	100.0
	Total	55	100.0	100.0	

The respondents were asked on their understanding of the SADC requirements of women occupying decision making positions. Zambia is a signatory to the SADC agreements on gender. Forty percent cited 50%, 21.8% cited 10%, 12.7% cited 16% and 25.5% cited 30%.

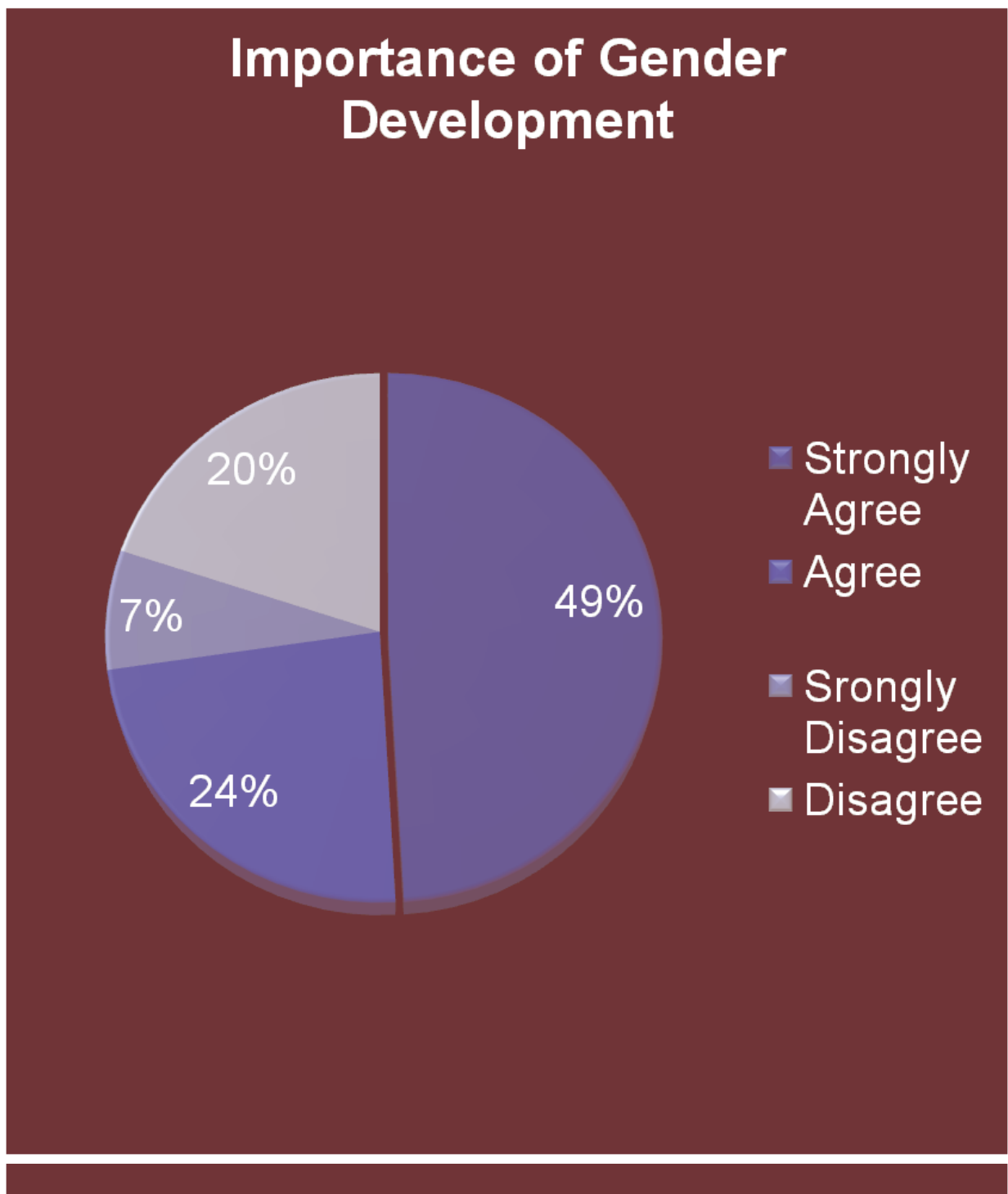
Table 15: Gender and sustainable development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	27	49.1	49.1	49.1
	Agree	13	23.6	23.6	72.7
	Disagree	11	20.0	20.0	92.7
	Strongly disagree	4	7.3	7.3	100.0
	Total	55	100.0	100.0	

Respondents were also assessed on their understanding of the linkage between gender and sustainable development. Forty nine point one (49.1%) strongly agreed, 23.6% agreed while 20% disagreed and 7.3% strongly disagreed.

The pie chart below indicated that of the 55 respondents assessed, 40 respondents representing a total of 73% agreed to the fact that gender equality is cardinal to sustainable development while 27% disagreed.

Figure 3: Linkage between gender and development



	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	22	40.0	40.0	40.0
Agree	16	29.1	29.1	69.1
Disagree	14	25.5	25.5	94.5
Strongly disagree	3	5.5	5.5	100.0
Total	55	100.0	100.0	

The respondents were asked on the belief that media plays an important role in the attainment of gender equality. The assessment showed that 40% strongly agreed, 29.1% agreed, 25.5% disagreed while 5.5% strongly disagreed.

Table17: Attainability of Gender equality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	7	12.7	12.7	12.7
Agree	25	45.5	45.5	58.2
Disagree	17	30.9	30.9	89.1
Strongly disagree	6	10.9	10.9	100.0
Total	55	100.0	100.0	

The respondents were also asked on whether gender equality was attainable. Twelve point seven Percent (12.7%) agreed strongly to the statement, 45.5% agreed and 30.9% disagreed while 10.9% strongly disagreed.

Table 18: 50% Women representation in decision making

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	9	16.4	16.4	16.4
	Agree	20	36.4	36.4	52.7
	Disagree	19	34.5	34.5	87.3
	Strongly disagree	7	12.7	12.7	100.0
	Total	55	100.0	100.0	

Respondents were questioned on whether the statement of 50% of women in key decision making positions was realistic. Only 52.7% agreed with the statement of which 16.4% strong agreed, 36.4% agreed, while 34.5% disagreed and 12.7% strongly disagreed.

Table 19: Capacity to attain SADC requirement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	5.5	5.5	5.5
	Agree	22	40.0	40.0	45.5
	Disagree	26	47.3	47.3	92.7
	Strongly disagree	4	7.3	7.3	100.0
	Total	55	100.0	100.0	

The respondents were asked as to whether Zambia had the capacity to attain the SADC requirement of 50% in key positions. Five point five percent (5.5%) strongly agreed, 40% agreed, 47.3% disagreed and 7.3% strongly disagreed.

Table 20: Understanding of Gender Mainstreaming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Focus on representation of gender issues.	3	5.5	5.5	5.5
	Equal opportunities to males and females based on merit	3	5.5	5.5	10.9
	Encompassing Gender all sectors of the economy in schools	10	18.2	18.2	29.1
	Assessing the implication of policies and programs on F & M	9	16.4	16.4	45.5
	It's a globally accepted plan	2	3.6	3.6	49.1
	To include gender issues in operations or work being done	2	3.6	3.6	52.7
	Don't know	16	29.1	29.1	81.8
	Policy or strategy put in place to attain gender equality	2	3.6	3.6	85.5
	Promoting women participation in decision making	5	9.1	9.1	94.5
	Filling in gaps between men and women	3	5.5	5.5	100.0
	Total	55	100.0	100.0	

Respondents were assessed on their understanding of the term gender mainstreaming. Only 16.4% understood that gender mainstreaming is assessing implication of policies and programs on females and males, 5.5% said it was about focusing on presentation of gender issues, 5.5% equal opportunities to males and females based on merit, 18.2% encompassing gender all sectors of the economy in schools, and 3.6% indicated that it was a globally accepted plan, to include gender in operations or work being done.

Figure 4: Illustration on Gender Mainstreaming

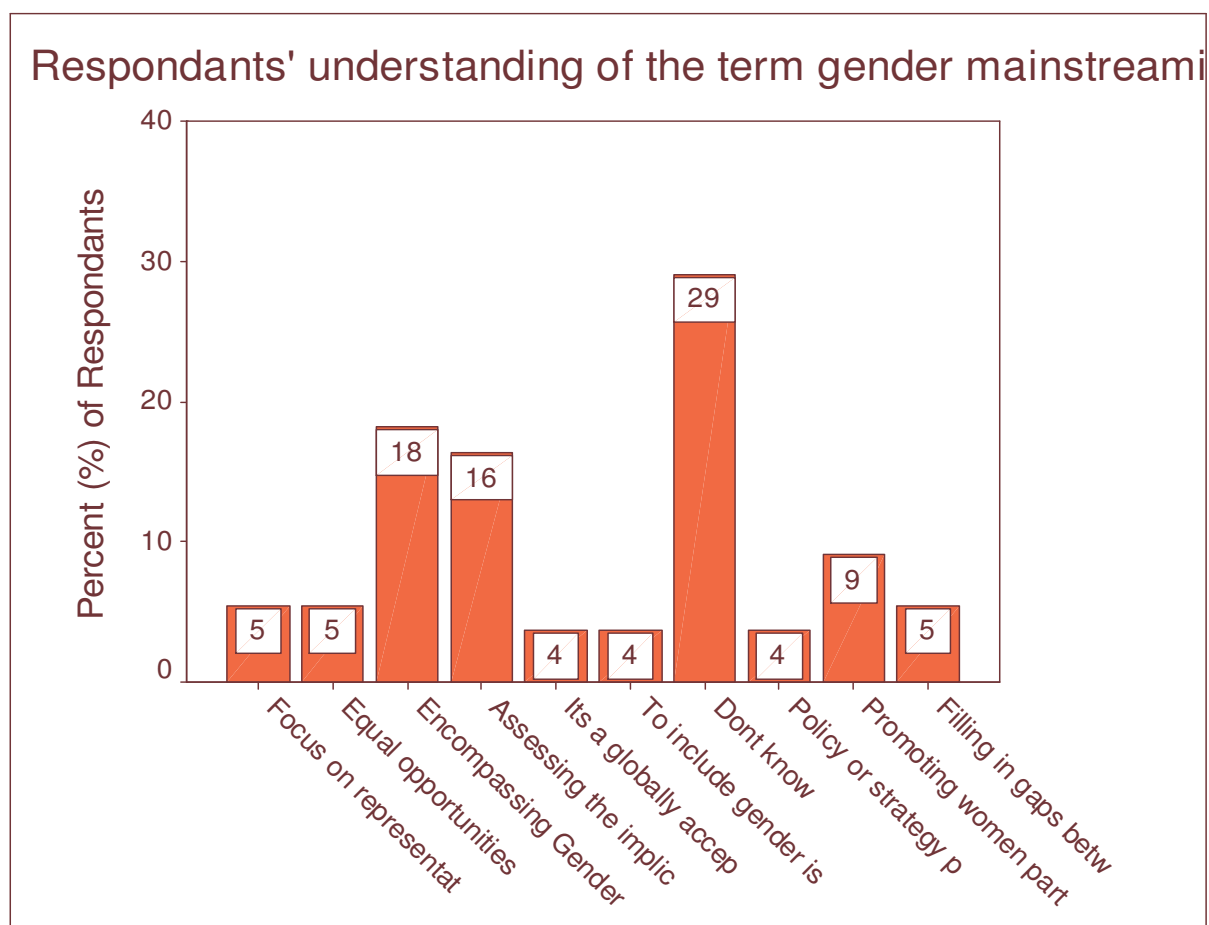


Table 21: Gender Training

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	29.1	29.1	29.1
	No	39	70.9	70.9	100.0
	Total	55	100.0	100.0	

Respondents were asked as to whether they had attended training in gender mainstreaming. It was discovered that 29.1% had attended the training while 70.9% did not.

Figure 5: Illustration on Gender Training

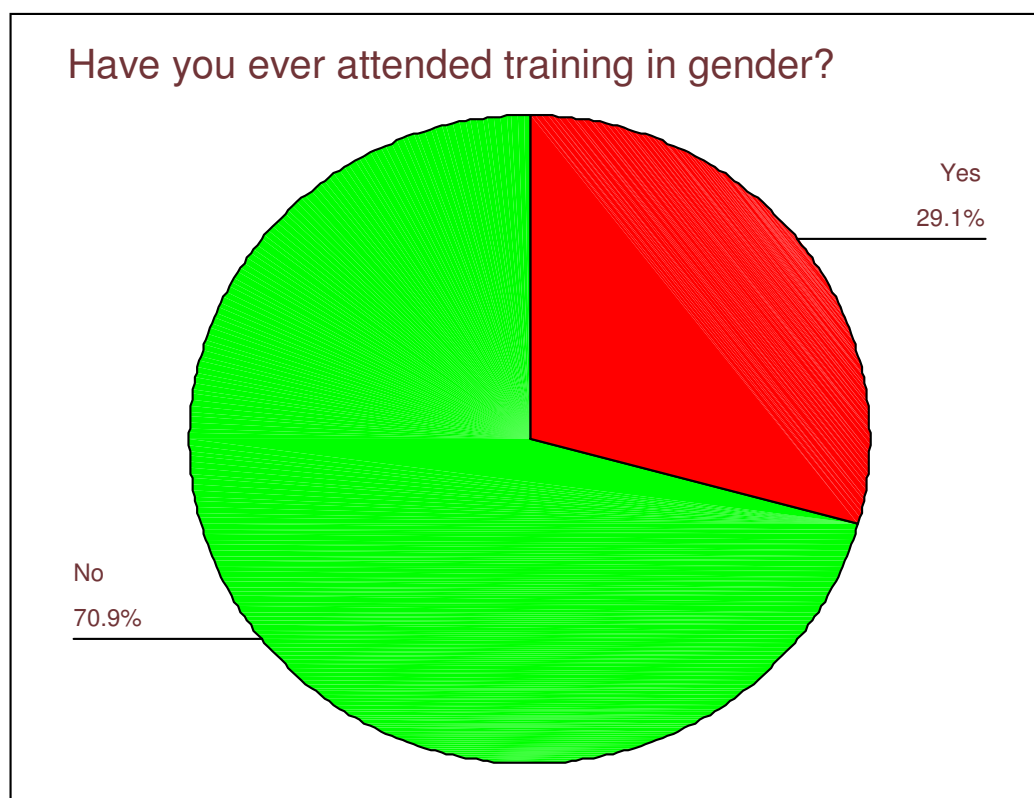


Table 22: Training institutions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ZAMCOM	3	5.5	5.5	5.5
	UNZA	2	3.6	3.6	9.1
	Others	11	20.0	20.0	29.1
	Not applicable	39	70.9	70.9	100.0
	Total	55	100.0	100.0	

Respondents were asked about where the training in gender matters was conducted for those who were trained. Five point five percent (5.5%) said they were trained at ZAMCOM, an institution that trains journalists even in matters of gender, 3.6% at UNZA while 20% were trained at other institution and just

attended workshops organised by various stakeholders. Seventy percent (70%) had not attended any training at all.

Table 23: Duration of Training

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Days	10	18.2	18.2	18.2
	Weeks	2	3.6	3.6	21.8
	Months	2	3.6	3.6	25.5
	Years	2	3.6	3.6	29.1
	Not applicable	39	70.9	70.9	100.0
Total		55	100.0	100.0	

The respondents were asked about the duration of their training. Ten respondents (18%) attended training for less than seven days, 3.6 % attended for weeks, months and years.

Table 24: Application of training

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	27.3	27.8	27.8
	Not applicable	39	70.9	72.2	100.0
	Total	54	98.2	100.0	
Missing	System	1	1.8		
Total		55	100.0		

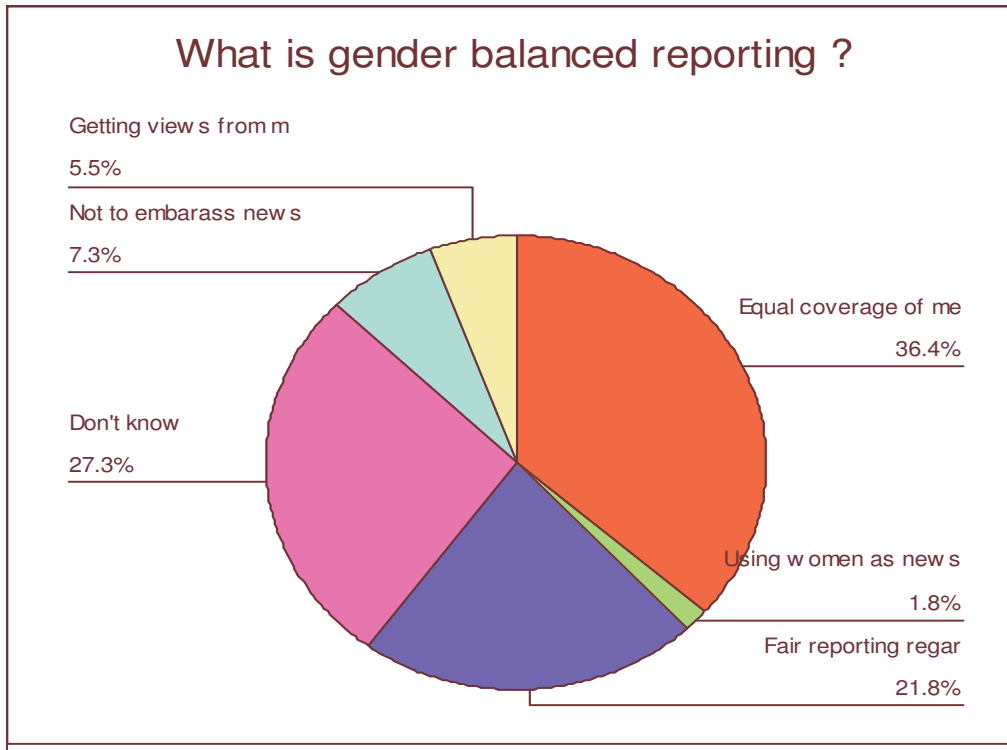
Those who were trained were further asked if the training they undertook was beneficial to their work. All the respondents who were trained indicated that the training was beneficial. One respondent did not answer this question.

Table 25: Gender Balanced reporting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Equal coverage of men and women's views while reporting	20	36.4	36.4	36.4
	Using women as news sources	1	1.8	1.8	38.2
	Fair reporting regardless of one's gender	12	21.8	21.8	60.0
	Don't know	15	27.3	27.3	87.3
	Not to embarrass news sources whether male or female	4	7.3	7.3	94.5
	Getting views from men and women who are qualified and	3	5.5	5.5	100.0
	Total	55	100.0	100.0	

Respondents were asked on their level of awareness on what gender balanced reporting was. Responses ranged from equal coverage of both men's and women's views with 36.4%, 1.8% said using women as news sources, fair reporting regardless of one's gender at 21.8%, 27.3% did not know, 7.3% said not to embarrass news sources whether male or female and 5.5% said getting views from both men and women who are qualified.

Figure 6: Illustration of Gender Balanced Reporting



From the pie chart above, out of the 50 respondents, 20 respondents representing 36.4% understood the term gender mainstreaming as equal coverage of both men and women in the news while 35 respondents representing 63.6% did not understand what gender balanced reporting.

Table 26: Training in gender balanced reporting.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	14.5	14.5	14.5
	No	47	85.5	85.5	100.0
	Total	55	100.0	100.0	

Respondents were also asked if they had been trained in gender balanced reporting. Only 14.5% agreed that they had been trained while 85.5% did not attend any training.

Table 27: Challenges in gender balanced reporting.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	33	60.0	60.0	60.0
No	22	40.0	40.0	100.0
Total	55	100.0	100.0	

Respondents were asked to indicate if they faced some challenges in their gender balanced reporting. Sixty percent (60%) indicated that they had faced challenges while 40% did not.

Table 28: The List of challenges in reporting on gender matters.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lack of training in gender and media courses	9	16.4	16.4	16.4
Women sources usually refuse to give information	6	10.9	10.9	27.3
lack of professional equipment	1	1.8	1.8	29.1
Gender is least on the agenda	6	10.9	10.9	40.0
Not applicable	19	34.5	34.5	74.5
Inaccessibly to gender data, communication, and disseminate	10	18.2	18.2	92.7
Lack of security for reporters in the field	3	5.5	5.5	98.2
Lack of proper orientation by MIBS	1	1.8	1.8	100.0
Total	55	100.0	100.0	

Respondents were asked about the kind of challenges they faced in their reporting. Responses ranged from lack of training in gender matters at 16.4% to lack of proper orientation by MIBS in gender matters at 1.8%

Table 29: Suggested Recommendations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Training & support in gender and media courses	12	21.8	21.8	21.8
	Procurement of specialised cameras	1	1.8	1.8	23.6
	Sensitise journalist and the public on gender matters	7	12.7	12.7	36.4
	Sensitisation so that the role of media is appreciated	11	20.0	20.0	56.4
	Not applicable	19	34.5	34.5	90.9
	Government must provide support to reporters in the field	4	7.3	7.3	98.2
	Proper orientation by MIBS on gender matters	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

Respondents were also asked as to what they would recommend as a way forward out of the challenges they faced as they tried to report on gender matters. Responses ranged from training and support in gender and media courses at 21.8% to proper orientation by MIBS on gender matters at 1.8%.

CHAPTER SEVEN

7.0 DATA ANALYSIS AND INTERPRETATION

Introduction

This chapter presents the data analysis and interpretations. The data analysis and interpretation by the author was guided by the use of Statistical Package for Social Sciences SPSS with regard to the findings from the employees at ZANIS.

7.1 Discussion of data collected

A total of 55 questionnaires were administered targeting journalists placed in various positions at ZANIS.

Due to the nature of the study, gender balance among the journalist at the institution was assessed in terms of the employment ratios, male journalists in comparison to female journalists. It was found that 61.8% of respondents were males while 38.2% were females. This indicated a clear lack of gender balance in terms of employment at the institution.

Gender concepts: 65.5% were aware that gender was about roles played by both men and women in a given society. While another 65.5% were also aware of gender equality and equity.

Out of the 55 respondents, 40 respondents representing 73.9% agreed and affirmed to the assertion that gender equality is of superior importance to the attainment of sustainable development while 15 respondents representing 40% did not agree. This showed that the respondents were aware of the strong linkage between gender equality and development.

While 38 respondents representing 69.1% agreed that media as a tool for information gathering and dissemination plays an important role in contributing to the attainment of gender equality.

Zambia being a signatory to SADC, a question was posed to the respondents on the SADC matters. Interestingly while 40% knew the SADC requirement of women occupying decision making positions, 60% did not know, 47.2% disagreed with this assertion of 50% being realistic and 54.6% disagreed with the attainability of the same assertion. The study showed that there was generally lack of understanding and exposure to the regional and international agreements that Zambia has committed herself to and signed with other countries.

Gender Mainstreaming is very cardinal if matters of gender are to be enshrined in information gathering and dissemination. It is done at planning level to assess the implication of the action plans on both males and females. In this case, journalists are supposed to plan their collection of news stories and who their news sources will be. This must lead to gender balanced reporting by taking the views of both males and females as news sources. Information must be properly packaged in a gender sensitive manner at the point of gathering and disseminating to show fairness in the way men and women are depicted both as news sources and in the news content. Forty seven (47) respondents representing 83.6% did not understand the term gender mainstreaming, while 63.6% respondents showed lack of understanding of gender balanced reporting and only 29.1% were trained in gender matters.

Only 16 respondents representing 29% had training in gender matters and all of them indicated that it was beneficial to their work. This general lack of training in gender matters had resulted in lack of understanding of gender matters. The study also revealed that Gender is a new phenomenon that requires intensified information dissemination to create awareness even among the Journalists.

CHAPTER EIGHT

8.0 CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter gives a conclusion to the research and has proposed various recommendations which came out of the research findings from the Journalists at ZANIS and participatory observation during the author's time at the institution.

8.1 Conclusion

Media plays an important role in attainment of gender equality which is very important as it contributes greatly national development.

The findings of the study showed that journalists at the institution are aware of the gender concepts and the strong linkages among the media, gender equality and national development.

However, the study also clearly indicated the lack of understanding of gender mainstreaming among the journalists which is an integral part of gathering and dissemination of information. This has resulted in an unbalanced way of reporting in terms of news coverage in the media. This has been coupled with lack of training of journalists at the institution.

8.2 Recommendations

1. There was need for Ministry of information Broadcasting and labour to organize training for journalists at ZANIS in gender studies facilitated through the Gender committee which falls under the Ministry. This will

- equip them with gender analytical skills that they require to mainstream gender at the point of gathering and disseminating of information.
2. ZANIS needs to engage communication strategies that are more persuasive, supplementary and monopolisation of gender information approaches.
 3. There is need to develop a culture of reading at the institution especially on matters of gender at both local and international level. About 35% of the workers at the institution did not agree with the assertion that SADC requirement of 50% of women in decision making positions was realistic.
 4. ZANIS must establish a gender desk; the desk officer will act as a link between the Gender Ministerial Committee and Gender in Development Division. This should go hand in hand with coming up with a toll free number where members of the public can easily call if they have complaints.
 5. Mainstreaming must start at the institutions itself if the journalist is to be more effective in gathering and disseminating information on gender. There are more men than women in decision making positions. The disparities are too high.
 6. There is need for the institution to simplify messages especially to those who can't read and write by using their radio program called "Zambia today", video shows and public address systems. The messages on gender can be simplified and packaged in different local languages for effective communication with the public.
 7. There was need to have a proper time table or schedule for the Gender programmes on any media either broadcasting or print.
 8. There was need to simplify gender packaged messages by translating the messages in local language newspapers produced by the institution and distributed across the country.

9. It was important for the institution to take advantage of the radio programme that they produced known as “Zambia Today” as a medium to effectively disseminate information on gender to the general public.
10. There was need for management at the institution to organise study tours for the journalists on exchange basis. This interaction will give them exposure to gender matters are mainstreamed in the media at the both regional and global levels.
11. There was need for the institution to develop a communication strategy to give guidance on the gathering and dissemination of information.

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APPENDICES

Appendix 1: QUESTIONNAIRE

SURVEY ON MEDIA AND GENDER EQUALITY: A CASE OF ZANIS

SECTION A

PERSONAL DETAILS

1.What is your profession?

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2.What is your sex?

.....

3.What is your position at ZANIS?

.....

4.How long have you served in that position?

.....

5.Do you take part in senior management meetings?

.....

SECTION B

1. What is GENDER?

- a) Women's roles in society
- b) Men's roles in society
- c) roles played by both men and women in a given society
- d) Don't know.

2. What is Sex?

- a) Being female
- b) Biological nature of being male and female
- c) Being male
- d) Man and woman sleeping together

3. What is Gender Equality

- a) Equal rights, responsibilities and opportunities
- b) women ruling men
- c) men and women to become the same
- d) don't know

4. What is gender Equity?

- a) Women and men are equal
- b) women are favoured
- c) fairness in considering both men and women's needs
- d) Have no idea

5. What are gender gaps?

- a) About the government
- b) Societal differences between men and women
- c) Corruption
- d) Politics

6. What is Gender based violence?

- a) Physical and emotional abuse
- b) Don't know
- c) Insulting
- d) shouting

7. What is Affirmative Action?

- a) Put measures in place to remove the barriers and discrimination against Gender
- b) Fighting
- c) Crying
- d) Politics

8. What is the SADC requirement for women representation in decision making positions?

- a) 10%
- b) 16%
- c) 30%
- d) 50%

SECTION C

9. Gender is important in attaining a country's sustainable Development.

- a) Agree
- b) Strongly agree
- c) Disagree
- d) Strongly disagree

10. Media plays a very important role in the attainment of Gender equality in development.
- a) Agree
 - b) Strongly agree
 - c) Disagree
 - d) Strongly disagree
11. Gender equality is attainable.
- a) Agree
 - b) Strongly agree
 - c) Disagree
 - d) Strongly disagree
12. 50% SADC requirement of women decision making positions is realistic.
- a) Agree
 - b) Strongly agree
 - c) Disagree
 - d) Strongly disagree
13. Zambia will attain the percentage required by SADC of women presentation in decision making positions.
- a) Agree
 - b) Strongly agree
 - c) Disagree
 - d) Strongly disagree

SECTION D

14. What do you understand by the term Gender mainstreaming?

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15. Have you ever attended a Gender mainstreaming training?

a) Yes

b) No

(If the answer to 15 above is YES proceed to question 16, if NO! proceed to question 19)

16. Where was the training conducted?

.....

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17. How long was the training?

.....

18. Do you feel that the training was beneficial to you and your work? Why?

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19. According to your work experience in your area of specialisation, what is Gender balanced reporting?

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20. Have you been trained in Gender balanced reporting?

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21. Do you face any challenges in your reporting on gender matters? YES/ NO

22. If YES, What challenges do you face?

List them!

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23. In your own opinion, how do you think these challenges can be addressed?

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Appendix: 2

IN-DEPTH INTERVIEW

ZAMBIA NEWS AND INFORMATION SERVICES (ZANIS)

Name

Position...

1. In what ways are you involved in the ZANIS programs?
2. How long have been involved in what you do?
3. Are you aware of any gender programmes being implemented at ZANIS?
4. Are you involved in any these gender programmes?
5. If yes, related to your work, how do you ensure that gender is mainstreamed in your work?
6. What is the gender communication strategy being implemented by ZANIS in terms of information gathering and dissemination.
7. In your view is the communication strategy used by ZANIS effective.
8. If not, what do you think should be done to ensure that information dissemination on gender is effective?
9. If yes, what is the success scored?
10. In your own view, what do you think would be the best way for ZANIS to communicate information on gender effectively?

Thank you for your time and cooperation.

Appendix: 3 ZANIS Organisational Structure