

**PUBLIC PERCEPTION ON MASS MEDIA'S PERFORMANCE IN
PROMOTING GENDER EQUALITY**

By

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A dissertation submitted to the University of Zambia in partial fulfilment of the requirements for the degree of the Master of Mass Communication (MMC).

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2015.

DECLARATION

I declare that this dissertation represents my own work, and it has not previously been submitted for a degree, diploma or other qualification at this or another University.

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APPROVAL

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Abstract

People are influenced by what they read, see, and hear, mainly from the mass media. It was from this that the Beijing Conference of 1995 realised and resolved that the mass media was one of the key areas that could be used to promote gender equality.

For some time now, the mass media has been making efforts in promoting gender equality. However, the efforts being made by the mass media are mainly measured through quantitative means. Researchers tend to count the number of stories, space and time allocated by the mass media to gender stories or programmes, in measuring its contribution to promoting gender equality. This study took a different approach. It measured the performance of the mass media in promoting gender equality through public perception. This was because the number of stories or space and time allocated by the mass media to promoting gender equality does not amount to positive impact on the audience. Other qualitative factors, such as the way the story has been packaged, also come into play.

In this study, which was conducted in Lusaka urban, it was discovered that the public perceived the mass media to have performed poorly in the promotion of gender equality. The public also noted that there was a marginal improvement in the performance of the mass media regarding the promotion of gender equality. The findings of the study also show that television was perceived to have contributed more to gender equality than any other mass media channel. Suggestions for media practitioners and gender activists on how best the mass media can promote gender equality from the public perception point of view can be inferred from this study.

DEDICATION

This thesis is dedicated to my wife Esther, and our two daughters Bupe and Limpo. To my wife, I hope this will motivate you to complete your Masters in Economics. To my two lovely daughters, I dedicate this paper to you hoping it will give you enough motivation to go beyond this level.

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ACRONYMS

AIDS	Acquired Immune Deficiency Syndrome
AU	African Union
CEDAW	Convention on Eliminating all forms of Discrimination Against Women
CSO	Civil Society Organisation
FAWEZA	Forum for Women Education in Zambia
GGAZ	Girl Guide Association of Zambia
HIV	Human Immunodeficiency Virus
IBA	Independent Broadcasting Authority
JCTR	Jesuit Centre for Theological Reflection
MISA	Media Institute of Southern Africa
NGOCC	Non-Governmental Coordinating Council
NWL	National Women's Lobby
OECD	Organisation for Economic Co-operation and Development
TV	Television
UN	United Nations
WfC	Women for Change
YWCA	Young Women Christian Association

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This research project focused on finding out the public perceptions on the mass media's performance in promoting gender equality in Zambia and what could be done to improve on what was currently obtaining. Bauer and Bauer (2000:417) stated that "starting from the turn of the 19th century to 1930's, the media were credited with considerable power to shape opinion and belief, to change habits of life and to mould behaviour more or less according to the will of their controllers." It is also generally recognised that education, cultural transmission, and mobilisation are key functions of mass media, particularly in poor developing countries. Since the mass media is there to serve society, it is expected to contribute effectively to the well-being of the society in which it exists. It is with this thinking that the mass media was identified as a key sector in promoting gender equality during the 1995 Beijing Conference. Many studies that have been conducted in this area have focused on media performance from the mass media perspective. They measure performance of the mass media in promoting gender equality through the number of times that women appear as news makers, the number of adverts featuring women and the amount of time, space and frequency of stories on gender equality that mass media outlets carry. This is what Shoemaker and Reese (1996:4) refers to as the quantitative range of information. Shoemaker and Reese argue that "such measures can provide important information about amounts of coverage and some insight into priorities, but they cannot tell us what the coverage was like—the qualitative attributes of the content." It is in this regard that this study will focus on getting qualitative information on public perceptions on the media's performance in promoting gender equality.

The attainment of gender equality in Zambia is critical to its social, economic and political development. The consequences of having a wide gap between women and men in social, economic and political opportunities are so vivid. In Zambia, organisations under the Non-Governmental Organisation Coordinating Council (NGOCC), which is the mother body for all gender focused organisations or the women's movement as it is commonly referred to, have attributed the high poverty levels among women and children to gender disparity. HIV and AIDS infections have also been linked to gender inequality, with the explanation that women do not have much control over their sexual life. Most of the time, a man decides when to have sex and whether to use a condom or not even if he has multiple sexual partners. Gender based violence has also been said to be fuelled by gender inequality. The women's movement have argument that most women cannot leave their abusive husbands not because they don't want to, but that they are economically disadvantaged and they think that it would be difficult for them to look after themselves. These are some of the problems that have been attributed to gender inequality by the women's movement in Zambia.

The United Nations Human Development Report (1995:95) states that women have a greater burden, more work hours and more concurrent tasks. However, their contribution to national economy remains unrecognised and not accounted for. Women do 55 per cent of the world's work, with the larger portion of it being unpaid work. Society has assigned women supportive roles like taking care of the sick, looking after children, nursing and being secretaries among others.

This chapter provides a general background to the study on Public Perception on Mass Media's Performance in Promoting Gender Equality. Apart from providing background information about Zambia and where the research would be conducted, the chapter presents

the statement of the problem, objectives of the study, research assumptions and the justification for the study.

1.1.1 Background to the study

There are several studies that have been conducted and have proved that the mass media has the power to influence opinions, attitudes and behaviour of the mass audience. Among these studies include The Media, Culture & Society Series: Television and the public sphere: Citizenship, democracy and the media (Dahlgren, 2000). This study and others have resulted in a number of theories about the power of the mass media and how it influences the way society perceives the world. Theories such as the cultivation theory are based on the potential of the mass media to change the thinking and the way of life of a particular society, by communicating messages that have the potential to influence the mass audience. Certainly, it is important to note that our decisions, beliefs and values are based on what we see, hear or read, and probably this is where the power of the media to influence comes from. According to the mediatisation theory, the media shapes and frames the processes and discourse of political communication as well as the society in which that communication takes place (Lilleker, 2008:117). Although the theory of mediatisation is mainly used in reference to politics, the fact still remains that the media has influence and helps to shape and frame the processes and discourse of any kind of communication, be it gender.

In today's society, there is a lot of dependency on information and communication to keep moving in the right direction, to the extent where people's daily activities like work, entertainment, health care, education, personal relationships, travelling and shopping among others depend on information, largely from the media. This is supported by Friesen and Hug who argue that the media has "thoroughly interpenetrated everyday life and knowledge,

making even the most banal tasks all but unimaginable without these forms and technologies” (2009:64). They further argue that most people make almost every day decisions on various things such as how to prepare for the weather based on the information from the media. They do not bother to conduct research on their own because they trust the media so much.

It is because of this power of the mass media that there is a realisation that it could be used to maintain the well-being of society by promoting ideals that a large section of society believe in. Among those ideals is gender equality. Just like a number of studies have been conducted on the power of the mass media to influence its consumer’s beliefs and decisions, a number of studies have been conducted on how the mass media could be used to promote gender equality. Actually, there have been studies measuring how well certain mass media institutions are performing in promoting gender equality.

With this backdrop, student journalists are now being trained on how to report on gender issues in almost all major journalism training institutions in Zambia. Media practitioners are also constantly participating in workshops on how to raise gender awareness and be gender sensitive in their reporting. Some media organisations such as the Times of Zambia have gender policies and guidelines that they follow in order to promote gender equality, while other newspapers such as the Zambia Daily Mail have regular columns aimed at sensitising their readers on gender issues.

In 1995, the United Nations Platform for Action at the Beijing Conference identified the rapidly expanding media and mass communication as one critical area that needed to be looked into if gender equality had to be achieved. The media was to promote balanced and non-stereotypical portrayal of women.

1.2 ZAMBIA'S BACKGROUND

1.2.1 General information

Zambia is situated in the Southern part of Africa. It is a landlocked country with about 59.3 per cent as national poverty line. The percentage for the population living in severe poverty stood at 34.8 (Human Development Report: 2013). The country's official language is English with 73 local languages, prominent ones being Tonga, Lozi, Bemba, Luvale, Kaonde, Lunda, and Nyanja. It occupies an area of 752,612 square kilometres and shares borders with the Democratic Republic of Congo (DRC), Tanzania, Angola, Namibia, Malawi, Mozambique, Zimbabwe and Botswana. It has a population of about 13,092,666 million, with one of the fastest growing population rate which was at 2.8 per cent per annum (Central Statistical Office: 2012). The report by the Central Statistical Office (CSO) further states that 45 per cent of the total population consists of children below the age of 16.

Zambia was declared a Christian nation in 1992 because it is the major religion with about 23 per cent Catholics and about 75 per cent identifying themselves as Protestants. The country got its independence from Britain in 1964, with Dr. Kenneth David Kaunda as its first Republican President. Multi-party politics were re-introduced in 1991 after a one-party State from 1973. The multi-party general elections in 1991 saw Dr. Kaunda losing to President Frederick J.T. Chiluba, who went on to rule the country for two terms of five years each, which is the maximum allowed by the Constitution. Levy Patrick Mwanawasa succeeded him in 2001, but died mid-way through his second term in August 2008. During his presidency, Mr. Mwanawasa launched the anti-corruption campaign in which Mr Chiluba and most of his senior officials were implicated. Following the death of Mr. Mwanawasa, who died after suffering a stroke in Cairo, Egypt, while attending the African Union (AU) Summit, his Vice President Rupiah Banda, succeeded him after winning the presidential elections in October

2008. Mr. Banda ruled for three years and lost the 2011 elections to Mr. Michael Chilufya Sata, who is currently the President of the Republic of Zambia.



Map of Zambia (Wikipedia)

1.2.2 Economy

Zambia's economy is largely dependent on copper although there have been some efforts of late to diversify from mining to agriculture and tourism. Zambia recorded a 6.4 per cent growth rate in 2013, which was lower than the 7.3 per cent recorded in 2012. In his 2014 budget address to parliament, Minister of Finance Alexander Chikwanda stated that Zambia's GDP growth in 2014 was projected to remain strong at above six per cent due to favourable performance in the mining, construction, manufacturing, transport and communication sectors. However, according to the 2014 third Zambia Economic Brief by the World Bank, there is a real risk of the growth being actually lower than six per cent. The World Bank cited the decline of copper prices as one major risk that was likely to hurt Zambia's economy.

1.2.3 Mass media in Zambia

In the years following the radical political and economic reforms introduced by second President Frederick Chiluba in the 90s, the media landscape in Zambia has changed

significantly, with the most notable developments occurring in the radio sector. According to information from the Independent Broadcasting Authority (IBA), Zambia had 66 radio stations and 12 television stations.

However, the newspaper sector has not experienced the kind of growth that has characterised the radio sector. While *The Post* may have evolved with time and circumstance, from a small but influential privately-owned weekly to a fully-fledged daily, on the whole, the private press in Zambia do not have a history of longevity. Between 1991 and 2006, the number of private newspapers that had collapsed after short spells on the street were many including *The Sun*, *The Chronicle*, *the Weekly Standard*, *The Weekly Express*, *The Confidential*, *The Advocate*, *the church-owned National Mirror*, *The Monitor* (which has since re-incarnated as *The Monitor and Digest*), *The Friday Edition*, *Today Newspaper* and *Tuesday Edition*. At the time of writing, the main players in the newspaper sector were the daily papers which consisted of *Zambia Daily Mail*, *Times of Zambia* and *The Post Newspapers*. The other daily papers with limited circulation were the *Daily Nation* (with the highest circulation in Lusaka) followed by the *New Vision Newspaper*.

The television sector in Zambia was second to the newspaper sector when it comes to stunted growth. This was mainly due to various restrictions put in place by various governments that have been in power. At the time of writing, there were institutions like the Catholic Church that had set-up a television studio. However, they could not broadcast because from the time the station was set-up, all the Governments that have been in power have denied them a broadcasting licence. The television sector was led by the national broadcaster *ZNBC*, which had two channels with one covering country wide and the other one limited to Lusaka. It was

followed by *MUVI TV*. The other players with limited coverage were *Mobi TV*, *CBC Television*, *Prime TV* and *Trinity Broadcasting Networks (TBN)* among others.

As already alluded to, the growth of the radio sector has been tremendous as compared to other mass media sectors. At the time of writing in 2014, the major players in the radio sector were the *Zambia National Broadcasting Corporation (ZNBC)*, which is a Government-owned national broadcaster, runs three radio stations namely *Radio One*, *Radio Two* and *Radio Four*. Among the three Government-run radio stations, only Radio one broadcasts in local languages. Some of the players in the radio sector registered under commercial radio included *Radio Phoenix*, *Q FM*, *Rock FM*, *Five FM*, *Yar FM*, *Hot FM*, *Millennium Radio* and *Joy FM*. A significant increase in the radio sector was recorded under community radio stations. At the time of writing, Zambia had 32 community radio stations. Among them were *Parliament Radio*, *Hone FM*, *UNZA Radio*, *Falls Radio*, *Chinkankata Radio*, *Lukulu Radio*, *Kariba Radio*, *Luapula Radio*, *Lyambai Radio* and *Mazabuka Community Radio Station*. It must be noted that like in the television sector, Government has been hesitate in giving any radio station license to broadcast countrywide. All private radio and television stations in Zambia have limited coverage. In 2013, President Sata fired the then Permanent Secretary for the Ministry of Information Emmanuel Mwamba in national interest. This was two days after Mr Mwamba was told off by the President for issuing national coverage broadcasting licenses to two private radio stations.

It must be noted that at the time this study was conducted, the country had witnessed a surge in the emergency of online media, with the *Zambian Watchdog* being in the lead. The *Zambian Watchdog* was very critical of Government and made it clear in most of their

editorials that they were not in support of President Michael Sata's government because of the way he was running the country.

At the time President Sata took over the reins of power, there was hope in Zambia that there would be press freedom. Just like the MMD government gave hope. "However, the PF government has generally failed to fulfil its promises to advance press freedom, and has targeted critical journalists and outlets with numerous legal and other actions (Freedom House:2013)."Freedom House reported that despite the national Constitution in Zambia guaranteeing freedom of speech, the relevant language can be broadly interpreted. "Journalists and media outlets face restrictions under criminal and civil defamation laws, sedition and obscenity laws, and provisions of the penal code such as the Official Secrets Act and the State Security Act" (Ibid:2013). Since independence, all successive governments have used the above stated laws to suppress the media and freedom of the press. At the time of writing, the media in Zambia, together with the civil society, were pushing for the enactment of the Access to Information Bill. It was hoped that the passing of the Access to Information Bill will ease journalist's work and reduce the chances of them being arrested under criminal and civil defamation laws.

1.2.4 Climate and vegetation

There are three distinct seasons in Zambia; a cool and dry season from May to August when temperatures vary from around 14 to 26 degrees Celsius during the day and from 10 to 25 degrees Celsius at night. There is also the hot and dry season from September to November and the warm and wet season from December to April. The country's vegetation is mainly Savannah, with areas of tropical grassland and woodland comprising a variety of grass and tree species.

1.2.5 Place of study

The study has been carried out in Lusaka, which is the capital city of Zambia. It is a commercial centre as well as the seat of government with a population of about 2,191,225 million people (CSO:2012). At the provincial level, Lusaka had the largest share of population with 16.7 per cent. The study has been conducted in Lusaka because residents have more access to mass media as compared to other places in Zambia. In Lusaka alone, the electronic media include the government-owned *ZNBC TV*, which also runs three radio stations, *Radio One*, *Radio Two* and *Radio Four*. There are also private owned, *Joy FM*, *Qfm*, *Radio Phoenix*, *Yatsani Radio*, *5fm*, *Radio Christian Voice*, *Komboni Radio*, *Hot FM* and *Sky FM* among others. The print media include the government owned *Times of Zambia* and *Zambia Daily Mail*, and the private owned *The Post*, *The Monitor and Digest*, *Tourism News*, *Zambia Business and Construction News* and *The Nation* among others.

1.3 MASS MEDIA AND GENDER EQUALITY

The term mass media has been variously defined by different scholars. Potter (2013) argues that the term mass media, just like mass communication, have questionable scholarly meaning. He states that scholars “have treated these terms as primitive concepts, assuming that everyone understands their meaning, perhaps because a few scholars that have attempted to parse their meaning have struggled unsuccessfully to articulate a satisfying definition (ibid:P3). However, most of these definitions seem to circle around mass media being print and electronic instruments that are used in mass communication. Mass Communication could be said to be a process through which messages are sent using a channel to a large audience. John Thompson from the Cambridge University (1995) identified five characteristics of mass communication as listed below:

- It comprises both technical and institutional methods of production and distribution.
- Involves the "commodification of symbolic forms."
- Separate contexts between the production and reception of information.
- Reaches to those 'far removed' in time and space, in comparison to the producers.
- Information distribution.

The mass media informs the public, provides information and amusement, generates political ideas, mobilizes political and social action groups, and generally helps to shape the public policy agenda and priorities. According to Friesen and Hug, the messages broadcasted by the mass media “can consequently be said to penetrate more deeply into everyday consciousness” (2009:62). The mass media “also socialize us, enforce social norms, confer status, and keep us informed about our social environment.” (Gitlin, 2002:137).

McQuail (2000:460) also views the media as “a learning process whereby we all learn how to behave in certain situations and learn the expectations which go with a given status in society.” Under the cultivation theory, McQuail (ibid:467), states in this theory of media effect, that “television gradually leads to the adoption of beliefs about the nature of the social world which conform to the stereotyped, distorted and very selective view of reality as portrayed in a systematic way in television fiction and news.” All these studies show that the media has power to influence behaviour through various messages it carries or portrays. The Stay Free Magazine compiled a number of stories about individuals who had confessed committing crimes after exposure to the mass media, especially television. The following is an extract from the reports:

After watching the film Natural Born Killers, which portrayed serial killers Mickey and Mallory on a rampage across America, Nathan Martinez, 17, shaved his head and began wearing tinted spectacles like Mickey (played by Woody Harrelson). Martinez then drove to Salt Lake City, Utah, and murdered his stepmother and 10-year-old half-sister. (The New York Times, November 5, 1994)... A southern Georgia couple, Ronnie Beasley and Angela Crosby, watched the movie nineteen times, then embarked on a crime spree of carjacking, theft, kidnapping, and murder. Beasley also shaved his head like Mickey's, and the two lovers used the names Mickey and Mallory in correspondence with each other after they were apprehended. Another couple, Ben Darras and Sarah Edmonson, reportedly watched the movie six times in one night. Setting off in Sarah's car, they robbed and killed a cotton gin manager in Mississippi, then shot and paralyzed Patsy Byers, a convenience store clerk in

Louisiana. (Robert Brent Toplin, Oliver Stone's USA: Film History and Controversy, 2000).

* * *

A man convicted of multiple murders in suburban Orange County, NY said he killed the first of his six victims in the manner he'd seen in Robocop. Referring to a character in Robocop II, Nathaniel White told WNBC: "I seen him cut somebody's throat then take the knife and slit down the chest to the stomach and left the body in a certain position. With the first person I killed I did exactly what I saw in the movie. (Newsday, August 6, 1992)."

With these examples of media effect, it is clear that the mass media has influence on the way we behave and act. It is because of these influences that brought about concerns, especially from the civil society, that the stereotyping of women by the mass media was promoting gender inequality.

The Gender and Media Audience Study Report for Southern Africa (2005) reveals that women are portrayed by the media in roles that include emphasis on their physical attributes while men cover a wide range of roles often associated with power, control and dominance. In drama films produced in Zambia such as *Bupilo* and *What a Life* aired on the ZNBC Television, women were blatantly portrayed as submissive to men and this portrayal was featured as the social norm. This influences society into believing that men are more superior and consider women as second class (Women for Change Monthly Bulletin: March 2008).

On the international scene, the outcry has been on the portrayal of women as sex objects. According to Women for Change Executive Director Emily Sikazwe, Newspapers,

magazines and television often portray women as sexy, passive and vulnerable characters that tend to leave the tough, strong and assertive roles to men (Ibid).

A lot of resources are now being invested in making the media become more effective in promoting gender equality in Zambia. A number of workshops and conferences on gender and the media for journalists are being held while a number of research and materials on how the media can promote gender equality are being carried out and published respectively. For instance, in February 2001, Gender Links, a Southern African organization that works to promote gender equality through the media convened a workshop of media and gender activists that led to the production of the book: “Whose News, Whose Views: A Gender and Media Handbook for Southern Africa Media.” The book was launched on World Press Freedom Day in May 2001.

There is evidence to show that most of the mass media institutions in Zambia are putting in effort in ensuring that they are not gender biased in their reporting. Times of Zambia for instance used to organize trainings on gender for its employees. It also revised its style book to ensure that it is gender-friendly in its reports. Terms like businessman or businesswoman are no longer permissible. Instead, reporters are supposed to use business executive. The Zambia Daily Mail as well established a full-fledged gender desk, which exclusively reports on matters of gender. Further, Media Institute of Southern Africa (MISA) – Zambia Chapter has a programme on Gender. Through this programme, MISA worked on a number of projects and activities that focus on gender and the media in collaboration with various national and regional partnerships. These partnerships have led to collaborated efforts in promoting gender equality through the media.

In most of the documents that were reviewed during the study, it was noted that there was no standard definition for gender equality and it was used interchangeably with gender equity. However, the UN and its various organs were consistent in defining gender equality and gender equity.

Gender equality entails the concept that all human beings, both men and women, are free to develop their personal abilities and make choices without the limitations set by stereotypes, rigid gender roles, or prejudices. Gender equality means that the different behaviours, aspirations and needs of women and men are considered, valued and favoured equally. It does not mean that women and men have to become the same, but that their rights, responsibilities and opportunities will not depend on whether they are born male or female.

Gender Equity means fairness of treatment for women and men, according to their respective needs. This may include equal treatment or treatment that is different but considered equivalent in terms of rights, benefits, obligations and opportunities. In the development context, a gender equality goal often requires built-in measures to compensate for the historical and social disadvantages of women.

According to the Organisation for Economic Co-operation and Development (OECD), gender equality is not just about economic empowerment, but a moral imperative, which is “about fairness and equality, and includes many political, social and cultural dimensions (OECD, 2012:2). Gender inequality is recognized as a serious problem worldwide that needs urgent attention. According to the handbook entitled Getting the Right Balance, the gender pay gap

(different salaries for men and women) still exists in many countries. In addition, most countries have terms like “sticky floors” and “glass ceilings” which are used to describe how and why the gender pay gap increases with age, as women are overlooked for promotion in favour of male colleagues. “Family unfriendly working practices such as inflexible working hours or penalising women for taking time out to raise children, all contribute to the pay gap (Getting the Right Balance: 2009).”

During the Convention on Eliminating all forms of Discrimination Against Women (CEDAW), the UN stated that discrimination against women violates the principles of equality of rights and respect for human dignity. In the CEDAW convention, the UN identified discrimination as an obstacle to the participation of women on equal terms with men, in the political, social, economic and cultural life of their countries. The CEDAW convention, to which Zambia is also a signatory to, states that discrimination against women “hampers the growth of the prosperity of society and the family and makes more difficult the full development of the potentialities of women in the service of their countries and of humanity.” In the same document, it was noted that despite a number of agencies being formed to promote gender equality and a number of instruments being signed, discrimination against women had continued.

In Zambia, most women usually play roles that are associated with less power in society. They are responsible for day to day house chores while men are mostly associated with work likely to bring in income. In rural areas where the majority of the population is, pregnant women cover long distances to get to the nearest clinic. Most of these clinics in rural areas, if not all, have poor maternal facilities. Some pregnant women give birth while others die due

to complications along the way to the nearest clinic. (Gender Inequality and HIV/AIDS in Zambia: The Link. NAC: April 2009).

Empowering women is an essential tool for advancing development and reducing poverty and HIV/AIDS (WfC Monthly Bulletin: April 2008). If equitable and sustainable social, economic, political and cultural development is to be achieved, women's status must be improved, their rights respected and their contributions recognized. When there is equality between women and men, economies grow faster and there is less corruption. According to Women for Change Executive Director Emily Sikazwe (ibid) when women are given equal opportunities as those given to men, their families, communities and nations develop.

Due to the magnitude of the problem, gender equality has received worldwide attention resulting into a number of international protocols and agreements on gender being signed. Zambia has been part of these international agreements and protocols, and as already alluded to, she is a signatory to CEDAW, the Southern Africa Development Community (SADC) Protocol on Gender, the Millennium Development Goals (Goal 3) and the United Nations Security Council Resolution 1325 on Women, Peace and Security.

The 2008 SADC protocol provided for its members to have at least 50 per cent women in decision-making positions in the public and private sectors by using affirmative action among other things. The Protocol also elevates the commitments made in the SADC Declaration into concrete, time-defined and legally binding actions that accelerate efforts to achieve gender equality in the region. It further seeks to mainstream gender in development and actively close the gender gap that has a bearing on poverty alleviation. It seeks to achieve equality through the implementation of gender-responsive legislation, policies and programmes. The

protocol also harmonises the various commitments and declarations that SADC member countries are signatory to and provides legal and policy frameworks to enhance the implementation of programmes in order to deepen regional integration, community building and sustainable development (SADC Protocol on Gender and Development: 2008).

In 1995, Governments of various countries committed themselves to improving the status of women during the Beijing International Conference. According to the Beijing Platform for Action, governments pledged to:

- Support women's education, training and employment to promote and ensure women's equal access to all areas of mass media;
- Increase media programmes for and by women to see to it that women's needs and concerns are properly addressed.
- Encourage and recognise women's media networks, including electronic and other new technologies of communications and support women's groups active in all media work and systems of communications;
- Support the development of and finance, appropriate, alternative media and use of all means of communications to disseminate information to and about women and their concerns.

1.3.1 The global problem

Despite the fact that many governments have ratified international gender instruments such as CEDAW and SADC Protocol on Gender, gender disparities still persists. In almost all

countries of the world, women continue to exist in roles and relationships that often make them subordinate to men at varying percentages. Globally, women are seen as incapable of performing roles that a man does. This has led to girls and women facing various consequences of gender inequality such as sex selective abortions and female infanticide in China, feminisation of poverty with over two thirds of women falling in the poverty category, and high rate of deaths among women as a result of gender based violence (DCAF:2005). “Girls are still less likely than boys to even start secondary education in Western, Eastern and Middle Africa and Southern Asia (OECD, 2012:4).”

It is due to such consequences that efforts in promoting gender equality have been intensified. The media has been identified as one of the key institutions in promoting gender equality, since it is among the institutions that produce and shape gender, “creating a societal gender structure that is deeply entrenched and rarely questioned, but hugely influential (Johnson & Repta, 2012:23).”

1.3.2 National problem

The Zambian Government has recognized that gender inequality is a serious problem because it is a human rights and developmental issue. The government adopted its national gender policy in March 2000, pledging to ensure equitable representation of men and women in decision-making positions at all levels. It also created the Ministry of Gender in 2007 to spearhead programmes aimed at achieving gender equality. And as already alluded to, Zambia is a signatory to a number of international instruments on gender. However, despite the effort made by Government, the country has not recorded any remarkable progress in achieving gender equality. The 2013 Global Gender Gap Report by the World Economic Forum ranked Zambia at 113 in the world on gender equity. The Gender Gap Index is a

framework for capturing the magnitude and scope of gender-based disparities and tracking progress. The Index benchmarks national gender gaps on economic, political, education and health criteria, and provides country rankings that allow for effective comparisons across regions and income groups, and over time. Being ranked on 113 on such an index simply means there is still a lot to be done in order to attain gender equality.

Further, a look at Parliament shows that Zambia lags behind other SADC countries on women representation in government. Only 18 of its 158 members of parliament are women (Millennium Development Goals Progress Report for Zambia:2013). The report further reveals that gender parity in secondary education had, however, fallen from 0.92 in 1990 to 0.86 in 2010, primarily driven by a high dropout rate for girls. According to the report, girls were being socialized to become wives, mothers and care-givers, which resulted in more domestic responsibilities (chores and care tasks), teenage pregnancies and early marriages. The report further states that once in secondary school, girls were also vulnerable to sexual harassment and violence and related diseases such as HIV&AIDS. “These gender differences become more acute when productive resources are eroded, making female- and youth-headed households the most vulnerable of the rural poor. (Millennium Development Goals Progress Report for Zambia 2013).”

A number of workshops and training programmes have been held in Zambia to sensitize journalists about the effects of media content on achieving gender equality, realizing that the media has the power to perpetuate or reverse the situation. In terms of success in the formulation and implementation of gender policies in media organisations, Times Printpak Zambia Ltd, the publishers of the Times of Zambia and its sister paper, the Sunday Times, has been hailed (Muriungi, 2005). The Times Printpak 2003 Gender Policy, which has been

commended as an example of best practice in gender mainstreaming in the report, provides guidelines for the implementation of aspects of the policy over a period of time, the evaluation of outcomes and undertaking corrective actions as necessary. Times Printpak also has in place a Gender Policy, a Gender-Sensitive House Style Manual and an HIV and AIDS Policy. Most media organisations, like the South Africa Broadcasting Corporation (SABC) do not have a stand-alone gender policy although their editorial policies do include something on discrimination and stereotypes. The SABC endeavours to ensure that its reporters do not use sexist language so as to avoid offending, or creating the impression that certain activities are associated with only one sex.

Some media associations in the region have also started developing and implementing gender policies based on their interpretation of their mandate. The Media Institute of Southern Africa (MISA), a regional media network, is one of the associations that has adopted a gender policy. The main aim of this policy is to ensure that implicit references to gender in freedom of expression discourse are made explicit. As a membership organisation with chapters in 12 Southern African countries, MISA plays a key role in promoting professional policies and practices in the mass media.

Despite all the efforts that are being made, it seems the media still practices stereotype kind of reporting as alluded to earlier on. In 2002, Gender Links conducted a study that linked advertising and gender. The study found that while women are more likely to feature in advertising than in news content, they are more likely to be seen than heard. The study revealed that women dominated in billboards and still images but hardly featured in voice-overs. Covering 1650 radio, television, print and billboard advertisements in South Africa, Mauritius, Zambia and Zimbabwe, the study aimed to establish how women and men are

represented and portrayed in advertising. Monitoring took place over two weeks in December 2002 followed by male and female focus group discussions on selected case studies that were used in the report to amplify the quantitative findings.

1.4 STATEMENT OF THE PROBLEM

A review of literature shows that in measuring the mass media's performance in promoting gender equality in Zambia, researchers have mainly used the quantitative approach, focusing on things like the number of stories, time and space allocated to gender issues. However, measuring how the mass media has performed in promoting gender equality should use more than that. It should take into consideration qualitative factors like how stories are packaged, and the impact of, or perceived impact of such stories, or programmes on the citizens. Past research that has been conducted in this area leaves a gap in terms of the impact of the communication on the citizens, and how the people perceived the mass media's performance in promoting gender equality. Further, the literature reviewed lacked involvement of the public in developing suggestions on how the media could improve on the promotion of gender equality.

It is these gaps in past research which prompted the researcher to undertake this study. This study focused on perceptions of the Lusaka urban media audiences on the effectiveness of mass media in promoting gender equality. It also asked them for suggestions as to how the media might do their work better in that regard.

1.4.1 Justification of study

This study was important as it added to the body of knowledge on mass media and the promotion of gender, an area which has not been explored much in Zambia. The review of literature suggests that much of the research conducted on the media's performance in promoting gender equality was conducted by the civil society organisations (CSO), which means it was not subjected to peer review, and was mainly quantitative in nature. This study therefore contributes to the field of knowledge on mass communication and gender.

Second, the study contributed to the body of growing research in Zambia. Lastly, the study provided a much-needed link to the attitudes, opinions, beliefs and values held by the community in Lusaka urban. These are critical in paving the way forward to having truly participatory mass media, which may be very critical to achieving development.

1.4.2 Objectives of the study

The General objective of the study was to investigate public opinion regarding the performance of the mass media in Zambia in relation to promoting gender equality, and investigate how best the mass media could contribute effectively to the promotion of gender equality in Zambia.

The specific objectives of the study were as follows:

- a) To investigate opinions of people in Lusaka urban regarding the contribution of mass media in promoting gender equality.
- b) To investigate public opinion on specific mass media institutions perceived to have performed well in promoting gender equality.
- c) To investigate the originating channel of knowledge on gender as a way of validating the perceptions.
- d) Investigate the relationship between social status and their views on the performance of mass media in promoting gender equality.

1.4.5 Scope of the study

The study focused on investigating public perception on the performance of the mass media in promoting gender equality in Zambia and what could be done, if any, for the media to effectively contribute to the promotion of gender equality.

1.5.6 Limitations of the study

Due to limited funding and time frame, the researcher only managed to circulate 100 questionnaires to people in Lusaka urban, and conducted 10 in-depth interviews with information specialists in eight gender-focused organisations. To offset these, efforts were made to ensure that all the questionnaires were returned, and the researcher triangulated to reap benefits from quantitative and qualitative research methods.

1.4.6 Research questions

The research questions were;

- 1) How gender-aware are the mass media consumers in the selected Lusaka urban population?
- 2) How does the audience perceive the performance of the mass media in promoting gender equality?
- 3) Which mass media channel has performed well in promoting gender equality?
- 4) Has the mass media had any influence on media consumers on how they perceive a woman and a man?
- 5) What does the audience think can be done for the mass media to contribute effectively to the promotion of gender equality?

CHAPTER 2

LITERATURE REVIEW

2.1 Literature Review

When it comes to materials and research findings on gender and the media, the writings and research results seem to have been consistent. The evidence that comes from a number of studies that have been conducted in this area is that the media truly practice unbalanced and stereotypical reporting on women. This has resulted into a growing number of literature concerned with negative or passive representation of women, especially in advertising where women are represented as sexual objects most of the times. The stereotyped portrayal of women by the media matters a lot because it creates public's perception of women. From the literature that was reviewed, it was clear that most studies have concentrated on the quantitative measure of the media's performance in promoting gender equality and not the qualitative measure. The researcher did not come across literature that had totally focused on public perception in measuring the media's performance.

The first study that was reviewed was by Dow (1999). Dow examined the television coverage of the 1970 Women's Strike for equality in United States of America (USA). The findings were that the media had framed the event with news reports that made it look as a weird entertainment show that should not be taken seriously. From the study, Dow confirmed the cultivation effects of the media and warned not to over-look the power of television news reports in creating and maintaining long-term perceptions the public holds on gender. The study did not only focus on the quantitative part in measuring the impact, it had also focused on the qualitative part which was on how the media package stories on gender. However, the study had only focused on one event, which was the coverage of the women's strike in USA. As such, the findings of the study cannot be generalised to include the Zambian context.

Apart from that, the study had focused more on the packaging of media messages and not the public perception on the media's performance in promoting gender equality.

Oskamp and Schultz in their book entitled *Attitudes and Opinions* (2005:424) states that "the mass media, which pervades modern life, generally present consistent stereotyped messages about gender roles." They further state in their book that the stereotyping of women cause enculturation, which they defined as the "process of instilling and reinforcing the attitudes and views of reality that are held by most members of a given culture (Ibid)." Oskamp and Schultz state that the media instils and reinforces gender inequality through various means such as songs, language, and school curriculum among others. The focus of this study seemed to be on the power of the media in shaping attitudes and opinions. In this book, the writers aptly demonstrate that the media plays a large part in the way we perceive and interpret our surroundings. However, the focus of the study was not exactly as what is being investigated in this study, which is the public perception of how the mass media has performed in promoting gender equality.

In the Southern Africa region where Zambia is, two organisations, Gender Links and Media Institute of Southern Africa (MISA), have been instrumental in conducting research on the performance of the media in promoting gender equality. Among the publications on gender and the media that the two institutions have produced is *My Views on the News* (2005). The study revealed that the media in the Southern Africa region still practice unbalanced and stereotyping kind of reporting. According to the report, women constituted a lesser percentage of news sources with 17 per cent, while the rest being that of men. The report further reveals that women are more likely to be portrayed as models, victims, health workers, home makers, sex workers and citizens. The study also revealed that "in reality and

in perception of consumers, men are most frequently portrayed as politicians, government officials, police, business persons, criminals and sports persons.

The Southern Africa: Gender in Media Handbook entitled *Whose News? Whose Views?* (2008) also revealed that the percentage of women as sources of news increased by one per cent in 2000 from the time of the Beijing Conference in 1995. It states that women were primarily featured in stories involving entertainment and received negligible attention in hard news stories such as politics and international crisis.

Another study on the Assessment of the Media's Treatment of Gender Issues in Zambia, and the need for a Gender Training Manual and a Media Guidebook on Gender Reporting, conducted in 2002 in Zambia states that "the media reinforce stereotypes about traditional gender roles of men and women, even when such roles are currently changing." The assessment, which also included the study of pictures used in the three daily newspapers in Zambia (Zambia Daily Mail, Times of Zambia and the Post Newspapers), reveals that they were more pictures of men than women that were used in stories. The ratio of the pictures for women and men was about 1:4 respectively.

The Zambia Gender and Media Baseline Study, conducted by Media Institute of Southern Africa (MISA) and Gender Links in September 2002, revealed that if unknown sources were excluded, women made up 13 per cent of the news sources in the media. The report says that with public broadcasting, ZNBC radio was accessed by 92 per cent of men as compared to eight per cent women. The report further states that the weekly Monitor Newspaper performed much better with 21 per cent of women as news sources compared to other media organisations. The report states that the fact that a private media house performs much better

than the public broadcaster should be food for thought, since sexist coverage is often justified in the private media for commercial gain. According to the report, gender specific news items did not feature high in the Zambian media. When items did appear, 33 per cent of the voices in stories on gender equality were women while men's voices were 17 per cent. Gender Links Executive Director Colleen Lowe Morna is quoted in the report saying;

unlike news content that must be impartial, considered and fair, advertisers have the licence to play with our minds by accentuating the bizarre; taking us on feel-good trips or lifting us out of our normal space: whatever it takes to capture our attention. Precisely, because of its power over the mind, advertising is a critical area of concern for transforming gender relations.

A basic test of "gender blindness" was the extent to which women and men were represented in content compared with their representation in society. Examples of gender blindness identified concerned how sports advertising ignored female audiences, for example, a billboard advertised a prominent sports outfitter featuring successful sports people, among them golfer Tiger Woods. Women participants in the study felt the advert disregarded female sports participation. While South Africa hosted the Women Golf World Cup, they felt excluded from sports by such advertisements. Male participants also felt the advertisement makes golf appear like a man's sport. With few exceptions, the study found that South Africa's advertising did little to challenge stereotypes of women's and men's roles. Women predominated as domestic workers, models, parents or spouses, and men as sports persons (100 per cent), professionals, politicians, entertainers and business persons. The study revealed that stereotypes were at their worst in billboards, often showing women as sex objects for men's gratification. But not all is gloom. Focus group participants identified

refreshing examples of gender-aware advertising, including financial services, shops and educational opportunities targeting women, men and children. Further, in Zambia and South Africa however, media associations are working together to change this scenario.

The higher proportion of women in advertisements than as news sources is, however, not a measure of greater gender sensitivity in this area of media practice, but a reflection of the fact that advertising still relies heavily on women's physical attributes as a marketing ploy. If advertisements that are regarded as gender neutral are excluded (for example a cell phone with no person in the advertisement) 62 per cent of the items monitored were classified as either gender blind (regarding women as non-existent) or displaying blatant or subtle stereotypes, with only 38 percent of advertisements classified as "gender aware". Gender blindness is apparent in such areas as sports advertising which has a heavy male bias even though women often constitute a high proportion of the spectators at such events (Morna, Colleen Lowe: 2007).

The first edition of *Beyond Inequalities – Women in Zambia* (1998) noted that although Zambia fits the essential elements of a patriarchal culture in its values, laws and institutions, and social practice, it is also under threat from invading values of the global world. A large part of the patriarchal value system resides in the gender self-image of both women and men. A large proportion of males believe in a God-given or biologically given right to rule over females.

Men commonly believe that they are cleverer, stronger, more decisive and more adventurous than women. Patriarchal male stereotypes are widely believed and have a high degree of (socially constructed) reality in a patriarchal society. Women have internalised these beliefs,

as they see themselves as less capable than men, and that men have a right to rule especially in the field of national politics. The media reinforces this gender self-image, with television advertisement taking the lead.

However, women's movements and organisations such as Zambia Association for Research and Development (ZARD), Zambian Women Writers Association (ZAWA), Zambia Media Women's Association (ZAMWA), as well as some individual researchers, have begun to challenge this portrayal of women (Beyond Inequalities, 2005). A lot of criticism has been presented through researching and creative writing discouraging the stereotyping of women and men.

As could be seen from all the literature that was reviewed, there was no study conducted on public perception on the performance of the media in promoting gender equality. Most of the studies conducted in Zambia on gender and the media were done by Gender Links, whose main focus was on the news. The studies that were also conducted in this area concentrated on the quantitative measure, which focused on things like the number of news stories on gender, number of times women are featured as news sources and space allocated to news stories among others. This study will try to fill that gap. The findings of the research will also be useful for future studies as they will have a starting point in assessing the amount of influence that the media has made towards achieving gender equality.

CHAPTER 3

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.1 Conceptual and operational definitions

i. Gender

'Gender' refers to the socially constructed roles of and relations between men and women. Most of the times, gender is confused with sex. The difference between the two terms is that gender refers to the socially constructed roles and relations between women and men while sex refers to biological characteristics which define humans as female or male.

ii. Gender equality

According to the Gender and Media Training Manual (SIDA and ZAMCOM, 2003), "Gender equality refers to norms, values, attitudes and perceptions required to attain equal status between women and men without neutralizing the biological differences between women and men." In this study, gender equality will refer to the definition above.

iii. Mass media

In this study, mass media will refer to the various channels of mass communication such as newspapers, television, internet, radio, magazines and publications. These are channels that are able to reach a wide spread, large and heterogeneous audience within the shortest period of time.

iv. Media power

Media power refers to the "general potential on the part of the media to have effects, especially planned kind (McQuail, 2000:423)." Even in this study, media power will refer to the general potential of the media to have influence.

v. Effects

Effects as defined by McQuail are “simply the consequences of what the mass media do, whether intended or not.” When looking at effects, we analyse the media content and its impact on its audience. By content, we are looking at meaning or interpretation of message in news, advertisements, films, music and discussions among other programmes carried by the media. In this study effects will refer to the influence that the media have on its audience’s perceptions, attitudes and behaviour.

vi. Kinds of media-induced changes

There are several kinds of changes that can be induced by the media. According to McQuail (Ibid), some of the changes that can occur to an individual due to the effects of the media are intended change, unintended change, minor change, facilitate change, prevent change or reinforce what exists. In this study, changes will be used as follows:

Intended change-This is the planned type of influence that occurs in an individual or audience due to exposure to mass media.

Unintended change: This is the unplanned type of influence on an individual or audience due to exposure to the media.

Minor change: This is when there is little change than anticipated in attitude, perception and behaviour of the target audience as a result of exposure to the media.

Facilitate change: This is when the media assists in bringing about change by providing a forum to a political party, organisations or individuals.

Prevent change: This is when the media provides one sided or ideologically shaped information in order to prevent change. There is no change in an individual or audience

because the media gives one sided or ideologically shaped information which appears to be right.

Reinforce what exists: This is when the media gives more conviction to beliefs, attitudes and behaviour of an individual or audience due to its content that the audience has been exposed to.

vii. Media effectiveness

Media effectiveness in this study will be used as McQuail had defined it. It is “the efficiency of the media in achieving a given aim and always implies intention or some planned communication goal (Ibid).

viii. Spiral of silence

The concept of spiral of silence will refer to the media’s influence on individuals to follow the popular ideology because of fear of being isolated or identified as a deviant in society.

ix. Individual response

Individual response is defined by McQuail as “the process by which individuals change or resist change following exposure to messages designed to influence attitude, knowledge or behaviour.” Individual response will be used as defined by McQuail in this study.

x. Mass communication

Mass communication does not have an agreed upon definition like many concepts in social sciences. In this paper, it shall be used to mean communication through specialised technology that is able to reach a wide and heterogeneous audience at the same time.

3.2 Theoretical framework

i. Stereotype Theory

The main theory underpinning this study is the Stereotype Theory. Dennis and DeFleur (1998:482), writes that the theory of Stereotype began in the 1930's. It is commonly defined as "a structure of negative meanings thought to be characteristics of every member of a particular category of people," (Ibid). They further explain that it functions to keep the stereotyped individuals in positions of low power and prestige. Dennis and DeFleur identified the following as the essential ideals of stereotype:

- In entertainment content, and in other messages, the media repeatedly present portrayals of various categories of people such as women and major racial and ethnic groups.
- Those portrayals tend to be consistently negative...
- Such portrayals are similar among the various media-movies, television, radio and print-providing corroboration in their nature.
- These portrayals provide constructions of meaning for members of the audience...
- Therefore members of the audience incorporate those meanings into their memories as relatively inflexible schemata-stereotypic interpretations-which they use when thinking about or responding to any member of portrayed category, regardless of his or her actual personal characteristics.

According to William T. et al. (2012), "a stereotype is a cognitive link between two human concepts (e.g., the Self, social groups, identities, attributes, traits, behaviours) that are not defining features for one another." They further state that stereotypes can be held by an individual or group, and "are automatically activated, oversimplified, overgeneralized,

difficult to change, and strongly influence emotions, judgments, and behaviour.” Denmark F, author of *Prejudice and Discrimination* adds that “the basis of all stereotypes is that all those who belong to a specific category or group-ethnic, religious, racial, political, or any other classification-manifest similar behaviours and possess similar attitudes (2010:1276).” Denmark further states that in the application of stereotype, individual strengths and capacities are usually ignored, with the application working on the belief that all human beings are the same. In short a stereotype is an opinion about a certain group, which is mainly based on beliefs.

There have been quite a number of studies that have been conducted and have shown that the media do stereotype certain groups of people resulting into stigmatisation of such groups or individuals. One such study was on how black people in USA have been stereotyped. According to a study by Stephen Balkaran on Mass Media and Racism, the media in USA had focused on the negative aspect of the black community and stereotyped young African-American males as gangsters or drug dealers. Such type of stigmatisation reduces opportunities for the stereotyped group or individuals to advance in life.

This study is largely based on this theory especially that there is enough evidence that we get more stereotyped information and pictures from the media on women and men, that is believed to contribute to gender disparities.

ii. Functionalist Theory of the Media

The functionalist theory of the media views the state as a system with each of its parts dependant on each other. According to McQuail, “society is viewed as an ongoing system of linked working parts or sub-systems, each making an essential contribution to continuity and

order (2010:98).” The functionalist theory of the media further views society as being held together by social consensus and cohesion. It is in this regard that the media is expected to contribute to the well-being of society, through the promotion of ideals and norms that enforce social consensus and cohesion. For example, in almost all movies, actions by characters that are not in line with the ideals of society are usually shown as being unacceptable or as deviant behaviour. Such actions are usually followed by punishment. In the same regard, the media is expected to promote gender equality, it being one of the norms in society. McQuail (ibid) lists the following as the functions of the media under the functionalist theory:

- Information: One of the functions of the media is to collect and disseminate accurate and timely information. The information could be about events or any social happenings.
- Correlation: Under the correlation function, the media provides support for the established of norms and authority. It sets orders of priority and signals relative status. It is under this function that the media interprets, explains and gives analysis to events.
- Continuity: The media forges and maintains commonality of values. It promotes the dominant culture and recognises new cultural developments.
- Entertainment: The fourth function of the media is to reduce social tension and provide means of relaxation.
- The fifth function is that of mobilisation. Under this function, the media campaigns for societal objectives in the sphere of politics, war, economic development, work and sometimes economic religion.

CHAPTER 4

METHODOLOGY

In this study, one of the issues identified as a problem was how the studies on measuring the performance of the mass media in promoting gender equality have been conducted in Zambia. As already alluded to, most studies in this area concentrated on analysing quantitative data. In filling-up that gap, the triangulation method was used in this study. The method sought to explore, describe and explain the phenomenon of interest. This chapter explains the research methodology, the sample selection, and describes the procedure that was used in designing the research instrument and collection of data. It further provides an explanation of how the data collected was analysed.

4.1 Methods of data collection

The triangulation method was used when it came to research. Triangulation is the mixing of both qualitative and quantitative methods of research to ensure that the findings are as accurate as much as possible. In the qualitative method, in-depth interviews were used while questionnaires were used in the quantitative method. The study was descriptive, seeking people's views on how the mass media has performed in promoting gender equality and what could be done, if any, to enhance on what it is currently obtaining.

4.2 In-depth interviews

In-depth interviews with eight gender experts from gender focused organizations were carried out. The organisations were randomly selected. The in-depth interviews were meant to assess the performance of the media in promoting gender equality and suggestions from the gender experts' point of view were solicited. During the discussions, open questions were used which gave an opportunity to experts to expound on the topic than giving a yes or no answer.

The interviewees were purposively chosen based on the roles that they play in their organizations.

4.3 Quantitative survey

Quantitative survey was used to collect data in this study. This consisted of self-administered questionnaires. As earlier stated, 100 questionnaires were used in the collection of data.

4.4 Population

The population for the quantitative survey included all individuals residing in Lusaka.

4.5 Sample size

The sample size for the quantitative survey included 100 individuals from the Lusaka population. A total number of eight gender experts from Gender in Development Division and gender-focused organisations participated in the qualitative collection of data through in-depth interviews.

4.6 Sampling method

In order to ensure that all elements in the population of Lusaka are well represented, multi-stage cluster sampling was used. Multi-stage cluster sampling is a technique where the entire population is divided into groups or clusters, and elements are selected randomly from the selected clusters. This method was used because using all the samples in a selected cluster would have been prohibitively expensive. Using the CSO 2012 economic survey that has clustered residential areas into high, medium and low income levels, clusters from the three classes were picked randomly which resulted into Kabulonga, Chilenje and Kalingalinga being picked as areas where the study would be conducted. Elements were then randomly

selected from each cluster. This created a more representative sample of the population than a single sampling technique (Agresti & Finlay, 2008).

At the time of writing this proposal, Lusaka had 83 clusters or residential areas (2012 Census of Population and Housing). The questionnaires were distributed proportionally to the three residential areas that were picked randomly, using the formula below.

$$n/m \times Y$$

In this formula, n stood for population of the area that was picked randomly from each category while m stood for the total population of the three areas that were picked and Y for the total number of respondents in this research.

The areas that were picked randomly are Kabulonga with a population of 13, 166, Kabwata with a population of 10,113 and Kalingalinga with 28, 686. The total population for the three areas was 51,965.

Using the formula above, the questionnaires were distributed as follows:

High Residential Area (Kabulonga): $13,166/51,965 \times 100 = 25$

Medium Residential Area (Kabwata): $10,113/51,965 \times 100 = 20$

Low Residential Area (Kalingalinga): $28,686/51,965 \times 100 = 55$

Total **100**

4.7 Coding data

For the purpose of quantitative analysis, the data was coded. This means that variables were given numerical values which were in turn coded and entered into SPSS programme for analysis.

4.8 Pre-testing

Pre-test in research helps the study to confirm that the research instrument will be understood by the respondents and that it will bring out the intended results. Wimmer and Dominic (1994:120) indicate that “the best way to discover whether a research instrument is adequately designed is to pre-test it”. The questionnaire in this study was pre-tested before the actual distribution. The questionnaires were tested in Mtendere and Matero townships of Lusaka. A total of 15 questionnaires were used in the pre-test and the results were satisfactory.

4.9 Data analysis

The data was analyzed using the Statistical Package for Social Sciences (SPSS).

CHAPTER 5

RESULTS AND INTERPRETATIONS

5.0 Introduction

This chapter shows the findings of this study. The results of the study from both quantitative and qualitative methods of research seem to be consistent with the expectations of the study. In summary, the results show that the public perceive the mass media as having a significant role to play in promoting gender equality. Despite the media having been perceived as being important in promoting gender equality, majority of the respondents were of the view that the mass media still has a while to go for it to effectively and efficiently contribute to the promotion of gender equality. Another area worth noting is that while all the participants in the qualitative research and about three quarters from the quantitative research were of the view that the media still stereotype women, 91.1 per cent of the respondents cited television, radio and newspaper as their main source of knowledge on gender equality. Respondents were also of the view that the mass media played a key role in shaping its consumers' attitude and behaviour, including how a woman and a man are perceived in society.

5.1 Results from the quantitative research

5.1.1 Socio-economic characteristics of the respondents

The study covered a sample of 100 people. Of these, 56 per cent were male and 44 per cent were female. Figure 1 shows the proportion of the respondents by sex. The disparity in numbers between male and female was due to the fact that when the researchers visited the households, somehow we had more male respondents than females. This could be partly attributed to the patriarchal attitudes, where traditionally a man has been given a role of spokesperson for the family. The assumption of the study was that more women than men would participate in the study because women were more interested in gender issues than

men. The assumption was also based on the fact that the population of women was higher than that of men.

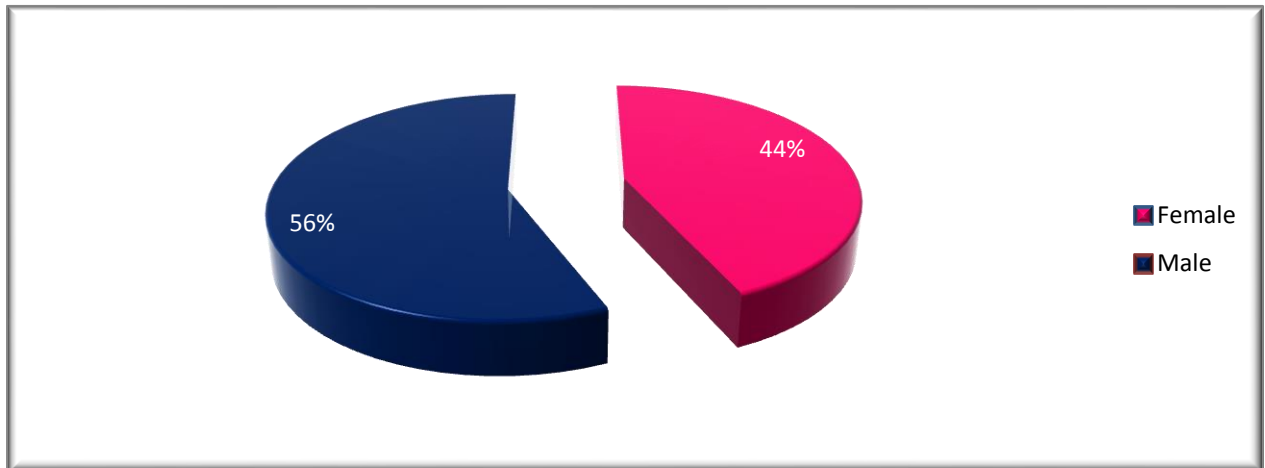


Figure 1: Sex of the respondents by percentages

5.1.2 Respondents by age group

Figure 2 shows the proportion of respondents by age group. An important observation arising from these findings is that the respondents from the study were predominantly the youth, who are generally socially and economically active. Measuring the age group of respondents in relation to knowledge on gender is important as it would clearly show which age group has more knowledge on gender, and the perceptions of each age group on the mass medias' performance in promoting gender. Such information could be useful to institutions promoting gender equality and would like to use this study.

About eight in ten of the respondents were concentrated in the age group 16-30 years. Thirty seven per cent of the respondents were in the 21-25 years age group, 25 per cent were aged between 26 and 30 years while 19.4 per cent were in the age group 16-20 years.

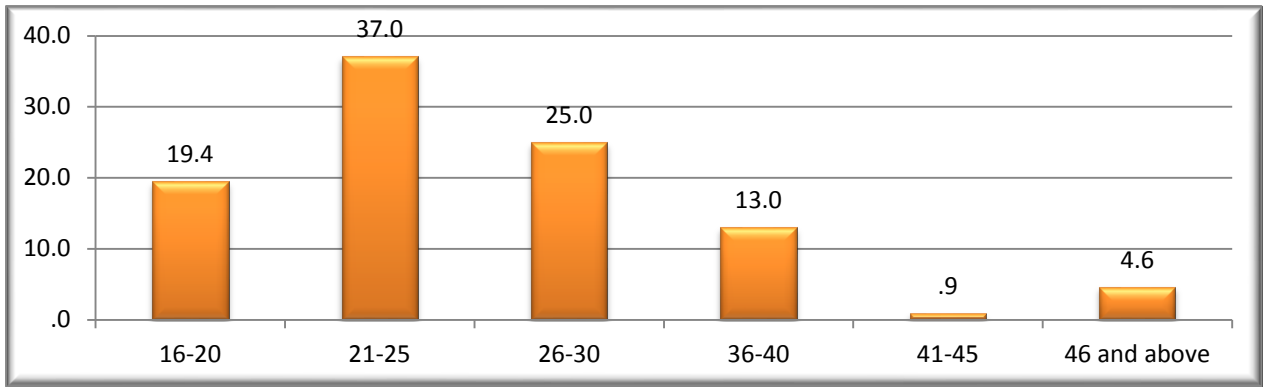


Figure 2: sex of the respondents by percentage

5.1.3 Respondents' marital status

Figure 3 shows the respondents' marital status. According to the data collected, 58.3 per cent of the respondents were single while 31.5 per cent were married. There were very small proportions of divorced and widowed, and these accounted for 2.8 per cent of the total sample.

Details are given in figure 3.

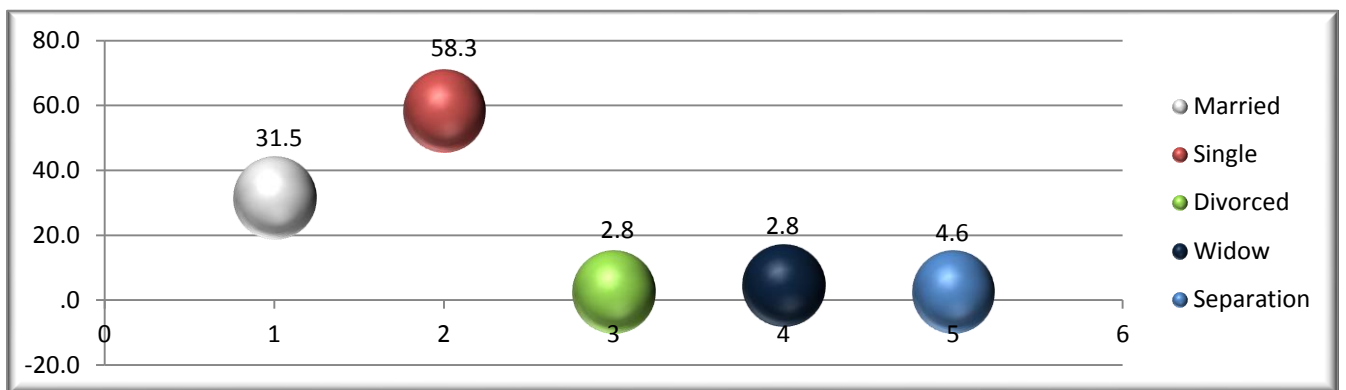


Figure 3: Marital status of respondents by percentage

5.1.4 Areas of residence of respondents by percentage

In line with the research plan to have sampling proportionate to population size, 57 per cent of the respondents reported that they reside in high density areas while 26 per cent reported residing in medium density areas. A total of 18 per cent were residing in low density areas. Information about the residential areas of respondents would help us determine whether the area of residence has an impact on gender equality awareness, and on the perception of the media's role in promoting gender equality.

5.1.5 Level of educational attainment of the respondents

Nearly one in two respondents reported that they had completed secondary school education. About a third of the respondents had attained tertiary education, while about one in ten had basic education. As Figure 5 illustrates, educational attainment was high implying that the respondents' literacy levels were equally high. The literacy levels were critical in assessing the mass media's performance in promoting gender equality and determining whether knowledge on gender equality was mainly acquired through formal education or through other means such as exposure to mass media.

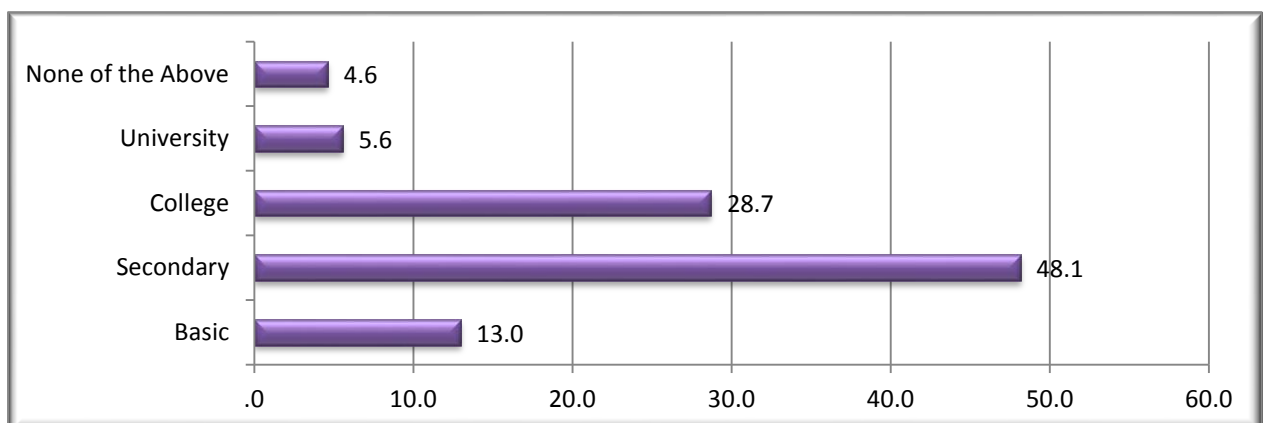


Figure 5: Educational attainment of the respondents by percentage

5.1.6 Language of communication of the respondents

The majority of respondents who took part in the study spoke Nyanja. About seven in every ten people cited Nyanja as their main language of communication. This was followed by English (17.6 per cent) and Bemba (5.8 per cent). It must be noted that majority of the respondents that use English as language of communication were also able to use either Bemba or Nyanja, or both. Assessing the language of communication of respondents was important because in order to communicate effectively, the mass media or change agents are supposed to use a language that majority of the target group are conversant with.

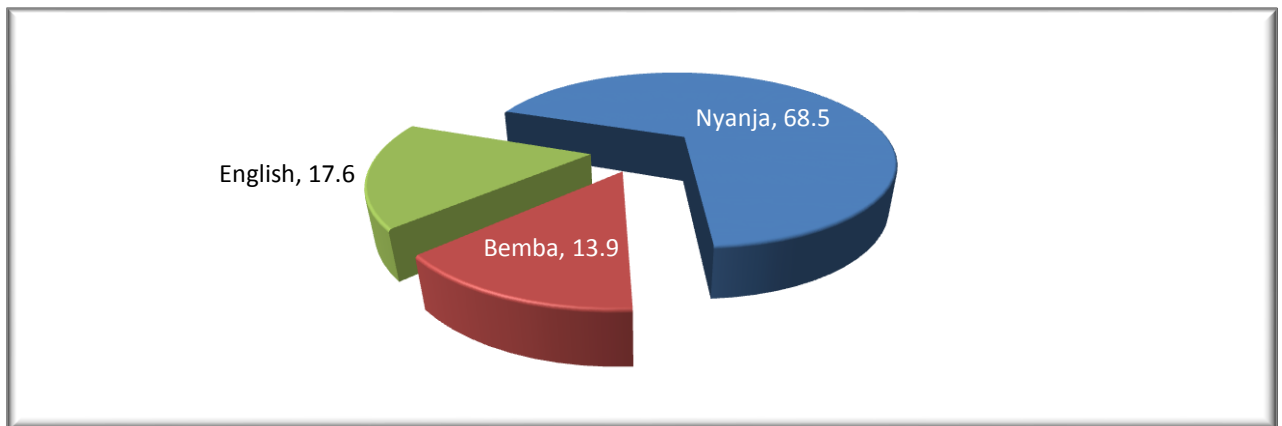


Figure 6: Language of communication of the respondents by percentage

5.1.7 Knowledge on gender equality

In assessing knowledge on gender equality, the respondents were asked what gender equality was and if they could define it. Their responses were analysed as to whether they are close or match the global definition of gender equality, which has already been given in this study. Almost two in three respondents (63 per cent) had an idea of what gender equality was while almost two in five (37 per cent) had no idea. These statistics are important in designing policies and sensitisation programmes aimed at promoting gender equality in Lusaka. The

statistics could further be used in future to measure the progress that has been made in promoting gender equality by the mass media and other stakeholders.

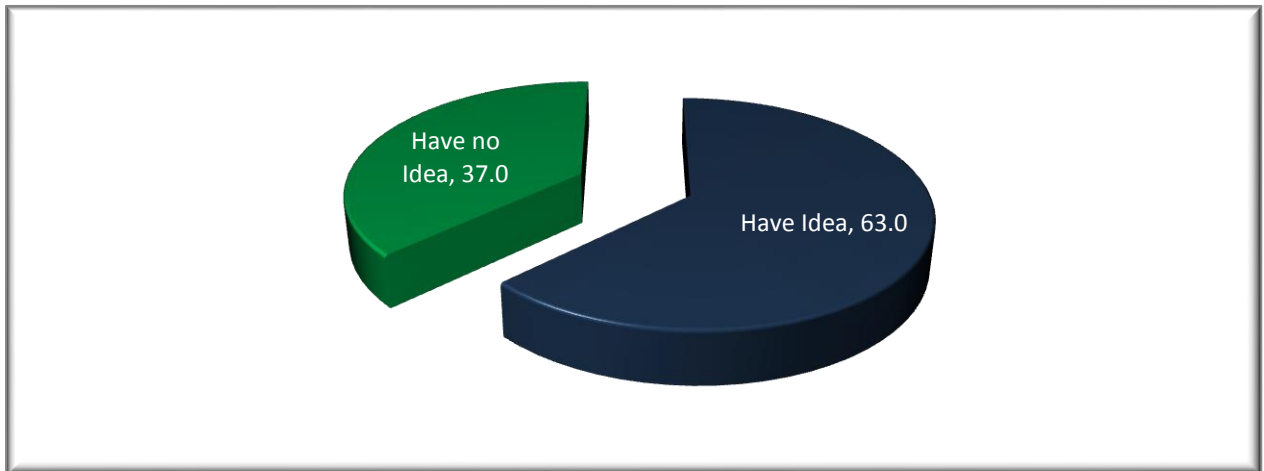


Figure 8: Knowledge on gender equality

Analysis by sex reveals that more females than males had knowledge on gender equality. Over three quarters of the females (78.7 per cent) had knowledge of what gender equality was as opposed to one in two (50.8 per cent) of their male counterparts. With the foregoing, it goes without saying that more males than females reported having no idea of the definition of gender equality. Almost one in two males had no idea what gender equality was compared to less than a quarter (21.3 per cent) of their female counterparts. The findings seem to confirm the perception that most messages and programmes on gender awareness are targeted at women. If gender equality has to be achieved, there is need to focus more on men in gender sensitisation. Men must be made to appreciate gender equality so that they could compliment the efforts being made, mostly by women, in promoting a society that offers equal opportunities to both women and men. There is also need to demystify the belief that gender is a woman's issue, as both sexes are affected. Below is the table showing knowledge on gender equality according to sex of respondents.

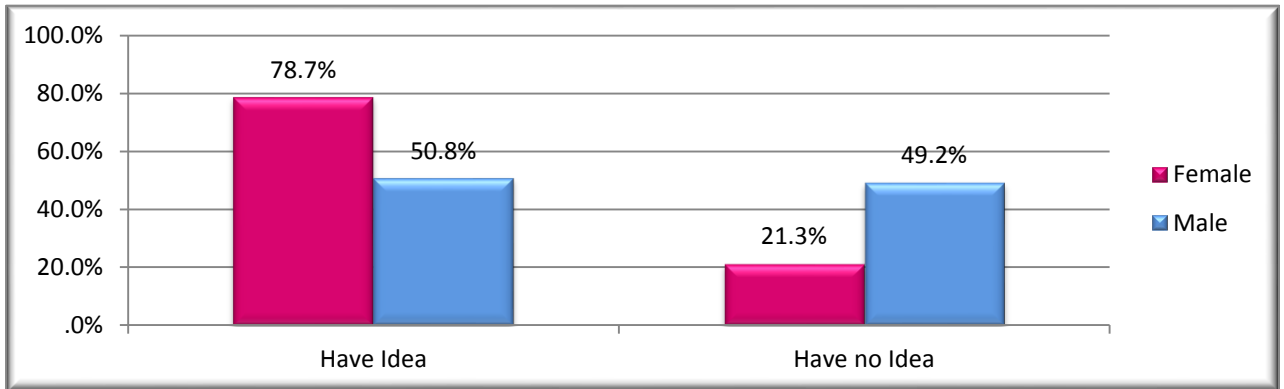


Figure 9: Knowledge of gender equality by sex

All respondents in the age group 41-45 had knowledge about gender equality. This was followed by respondents in the age group 26-30, where three in four respondents (74.1 per cent) knew what gender equality was. There was more symmetry in the age group 21-25 between respondents that knew what gender equality meant and those that did not. Almost half (48 per cent) had no idea, with the other half (52 per cent) knowing what gender equality meant.

The highest proportion of respondents that did not know what gender equality meant were in the age group 21-25 (47.5 per cent) followed by those respondents aged 46 and above (40 per cent). The findings above could lead to a conclusion that change agents' efforts, including the mass media, have not been very effective in raising levels of gender equality awareness among youths. With these findings, the media and other change agents involved in promoting gender equality should question themselves on what they are doing right and what they are not doing right. In other words, this should lead to a critical analysis of the way gender equality sensitisation programmes have been implemented.

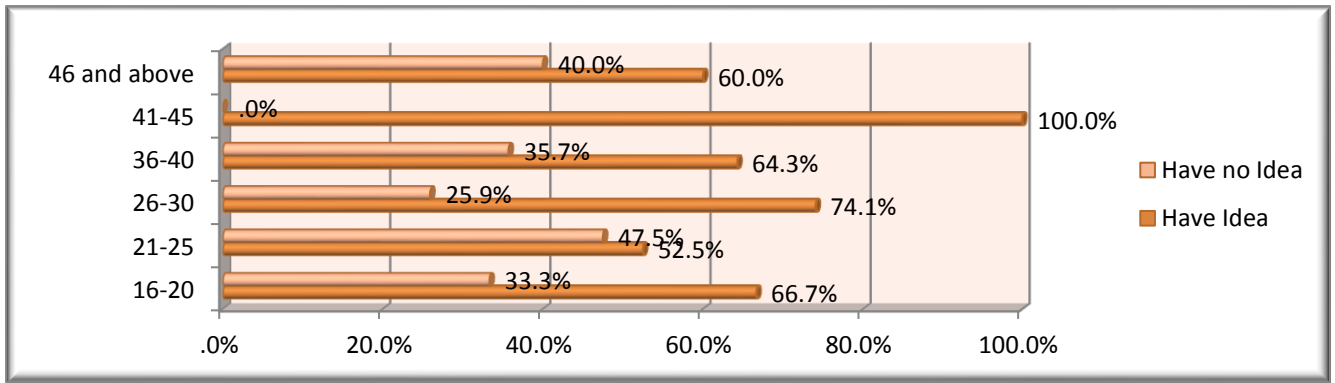


Figure 10: Knowledge on gender equality by age

5.1.8 Knowledge on gender equality by marital status

The highest proportion of respondents with knowledge on gender equality was among those that were divorced (66.7 per cent). This was followed by those that were single and married (65.1 and 61.8 per cent), respectively.

The smallest proportion of those with knowledge on gender equality was among respondents that were on separation (33.3 per cent), which correspondingly accounted for the category with the highest proportion of respondents that reported not having any knowledge of gender equality (66.7 per cent). This means two in every three respondents on separation had no knowledge on gender equality.

The differences in terms of having knowledge on gender equality among married, single, divorced widows and for those on separation was not much. Thus it can be concluded that the marital status had insignificant impact on the levels of gender awareness. Details are given in figure 11.

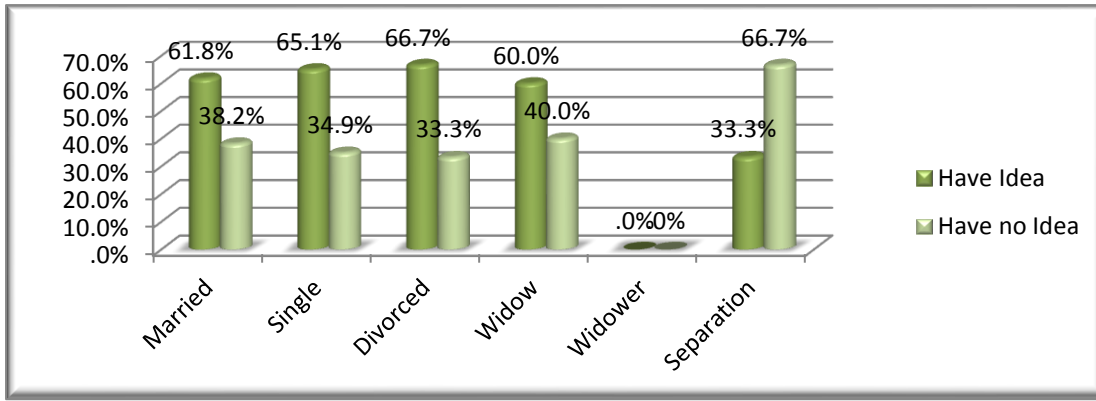


Figure 11: Knowledge on gender equality by marital status

5.1.9 Mass media and gender equality promotion

Respondents that reported to have knowledge on gender equality were further asked which channels of communication were most influential in promoting gender equality. Sixty per cent of the respondents reported that television had been their most useful source of knowledge on gender equality. This means three in every five respondents depend on this channel of communication for knowledge on gender. Radio provided 27.9 per cent of the respondents with knowledge on gender equality with Internet accounting for 4.4 per cent of the respondents' preferred source of knowledge on gender equality. Only 2.9 per cent of the respondents, respectively, cited newspaper and magazines as most useful source of knowledge on gender equality.

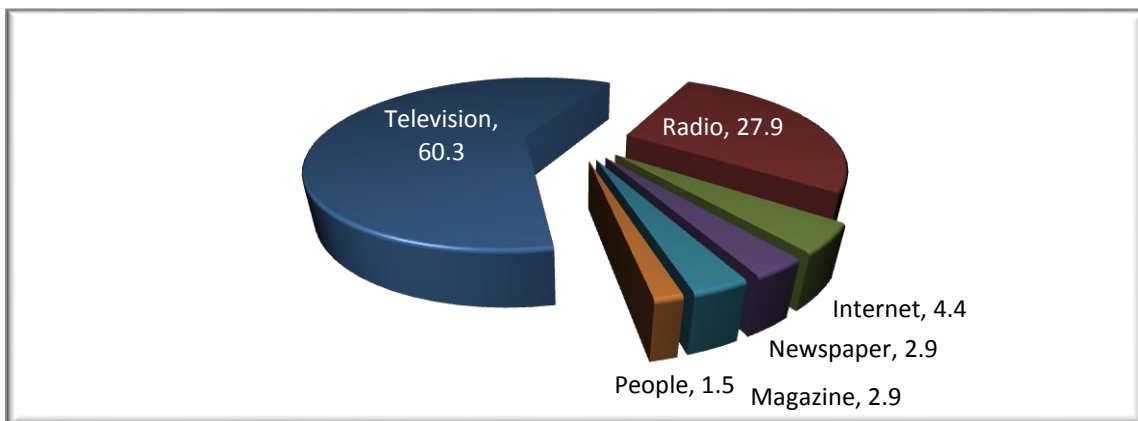


Figure 12: Sources of knowledge on gender equality

Disaggregation by sex reveals that more females than males cited television as their most preferred source of knowledge on gender equality. Sixty two per cent of the females compared to 58 per cent of their male counterparts cited this channel of communication as their most useful source of knowledge on gender equality awareness. Conversely, more males than females reported radio as their most useful source of knowledge. One in every four females depends on this channel of communication as opposed to one in three males.

It could be of interest to note that none of the males cited newspaper and people as their most useful source of knowledge on gender equality. Another area of interest would be that more men had cited internet as the main source of knowledge on gender equality as compared to women. This could be attributed to men having higher access to internet facilities than women. Details are given in figure 13.

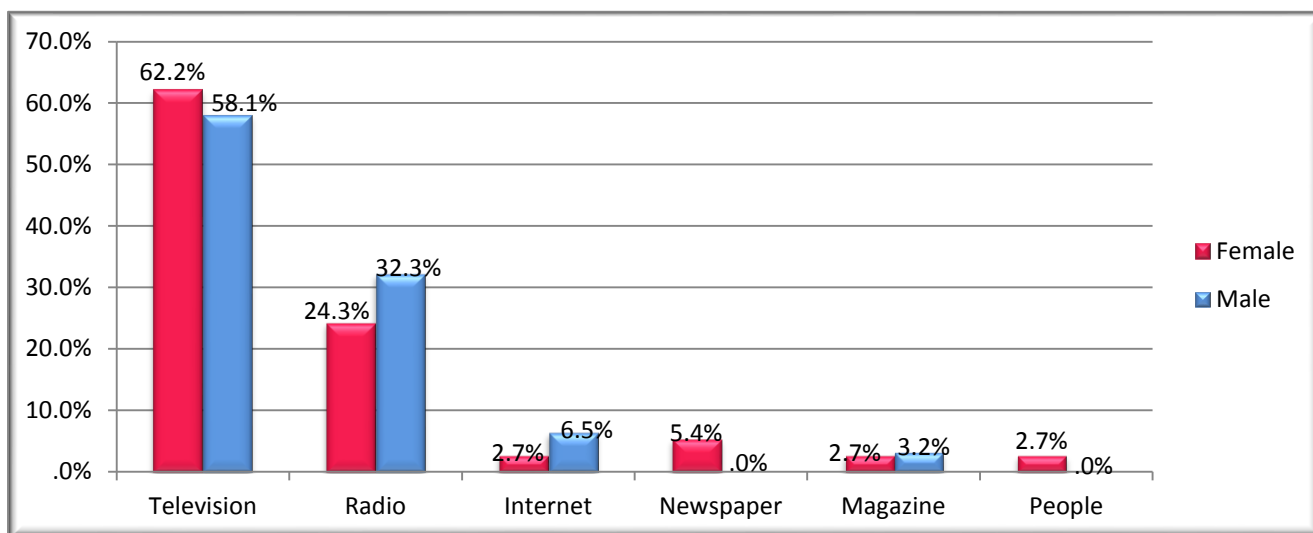


Figure 13: Source of knowledge by sex

5.1.10 Knowledge on gender equality by income

It must be noted that Government passed a law which stated that the lowest paid worker in the country, such as domestic workers, should get a minimum of K550. Further, another law was enacted which stated that the minimum wage for workers such as labourers and shopkeepers among others should be K2, 000. The two figures were used in measuring perception on source of knowledge on gender in relation to income.

When analysed by the respondents' monthly average income, the data suggests that among respondents that cited television as the most useful source of knowledge on gender equality, majority were those with income around K500 to K2,000. Among respondents that cited radio as their most preferred source of knowledge on gender equality, the majority (34.2 per cent) were earning below K500. Among respondents that cited newspaper and internet as their most preferred source of knowledge on gender equality, the majority (12.5 and 25 per cent respectively), were in the high income bracket, earning above K 2, 000. Details are provided in figure 14.

From the statistics above, it is clear that radio still remains the main source of information for people with lower income while newspaper and internet remain the main source of information for people with higher income. This could be because radio is affordable and widely accessible in all parts of Zambia unlike newspaper and internet. Mass media institutions and change agents involved in promoting gender equality should use radio when targeting people with lower income, and internet or newspapers for people with higher income, if they have to effectively communicate messages on gender equality.

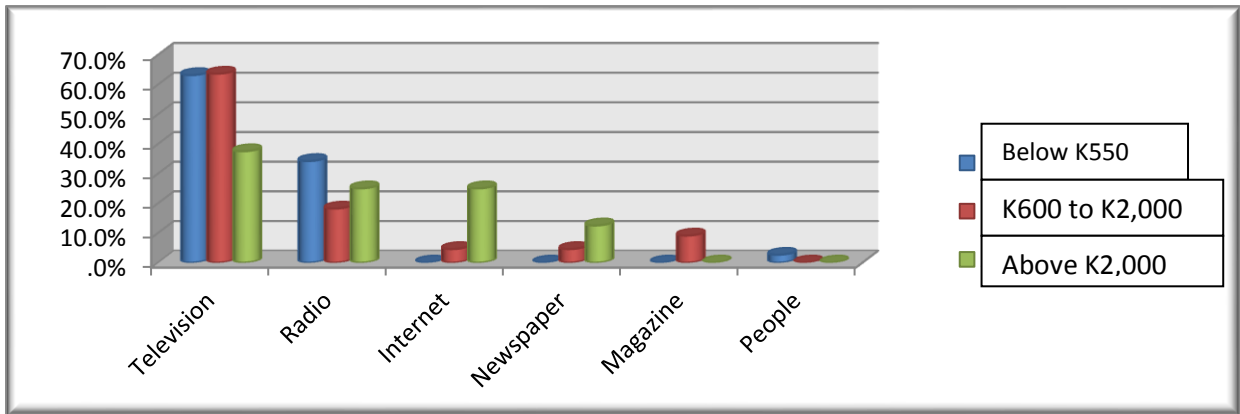


Figure 14: Source of knowledge by income

5.1.11 Knowledge on gender equality by education attained

Figure 15 shows the channels of communication that were useful to respondents in acquiring knowledge on gender equality according to their level of education. The highest proportion of respondents that cited television as the main source of knowledge had attained college education while the highest proportion that cited radio as main source of knowledge had attained none of the qualifications provided in the questionnaire. Internet as the source of knowledge on gender equality was most predominant among respondents with university education. Likewise, most of the respondents that cited newspapers as most useful source of knowledge on gender equality had university education.

The findings of the research on the source of knowledge on gender equality by education attained and source of knowledge by income are similar. People with higher levels of income and education cited internet and newspapers as the main source of knowledge on gender equality while people with lower levels of education and income cited radio as the main source of knowledge. This could be due to the fact that people with higher levels of education usually have well-paying jobs, resulting into high income. This information is useful to

change agents for effective targeting of their preferred audience in gender equality sensitisation.

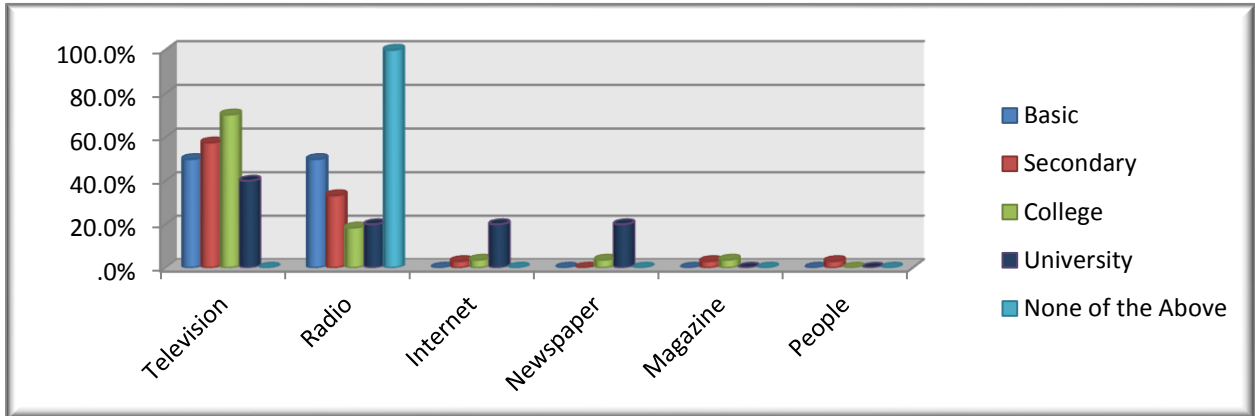


Figure 15: Source of knowledge by highest education attained

5.1.12 Perceptions on mass media’s contribution towards gender equality

Respondents were asked to give their opinion on the mass media in Zambia in relation to promotion of gender equality. A disproportionately high number of respondents asserted that Muvi TV made the biggest contribution to gender equality awareness. According to the findings of the research, about three in four respondents reported that Muvi TV had the biggest share of positive contribution towards promoting gender equality while one in ten respondents reported that ZNBC TV had contributed more to raising gender equality awareness. Ten of the remaining types of mass media that were sampled were distributed among 18 per cent of the total number of respondents with the Post Newspaper claiming four per cent, Christian voice three per cent and Zambia Daily Mail with two per cent of the total number of respondents.

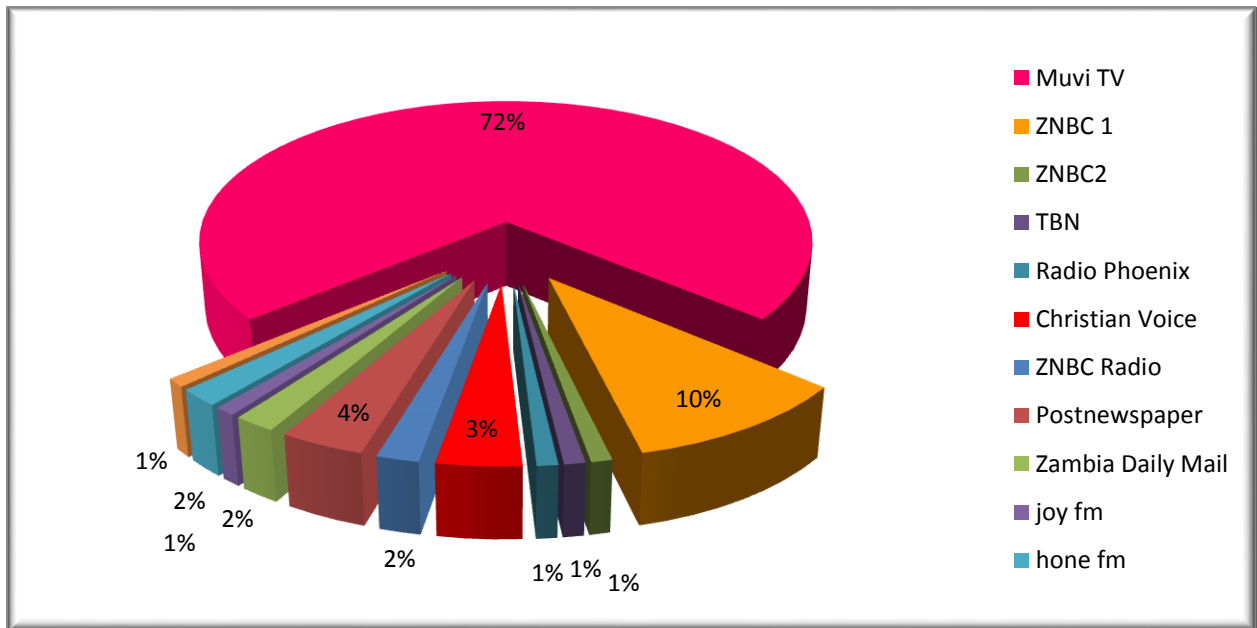


Figure 16: Perception on mass media's contribution towards gender equality awareness

Disaggregation by sex shows that more males (80 per cent) than females (62 per cent) reported Muvi TV as being the biggest contributor to gender equality awareness raising. Fifteen per cent of the female respondents reported that ZNBC TV was the biggest contributor to gender equality awareness raising as compared to seven per cent of their male counterparts. Further, more females than males stated that Hone FM promoted gender equality more than any other channel.

Findings also show that three quarters of the low income respondents reported that Muvi TV had contributed more to promotion of gender equality than any other media house. This was followed by about one in ten of the respondents in this income band who reported that ZNBC TV contributed more to promotion of gender awareness.

Among middle income people, the majority (71 per cent) were of the view that Muvi TV contributed most to gender equality awareness. This was followed by Hone FM and ZNBC TV.

Most high earning persons (46 per cent) believed that Muvi TV contributed more to gender equality awareness. This was followed by Zambia Daily Mail with 18 per cent. The fact that there is less of a bias to one particular media house among high income persons could be an indication of the many other forms of information dissemination channels at their disposal. Details are provided in figure 17 below.

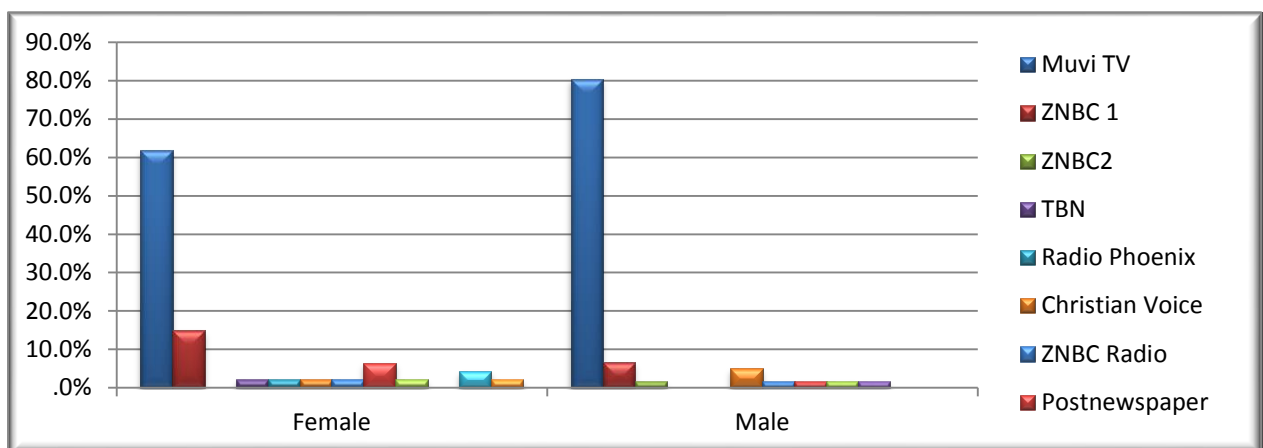


Figure 17: Perception on mass media's contribution to promotion of gender equality by sex

Analysis by level of education shows that all respondents with basic education reported Muvi TV as being the biggest contributor to raising or promoting gender equality awareness. Likewise, all persons with none of the education categories listed reported Muvi TV as the station that has contributed a lot to gender equality sensitisation.

Among university graduates, one in two reported that Muvi TV contributed the most to promoting gender equality awareness compared to three in four persons with secondary education and about three in five persons with college education with the same view.

There were more persons with secondary education (13 per cent) reporting that ZNBC TV was the biggest contributor to gender equality awareness than persons with college education (12 per cent).

5.1.13 Portrayal of women in advertisements

Table 1 shows the perceptions of the respondents on how television stations in Zambia (Muvi TV and ZNBC) portrays women in advertisements. Two in three of Muvi TV viewers were of the view that the station portrayed woman positively while one in three observed that the station portrayed women negatively.

Among the ZNBC TV viewers, one in three respondents reported that the station portrayed women positively while the bigger proportion (two in three) stated that the station portrayed women negatively in advertisements. It should be interesting to note that all of the ZNBC TV 2 viewers observed that the station portrayed women positively.

TV Station		TV portrayal of Women			TV portrayal of men		
		Positive	Negative	Silent	Positive	Negative	Silent
	MUVI TV	66.7%	33.3%	.0%	92.8%	7.2%	.0%
	ZNBC 1	33.3%	66.7%	.0%	100.0%	.0%	.0%
	ZNBC 2	100.0%	.0%	.0%	50.0%	50.0%	.0%

Table 1: Portrayal of women in advertisements by the MUVI TV and ZNBC

5.1.14 Suggestions on how mass media could effectively promote gender equality

Respondents were asked what they thought the media in Zambia could improve on for it to contribute effectively towards achieving gender equality. One in three respondents indicated that the media should add more programmes in local languages and that there should be community involvement in programming while two in ten were of the view that the media should allocate more time to programmes in local languages. One in every six respondents suggested that media should be accessible to everyone with one in seven respondents maintaining that the media ought to be gender sensitive in programming.

There were also those who indicated that in order to effectively contribute towards the achievement of gender equality, the media should design home programmes targeting the poor, especially women, and change methodology e.g. play circle, but these only accounted for nine per cent and seven per cent, respectively.

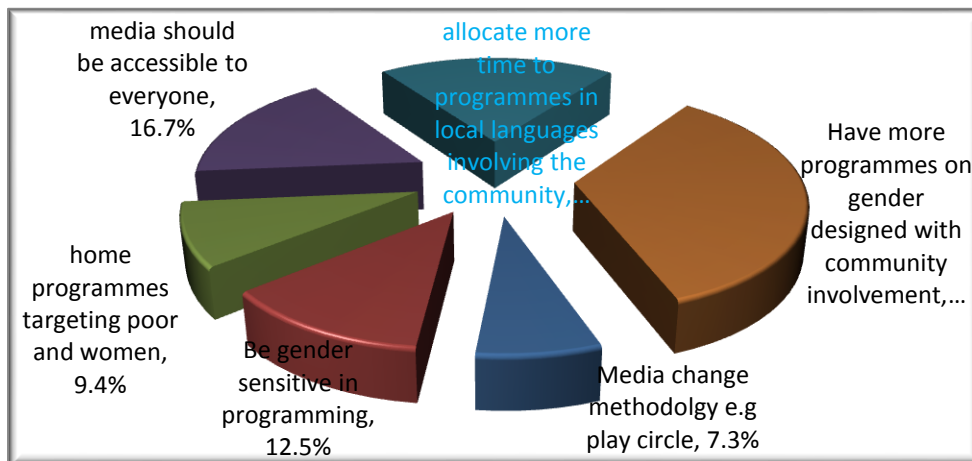


Figure 18: Suggestions on how media could effectively promote gender equality

Analysis by sex shows that the majority of male respondents (35.8 per cent) cited adding more programmes in local languages and involving the community as the means of effective

contribution towards the achievement of gender equality by the media compared to (32.6 per cent) of their female counterparts. This was followed by those respondents that cited allocating more programmes in local languages with the involvement of the community accounting for 25.6 per cent of the male and 15.1 per cent of the female respondents. A disproportionately high number of male respondents (20.8 per cent) reported that the mass media should be gender sensitive in their programming compared to only 2.3 per cent of their female counterparts.

Analysis by income status shows that the majority of low income persons (35.6 per cent) indicated that in order to contribute effectively towards the achievement of gender equality, the media should add more programmes in local languages involving the community. This was followed by those with the view that allocating more time to current programmes in local languages and involving the community in programming would contribute towards the attainment of gender equality, which accounted for 22.2 per cent of the respondents.

The trend of suggestions was somewhat similar among middle earning individuals with the majority (37 per cent) or about two in five respondents suggesting that adding more programmes in local languages and involving the community in programming was the only way the mass media could effectively contribute towards the achievement of gender equality. Majority of the respondents with high income (40 per cent), or four in ten, suggested that making the mass media institutions more accessible by everyone would make the mass media contribute significantly to the promotion of gender equality.

Analysis by highest education attained reveals that one in two respondents educated to basic education level indicated that adding more programmes in local languages and involving the

community in developing content would contribute effectively towards the achievement of gender equality.

It could be interesting to note that suggestions were getting more homogeneous with an increase in education attainment. This means there were fewer extreme percentages with increasing educational attainment. For example, over half of the respondents educated to basic education level had one suggestion.

Most of the respondents with at least a university degree suggested that mass media institutions should be more accessible to everyone if they have to contribute significantly to the attainment of gender equality. Majority of respondents with at least college education suggested that the addition of more programmes in local languages and involvement of the community in developing content would enhance on the mass media's contribution towards the promotion of gender equality.

5.2 Findings from depth interviews

A total of 10 in-depth interviews were carried out with media experts in gender-focused organisations. Among the organizations that participated in the research, include Women for Change (WfC), Non-Governmental Coordinating Council, Young Women Christian Association (YWCA), Forum for Women Education in Zambia (FAWEZA), Girl Guide Association of Zambia, National Women’s Lobby, Camfed and the Jesuit Centre for Theological Reflection (JCTR). As already stated, the organisations were randomly selected. The in-depth interviews were meant to get the gender experts’ point of view, feelings and perspectives on how the mass media in Zambia has performed in promoting gender equality, and what could be done, if any, to improve on the mass media’s current performance. Further, the interviewees were asked to review how the mass media portray women in their daily programming.

5.2.1 Role of the media in promoting gender equality

All interviewees acknowledged that the media had a key role in promoting gender equality. They noted that the mass media had a wider coverage and had immense influence on their target audiences. “The media has the advantage and authority to shape the agenda of the nation through their information dissemination. In the past, the media had influenced people to focus on a certain social or political aspects,” Said Interviewee number one.

Interviewee number two added that “we live in a society that depends on information and communication. This puts a larger burden on the mass media to contribute to the wellbeing of society because they are able to give information that is able to influence society in terms of how things are perceived.” She said television stations had a larger part to play in promoting gender equality because of great influence that it had over society.

“From the time pay television was introduced in Zambia, we have seen a change in our cultural beliefs, traditions, and behaviour especially among youths. What we need to be aware of is that most of our beliefs and values are based on what we know for a fact, our assumptions and our own experience. In our work we usually know what we have to do based on our experience and studies. However, in our daily lives, we rely on the media to get the current news and facts about what is important and what we should be aware of. We have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so big that we should know how it really works.”

5.2.2 Coverage of gender stories in the mass media

In terms of how the mass media has fared when it comes to coverage of gender stories, the respondents generally felt that there had been a slight improvement in the coverage of gender focused stories or news. However, it was felt that a lot needs to be done by the media to meet public expectations on the media’s role to promote gender equality. Interviewee three noted that only community radio stations were playing a key role in promoting gender equality. She emphasised that managing community radio stations well would enhance the media’s role in promoting gender equality because community radio stations broadcasts suit the local people. Interviewee three stated that since community radio stations target a specific community, with a number of similar characteristics and probably with the same culture beliefs, packaging of messages aimed at promoting gender equality was much easier than in radio stations with a wider coverage, targeting people with different cultures and traditions. She further argues that there was need for the media personnel to be trained in reporting gender equality specific issues in order for them to improve on promoting gender equality.

Interviewee three added that it seemed like promoting gender equality was not priority to the mass media in Zambia. She said news or stories aimed at promoting gender equality were carried as the “by-the way” news. Interviewee three said it was rare for a newspaper to carry a headline aimed at promoting gender equality. She further cited the revised gender policy on 50 per cent representation of women in leadership saying that the media gave little attention to highlighting what it was about and its impact on national development at the time it was being launched. “Such issues are supposed to be brought to public attention because they impact on every aspect of our society,” she said.

Interviewee number seven agreed with others that although not much had been done in promoting gender equality by the media, “of late, there has been an increase of gender stories in the media locally. There are programmes on radio and television that are exclusively meant for women.” She added that for print media, there were now specific desks and columns to deal with gender stories.

Interviewee number one said it was generally easy for people to air their views on gender issues through the media. However, she noted that it was easier to have access to MUVI Television as compared to other media institutions in Zambia. Rejecting this view was Interviewee number five, who strongly argued that it was not easy for people to air their gender related issues in the media because there were no mechanisms that create freedom for people to air their views. “There was no confidentiality; the media carelessly discloses the identity of the person who reports gender related mistreatment among other things. This therefore causes embarrassment and brings shame to the person who reports the same,” she said.

Almost all the people that were interviewed noted that MUVI TV had fared well in promoting gender equality as compared to other mass media institutions. It was only Interviewee number seven who argued that no media institution could be said to have done well in promoting gender equality. She argued that all of them have tried but they need to pull-up their socks.

5.2.3 Portrayal of women in advertisements

According to Interviewee number one, the saying that “sex and women sell” seems to be at least true in the context of advertising in Zambia. She said there was a lot of gender blindness, particularly in sports advertising, where there was an apparent male bias as if there was no place for women in sports. She added that just like in the news, where the content was expected to be fair and balanced, advertisements were also expected to be fair and objective. However, advertisers seem to believe that they have a high degree of license to do whatever is necessary for them to sell their products. Interviewee number one added that although women were reflected more in advertising than in news content, the reflection was not in any way contributing to the promotion of gender equality because it was mainly portraying women as sex objects. “This is so because there is likely to be certain gender stereotypes re-enforced and often than not, women will be reflected as images rather than as voices.” She added that advertisers seem to believe firmly in the phraseology that “women in advertising are meant to be seen and not to be heard,” which is a perfect example of stereotyping.

Interviewee number two added that from the adverts that appear in the mass media in Zambia, one can safely conclude that high proportion of women in advertisements was not

necessarily a measure of greater gender sensitivity, but more a reflection of the fact that advertising still rely heavily on women's physical attributes as a marketing ploy.

All the interviewees seemed to agree that billboards, magazines and newspaper adverts seem to re-enforce gender biasness because it was evident that most of them often use women as objects to attract attention, with no relationship to the actual product. Most women in adverts were classified as either being models, beauty contestant or homemakers while men would dominate in business, sport and politics. The interviewees seemed to have the same perception that women were mainly associated with household goods, food and cleaning materials, while financial services were typically associated with men.

Women are portrayed more in the negative than in positive. “If you watch these latest music videos by young Zambian artists, you will notice that women are depicted half-naked and dancing seductively. Hence, people have developed a mind-set that when they put a naked woman in an advert or video, their product will attract attention and sell. Women are therefore seen as commodities that would sell,” said Interviewee five.

Interviewee number four said the mass media has been imparting negative perceptions in people on how they viewed a woman against a man. She noted that the media tends to portray a woman as a commodity hence mass media consumers viewing a woman in such regard. Images of half dressed women are used in adverts on television and posters among others, while men are shown in a progressive manner such as a man performing some engineering work or studying.

5.2.4 Suggestions for media to effectively contribute to gender equality

Almost all the people that participated in the in-depth interviews had similar suggestions on how the mass media could effectively contribute to promoting gender equality. The following are some of the suggestions that were put forward by almost all the interviewees:

- i. There was need to re-package gender related information so that people can receive the right information on gender equality.
- ii. Journalists have to simplify the information in their reporting so that people could understand the various issues of gender equality and the impact on society.
- iii. Similarly, the media needs to put up specific columns in their newspapers that would carry information on gender equality.
- iv. There was also need for editors to be trained in gender equality issues and also be encouraged to value gender equality issues as vital as the politics they cover,” said interviewee number seven.

Additionally, interviewee number seven suggested that mass media personnel should be trained in gender specific issues so that they become equipped to report correctly and with a touching sense on gender equality issues. She also noted that media bodies such as MISA Zambia and government agencies should come up with gender equality awards for journalists and other people or organisations that report on gender issues.

Interviewee four suggested that mass media needed to partner with private and government institutions so that they are assisted in developing their capacities to report effectively on gender equality. “The media should also have their presence in rural areas as well because a lot of gender violence cases were reported in rural areas,” suggested interviewee four. She

added that the media needs to come up with deliberate programmes that would focus at addressing gender equality issues and also to research more on the same.

Another point worth noting here was from interviewee one who stated that most researchers have been using wrong methods in assessing the impact of various media houses in Zambia towards the promotion of gender equality. She stated that most researchers concentrate on the number of articles or stories carried by any medium which they link to promotion of gender equality. “But promotion of gender equality is more than that. The packaging of the content also matters.” She suggested that media institutions should improve on the way they package their content aimed at promoting gender equality.

From the interviews that were conducted, it was clear that the starting point for the mass media to contribute effectively to the promotion of gender equality was for the media personnel to receive training in gender as a way of making them appreciate and understand that gender equality is intrinsically linked to sustainable development, and that it is vital to the realisation of human rights for all.

CHAPTER 6

DISCUSSION

6.0 Introduction

This section discusses the findings from both the quantitative and qualitative research that was conducted in relation to the research objectives and questions.

6.1 How gender-aware are the mass media consumers in the selected Lusaka urban population?

As a way of validating the perceptions, the study investigated the percentage of gender awareness among media consumers in Lusaka urban. As already indicated in the analysis of the research findings, only 63 per cent of the sample demonstrated to have knowledge on gender equality while 37 per cent did not. However, the interesting outcome of the research was that groups of individuals who were likely to be victims of gender inequality were more aware of what gender equality was than those that were not likely to be victims. Analysis by sex reveals that more females than males knew the definition of gender equality. Over three quarters of the females (78.7 per cent) had an idea of what gender equality was as opposed to one in two (50.8 per cent) of their male counterparts.

Further, the highest proportion of respondents with knowledge on gender equality were among those that were divorced (66.7 per cent), followed by those that were single and married (65.1 and 61.8 per cent) respectively. From the analysis of all the information collected, there seem to be a suggestion that there are a number of factors at play when it comes to mass gender sensitisation. As much as the media has a role to play in gender sensitisation and promotion of gender equality, the recipients of the messages also play an equally important role in this communication process. From the information collected and

analysed, it could be safely concluded that people who were likely to be victims of gender inequality were more likely to have more information on gender equality than those whose chances of being affected were slim. From other studies that have been conducted in the past and from the qualitative research that was carried out in this study, the findings that more women than men were victims of gender inequality seem to correlate with the findings that more women were more gender sensitive than men. This could be partly explained by Nicholas Belkin's Anomalous States of Knowledge (ASK) concept. According to Belkin, "when people engage in information-seeking behaviour, it is usually because they are hoping to resolve some problem, or achieve some goal, for which their current state of knowledge is inadequate." Belkin contends that information need arises when an individual encounters an ASK or an anomaly. In other words, individuals seek for information when they are faced with a problem, which they need to find a solution to.

From the discussion and evidence given above, we can hypothesise that women have more knowledge on gender equality than men because a higher proportion of women have been victims of gender inequality as compared to their male counterparts. This is also supported by the fact that the findings of the research show that a higher percentage of women who had more knowledge about gender equality were divorcees. In his dissertation on *An Investigation into the Causes of Divorce Amongst the Evangelical Church Members in Namakgale Township* (2010), Matthews Tembe argues that there was a belief that professional women with good paying jobs tend to disrespect their husbands, hence divorce features prominently. He argues that some men find it difficult to stay with women with good jobs because that gives them little control over women. Among other reasons for divorce that Tembe gives was the abuse of women by men and culture and traditions that tend to encourage men to have more lovers. From the analysis of the reasons that Tembe gives in his

thesis on the causes of divorce, it is clear that most of them hinge on gender inequality. This could be the reason why divorced women had more knowledge on gender equality than any other group.

6.2 How does the audience perceive the performance of the mass media in promoting gender equality?

As was stated by interviewee number one, researchers have tended to use wrong methods in assessing media's performance in promoting gender equality. A number of researches that have been conducted in Zambia, such as the Gender and Media Audience Study (GMAS, 2002), focus on the number of articles or amount of space allocated to gender articles, which we can refer to as the quantitative content.

However, the packaging of content is more important than the number of articles or stories covered. This is evidenced by a study which has already been referred to in this study, where Dow (1999) examined the television coverage of the 1970 women's strike for equality in USA and found that the media had framed the event with news reports that made it look as a weird entertainment show, which should not be taken seriously. A story can either reinforce gender stereotypes or promote gender equality depending on how it is packaged. A report about a man who had battered his wife might not contribute much to promoting gender equality. However, a story about a man battering his wife and the impact such action has on society might go a long way in promoting gender equality.

An analysis of perceptions from both qualitative and quantitative data shows that the mass media in Zambia had slightly improved in their coverage of gender issues. However, there

was still more room for improvement because according to this perception study, the media has not performed according to public expectation.

6.3 Which mass media channel has performed well in promoting gender equality?

Disaggregation by sex reveals that more females than males cited television as their most preferred source of knowledge on gender equality. Sixty two per cent of the total number of females that participated in the research and 58 per cent of the total number of males cited television as their most useful source of knowledge on gender equality awareness, showing that television still has an impact on society and has not yet been displaced by any another media.

According to a number of studies, the power of television to influence opinion and attitude arises from its combination of picture and sound. This is supported by the cultivation theory. According to this theory on media effect, television provides many people with a consistent and near- total symbolic environment that supplies norms for conduct and beliefs about a wide range of real-life situations (McQuail, 2006).” Heavy television viewers are influenced on how they view reality based on what they watch. The impact of television on its heavy consumers is what led Professor George Gerbner, Dean of the Annenberg School of Communications at the University of Pennsylvania, to develop the cultivation theory. The core assumption of the theory is that massive exposure to television content shapes the perception of social reality for individuals and, ultimately, for society as a whole.

Despite television being cited as one of the mass media channels that are so fond of stereotyping women, it seems a few reports that they have carried on gender equality have had more impact than any other mass media channel. This also reinforces the point which we

have already discussed that the packaging of programmes and reports play a major role in terms of impacting on the audience.

Interviewee number two said that the power of television in influencing attitude, and consequently behaviour is so evident in the 21st century, especially when one looks at how youths in Africa perceive life. She stated that the 21st century youths have been somehow brainwashed as could be noticed from their new western kind of lifestyle. The view was supported by interviewee number one who said that with the coming of pay television, it was now possible for youths in Zambia to have their role models in America, which has contributed to the change in dressing, language and perception of women and men. Interviewee number one stated that through watching television, youths are able to relate to their role models in any part of the world.

The statistics above on the impact television had in promoting gender equality could also lead to the conclusion that television was the main source of knowledge for women because women tend to spend more hours watching television than men. A number of studies around the world have confirmed this fact. The Cross-platform Report for 2011 first quarter by The Nielsen Company revealed that women of all ages spend more time than their male counterparts watching television. And in a 2001 survey conducted by japan-guide.com and published on their website (05/15/2012), the results suggested that women spend more time in front of the television with an average of 112 minutes per day, while men averaged only 90 minutes. This view is also supported by the GMAS study (2002), which revealed that more women than men get their news from television. According to the GMAS study, television was the second most important source of news for women (34%) and men (25%).

In an interview, Women for Change Executive Director Emily Sikazwe (09/12/2012) said that the watching of more television by women than men was as a result of gender inequities. “Most women are housewives or maids who spend most of their time at home. This increases their chances of watching television.” She said most men had the financial capacity to access other forms of entertainment, and that was the reason they do not spend much time watching television.

It could also be of interest to note that none of the males perceived newspapers and people as having contributed significantly to the promotion of gender equality. Likewise, most of the respondents that perceived newspapers as the most useful source of knowledge on gender equality had university education.

The UN acknowledges that television is one of the most influential forms of media for communication and information dissemination that could be used to change the world, hence the declaration of November 21st as world Television Day. This is a date on which the first World Television Forum was held.

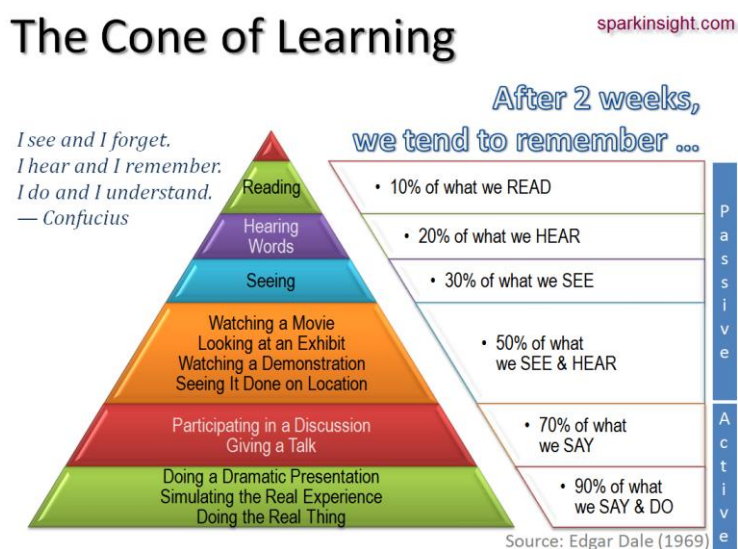


Figure 19: The Cone of Learning

The findings also seem to be consistent with the Cone of Learning which states that people are likely to remember things that they see and hear at the same time. These are things like watching a movie and looking at an exhibition among others. The percentage of remembering what was read or heard is actually lower than that of watching television.

Findings show that three quarters of the low income respondents reported that Muvi TV was more of a contributor to promotion of gender equality than any other media house. This could be because Muvi TV carries a lot of community news as was suggested by Interviewee number one.

Reflecting on the findings of the research, one would conclude that Muvi Television was cited as a major contributor to the promotion of gender equality because of the way it packages its news. During research, it was observed that Muvi Television carried a lot of detailed human interest stories than any other television station, while most of the times ZNBC had carried political news as its main headline. It was common for Muvi Television to carry headlines like “Another woman has been murdered in Matero Township.”

6.4 Has the mass media had any influence on media consumers on how they perceive a woman and a man?

Consistent with expectations, the findings of this study illustrate that the media has a significant role in promoting gender equality. The fact that the sample, that included people from various categories, perceived the media as being important in promoting societal values and norms proves that the media has a major role in promoting gender equality.

The power of the media to promote gender equality is mainly supported by two theories; the agenda setting theory and the cultivation theory. Agenda Setting Theory is one of the short term-effects of media. It describes the influence of the mass media on the audience when it comes to attaching importance to issues (McCombs, 1977). McQuail (2000:457) identified five agenda-setting hypothesis. The following are the agenda-setting hypotheses which are of interest to this study:

- Mass media news selects issues for more or less attention according to several pressures especially from those interested elites, public opinion and real world events.
- The outcome in media (relative prominence of issues) both gives public recognition to the current agenda and has further effects on opinion and the evaluation of political scene.

Most of the participants in this research believed that the media influences the way we perceive reality. The continued depiction of public life as a male sphere strengthens or perpetuates the traditional gender stereotypes and stereotyped attitudes that contribute to gender inequality.

Considering the important role of the media in people's everyday life, its role in promoting gender equality need not be over-emphasised. The media's function is not merely to inform the public about what is going on; it also shapes norms, beliefs and fields of interest in matters such as identity-building, promotion of gender equality and formation of the multicultural society. From this research, we can conclude that the media is able to shape opinions, attitudes and people's sense of what is and is not important through its power of creating public awareness and concern of salient issues. The people that participated in the

research were of the view that since the media is part of society, it was expected to contribute to the growth of its society, including maintenance of peace and harmony, by promoting values and norms that are believed to be positive.

The outcome of this research confirms the Agenda-setting theory which is based on two assumptions that (1) the press and the media do not reflect reality; they filter and shape it and; (2) the media concentrates on few issues and subjects that lead the public to perceive such issues as more important than other issues. Majority of the people that were interviewed confirmed that gender is not viewed as being a critical component of national development because of the little attention that it is given by the mass media. Almost all the people that participated in the qualitative research were of the view that the media in Zambia continue to give priority to politicians, who are most of the times politicking as they try to gain or maintain popularity. According to Interviewee number eight, some civil society leaders have also joined in politicking as a way of gaining popularity. Through politicking, they are assured of getting front headlines or main headlines in various main stream media channels.

Findings of the research further suggest that media personnel do not give the promotion of gender equality the attention that it deserves because of lack of understanding of what it is. Interviewee number eight suggested that there was a critical need to sensitise the media personnel about the importance of gender equality in development because media personnel were key in the promotion of any values or norms. She said the media should be in the forefront of ensuring that measures are put in place to compensate for women's historical and social disadvantages that prevent women and men from otherwise operating on a level playing field if Zambia has to record gender equality in social, economic and political development.

In any case, equality leads to equality, and gender equality requires equal enjoyment of socially-valued goods, opportunities, resources and rewards by women and men. Where gender inequality exists, it is generally women who are excluded or disadvantaged in relation to decision-making and access to economic and social resources. For the media therefore, a critical aspect of promoting gender equality is advocating for the empowerment of women, with a focus on identifying and redressing power imbalances, and giving women more voice and space in their editorial content. Media practitioners ought to know that gender equality does not mean that men and women become the same; only that access to opportunities and life is neither dependent on, nor constrained by their sex. Achieving gender equality requires women's empowerment to ensure that decision-making at private and public levels, and access to resources are no longer weighted in men's favour, so that both women and men can fully participate as equal partners in productive and reproductive life. This is achievable with the support of the media through their editorial comments and reports.

Although journalists should be objective, most of them have their own stereotypical attitudes and values that reflect in their work. According to the document entitled *Gender Stereotypes and Gender Attitudes in the Assessment of Women's Work (2011)* by genSET, "stereotypes are cognitive schema or prototypes; clusters of perceived personal traits applied to social groupings, such as occupational categories. The document further states that stereotypes reflect shared social beliefs, values and norms that dictate the roles of men and women in society. One important point to note from the statement above is that stereotypes are about perception or assumptions and are not backed by any evidence. In another article published by Julia T. Wood from the Department of Communication, University of North Carolina at Chapel Hill, and published on the University of Delaware website (9/11/2012), "of the many

influences on how we view men and women, media are the most pervasive and one of the most powerful. Woven throughout our daily lives, media insinuate their messages into our consciousness at every turn.” There seem to be overwhelming evidence that most media personnel are victims of stereotypes, which could be attributed to tradition and socialisation, resulting in them taking it as a way of life. The sad part is that consciously or unconsciously, most media personnel keep on promoting the stereotypes throughout their work by associating femininity with traits such as emotionality, care takers, communal sense, and lack of leadership while masculinity tends to be associated with traits such as achievers, leaders, rationality and efficient among others.

As was stated by interviewee number eight, most journalists have failed to take into account gender concerns into their work. According to her journalist failed to appreciate that there are differences in how society perceives men and women, which in itself demand different approaches. Further, there is little appreciation of the systemic inequality between men and women despite the media knowing that woman, somehow, are systematically under-represented in decision-making processes that shape their societies and their own lives.

Starting from literature review to both qualitative and quantitative surveys that were conducted in this study, the findings were that as much as the mass media in Zambia have made a bit of progress in promoting gender equality, the stereotyped portrayal of women was still a common feature. In most cases, women were portrayed as sexual objects or simply as weak creatures that depend on man for their survival. Further, it seems there is wide belief among media practitioners that women are meant to be ‘seen and not to be heard.’ My Views on the News, a study that was conducted in 2005 revealed that the media in the Southern Africa region still practiced unbalanced and stereotype kind of reporting, and that women

constituted a lesser percentage of news sources with 17 per cent, while the rest being that of men. However, the findings of this study seem to be contrary to what most of the literature that was reviewed seemed to be projecting, which is that the mass media promotes gender inequality through its stereotyped portrayal of women. The findings of this study show that the traditional mass media was key in sensitising masses on gender equality, with 91.1 per cent of the respondents citing television, radio and newspapers as their main source of knowledge on gender equality. The findings contradict the common belief that the three forms of traditional media were key in promoting gender inequality. It is clear that the impact of the mass medias' effort in promoting gender equality outweighs the impact of the stereotype portrayal of women. However, society is yet to appreciate the efforts being made by the media in sensitising the masses on gender equality. This could be because of the general feeling that the media could actually perform better in this area than it is currently doing.

6.5 What does the audience think can be done for the mass media to contribute effectively to the promotion of gender equality?

About 68 per cent of the respondents suggested that there was need for media houses to have programmes aimed at promoting gender equality that were designed with the involvement of the community. However, the involvement of the community is only possible with community media and not commercial media because commercial media targets people with different demographics most of the time unlike community media that usually targets communities with a number of similar characteristics. In view of the above, one could conclude that community media would be effective in promoting gender equality because the community members are the producers, managers, directors, evaluators and even owners of the stations as per concept of community media.

Moses Coady, founder of the Antigonish Movement, stated that people are the masters of their own destiny (1939). If people are the masters of their own destiny, then it is just right that they are involved in all process that affects their lives. The participatory nature of community media makes it a better tool in promoting gender equality as it provides a platform for the marginalised rural communities to exchange information on various social and economic issues within their context. It also gives them an opportunity to define who they are and the type of development interventions that they need as opposed to the top-down approach. To use the words of Dagrón (2001), the participation of the community in the life of the media house gives them an opportunity to take their future in their own hands, “through a process of dialogue and democratic participation in planning communications activities; rather than expensive top-down campaigns that help to mobilise but not to build a capacity to respond from the community level to the needs of change (ibid).”

Muzyamba (2005) argues that the mass media has failed to take care of the needs of small communities. He gives an example of Zambia where out of the 73 languages in existence in the country, none is used frequently except for seven (7) that are allocated relatively short times by the public broadcasting station ZNBC. In line with this, it will be right to argue that commercial, public and international media houses fail to cater for the needs of communities because they target a wider audience that is not homogeneous. And in doing so, they try to tailor their programming in line with what will appeal to the larger audience. Community media’s focus on a specific community puts it at an advantage when it comes to promoting gender equality because programmes are developed within the context in which they occur.

McQuail (2000:36) also argues that the mainstream media are funded by commercial advertising and its control is often concentrated in the hands of powerful press 'barons.' This is true especially with commercial radio stations. The role motive of the commercial radio station is to make profits since it is a business. It becomes difficult for them, for example, to highlight how a company which is one of the major advertisers on that particular radio station is exploiting its female workers, as offending that advertiser might mean sending them away. It also becomes difficult for them to focus more on matters affecting society if that is not appealing to their business partners. In other words, issues affecting communities are not priority as compared to issues that can affect their profits.

The participatory nature of community media also reduces the chances of encountering communication barriers, especially semantic and structural barriers. Semantic barrier in communication is when the message is differently interpreted from the intended meaning. This barrier could be as a result of different meanings and uses of symbols, words and visual literacy among others.

CHAPTER 7

CONCLUSION AND RECOMMENDATIONS

The main factor that prompted this research was the absence of public's involved in the assessment of the media's performance in promoting gender equality. Further, little, if any, research had been conducted on public perception on the performance of the media in promoting gender. This made media practitioners and gender activists to rely on quantitative information on media content. This was problematic because in measuring media performance, the perceptions of the target audience are also critical. Therefore, this dissertation tried to fill the gap by getting perceptions from the public, who are the target in mass communication focusing on gender.

The research findings show that public assessment of the media performance in this area is that it was generally poor, and it did not match their expectations. The public were of the view that the media still stereotype women in their reports, an act which has contributed to widening the gap between opportunities for women and those of men in the social, economic and political arena. Almost all the participants in the research noted that there has been a marginal improvement in the performance of the mass media in promoting gender equality, and a lot more needs to be done to reach the expected level.

The public were also of the view that television stations had performed relatively well in this area. This could be partly attributed to the power television has of combining picture, sound and motion. According to the cone of learning, the information retention by someone who watched television was about 50 per cent, unlike in media dependent upon a single sense, i.e. seeing, reading and hearing were it was 30, 20 and 10 per cent respectively. The findings also show that the audience believe that television is still the leading channel in terms of influence

on the audience. Further, the majority of the participants in this research perceived that, among television stations, MUVI TV had performed better than the others in promoting gender equality. Some reasons that were cited in justifying why MUVI TV was perceived to have performed well included suggestions that the station prioritised stories on gender and packaged them well. It was perceived that the way stories on gender were packaged by MUVI TV had more effect, especially that the station usually carries in-depth reports on such issues.

As a way of validating the data that was being collected, the research also investigated the levels of gender awareness in the parts of Lusaka urban sampled. The findings showed that the level of gender awareness in Lusaka stood at 63 per cent, with the majority who are aware being women. This could be explained by Nicholas Belkin's ASK concept, which states that people seek information when there is an anomaly that they want to resolve. In this case, more women than men seek information on gender because they are likely to be victims or have been victims of gender inequality before.

The public were of the view that the mass media could improve on its current performance in promoting gender equality if it could:

- Allocate more time than is currently obtaining to gender sensitisation programmes that are designed with community participation;
- Allocate time to gender sensitisation programmes with a local blend;
- Develop gender sensitisation programmes that are more interactive; and
- Be gender sensitive in all programming.

Recommendations

The following are the recommendations from this study:

1. The measurement of the mass media channels performance in promoting gender equality should not only be based on the space, time and frequency allocated to gender issues. It should be based on impact of reports or programmes on its audience. This is because packaging of gender reports or programmes play a big role on the impact it has on its targeted audience.
2. There is need for various stakeholders to invest more resources in sensitising journalists and media gatekeepers on gender. The public were of the view that almost all media institutions in Zambia stereotype women in one way or another. The only difference is the level of stereotype practiced by these media institutions. Investing more resources in sensitising journalists and media gatekeepers would help them lookout for stereotypes in their programming.
3. The mass media in Zambia need to develop gender sensitisation programmes that the community can easily identify themselves with. In other words, there is need for more local content on gender equality.
4. Government through the Gender Ministry should develop a deliberate policy aimed at making media institutions more gender sensitive in their programming.

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Appendix A

SECTION A: BACKGROUND

1. Sex

- 1. Male []
- 2. Female []

2. Age

- 1. 15 – 20 years []
- 2. 21 – 25 years []
- 3. 26 - 30 years []
- 4. 36 – 40 years []
- 5. 41– 45 years []
- 6. 46 years and above []

3. Marital status

- 1. Married []
- 2. Single []
- 3. Divorced []
- 4. Widow []
- 5. Widower []
- 6. Separation []

4. Residential Area

- 1. High residential area []
- 2. Medium residential Area []
- 3. Low residential Area []

5. Average income per month

- 1. Below K600 []
- 2. Between K600 and K200, 000 []
- 3. Above K200, 000 []

6. Educational level

- 1 Basic []
- 2 Secondary []
- 3 College []
- 4 University []
- 5 None of the above []

7. What language of communication do you use most of the time in your residential area?

- 1. Nyanja []
- 2. Bemba []
- 3. English []
- 4. Any other, specify:

Media knowledge and usage

8. Which of the following channels of communication have been very useful to you when it comes to acquiring knowledge? (Number them in ascending order of usefulness).

- 1. Television []
- 2. Radio []
- 3. Internet []
- 4. Newspaper []
- 5. Internet []
- 6. Magazine []
- 7. Any other, specify:

9. The name specific media organisation that has been useful to you in acquiring knowledge?

.....

Perception of media portrayal of women and men

10. Which television station is your favourite?

- 1. MUVI TV
- 2. ZNBC 1
- 3. ZNBC 2
- 4. CBC
- 5. Any other (specify)

11. How are women generally portrayed on this channel?

.....
.....
.....
.....

12. How are men generally portrayed on this channel?

.....
.....
.....
.....

13. How would you like women to be portrayed on TV?

- 1. Care-givers []
- 2. House wives []
- 3. Sex objects []
- 4. Good follow []
- 5. Bread winners/workers []
- 6. Leaders []
- 7. Any other, specify:

14. How would you like men to be portrayed on TV?

- 1. Home makers []
- 2. Care givers []
- 3. Husbands []
- 4. Sex objects []

- 5. Good followers []
- 6. Bread winners/workers []
- 7. Leaders []

7. Any other, specify:

15. What is your favourite radio Station?

.....

16. How are men generally portrayed on your favourite radio station?

.....

17. How are women generally portrayed on your favourite radio station?

.....

18. Which sex is generally portrayed as being inferior to the other by the media?

- 1. Male []
- 2. Female []

Why do you think this particular sex is portrayed as being inferior to the other?

.....

Media and Gender Equality

19. Do you know what gender equality is?

- 1. Yes []
- 2. No []

20. If yes to question 16, what is gender equality?

.....

21. Do you think that women and men should be given equal opportunities in all aspects of life?

1. Yes []

2. NO []

Give a reason for your answer?

.....

22. Which of the following mass media channel has contributed more to your knowledge on gender?

1. Television []

2. Radio []

3. Internet []

4. Newspaper []

5. Internet []

6. Magazine []

7. Other people []

4. Any other, specify:

23. Are you happy with the way the media reports on gender issues?

1. Yes []

2. No []

24. If not, what is lacking?

.....
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25. Which media organisation tries to give a balanced report on gender issues?

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26. In your opinion, how would you rate the media coverage of gender issues?

1. Very good []

- 2. Good []
- 3. Moderate []
- 4. Poor []
- 5. Very poor []

27. Is it easy for an individual to air their gender concerns through the media?

- 1. Yes []
- 2. No []

28. Give reason to your answer

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29. What do you think the mass media in Zambia can improve on for it to contribute effectively towards achieving gender equality?

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30. General comments:

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Thank you very much for your co-operation!