

An Assessment of Sexism in The Media: Case Study Of ZNBC, Hot FM & Prime TV

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ABSTRACT

The purpose of this research was to assess how sexism affects the media industry in Zambia. A case of Zambia National Broadcasting Corporation –ZNBC-, Hot FM Radio and Prime Television. The study also attempted to gain knowledge on levels of discrimination based on one's gender in the media, to assess the assignment of tasks in the media and to establish the influence of beliefs on gender roles in the assignment of tasks.

The study reviewed relevant literature from various scholars in order to have an in-depth understanding of the study. The research design that was used was descriptive survey. The researcher opted for descriptive survey because it provided a set view of the subject, population and market segment. The study targeted 400 journalists from ZNBC television, Hot FM and Prime television because these are some of the most influential media houses in Zambia and it was just right to use as cases of study. From the target population a sample size of 40 respondents was picked from whom data was collected through administration of questionnaires and interviews. Data was analysed using Social Package for Social Sciences (SPSS) version 20 and Microsoft Excel.

The study found that the sex of journalist does not really matter but competence of an individual's ability to deliver in the field such as in cases where female journalist has proved equal to their male counterparts in the field. The study found that female journalists

face sexism both in the field and in their respective organizations. Some of the common cases of sexism indicated by the respondents include sexual harassment, advances from prominent people in society, editors requesting for favors and not being selected for certain assignment due to their sex.

From the findings the study recommended the following to journalists, assignment editors, media organizations, IBA and government. Assignment editors should be deploying journalists based on their ability to deliver results effectively anchored on qualification and experience. The study recommends journalists should prove their proficiency based on work put in and not have advantage of being allocated assignments based on their sex.

Specialization in undertaking a particular assignment has to be upheld and media personnel need to have their skills upgraded through regular training and internship with international media organizations.

Also, both private and public media organizations should be liberal and open to opportunities that are flooded by international media organizations that are constantly conducting workshops and training that aims at making the workplace safe for Journalists

Keywords—component; formatting; style; styling; insert (key words)

I. CHAPTER ONE: INTRODUCTION

Background

The issue of gender equality in employment has given rise to numerous policies in advanced industrial countries, all aimed at tackling gender discrimination regarding recruitment, salary and promotion. Yet gender inequalities in the workplace persist.

Since Zambia's independence in 1964, there has been a wide gap between women and men in effecting gender roles in all areas of life including work places. Most of these roles are influenced by culture, politics, economic, religious and social situations that can change overtime and from place to place. Sexism however, is defined as the attitude or behavior based on traditional stereotypes of gender roles.

This study was primarily concentrated on assessing sexism in the Zambian media industry and how it affects the allocation of assignments to both male and female journalists. It examined whether one's sex has the capacity to affect the delivery of service in a work environment or whether one's gender is favored over the other when assignments are being allocated in the targeted media organizations. It further investigated how our culture as Africans impacts the work of a professional journalist, especially with the attitude towards gender roles and the perception that a woman's place is in the kitchen. Further, it sought to find out the impact that the gender of a news disseminator or reporter has on the output of a media story or the frequency of stories pertaining to certain majority or minority groups in society.

In this modern world, where people regard work as a prime factor, enabling the individual to influence community, nation and the whole globe in terms of social, cultural and economic developments. The Zambian women have also followed their counterparts in other developing and the developed countries in leaving behind and forsaking the given title of being called "housewife" and entering the

labor markets where their efforts be contributed in the development of the nation. It has come to the realization that not all things are done by men but also women can do them, hence leading too many Non-governmental organizations coming up with objectives of supporting girl child education and actively ensuring that everybody takes into account and into consideration that once you educate a girl child, you educate the whole nation." (Forum for Africa Women Educationalist of Zambia, 2010).

However, as women enter the workforce in large numbers, jobs have become segregated based on the amount of femininity or masculinity pre-supposed to be associated with each occupation. Some occupations like electrical engineering, architect, airplane pilot and others, remain predominantly for male, while occupations such as secretarial, teaching, nursing and librarian to mention a few, have become female dominated. Suffice to say that more women occupy the service sector than men, which act as a reinforcement of women into traditional gender roles. In other instances, the presence of women within the men dominated occupation has reduced the amount of prestige associated with the job as women are presumed to lack status and authority (Monitoring and Evaluation report 2005)

Historically, premises such as education, knowledge, training, experience or skills of a person made individuals potentially valuable for job employment. Unfortunately, this is no longer a predominant cause as women and men in certain occupations tend to possess similar credentials, consequently gender roles have taken precedence. The roles of a particular person in the workplaces undoubtedly depend upon his or her gender and the differences in gender roles can be observed in all sectors of employment, hence no one can claim to be immune to this epidemic (forum for Africa Women Educationalist of Zambia, 2010).

A gender issue arises where there is an observable gender gap and when all women are aware of the

gender gap and consider that the gender gap is unfair. When we look more closely at what we mean by a gender gap, it is a measure of gender inequality on any particular socio-economic indicator.

It is a gap which comes from the different gender roles and social locations of women and men, at the public level a gender gap is always observable and even measurable and may form of what is well known statistics.

According to Kakompe and Singogo (2000) women have come a long way and can compete with men in any field. Earlier, women faced the problem of gender discrimination in education but, now it is no longer the same as the percentages of females taking part in education have doubled in the past years. Hence, educational and work opportunities for girls have increased, giving them a chance to prove their skills as organizations hire more numbers of women in various fields including the managerial posts.

Gender identifies social relationships between men and women and help to explain different roles and responsibilities that men and women play in society. Men and women play different roles, however, the importance of women participation in work places is vital and cannot be overemphasized. This is so because women have different needs, interests and priorities arising from specific roles and situations. Kakompe and Singogo (2000) observed that men lack certain information on certain perspectives and needs which only women can possess.

This is to say that women's needs, interests and concerns are not just those of women themselves, but reflect their primary roles as mothers, wives and caregivers. Therefore, the need to incorporate them in workplaces especially in decision making is cardinal. "To incorporate women in decision-making roles would result in decisions that are participatory and representative of all the players in society" Gender in Development (GID) (2009).

The report asserted that despite, women not being a homogeneous entity, they do have common life experience and interests that need to be brought into light to enrich the work place and society. However, the 2008 MDG Progress Report indicates that while access to education and employment has improved, challenges remain in terms of improving the quality of achievement. It went further to report that the status of girls 'education is relatively good and a trend that has shown a growth in their enrolment which is at 98% compared to that of males which is 96%. Yet, completion levels among female students remain lower than those of males.

This is true in that despite the fact that women representation has attained a significant improvement in the workplaces, there is still a vast difference in gender responsibilities between men and women. This is so because, regardless of the increase in the number of women in workplaces, few women hold top positions in many companies. In this regard, men and women are still facing varying opportunities in accessing certain job employment and especially higher positions as women are not expected to be in charge of men. Therefore, Men and women still live in different worlds with different opportunities, reward and legal protection.

Furthermore, despite the fact that women have multiple roles such as those connected with family and work matters, the female employee is expected to exhibit exceptional knowledge, skills and attitude as compared to men when it comes to the workplaces. In situations where men and women are vying for the same post, women have to be more talented and dedicated towards the work for them to attain the fit in e position and be recognized. This point holds true for the difference in gender roles in working places. Therefore, it is for this reason that gender roles are issues worth understanding in this modern world of workforce diversity and globalization. And in addition, it is for this same reason that this study focused on investigating

effects of gender roles on the performance on female workers at places of work (Gupta D and Smith N, 2002).

Roles vary according to a particular society and beliefs that one originates from. Therefore, one would wonder as to where the gender roles emanated from. Unlike a person's sexuality that comes from within a man or woman, making a person heterosexual, homosexual or others depending on what the partners he or she is attracted to, gender roles are imposed by society through a variety of social influences formed during socialization phase of childhood. Gender roles and expectations are learned. The concept of gender as analyzed socially highlights the fact that women's subordination or men's domination is constructed by society (UNESCO, 2013)

Over the years, women in various sectors of society have been oppressed and sidelined with regards gender roles. They are constantly stereotyped and with regards media, women are largely used in fields like advertising to market products. In that line of media, women are depicted in a sexual manner with the goal of selling products.

However, in journalism and newsrooms to be precise, females are supposed to be regarded as humans that are equal to any task that is brought forward. If numbers indicate that more females enroll and graduate in journalism school, it is an indicator that they are able to carry out any duty presented to them. Journalism plays a huge role in fostering democracy and development in a society. And there is a notion that how journalists report their news is strongly influenced by their news sources (Fenton, 2010).

Such indicates that journalists are in a hurry to take up the role as a fourth estate, offering checks and balances and stereotyping women should not be on the agenda. A good idea on how to make the powers that be answerable can come from either a male or female journalist. The issue must not be about who is writing or following up a particular story but

should be about the story being pursued by a trained journalist regardless of sex.

Journalists are regarded as jack of all trades as the line of work entails that stories of each and every other industry are tackled by reporters who are not exactly experts in a particular field but have to disseminate information in such a way that the professionals are able to relate.

Reporters write about medicine, politics, engineering, aviation... name them despite not being trained in any of the listed fields. This means that the writer must strive to have basic knowledge on any article they take off to write about. Such scenarios bring with them the challenge of what are seen as "male" roles.

Culturally, certain tribes deny women generally to participate in certain traditional ceremonies and a female reporter will be no exception. Society also deems it normal for a man to return home very late from a night engagement as compared to a woman. But in the media, late night assignments are part of everyday diary.

Women journalists initially had difficulty breaking into the broadcast news field and did not begin to make real strides towards equality until the 1960s and 1970s (Horsley & Yamada, 1987). However, today women still struggle to earn the same advantages men are granted in the newsroom. Women reporters are frequently relegated to soft news stories, like health and entertainment news, whereas their male counterparts are given stories of political and international importance. Supposedly, this is because "the nature of the genre which allows for a masculine or feminine style of journalism," but that should not be a permitted excuse to prevent women from being assigned the same, important stories that men are assigned (Carter, 1998.).

Women have also been underrepresented as sources on news programs. Most news stories need to feature an interview with a person discussing the topic of the story, and reporters contact expert sources for their opinions on that topic.

Traditionally, male experts are used as sources more often than female experts, and female experts are used less in hard news stories than men. A study of 159 stories broadcast on major news networks showed that female sources were more likely to appear in stories reported by women and that women reported on 53% of social issues. Male reporters, on the other hand, had five and a half male sources for every one female source and they reported on 86% of the foreign policy stories (Liebler & Smith, 1997). If women sources are unable to be considered professionals or experts in stories of national or international importance, viewers could be led to believe that women do not deserve leadership roles. As women reporters continue to be assigned soft news stories, women sources will continue to be inadequately utilized in hard news stories (Armstrong, 2004).

The press has the ability to “control the gates” of communication to the public at large, deciding who and what will receive varying amounts of publicity, some control over the quality of this publicity whether positive or negative (McQuail, 2013). Journalists are watchdogs of civil liberties and protectors against the petty tyranny of bureaucrats and all those clothed with an assuming authority against the common man.

In Zambia, the media already has enough challenges in their day to day operations including polarization, intimidation and interference by those in power." There is a degree of state control of the public media while the private media is under close watch by government surveillance, thereby creating a not so friendly media legal environment. Over the years, Zambia has acquired a threatening media reputation in the region because of the large number of media Court cases, both civil and criminal, against the media (Dow, 2014)."

Such a background emphasizes the role of Journalists in governance and development including how they shape public opinion and promote checks and balances in governance. But

journalists comprise male and female persons and thus must be respected with all parties involved acknowledging that either sex can execute and deliver according to expectation

This paper investigated the challenges that limit female journalists in carrying out the duties in the place of work and in the field including conducting programs that are for instance sports related and involve going into locker rooms or political programs that may extract sensitive information worthy of follow up lead stories.

The status quo locally is that male journalists take most of the spotlight pertaining to serious matters in the media such as handling VIP assignments and programs. For instance, some examples of current controversial political programs in the media are Prime Televisions Oxygen of Democracy, Zambia National Broadcasting Corporations Sunday Interview and Hot FM's Hot seat are all male moderated programs.

However, apart from taking up most slots as news anchors to showcase their face on television, female journalists are more aligned to social programs and those that are of an entertainment nature.

1.2 Problem Statement

A decent number of both male and female journalists have left a mark on the world scene covering various human-interest stories that have earned them prominence, a sign that gender is but a scientific identity of a human being. Christian Amanpour of CNN was known for her coverage during the war in Bosnia, Ghanaian journalist Anas Aremeyaw was assassinated in what is linked to his investigations. Luckson Nthani is a name that resonates in the minds of those that watched TV during his time. These are some of the legendary journalists that have graced world news. Every news bulletin is a mirror of the work of the team that was sent out in the field to gather information. It reflects news ideas and angles of the kind of reporter who covered the story. However, an imbalance in the way that news is covered owing to

a stereotypical approach to assignment allocation in the media organizations has a toll on the messages reaching the masses as a whole. A preliminary survey indicates that there are one or more females working under various departments in each media organization like camera, sports, technical and others. Regardless of the numbers that represent female journalists in these departments, there is still a stereotypical approach to assignment allocation. This in turn affects the balance in information that is disseminated to the public as certain news is only covered by a selected group or sex of reporters.

However, when a female excels in a certain field that may be male dominated, some sectors of society will find a negative on which to attack such a journalist and subject them to disparaging attacks. In a case study by International Women's media foundation, a female online writer for a major national online media organization, shares her experience that taught her that being a woman in media comes with abuse and sexism. She gets sexually suggestive emails, threats on her life and body shaming on social media. (IWMF 2014)

Female journalists are constant victims of abuse and sexism regardless of the field they specialize in. although they have proved to be a force to reckon with, considering the fact that they have excelled in departments that are male dominated like Sports, they are always looked at to have ulterior motives in their line of duty. According to a Misa report of the third quarter of 2016, a recommendation was made to government and stakeholders to ensure that the rights of journalists are protected vehemently and not just recognized. This is so as to create a conducive environment that will enable journalists gather quality information for dissemination.

Violence, harassment and abuse of the media is not a problem facing Zambia only, Globally the years between 2012 and 2017 saw an increase and frequency in attacks on journalists. In a 2014 survey involving nearly a thousand journalists, initiated by the International News Safety Institute (INSI) in

partnership with the International Women's Media Foundation (IWMF) and with the support of UNESCO, found that nearly two-thirds of women who took part in the survey had experienced intimidation, threats or abuse in the workplace (Barton and Storm, 2014).

In Zambia, just recently, a female radio presenter was attacked by online media after a grilling interview with one of the nation's main opposition leaders. Her insistence to get an answer from the opposition leader was interpreted as an attack. Online media rendered her bad publicity which largely focused on her personal life.

Another case of interest was that of former Post newspapers Editor Chansa Kabwela's pornography case. Ms. Kabwela sent photographs of a woman delivering without medical assistance to the vice president and other government officials during a strike. She was charged with a case of circulating pornographic materials,

Culture plays a role in inhibiting freedom of speech in Zambia. For instance, customary marriages do not recognize marital rape. Cultural taboos also impact on freedom of expression, an example of men not being allowed to be present at childbirth. This may partly explain governments strong reaction in the Kabwela case while taking advantage of the situation to intimidate the private newspaper (AMB, 2009).

With such cases that are recorded world over, this study hopes to highlight the difficulties that female journalists in Zambian public media face in day to day operations of gathering information based on their gender of being female. It also hopes to bring out the untold stories that females get to deal with individually.

1.3 Study Objectives

1.3.1 General Research Objectives

To assess how sexism affects the media industry in Zambia. A case of Zambia National Broadcasting Corporation –ZNBC-, Hot FM Radio and Prime Television.

1.3.2 Specific Research Objectives

1. To find out the level of discrimination based on one's gender in the media.
2. To assess the assignment of tasks in the media.
3. To establish the influence of beliefs on gender roles in the assignment of tasks.

➤ Research Questions

- I. What are the levels of discrimination based on one's gender in the media?
- II. How do you allocate assignments in this media organization?
- III. How does culture and beliefs affect gender roles in the assignment of tasks?

➤ Study Scope

The research was confined to ZNBC, Hot FM and Prime television in Lusaka. The study was comprised of female journalists and male journalist from various departments and also included assignment editors, and the Independent Broadcasting Authority.

➤ Significance of the Study

Gender equality entails that both men and women are at par in terms of opportunities, roles, responsibilities and participation in all aspects of society. Female journalists are slowly proving that they can do everything that men do in terms of work.

According to the Council of Europe, "Women's image and the role that women play in the media are heavily influenced by existing social and cultural norms, including gender stereotypes". Such an approach especially in the African set up with strong cultures may lead to impacting the media negatively and is detrimental to the profession. It was therefore important that a research is conducted in order to understand the current state of affairs through research with regards to sexism in the media. The research was used to lobby for changes in the way that assignments are handled in newsrooms by fairly distributing responsibilities.

➤ Limitations

Due to the nature of the research, some respondents were not willing to participate or turn in their answered questionnaires as they might be scared that the information obtained from them could be used to dent their image and consequently result in loss of their jobs. To address this challenge, anonymity and confidentiality was assured and strictly implemented.

➤ Theoretical Framework

This study was informed by androcentric assumption theory which states that women's work is biologically determined and therefore is and should be home based and restricted to nurturing and domestic chores. (Parpart et al.2000). The male centered approach to theorizing has produced particular views of many issues including those affecting women. The theory is restrictive and judgmental towards the females and basically tolerates a sex-based allocation of roles. However, taking such an approach to professional environments is detrimental to development as the world has evolved to a level where females and males are standing head to head against each other in a quest for top positions. The androcentric assumption theory was necessary to this study because the research was focusing on matters that largely fall on stereotype, assumptions and sexism. Some feminist theorists stressed the need to part from the constraining influence of orthodox Marxist theory, which they argued paid little attention to women's subordination (Barrett, 2000; Bryson, 1992; Sydie, 1993).

Dual-system theory evolved out of the problems with Marxist feminism. While Marxist feminists worked to either incorporate feminism into a Marxist critique of capitalism, or to extend Marxism to encompass the politics of women's liberation (Jackson, 1993), dual-system theory was a compromise of both socialist and radical feminism, by its dual focus on the two systems working to oppress women: capitalism and

patriarchy. The concept of 'patriarchy' was contentious among feminists and had previously been problematized and criticized by Marxist feminists for being essentialistic and trans-historic (Barrett in Jackson, 1993: 12). Moreover, the universalistic assumption of patriarchy was 'insensitive to different cultures, classes and ethnicities' (Walby, 1990: 2). Radical feminists had seized 'patriarchy' as the central concept to understand women's oppression, yet the term remained ambiguous and there was no consensus regarding its meaning (McDonough and Harrison, 1978: 12, 25). Kate Millett's *Sexual Politics* in 1971, which was considered to be the first attempt to theorise patriarchy in terms of women's oppression, was criticized for its 'mirror inversion' of Marxism, and for merely replacing 'class determination with that of sex' (McDonough and Harrison, 1978: 12-14).

Dual-system analysis thus addressed the essentialism and biological determinism of radical feminism, as well as the 'class reductionism' of Marxist feminism. Feminist sociologists might explore the system of patriarchy as 'fused' with the system of capitalism, such as Eisenstein who argued that the two systems have a mutually dependent and reinforcing relationship (Eisenstein, 200⁰). Alternatively, the two systems of oppression might be regarded as analytically distinct, with the relationship between patriarchy and capitalism being one of tension and conflict (Walby, 1990). For example, Walby argued that there are two class systems, one formed around patriarchy and one formed around capitalism, however, it is the patriarchal systems that work most particularly to oppress women (Walby, 1990). She distinguished between two main forms of patriarchy public and private and argued that during the 20th Century there has been a shift from private patriarchy as the overriding form of women's oppression, to public patriarchy. Private patriarchy refers to the household as being the main site of women's

oppression, enforced by individual patriarchs, such as husbands and fathers. Public patriarchy in contrast, refers to employment and the state, whereby women are oppressed collectively.

The lesson of several decades of feminist activism and scholarship is that gender justice in the media and in society as a whole depends on wide-scale social transformation, in which women's rights and women's right to communicate are respected and implemented (Gallagher, 2014). As feminist scholar Rosalind Gill puts it, we need to think of sexism and sexist exploitation as an agile, dynamic, changing and diverse set of malleable representations and practices of power', and part of the project of feminist media studies must be to understand and illuminate 'the varied ways in which sexism (and its intersections with other axes of power) operates through the media' (Gill, 2011). The feminist media critique, therefore, cannot be static. Nor can it be one-dimensional. To be successful in its quest for change, it must link particular local experiences and struggles to the pursuit of global norms and ethics that promises social and gender justice. These linkages between scholarship and activism are fundamental to the wider feminist project, though opinions differ as to how fully they have been realized thus far. Carolyn Byerly argues that feminist media scholars have not sufficiently explored 'the process of struggle represented by women's media activism' (Byerly, 2012), and that this undermines the potential contribution of scholarship to social change.

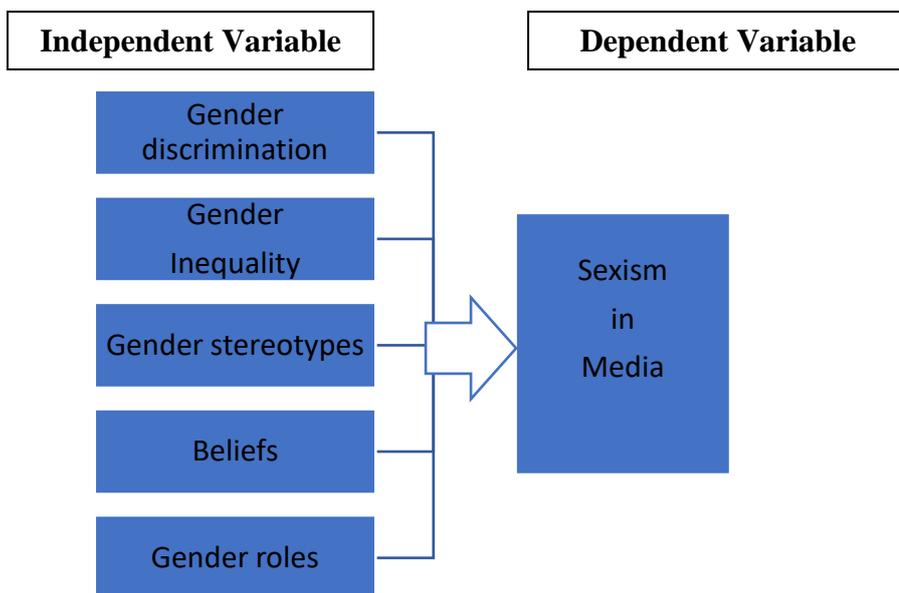
On the other hand, Anita Biressi and Heather Nun (2013) conclude that feminism has reaped the benefit of the exchange of ideas, experience and expertise between women in the academy, cultural producers and political activists, and that this has contributed to feminism's current confidence, its variegation, its adaptability and its future prospects' (Biressi and Nunn, 2013,). But whether the glass is half full or half empty, it is undeniable that

scholarship and activism have intertwined and have informed each other in ways that have helped to

shape contemporary debates on, and developments in, gender and communication.

1.8.1 Conceptual Framework

A conceptual framework is an analytical tool with several variations and contexts used to make conceptual distinctions and organize ideas. A conceptual framework as a concise description of the phenomenon under study accompanied by a graphical or visual depiction of the major variables of the study (Mugenda, 2008). In this study, the dependent variable is sexism in media while the independent variables are discrimination, gender inequality, gender stereotypes, beliefs, sex and gender roles.



➤ Operational Definitions of Concepts

Gender roles: A gender role, also known as a sex role, is a social role encompassing a range of behaviors and attitudes that are generally considered acceptable, appropriate, or desirable for people based on their actual or perceived sex.

Gender discrimination; is unequal or disadvantageous treatment of an individual or group of individuals based on gender. Sexual harassment is a form of illegal gender discrimination. Gender discrimination can be treating an individual differently based upon his/her gender in academia or extracurricular activities, academic programs, discipline, class assignments given in a classroom, class enrollment, physical education, grading, and/or athletics

Sexism: *Sexism* means discrimination based on sex or gender or the belief that men are superior to women and thus discrimination is justified. *Sexist* discrimination against girls and women is a means of maintaining male domination and power.

Gender stereotyping can limit the development of the natural talents and abilities of girls and boys, women and men, as well as their educational and professional experiences and life opportunities in general. Stereotypes about women both result from, and are the cause of, deeply engrained attitudes, values, norms and prejudices against women. They are used to justify and maintain the historical relations of power of men over women as well as sexist attitudes that hold back the advancement of women.

II. CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter presents the literature done by other scholars on the topic at hand and will include work done at global, continental and national level. The chapter will therefore explore on Sexism in Media: How assignments are allocated to journalists on duty, regardless of their gender. This case study focuses on Zambian National Broadcasting Corporation, hot FM radio and prime television in Lusaka in order to clearly comprehend this study.

There has been information world over about female journalists being harassed, discriminated upon and assaulted but due to the nature of the topic, some cases remain untold. However, a female journalist and assault victim from the United Kingdom who spoke to victims of the vice, believes reporting about them is the sure way of eradicating it for good (Anderson, 2017). In other incidents, female journalists and those wanting to join the career are harassed by their superiors who feel the power for their success in the industry lies in their hands as they are the ones in charge of assignments and selecting stories that make it to the news.

2.2 Sexism General Overview

Sexism, like other forms of prejudice, is a type of bias about a group of people. Sexism is founded in conceptualizations of one gender as being superior or having higher status than another gender in a particular domain, which can lead to discrimination. Research has indicated that stereotypes about socially appropriate gender roles for women and men are a driving factor in the endorsement of sexism.

Violent sexism is based on domination, competitiveness and hostility, while benevolent manifestations of sexism utilize protection instead of domination, the complementarity of genders instead of competitiveness and the positive recognition of women instead of hostility.

However, despite these different profiles, the common denominator is the belief in the inequality of men and women. Results of studies on the relationship between gender and sexism among non-disabled people do not show any consensus. While in many studies men score higher in terms of hostile sexism as well as benevolent sexism and neo-sexism (Forbes, Collin worth, Jobe, Braun & Wise, 2007; Fowers & Fowers, 2010). Other studies do not find gender differences in terms of sexist beliefs (Chen, Fiske & Lee, 2009). Several studies have analyzed the connections between sexism and self-concept or self-esteem, although the results indicate a different influence of sexism in men and women. With regard to neo-sexism, certain studies find worse self-concepts and self-esteem among men with higher scores (Garaigordobil & Durá 2006).

In Zambia Sexism does not come by accident, it is caused by the different treatment given to girls and women as compared to the treatment given to boys and men. This is what is meant by gender discrimination which is merely described as the different treatment given to one gender in comparison with the other, in terms of the above definition, gender discrimination is when an employer selects a man for the job even if a woman has better qualification. But a pattern of gender gaps reveals much more than isolated instances of discrimination gender gaps at the national.

Unequal benefits for different genders on the same level create hostilities in the workplace and costly human resource management. For female employees, too many male co-workers may cause inconvenient work surroundings, while too many male supervisors may present obstacles or delays management promotions. A more equalized gender distribution in the workplace offers more hospitality and professionalism, which also guarantees a healthy career path. Consequently, this improves workers' efficiency and their motivation. Thus, enforcing gender equality and is traditionally

considered an important aspect of business success and productivity improvement (Shaver 1999; Inglehart and Norris 2003).

2.3: Gender Oppression

In their study of women's media activism in 20 countries, Carolyn Byerly and Karen Ross (2006) identify a number of 'pathways' through which women's agency has opened up spaces for change. Among these is the pathway of the 'advocate change agent'. This is especially relevant to our discussion of scholarship in that its strategies invariably depend on the use of research. From monitoring and training, through advocacy for regulatory or policy change, to the use of cultural criticism, this path 'holds particular potential to alter women's structural relations to both media and other social institutions' (Byerly and Ross, 2006.)

A 2015 study shows that South Africa's journalists are mostly under 40, unmarried, hold university degrees, and are represented with an equal ratio of female to male journalists (Ndlovu, 2015: 122). However, despite the gender parity there is no gender equity in South Africa's newsrooms as men constitute the majority in senior and managerial position. As Rodny-Gumede (2015) argues, it seems as if structural constraints prevent women from increasing their influence, or internalized beliefs hold women back from exercising the power they have. This is a result of the deeply embedded patriarchal structures in the media industry of South Africa. Nowadays women do have access to media jobs due to affirmative action, but it does not prevent sexism or preconceived ideas about what they should or should not do with their careers (Rodny-Gumede, 2015).

Since South African newsrooms are characterised by male culture, values and norms similar to Western newsrooms, it is not surprising that the assigning of beats is similar, too: male journalists mainly cover hard news such as politics while female journalists cover soft news such as human-

interest stories. However, this has not been a steady development; there have been some fluctuations regarding the development of assigning beats. As Rabe (2002) points out, the 1995 and 2000 Gumede, indicate that female journalists mainly covered health and entertainment, while their male counterparts reported on politics. During that time, women were also assigned to local news instead of national or international news. However, later research from the 2005- 2010 period showed that as the newsroom reached gender parity so did the assignment of beats. Male and female journalists equally covered culture, arts, and gender equality reporting; women made up 40% of sports reporter and even did the majority of business and economic reporting (Rodny-Gumede, 2015: 208).

Unfortunately, Gumede, (2015) indicates that this development has been reversed and that female journalists are back to mainly covering soft news such as social, human interest, and legal stories while male journalists are reporting hard news. Women's reporting on economy has decreased from 26% to 19 % while their reporting on politics has also decreased from 33% to 16% (Gumede, 2015: 8). These results imply that there is still a need in South Africa for the realisation of gender balance when it comes to assigning stories. In contrast, there have been some positive developments over the course of time; whereas female journalists used to report mainly local news, the 2015 GMMP results show that they now cover mainly national news.

Furthermore, companies are now experimenting with policies that are more gender friendly such as flex time, job sharing and child care policies that benefit both men and women. Gender also advocates for gender equality amongst the sexes with the emphasis on men and women having equal conditions for realizing their full potential to contribute and benefit from social economic development. With the increased presence of

women in the workplace, old attitudes and behaviors have had to change.

In the case of a woman, she has to report early and put in extra work at awkward hours to be recognized by her supervisor. As a mother, she is expected to attend to children before they are taken to school, by ensuring that food and other requirements are in place and above all she is expected to look after her husband. ZCTU 1997 “Women Educational Manual report”; echoed this by observing that the working woman as a wife takes care of the husband by ensuring that breakfast is ready in good time and his clothes and shoes are cleaned before he goes for work (Miyanda, 2004 page 6 “Educational manual”).

ZCTU, 1997 “Women Educational Manual”: Further observed that the working woman finds herself in a dual role as she is paid a worker in her job and she is an unpaid mother and wife at home. Society expects women to carry out roles satisfactorily though this can be difficult at times. Women workers are also expected to be reliable and hardworking yet society expects them to put their family interest first. However, there are some instances where women have been subjected to outright discrimination through adherences to ideas that women are not capable of doing as good of a job as men. These and many others entrench negative cultural practices which perpetuate stereotyping and make the roles of a woman an interesting matter to follow.

According to the (NGP, 2016), the government of Zambia recognizes the need to promote gender at all levels in decision-making through affirmative action thereby empowering and improving women’s social, economic, and political status. Policy measures endorsed by the NGP to remediate women low levels in decision making include:

While policy commitment made by the Government is not legally binding, they do provide an important normative framework that illustrates the

Government intent and by extension, the people’s desired vision of gender equality in all spheres.

With the adaptation of the National Gender Policy, the government has initiated various empowerment programs, which aim at attaining gender equality and equity in the country. This is Women empowerment, which refers to the process of gaining access to and control over resources and developing one’s capacities building with a view to participating actively in one’s own life and that of the community in economic, social-cultural, political and religious terms

According to a sociology study by the US government, the characteristics of activities performed by men and women become people’s perceptions and beliefs of the disposition attributes of men and women themselves.

The activities that men involve in are often those that provide them with more access to or control over resources and decision-making power, rendering them not only superior positions, but also higher status and authority as society progresses.

In Zambia, Discriminatory treatment of women does not rise by any cultural accident but it is itself a means of the oppression of women. Sexism in Zambia is a means by which men take advantage over women. The male monopoly of decision making, even at the household level, it is used to maintain male privilege and to pressure male leisure, whereas the male may claim that he is taking decisions for the general benefit of the family when in actual fact he usually allocates himself the large part of the resources and to his wife the larger part of the labour which produces these resources. In Zambia, underlying the system of discrimination against women is the keeping of patriarchal power. It is useful to know between control, interest and belief.

So for example, when the civil service plot a maximum age limit of 28 years on applicants for professional posts, this was held by a tribunal to be discriminatory against women since they would be

less able to apply for such posts as they would be in their main child bearing years, this practice has been suspended in Zambia for good. In Zambia, Discrimination is allowed on grounds of genuine occupational qualifications e.g. in acting, a man would be expected to play a men's role where there are other exceptions relating to child birth and matters of decency and privacy.

2.3.1 To assess the assignment of tasks in the media.

Numbers of women in media professions, such as journalism, is growing; however, the media is and has been statistically dominated by men, who hold the vast majority of power positions. Studies show that men are more likely to be quoted than women in the media, and more likely to cover "serious" topics. A large number of international institutions and NGOs are advocating for gender equality in the media workplace. For instance, in 2018, UNESCO supported 42 media institutions and 16 universities to implement policies and strategies on gender equality. In addition, coherent with the strategy to empower women and girls through policy implementation, 31 institutions, community radio stations and national broadcasters adopted policies on gender equality in media.

Some media support organizations have warned that female journalists consider leaving the profession as a result of "relentless" barrage of attacks and harassment. More than half of women in media have suffered work-related abuse, threats or physical attacks in the past years, found a survey by the International Women's Media Foundation (IWFM) and Troll Busters, which supports reporters being, harassed (Halperin, 2014).

Female journalists are dealing with harassment on a daily basis; it is almost generally accepted as part of their everyday work environment. The majority of women said their gender was a key reason they had been targeted, in a survey of nearly 600 female journalists in the United States and around the world. More than half reported they had been

threatened or abused in a face to-face encounter in the course of their work; with over a quarter saying they had been physically attacked. Nearly two-thirds said they had suffered online harassment or threats, with more than one in ten reporting it happened often or daily (Dow, 2014).

Since the advent of online media and public familiarity to it, abuse on targeted female journalists has been easy as most people can torment them behind the computer and get away with it. An editor of a French media, in a report by reporters without borders said.

Being targeted by hate speech after the publication of an article is now routine for many journalists "it used to be the news organizations that were attacked but now it is the journalists themselves as individuals" (RSF, 2018)

An investigative journalist and the director of the Women's Media Center's Women Under Siege program, female journalists face particular risks over their male colleagues, and are more likely to experience online harassment or sexual assault on the job (Schindler, 2003).

Such a situation is likely to affect the flow of information considering the fact that woman journalists may tend to find comfort zones in carrying out duties. Yeboah (2010) is cited in African Communication Research, discovered that in Ghana, female reporters tend to use more females as news sources in their stories as compared to their male counterparts. However, the Global Media Monitoring projects warned that the news may be viewed with gendered lenses.

The way media workers respond to gender discrimination is indicative firstly of the type of environment that exists in their respective media workplaces when it comes to dealing with gender discrimination (Dibetso 2015).

Leaders determine and communicate what the organization's priorities are to all members of the organization. Leaders are important as they affect the other organizational structures, processes, and

practices. Specifically, leaders set culture, set policy, set strategy, and are role models for socialization. We suggest that one important way institutional gender inequality in leadership exists is when women are under-represented, compared with men—particularly when women are well-represented at lower levels within an organization.

Furthermore, the more people care about merit-based outcomes, the more they oppose affirmative action and diversity initiatives for women (Bobocel and Hing, 2011), particularly when they do not recognize that discrimination occurs against women in the absence of such policies (Son, 2002). Thus, a particular organizational culture can influence the level of discrimination against women in HR and prevent the adoption of HR policies that would mitigate gender discrimination.

2.3.2 To establish the influence of beliefs on gender roles in the assignment of tasks.

Others have focused on how negative or hostile attitudes toward women predict discrimination in the workplace. However, we extend this analysis by drawing on ambivalent sexism theory, which involves hostile sexism (i.e., antagonistic attitudes toward women) and benevolent sexism (i.e., paternalistic attitudes toward women) (Glick, 2013), both of which lead to discrimination against women.

Stereotyping processes are one possible explanation of how discrimination against women in male-typed jobs occurs and how women are relegated to the pink ghetto (Rudman, 2012). Gender stereotypes, that is, expectations of what women and men are like, and what they should be like, are one of the most powerful schemes activated when people encounter others (Fiske, 1992).

Furthermore, because women are associated with lower status, and men with higher status, women experience backlash for pursuing high status roles (e.g., leadership) in the workplace (Rudman, 2012).

In other words, women who act competitively and confidently in a leadership role are rated as more socially deficient, less likeable and less hireable, compared with men who act the same way (Rudman, 2012). Interestingly though, if women pursue roles in the workplace that are congruent with traditional gender expectations, they will elicit positive reactions (Eagly and Karau, 2002).

Thus, cultural, widely known, gender stereotypes can affect HR-related decisions. However, such an account does not take into consideration individual differences among organizational decision makers (e.g., managers, supervisors, or HR personnel) who may vary in the extent to which they endorse sexist attitudes or stereotypes. Individual differences in various forms of sexism (e.g., modern sexism, neo-sexism) have been demonstrated to lead to personal discrimination in the workplace.

In addition, organizational decision makers who are higher (vs. lower) in benevolent sexism should discriminate more against women when making HR-related decisions. It has been found that people higher (vs. lower) in benevolent sexism are more likely to automatically associate men with high-authority and women with low-authority roles and to implicitly stereotype men as agentic and women as communal (Eagly and Karau, 2002). Thus, organizational decision makers who are higher (vs. lower) in benevolent sexism should more strongly believe that women are unfit for organizational roles that are demanding, challenging, and requiring agentic behavior. Indeed, in studies of male MBA students those higher (vs. lower) in benevolent sexism assigned a fictional woman fewer challenging tasks than a matched man (Eagly and Karau, 2002). The researchers reasoned that this occurred because men are attempting to “protect” women from the struggles of challenging work. Although there has been little research conducted that has looked at benevolent sexism and gender

discrimination in HR-related decisions, the findings are consistent with our model.

2.3.3 Summary

This study has critically evaluated the desired fact that inequality between the males and females is the primary basis for the gender discrimination as well as the foundation of effort in order to reduce the inequality related to both sexes. Since time in memorial, women have always been underrepresented within the workplaces. It is a matter of fact that the gender differences have evolved from the past. In order to reduce this effect, the most important key is to make people sensible and aware from the negative aspects and effects of the gender discrimination within the workplace. People, as well as the respective employees of the concerned organization, should understand the benefits of equality and they should protest against the practices of gender discrimination (Bettio, Plantenga, and Smith, 2013).

In Zambia, the media itself has been accused of promoting negative profiles on women coverage as sources of news. In a report, (Panos, 2017, p.11) the positive profiles on women was standing at 45% and the negative profile closing in at 35 %. Panos further challenged the media to reduce the margin between the positive and negative profiles so that the positive can overshadow the negative.

III. CHAPTER THREE: RESEARCH METHODOLOGY

Overview

This chapter looks at the methodology employed during the study to come up with the research findings. Saunders, Lewis and Thornhill (2009, p. 585) define methodology as ‘the theory of how research should be undertaken, including sample size, research design, target population, sampling procedure and, data collection methods and procedures and ethical considerations. Research design is the blueprint that links the empirical data

collection to the initial research questions and the eventual conclusion (Jacobs, 2007). This part of the research deals with the means to be used to answer the research. It tries to justify the techniques used. Additionally, the constraints or difficulties encountered and also knowledge learned is explained. Information for the study will be collected from primary and secondary sources.

3.1 Research Design

This study used a descriptive design. This is because it was set to describe the levels of sexism in Zambia media industry and its effects on the delivery of service by journalist. This type of research design is preferred because it makes it possible for the researcher to collect information through both personal accounts and observations made by the respondents concerning the topic of study. Lambert, (2012), asserted that this research design gives the respondents the freedom to fully describe the topic under study, meaning that the nature of the topic in hand can be presented in a complete and accurate manner. The study selected this research design so that it would describe cases of sexism in media and understand how female journalist fare with their male counter-parts.

3.2 Target Population

Population refers to the group of people, which forms the subject of the study in a particular in this study, the Target population will be survey. According to Mugenda and Mugenda (2003) population refers to an entire group of individuals, events or objects having a common observable characteristic. The study targeted 400 journalists from ZNBC television, Hot FM and Prime television because these are some of the most influential media houses in Zambia and it was just right to use as cases of study. This target population was selected due to the sensitive of the study and the busy schedules of most journalists.

3.3 Sample size and sampling procedure

3.3.1 Sample size

From the target population a sample size of 40 respondents was picked. The sample Size of 40 was picked because it is practically manageable to get information needed from that number as well as it is more than one-tenth of the population enabling the researcher to gather enough cred information. This target population was selected due to the sensitive of the study and the busy schedules of most journalists who didn't have time.

3.3.2 Sampling procedure

The study used a simple random sampling method and purposive sampling method. This was made possible due to the availability of sampling frame which was obtained from the editors and human resource management. Simple random sampling procedure was selected because it enables each respondent to have the same probability of being selected, therefore, reducing biasness on the part of the researcher. This sampling procedure was selected because of the sensitive of the topic and ethics of various media houses

3.4 Data collection methods and procedures

To ensure the reliability of the information resulting from this study, the researcher will use both primary and secondary sources. The primary sources data for this study was gathered through self-administered Questionnaires and interview guide. The secondary data consisted of information obtained from journals, textbooks and Internet sources. It was used because it is cardinal to refer to that which has already been found out for the purpose of continuation and also the internet for easy access.

A self-administered questionnaires and interview guide were used to collect data from the respondents. Questions asked constituted both open ended questions and closed ended questions were appropriate. Administered questionnaires were used because they are standardized questions implying that all respondents from each category

answered the same questions. In addition, respondents were given ample time to respond to questions. On the part of the researcher, it saves time and money, since questionnaires were answered in good time and data was easily coded and analyzed.

3.5 Data analysis

The MS Excel and SPSS version 20 were used to analyze the data. The specific statistical method that was used was descriptive statistics from SPSS version 20. The study was further analysed using SPSS and Excel workshop to come up with the finding of the study which were then generated graphically and interpreted. The collected data was cleaned and then entered into both Excel and SPSS. The questionnaire generated quantitative data was coded and entries were made. The data was analyzed using SPSS. Data collected is interpreted for the purpose of drawing conclusions that reflect on the interests, ideas and theories that initiated the inquiry (Babbie and Mouton, 2004). Data analysis was performed using a mix of qualitative and quantitative methods.

3.6 Ethical Considerations

Ethically, the researcher introduced himself and lay clearly the prime motive and objective of the research to the research participants to make them understand and seek their consent. Since the participants was not be obliged by law to take part in this undertaking, the researcher was quick at outlining the potential benefits and side effects that could result from the study. As the participants' decision whether to take part in this study or not lay within themselves, the researcher neither forced nor coerced any one of them. More so, the researcher also upheld confidentiality and privacy to opinions given.

IV. CHAPTER FOUR: PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction

The data from the questionnaires was collected and coded using Statistical Package for Social Science (SPSS); it was then checked for uniformity, consistency and accuracy. This chapter presents from female journalists, male journalists and assignment editor/media heads in form of tables and figures as collected from the respondents.

The chapter seeks to highlight the demographic profile of respondents targeted for the study. To facilitate meaningful data analysis and interpretation of the findings, information on bio data of respondents has been included.

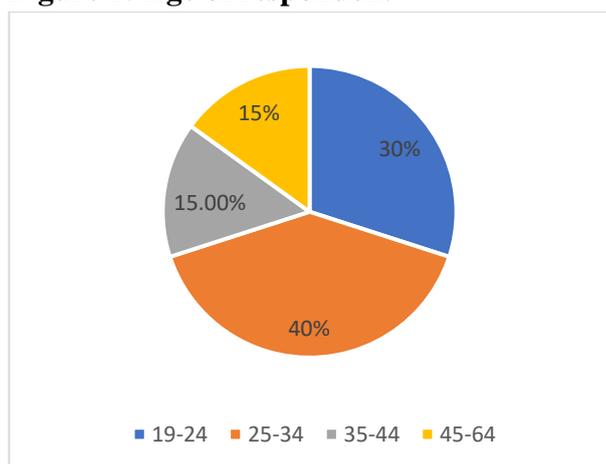
4.1 SECTION A: FEMALE JOURNALISTS

This section presents finding on female journalist from ZNBC, Hot FM and Prime Television.

Age of respondent

Table 2 above shows the maximum age of respondents was above 64 years and the minimum were below 19 years. Majority of respondents were age between 25-34 years old was 40.0% (8), followed by those between 19-24 years which made 30.0% (6), followed by the age group of 34-44 and 45-64 years which made 15.0% (3) each.

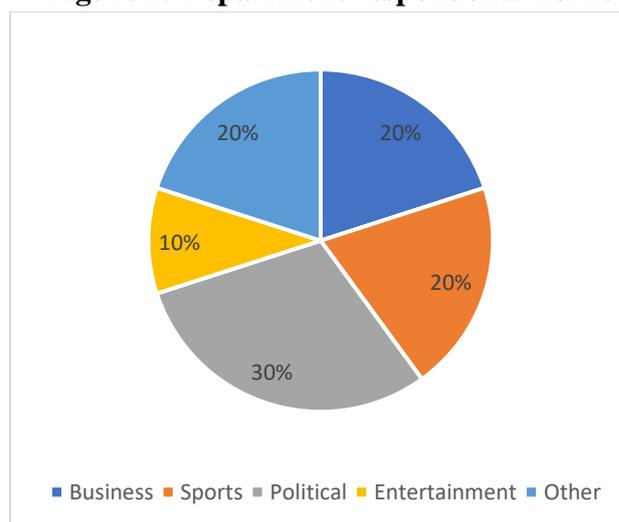
Figure 1: Age of respondent



Department Respondents Worked In

The figure below shows responses on department respondents worked in with the majority being from political which made 30.0% (6) followed by those who indicated business, sports and other (production newsroom general and editor which made 20.0% (4) and the least indicated entertainment which made 10.0% (2).

Figure 2: Department respondents worked in



Number of Year worked in this organization

Figure below shows majority of female journalists that were sampled in this study had been with their organization between 6-11 which made 55.0% (11), followed by over years which made 25.0% (5), followed by those between 1-5 years which made 20.0% (4).

Figure 3: Number of years worked in this organization

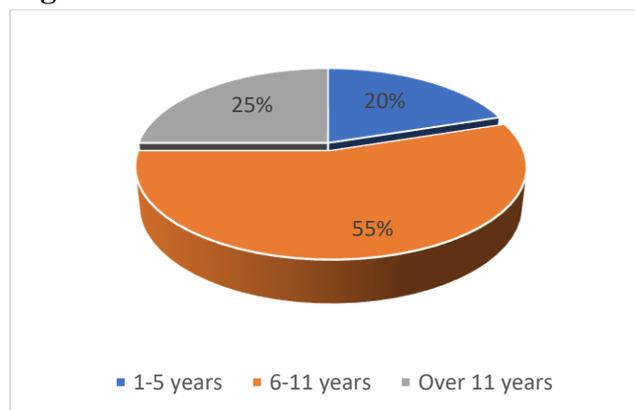
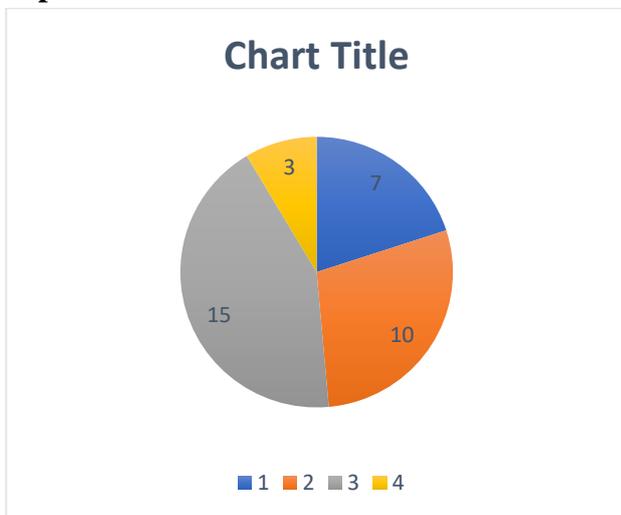


Table 4	Number of female journalists in the department	Percentage
A	7	45%
B	10	35%
C	15	10%
D	3	10%

The table above shows that most of the respondents indicated that they had up to 7 female journalists s followed by those which indicated 10 female journalists while others indicated 15 and 3 referring to the number of journalists

Figure 4: Number of female journalists in the department



Favored in news assignments allocation for being female

Figure below shows majority of female journalists that were sampled in this study were not favored in news assignments allocation for being female which made 60.0% (12), followed by those who agreed yes there are favored in news assignments allocation for being female that which made 40.0% (8).

Figure 5: Whether there are favored in news assignments allocation for being female

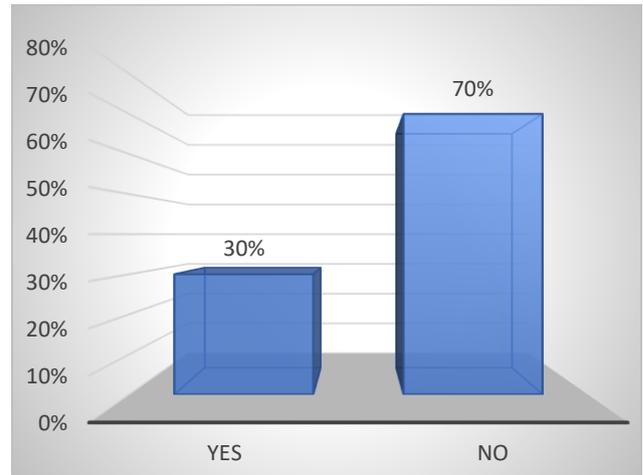


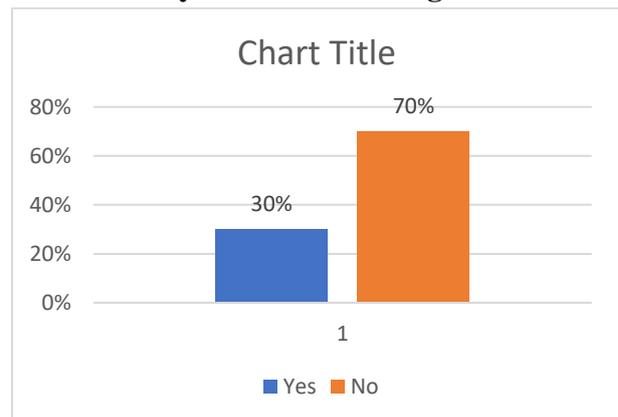
Table 6: REASON FOR INDICATING (NO) TO BEING FAVORED

Due to advances from prominent people in society
Due to sexual harassment by prominent sources
The assigning is based on competence

As a female journalist ever been unfairly allocated an assignment

Figure below shows majority of female journalists that were sampled in this study were not unfairly allocated an assignment for being female which made 70.0% (14), followed by those who agreed yes there were unfairly allocated an assignment for being female that which made 30.0% (7).

Figure 6: Whether as a female journalist ever been unfairly allocated an assignment



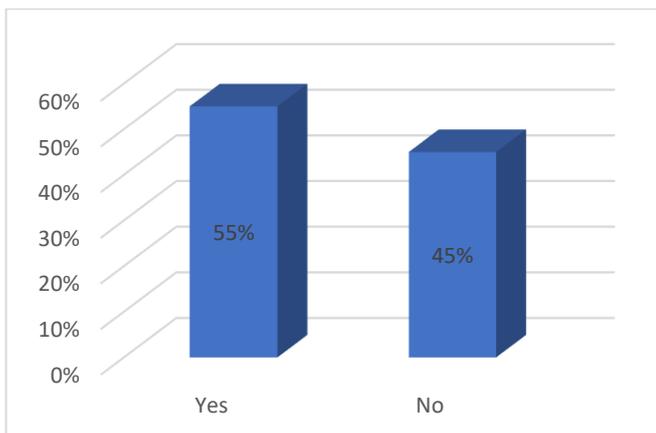
	FEMALE JOURNALIST BEEN A VICTIM OF UNFAIR ALLOCATION OF AN ASSIGNMENT
A	For some events if deemed hectic there are assigned to males
B	For assignment are just meant for females while others are for males

HOW SEX OF A JOURNALIST AFFECT THE QUALITY OF A JOURNALISTS WORK	
Male journalists tend to dominate the field/some assignments are just male qualified	
It does not as long as one is able to deliver adequately/depends on one's set of skills	
They female going for certain assignments because of sources and editors them	
It simply provides a platform for both male and female journalists to contribute to the growth of the institution	

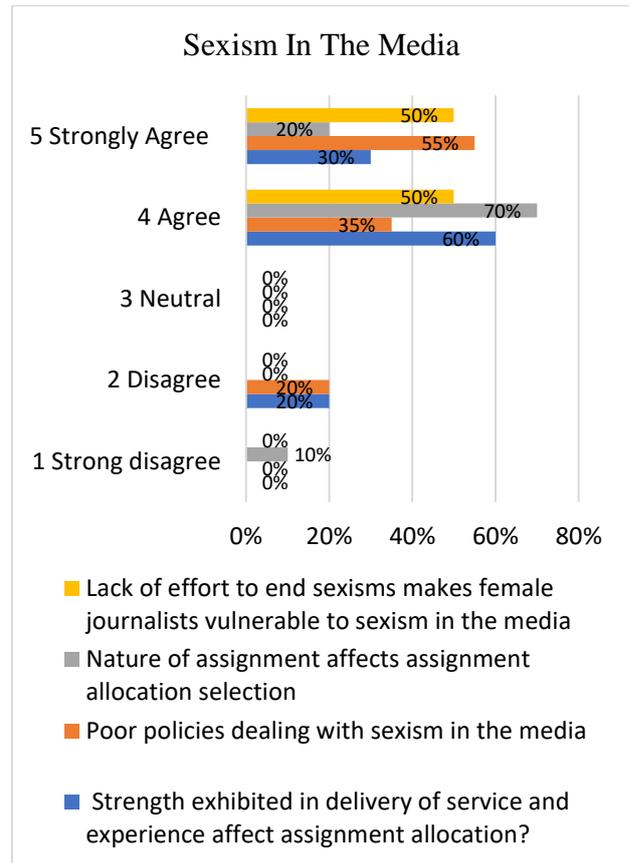
Culture affect assignment allocation in media

Table 9 above shows majority of female journalists that were sampled in this study agreed culture affect assignment allocation in media which made 55.0% (11), followed by those who didn't agree which made 45.0% (9).

Figure 7: Culture affects assignment allocation in media



Sexism in The Media



The Figure below shows sexism challenges in media strongly disagree, disagree, neutral, agree and strongly disagree.

- i. Strength exhibited in delivery of service and experience affect assignment allocation majority of the respondents indicated (agree 60%).
- ii. Poor policies dealing with sexism in the media majority indicated (55% strongly disagreed)
- iii. Nature of assignment affects assignment allocation selection majority of the respondents indicated (70% agreed)
- iv. Lack of effort to end sexism makes female journalists vulnerable to sexism in the media both majority of the respondents indicated (50% agreed).
- v.

Measures to put in place to ensure parity in assignment allocation in the media

- 1 Deployment should be based on ability to deliver effectively anchored on qualification and experience
- 2 By ensuring that work put in or delivery of assignment is assessed before assigning the same person to another assignment.
- 3 There should be a checklist to check on one's performance to enable the study of one capacity to deliver despite of sex
- 4 Media should independence and the power to assign being restored to assignment editors
- 5 Policy should be formulated in media institutions to ensure fair courage and allocation of assignment
- 6 Avoid selection in allocation of assignment and view both sexes as equal and able to professionally deliver.

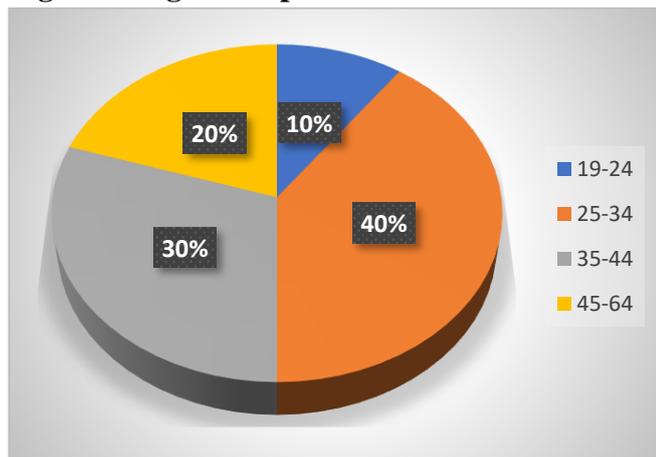
4.2 RESPONSES OF MALE RESPONDENTS

This section presents finding on male journalist from ZNBC, Hot FM and Prime Television.

Age of respondent

Figure below shows the maximum age of respondents was 64 years and the minimum age was 19 years. Majority of respondents were age between 25-34 years old was 40.0% (4), followed by those between 35-44 which made 30.0% (3), followed by those between 45-64 and the least being between 19-24 years, 10% (1).

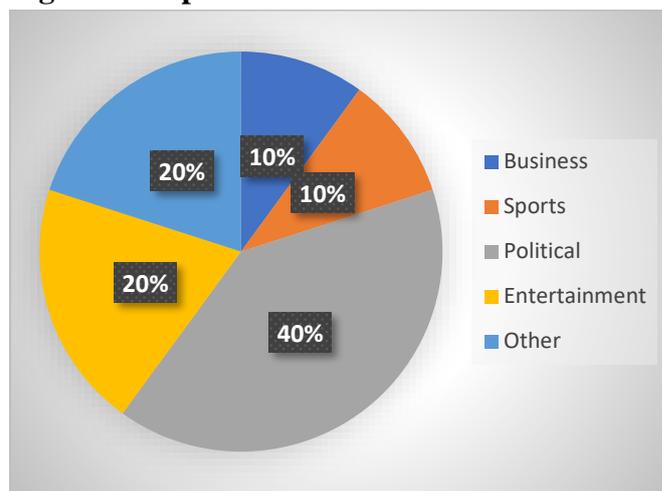
Figure 8: Age of respondent



Department worked In

Figure below shows responses on department respondents worked in with the majority being from political which made 40.0% (4) followed by those who indicated entertainment and other which made 20.0% (2) each, and the least both indicated business and sports which made 10.0% (1) each.

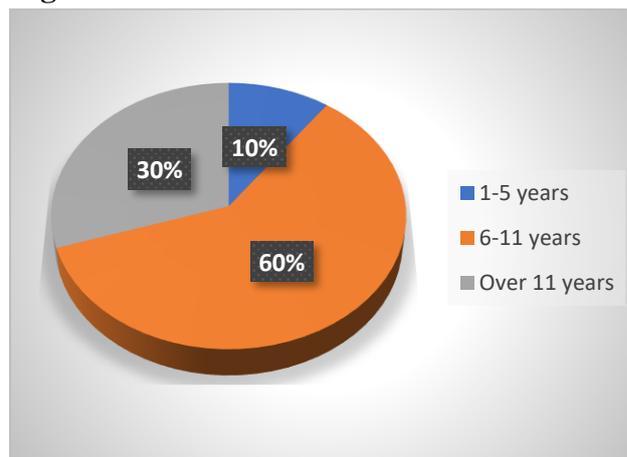
Figure 9: Department worked in



Number of Years Worked in This Organization

Figure below shows majority of journalists that were sampled in this study had been with their organization between 6-11 which made 60.0% (6), followed by over 11 years which made 30.0% (3), followed by those between 1-5 years which made 10.0% (1),

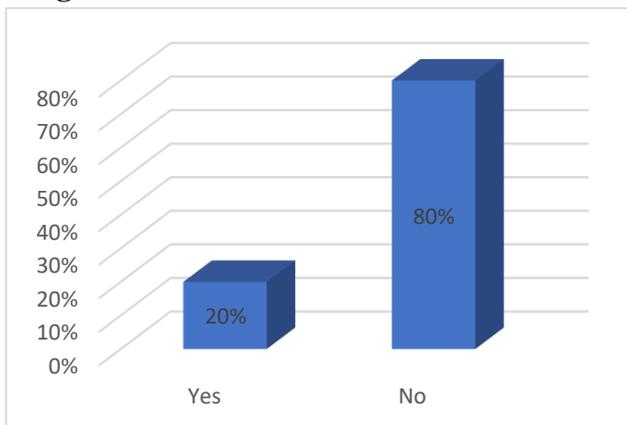
Figure 10: Number of years worked in this organization



Journalists in your department exhibit equal strengths when covering assignments

Figure below shows majority of journalists that were sampled in this study disagreed that journalists in the department exhibit equal strengths when covering assignments which made 60.0% (6), followed by those who agreed which made 40.0% (4).

Figure 11: Journalists in your department exhibit equal strengths when covering assignments



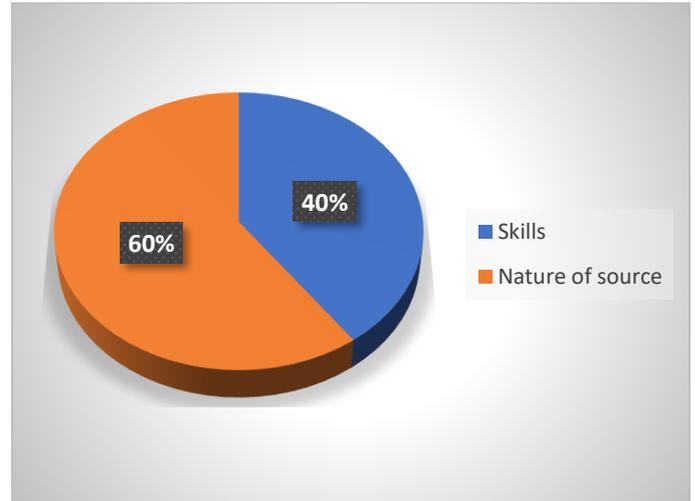
Reasons for the answer

- Most female journalists do not have the passion for sports and politics, due to less interest they do not exhibit equal zeal and strengthens compared to men/
- Female journalists to somewhat do not exploit their potential to the fullness
- Both men and female journalists have the same skills and abilities
- Most of them show signs of fear when it comes to covering hard news

Criteria used in assignment allocation

Figure below shows majority of journalists that were sampled in this study on criteria used in assignment allocation indicated skills which made 70.0% (7), and nature of source which made 30.0% (3).

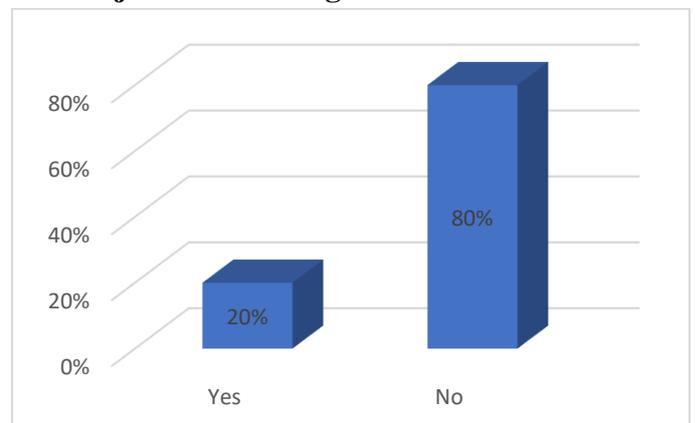
Figure 12: Criteria used in assignment allocation



Whether culture affects the allocation of certain journalism assignments

Figure below shows majority of journalists that were sampled in this study agreed that culture affects the allocation of certain journalism assignments which made 80.0% (8), and those who indicated no which made 20.0% (2)

Figure 13: Culture affects the allocation of certain journalism assignments



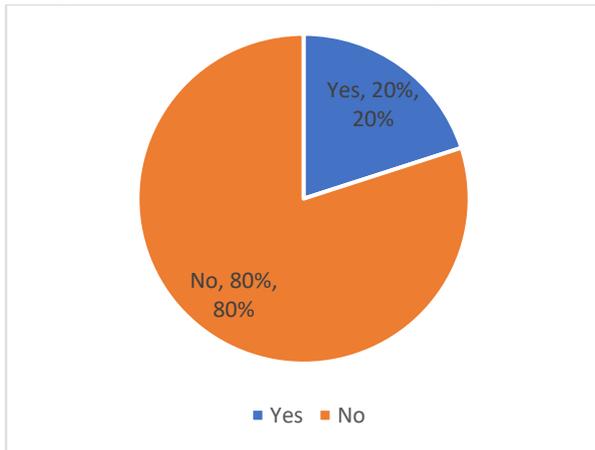
Reasons for the answer

- At times male source would ask for one journalist to film and report out of town hence the gender becomes an issue.
- They are certain traditions that don't allow women to cover some assignments.

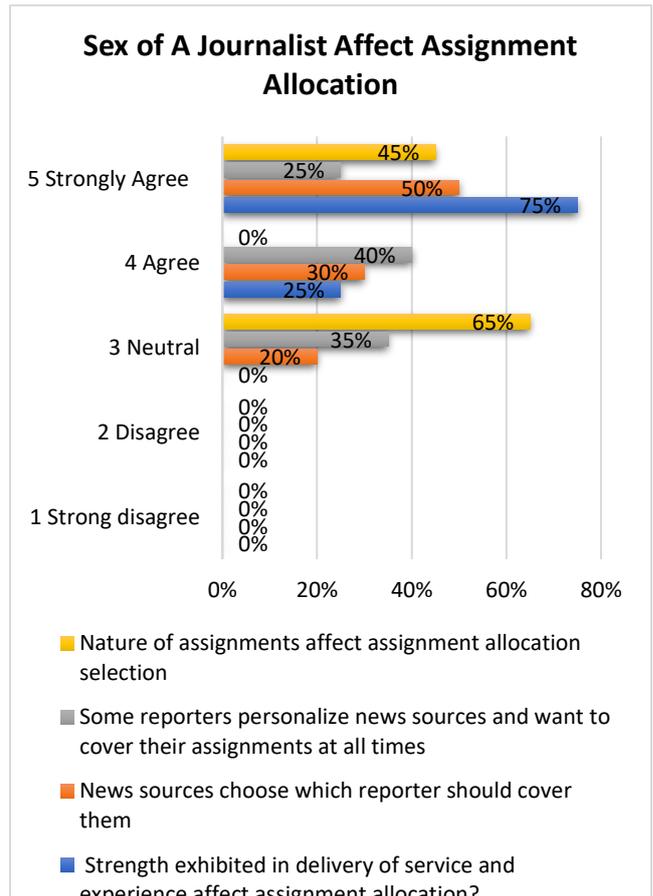
Whether you are favored in assignments allocation for being male

Figure below shows majority of journalists that were sampled in this study agreed that culture affects the allocation of certain journalism assignments which made 80.0% (8), and those who indicated no which made 20.0% (2).

Figure 14: Whether you are favored in assignments allocation for being male



Sex of A Journalist Affect Assignment Allocation	
a	The sex of journalist does not really matter but competence of an individual.
b	It does as female journalists are scared of taking up certain jobs
c	The ability to handle tough situations like during political rallies



The tables above show sexism challenges in media strongly disagree, disagree, neutral, agree and strongly disagree.

- vi. Strength exhibited in delivery of service and experience affect assignment allocation majority of the respondents indicated (Strongly agree 75%).
- vii. News sources choose which reporter should cover them majority indicated (55% strongly disagreed)
- viii. Some reporters personalize news sources and want to cover their assignments at all times selection majority of the respondents indicated (40% agreed)
- ix. Nature of assignments affect assignment allocation selection majority of the respondents indicated (50% neutral).

Measures to put in place to ensure parity in assignment allocation in the media

1. News editors need to be strong in allowing politicians choose the reporters to cover

them and journalists should not be all to personalize the sources.

2. Female journalists need to show strength and willingness to cope assignments despite their nature. Female journalist should be encouraged to applying themselves when handling assignments.
3. Media organizations should be conducting workshops to ensure all journalists are on the same level.
4. Editors should stop the behavior of looking at faces when allocating assignments and should be assigning journalists on rotation basis.
5. Specialization in undertaking a particular assignment has to upheld and media personnel need to have their skills upgraded through regular training and internship with international media organizations.

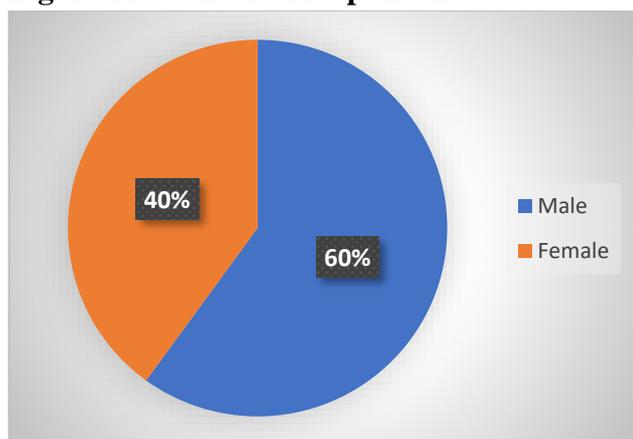
4.3 SECTION C: FEMALE JOURNALISTS

This section presents finding on female journalist from ZNBC, Hot FM and Prime Television.

Gender of respondents

Figure below shows majority of respondents among assignment editors/ media heads that were sampled in this study were male which made 60.0% (6), followed by those who female which made 40.0% (4).

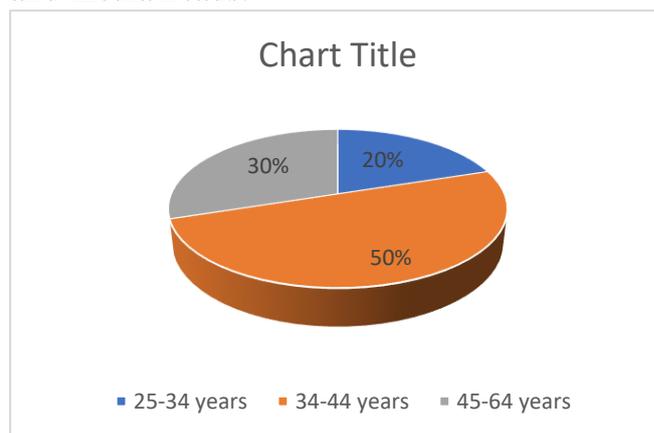
Figure 14: Gender of respondents



Age of respondent

Table 21 above shows majority of respondents among assignment editors/ media heads that were sampled in this study were between 34-44 years which made 50.0% (5), followed by those who were between 45-64 years which made 30.0% (3), and the least being between 25-34 years which made 20.0% (2).

Age of respondents amongst assignment editors and media heads.



Number of years worked in this organization

Figure below shows majority of journalists that were sampled in this study had been with their organization for over 11 years which made 50.0% (5), followed by between 6-11 years which made 40.0% (4), followed by those between 1-5 years which made 10.0% (1)

Figure 16: Number of years worked in this organization

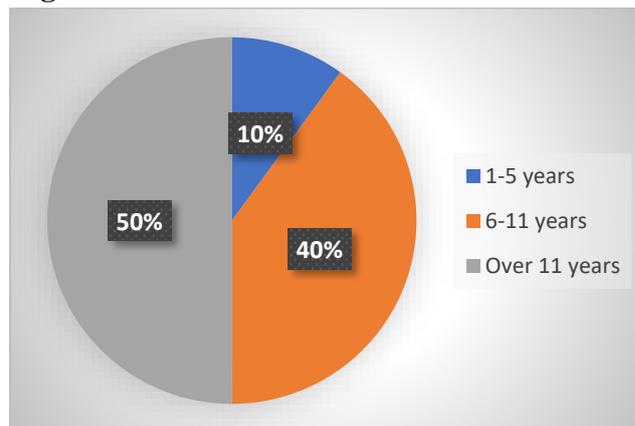


Table 23: Sex of journalist	Female	Male
A	4	11
B	3	11
C	7	15
D	12	15

The table shows the number of female and male journalist in a newsroom.

Consideration when assigning reporters to the field

Figure below. majority of journalists that were sampled in this study nature of source is considered when assigning journalist in the field which made 60.0% (6), and other indicated skills of journalist is as well considered which made 40.0% (4).

Figure 16: Consideration when assigning reporters to the field

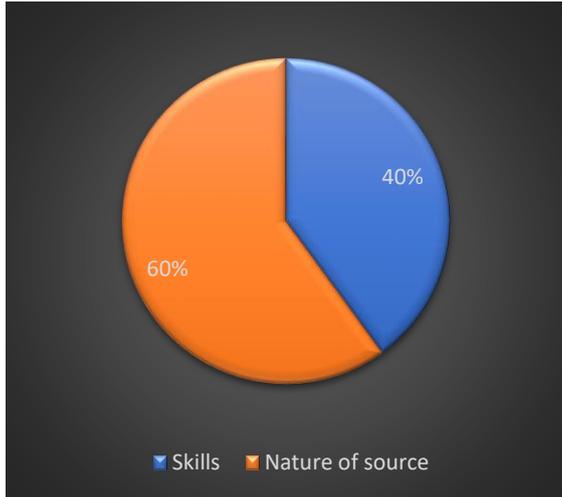
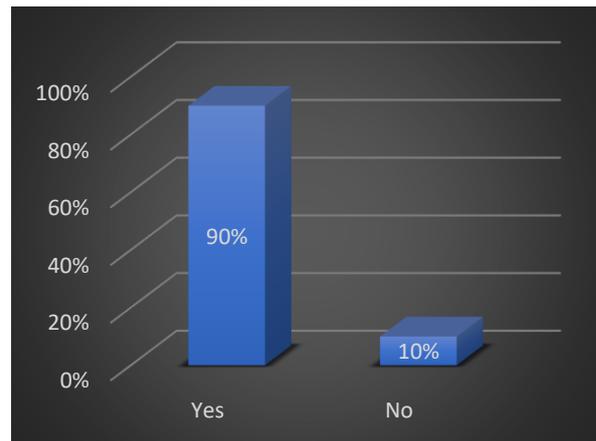


Table 25: Whether gender affects assignment of reporters in the field	
A	No
B	Sometimes, especially in cases where political stories are concerned
C	Depends on specific circumstance like a female journalist covering risky assignments

Whether sources of information choose who should cover them

Figure below shows majority of journalists that were sampled in this study agreed that some sources of information choose who should cover them which made 70.0% (7), and those who indicated no which made 30.0% (3).

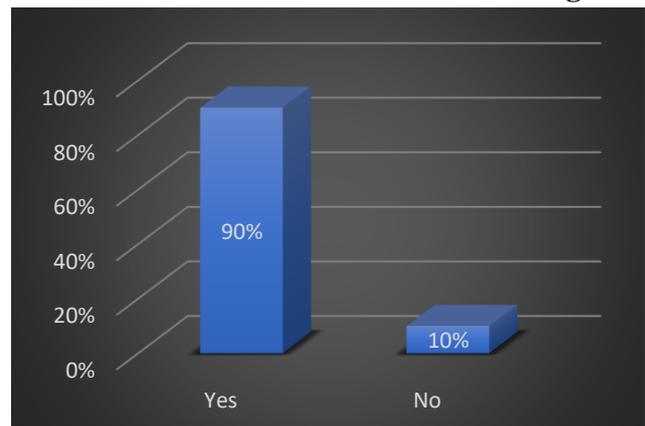
Figure 17: Sources of information choose who should cover them



Whether sources of information choose who should cover them based on gender

Table 27 above shows majority of journalists that were sampled in this study disagreed that some sources of information choose who should cover them based on gender which made 60.0% (6), and those who indicated yes which made 40.0% (4).

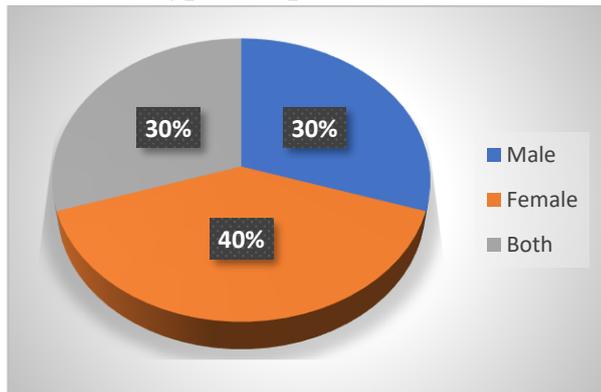
Figure 18: Whether sources of information choose who should cover them based on gender



Gender of news sources tend to choose the type of reporters to cover them

Figure below 19 shows majority of journalists that were sampled in this study male news sources tend to choose the type of reporters to cover them which made 50.0% (5), followed by those who indicated female which made 30.0% (3) and then the least indicated both which made 20.0% (2).

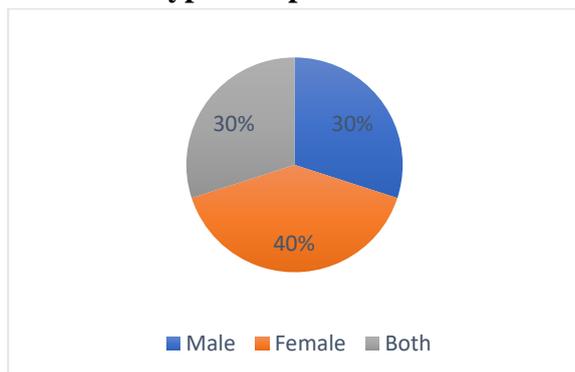
Figure 19: Gender of news sources tend to choose the type of reporters to cover them



Gender of news sources tend to choose the type of reporters to cover them

Figure below shows majority of journalists that were sampled in this study females news sources tend to choose the type of reporters to cover them which made 40.0% (4), followed by those who indicated female which made 30.0% (3) and then the least indicated both which made 30.0% (3).

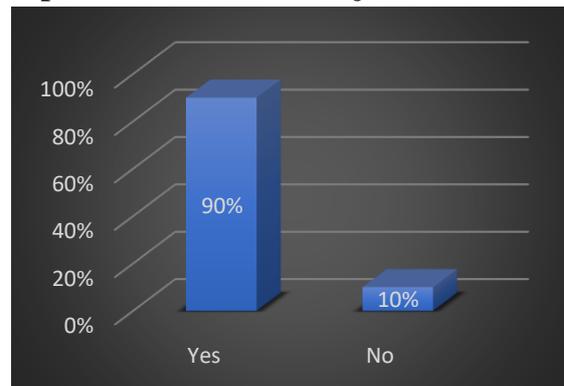
Figure 20: Gender of news sources tend to choose the type of reporters to cover them



Whether they have received any reports of sexism from a journalist

Figure below shows majority of journalists that were sampled in this study agreed that they have received any reports of sexism from a journalist which made 90.0% (9), and those who indicated no which made 10.0% (1).

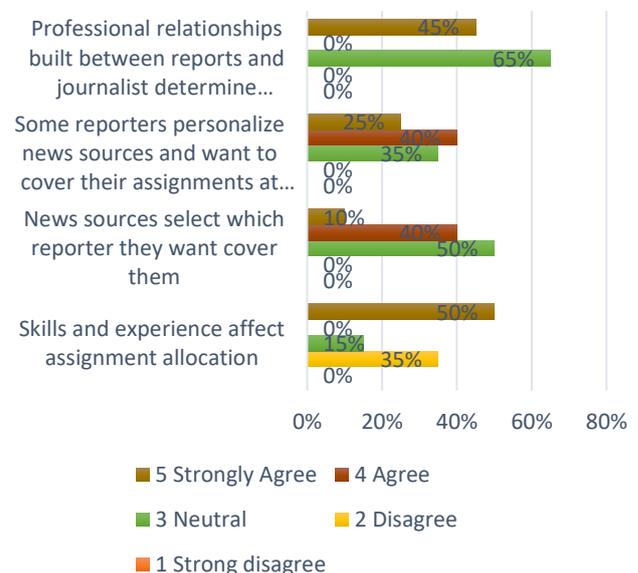
Figure 21: Whether they have received any reports of sexism from a journalist



Types of Sexism reports you have received from journalists

- Advise female journalists to focus on work
- By assigning any reporter fit for the assignment
- Engage IBR and MISS on measures to protect journalists

Types of Sexism reports you have received from journalists

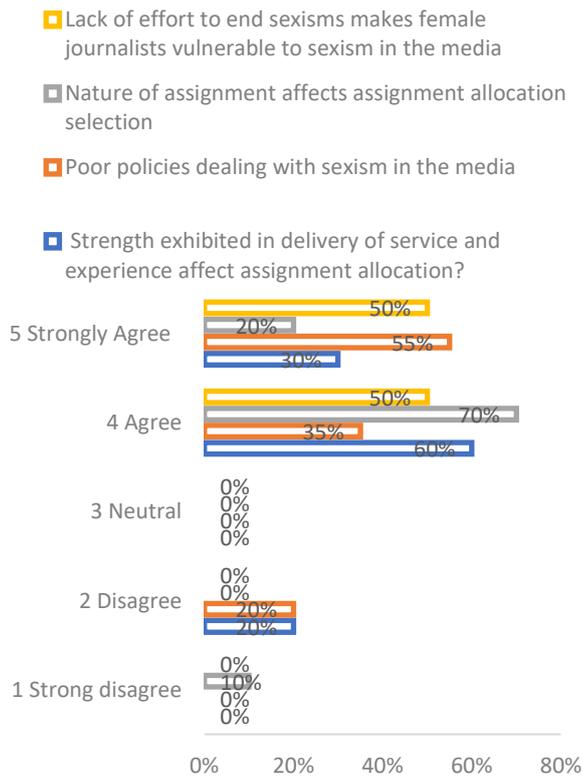


Handling cases of sexism in the media

A news source specifying a male report to be the one usually use in coverage

Male sources sexually harass them

Handling cases of sexism in the media



The tables above show sexism challenges in media strongly disagree, disagree, neutral, agree and strongly disagree.

- x. Skills and experience affect assignment allocation majority of the respondents indicated (Strongly agree 50%).
- xi. News sources select which reporter they want cover them majority indicated (50% neutral)

- xii. Some reporters personalize news sources and want to cover their assignments at all times majority of the respondents indicated (40% neutral)
- xiii. Professional relationships built between reports and journalist determines assignment allocation majority of the respondents indicated (50% neutral).

Measures to put in place to ensure parity in assignment allocation in the media

- a. By allowing both male and female journalists cover all assignments according to desks/department accordingly unlike making sex dominated.
- b. There is need for media training on sexism and media.
- c. Put a system in place that does not leave room for outer influence other than separation in department.

V. CHAPTER FIVE: DISCUSSION CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presents the discussion of the findings of the study based on female journalist, male journalist and assignment editors, conclusion based on the findings and the recommendations according to the findings of the study.

5.2 Discussion

The findings of this study were divided into three sections which included Section A: Female journalists, Section B: Male journalists and Section C: which had assignment editors and Independent Broadcasting Authority-IBA.

5.2.1 Female Journalists

The maximum age of respondents was above 64 years and the minimum were below 19 years. Therefore, the majority of respondents were age between 25-34 years old which is a pick age for most journalists in the industry. The study also found that various departments had participated in the study and this included departments like political, business, sports and others (production, general newsroom and editor) and entertainment. From the findings it can be observed that the study was fairly represented by the female journalists from various departments. The study further showed that most journalists had been in the industry for over five years which made them qualified to participate in the study. On average, the study found that the media houses that participated in the study had over 15 female journalists in their institution.

The study wanted to find out if there is a stereotypical approach to journalists' assignment allocation for either being female or male. Most of the respondents indicated that they were not favored in assignment allocation due to their sexuality but they do face challenges such as sexual advances from prominent people in society, sexual harassment by sources of information and others

indicated that assigning is based on competence and someone's ability to deliver a service. From the findings it can be concluded that sexism in media as seen from the evidence affects both male and female journalists. Examples include sexuality advances from sources of information and politician, while other examples include being overlooked for certain assignments which are deemed stressful for females to handle such as riots and political rallies. Some female journalists indicated that for some events if deemed hectic there are assigned to males which is a clear indicator of gender inequality in the media industry.

A study by Dow in (2014), agrees with the findings above with regards to female journalists being sexually abused in the field. The study revealed female journalists are dealing with harassment on a daily basis; it is almost generally accepted as part of their everyday work environment. The majority of women said their gender was a key reason they had been targeted, in a survey of nearly 600 female journalists in the United States and around the world. More than half reported they had been threatened or abused in a face to-face encounter in the course of their work; with over a quarter saying they had been physically attacked.

The study went on to find out if culture does affect assignment allocation in the media which resulted in most respondents agreeing that females are sometimes overlooked due to culture. For instance, certain traditional ceremonies do not allow women generally to attend certain exclusive rituals and female journalists are not in any way excluded. In the same vein, there is no record of a male presenting a cookery program. However, some respondents argued that female journalists as well are capable of covering and producing good results as it is not about sex but skills, bravery and courage to approach any given assignment.

Those respondents who argued for indicated that....

- a. It does not as long as one is able to deliver adequately/depends on one's set of skills
- b. Female go for certain assignments because of sources and editors request them
- c. It simply provides a platform for both male and female journalists to contribute to the growth of the institution

In this study it was found that strength exhibited in delivery of service and experience affect assignment allocation. The majority of the respondents agreed to this which shows that female journalists have equal abilities to deliver as males. The study also found that the attitude of assignment editors contributes to sexism in the media. The majority of the respondents indicated and disagreed to shows that ultimately, the one who decides who covers what stories has the final say in assignment allocation. Therefore, the attitude that the assignment editor has towards certain news stories and who to cover affects and brings about sexism in the media.

The study also found that there are poor policies dealing with sexism in the media, majority disagreed, saying policy is there what is lacking is implementation on the part of media houses, government and IBA. Therefore, the study showed lack of effort to end sexism makes female journalists vulnerable to sexism in the media as they are not protected by the law which is weak.

The study found that on the measures to improve gender equality and fight sexism in media, female journalists recommended that deployment should be based on ability to deliver effectively anchored on qualification and experience. Others indicated that avoiding selection in allocation of assignment and view both sexes as equal and able to professionally deliver.

5.2.1 Male Journalists

The study also had a fair representation from male journalists with all the age groups participating in the study. Therefore, the majority of respondents were aged between 25-34 years old which is a pick age for most journalists in the industry. The study also found that various departments had participated in the study and this included departments like political, business, sports and other (production newsroom general and editor) and entertainment. The study was fairly represented by the male journalists from various departments. The study further showed that most journalists had been in the industry for over five years which made them qualified to participate in the study. On average the study found that the media houses that participated in the study had over 15 female journalists in their institution.

The study wanted to know which female journalists exhibited equal strengths when covering assignments. The findings showed that majority of journalists that were sampled disagreed that journalists in their department did not exhibit equal strengths when covering assignments while the least of respondents pointed to the fact that female journalists also have the same ability and strengthens as their male counter-parts when handling assignment despite not being able to handle certain assignments which may be deemed dangerous. From the findings those that said female journalists do not have the same strengths as males based their argument the fact that female journalists do not have the passion for sports and politics, due to less interest they do not exhibit equal zeal and strengthens compared to men and sometimes somewhat do not exploit their potential to the fullness.

Those who argued that female journalists have the same strengths as their male counter-parts argued that both men and female journalists have the same skills and abilities because women have sometimes excelled in the field more than males in politics and

sports. From both views of those who argued against and for female journalist on assignment selection it can be concluded that men and women to exhibit the same skills, strengths and both have the courage to deliver during an assignment. Despite having the same skills and strengths there are assignments female can handle alone due to tradition and that's the same situation for male journalists as well.

Elwood-Akers (1988) carried out a study on the female and male journalists in conflicts and War zone areas. War and conflict are the domains in which the strongest claims about gender differences in reporting are made: when covering war, women are said to feature collateral damage, sexual violence as a tactic, and the wider consequences and human impact of conflict, while men emphasize military strategy. But others, especially war reporters themselves, insist that women do not write differently, although editors may make assignments on the basis of gender. Women journalists have often described being assigned to provide the women's angle on a particular conflict; they reluctantly accepted such assignments because that was their only chance to get to a war, or sometimes because they wanted to be at the top of the news hour or on the front page (Bartimus et al., 2002).

In this study it was found that the nature of source and skills of a particular journalist is what is considered when selecting journalist for assignments. From the findings above the study can further conclude that female journalists have equal abilities to deliver as their male counter-parts in whatever situation despite the nature of source of information.

The following measures were recommended by male journalists news editors need to be strong in allowing politicians choose the reporters to cover them and journalists should not be all to personalize the sources, female journalists need to show strength and willingness to cove assignments

despite their nature and specialization in undertaking a particular assignment has to upheld and media personnel need to have their skills upgraded through regular training and internship with international media organizations.

Information from Editors/Assignments Heads

The study had a fair representation from editors and assignment heads which had both male and females. From their experience and number of years in their respective organizations, they were very critical to outcome of the study. The majority of editors/assignments heads indicated that nature of source is considered when assigning journalists in the field but skills do matter as well in ensuring quality service delivery. In some cases, such as sports and political female journalists tend not to have the passion for it but these more and more female journalist is exceling in political affairs and sports, therefore, making them equal to their male counter-parts.

The study found that some of information chose do choose who should cover them in assignments or another activity. The selection of who should cover them was found in areas of tradition, maternal related assignments and political assignments. The found that majority of news editors do receive reports of sexism against female journalist especially and this affects their service deliver. Some of the cases that have been reported include sexual advances, stereotyping, and physical harassment from cadres and lack of belief in their service delivery. The further found that media houses have taken the initiative to reports cases of sexism to the police but nothing has been done till date as they do not have the protection of government policies. The policy does exist but what lacks is the political power to implement it in most cases, even institutions as MISA and IBA have failed to act in reports of harassment and sexism of journalists.

5.2 Conclusion

The aim of this study was to investigate the challenges of sexism facing female journalists in Zambia; cases of ZNBC, Hot FM and Prime Television were used as case studies. From the findings it can be concluded sexism does exist in media as seen from the evidence from the respondents which affects both male and female journalists. The study found that female journalist face sexism situation both in the field and in their respective organization. Some of the common cases of sexism indicated by the respondents include sexual harassment, advances from prominent people in society, editors requesting for favors and not being selected for certain assignment due to their sex.

The study found that the sex of journalist does not really matter but competence of an individual's ability to deliver in the field such as in cases where female journalist has proved equal to their male counter-parties in the field. The study found that are not assigned for some assignment because there are scared of taking up certain jobs which like riots, demonstrations and tough situations like during political rallies

The study found that most source of information and male politicians do request for sexual favors from female journalist just for them to cover which affects their professionalism in the field. The study further found that female journalist is overlooked for some assignments due to the nature and skills attributed in the field. An example of such situations includes political rallies and specific circumstance like a female journalist covering risky assignments.

5.4 Recommendation

From the findings the study recommended the following to journalists, assignment editors, media organizations, IBA and government.

- ❖ Assignment editors should be deploying journalists based on their ability to deliver results effectively anchored on qualification

and experience. The study recommended assignment editors should ensure that work put in or delivery of assignment is assessed before assigning the same person to another assignment.

- ❖ The study recommends journalists should prove their proficiency based on work put in and not have advantage of being allocated assignments based on their sex.
- ❖ The study recommended that Media houses should be free of outside influence and the power to assign a journalist on an assignment should be restored to assignment editors exclusively.
- ❖ The study recommended that government, media houses and media groups formulate policies to ensure fair courage, protection of journalists and gender equality in all departments as agreed in the gender policy. All sexes must be viewed as equal and differentiation should be only based on academic qualification.
- ❖ The study recommended that female journalists need to show strength and willingness to cover assignments despite their sex being socially considered weaker. Media organizations should deliberately conduct workshops that encourage equality of journalists.
- ❖ Assignment Editors must engage rotational allocation of assignments to avoid the same people covering same news sources.
- ❖ Specialization in undertaking a particular assignment has to be upheld and media personnel need to have their skills upgraded through regular training and internship with international media organizations.

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