

Challenging Patriarchal Dominion: An Analysis of Two Hindi Newspapers in Rajasthan based on UNESCO's Gender-sensitive Indicator for Media

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Abstract

This study assesses the Gender reflection in Hindi Print media of Rajasthan. This Study is based on How Print media represents the News Content of Different Genders while maintaining the News Objectivity. While talking about the Gender Acceptance in Rajasthan, there is an inequality in different social aspects, which leads to many social Edict ions and Mal-practices such as Gender Discrimination at Workplace, Female feticide, Infanticide, Dowry System, and Un-acceptance of Transgender. Despite the fact that the Indian Constitution guarantees everyone equal rights, this inequity is mirrored in every aspect of our social structure, including the media. The overall image that emerges after reviewing some of the existing Literature is that there is biasness in Media representation of all three Genders. This study's major goals are to analyse gender issues in print media critically and to provide a plan of action for resolving inequalities that have been noted. Due to the prevalent patriarchal system of society, men tend to dominate the decision-making position. The male hegemony in media and the lack of women media professionals led to the misrepresentation of women in all forms of media. The print media covered include the Rajasthan Patrika and Dainik Bhaskar. Three days every week, or Monday, Wednesday, and Friday, were examined for each issue. Therefore, 12 editions of each newspaper were examined for each week of the month of March 2019.

Keywords: Bias; Gender; News objectivity, Print media; Representation; Victim.

Introduction

One platform that is recognised as the genuine and reliable source of information given to the public is the print media. Any newspaper's prima-

ry purpose is to inform, persuade, amuse, and promote national growth. The main aim is to provide a balance, fair and an overall representation of the entire society. When it comes to representation, it is always expected that Print Media will represent the fair and balanced image of the scenario, without any biasness on any basis either it is Gender, Religion or Caste. The Supreme Court of India has shown Green flag to Article 377, which stimulates the rights of Third Gender as well. Now the Third Gender has its own rights and laws for a fair survival in society. The media has a significant impact on how people live their lives. It affects how we view the outside world and ourselves. There are numerous more forms of media, including films, radio, newspapers, television shows, newspapers put in various places, and so forth. The World Wide Web Images of men and women can be found in these various forms of media depicted in a variety of ways and with a variety of attributes. In Indian society, the media is omnipresent; people rely on it for news and information. As a result, the role of the media in information distribution is crucial. The way that specific racial or ethnic groups are portrayed in the media can both reflect and shape societal opinions towards certain groups, which may be stereotyped. The third gender is commonly misrepresented in the media. In general, the third gender population in India experiences a great deal of prejudice, and current representations of third gender in the media have the capability to perpetuate both negative and positive preconceptions, as media has the ability to affect people in both the manners.

The only method approach to redirect preconceptions as a result of media is through adequate education. A cartoon with a green sky will be obvious to an adult viewer that it is misrepresenting the real world. When the media starts to present a culture or situation that requires more knowledge than the average person, a problem arises. The media portrayal of various populations has a more subtle effect of unrealistic images. In their medical, legal, work, and social lives, the third gender group faces waves of discrimination, which is reflected in misrepresentation of third gender characters in the media. For fear of rejection, many third gender persons have kept their true identities hidden from their own families. These narratives can be altered if the media takes the initiative to represent the genders in a fair manner. If the third gender figures were truly shown, perhaps these anxieties and discrimination would not arise. Friends and family members of third gender persons would be aware of what their loved ones are going through, and they would also be aware that third gender people are human beings too. They too have dreams, hopes, and bad and happy days, they too have the right to love and hate. As previously said, media refers to anything that is utilized to communicate with in-

dividuals in any community. It could be street dramas, textbooks, out-of-home media, proverbs, songs, stories, drawings, and paintings, as well as technology-mediated mass media such as television, radio, newspapers, cinema, and the Internet. It's crucial to understand that when the media portrays a particular "stereotype," it supports the "required" standard of behaviour in that group. In addition to stereotyping, the media presents the realities of different genders' roles, behaviours, and traits in society in a biased manner. Factors include caste, class, religion, race, and ethnicity. Unquestionably, both the people depicted and other members of society are affected by these images. Questions about who works in the media and how they influence "what is shown," in addition to how the media "shows" gender reality, have become more crucial in recent years. Most frequently, reality—especially that of women and low-caste, underprivileged people—will be left out of the content if media only uses upper-class and upper-caste people, with men outnumbering women. When such truths are not revealed, these viewers feel even more marginalised. Since the postmodern era, gender identity has been in constant motion. Postcolonial theorists, feminists, and poststructuralists have questioned the rigidity of gender identity, subjectivity, and representation from a variety of angles. In our culture, people who identify as the third gender have long been marginalised and lack identification and visibility in the media. Through a comparison of two top newspapers, this study focuses on how gender representation in the Hindi print media of Rajasthan.

Review of Literature

Representation of Violence Against Women in Indian Print Media: A Comparative Analysis (Dept., of Mass Comm., University of Calcutta, India)- According to the research, reports of violence against women are often minimised, and governments and/or (male) perpetrators are occasionally given sympathetic portrayals. Further the study concludes that this necessitates both intrinsic and extrinsic international socio-media transformation. Global media organisations should first cleanse their own ideology, policies, and agendas, in order to extrinsically stimulate societal improvement. The majority of global media companies are owned and operated by men. Women in the media have limited freedom and opportunities. It is vital that the media break free from patriarchal shackles and begin seriously considering feminist viewpoints in order to instil healthy attitudes about femininity in society. Using strong public opinion to influence government and public policy on 'Femicide' is critical; this is a duty that the media should take on. It's a tall order, but a concerted effort is required.

A Comparative Study on the Coverage of Women Issues in Meghalaya (Dept. of Mass Communication, Assam university, Silchar)- The way that women are portrayed in the print media is frequently rather humiliating, treating her more like a consumer good. Except in cases of horrific murder or rape, women's issues are never featured on the front page of a newspaper. In the print media, women are typically depicted as consumer goods, which is pretty degrading. It is essential to motivate and educate the people about how women are being criminalised, politicised, and commercialised in the media in a positive way. Indian Publication Press Council and IIMC; 1998 The results show that "Entertainment" is both newspapers' top priority, followed by "Crime," and then "Achievement." In light of the advancement and general growth of women, this rating ought to have been in the opposite direction.

The Changing Roles Portrayed by Women in Indian Advertisements: A Longitudinal Content Analysis (Indian Institute of Management, Bangalore)- Over the years, women's roles in television advertising have evolved. Although Indian women have always been viewed as conventional and stereotypical, there are differences in the product categories that they market. According to the study's findings, there has been a minor change in how women are portrayed. The results demonstrate how women's roles in television advertising have changed throughout time. Although Indian women have long been associated with being conventional and clichéd, there are some differences in the product categories that they advocate. Advertisers in the 2000s are more willing to feature women in advertising that is dominated by men than they were in the 1990s. The study's results agree with those of Munshi (2000). He claims that the way women are portrayed has altered slightly. In order to examine the changing representation of women in Indian television ads, this study made an effort to include as many advertisements as it could. However, not all advertisements have been covered.

The Stereotypical Portrayal of Women in Commercial Indian Cinema (University of Houston- Sowmya Nandakumar)- This thesis has uncovered adequate evidence in a number of formats to draw the conclusion that stereotypical roles for women are prevalent in Indian cinema. Although research can dispute and support theories, everyone who works in the film industry must ultimately drive change. This essay is not qualified to comment on whether or not the industry wants this shift. The idea that more films should feature women in a range of intriguing and demanding parts is one that cannot be disputed enough, aside from the fact that it is pure eye candy. Women should be able to do more than just act as the hero's love interest and take part in a few songs and dances.

Gender Reflections in Mainstream Hindi Cinema (Department of Political Science, Maharaja Sayajirao University of Baroda, Gujarat, India): In order to hasten the process of modernization, cinema should not adhere to the formula film and instead develop more progressive images of women. Such representations would be accurate and reflect the status of women in society. It's challenging to come to an agreement on how women are portrayed on film. It is incorrect to assume that women on the Indian silver screen have been portrayed in the same way because women in India are not a homogeneous group; they belong to different religions, castes, classes, and socioeconomic statuses, and they have diverse ambitions and desires as a result of which they lead diverse lives. Of course, the group to which they belong must be portrayed with sympathy. For example, a woman from the middle class in a city would have a completely different story than a woman from a village. As a result, films must be sensitive to the environment in which female characters are cast. It must begin pursuing entertainment-based social transformation. Cinema should abandon the "formula film"⁶ and produce more progressive depictions of women as a media product with the ability to hasten modernity. These representations would be accurate of women and their position in society.

Gender Representations and Digital Media (Dorin Popaa , Delia Gavriliub * a Journalism & Communication Sciences, Faculty of Letters, "Al. I. Cuza", University, Iasi, Romania b "Al.I Cuza University", Iasi, Romania)

The results of our brief analysis of online headlines from news websites for general media make an effort to show that new media doesn't operate in the same way as conventional media. Online news outlets are forced to pay closer attention to how gender is depicted and handle such discussions as a result of the ability to publish whatever comments you want on the Internet. Anyone who produces news or makes content available to the public in a free (as in Romania) manner must be mindful of the widely misunderstood right of everyone to spread any words they want, even if it may violate someone's right to dignity. This starts with the way a news item is created, the image attached, and continues with the title and discourse strategies used. The new Internet era has the potential to change the way that communication is done; nevertheless, other regulations regarding freedom of speech must be put in place, and the general public as well as journalists must be aware of their rights and responsibilities while delivering and reacting to public information. The new media must be more cautious in how it treats the gender issue and how it disseminates information to the general public, as well as to niche publics like women, children, and gypsies, regardless of their occupations or jobs. This is true even if significant changes are not immediately apparent.

Hypothesis

After reviewing the literature the Researcher analysed that there is biasness in News reporting while dealing with Gender issues. Media is not presenting the contribution of Women and Third gender in society. The representation only reinforces them mostly as victims of crime, weak and frail beings.

Research Methodology

The United Nations gave its member nations worldwide broad instructions for creating their plans of action to achieve gender justice. Three major goals that served as the foundation for UN work on women were established at the First World Conference on Women, which took place in Mexico City in 1975. Which were:

1. Gender equality and elimination of gender discrimination
2. Integration and participation of women in development and
3. Increased contribution of women to world peace. 1976 – 1985 was declared the United Nations Decade for Women. (HDR, 2008).

The study tries to look into how gender is portrayed or represented in publications. The two top Hindi newspapers in Rajasthan, Rajasthan Patrika and Dainik Bhaskar, which were chosen based on the 2019 IRS report, were the subject of a content analysis for the research project. In order to find the answer to the research questions, of the proposed research will be based on:

- The proposed research approach will be exploratory in nature.
- The time frame of proposed research will be of one month's duration (March 2019).
- Quantitative approach.
- The sample design will be based on the random sampling. In random sampling, Systematic sampling will be taken in order to sample the newspapers.
- In data collection method content analysis will be done on 10 Criteria of News Content, on the basis of UNESCO's Gender Sensitive indicators for Media.

Findings and Analysis

The findings according to the Analysis are:-

Table. 1. Coverage of News (Mondays of Month)

Categories of News	Rajasthan Patrika	Dainik Bhaskar
Achievements	19	11
Crime	78	36
Health	32	17
Stereotype	2	0
Development	26	41
Sports	66	59
Education	29	36
Political	59	64
Art and Culture	22	31
Others	189	194

Table. 2. The coverage of News reports on Gender basis (Mondays of the Month)

Categories of News	Rajasthan Patrika			Dainik Bhaskar		
	Male	Female	Third Gender	Male	Female	Third Gender
Achievements	12	7	0	7	4	0
Crime	29	49	0	17	19	0
Health	19	12	1	10	7	0
Stereotype	0	2	0	0	0	0
Development	17	9	0	27	14	0
Sports	38	28	0	36	23	0
Education	12	15	1	23	13	0
Political	34	23	2	28	35	1
Art and Culture	13	9	0	17	14	0
Others	106	83	0	98	96	0

Table 3. The coverage of News reports on the Front page on Gender basis (Mondays of the Month)

Categories of News	Rajasthan Patrika			Dainik Bhaskar		
	Male	Female	Third Gender	Male	Female	Third Gender
Achievements	5	2	0	6	4	0
Crime	9	12	0	11	14	0
Health	2	4	0	3	3	0
Stereotype	2	0	1	4	0	0
Development	6	5	0	5	2	0
Sports	2	0	0	14	7	0
Education	3	3	0	4	1	0
Political	9	7	0	14	13	1
Art and Culture	8	5	0	7	4	0
Others	86	55	0	67	45	0

Table 4. The Coverage of News Reports in Editorial Page on Gender Basis (Mondays of the Month)

Categories of News	Rajasthan Patrika			Dainik Bhaskar		
	Male	Female	Third Gender	Male	Female	Third Gender
Achievements	4	1	0	4	5	0
Crime	11	13	0	21	16	0
Health	3	3	0	9	4	0
Stereotype	8	5	0	5	3	0
Development	2	4	0	3	2	0
Sports	1	0	0	2	0	0
Education	6	2	0	5	3	0
Political	9	7	0	6	8	0
Art and Culture	5	3	0	6	4	0
Others	25	11	0	21	19	0

Table. 5. Coverage of News (Saturdays of Month)

Categories of News	Rajasthan Patrika	Dainik Bhaskar
Achievements	36	49
Crime	78	80
Health	44	56
Stereotype	22	29
Development	50	41
Sports	79	88
Education	38	41
Political	93	97
Art and Culture	43	51
Others	188	176

Table. 6. The coverage of News reports on Gender basis (Saturdays of the Month)

Categories of News	Rajasthan Patrika			Dainik Bhaskar		
	Male	Female	Third Gender	Male	Female	Third Gender
Achievements	31	20	0	34	26	0
Crime	46	39	0	51	49	0
Health	31	19	0	41	26	0
Stereotype	19	11	1	23	14	0
Development	33	21	0	26	17	1
Sports	41	29	0	39	27	0
Education	47	25	0	40	36	1
Political	36	12	3	50	23	2
Art and Culture	27	11	0	22	10	0
Others	144	24	2	89	46	3

Table 7. The coverage of News reports in the Front page on Gender basis (Saturdays of the Month)

Categories of News	Rajasthan Patrika			Dainik Bhaskar		
	Male	Female	Third Gender	Male	Female	Third Gender
Achievements	14	3	0	19	10	0
Crime	24	18	0	29	16	0
Health	21	11	0	19	13	0
Stereotype	10	7	0	17	8	0
Development	24	13	0	15	6	0
Sports	15	7	0	18	9	0
Education	20	8	0	23	11	0
Political	26	17	2	29	19	1
Art and Culture	11	5	0	19	8	0
Others	25	15	1	31	30	2

Table 8. The Coverage of News Reports in Editorial Page on Gender Basis (Saturdays of the Month)

Categories of News	Rajasthan Patrika			Dainik Bhaskar		
	Male	Female	Third Gender	Male	Female	Third Gender
Achievements	7	3	0	11	13	0
Crime	11	6	0	14	14	0
Health	9	1	0	7	3	0
Stereotype	8	4	0	9	6	0
Development	10	3	0	8	2	0
Sports	5	2	0	4	3	0
Education	12	5	0	13	4	0
Political	19	7	0	15	9	0
Art and Culture	20	6	0	16	4	0
Others	28	4	0	39	8	1

Conclusion

The current state of Rajasthan's print media is such that stories with entertainment value or stories with sensational substance sell the most copies, As there are much news reports about Entertainment, Conflict, Social, Statements by Social figures etc. in comparison of other categories of the News reports. The Print Media of Rajasthan isn't representing a fair and balanced representation of All the Genders. There were least News Stories of Third Gender during the Month of November, and even this least representation couldn't mark a place on the Front Pages and Editorial Pages of both the News Papers. The Print Media of Rajasthan needs to reconsider its News Objectivity on the basis of UNESCO's Gender Sensitive Indicators for Media. Both the Newspapers have the highest Readership in Rajasthan and Have an impact on Mass, Being such a powerful Medium, Both the Newspapers should follow the basic criteria of fair News Representation to maintain the News Objectivity.

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