



# Gender Portrayal in the Jordanian Media Content

An assessment study that aims to fostering gender balance in the media content

Analysis of news and current affairs based on UNESCO's Gender-Sensitive Indicators for Media

Supported by findings of a round-table for editors and managers of media organizations, media experts and policy-makers

June 2018

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The IPDC is the only multilateral forum in the UN system designed to mobilize the international community to discuss and promote media development in developing countries. The Programme not only provides support for media projects but also seeks an accord to secure a healthy environment for the growth of free and pluralistic media in developing countries.

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## Executive Summary

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Gender refers to the set of relationships, roles and values defined by society for men and women, boys and girls, which are dynamic and change over time.

The goal of achieving gender equality includes ensuring that women and men have equal opportunities to access and control resources, develop benefits and make decisions at all stages of development, projects, programs and public policies. This requires gender equity in the distribution of benefits and responsibilities between women and men, recognizing that they have different needs and strengths, and identifying and addressing these differences in a way that corrects gender imbalances.

It is well established that media organizations can play an influential role in achieving transformation and change in society - that is through the dissemination and circulation of information. Although they reflect the forms and patterns of prevailing values in society, they can still participate in positive change, in addition to their role in rejecting or fostering gender stereotypes.

Now, whether the media does, or does not, truly and objectively reflect the presence of women and men in society, it still has to support the gender balance.

The study found that the gender balance gap that characterizes various life spheres in Jordan manifests acutely and sharply at the level of media, in private and public sectors, print, broadcast and online. This is revealed in numbers demonstrating that the percentage of women's appearance in such media is not exceeding (9%), while the appearance of men reaches (91%).

- For clarification, the number of women who appeared in a five-day monitoring of (22) broadcast, news websites and print media organizations was only (287) women compared to (2774) men who appeared in the same media sample.
- It is noticeable that women's presence on TVs and news websites sites did not exceed 6%, despite their remarkable presence as broadcasters on TV channel screens. In comparison, their presence on radios was the best where it reached 13%, followed by newspapers and the News Agency with 10%.
- The percentage of women journalists who participated in producing the media sample in this study reached (27%) compared to (73%) men. This proportion

corresponds with the percentage of women journalists working in media organisations, which is estimated by 24% according to the Jordanian Press Association and the Center for Defending Freedom of Journalists. Moreover, women journalists hardly left an impact on the gender imbalance in the media content, as they remained excluded from the decision-making positions in a media almost completely dominated by men. This is due to such reasons and factors as:

- Lack of gender awareness prevailing among a large sector of media professionals.
- Inability of many media organizations to provide their staff with adequate training on gender related concepts, due to their financial difficulties.
- Gender related issues are on the bottom of their priority lists being considered less attractive in terms of dissemination and popularity. The media organizations shun from covering gender issues, as they demand effort and patience. This might stop them from keeping pace with the small thrilling popular wave of information in the media arena.
- Scarcity of in-depth reports, investigations and reportages that enhance the appearances of women in media coverage.
- Reporters focus their coverage within city centers, which leads to the exclusion of women in the badia and rural areas.
- Absence of women from leadership positions in media.

Furthermore, all these reasons and factors do not act separately but usually interact with one another, and foster each other, which aggravate the problem with acute dimensions and manifestations. This in its turn calls for more research in order to understand and deconstruct such interacting relations, and their consequential impact on the quality and volume of women's presence in media coverage.

## Gender Stereotypes

It is worthy to note that we did not find during our monitoring period or in the examined materials any stereotyping of women. This originated from the fact that most of the inspected material was reports and news programs - a large part of which lacked the presence of humans, while focusing only on data, such as economic news related to local macroeconomic indicators.

This does not at all mean that local media outlets are void of stereotyping of gender roles especially those related to women. When going back to the archive of the same media outlets targeted in this study, but during periods prior to the time period specified for the study sample, or when monitoring journalistic materials that are not within the selected sample subjects, it was easy to find clear examples in all media agencies such as radio stations and TV channels where most household programs such as cooking, family and baby caring, beauty etc. address women exclusively.

Stereotyping is also present in the writings of some daily newspaper journalists, especially conservative ones. For example, journalist Yasser Zaatra described advocacies of women's rights as "mannish", in an article on sexual harassment in Ad Dustour Newspaper on 29th of November 2017. Stereotyping is also evident in some articles written by women journalists on news sites, such as the article titled, "Inna kaydahunna Azim" Their cunning is Great, written by Ismat Huso and published on 29th of May 2017 on Khaberni site.

Usually articles - whether in newspapers or news sites - are the ones loaded with the utmost stereotyping of gender roles. This could be attributed to the absence of clear editing policies of published articles.

The desensitization of editing policies and "code of conduct" towards gender, or their lacking of any gender standards, led to the spreading of the term "victim" in depiction of a woman subjected to violence, instead of "survivor" - according to UNESCO's Gender-Sensitive Indicators for Media (GSIM) - which encourages her to continue with her life.

Still some journalists have a certain measure of awareness towards gender sensitivity such as Journalist Nadine Al Namari in a report published in Al Ghad newspaper on 7 December 2016, under the title of "victims of family violence are still under threat". She uses the term survivors in some sentences in her report such as: "a foster home will be established to host women survivors of violence in order to protect them until their problems are solved and the danger is over; and care for their livelihood providing them with psychological, health, advice, cultural and legal guidance". However, she switches to use the term victim or

victims again in the title and in other sentences which indicates the lack of awareness on editing levels. It is noteworthy to mention that female experts and specialists whom the report was quoted from use the term “victim”.

## **General Background: Media Landscape in Jordan**

The number of licensed satellite channels in Jordan reached 39 stations. All of which are private channels except the official Jordanian channel and the Public Security Department channel.

Twenty of these satellite channels are owned by Arab nationals: Omani (Al Haqiqa, Al Istiqama), Saudi (Uyun al Watan, Mecca satellite, Ahl al Quran, Kaif, Al Qaseem, Shada Al Hurriya, Al Quran hidaya), Iraqi (Baghdad TV, Dejla, ANB, Al Hadath, Al Taghyeer), Kuwaiti (Al Maali), Libyan (Libya satellite, Libya Economic, channel 218, 2018 News) in addition to the Nigerian (Arywa 24).

Out of 40 radio stations, 14 are government owned: Hala, Sawt al Janub, Amen, Al Quran al Kareem, Yarmuk, Farah al Nas, Hawa Amman, Al Jami’a Al Urdiniya, Sawt al Karak, Sawt al Zarqa, Jami’at Al Tafila, Jami’at Al al Bayt, Jaish, Majma’ al Lughal Arabiya.

Non-Jordanians own five out of the non-government radio stations: (Play wa Nashama) Lebanese owned, (Al Rasheed wa Dejla) Iraqi owned, (Global Radio, Canadian owned, (Radio al Balad) American owned.

Audiovisual Media Law allows the owner of the license to broadcast TV or radio programs that cover almost all of the country’s governorates or any of them. It also allows her/him to broadcast all types of TV or Radio programs through satellites, and TV programs by a mobile ground station across satellite for contemporary usage.

There are 28 print media outlets. The government owns shares in three of them: The daily Al Rai and Ad Dustour newspapers, the weekly “Sahafat al Yarmuk” published by Yarmuk University in Irbid, in addition to 3 Party publications. The rest are owned by private sector. There are 168 licensed news websites owned by private sector as well.<sup>1</sup>

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<sup>1</sup> Al Amad, Majd (20 December 2017), interview in Al Anbat newspaper. Link accessed: <http://www.alanbatnews.net/article/index/180019>

## **Circulation**

The circulation of the major media (TV, radio, daily newspapers and weekly newspapers) came in the following order<sup>2</sup>:

### **■ TV Channels:**

1. Jordan TV (government owned) with (21.8 percent) viewers
2. Roya Channel (20.9 percent)
3. Jordan Now (6.6)
4. Nur Al Urdun (5.2 percent)
5. Zweina Baladna (3.7%)
6. Al Haqiqa Al Dawliya (3.4%)
7. Royal Al Badawiya (2.5%)
8. Sport Channel/ Jordan TV (government) – (1.9%)
9. Royal Idhaq (1.6%)
10. Al Amaken Drama (1.5%)

### **■ Radios:**

1. Al Quran/ Jordanian, government owned, with listening percentage of (13.6%)
2. Hala (12.7%)
3. Rotana (11.4%)
4. Amen (security) (governmental) (6.7%)
5. Amman FM (5.0%)
6. Hayat (3.8%)
7. JBC (3.3%)
8. Fann FM (3.0%)
9. Yaqin (2.4%)
10. Amman FM main (2.1%)

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<sup>2</sup> Ipsos (2016), The Jordan Media Report – Wave 1 – June 2016



### ■ Daily Newspapers:

1. Al Rai (Government) reading percentage 2.6%)
2. Ad Dustour (government shares (1.9% reading percentage)
3. Al Ghad (1.8%)
4. Al Hayat (0.1%)
5. Al Sabeel (0.1%)

### ■ News Websites:

1. Al Wakeel
2. Saraya
3. Ammon
4. Khabirni
5. Jara'a
6. Al Haqiqa al Dawliya
7. Roya
8. Sawaleif
9. Saraha
10. Ahdath Al Yum.

## Methodology

The assessment study examines gender representation in news and current affairs content. This was done through monitoring a representative sample of the Jordanian journalistic content, particularly news and current affairs. The media sample was monitored and analyzed, quantitatively and qualitatively, from gender perspective.

Based on the UNESCO's GSIM the sample of the media content was categorized and analyzed according to sex, social structure concepts, gender roles, behaviour and characteristics. It includes an assessment of the impact of the media content on the gender balance, equality, justice and fairness, positively or negatively as a result of sex-based discrimination.

The study was also based on the findings of a round-table that aimed to present and discuss the initial findings of the media content analysis. The event involved 15 managers and editors of media outlets targeted in the content analysis as well as media experts and policy-makers. The discussion came up with recommendations which were included in the study.

UNESCO's GSIM include the following objectives and indicators:

### Objectives

**First,** Balanced presence of women and men – reflecting the composition of society, and human experiences, actions, views and concerns, in media coverage of news and current affairs.

**Second,** Fair portrayal of women and men through elimination of stereotypes and promotion of multi-dimensional representation/portrayal.

**Third,** Coverage of gender equality and equity issues as an important and integral part of the media's acknowledged role as a watchdog of society.

**Fourth,** Evidence of gender consciousness in different types of editorial content (e.g., reporting, editing, commentary, features, documentaries, interviews, talk shows, etc.) and across the spectrum of subject-areas (politics & governance, economics & business, science & technology, etc.) and content categories/sections (e.g., news pages, edit/op-ed page, business section, sports section, etc.)

**Fifth,** Evidence of accurate and holistic understanding of gender-based violence in all its forms as an internationally recognized violation of human rights (ref. UN Declaration on the Elimination of Violence against Women, 1993).

## **Indicators**

The criteria of the media content analysis are based on the UNESCO's Gender Sensitive Indicators for the Media (GSIM), particularly Category B1 (Gender portrayal in news and current affairs).

### **■ Indicators of first objective:**

1. Proportions of women and men seen, heard or read about in news & current affairs content (excluding images) over a random selection of one week.
2. Proportions of women and men directly interviewed/quoted in news & current affairs content as sources of information and/or opinion.
3. Proportions of women and men appearing as 1) Spokespersons; 2) Experts; and 3) 'Ordinary' citizens/vox pop in news & current affairs content.
4. Proportion of external or societal orientation of women and men seen, heard or read about in news & current affairs content including images (e.g. work-related rather than home-related, relationship-related rather than family relationship-related).
5. Proportions of women and men seen, heard or read about in news & current affairs content disaggregated according to social status (e.g. wealthy, working class, political elite, poor and rural).
6. Proportions of women and men seen, heard or read about and/or interviewed/quoted as sources of information/opinion in news & current affairs content differentiated according to thematic areas such as 1) Politics & government; 2) Economics & business; 3) War & conflict; 3) Science & technology; 4) Sports; 5) Other.
7. Percentage of stories focusing centrally/specifically on women and/or issues of special relevance/concern to women in news & current affairs content (e.g. gender-based violence, women's rights, women's achievements, etc.).
8. Proportion of time/space and prominence (in respect to prime time or peak hours, front page or feature story) given to stories featuring women as sources of

information/opinion and/or focusing centrally on women or issues of special relevance/concern to women in news & current affairs content.

### ■ Indicators of second objective:

1. Proportion of stories with stereotypes (openly sexist interpretations of the characteristics and roles of women and men in society).
2. Proportions of stories with stereotypes (depiction of traditional “feminine”/“masculine” characteristics and male/female roles, thereby making them appear normal and inevitable while excluding other possible traits and functions for men and women in society).
3. Proportions of women to men portrayed as victims (e.g., of crime, violence/atrocities, conflict, disaster, poverty, etc.).
4. Proportions of women to men portrayed as survivors (i.e., with evidence of active agency despite adverse experiences/circumstances such as crime, violence/atrocities, conflict, disaster, poverty, etc.).
5. Percentage of stories that include multi-dimensional representation/portrayal of men and women (indicating journalistic effort to challenge/counter gender-based stereotypes).
6. Percentage of stories that contain sexist language used by reporters or broadcasters excluding in case of direct quote from a source (i.e., indicative of bias, discrimination or stereotyping based on sex or gender role).

### ■ Indicators of third objective:

1. Percentage of stories focusing on issues of gender equality/inequality (stories about specific cases of equality or inequality between women and men, relevant policies, legislative issues, programmes designed to protect and promote human rights, women’s rights and gender equality).
2. Percentage of stories highlighting gender equality/inequality aspects of events and issues (including politics & government, economics & business, war & conflict, crime, violence/ atrocities, poverty, science & technology, sports, etc.).
3. Percentage of time or space and prominence (in respect to prime time or peak hours, front page or feature story), as compared to other stories, given to stories

highlighting gender- related issues or drawing out the gender aspects of events or issues.

#### ■ **Indicators of fourth objective:**

1. Percentage of such stories on the front page or during prime time bulletins, on the editorial or op-ed pages, in columns, studio discussions/interviews, features/documentaries, talk shows, etc.
2. Percentage of stories on gender-related issues or gender aspects of events/issues in subject areas such as politics (including election coverage), economics & business, science & technology, rural development, sports, etc.
3. Percentage of stories that include sex-disaggregated data on such events or issues.

#### ■ **Indicators of fifth objective:**

1. Use of non-judgmental language, distinguishing between consensual sexual activity and criminal acts, and taking care not to blame the victim/survivor for the crime.
2. Use of the term 'survivor' rather than 'victim' unless the violence-affected person uses the latter term or has not survived.
3. Identification of persons affected by gender-based violence as sources, with their evident consent.
4. Percentage of stories that: 1) invade privacy and/or 2) denigrate dignity, of the violence- affected person on gender/sex lines.
5. Use of background information and statistics to present gender-based violence as a societal problem rather than as an individual, personal tragedy.
6. Inclusion of local contact information for support organizations and services available to persons affected by gender-based violence.
7. Proportion of time or space and prominence given to stories on gender-based violence in relation to other stories.

## Media Sample

The monitored media sample, which was selected randomly over the third week of December 2017, represents the diversity of the Jordanian media. The diverse sample includes all types of media outlets; print, broadcast and online, from both the public and private sectors, wide scale of outreach and covering different governorates across Jordan.

The monitoring period (17 - 21 December 2017) was selected because it is a valid period to be used to measure the gender balance in the media. This period usually does not witness special occasions, both for civil and governmental sectors, which may affect media coverage of gender issues, such as the 16 Days of Activism against Gender-Based Violence Campaign in November of each year.

The monitoring period was set for one week in accordance with the Gender-Sensitive Indicators for Media (GSIM). Moreover, the monitoring period was determined so as not to affect the number of monitored media outlets (22 outlets), and to provide more diversity in subjects covered by media. This is to ensure the comprehensiveness and objectivity of assessing the gender balance in the media.

The media sample includes 22 media outlets as follows:

- Jordanian Radio, Hala FM, Rotana, JBC, Hayat FM, Voice of Karak, Yarmuk FM, Farah Annas.
- JTV, Roya TV, Al-Haqiqa Al-Dawliyah.
- Alrai, Addustour, Alghad, Assabeel, Al-Anbat daily newspapers and Petra news Agency.
- Saraya, Amoun, Khaberni, Al-Wakil, Sawaleif.

The content formats include a diversity of original and local media production as follows:

- Five episodes of the morning show on each radio station, over the monitoring period of time.
- Five main newscasts on each TV station, over the monitoring period of time.
- Pages of local affairs and economic news in each daily newspaper, over the monitoring period of time.

- News reports, feature stories on local news and Parliament news sections on each website, over the monitoring period of time.
- News reports and feature stories Petra news Agency, over the monitoring period of time.

### **The detailed media sample:**

A total (903) of print news reports were monitored over the period (17 - 21 December 2017):

- Jordan News Agency (Petra): (119) materials distributed as (94) in local section and (25) in economics.
- Al Rai Newspaper: (152) materials distributed as (112) in local section and (40) in economics.
- Al Dustour Newspaper: (208) materials distributed as (157) in local section and (51) in economics.
- Al Ghad Newspaper: (192) materials distributed as (137) in local section and (55) in economics.
- Al Sabeel Newspaper: (70) materials distributed as (68) in local section and (2) in economics.
- Al Anbat Newspaper: (162) materials distributed as (129) in local section and (33) in economics.

A total of (15) TV newscast hours were monitored over the period (17 - 21 December 2017):

- JTV channel: (5) one-hour newscasts (Sunday – Thursday).
- Roya Channel: (5) one-hour newscasts (Sunday – Thursday).
- Al Haqiqa Al Dawliya: (5) one-hour newscasts (Sunday – Thursday).

A total (614) of online news reports were monitored over the period (17 - 21 December 2017):

- Ammon news website: (47) materials (15) of which are a variety of local sections and (32) related to coverage of Parliament.

- Khaberni news website: (111) materials (97) of which are a variety of local sections and (13) related to coverage of Parliament.
- Sawaleif news website: (80) materials (76) of which are a variety of local sections and (4) related to coverage of Parliament.
- Saraya news website: (155) materials (144) of which are a variety of local sections and (10) related to coverage of Parliament.
- Al Wakeel news website: (221) materials (031) of which are a variety of local sections and (91) related to coverage of Parliament.

A total of (80) radio programing hours were monitored over the period (17 - 21 December 2017):

- Hala FM Radio: five 2-hour program of morning show (Sunday – Thursday).
- JBC Radio: five 2-hour program of morning show (Sunday – Thursday).
- Rotana Radio: five 2-hour program of morning show (Sunday – Thursday).
- Jordan Radio: five 2-hour program of morning show (Sunday – Thursday).
- Hayat FM Radio: five 2-hour program of morning show (Sunday – Thursday).
- Farah Al Nas Radio: five 2-hour program of morning show (Sunday – Thursday).
- Yarmouk FM Radio: five 2-hour program of morning show (Sunday – Thursday).
- Sawt Al Karak Radio: five 2-hour program of morning show (Sunday – Thursday).



## Topics of monitored stories:

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The numbers of women and men seen, heard or read about in the media sample, were differentiated according to the following subject areas:

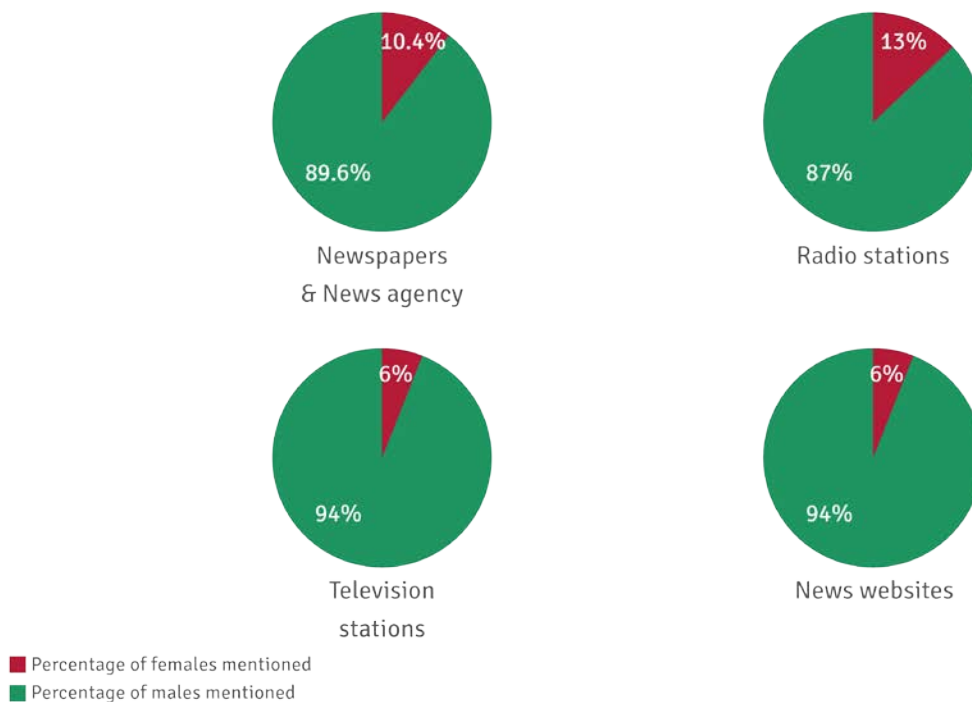
- Politics: (including government activities; the king and the court, government and royal institutions and government services).
- Parliament: (members of parliament, upper house and political parties).
- Security forces: (Activities of Public Security Department, Civil Defense and Armed Forces).
- Army operations: (Army operations of the armed forces, the targeted and the influenced).
- Crimes: (All sorts of crimes, legal contraventions and relative court cases).
- Civil society: (Non-government organizations, unions, societies, clubs and popular movements).
- Science and technology: (recent technologies, new inventions in medicine and others).
- Culture: (all forms of culture and arts).
- gender and women issues: (roles of women and men and women's rights).
- Life patterns: (enlightening information on nutrition, health practices and beautification).

## Findings of monitoring media sample

The aggregated media results (22 in number, 5 of which are daily newspapers, Petra news Agency, 3 TV stations, 8 radio stations and 5 news websites) are as follows:

The number of women whose names or works were mentioned or cited or interviewed were (287) women in comparison to (2774) men. The total average was (1) woman to (10) men with a percentage of (9%) women compared to (91%) men.

The ratio of women to men, whose names were mentioned or cited or interviewed, in media samples, as well as their percentage in each media sector, are classified as illustrated in the following chart:



The ratio of women to men, whose names were mentioned or cited or interviewed in the whole media sample, as officials, experts or ordinary citizens, are illustrated in the following chart:

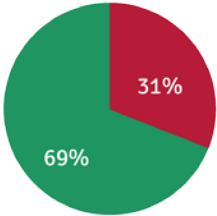


The percentage of women journalists vs. men journalists, who participated in producing the media sample in this study reached (27%) compared to (73%) men.

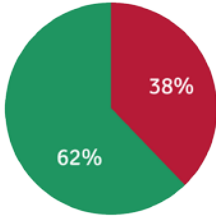
The following chart illustrates the ratio of women journalists to men journalists, who participated in producing the whole media sample, and their percentages in each media sector:

One female journalist for every 3 males journalists

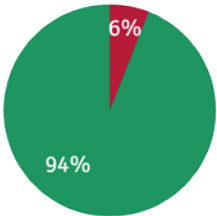
in all media organizations who participated in producing the whole media sample



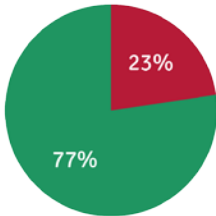
Newspapers & News agency



Radio stations



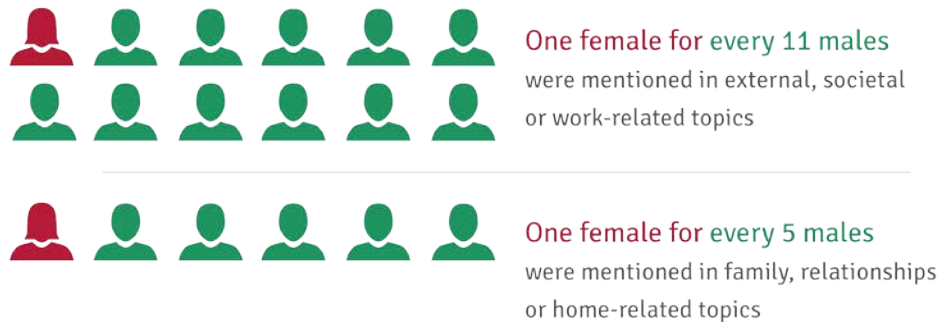
News websites



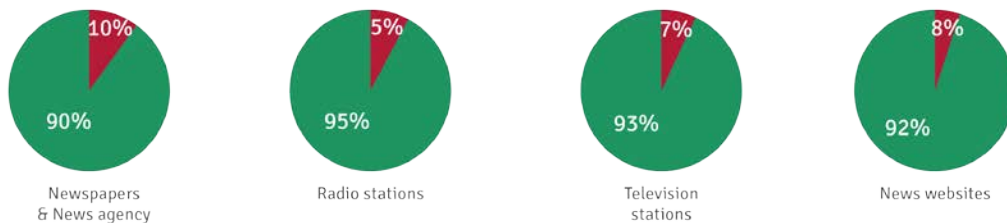
Television stations

■ Percentage of female journalists  
■ Percentage of male journalists

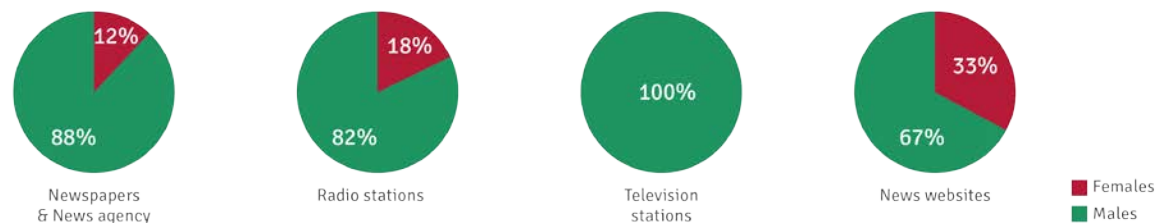
Proportion of women to men, seen, heard or read about in the media sample, in relation to external/societal orientation and work-related topics rather than home and family relationship-related topics, are illustrated in the following chart:



Percentages of people mentioned in external, societal or work-related topics



Percentages of people mentioned in home-related and family relationship-related topics

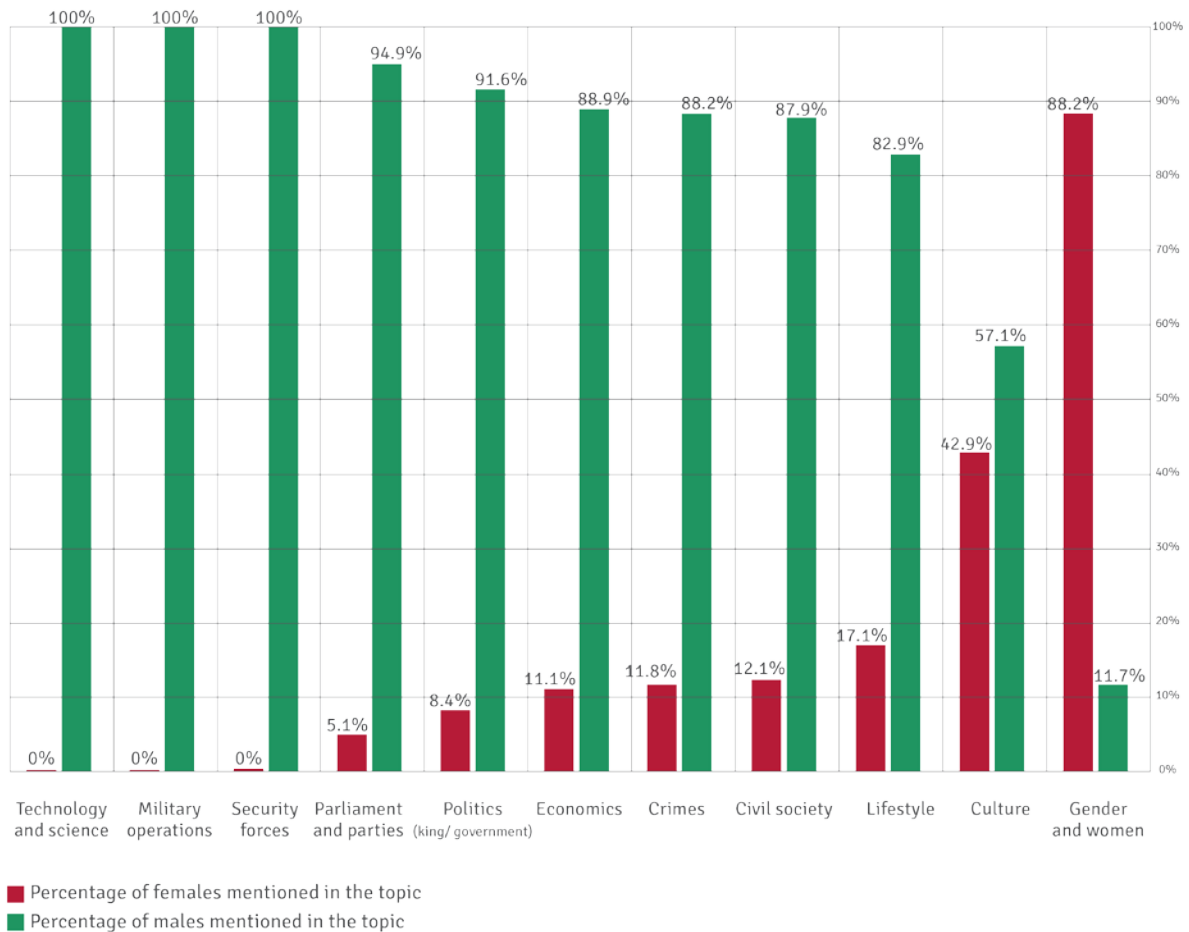


### Diversity of topics:

The number of women mentioned according to the below subjects were (287) compared to (2774) men as follows:

In politics (99) women to (1079) men; civil society (80) women to (583) men; parliament and parties (32) women to (597) men; economics (32) women to (255) men; life patterns (12) women to (58) men; gender and women issues (15) to (2) men; (zero) women in military operations compared to (32) men; culture (6) women to (8) men; (zero) women to (14) men in science and technology.

The proportions of women and men, whose names were mentioned, cited, or interviewed in media samples, classified according to subjects, are illustrated in the following chart:



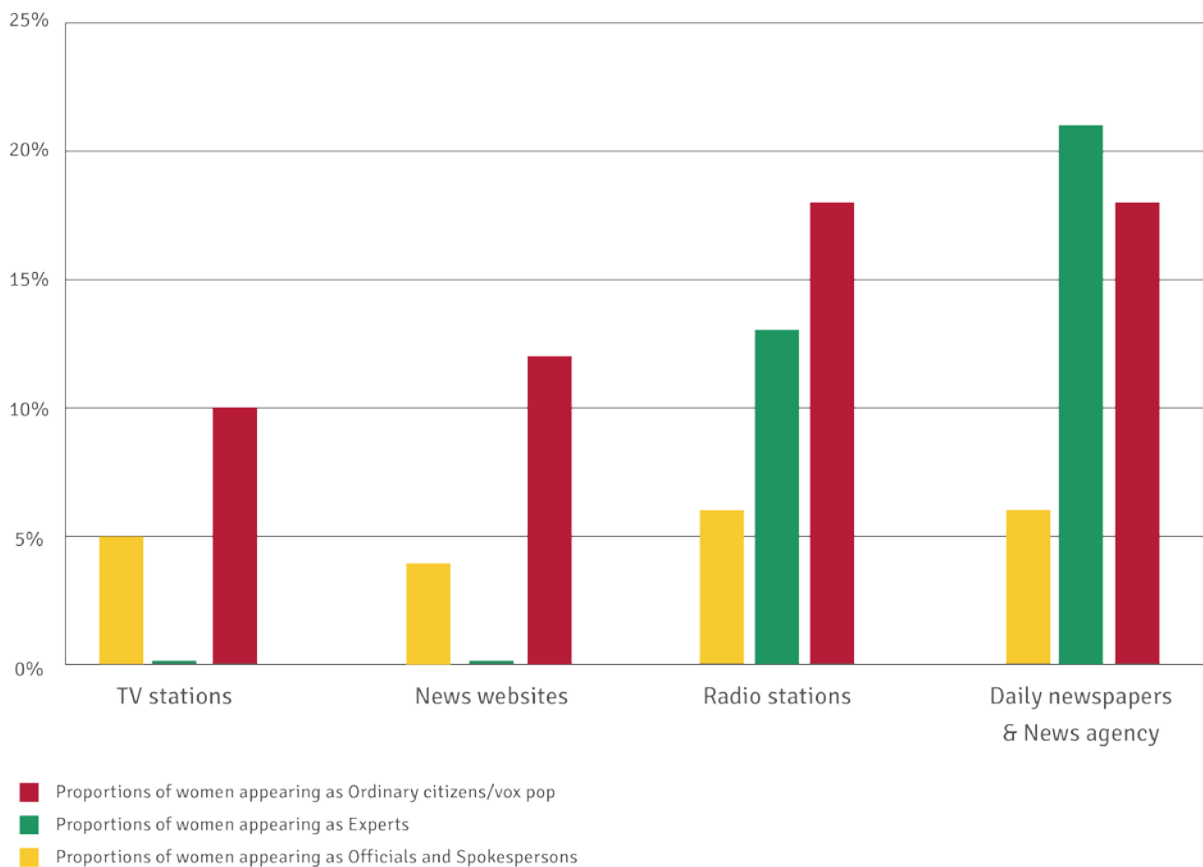
## Analysis of Monitoring Results

- The various Jordanian media outlets, whether governmental or private, are still lagging behind the progressive countries now witnessing remarkable progress in bridging the gender gap in all life domains. This negative trend is clearly manifested in numbers illustrating the percentage of women’s appearances in media as not exceeding (9%) compared to (91%) of men’s appearances.

- To be more explicit, the number of women who appeared through monitoring (22) broadcast, news websites and print media - in the course of seven days was: (287) women compared to (2774) men who appeared during the same time and space.
- The number obviously shows that journalists generally suffers from lack of gender awareness, whereas women continue to be seen from a male perspective, dominated by stereotyping women's roles and limiting them to family or entertainment matters.
- The percentage of women journalists who appeared in this study as producers/presenters/writers of the media sample is 27% compared to 73% men. However, this hardly left a positive impact on the reality of gender imbalance, as women remained outside the decision-making positions within media organisations.
- At the same time, low salaries and absence of incentives in media organizations suffering from financial difficulties, only confirms a state of frustration among journalists and discourage them from covering public issues including gender equality - now considered a social and economic issue of utmost national priority.
- The dwindling spirit of initiative among journalists is clearly manifested through the absence of women in badia and rural areas from the map of journalist production in Jordan.
- Female experts are very few among sources of information in the media sample, where journalists rely on male experts, without taking the trouble of searching for female sources who may not attract media attention even though possess equal if not excelling experience to those of males.
- Even when Jordan Media Institute put its finger in the wound and launched “Khabirat” initiative, an online database for women experts aiming at enhancing the representation of women in news programming, and facilitating the job of journalists to benefit from female experts database, the initiative was completely neglected.
- In the outcome the appearance of females as experts remains within a percentage of (16%) compared to (84%) of male experts. The appearance of female as officials is quite poor - around 5%, despite, the high percentage of female leadership in ministries and public sector institutes (28%).

- Insufficient experience and training prompts journalists to settle for superficial coverage avoiding investigations that call for experts' opinion. This undoubtedly influences the low percentage of women's appearances in media.
- This in turn leads to the weak outcomes of media faculties and colleges, whereas such colleges do not give priority to concepts of gender in their courses, therefore, producing generations of graduates who lack the proper awareness of gender equality as applied to the professional field.
- On the other hand, most of the media organizations do not provide enough training courses on the issue and do not quite often, facilitate the participation of their journalists in such courses, usually organized by civil society organizations - by not granting them the needed leaves.

The proportions of women, whose names were mentioned, cited, or interviewed in each media sector, as officials, experts or ordinary citizens, are illustrated in the following chart:

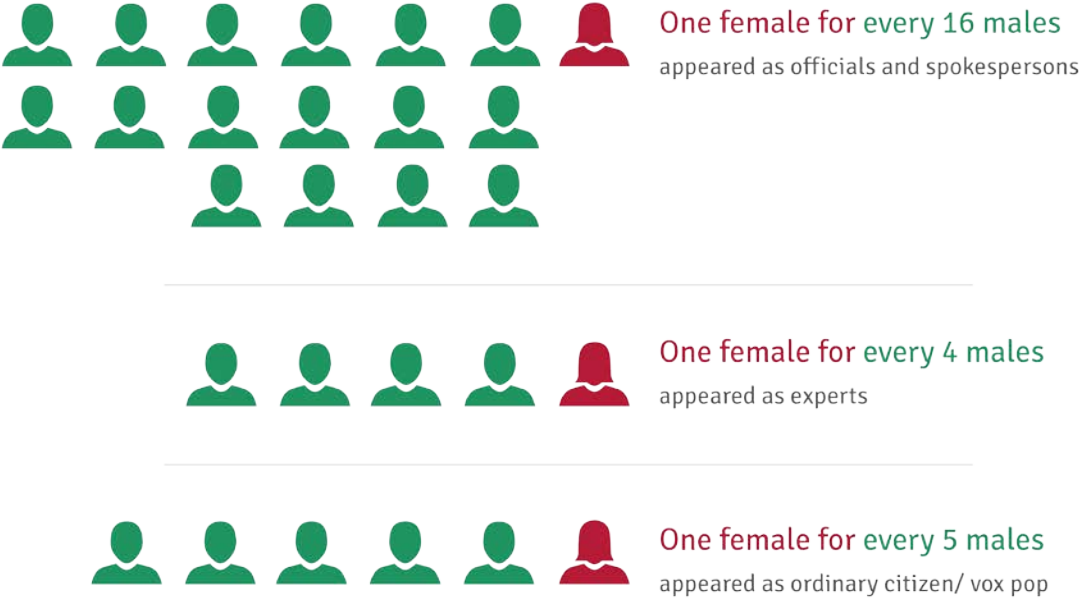




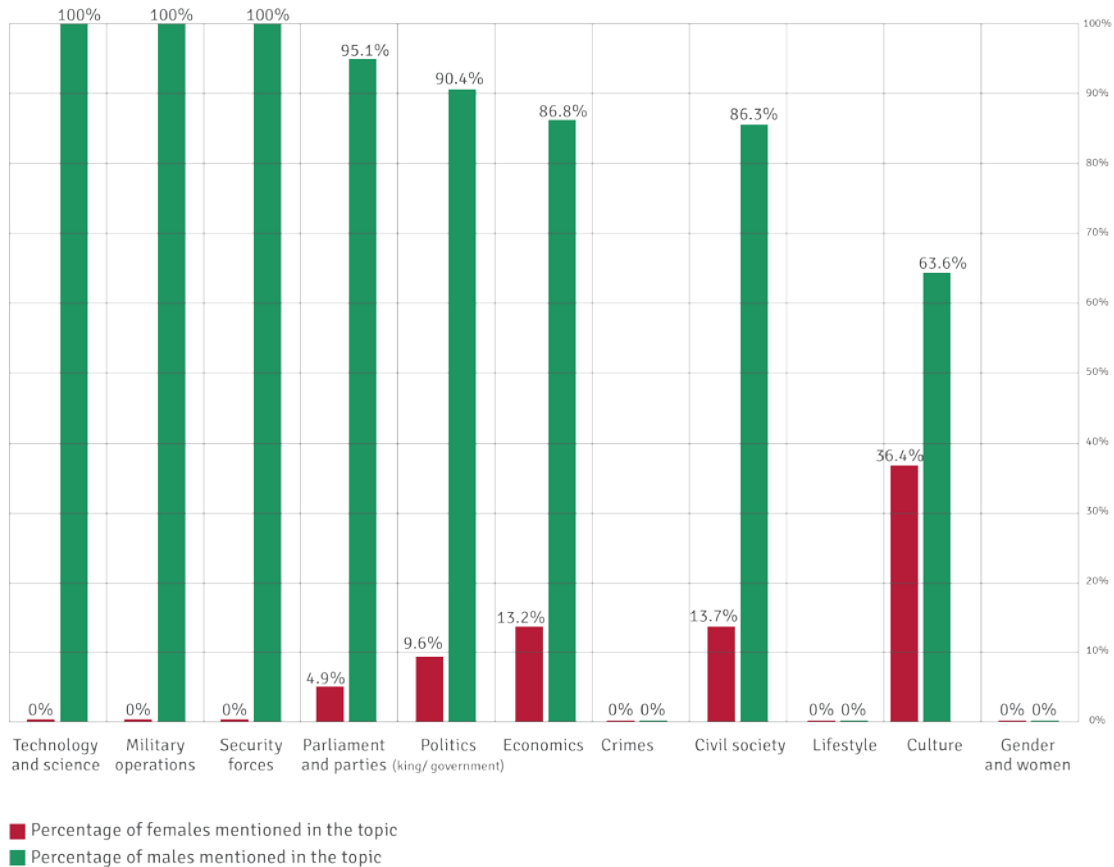
# Monitoring of the Jordanian News Agency/Petra, Al Rai Newspaper, Al Dustour, Al Ghad, Al Sabeel and Al Anbat

The number of women whose names were mentioned or their accomplishments or were referred to or interviewed were (170) women compared to (1471) men. The total average was (1) woman to (9) men with a percentage of (10.4%) women to (89.6%) men.

The ratio of women to men, whose names were mentioned or cited or interviewed in newspapers and Petra news agency, as officials, experts or ordinary citizens, are illustrated in the following chart:



The proportions of women and men, whose names were mentioned, cited, or interviewed in newspapers and Petra news agency, classified according to subjects, are illustrated in the following chart:



## Overall analysis of the monitoring results (Petra news agency and five newspapers)

1. The most obvious feature in the results of the five newspapers and Petra is the low percentage of women’s appearances in all monitoring classifications (10.4%).
2. This percentage shows that efforts made by government and civil society organizations in terms of legislation or education and awareness - in order to empower women and alter their image and social stereotyping - had very limited

impact although over six decades have passed since the inception of women's movement in Jordan.

3. Although the press is considered a main leverage in the empowerment of women and fostering their role in society, yet it regressed in playing such role to a large extent. The reasons are basically related to weak financial capabilities of most media organizations, which deprived the press of the ability to train workers in terms of disseminating and fostering the concept of gender equality.
4. There is a lack of necessary efforts in terms of training and gender awareness even in the financially comfortable media outlets such as Petra, Al Rai and Al Ghad newspapers to a certain extent. This might be attributed to absence of women leadership, except for Al Ghad newspaper - represented by its editor in chief Jumanah Ghunaimat - therefore, gender equality priority falls back in favor of other issues.
5. Some journalists rely in their sources of information, on men experts and officials, who might outnumber women or might be available and used to deal with media. Those journalists don't put effort to find female references with equal if not surpassing experience but not well known.
6. Journalists' coverage is exclusively focused on the capital and city centers, which explains the absence of women as well as men from rural areas and Badia region in the media sample. This might be a result of the centralization of media outlets in the capital in addition to poor financial capabilities of media organisations.
7. Lack of experience and training drives journalists to search for superficial coverage avoiding follow-ups that need specialists' and officials' as well as citizens' opinions. This aggravates the problem even more.
8. This in turn leads to the weak outcomes of media faculties in the five universities (Yarmuk, Petra, Jadara, Zarqa, Philadelphia and Middle East), whereas such colleges do not give priority to concepts of gender equality in the courses presented to their students (numbering 2500, half of which are women). As a result, generations of students are being graduated, who lack proper awareness of gender equality for work in the professional field.<sup>3</sup>

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<sup>3</sup> *7iber* (2016), report "Media faculties: outdated curricula and conventional teaching." Link accessed: <https://www.7iber.com/society/media-faculties-part-2/>

9. The low percentage of women journalists working within media organisation (23%) out of the total number of journalists in Jordan, might played a role in the decrease of women's appearance in media content.

Another factor is related to the limited number of women in leadership positions – whether in government or private sectors – who are potential references for media. This is reflected on the weak presence of women officials in media content. This factor is emphasized with the lack of gender awareness among journalists and the lack of gender-related policies within media organisations.

10. The presence of women in elected councils (parliament, governorates and municipal councils) ought to have improved their presence quantitatively in media especially since their numbers has increased noticeably following the improvement in women's share in elections (quota). Unfortunately, this did not materialize to the expected extent because journalists are interested in covering extreme events in such councils as disputes, quarrels and heated opposition debates which are usually attributed to men.
  11. The normal woman citizen - due to social factors - might be embarrassed to have her name and picture in media as result of conservative culture that drives her to refuse interviews or speaking to the press. This in turn prompts journalists - male or female to resort to interviewing men instead.
  12. Many journalists in conservative communities outside the capital Amman tend to be sensitive towards interviewing women in their coverage. Although woman journalists do not face the same reluctance and rejection from other women, the small number of woman journalists - particularly in governorates - led to the diminishing presence of women in media there.
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## Detailed analysis of monitoring results of Petra news agency and the five newspapers

### Petra News Agency

- A study by the Jordanian Media Credibility Monitor indicates that (62.5%) out of the total daily newspapers' content are ready coverage (materials executed out of the newspaper without the participation of journalists in collecting data or writing and presenting information). Petra is the source of (70.5%) of this content and (27.2%) from public relations divisions in ministries and private and public institutions. The remaining (2%) are news copied by journalists from each other and ascribed to oneself.<sup>4</sup>
- Therefore, it is only logical to start the analysis with Petra. The monitoring included 17, 18, 19, 20, and 21 of December 2017, with (191) materials distributed between local divisions (94) and economic (25).
- The Agency employs 168 journalists. It has 11 offices in 10 governorates. Two of these offices are in Irbid. Perhaps this superiority in number that reflects its economic strength is what makes its coverage relatively large whether in quantity or variety compared to newspapers.
- Since Petra is considered the main source for all local media news as mentioned before, reports content and daily news of the Agency leave a clear impact on other media organizations. Therefore, any progress or regression of the Agency in its balanced coverage of women and gender related issues will reflect positively or negatively on newspapers.
- Monitoring results showed that the Agency's results do not vary much from local newspapers, even dropping back in regard to the gender balance in its news content, in comparison to Al Rai and Al Ghad newspapers.
- The activities of HM the King, government and official institutions that the agency is interested to cover, played a major role in the appearance of women in its coverage.

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<sup>4</sup> Jordan Media Credibility Monitor/ *Akeed* (2014), previous ref. link accessed: [http://akeed.jo/index.php?option=com\\_mqal&view=item&id=72&Itemid=141&lang=ar](http://akeed.jo/index.php?option=com_mqal&view=item&id=72&Itemid=141&lang=ar)

Working women or experts did not appear in the same number or percentage in which men appeared in, in political topics or in monitoring sections according to leadership position or nationality. Women's percentage remained far less than men in all sections.

- The Agency showed better results than some daily newspapers in normal citizens' sections and in job and professional context. The progress in normal citizens' section is due to monitored reports (opinion surveys) of citizens according to events especially in politics, while the progress in job and professional context is due to the coverage of official institutions.

### **Al Rai Newspaper**

- Al Rai does not differ much from other newspapers in spite of some progress in certain indicators. Although it has enough sources with high number of workers, still it displayed a low appearance of women as source of information and opinion in monitoring results.
- The newspaper has a "code of conduct" according to available information, yet this code seems to be not enough or not activated. Therefore, its work remained dependent on the endeavors of the journalist or editor leaving a negative impact on women's presence in the content of monitored material.
- The presence of women in the content depends on the journalist's efforts. Women are present in materials of a journalist who advocates women's rights such as Samar Haddadin, who is also a member of the Jordan Press Association Council and has strong relations with women's rights associations.
- The newspaper has suffered from financial losses and internal conflicts as well as changes in leadership staff more than once which most probably left an impact on the content including women's presence in such content.

### **Ad Dustour**

- Although Ad Dustour is considered one of the oldest and firmly established Jordanian newspapers, yet it displayed a decline in gender balance and women's presence in monitored materials. It even ranked lower than Al Ghad and Al Rai in results and sometimes lower than other newspapers in certain sections.

- Results revealed weak representation of women as source of information and opinion. This was evident in all sections but most apparent in sections of officials and experts, in spite of the available database providing information on Jordanian female officials and experts, such as the initiative “Khabirat-The Jordan Portal for Women Experts”, launched last year (2017) by Jordan Media Institute on the occasion of the International Woman’s Day to assist local media in contacting them.
- The newspaper displayed recently strong opposition against civil society organizations, particularly those advocating women’s rights, liberties and civil rights under the pretext of rejecting (foreign funding). It refused to publish anything issued by these organizations, which reflected negatively on women’s presence in the newspaper.
- The newspaper has suffered during the past five years from a financial crisis which almost led to its shut, were it not for the interference of Social Security Corporation, now the biggest shareholder in the newspaper. It had to take measures such as decreasing staff number, pages number as well as freezing salaries or delaying them for several months, in addition to reducing expenditures in general which sharply influenced the content and quality of coverage.
- The newspaper does not have a (code of conduct) that accurately specifies professional standards or language and terminology that should be followed in order to avoid gender discrimination and provide objective media coverage.

### **Al Sabeel Newspaper**

- Although Al Sabeel is a party newspaper expressing the opinions of Muslim Brotherhood represented by Muslim Working Front, yet the monitored results did not differ from the results of other newspapers, even though Al Sabeel is considered a conservative one.
- It even recorded better results especially in the ordinary citizens’ sections which could be attributed to its opposition approaches towards most of the government’s policies, whereas, it seeks to publish a content related to ordinary people’s opinions on such policies and their impact upon them.
- The newspaper recorded partially better results in women’s presence in family context and social relations. This might not be peculiar for a conservative newspaper concerned with family and social relations and the impact of change upon them.

## Al Anbat

- Monitoring results revealed the fallback of Al Anbat behind the rest of the daily newspapers in terms of variation or gender balance.
- The total average of women's presence in newspaper materials was one woman to 11 men. This could be due first to its weak financing since its issuing. It could not compete with other newspapers and is still issued with fewer pages and less advertisements. Secondly, the small staff number with low and uneven salaries left an impact on the quality and quantity of the content.
- Despite the high number of women journalist (12) women to (19) men, yet their presence has no positive impact on women's issues and balanced gender coverage in the newspaper's materials. Female journalists might be implicitly or explicitly aware of women's role and the necessity of gender balance, yet as they work under pressure, shortage of resources, low salaries and expenditure just as their male colleagues, result in not many effort being made in the preparation of materials. Additionally, they usually resort to references with available contact information.
- This means that women journalists also need training on gender equality and sensitivity during their work just as their male colleagues.
- Dominance of materials related to political matters and coverage of government activities lead - as is shown in monitoring results - to diminishing of women's presence in sections related to official women or those in decision making circles with strong focus on men with an average of one woman to (29) men.
- Women's presence in the newspaper was also low in ordinary citizens' section, class and urban distribution because of quick political coverage and daily events and the avoidance of in-depth reports on people's daily life all around the country. The production of such reports need time, effort, resources and training while the number of journalists working under pressure of full daily publication with low resources is relatively small.

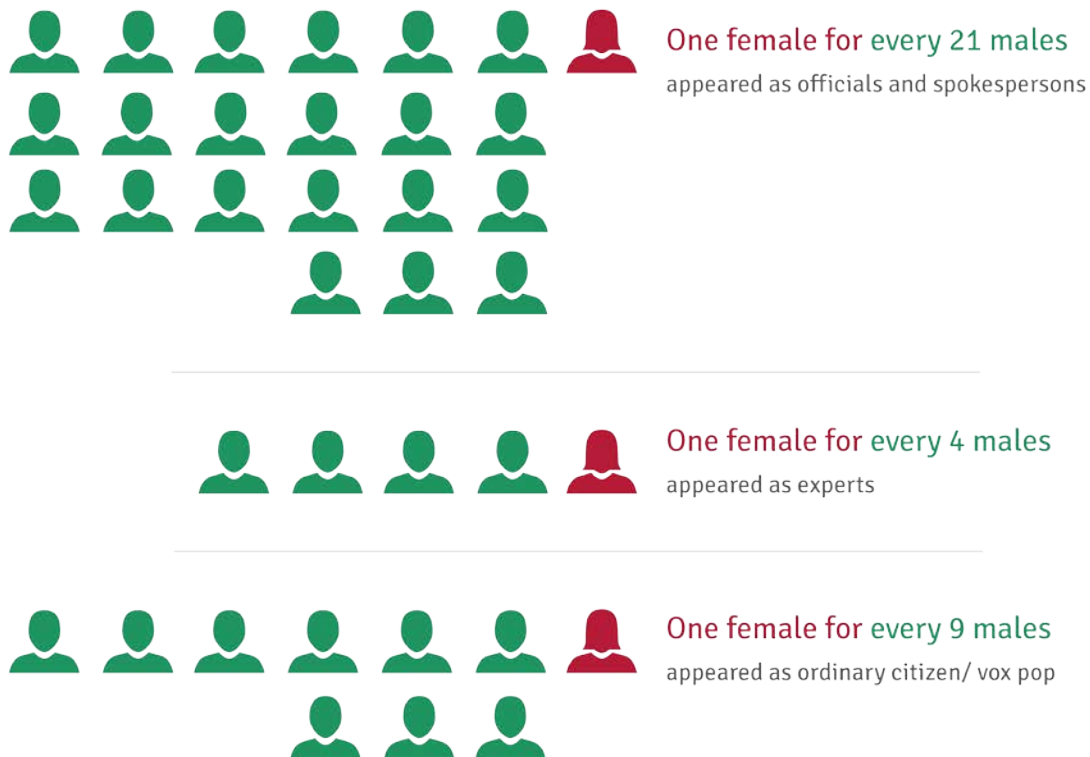


## Monitoring of Jordan TV, Roya Channel, and Al Haqiqa Al Dawliya Channel

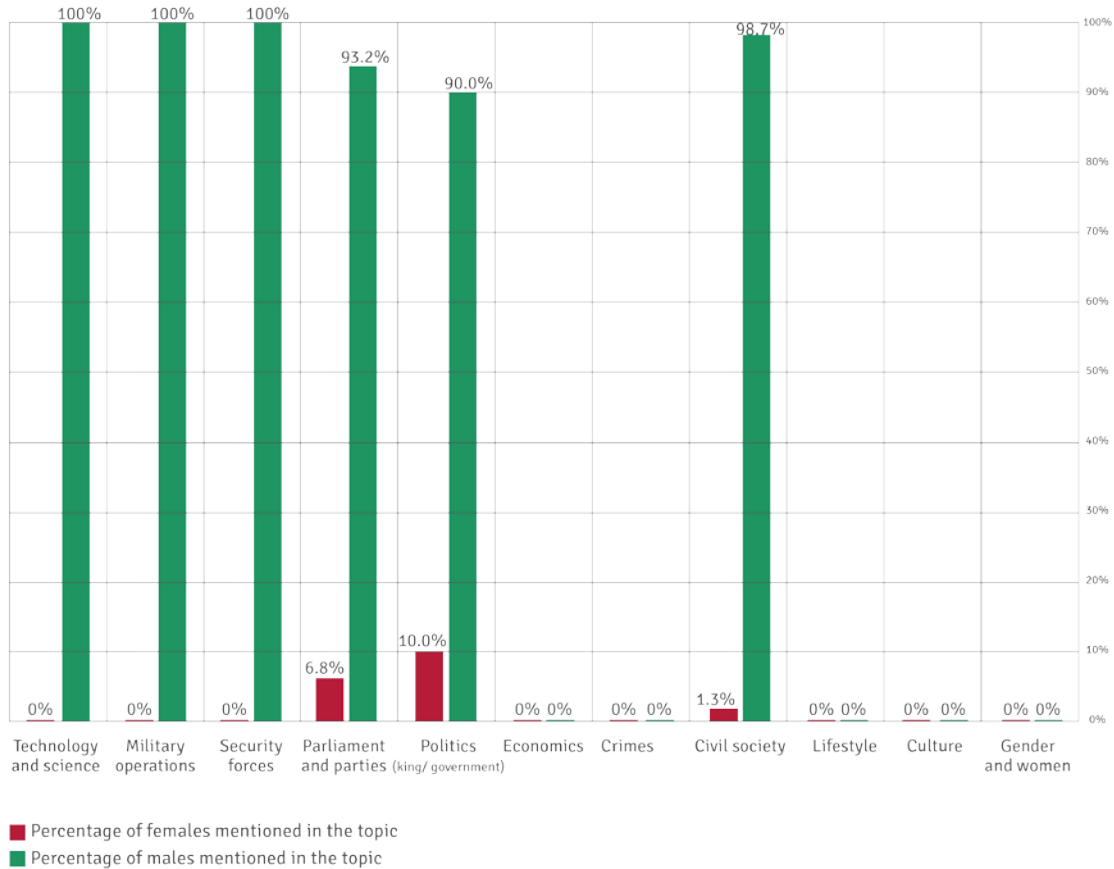
Monitored days included 17 – 21 December 2017, for five newscasts.

Total Monitoring results of TV channels revealed that the number of women whose name were mentioned or their accomplishments or were referred to or interviewed were (20) women compared to (319) men. The total average was (1) woman to (16) men with a percentage of (6%) women to (94%) men.

The ratio of women to men, whose names were mentioned or cited or interviewed in TV channels, as officials, experts or ordinary citizens, are illustrated in the following chart:



The proportions of women and men, whose names were mentioned, cited, or interviewed in TV channels, classified according to subjects, are illustrated in the following chart:



## Overall analysis of monitoring results of official Jordan TV. Roya channel and Al Haqiqa Al Dawliya

1. Television with all its channels occupy first place among accredited media sources for Jordanians. Nearly (73%) of Jordanians rely on TV, (18%) on internet and (6%) radio, with (3%) only on daily newspapers<sup>5</sup>

<sup>5</sup> Jarrar, Muhammad (2014), report “Ipsos study: Saray, Al Rai, Al Waseet, Radio Rotana, MBC 1 channel highest audience by Jordanians.” Link accessed:

2. Local newscasts on TV channels hold special importance over other programs. Surveys and studies of Jordanian media followers revealed that the main newscast attains the highest viewing among official Jordan TV programs which ranks first among Jordanian TV channels considering that (90%) of Jordanians watch TV in general as their main accredited media.<sup>6</sup>
3. Starting from this point the importance of TV in fostering gender equality concepts is obvious. However, it seems that the three monitored TVs did not perform well in their newscasts. This is most evident in the percentage of women appearances in such newscasts with average of (5.9%) compared to (94.1) men, while the percentage in newspapers was for instance (10.7%) compared to (89.3) men.
4. Despite the particularity of newscasts in terms of strict time limitations and limited number of topics, they still resemble other media in professional basics and pitfalls that face them, including disinterest in gender related issues for reasons related to editorial policies and other factors linked to experience and professionalism on the part of the journalists themselves.
5. A considerable number of workers in newscasts are mere newsreaders and not journalist broadcasters who read news, manage reporters, follow up on news, open dialogues with officials and discussions with experts etc. However, planning of the newscast and choice of content fall mainly on chief editors and their assistants - most of whom are journalists with immature awareness of gender issues as becomes explicit through the percentage of women's appearances in newscasts whether as experts or within family and social relations as well as women in badia and rural areas. The percentage reached in the three monitored TV newscasts (zero %), and for female officials (less than 5%).
6. While reporters are free to choose persons, experts or officials in their field coverage, indeed their choices and performance usually reflect their professionalism that lacks many concepts of gender equality as is the case with their colleagues in other media sectors.

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<http://www.sarayanews.com/index.php?page=article&id=168678>

<sup>6</sup> *Ziber* (2014) report "newscast of Roya, Jordan TV: Competition for Government news," previous ref. link accessed <https://www.7iber.com/2014/04/roya-jtv-news/>

7. Little space is left for maneuvering in the choice of subject content under the prevalence of preset news occupying a large space of newscast time – most of which obtained from Petra News Agency, government institutions, Royal Court and various security departments. All of these decide the balance percentage of women and men appearances in newscasts more than the channels in themselves do.
8. The common problem shared between all media reappears once again represented in their dependence on the outcome of media colleges. Colleges do not pay much attention to gender issues in the courses given to their graduates, in addition to insufficient training in work frame, which is supposed to impact on the already weak awareness of gender equality issues among a large sector of media workers in journalist institutes.
9. The relatively low number of women journalists in TV newscasts (23%) compared to men certainly leaves a negative impact on the percentage of women's appearances in newscasts. Adding to that is the absence or limited role of women in leading positions in management and planning of news content due to the hegemony of chief editors (a position occupied by men) bearing in mind that women are more qualified to understand the challenges facing other women in society and in all life domains.
10. Male workers in TV, especially reporters in conservative communities out of Amman, hesitate in interviewing women in their coverage and settle with men only.
11. Perhaps matters would have been less acute if a woman journalist was in charge but the low number of women in media especially in governorates also leads to weak appearances of women in media content.

## **Analysis of monitored results of TV channels**

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### **Jordan Television**

- Monitoring results displayed that Jordan TV - with highest viewing among local TV channels (21.8%), outmatched Roya and Al Haqiqah Al Dawliya on many indicators in terms of women appearance in newscasts. It also displayed that Jordan TV still

constitute an example for all channels in organizing and classifying of topics and content.<sup>7</sup>

- Jordan TV makes editorial decisions and news order and priorities according to policies and long traditions that go back to its establishment days in 1968. It adopts government propaganda method as a determining factor for topics and their treatment departing in so doing from “professionalism, quality and distinction,” in addition to the “interests, aspirations and will” of Jordanian viewers.<sup>8</sup>
- Therefore, a large portion of local women appearances in its newscasts are governed by preset contents, usually by the royal court, government and its ministries, institutions and security bodies... etc, in addition to Petra agency.
- Even if it was the best TV in terms of women’s presence in original coverage still it declines from taking the initiative of fostering gender equality concepts in spite of its ability for maneuvering due to its financial capabilities and volume of staff in number and geographic distribution inside the kingdom.
- Female officials and experts in government positions don't appear in the JTV news content, in spite of being a state owned channel managed by the government.
- Even if this is attributed to chief editors and anchors with weak sense of initiative in fostering gender equality concepts, yet another factor remains represented by the absence of policies that foster gender balance in TV editing policies.

## Roya Channel

- Roya channel is close to Jordan TV in terms of local viewing percentages where it comes second (20.9%), also in relation to monitoring results of women appearances in newscasts. This could be attributed to their similarity in depending largely on provided official content.<sup>9</sup>
- The performance of reporters outside the capital remained short of exposing the state of women in badia and rural areas; or at the level of experts; or in the context of family and social relations; as well as workers, farmers, poor and ordinary women,

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<sup>7</sup> The Jordan Media Report Wave (2016) *Ipsos* 1 June 2016 previous ref.

<sup>8</sup> *Ziber* (2014), previous reference.

<sup>9</sup> *Ziber* (2014), previous reference.

despite the marginal freedom offered to those reporters in terms of content. This reveals the absence of special concerns or administrative instructions to foster the appearance of women in coverage.

### **Al Haqiqa Al Dawliya Channel**

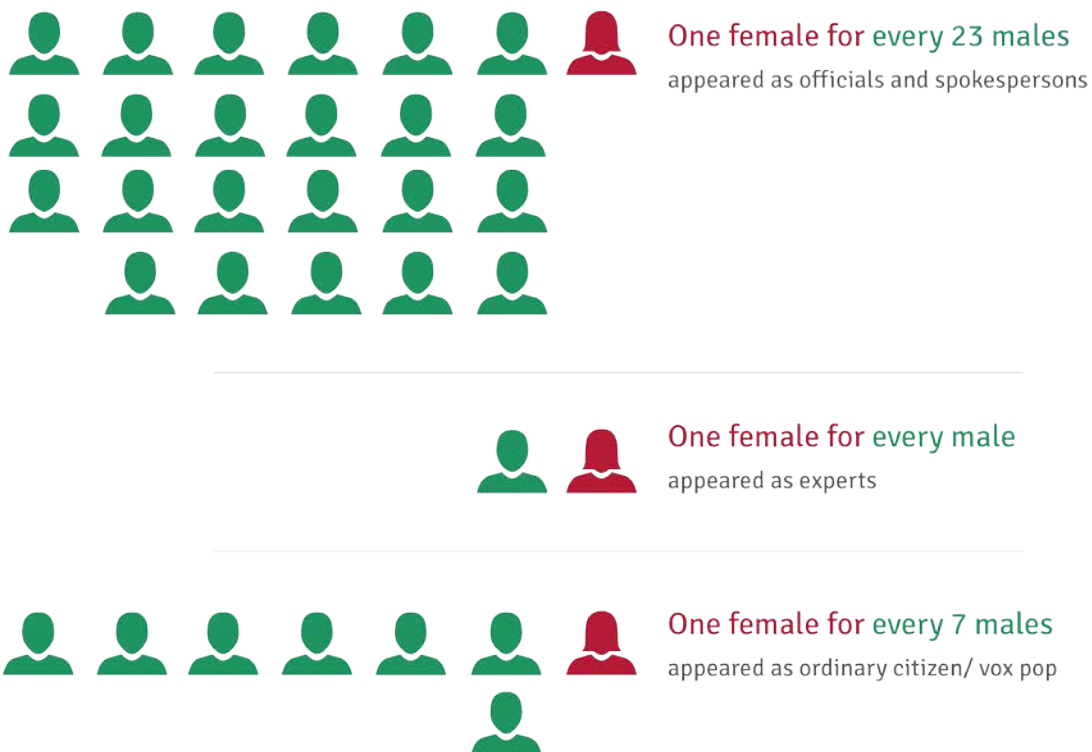
- Al Haqiqa channel with modest viewing percentages (3.4%) ranks at the bottom of the monitored list in terms of women appearances in newscasts, whether in number of women broadcasters or anchors, which is zero compared to 19 males occupying these positions in newscasts.
- The list of factors leading to this state is similar to other channels, most important of which is the absence of clear editing policies that considers gender balance including awareness and motive to foster appearances in newscasts.
- Overall, the channel does not have enough financial resources for developing newscasts and supporting them with qualified workers - let alone train the present staff to acquire profession essentials that attend to the issue of gender equality.

## Monitoring of Websites: Ammon, Khaberni, Sawaleif, Al Wakeel, Saraya

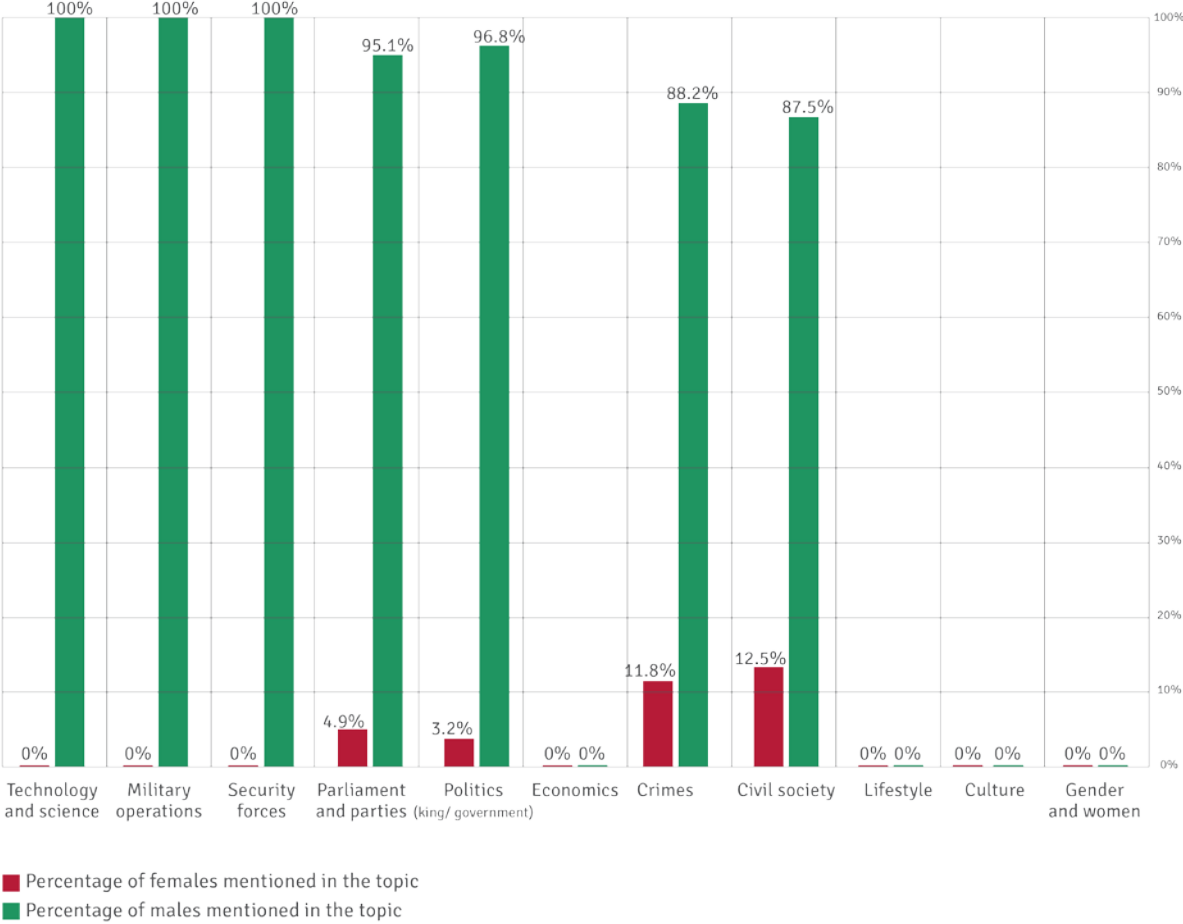
Monitoring process included the days from 17 to 21 December 2017, including (515) material (435) of which are a variety of local sections and (78) related to parliament's coverage.

Monitoring results displayed that women's number in both sections reached (35) women compared to (572) men: (7) women in parliament compared to (50) men; (6) women in locals compared to (38) men; with an average of (1) woman to (7) men and a percentage of (13%) women compared to (87%) men.

The ratio of women to men, whose names were mentioned or cited or interviewed in news websites, as officials, experts or ordinary citizens, are illustrated in the following chart:



The proportions of women and men, whose names were mentioned, cited, or interviewed in news websites, classified according to subjects, are illustrated in the following chart:



## Overall analysis of the overall monitoring results of the five news websites

1. News sites received several continuous blows from the government during the past years represented by restricting legislation and censorship; apart from pursuits which led to the disappearance of tens of these sites from the map. The survivors are now suffering from a financial crisis sharply reflecting on their performance and therefore, on their impact and presence in the media arena.



2. Lack of editing policies that ensure gender sensitivity in the content of the sites is obvious, considering that the sites were founded on individual publishers' efforts with a very small team of journalists due to financial deficit.
3. Lack of financial capabilities prevents the sites from acquiring their own physical locations. The owners work at home or in small offices that do not form a suitable working environment. Perhaps this type of informal environment contributes to the absence of women journalists from their teams which in turn influence women's representation in media content.
4. In general, most sites suffer from weak profession standards, in addition to their dependence on short quick news lacking follow up and investigation. Yet, there are exceptions as Saraya and Ammon that publish relatively in-depth contents even if the content suffers sometimes from editing problems concerning balance and objectivity.

## Detailed analysis of websites

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### Ammon

- Ammon is one of the oldest news sites in Jordan. Its modest launching in 2006 from a laptop in a popular coffee shop formed an inspiration for many journalists who hastened to establish similar sites. Although, the old site was one of the first to lay down a "code of conduct" for its editors, yet it did not witness any progress in dealing with issues of gender equality. On the contrary it rather ignored women's presence to the extent that they become invisible from coverage whether as women experts or in the context of family and social relations.
- The site produces a good deal of original content unlike other sites usually satisfied with ready content. However, the absence of women from its journalists' list during the monitored period and monitored contents is a noticeable paradox. Perhaps this contributes to the increase of women's absence within published content which adds to (13%).

## Khaberni

- High professional editing standards characterize site. However, this feature vanishes due to its submission to the hegemony of short and quick material now taking control of online space. It seems that absence of news follow-ups and in depth reports was one of the main reasons for the very weak presence of women in the content with a percentage of (2%) only.
- The coverage of Khaberni is void of any female journalist production during the monitored period as is the case with Ammon.

## Sawaleif

- Sawaleif describes itself as “-ridiculing- the news and erasing the halo surrounding officials and decisions.” In following this presentation and adopting the ridiculing style,<sup>10</sup> it disengages itself from known editing standards and limitations which in turn leave an impact on its commitment to gender equality, as well as just and unprejudiced content against women.

## Al Wakeel

- The site is one of Al Wakeel Media Group which also includes a satellite channel and Al Wakeel sport page. It is also linked to Al Wakeel program which the founder of the group Muhammad Al Wakeel presents on radio Hala one of “Al Raya media group” that belongs to the armed forces.
- Although most of the indicators are close to other sites, yet this site was characterized with the percentage of women appearing as officials or spokespersons, even if their percentage did not exceed (4.4%) as well as ordinary women (8) compared to (31) men.
- The considerable financial resources did not positively reflect in the outcome on fostering the coverage of women issues or gender balance in the site materials.

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<sup>10</sup> *Sawaleif*, website categorization (who are we) link accessed:  
<http://sawaleif.com/%D9%85%D9%86-%D9%86%D8%AD%D9%86/>

## Saraya

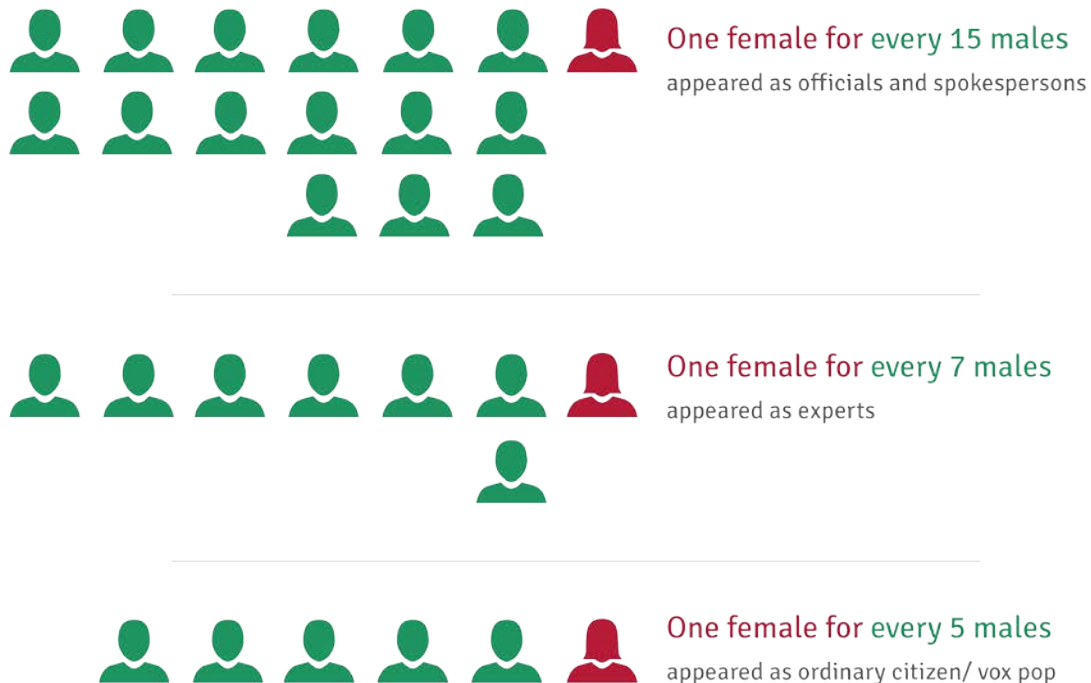
- Saraya is distinguished with considerable names of journalists (26) two of which are women. However, this did not reflect positively in terms of accentuating women's issues and of the percentage of their presence in content which did not exceed (2%).
- It is obvious that the focusing on intensive materials with pictures and the search for thrilling content were on the account of the efforts that could have been put in producing original work that would have fostered the coverage of women's issues and bridge the huge gap between Saraya and other sites.
- Although, the site is distinguished by publishing original detailed reports from time to time, yet this did not contribute to changing the indicators related to women's appearances which reveal the absence of gender related concepts among the journalists.

## Monitoring Radio Stations: Hala, JBC, Rotana, Jordan, Hayat FM, Farah Al Nas, Yarmouk FM, Sawt Al Karak

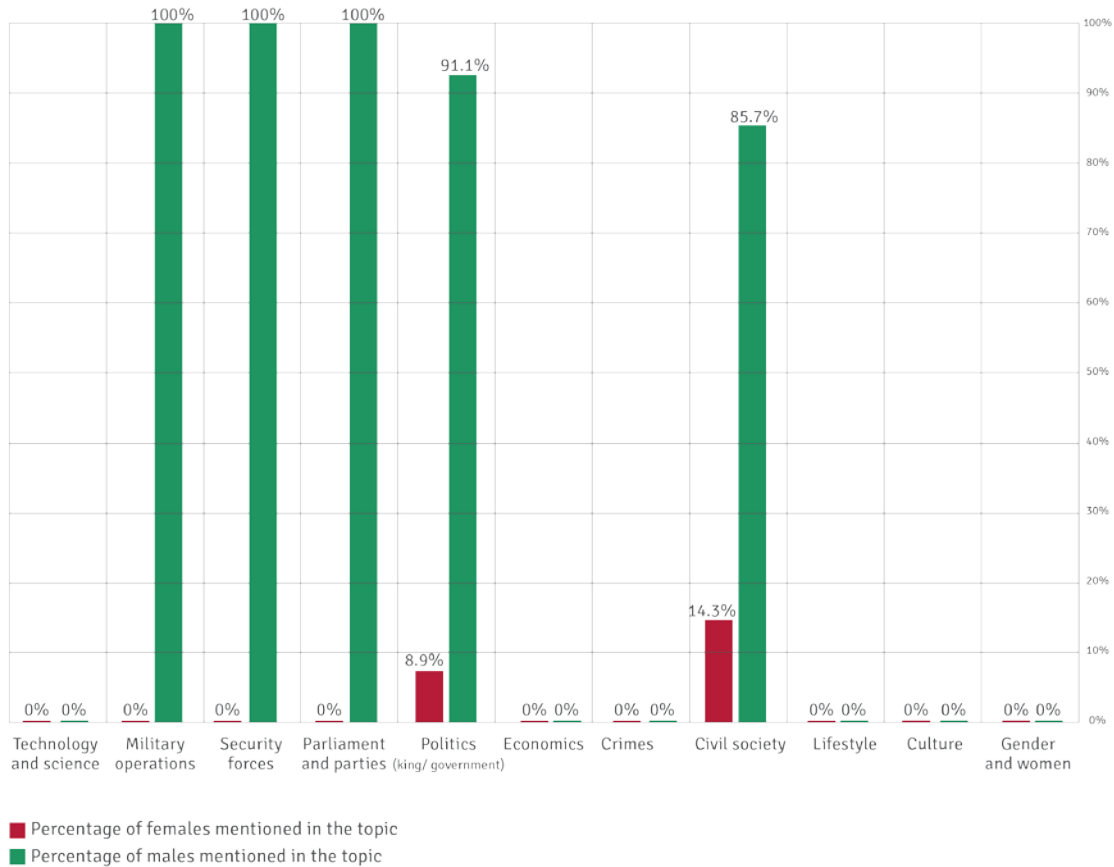
Monitoring process included five sessions of morning program show (Sunday - Thursday) on each radio, with 40 series monitored.

The results of the monitored eight radios displayed that number of women whose names were mentioned; achievements were mentioned; quoted or interviewed were (62) women compared to (412) men. The general average was (1) woman to (7) men with a percentage of (13%) women to (17%) men.

The ratio of women to men, whose names were mentioned or cited or interviewed in radio stations, as officials, experts or ordinary citizens, are illustrated in the following chart:



The proportions of women and men, whose names were mentioned or cited or interviewed in radio stations, classified according to subjects, are illustrated in the following chart:



## Overall Analysis of Monitoring Results of Radio Stations

1. Since the passing of the Audio Visual Media Commission law responsible for granting TV and Radio broadcasting licenses in the kingdom in 2003, the country witnessed a boom in radio numbers which have currently reached to almost 42 radio stations with listening percentages exceeding 45%.
2. Theoretically, radios contributed to increasing awareness and dialogue among people; as well as enriching social debates on several public issues particularly through morning programs distinguished by direct interaction between the program and listeners, in addition to communication with officials to solve the problems raised of citizens.

3. Overall, morning show programs look alike in most of their parts, from songs to music, to broadcasting of news from other media providers and commenting on events related to local and political issues close to listeners' interests. However, the most important feature is the interactive telephone calls allowing listeners to complain and to communicate with officials for comments or perhaps finding solutions for presented problems. The similarity of topics in morning shows is due to how they handle similar events.
4. Nevertheless, the star's traits do not necessarily meet the profession's demands as is revealed by the performance of many host broadcasters, whereas they sometimes blend their presentations with generalization, imbalance and inaccuracy with lack of objectivity and hardly correcting wrong information.
5. It is not unusual - in the absence of professional standards - to find the issue of gender equality at the bottom of the morning show concerns. This is obvious through the rare appearance of female experts or officials. Yet it is worthy to mention that radios precede other media means in terms of women's presence in their content (13%).
6. The presence of women journalists 38%, which is the highest in media, is yet another merit, although it did not reflect positively in covering women's issues or gender equality.

## Detailed analysis for Radios

### Hala Radio

This radio station is one of "Al Raya Media" that belongs to the Armed Forces. The media person Mohammad Al Wakeel is the star of its morning program. He is considered the main attraction for listeners. Radio Hala ranks in second place after The Holy Quran radio with a listeners percentage of 12.7%.

The program acquired power and authority among officials because of its owners which lead the listener to believe that her/his problem is about to be solved better than communicating with other stations. This in turn increased its popularity and dissemination and subsequently its revenues from advertisements.

However, financial resources and propagation are not necessarily in the advantage of a balanced gender approach on the radio, as it ranked among the last radios with a percentage of (5%) of women's appearances and complete invisibility of female experts or

officials. Although the program considers itself at the service of ordinary people, yet the indicators displayed (zero) for women in badia and rural areas as well as working and poor women.

### **JBC Station**

“City Voice” was the radio’s name for several years. It later changed for JBC. It was distinguished since its establishment with two female directors in succession. However, this particularity held no prospects towards fostering women’s presence and appearance in the morning program prepared and presented by two males and one female.

### **Rotana Radio**

Radio Rotana ranks third among radios in Jordan with a percentage of 11.4% listeners. Rotana came first among all targeted radios in terms of women appearances in most of the study indicators, especially women in family context (65%), women experts (50%), and ordinary women (35%) that is in conformity with its announced approaches towards social groups suffering from economical difficulties.

### **Jordan Radio**

It is the first official radio station. The morning program “direct broadcasting” is father of all morning programs. It used to be very popular but unfortunately, it dwindled with the emergence of new private stations which seized a large number of its listeners.

Theoretically, the radio follows the government announced policies on fostering gender equality in media discourse and social reality. However, practically the administration displays deviation from this approach only to prove that women’s presence in media follows individual inclinations more than policies and strategies that remain on paper.

Therefore, women’s presence in the radio content (9%) only reveals that reality as well as the invisibility of poor women, and women in badia and rural areas.

### **Hayat Radio**

All indicators for women’s presence on Hayat FM pointed to absolute (zero) except for female journalist categorization which reached (50%).

However, surprisingly the station with its Islamic approach ignores men as well in most of its indicators as it does women.

## **Farah Al Nas Radio**

A youth team balanced in gender runs this youth society radio that belongs to the Jordanian Hashemite Fund for Human Development (JOHUD). The team has received considerable training through continuous courses provided by its administration. Therefore, the radio achieved relatively good results in terms of women's presence in its content whether as ordinary women or in the frame of family and social relations. This could be due to the targeted morning program for monitoring presented by a female broadcaster unlike regular morning programs on Jordanian radio stations. Yet Farah Al Nas failed to communicate with women in badia and rural areas as well as poor and working women.

## **Yarmuk FM Radio**

The nature of Yarmuk radio as a training station in a university where females presence reaches more than half could be accounted for as one of the factors that participated in achieving medium percentages among radios in terms of women's presence indicators and particularly women journalists (62%).

## **Sout Al Karak Radio**

This radio is similar to Yarmuk FM as a society radio broadcasting from Mu'ata University managed by a staff of volunteered students.

The radio, established in 2009 broadcasts a morning program similar in objectives to other radios and to a certain extent in methodology, yet it remains restricted by its dependency on the university. Therefore, it is not inclined to commercialization, being a non-profit station that does not seek popularity in order to attract advertisers.

In light of the above, some women and men from working classes and farmers appeared on the radio in contrast to other radios.



## Conclusion

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The research clearly revealed that the gender gap predominant in all life domains in Jordan is manifested -more sharply and complexly than expected - in terms of women's presence in all types of media: print, news websites and broadcast.

What became apparent and troubling through this assessment study is that despite the growing circulation of modern information and communication technologies, yet these new tools did not facilitate nor promote – as was expected – the efforts to spread awareness of gender equality concepts and its importance whether politically, economically or socially. On the contrary, the chronic absence of women issues became part of the problem and not the solution.

Some of the reasons are related to lack of gender awareness among a large sector of media persons who graduate from universities and who do not attach importance to the concept of gender equality. They later join the media sector, which in turn does not compensate for the lack of such an approach with adequate courses.

This leads to the critical factor related to media organizations of financial difficulties, from which most of the media suffer and which prevents them from providing training to their employees, let alone consider the gender issue as priority that serves their ambitions of circulation and guarantee the attraction of sponsors' funds in the first place. In other words, they act with the mentality of pure commercial projects aiming for profit and profit only.

The state of alienation between media organizations and women issues intensifies due to the extra time and efforts needed for such issues, which in turn contradicts with the brief appealing news prevailing on the local and international arena.

The search for quick and easy yet exciting and influential information results in the absence of noticeable investigations, and follow-up in-depth journalist reports which usually rely on extensive references. These reports could have granted women a wider space in coverage.

Pursuing the profession as merely a job, in addition to poor capabilities of the press sector, focusing the efforts on the media on city centers explain the invisibility of women and even men in rural areas and badia, as well as the weak representation of the poor and the working class in media coverage.

The media sector is handling and adjusting to their financial difficulties within a short-term perspective, disregarding that gender equality will improve the economy of the country in

general, and necessarily reflect on the financial conditions of the media themselves. We know that the continued the gender gap causes annual losses to the local economy estimated at 11 billion dollars, according to Jordan Strategy Forum.

Civil society organizations could have been relied upon to interact and enlighten journalists and create as well as support approaches that could bridge the gender gap within media. Unfortunately, these organizations are still far off from achieving this goal as their efforts are bent on generalities and not on the proactive mechanisms that might yield tangible results.

The indicators of the study displayed the presence of female journalists participating in the production of the media content to be around (27%) more than those who appear in the media content itself with a percentage of (9%). However, this did not create a difference, which indicates that the presence of female journalists did not leave the hoped for impact on gender balance in the media content. This could be explained by their absence from leadership positions where decisions concerning the approaches and general policies of the media are taken.

This reality calls for a careful study and coordination of efforts towards promoting female journalists to leadership positions in order to create a reasonable balance and tangible impact in bridging the gender gap in media itself prior to its performance in this field.

## Recommendations

The study adopted within its methodology a roundtable in which 15 male and female media professionals representing all local media sectors participated. The meeting was held on 26 February 2018. The outcome of the study was presented for discussion and the participants came out with the following recommendations:

First: Foster the presence of women in leadership positions to ensure the best representation of women in media content.

Second: Call for official media not to settle with contacting government officials only, as there is no gender balance within this category, since women's representation is still limited to (6.8%) only and therefore, would reflect on media content dominated by males.

Third: Apply this type of studies on drama and dialogue programs on TV and radio in order to analyze the quantity and quality of content and determine the extent to which the female factor has been presented in such programs. The aim would be to define the message and image that women have presented through screens, and what type of content was used and its impact - whether positive or negative on the receiver. This would help to find out if women had participated in confirming the stereotyped image as well as society views or were able to upgrade this image. Carry out studies targeting receivers in order to find out their opinion on women's presence in media or study the influence of this presence on the receivers.

Fourth: Seek through training and developing work style in media to foster in-depth reports in which all society sectors of both sexes participate.

Fifth: Update the existing databases on female experts in all fields to facilitate communication for journalists. Put more efforts to circulate the available experts' list and to activate its use and encourage institutions to adopt it.

Sixth: Draft editing policies and code of conduct for each media organization including clear and balanced coverage policies to ensure gender equality in content and foster the way in which issues related to women are being covered in order not to demean or stereotype her role.

Seventh: Adopt a system or monitoring technique that ensures the application of policies and agreements related to gender equality approaches and to make accountable media workers and media organizations that degrade or discriminate against women or men in media content.

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## Gender Glossary

**Gender:** Differences between males and females that are socially constructed, changeable over time and have wide variations within and between cultures. As opposed to biologically determined characteristics (sex), gender refers to learned behaviour and expectations to fulfil a specific image of masculinity and femininity. Gender is also a socio-economic and political variable with which to analyse people's roles, responsibilities, constraints and opportunities. The term gender is not synonymous with women; rather the term is used to refer to human or social attributes concerning both women and men collectively.

**Gender awareness (Gender-sensitive):** Commitment to recognising male-female social inequalities, in order to redress these through addressing women's needs and priorities, and to analyse programmes and projects for the differential impacts that they have on women and men. This awareness includes knowing that women, as well as men, should be involved in consultations about media practice.

**Gender balance (Gender equity):** Balanced presence and participation of women and men in order to bring about equality in specific environment. It is the process of being fair to women and men. To ensure fairness, measures are often needed to compensate for historical and social disadvantages that prevent women and men from otherwise operating as equals.

**Gender-based violence:** Any act that results in, or is likely to result in, physical, sexual, psychological or economic harm or suffering based on male/female lines or on the gender adopted by a person. It usually refers to women and girls, but includes violence against lesbians, gay men and transgender people. It includes threats, coercion, and deprivation of liberty, deprivation of the right to work or earn income, sexual or mental rape, stalking or other forms of harassment, whether occurring in public or private life.

**Gender equality:** Women and men enjoy the same status and have equal opportunity to realize their full human rights and potential to contribute to national, political, economic, social and cultural development, and to benefit from the results. It is the equal valuing by society of both the similarities and the differences between women and men and the different roles they may choose to play. The UN Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) sets the principles of gender equality through ensuring women's equal access to, and equal opportunities in, political and public life as well as education, health and employment.

**Gender portrayal:** Representation of gender roles, behaviour and characteristics.

**Gender stereotype:** Socially constructed beliefs about men & women, often but not necessarily, sexist and negative, which ignore complexity and serve to rule out exceptions and choices.

**Sex-disaggregation or sex-disaggregated data:** Data are cross-classified by sex, distinguishing information for women and men.