



# Journalism & Gender

COMMS 201: 2019

REPRESENTATION OF WOMEN IN THE MEDIA

WOMEN AND JOURNALISM

# Themes and issues

- ▶ The representation of women in news
- ▶ Women's entrance into the profession: 'mainstream news', alternative presses and the Women's Pages
- ▶ Women as war correspondents
- ▶ The emergence of second-wave feminism: mainstream news, alternative media and a modified 'women's pages' aka Lifestyle
- ▶ Post-feminist journalism' as market-led journalism
- ▶ How have, or have. women contributed to changing agendas news values and definitions of 'news'?

# Representation in the news media

- ▶ Representation of women in news and media can influence public perception of gender
- ▶ Does women's role within journalism shift those representations?

# Female politicians in media



- ▶ Focusing on women's domestic life – marital status, sexuality, children

<https://auckland.kanopystreaming.com/video/miss-representation-0>

# Female politicians in media

## Jacinda Ardern talks marriage and motherhood with BBC

NZ Herald, Politics, Tuesday, 22 January 2019, 3:18p.m.



The PM says she will leave partner Clarke Gayford go through "the pain and torture" of having to agonise about the question of popping the question himself. (Photo / BBC)



Jacinda Ardern and Mark Richardson clash over questions about her baby plans ▶

Would this have been asked of male candidates or politicians?

# Female politicians in media

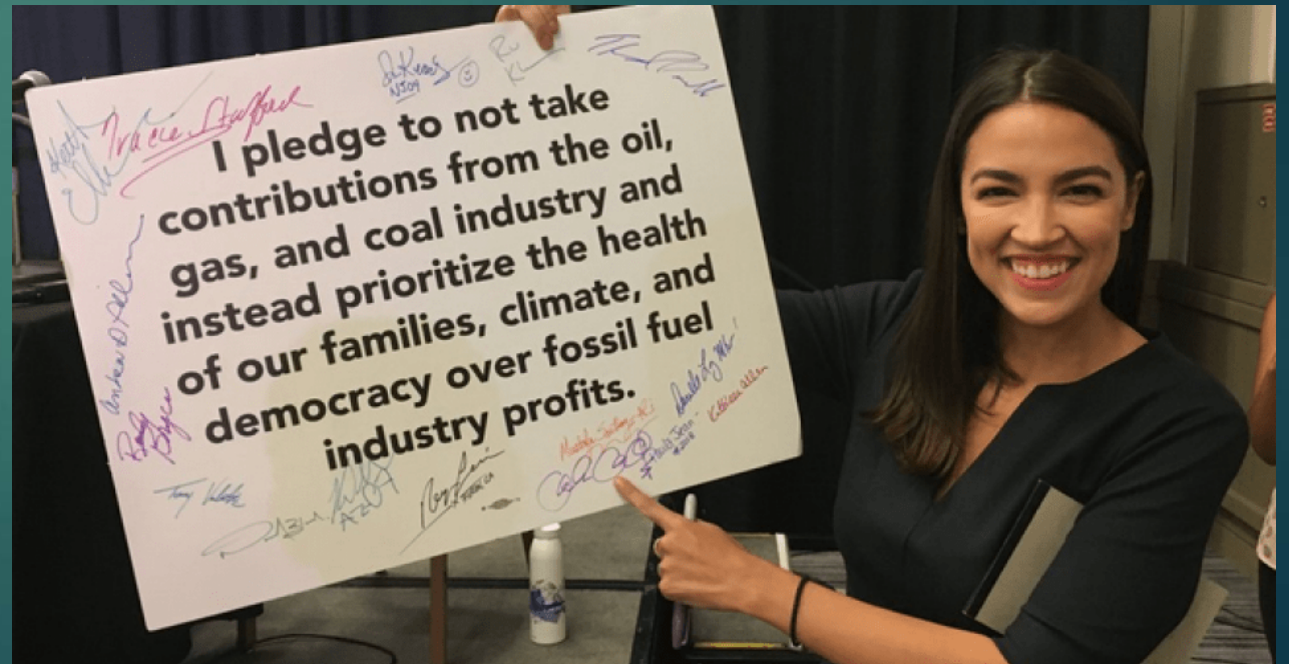
- Theresa May has been married to the same man since 1980 (morally sound: check), doesn't have any children (could be a turn-off for some but it does mean she's less likely to be distracted on the job). She cooks a new recipe every week and goes to church every Sunday: she knows there's more to life than Westminster".

(Daily Telegraph)



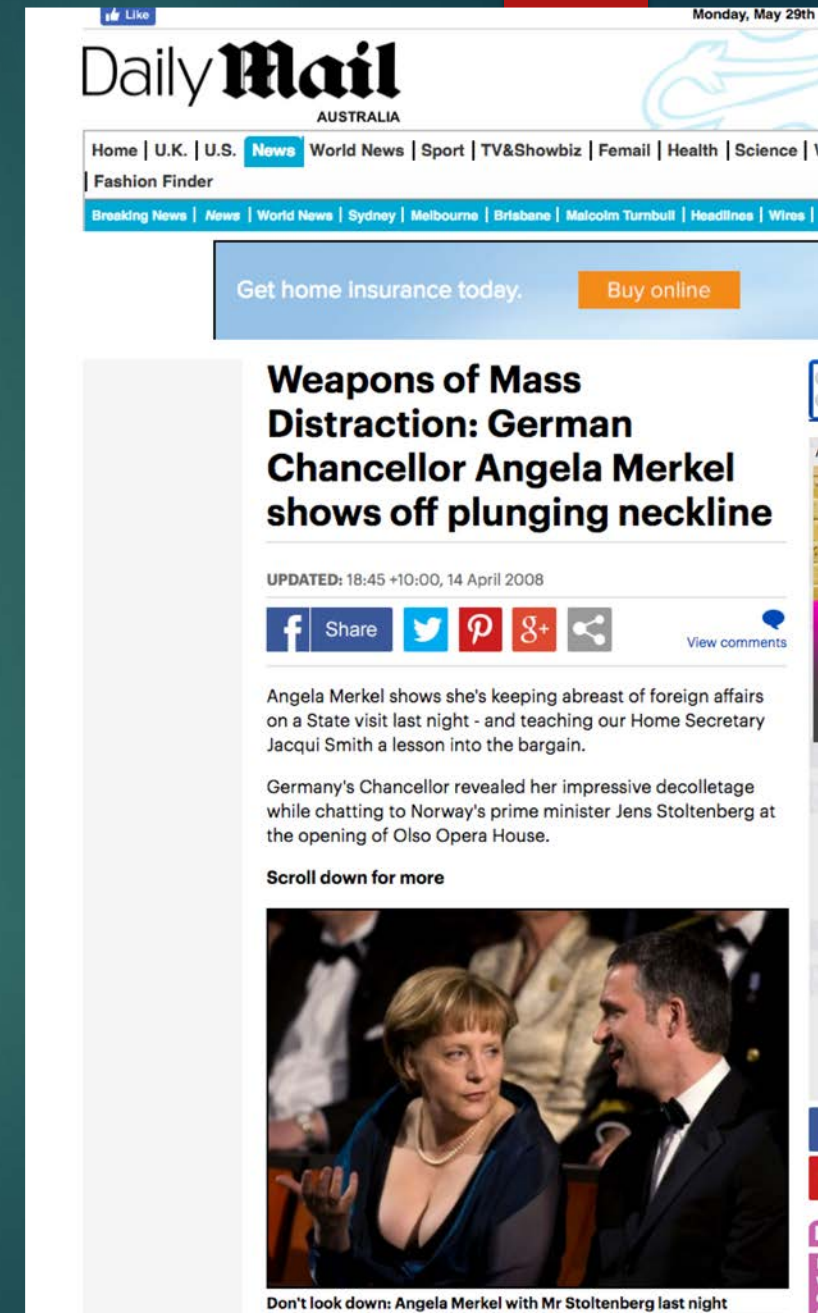
# Female politicians in media

- ▶ “She is the political mirror image of Donald Trump,” said Frank Sesno, former CNN Washington bureau chief. “He’s old, she’s young. He’s far right, she’s far left. What they share is a take-no-prisoners, no-holds-barred approach to politics, and their rhetoric is the brash, sometimes profane rhetoric of our social-media-driven times.”
- ▶ “Being the media darling is fun while it lasts and it is power that can be wielded effectively,” Van Susteren said. “But of course the media can be like a bad date — fickle. You can get dropped fast, not even a ride home.”
- ▶ Attaching women to powerful men
- ▶ Gendered language
- ▶ Saying they get ‘emotional’ is unstable



# Female politicians in media

- ▶ Discussing their looks
- ▶ Commenting on their voices – ‘angry, shrill etc’



# Battle of the Babes

THE LISTENER

## Nicola Kaye vs Jacinda Ardern

*by Jonathan Milne / 24 September, 2011*

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*The battle for Auckland Central has been dubbed the Battle of the Babes.*



# Consequences of coverage

- ▶ Sexist rhetoric has consequences
- ▶ Perceived as less likeable, empathetic, trustworthy, effective, qualified.
- ▶ Favourability ratings drop; people become less inclined to vote for them
- ▶ Once in power, sexist coverage can undermine women's ability to govern.



# Women Journalists – History



1909 trades fair

Three threads continuously interwoven

- ▶ Women journalists within traditional media
- ▶ Women's alternative media
- ▶ Gossip columnists and celebrity media

# Feminist Press

- ▶ Some women, often identified as feminist, have chosen to work outside the mainstream, unable to access jobs or distrusting news culture.
- ▶ The nineteenth-century feminist or radical press enabled women to take on ownership, decision-making and editorial roles, and to participate in the public sphere on their own terms.

## WOMAN'S JOURNAL AND SUFFRAGE NEWS

Vol. XLV. No. 10 SATURDAY, MARCH 6, 1903 FIVE CENTS

### PARADE STRUGGLES TO VICTORY DESPITE DISGRACEFUL SCENES

Nation Assured by Open Invitation to Women—Contest Wins Popular Sympathy—Congress Orders Investigation—Selling Object Lesson

WASHINGTON, D.C., March 5.—The parade which was held in this city today, for the purpose of raising money for the National Woman's Suffrage Association, was a most successful one. It was held in the city of Washington, D.C., and was attended by a large number of people. The parade was held in the city of Washington, D.C., and was attended by a large number of people. The parade was held in the city of Washington, D.C., and was attended by a large number of people.

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### ARMENIAN WOMEN IN NEW JERSEY

They Have to Suffer a lot of Hardship and Distress in New Jersey



The Armenian women in New Jersey are suffering a lot of hardship and distress. They have to work hard and long hours for very little pay. They are also suffering from discrimination and prejudice. They are not allowed to vote and have no say in their own lives.

### MISSISSIPPI WOMEN CAMPAIGN STATE

They Have to Suffer a lot of Hardship and Distress in Mississippi

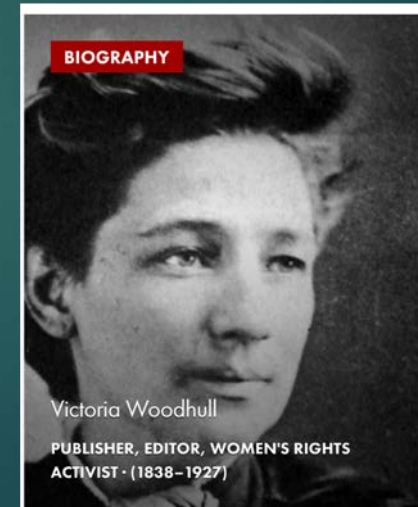
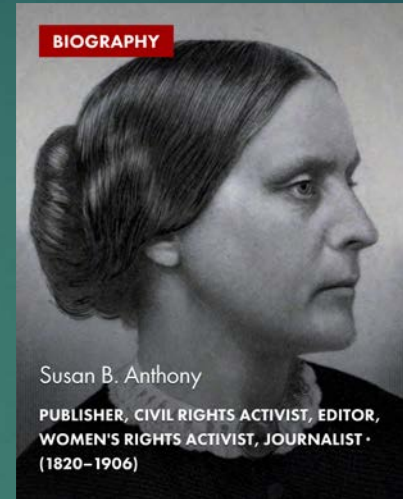


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# Feminist press and suffrage

- ▶ Many activists were also journalists, combining conviction and the need to express their convictions.
- ▶ Women also experimented with distinctive ways of working through cooperative and collective management styles.



# The Women's Pages—Part 1

THE HAWAIIAN STAR, SATURDAY, JANUARY 13, 1912.

## Things to Interest Our Woman Readers

### AND BACON ARE PAPER BAG CONQUESTS

Nothing of Perfect Roast Mutton, Layer Beef and Pork, and Cutlets for the Nursery and the Delicate Stomach.

**GENERAL DIRECTIONS**—Put the paper bag cooking pot on the fire, and when it is hot, add the fat, and when the fat is hot, add the meat, and when the meat is browned, add the vegetables, and when the vegetables are cooked, add the sauce, and when the sauce is thick, add the seasoning, and when the seasoning is done, add the garnish, and when the garnish is done, the dinner is ready.

### Heart and Home Talks

By Barbara Boyd

HOW TO BUY WEAR IN DRESS GOODS.

The woman who must consider economy wants what she can dress down, and she will not be satisfied with anything that will not give her the most for her money. She will not be satisfied with anything that will not give her the most for her money. She will not be satisfied with anything that will not give her the most for her money.

### MACARONI

Macaroni in one form or another should appear on every table several times a week. The many families have only one way of serving macaroni. That is as a salad, and instead of the little macaroni being used it is put in a large bowl, and the sauce is poured over it, and it is served as a salad. This is a mistake. Macaroni should be served in many different ways.

### FEW SUGGESTIONS ABOUT EDUCATION OF CHILDREN

There are many different ways of educating children. Some parents are very strict, and some are very lenient. Some parents are very religious, and some are very secular. Some parents are very educated, and some are not. The result is that children are educated in many different ways, and the result is that children are educated in many different ways.

### Recipes Girls Should Know

**Pleasant Halibut.**—Take the skin of a fish, and cut it into strips, and fry it in oil, and when it is done, add the sauce, and when the sauce is thick, add the garnish, and when the garnish is done, the dinner is ready.

## THE GIRL WHO DRESSES IN ONE COLOR SAVES MONEY

- ▶ By the 1890s, became staples of newspapers
- ▶ Staffed by women journalists
- ▶ Restricted and politically conservative understanding of women's interests – domestic, society news, children
- ▶ Less newsy, a 'pink ghetto'
- ▶ Some women felt ghetto-ized others were happy to participate.
- ▶ Kay Mills, From the Woman's Page to the Front Page

# The 'gossip columnist' & agony aunt


Nellie Bly (1864–1922)

(1861–1951)

**Dorothy Dix's Letter Box**  
Advice About How to Attain Happiness  
Pointers on Problems of Conduct

Dear Miss Dix—Any worth-while man has ambitions toward which he is constantly working. As success and advancement come his wife must keep step with his progress unless she is a handicap to him. A wife who simply remains a housekeeper with her mind entirely filled with family and household matters cannot have any share in her husband's mental life if he has gone on broadening his interests and improving himself. She is more or less in the position of a servant, through her inability to longer be a companion to her husband. This is at the bottom of much of the domestic unhappiness we see about us and explains, if it does not justify, much of the philandering of husbands who seek abroad from other women the understanding their wives cannot give them. I wish you would impress on girls the necessity of trying to keep up with their husbands intellectually.

**A MAN.**



1872—1945

# Female journalists – The War



Faced constant discrimination, that they would need 'looking after' by the soldiers

Focus on people's stories, the soldiers and the victims of war, rather than strategy, 'bombs and bullets'.



US troops with women journalists

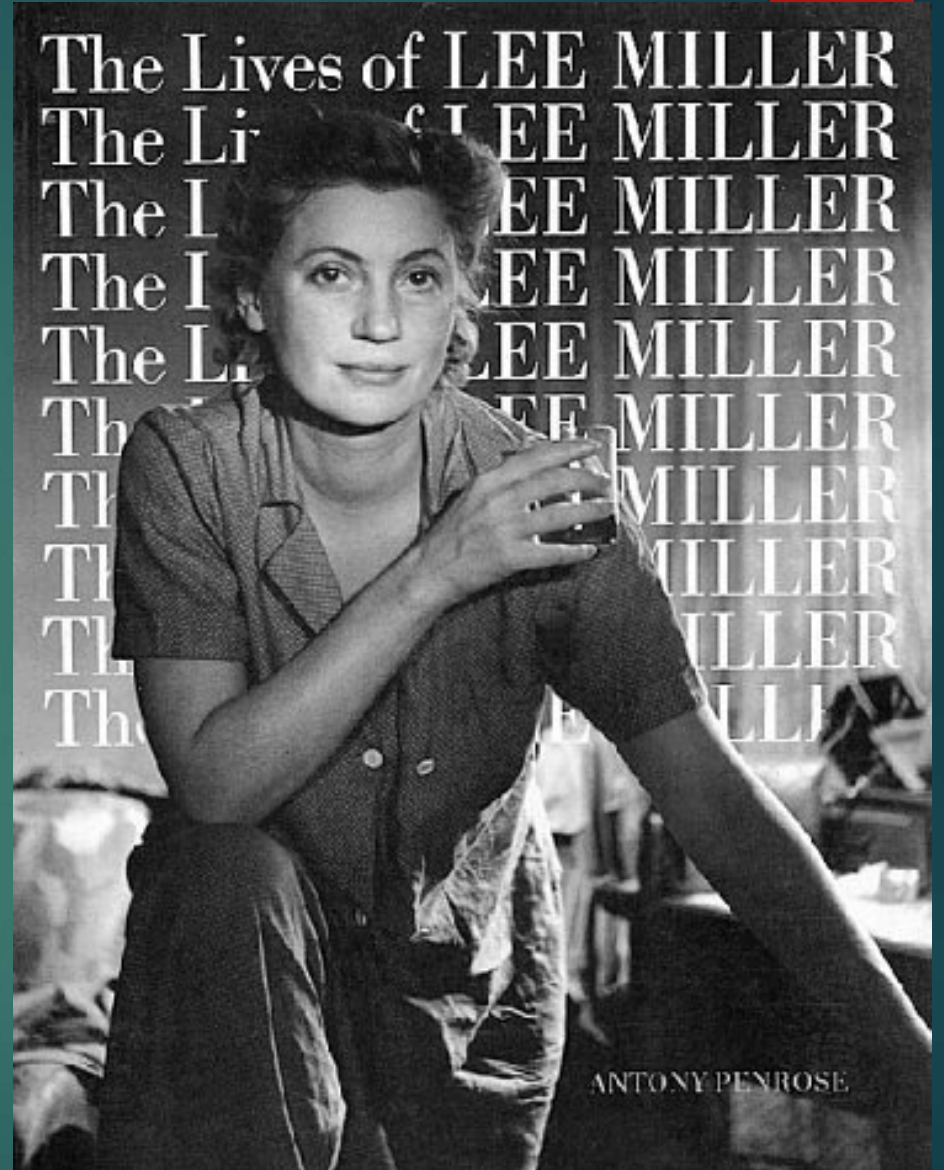


Martha Gellhorn

"I have too frequently received the impression that women war correspondents were an irritating nuisance," Gellhorn wrote in a letter to military authorities.  
"I wish to point out that none of us would have our jobs unless we knew how to do them and this curious condescending treatment is as ridiculous as it is undignified."



By 1942 Miller was accredited as a war correspondent by Vogue pleased to have a reporter to cover 'women and war'.

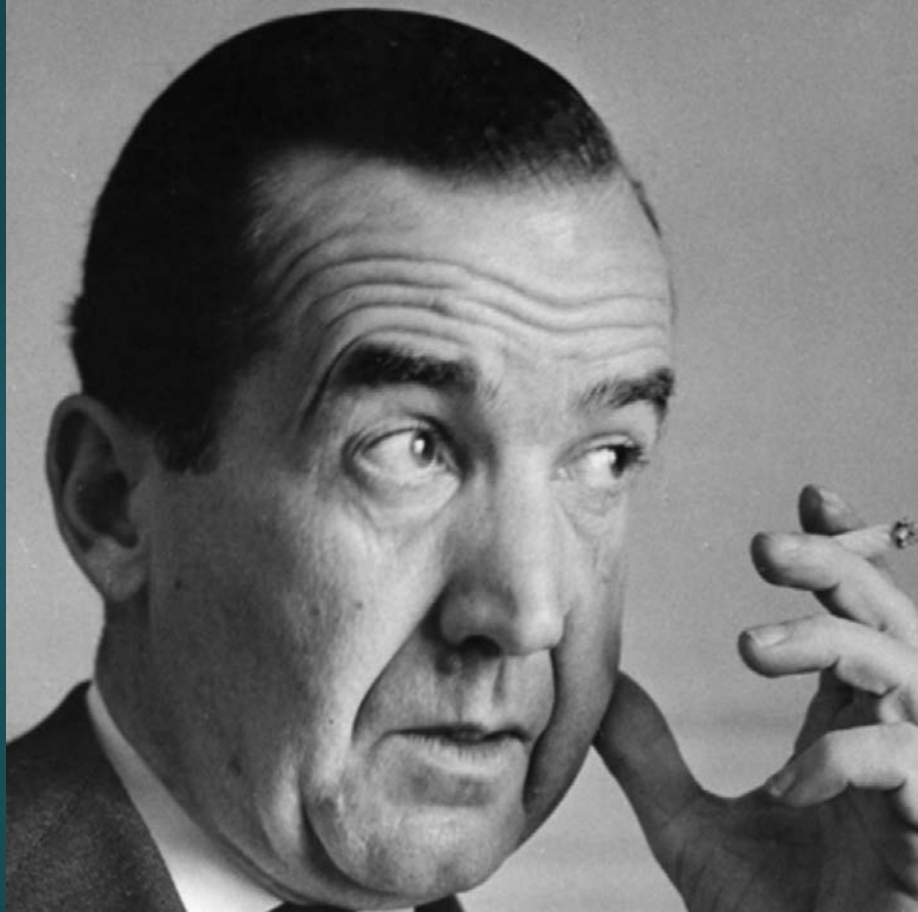


Lee Miller

# Summary – 1850s-1950s

- ▶ Women began as journalists in the mid- to late 1800s, often accessed jobs through fathers and husbands
- ▶ Suffragists created their own alternative presses in the early 1900s
- ▶ The Women's Pages were added to newspapers due to advertising and female consumption
- ▶ Women journalists were need to cover 'women's issues'
- ▶ The women's pages were largely conservative - heteronormative family structures.
- ▶ Some women managed to escape the 'pink ghetto' into hard news
- ▶ WW2 offered women such opportunities on the front but also at home replacing men

# Female Journalists - a foothold



# Women journalists on radio



# G.E. DESIGNS NEW 32 lb. "PERSONAL" TV

*Goes where you go...*



SMART TWO-TONE CABINET in terra cotta and ivory. Built-in antenna. Chromium coated handle. Model 14T009, above, left, in gray and ivory, Model 14T008.



PATIO OR PICNIC— you need never be without your G.E. TV! Just bring it along. Little more fun with Portable TV!



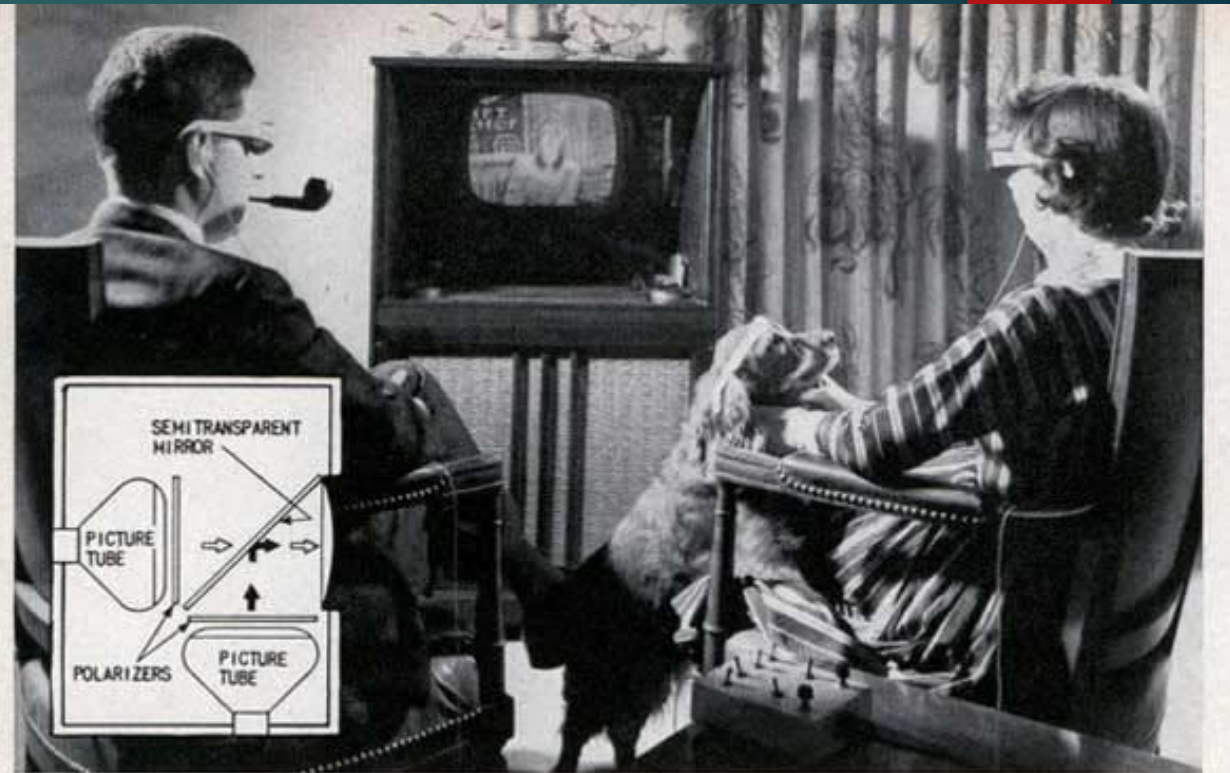
ROOM TO ROOM television is easy with G.E. Personal TV. So light and so neat, you can carry it wherever it's needed most.



FOR THE KITCHEN, to lighten household chores...you catch shows you like to see, while hubby watches the football game!



TOPE FOR TRIPS! Your new G.E. Portable TV tucks easily into luggage compartment. Light enough to carry anywhere!



## Two-Headed TV Set Displays Two Different Shows at Once

Two people can enjoy different TV programs at the same time with a new set. The experimental Du Mont Duoscopic is actually two receivers in one cabinet, with two chassis, two sets of controls and two viewing

tubes mounted at right angles (inset). A semitransparent mirror superimposes the two pictures, but each viewer sees only one show by watching through polarizing spectacles. Earphones handle the sound.

Lynn Spiegel, Make Room for TV

Raymond Williams, On Television

Too much traffic for one TV?



Now... see what you want to see  
with new G-E TV from \$99.<sup>95</sup>



**REZEPT:** Gießen Sie Mandarinen- oder Apfelsaft in eine Schüssel und geben Sie dazu, je nach Geschmack, auch noch ein wenig Zitrusöl hinzu. Rühren Sie gründlich um. Geben Sie das Ganze in einen sauberen, in den Gefrierfach abgetaucht (Kühlschrank) bereits abgekühlten Eimer. Gefrieren lassen. **(200 kcal)**

**NEW! 16-Track CD**—Here your favorite songs get another great twist: from space-rock to science fiction. *Starlight Symphony*—Aston K. Krumholz. Title—super-power tune from *Starman*. *Starman*—And what else?

[illegible]

Wanted Dad wants to watch the game. Stick and his, the cooking show... there's too much stuff, but the TV is inside. It's easy to have a TV for everyone to fill in more fun games. Starting at \$100, there are some fun things with a good price. You'll find a G.E. "Daylight Bulb" that makes the picture as clear as you can turn with shades up, light on... even in the open for G.E.'s new 11th, possible that "game when on" the Automatic Clock TV, the standard 24-inch model, all low-price for your G.E. television shop. General Electric Company, Radio & Television Department, Harrison, N.J. 07033, New York.

DOI: 10.1002/for

*Progress Is Our Most Important Product*

# First female TV news readers, BBC and NZBC

Nan Winton and Angela D'Audney  
(c. 1960)



# WOMEN'S PAGES — PART 2

THE GUARDIAN Monday March 8 1971

THE WORD "polemic" comes from the Greek for "war" (a Webster is a lovely thing, God wot) and once upon a time it meant aggressive controversy, disputatious discussion. Nowadays a polemic is, on the whole, a much more inward thing; though in theory still controversial and disputatious, in practice it is not because it rarely reaches any audience likely to find it so—it is, for the most part, a rousing sermon to the long-converted. As a commentator said recently about Bernadette Devlin, now lecturing across the United States, "She has the true gift of the polemicist in that she articulates views that her listeners believe they have long held but never quite known how to express."

Polemics are an integral part of any minority's fight for a place in the sun, since one of the vital ingredients of success is to instil into the minority psyche a confidence in the rightness of its cause, not as easy as it sounds because victims tend to think they deserve their fate. And oppression postulates two other factors: the oppressed are less well educated than their oppressors (at least by the oppressors' definition) and they are also kept in very close contact, either as the oppressors' labour force or as personal servants.

The first factor, lack of education, involves an inability to express emotion in terms of reason and fact, partly because the emotion (the sense of injustice) is too strong to be acceptably compressed and partly because there are very few shared facts. Classical flat geometry is a logically perfect system if you accept the basic postulates; if you don't, the whole system crashes to the ground—what is a fact to the oppressor is nothing of the sort to the oppressed.

And then, of course, at some stage in the history of any liberation movement, comes the realisation that to



JILL  
TWEEDIE

## War of words



Valerie Solanas



Elizabeth Manners

to appropriate the appearance of worth through money, prestige, 'high' social class, degree, professional position and knowledge and by pushing as many other men as possible down professionally, economically, socially, and educationally."

Within Miss Solanas's polemic, all men and a goodly number of women are outsiders, pushed out willy-nilly by her extremism and contempt for their humanity (she bypasses the "other point of view" with a vengeance). Oddly enough, this month brings another book, to be published by Cassell, which is also a polemic, though this time more subtle and on the side of the silent majority—aren't the silent majority getting very noisy?). And this time I still feel the faint bruising as that door slammed in my face for a change. Miss Elizabeth Manners is headmistress of Felixstowe College for Girls and her book, "The Vulnerable Generation" is a plea to an older generation to stand firm in their ideals against what she regards as a sex-ridden trash-orientated society out to corrupt and exploit teenagers. Thus far, well and good.

But the polemicism, the door banging, starts with the preface and continues throughout the book—Miss Manners makes it clear that anyone so intransigent as to criticise any opinion of hers stands condemned as a trendy critic who reaches "for the vitriol at the very mention of the standards which I should like to see upheld and for whom *decent* is a pejorative word." She also, and cunningly, points out: "I am not a professional writer, still less am I a professional psychologist, sociologist or educationist. I do not claim to be expert in anything at all..." By doing this she invokes the "too clever by half" syndrome in her non-expert readers and defines anyone



—picture by E. Hamilton-West

## Words in action

ALL DEMONSTRATIONS are fleshed-out polemics, happenings that have more to do with reinforcing solidarity within the ranks than luring spectators from pavement or box—conversions will come later, as fall-out comes.

And so it was with the Women's Lib demo on Saturday. I went unreasonably fearful that me and my friend Ivy would be alone stomping down Regent Street, running the sneering gauntlet of Saturday shoppers. But

Communicators themselves, they communicated the women's case—men, men, men, grouped at the foot of a soaring phallus with Nelson, a man, at the top.

"Look at you all," said a girl to a male photographer. "If that doesn't tell you something about equal job opportunities, I don't know what will."

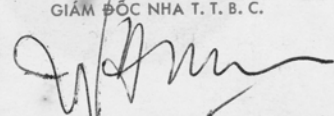
The photographer looked as superior as a man can in a howling blizzard. "I'd like to see you going into a shower room full of naked men after a Cup Final," he said. "I'd like

# War in Vietnam – 1960s-70s



<https://vimeo.com/74161227>

Ông (Bà) Miss. BEVERLY DEEPE  
chức vụ Phóng-viên  
cơ quan Tuần báo Newsweek  
được làm phóng sự (lấy tin, chụp ảnh, quay phim) cuộc duyệt binh cùng các tổ chức chính thức kỷ niệm ngày Quốc Khánh 26-10-1963 (trừ vào dinh Gia-Long phải có giấy phép riêng). Yêu cầu các Cơ quan An Ninh dành cho đương sự mọi sự dễ dàng để làm phận sự.

Saigon, ngày 22 tháng 10 năm 1963  
K. T. TỔNG GIÁM ĐỐC THÔNG TIN,  
GIÁM ĐỐC NHÀ T. T. B. C.  
  
Nguyễn-văn-Huân

# Women war correspondents

- ▶ Women war correspondents such as BBC reporter Kate Adie were achieving prominence and notoriety.
- ▶ Critics accused Adie of being sympathetic after Gaddafi's adopted daughter was killed by US bombs in Libya.
- ▶ She was plagued with insults about her hair and jewellery.
- ▶ Like women politicians, their lives are scrutinised and criticised: for their single status, for risking their lives as mothers (Yvonne Ridley)
- ▶ Again issues on the nature of coverage – the same or a greater focus on personal stories and women's issues in war.



# The Women's Liberation Movement

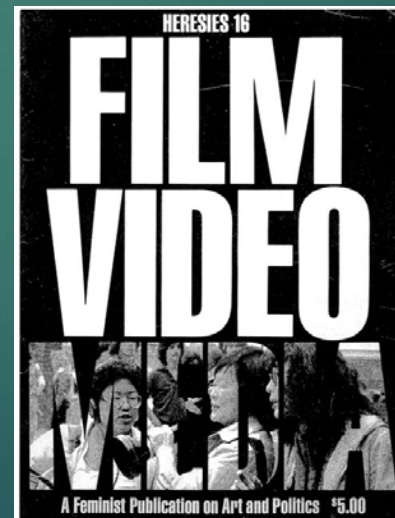
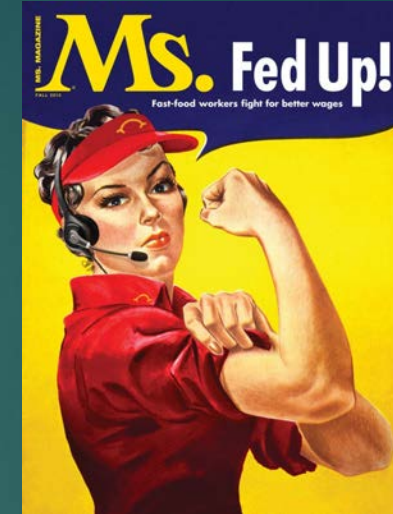
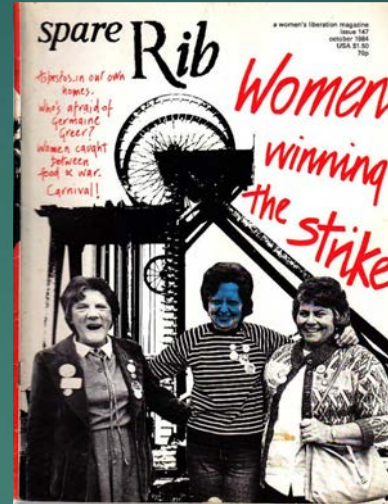


- ▶ Second wave of feminism (suffragettes – first wave)
- ▶ Profound influence internationally, massive potential
- ▶ Slogan 'personal is political', used consciousness-raising as political strategy
- ▶ Emphasised structural discrimination and posited structural as opposed to individual transformation
- ▶ Women working both 'within the system' as journalists or without, writing own publications

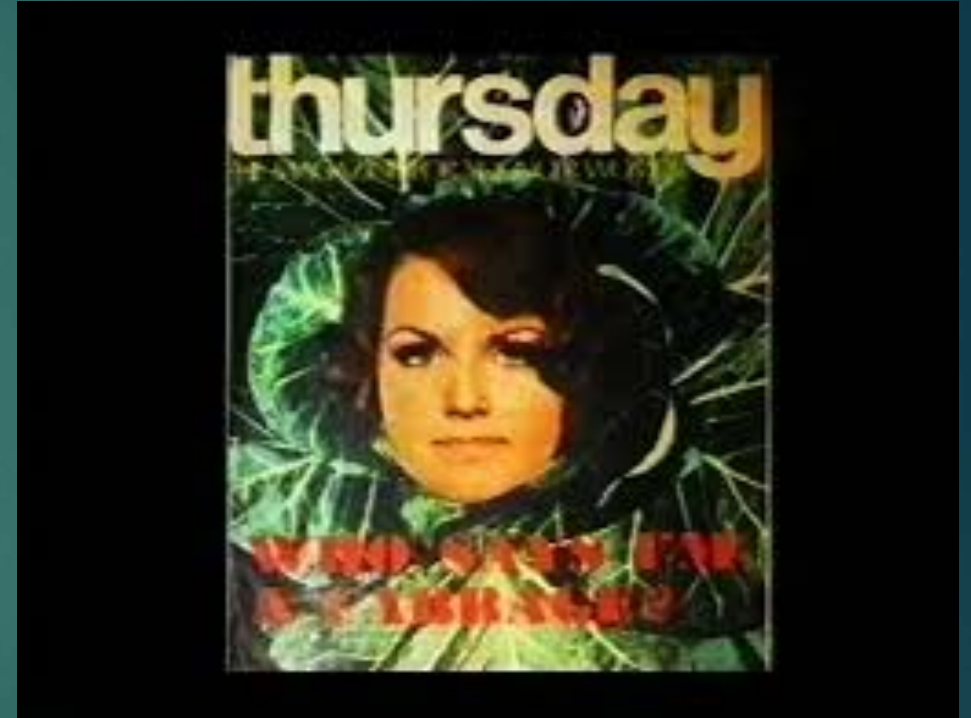
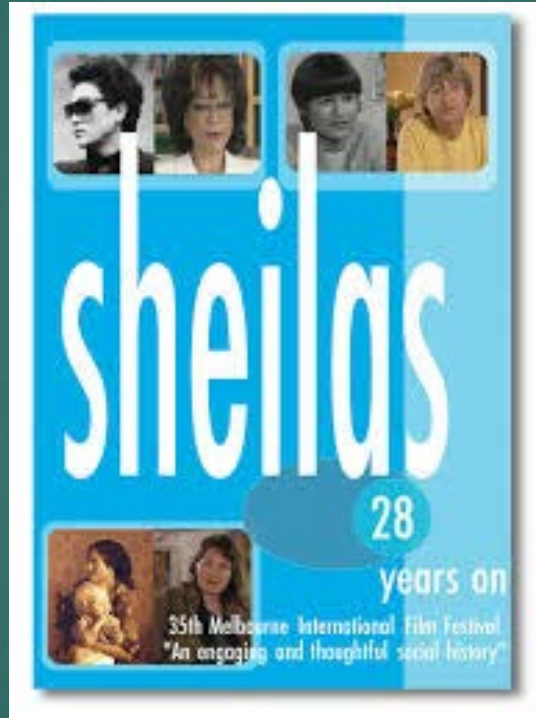


# Women's media – 1970-80s

- ▶ The 1980s was the era of popular feminist magazines, varying degrees of radicalism
- ▶ Independently produced magazines that contributed to the redefinition of women's news and politics
- ▶ Eschewed the 'women's pages'
- ▶ Treated the public as citizens rather than consumers - 'the personal as political'.
- ▶ Often experimented with non-hierarchical, collective work styles
- ▶ Although said to be dominated by white middle class heterosexual women, there is plenty of evidence of diversity.



# Sheilas: 28 Years On



Marcia Russell – first women news reporter at The New Zealand Herald, founded TV3, editor of Thursday, 'thinking woman's' weekly. <https://www.nzonscreen.com/title/sheilas-28-years-on-2004>

# Television anchors



<https://auckland.kanopystreaming.com/video/miss-representation-0>

# Post-feminist news


- ▶ Post-feminism: highly contested term. Claims to advance women's issues but through feminine individualism
- ▶ Undoing feminism while appearing to engage with it.
- ▶ Under facade of 'choice', freedom and feminine autonomy, represents a de-politicisation of women's issues.
- ▶ Converges neatly with market-led journalism - celebrificaton, confessional news
- ▶ Close to PR and entertainment

**VIDEO** 410

## Kellyanne Conway: Women's March Participants 'Just Have a Problem With Women in Power'

by Alex Griswold | 9:59 am, February 23rd, 2017

[Tweet](#) [Share](#) [reddit](#)



**Crisis in East Africa**  
Urgent Needs: Water, trauma counselling, nutrition for malnourished children.

**MORE FROM ABRAMS MEDIA** by Taboola




### My boom and bust boobs: What it's like to suffer the agony of enlargement surgery - only to realise you've made a terrible mistake

By CHRISTA D'SOUZA  
UPDATED: 03:40 +10:00, 4 July 2009

[Share](#) [Twitter](#) [Pinterest](#) [Google+](#) [Facebook](#) [LinkedIn](#) [Email](#) [Print](#) [View comments](#)

For years we marvelled at Victoria Beckham's pneumatic breasts and wondered if they could actually be real, or whether, as most of us suspected, they were the work of a rather misguided surgeon who clearly felt that a pair of breasts were supposed to look like two halves of an orange plonked unceremoniously on the front of a woman's torso.

Nonsense, said Posh, they're real and I'm proud of them.



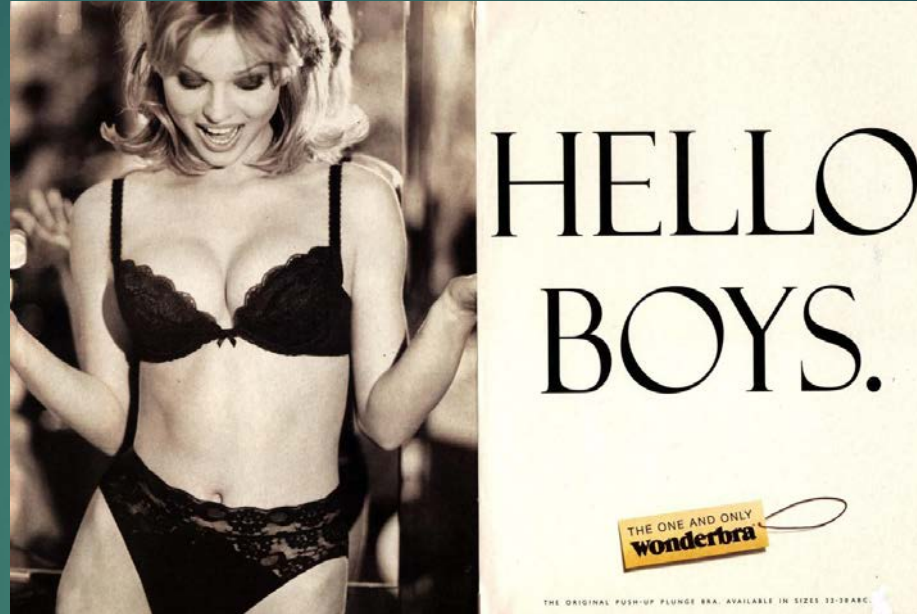
Enlarge

MailOnline

# Hello Boys

## *Post-Feminism and Beyond Angela Mcrobbie*

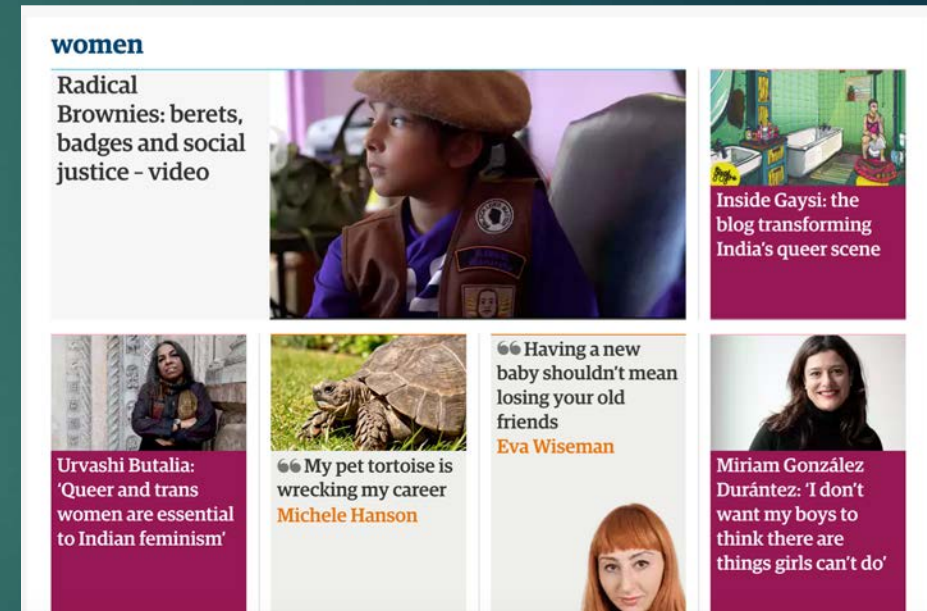
From the late 1990s, I kept being drawn to media images which were intended to provoke some imagined group of (always humourless) feminists. These images appeared to reverse the clock, turning it back to some earlier pre-feminist moment, in a rather tongue-in-cheek kind of way.



The prevailing use of irony suggested a caricature of a kind of extreme, and usually man-hating feminism, while at the same time acknowledging that a more acceptable form of feminism had by now entered into the realms of common sense. The famous 'Hello Boys' Wonderbra billboard advertisement was the most obvious example. The rhetoric of this image proposed the deviant pleasure of being 'politically incorrect' with force and energy.

# Is writing gendered?

- ▶ A mixed scene - more stories address women's issues
- ▶ Women journalists are more likely to draw on female & 'ordinary people' sources
- ▶ They focus more on social problems, sex crimes and protests, & on women's issues - reproductive rights, education, divorce
- ▶ Women triggered a shift to human interest news and on personalising issues



# Women's status in journalism today

- ▶ Women have gradually gained critical mass in certain segments of the profession in the last two decades.
- ▶ More accommodating working arrangements have been introduced that benefit women, including flexible hours and job shares.
- ▶ BUT The 'glass ceiling' has yet to be shattered; men continue to dominate senior management positions.
- ▶ Women leave the profession early - deterred by barriers to advancement, lack of childcare facilities, long hours, or masculine values within newsroom
- ▶ Sexism in the newsroom (#metoo), and in media representation, persists.
- ▶ The articulation of gender within journalism remains complex, with notions of feminism, 'post-feminism' threaded through and the maintenance of the 'women's pages' through Lifestyle, Focus, Viva sections of media outlets.



# Hosking vs. Kamo at TVNZ:

Reflexive reporting



# Lisa Owens on Tony Veitch

Reflexive reporting



# Post-feminism and news



- ▶ Celebrates popular culture at the expense of hard-hitting investigative journalism on gendered issues
- ▶ Women world-wide face discrimination - underpaid, overworked, subject to violence and harassment, reproductive rights at risk.
- ▶ New feminisms: young people's challenge to post-feminism as the contradictions still remain