

Female's Participation in Electronic and Print Media: Prospects and Challenges in Bangladesh

Abu Hanif Mohammad Sayeduzzaman^{1,*}, Mohammad Shukur Ali², Anisul Ashekeen³, Shamima Akter⁴, Faysal Shameem⁵, Mohammad Asaduzzaman Khan¹

¹Shikshabarta.com, Dhaka, Bangladesh

²Department of English, University of Development Alternative (UODA), Dhaka, Bangladesh

³Mass Communication & Journalism, Rajshahi University, Rajshahi, Bangladesh

⁴Topbright Ltd., Lalmatia, Dhaka, Bangladesh

⁵Department of English, Willes Little Flower School & College, Dhaka, Bangladesh

Email address:

sayedzamanwlfsc@gmail.com (Abu Hanif Mohammad Sayeduzzaman)

*Corresponding author

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Abstract: *Introduction:* Female's participation in journalism, both Electronic and Print Media in Bangladesh, has been increased in recent years and the majority of them leave the field due to a variety of challenges. Stereotypical views, unequal treatment, harassment by male colleagues, and job instability were among the reasons given by female journalists for leaving the field. *Objectives:* The aim of this study was to determine the prospects and challenges of female's participation in Electronic and Print media in Bangladesh. *Methodology:* This was a prospective cross sectional survey based study, conducted across Bangladesh during August, 2020 to August, 2021. *Results:* In this study, the prospects and challenges of female journalism were found almost similar in both the media, but conducive working hours, 17 (56.67%) in Print Media vs 26 (86.67%) in Electronic Media, institutional day care-centre for their children, 30 (100%) in Electronic Media vs 7 (23.33%) in Print Media, fear for physical security, 15 (50%) for Print Media and 7 (23.33%) in Electronic Media, sexual harassment, 13 (56.67%) in Print Media vs 5 (16.67%) in Electronic Media, and digital data safety training 9 (3.33%) in Print Media vs 22 (73.33%) in Electronic Media which were found statistically significant ($p < 0.05$) among the female journalists of Electronic and Print Media of Bangladesh. *Conclusion:* The female journalists of both Print and Electronic media in Bangladesh enjoy almost similar facilities and face almost similar challenges but the major difference noted in having day-care centre in their office for their children, digital data safety training, sexual harassment, physical security and conducive working hours. These significant issues are needed to be addressed for the promotion of female's participation in the field of journalism in Bangladesh.

Keywords: Electronic Media, Print Media, Female Journalism, Prospects, Challenges

1. Introduction

The news media are those parts of the mass media that are concerned with disseminating news to the general public or a specific audience. Print media (newspapers, magazines), broadcast media (radio and television), and, more recently, the Internet are all examples of this (online newspapers, news blogs, etc.). In print media, a number

of female editors braved journalism in the late 19th century, publishing weekly, monthly, and quarterly magazines and newspapers. Journalism is still a challenging work in Bangladesh, where female are discouraged from entering it. Bangladesh has recently encouraged its female to work outside the home. Female journalists make up a sizable

portion of the media workforce. The association between female and the media is an exercise in understanding a dimension of state politics. In Bangladesh, female's representation in the media (both electronic and print) is pitifully marginal. Female are substantially less likely than men to work in the media as professionals. Despite the fact that more female are gaining positions in the media that are somewhat prominent, few understand or have absorbed gender problems and their repercussions. Despite the fact that the number of female journalists is growing, there are still obstacles to overcome. According to a report published in October 2016 by renowned journalist Shahnaz Munni, female journalists make up barely 5% of the print media in Bangladesh and 25% of the mainstream media [1]. To encourage female journalists to continue in the field, more remuneration and recognition are required. Women's participation in journalism, both electronic and print, has increased in recent years, according to experts, although the majority of them leave the field due to a variety of issues. Stereotypical views, unequal treatment, harassment by male colleagues, and job instability were among the reasons given by women journalists for leaving the field. Socio-cultural factors play an important role in advancing or hindering female's access to journalism. Despite the rise in number of female journalists in last few years, only 4% female stay in the mainstream of journalism. Females in some media firms were paid less than male colleagues, according to some reports, and they worked under a lot of social pressure and had mobility issues [2]. While covering public meetings, female reporters have been assaulted and humiliated, and they have been prevented from reporting in the field. Nadia Sharmeen, a journalist on assignment to cover a conference, was violently attacked and taken to the hospital. Her company, Ekushey TV, originally supported her, even paying her hospital fees, but this support faded after a period [3]. In south Asia female journalists are facing discrimination of work assigned, promotional opportunities, sexual harassment, lack of maternity benefits and poor support conditions for working mothers. Yet there are a number of female journalists who still strive to get the story and strive for fair and gender sensitive reportage. They put their lives at risk and try to uncover different and more human dimensions of the conflict they cover, seeking to speak to female survivors to find another story. They learn to survive with courage amidst great odds [4]. This study focused to determine the prospects and challenges of female journalists in Bangladesh.

2. Problem Statement

Female journalists have a number of challenges, the most serious of which is sexual discrimination. Females do not have the same benefits as males when it comes to social security. According to the type of work, female are not considered for all roles. In some of cases females are become victim of salary discrimination. Salary inequality affects

female in various circumstances. Due to family responsibilities, the majority of female are unable to focus on their jobs. This study will address the main principles of prospects and challenges of female participants in print and electronic media in Bangladesh. Some of the obligations and demands placed on female journalists, as well as possible areas for future improvement, will be discussed.

3. Rationale of the Study

There have been very few studies in Bangladesh that have studied the role and challenges of female journalists as well as their demand. Therefore, this study conducted to evaluate the prospects and challenges of female's participants in Print and Electronic Media in Bangladesh.

4. Research Question

What are the Prospects and Challenges of Female's participation in Electronic and Print Media in Bangladesh?

5. Objectives of the Study

General Objective: To determine the prospects and challenges of female's participation in Electronic and Print Media in Bangladesh.

Specific Objectives:

- To evaluate the responsibilities of Female's participation in Electronic and Print media in Bangladesh.
- To find out the demand of Female's participation in Electronic and Print media in Bangladesh.
- Identify socio-demographic status of Female's participation in Electronic and Print media in Bangladesh.
- Highlighting the social security of the Female's journalist in Bangladesh.

6. Methodology

The nature of the study was a survey based cross-sectional study. Both qualitative and quantitative (Mix Method) was applied to find out best possible outcome.

Sampling Technique: Purposive sampling method as per inclusion criteria was applied for the study. Total 60 (30 print and 30 electronic) samples were collected from study population for this study by using statistical formula.

Research Tool: Samples were selected conveniently according to inclusion and exclusion criteria and availability of cases.

Piloting of the research tool: Having prepared the questionnaire, the researcher tested the tool through a piloting program of collecting data. Through this piloting program, the researcher did necessary corrections of the questionnaire.

Data Collection Procedures: Face to face interview was arranged for collecting data. The researcher used the pre structured questionnaires to collect data from the respondents

through face-to-face interview.

Data analysis procedures: Data were edited, cleaned, entered and analyzed using statistical package for social science (SPSS) version 23. Descriptive analysis such as frequencies and mean were used for this study. Both descriptive and inferential statistics was applied for the study. The Chi-square and t test were employed where $P < 0.05$ will be considered to indicate statistically significant differences. The result was presented using table and charts.

Inclusion criteria

- Age >18 years
- Female Journalist

Exclusion criteria

- Age <18 years
- Male Journalist

Sample size

Considering COVID-19 situation we have selected 60 respondents purposively (30 from print media and 30 from electronic media).

7. Results

Table 1. Distribution of the respondents according to age (n=60).

Age Group	Print Frequency (n=30) (%)	Electronic Frequency (n=30) (%)
21-25 Years	10 (33.33)	2 (6.67)
26-30 Years	9 (30)	15 (50)
31-34 Years	7 (23.33)	7 (23.33)
35-40 Years	3 (10)	4 (13.33)
41-45 Years	1 (3.34)	2 (6.67)
Total	30 (100.00)	30 (100.00)
P-Value	0.120	

Table 1 shows the distribution of the respondents by age, where in print media the highest number 10 (33.33%) of the respondents belongs to 21-25 years age range and in Electronic media the half 15 (50%) of the respondents belongs to 26-30 years age range. The age distribution of Print media and Electronic media group did not differ significantly ($p=0.120$) suggesting an age matched study.

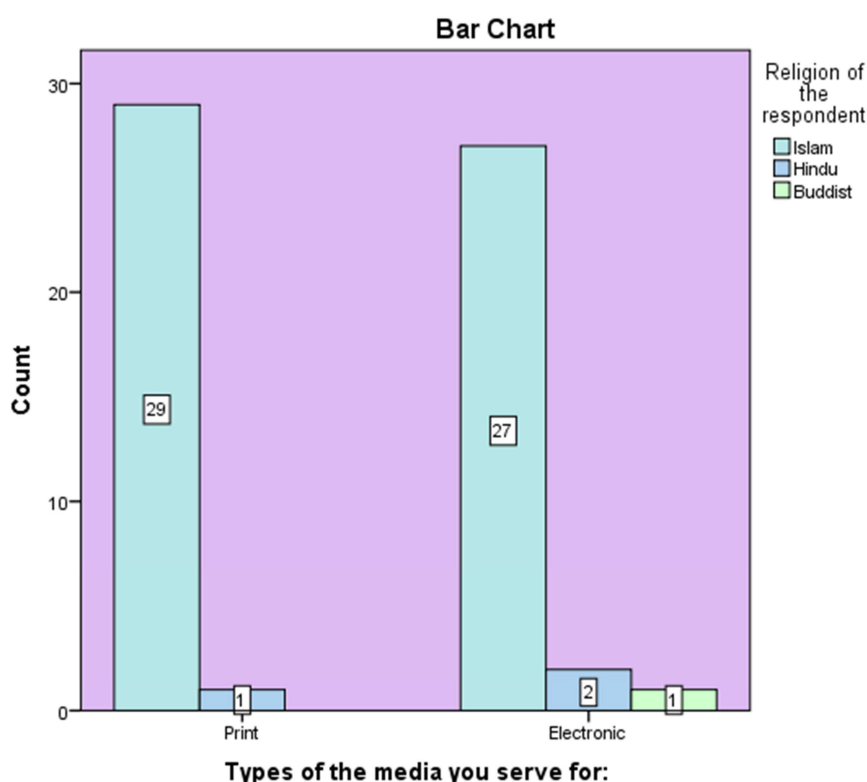


Figure 1. Distribution of the respondents by religion (n=60).

Figure 1 shows the respondents gender distribution. Where in print media most of the respondents (29) are Muslims and in Electronic media (27) are Muslims. The following figure shows the details.

Table 2 shows the Respondent's educational qualification. In print media the highest number 17 (56.67%) of the respondents have completed Honor's followed by 11 (36.67%). In Electronic media half of the respondents 15 (50%) completed Honor's and 15 (50%) have completed Masters. Distribution of the respondents education in print media and electronic media did not differ significantly

($P=0.433$).

Table 2. Distribution of the respondents by Education (n=60).

Education	Print Frequency (n=30) (%)	Electronic Frequency (n=30) (%)
S.S.C	1 (3.33)	0 (0)
H.S.C	1 (3.34)	0 (0)
Honor's	17 (56.67)	15 (50)
Master's	11 (36.67)	15 (50)
Total	30 (100.00)	30 (100.00)
P-Value	0.433	

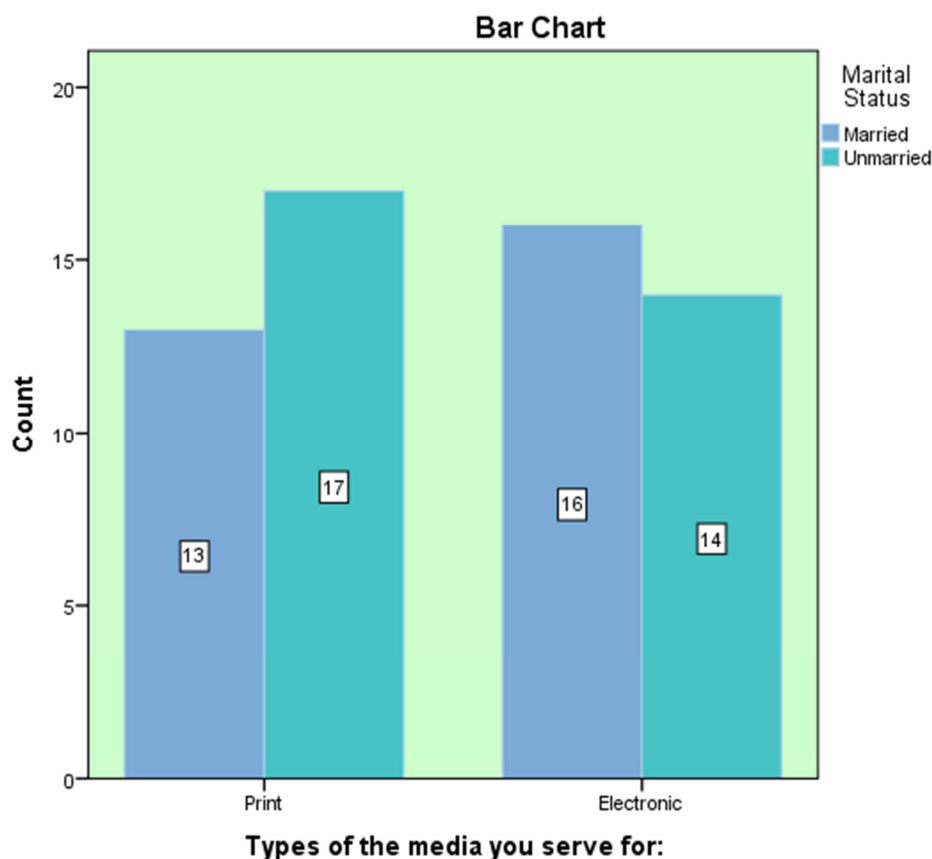


Figure 2. Distribution of the respondent's Marital Status (n=60).

Figure 2 shows the marital status of the respondents. In print media the highest number of the respondents (17) are unmarried and in electronic media highest (16) respondents are married.

Table 3. Job related prospects and challenges among the respondents of print and electronic media (n=60).

Description	PrintFrequency (n=30)(%)	ElectronicFrequency (n=30)(%)	P-Value
Are you member of local press club?			
Yes	19 (63.33)	19 (63.33)	1.00
No	11 (36.67)	11 (36.33)	
Have you received contract paper from your organizations?			
Yes	18 (60)	14 (46.67)	0.301
No	12 (40)	16 (53.33)	
Do you receive an equal salary and others remuneration as compared to your male colleagues			
Yes	14 (46.67)	14 (46.67)	1.00
No	16 (53.33)	16 (53.33)	
Do you get over time?			
Yes	12 (40)	17 (56.67)	0.196
No	18 (60)	13 (43.33)	
Does your organization provide medical insurance cover to female journalists?			
Yes	11 (36.67)	17 (56.67)	0.121
No	19 (63.33)	13 (43.33)	
Does your office has separate toilet/rest room for female staff?			
Yes	17 (56.67)	19 (63.33)	0.598
No	13 (43.33)	11 (36.67)	
Does your organization provide for conducive working hours?			
Yes	17 (56.67)	26 (86.67)	0.01
No	13 (43.33)	4 (13.33)	
Does your institution have day care-center?			
Yes	30 (100)	7 (23.33)	0.005
No	0 (0)	23 (76.67)	
Does your organization provide relevant training?			
Yes	12 (40)	18 (60)	0.121

Description	Print Frequency (n=30)(%)	Electronic Frequency (n=30)(%)	P-Value
No	18 (60)	12 (40)	0.606
Do you think female in this field are provided with equal promotion opportunities as male?			
Yes	14 (46.67)	16 (53.33)	
No	16 (53.33)	14 (46.67)	0.91
Does your organization provide you stress counselling?			
Yes	6 (20)	12 (40)	
No	24 (80)	18 (60)	0.20
Does your higher authority recognize that female employees face specific risks and undertake specific mitigation strategies?			
Yes	11 (36.67)	20 (66.67)	
No	19 (63.33)	10 (33.33)	0.69
Does your office provide you transport at the time of news covering?			
Yes	10 (33.33)	17 (56.67)	
No	20 (66.67)	13 (43.33)	

Table 3 shows Job related prospects and challenges among the respondents of print and electronic media. In print media 19 (63.33%) respondents are the member of local press club and in electronic media also 19 (63.33%) respondents are the member of press club. And the study did not differ statistically significant ($P=1.00$). In print media 18 (60%) respondents received the contact paper and in electronic media also 16 (53.33%) respondents did not receive the contact paper. And the study did not differ statistically significant ($P=3.01$). 16 (53.33%) of the respondents of print media receive an equal salary and

others remuneration as compared to your male colleagues and 16 (53.33%) of the respondents of electronic media receive an equal salary and others remuneration as compared to your male colleagues. 60% of the respondents from print media have mentioned that they do not any overtime and 56.67% of the respondents from electronic media mentioned that they get overtime. Significant results shows in conducive working hours, 17 (56.67%) in Print Media vs 26 (86.67%) in Electronic Media, institutional day care-centre for their children, 30 (100%) in Electronic Media vs 7 (23.33%) in Print Media.

Table 4. Prospects and Challenges in Social Security among the female journalist of print and electronic media (n=60).

Description	Print Frequency (n=30) (%)	Electronic Frequency (n=30) (%)	P-Value
Does family members are in your support regarding your job?			1.00
Yes	19 (63.33)	19 (63.33)	
No	11 (36.67)	11 (36.67)	
Do you fear for your physical security?			0.032
Yes	15 (50)	7 (23.33)	
No	15 (50)	23 (76.67)	
Do you fear for your digital security?			1.00
Yes	17 (56.67)	17 (56.67)	
No	13 (43.33)	13 (43.33)	
Have you experienced threats or abuse in relation to your work?			0.795
Yes	14 (46.67)	13 (56.67)	
No	16 (53.33)	17 (43.33)	
Have you ever faced sexual harassment while doing your job?			0.024
Yes	13 (56.67)	5 (16.67)	
No	17 (43.33)	25 (83.33)	
Have you ever experienced tapping/hacking and/or digital security threats?			0.796
Yes	14 (46.67)	15 (50)	
No	16 (53.33)	15 (50)	
Are female journalists in Bangladesh aware of digital dangers and protection measures?			0.260
Yes	19 (63.33)	23 (76.67)	
No	11 (36.67)	7 (23.33)	
Do you use protection in digital communication including appropriate software and other precautionary measures?			0.108
Yes	16 (53.33)	22 (73.33)	
No	14 (46.67)	8 (26.67)	
Have you taken any digital safety training to keep your data safe?			0.001
Yes	9 (3.33)	22 (73.33)	
No	21 (96.67)	8 (26.67)	
Are you aware of the protection against ICT act?			0.085
Yes	25 (83.33)	29 (96.67)	
No	5 (16.67)	1 (3.33)	

Table 4 shows the prospects and challenges in Social Security among the female journalist of print and electronic media. In print media 19 (63.33%) and in electronic media 19 (63.33%) get family supports regarding their job. And the

study did not differ statistically significant ($P=1.00$). In print media 15 (50%) respondents fear for their physical security and in electronic media 7 (23.33%) fear for their physical security. And the study shows statistically significant

($P = .032$). Sexual harassment, 13 (56.67) in Print Media vs 5 (16.67) in Electronic Media, and digital data safety training 9 (3.33) in Print Media vs 22 (73.33) in Electronic Media

which were found statistically significant ($p < 0.05$) among the female journalists of Electronic and Print media of Bangladesh.

Table 5. Level of job satisfaction among the female journalist of print and electronic media (n=60).

Description	Print Frequency (n=30) (%)					Electronic Frequency (n=30) (%)					P-value
	Very Satisfied	Satisfied	Enough Satisfied	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Enough Satisfied	Dissatisfied	Very Dissatisfied	
You are satisfied in your job	7 (23.33)	12 (40)	3 (10)	6 (20)	2 (6.67)	6 (20)	15 (50)	7 (23.33)	1 (3.33)	1 (3.33)	0.206

Table 5 shows the satisfaction level of the respondents both in print and electronic media. In print media the highest (40%) of the respondents were satisfied followed by 23.33% were very satisfied and 10% enough satisfied. where in the

electronic media the highest (50%) of the respondents were satisfied followed by 23.33% were enough satisfied and 20% were very satisfied.

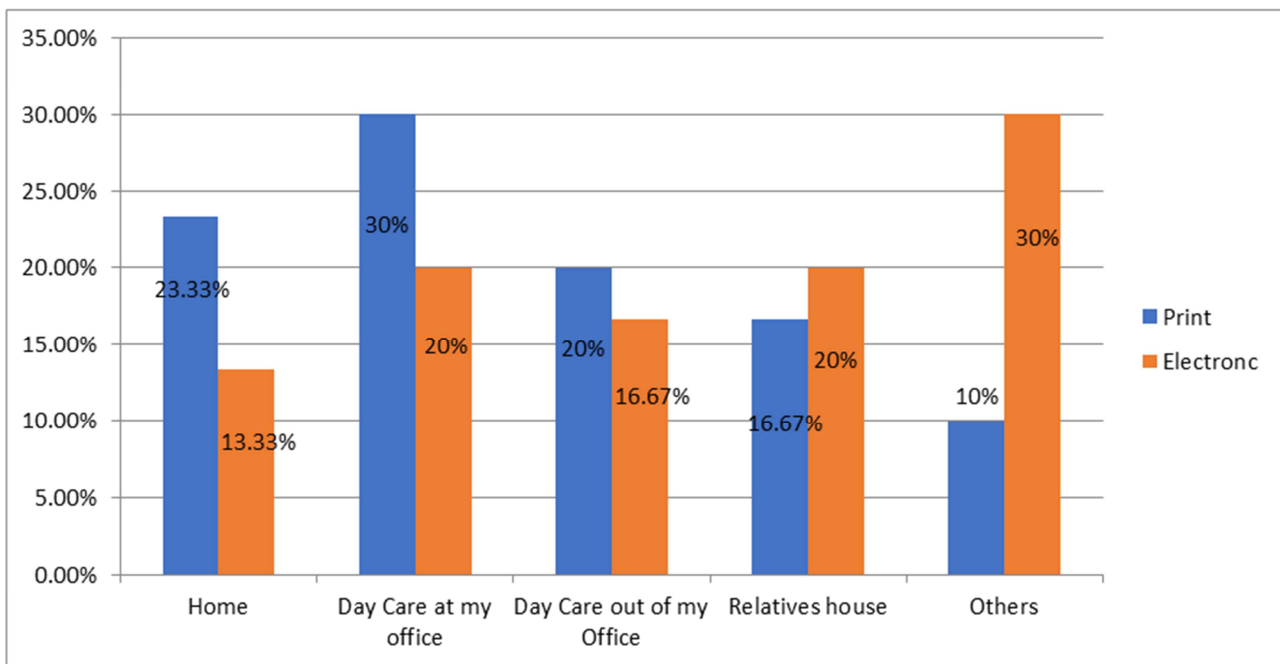


Figure 3. Day care facility for children in job place in print and electronic media (n=60).

Figure 3 shows day care facility for children in job place in print and electronic media. In print media majority 30% respondents keep their children at their office day care followed by 23.33% respondents keep their children at home, 20% respondents keep their children at out of office day care, 16.67% keep their children at their relative's house. In electronic media the majority 30% manage to keep their children in some other way followed by 20% in relative's house, 20% in office day care and 16.67% at out of office day care and 13.33% at keep their children at home.

8. Discussion

In this study the prospects and challenges of female journalism is almost similar as there are no significant difference identified in most of the cases. Only three cases like organization provide for conducive working hours, institution has day care-centre and fear for your physical security was statistically significant among female

journalist of electronic and print media. Journalism is a difficult job in Bangladesh, where women are less encouraged to pursue careers as journalists. In recent years, Bangladesh has encouraged her female to work outside the house. Female make up a sizable proportion of the journalistic workforce. They contribute to the society's economic success while also influencing public perceptions on the development idea and practice. A significant shift in social attitudes has occurred, as seen by women's development in the journalism field [5]. The prevalence of internet abuse is a growing worry for journalists in industrialized nations as well. According to a 2018 survey conducted by the International Women's Media Foundation (IWMF), at least 70% of female journalists in the United States of America encounter various types of internet abuse. Threats of murder, rape, and physical violence in news comment sections are a common occurrence in several regions of the world, not just the United States [6, 7]. It is quite astonishing that female journalists face a significant

amount of online misogyny, especially in many developed Western nations with a strong reputation for human rights protection [8]. A study conducted by *Catherine Adams (2018)* revealed that the scope of the abuse, the damage it causes, and how female journalists are responding to it most of them have been abused, and many have changed their working habits or concealed their identities to escape it. Sexist abuse is increasingly frequently normalized, along with a new type of "invisible" feminism. The abuse is wreaking havoc on women's lives and has a bad influence on journalism and society [9]. Harassment affects journalists on numerous levels: individually, interpersonally, and professionally. The journalists' participants described various coping strategies and highlighted three sources of support: their peers, their organizations, and the general public. Harassment of journalists has always been discriminatory, with female journalists experiencing it more frequently than their male counterparts, and this has spilled over into internet platforms [10].

9. Limitations

This was a prospective study and the researcher conducted this study through purposive sampling technique with a small sample size. So, it did not represent the whole scenario of prospects and challenges of female's participation in journalism of Bangladesh. Therefore, further study is recommended with a large sample size to get the total scenario of female's participation in journalism of Bangladesh.

10. Conclusion

The female journalists of both Print and Electronic media in Bangladesh enjoy similar facilities and face almost similar challenges but the major difference noted in having day-care centre in their office, digital data safety training, sexual harassment, physical security and conducive working hours. These significant issues are needed to be addressed for the promotion of female's participation in the field of journalism in Bangladesh.

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