

Journalism & Gender

COMMS 201: 2020

REPRESENTATION OF WOMEN IN THE MEDIA

WOMEN AND JOURNALISM

Themes and issues

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

Representation in the news media

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

Female politicians in media



- u 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?
(Boris Johnson?)

Female politicians in media

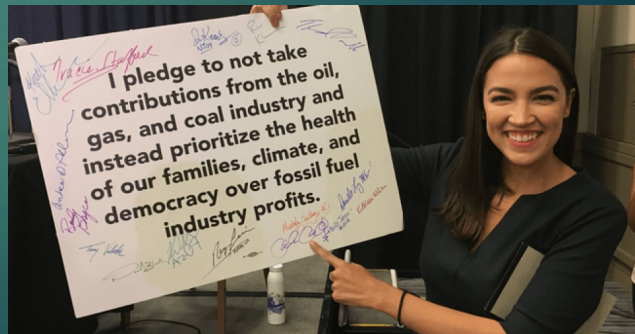
- Theresa May has been married to the same man since 1980 (morally sound: check), doesn't have any children (could be a turn-off for some but it does mean she's less likely to be distracted on the job). She cooks a new recipe every week and goes to church every Sunday: she knows there's more to life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

(Daily Telegraph)



Female politicians in media

- u "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."
- u "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."
- u Attaching women to powerful men
- u Gendered language
- u Saying they get 'emotional' is unstable



Alexandria Ocasio-Cortez @AOC · May 14

If only there were some public fund billionaires could pay into along with everyone else that helps fund our infrastructure, hospitals, and public systems all at once.

It could even be a modest % of what they earn every year. We could have an agency collect it and everything

Teddy Schleifer @teddyschleifer · May 14

Scoop — Bill Gates is exploring ways to convince other billionaires to donate more for coronavirus.

Ideas that Gates has considered include launching a new COVID fund for billionaires who signed the Giving Pledge, per sources.

vox.com/recode/2020/5/...

[Show this thread](#)

Alexandria Ocasio-Cortez @AOC

Quite amused by the men in my mentions volunteering to explain my own joke to me

twitter.com/MarcGoldwein/s...

This Tweet is unavailable.

12:11 PM · May 14, 2020 · Twitter for iPhone

3.2K Retweets 43.4K Likes

Alexandria Ocasio-Cortez @AOC · May 14

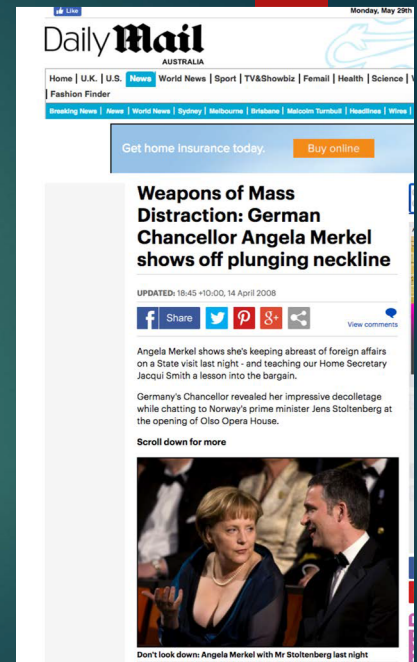
Replying to @AOC

DJ Khaled voice: Another one twitter.com/charlescwcooke...

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Female politicians in media

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



Battle of the Babes



Consequences of coverage

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



Women Journalists – History



1909 trades fair

Three threads continuously interwoven

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

Feminist Press

- u Some women, often identified as feminist, have chosen to work outside the mainstream, unable to access jobs or distrusting news culture.
- u 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.



VICTORY IN NEW ZEALAND.

THE news which reached this country on Saturday from New Zealand will bring joy and encouragement to every woman who is working to raise the position of her sex. Both Houses of the New Zealand Parliament have at last passed a Bill to confer the Suffrage upon women, and it only now awaits the

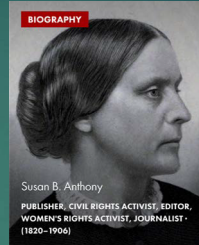
arrive at this stage no one can tell; but it is gratifying to find that there has been no question of married or single women, and that womanhood is the sole test for the vote. In a new country there are fewer prejudices and fewer vested interests than we suffer from in this old land; and people are more inclined to be guided by logic in their legislation. The men of New Zealand have shown wisdom and

local and Parliamentary votes will soon be broken down, and Parliament must before long yield to the desire of the thinking women of the country, and let them enter within the pale of citizenship.

We had hoped that an effort might this year have been made in this direction during the discussion of the Registration Bills and also

Feminist press and suffrage

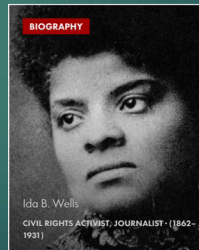
- Many activists were also journalists, combining conviction and the need to express their convictions.
- Women also experimented with distinctive ways of working through cooperative and collective management styles.



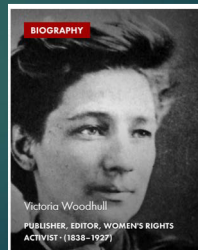
Susan B. Anthony
PUBLISHER, CIVIL RIGHTS ACTIVIST, EDITOR,
WOMEN'S RIGHTS ACTIVIST, JOURNALIST •
(1820–1906)



Dorothy Day
RELIGIOUS FIGURE, EDITOR, WOMEN'S
RIGHTS ACTIVIST, ANTI-WAR ACTIVIST,
JOURNALIST • (1897–1980)



Ida B. Wells
CIVIL RIGHTS ACTIVIST, JOURNALIST • (1862–
1931)



Victoria Woodhull
PUBLISHER, EDITOR, WOMEN'S RIGHTS
ACTIVIST • (1838–1927)

The Women's Pages – Part 1



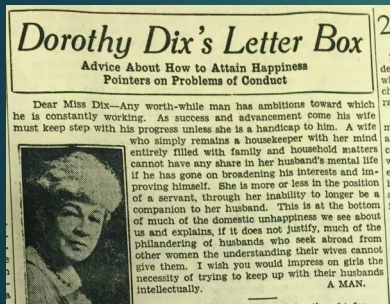
- By the 1890s, became staples of newspapers
- Staffed by women journalists
- Restricted and politically conservative understanding of women's interests – domestic, society news, children
- Less newsy, a 'pink ghetto'
- Some women felt ghetto-ized others were happy to participate.
- Kay Mills, *From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

1912

The 'gossip columnist' & agony aunt

Nellie Bly (1864 –1922)

(1861 –1951)



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

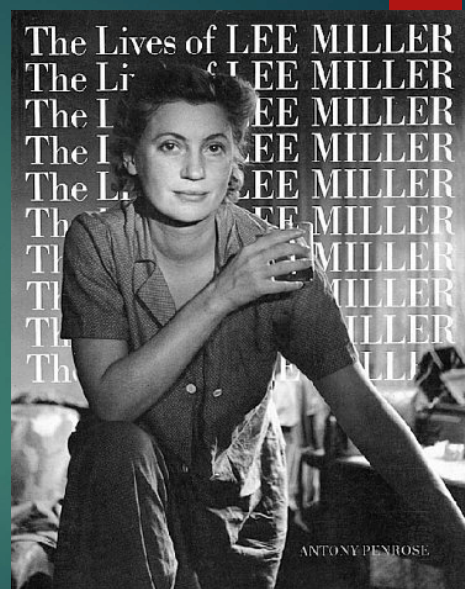


Martha Gellhorn

"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'.

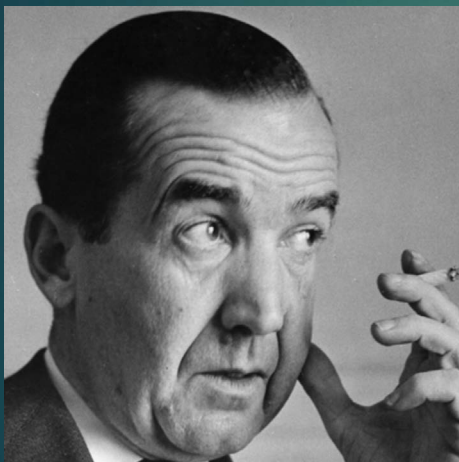


Lee Miller

Summary – 1850s-1950s

- u Women began as journalists in the mid- to late 1800s, often accessed jobs through fathers and husbands
- u Suffragists created their own alternative presses in the early 1900s
- u The Women's Pages were added to newspapers due to advertising and female consumption
- u Women journalists were need to cover 'women's issues'
- u The women's pages were largely conservative - heteronormative family structures.
- u Some women managed to escape the 'pink ghetto' into hard news
- u 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. Christian Dior model. Model 212000, shown left, in grey and ivory. Model 212001.

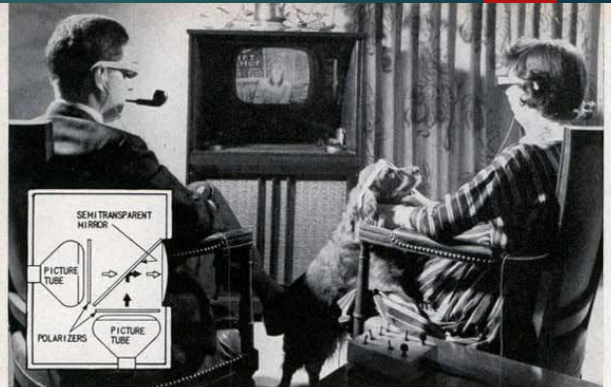


PRIDE OR PLEASURE - you need never be without your G.E. TV. Just bring it along. It's a new fun with Portable TV.



FOR THE KITCHEN, in lightest household theme... one watch shows you like to see, while baby watches the football game!

www.alamy.com - EXR40E



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 Speigel, 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 \$99.95

Wanted Dad to watch the game. Mom and the cooking class. When's a man's world? Not on TV. It's time to have a TV for everyone in the house. Starting at \$99.95, you can get the new GE TV. You'll find it in 100's of "Daylight Stores" that make the picture so clear you can see with better eyes. Light it... away to the open. See G.E.'s new 11 1/2" portable that "gives where you go." The Automatic Clock TV. Its automatic 24-inch model. All low priced at just \$149.95. Write to: General Electric Company, Radio in Television Department, Elmwood Park, New York.

GE is the 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, a polemical dispute. 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. In the case of the polemicist Bernadette Devlin, now lecturing across the United States, "She has the true gift of the polemicist in that she articulates views that her listeners would not have thought of, but never quite know how to express."



**JILL
TWEEDIE**

War of words



Valerie Solana



Elizabeth Manners

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

educationally. Solinas's polemic all men and a goodly number of women are outsiders, pushed out willy-nilly by her extremism and contempt for her minority. Surely, she is not speaking from the point of view with a vengeance. Oddly enough, this month brings to mind a book by a woman, *My Sister Cassell*, which is also a polemic, though at this time more subtle and on the side of the majority. It is a book about the majority getting very noisy? And this time I still feel the stark brushing of the door. Miss Elizabeth Manners is headmistress of Felixstowe College for girls, and a headmistress. The new generation is a plea to go older generation to stand firm in their idealism against the stark glare of the new. It is a plea to the older generation to stand firm against the new generation's society out to corrupt and exploit teenagers. Thus

But the polemicism, the door banging, starts with the preface and continues throughout the book—Miss Strydom 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 is, and she is rightly, angry. But 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 own defence and she is right.



—picture by E. Hamilton-W

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.

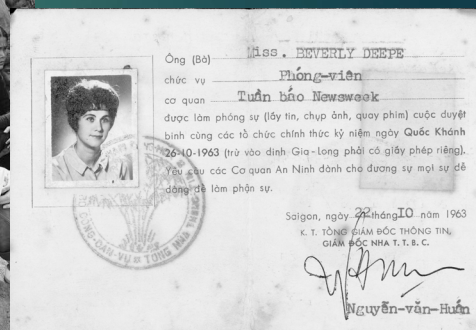
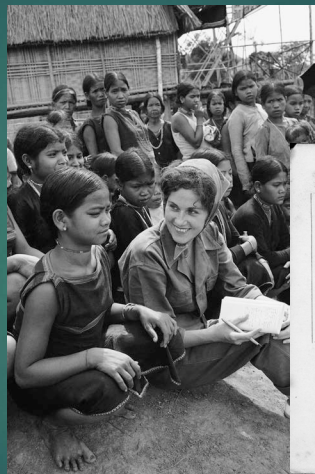
And so it was with the Women's Lib demo on Saturday. I went unreasonably fearful that me and my friend Ivy would be alone stomping down Regent Street, running the sneering

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

"Look at you all," said a girl to 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

War in Vietnam – 1960s-70s



<https://vimeo.com/74161227>

Women war correspondents

- u Women war correspondents such as BBC reporter Kate Adie were achieving prominence and notoriety.
- u Critics accused Adie of being sympathetic after Gaddafi's adopted daughter was killed by US bombs in Libya.
- u She was plagued with insults about her hair and jewellery.
- u Like women politicians, their lives are scrutinised and criticised: for their single status, for risking their lives as mothers (Yvonne Ridley)
- u 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

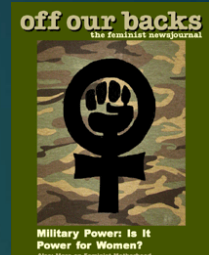
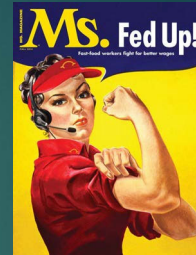
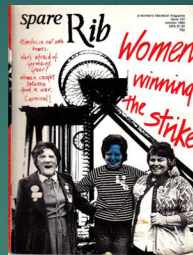


- u Second wave of feminism (suffragists – first wave)
- u Profound influence internationally, massive potential
- u Gender as socially constructed
- u Slogan 'personal is political', used consciousness-raising as political strategy
- u Emphasised structural discrimination and posited structural as opposed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

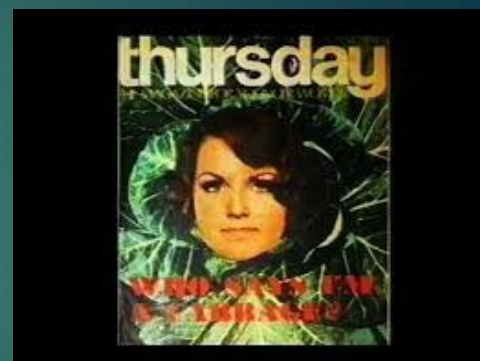
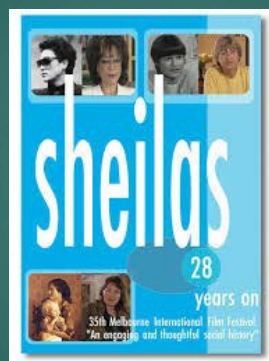


Women's media – 1970-80s

- u The 1980s was the era of popular feminist magazines, varying degrees of radicalism
- u Independently produced magazines that contributed to the redefinition of women's news and politics
- u Eschewed the 'women's pages'
- u Treated the public as citizens rather than consumers - 'the personal as political'.
- u Often experimented with non-hierarchical, collective work styles
- u 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

Broadcast Pioneers of Philadelphia Archives



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

Post-feminist news

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

VIDEO 4:10

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

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

Tweet Share +100

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 CHRYSTAL DICKSON
UPDATED 11:41 PM GMT+1 8 Jun 2018

For years we marvelled at Victoria Beckham's dramatic breasts and wondered if they could actually be real, or whether, as most of us suspected, they were the work of a surgical misquidant surgeon who clearly has not a pair of breasts were supposed to look like two halves of an orange plopped unconsciously on the front of a woman's torso.

However, well, Posh, there's nothing you could do about it.

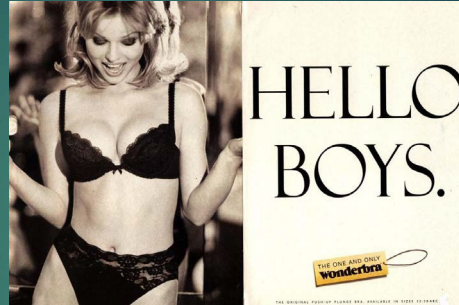
STATE

MailOnline

Hello Boys

Post-Feminism and Beyond Angela McRobbie

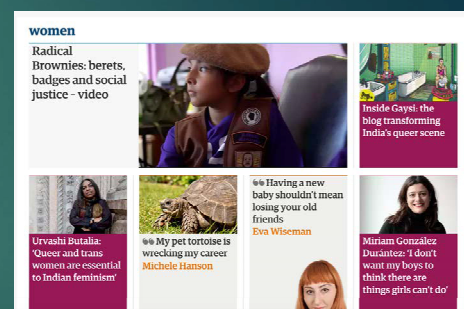
From the late 1990s, I kept being drawn to media images which were intended to provoke some imagined group of (always humourless) feminists. These images appeared to reverse the clock, turning it back to some earlier pre-feminist moment, in a rather tongue-in-cheek kind of way.



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?

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



Women's status in journalism today

- u Women have gradually gained critical mass in certain segments of the profession in the last two decades.
- u More accommodating working arrangements have been introduced that benefit women, including flexible hours and job shares.
- u BUT The 'glass ceiling' has yet to be shattered; men continue to dominate senior management positions.
- u Women leave the profession early - deterred by barriers to advancement, lack of childcare facilities, long hours, or masculine values within newsroom
- u Sexism in the newsroom (#metoo), and in media representation, persists.
- u 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.

"An inexplicable gap: Journalism and gender in New Zealand" (Barnes, 2015)

- "The statistical analysis of the 2013 data indicates that males are more likely to be employed as print journalists, to earn more and achieve senior positions."

Female journalists paid 26 per cent less - survey

Madison Reidy · 16:21, Feb 28 2017



“Women newspaper editors in NZ” (Strong, 2018)

- One-third of the country’s daily newspapers have never had a female editor.
- The low ratio of woman editors is incongruous with the fact the majority of journalism students are female
- The good news is that currently there are more women in editorships than ever before, but this still represents only 29 percent of daily editors

[‘Why do I have to put up with this shit?’ Women journalists in NZ share their stories of online abuse](#) (Stuff)

Table 25 / Newspaper Editors

as at September 2012

	2012 Male	2012 Female	2010 Female	2007 Female
Metropolitan Dailies				
New Zealand Herald	1			
Waikato Times	1			
Dominion Post		1	1	
The Press (Christchurch)		1		
Otago Daily Times	1			
Provincial Dailies				
Northern Advocate	1			1
Bay of Plenty Times	1			
Taranaki Daily News	1			
The Daily Post	1			
Gisborne Herald	1			
Hawke's Bay Today	1			
Manawatu Standard	1			
Wairarapa Times Age		1		
Wanganui Chronicle	1			1
Horowhenua-Kapiti Daily Chronicle	1			
Ashburton Guardian	1		1	1
The Greymouth Star	1			
The Marlborough Express	1			
The Nelson Mail	1			
Oamaru Mail		1	1	
The Southland Times	1			
The Timaru Herald	1			
Hokitika Guardian	1			
The Westport News	1			
Sunday Papers				
Sunday Star-Times	1			1
Sunday News	1			
Herald on Sunday	1			
Total	23	4	3	4
% Female Newspaper Editors	85%	15%	12%	15%

Human Rights Commission
Report, 2012

“Women still under-represented in media coverage”



The Global Media Monitoring Project is a five-yearly research report on gender in the news media. Its just-published 2015 report shows that across the traditional platforms of newspaper, television and radio, women represented just 18 per cent of news subjects in the New Zealand media in 2015- down from 23 per cent in 2010 and 26 per cent in 2005.

Only seven per cent of New Zealand news stories had women as a central focus of a story, compared to 10 per cent globally.

Women's presence online (internet news and Twitter combined) was slightly higher than in traditional media with 23 per cent coverage – but still a percentage point less than the global average.

(Strong, 2015)

Hosking vs. Kamo at TVNZ:

Reflexive reporting



Lisa Owens on Tony Veitch

Reflexive reporting



Post-feminism and news



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