

How has the coverage of women in *Southern Weekly* changed during the past 25 years?

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## Chapter One: Introduction

I made up my mind to study abroad in my second year of college, and I didn't really know what to expect from this experience. And now I am very glad I made this seemingly wild yet fortunate decision. Missouri School of Journalism has trained me with various journalistic skills and prepared me better for my future career, and also encouraged me to think about a lot of issues regarding media communication.

When I looked at local and national news everyday, I found how much emphasis American media has placed on political coverage. I was also glad to see Claire McCaskill frequently in local and state news, and she reminded me how little I saw Chinese female politicians on front pages. I completed a literature review assignment for my Mass Media course about American media's portrayal of women candidates in political campaigns. I had some surprising findings on this topic and realized women are not equally treated in media even in the United States, a country that seems to be opener and more progressive than a lot of other places across the globe.

Then it occurred to me that I should look into how Chinese women were portrayed in U.S. media and thus I could make a comparison with American women. My committee suggested that this might not be feasible due to the lack of Chinese women on U.S. media. Then I tried to look into the possibility of examining how Chinese female politicians were portrayed in Chinese media, just like the lit review I did for my Mass Media course. Given how rigid and closed Chinese media report about politicians, this didn't work out. Then I landed on my revised topic — to look into how Chinese media

portrayed Chinese women in general, hoping to have some useful conclusions for further studies with a narrower topic.

During my program at Missouri, I was lucky to have met many great journalists and to-be-journalists, and many of them were women. I felt they, just like their male counterparts, had inspiring thoughts about their careers and seemed very determined about what they chose to do. I would always think myself as one of them, but I felt oddly more comfortable here than I was in my own country. I guess this is what social mentality and social expectation could do: to pressure professional women into thinking they are wanting too much. The pressure is of course much smaller in big cities like Beijing or Shanghai, but it's prevalent everywhere else on the vast land. Media reports could usually reflect the social reality and mentality, so looking into how media portrayed professional women would be helpful in understanding the social environment for Chinese professional women. I found that quite necessary.

The research topic made it a natural fit for me to do my professional project at the International Women's Media Foundation, which advocates for female journalists around the world and also provides supports to build women's leadership. I worked 30 hours per week for the communication department at IWMF and helped with the online promotion of the organization's projects and events. It was a great experience and allowed me to accumulate much knowledge, while deepening my understanding on gender issues.

Conducting this research would help me gain a deeper understanding of Chinese media coverage, especially about gender stereotypes. As a female journalist, it would be a good inspiration for my future career in this business.

## **Chapter Two: Weekly Summaries**

### **Weekly Report 1**

It has been a smooth start for me here in D.C. I went to orientation and the first Friday seminar in our Washington Program, and met with Barbara, Kristine and all other students in the program; I went to the International Women's Media Foundation, and started my work on Tuesday; I also got familiar with the D.C. metro system and can start seeing around.

On Tuesday, I met Anna Schiller, my director at the IWMF, and we had a great talk about my professional project there. Anna touched on a few projects she expects me to help her with, most importantly the online promotion for the annual Courage Award. Specifically, I will help her with editing interview videos for each awardee this year, reorganizing the archives of previous awardees and launch a new website for the award and for the IWMF later on, daily updates on social media etc. She also expects me try get in touch with a previous Chinese awardee and write an update story about her. My responsibility can be flexible depending on the projects and my interest, so as long as I am motivated to work on something, I will find some projects to work on.

My director and I edited a video interview for 2013 lifetime achievement awardee together so I can be familiar with her expectations and the program she had been using. It's a video of a veteran editor from Zimbabwe, and has been published on IWMF's YouTube channel and Facebook page. Anna also taught me her ways to promote a video

on social media. I also helped digging into archives and finding some information of previous awardees, and helped Anna's daily twitting and Facebook post.

The work I had done so far is not yet challenging, but I know problems will come when reorganizing web file starts. I am still in the way of figuring out how to multitask efficiently. Anna helped me set my plans so I can work on a few things without losing my priority. I am sure as I am more familiar with the workflow there, I will have the opportunity to work on more complicated projects.

Also, I have the chance to understand a little bit more about promoting for a nonprofit. It's related to journalism, but I am not doing a reporter's work. I find this area interesting and think this can also be one of my future job options.

In this week's seminars at the National Press Club building, I've leant some basics of the Washington Program and have an idea of how to achieve the objectives outlined by Barbara, which echo almost all my goals. I will try to make the best use of my time, take initiative in my professional project, devote efforts in research component and explore D.C. in many ways in my spare time. As we discussed in seminars, going out to meet with various people is definitely better than staying inside. It can help me broaden my horizon, and could even help me make connection. Katy's talk on Friday offered a lot of useful tips based on her experience in Washington Program. She made a few excellent and useful points, and the idea of being a person easy to work with struck me most. She is definitely right. We sometimes want to use our skills and prove our ability too much, but we neglect the fact that employers and colleagues just want someone they feel comfortable working with. We will have more chance to prove ourselves and show our talent once we establish a harmonious relationship with them.

I have been busy settling down and haven't worked on research project yet.

## **Weekly Report 2**

This has been an interesting week for me, either in terms of my professional project, seminar or other events.

I started the project of reorganizing the website material for the IMWF's Courage awardees. Figuring out where to start and how to proceed has been challenging, but my director and I had some good talks and decided to move forward one step at a time.

I started the first step: "filling in the gaps" – identify the awardees who need extra information and write up something for them. I spent a chunk of time looking for the links of the separated, scattered pages for more than 80 awardees from 1990 to 2012. Then I finished completing the bios for three awardees by looking into paper archives for useful material. It feels so good to start writing again, even though it's not based on original material. I had fun selecting information and write a new bio for them, and I hope I will say the same thing when I am done with more of them.

At the beginning, I had a little issue with working efficiently in this project without immediate deadline. My director didn't push me to finish much work per day. But soon I figured I have to set a daily and weekly goal for myself on this project in order to work efficiently. For long-term project without a specific deadline, setting a short-term goal, even if not super specific, is very helpful. It will still be challenging to keep a good pace in the future when things become more complicated and difficult to deal with, such as making story packages for those awardees with lots of update information and multimedia content.

Asides from work, I had the opportunity to meet with the 2013-2014 Elizabeth Neuffer fellow, Proditia Sabarini, an Indonesian journalist who's interested in human rights and religious intolerance. It was interesting getting to know about the overall religious situation and religious conflicts in the country. The first time I knew that Indonesia offered six religions for each citizen to freely choose from, but not choosing any of them was not acceptable. Shortly before the lunch with Proditia, two of IWWMF's staff, Nadine and Annie, had a briefing about their wild adventure in Eastern Congo. They were there for a week for an IWWMF project that aims to bring journalists to the region to cover a broad range of topics and change the conception that only war and rape happens in Congo.

Tuesday night we went to the Kalb Report on 50th anniversary of March on Washington. I have been reading news and sending out tweets for IWWMF on the topic in the middle of the week. I found one of the main focuses of the coverage is that the 1963 goal hasn't been fully accomplished. Women's role in the event been underestimated is another focus. Some articles also talked about how March on Washington has pushed civil rights movement on other aspects, such as gender, homosexual and animal. I am fortunate to know more about such an important historical issue at the location where it happened. It's also shocking to know how media, even mainstream well-known media, neglected the Martin Luther King speech and the overall event in the August 50 years ago. This has pushed me to think about media's role and responsibility. If journalists and editors can't successfully identify historical events or deliberately neglect them, that would be a huge failure for the media organization.

The Friday tour at the Foreign Press Center has been inspiring. I got to know many resources foreign journalists can take advantage of when they cover U.S. in D.C. It's also a reminder that foreign journalists, no matter they can find places like FPC or not, should take their efforts to find more local resources and learn more about the country's history, culture and current society in order to report better. When they are assigned to a place they are not familiar with, they have to be motivated to know more than the stories they are working on.

I have been reading more articles on media portrayal of women, and hope to find some new inspiration for my topic and narrow it down. I gradually started to read a few things everyday after work so that I can work continuously and pick up some of the things I forgot during the summer.

### **Week Report 3**

This week, I continued to work on filling in gaps for the incomplete, inadequate bios of some previous IWFMF courage awardees, and realized some of the main guidelines I followed in writing their bios were actually the same in news writing. Good lead, clear organization, no missing answers to important questions etc. I can't guarantee I did the same thing for every awardee, but I tried my best to follow the guidelines, especially when the material was enough to work around.

Asides from the online bio project, I edited a video for Bopha Phorn, an IWFMF courage awardee who came from Cambodia. With some inspiration from my director, I tried to increase the types of frames in the video by using cropping tool in order to add color to the interview with still, wide shots. It felt great to try adding matching-motion sequences in the video so the video is visually continuous and pleasing.

One interesting thing about this video is the Facebook advertisement my director launched. It seemed to have driven a lot of traffic from probably Cambodia, because she targeted the audience of the ad to that region. The IWMF Facebook page had about 1,000 more likes within just a week. Some of the people might stay forever even though a lot of them will unlike the page in the future. This is just like news story looking for audience who might be interested in the message. Ideally, IWMF would target anyone who is interested in journalism, female journalists and gender equality issues. But by targeting the Bopha video to all the Cambodians, we may find people who simply care about the news just because it's an international honor for one of their people. That's proximity. We sometimes need to find an angle to promote our information to a certain type of potential audience.

Another interesting issue I came up with is on the social media content choosing. I ran into an article in USA Today talking about Bank of America's biased treatment for female employees, which could potentially be a good fit in our Twitter updates because it was about gender inequality for professional women. However, I remembered that BOA was the national sponsor for the IWMF Courage Award ceremony last year, possibly this year too, so I just asked my director whether this should be posted. Not surprisingly, she said we'd better not. I completely understand, but this is just like the advertising and editorial side conflict of a news organization. The situation might be different compared with a nonprofit like this, but I think in most cases, advertisers could be intruding editorial integrity in both.

Barbara's office visit prompted me to think about what else do I want to do other than the assignments my director gave me. Attending some events related to IWMF's

interest and covering that for IWWMF would be something to keep an eye on. It's important to think beyond daily routine and be motivated during this learning experience.

Our Friday visit to Newseum was great. I went there once before, but this time, I saw different things. With the wonderful explanation from our guide and Barbara, I was able to discover some spots I missed in previous visit. I had a deeper and more thorough understanding of American recent history after looking over the JFK exhibit and civil rights exhibit.

I had a busy weekend accompanying my good friend who flew to D.C to see me, so I didn't have much time to work on my research. I know I need to spend more time and make progress, so I hope to provide some updates on next report. I went to Library of Congress and Mount Vernon estate during the weekend, and that was a great American history and politics tour.

#### **Weekly Report 4**

Everything in work goes as usual this week, with some thoughts occasionally. I read a few articles over the long weekend, and had done some thinking on my research project. It's a less dynamic week with Barbara leaving town and us not meeting in seminars or lectures.

I have been working on filling in the gaps of online bios for previous award winners for a few days, about two weeks so far. I finished updating 24 awardees, and left about 10 more to work on. I set my daily goals for this long-term project, and had been proceeding as I expected.

Another thing I helped with is to spread the word out about a survey on harassment and violence against women journalists. It's a survey co-launched by IWWMF, and it's the goal

is to reach 1,000 female journalists to respond. Alana Bart, IWMF's program manager, asked me to help me send out a few emails to some existing journalists/editors contacts IWMF have. Also I researched the contact information for some journalism associations such as the SPJ, the Asian/Hispanic/Black/Indian journalists association to ask them help spread out the word. Additionally, I used my personal contacts in China to help guarantee more responses. It's interesting to see how they try to reach as many people as possible, using different ways including sending out press release in the beginning, sending out emails based on all kinds of contact information and sharing information on Facebook and Twitter etc. So far they have 750 responses, and with only a week from deadline, I will help with the final round of publicizing.

My director and I are going to work on promo video for the 2013 Courage Award soon, so I started doing some research on how other organizations do promo videos and generated a few ideas. This is something new for me, because most of my work related to video was news stories. Working on promotion video is something I need to adapt to. But I am confident I will learn from others and work something out.

From the staff meeting, I learnt about what's going on with each of the six staff members, and how they can cooperate with each other. Right now, their biggest task is the fund raising for the Courage Award ceremony. They discussed about the specific ways to encourage people to donate, and that's very essential to the well being of the organization. How to deliver the message seems to be very important. Like one of the staff member said, it's all about story telling. How to tell a convincing story to potential donors? How to impact a donor emotionally and rationally? What the staff members deem important

might be different from what donors think, so staff members need to convey their message effectively so that donors would think the money is worth spending.

On the research project, I am still working on finalizing my topic. In the meantime, I have been reviewing the content analysis method through other people's articles. I generated a few new thoughts, and want to make some changes in the direction of my topic. So I need to research a little bit more and hopefully present a thoroughly thought idea later this week.

### **Weekly Report 5**

This week has been a great one, except for me catching a cold in the later half of the week. My work at IWMF has been going well, group tour to Senator's office and CBS have been wonderful, and I am making some progress in my research project as well.

I started working on the promotion video for the coming Courage Award ceremony. I watched many promo videos of various kinds, and also watched plenty of video materials from IWMF's interviews and other similar events. I wrote a draft script and my supervisor liked it. My next step is to start editing and present a rough video draft to her. The script goes: I started the story with everyone talking about this great event in different aspects, with an explanation what this event is about. Then goes to this year's awardees, and included one good quote from each one of them. Then goes to the summarizing end, which included some encouraging words that invite people to come to the event, and some detailed information about how to attend. I am planning on telling the story in this logic, and I feel like a promo video can be a little bit "loose" story compared with a news story. It should be organized with some main parts in order, but it

doesn't have to be a story with strong logic. It begs for powerful quotes, good pacing and clear message.

I finally finished updating the "missing bios" of the website, and found two previous awardees didn't have print folders so there were not enough information for them. I will discuss with my supervisor about this issues and figure out a way to solve the problem. In total, I updated about 30 online bios in the past three weeks based on various materials. My next step is to reorganize the content on some of the awardee pages and create multimedia package for them. I hope to learn how to arrange website content reasonably and effectively to attract the audience through this process.

The visit to Senator Roy Blunt's office has been interesting. I am amazed by the size of his staff and also the spacious office, just like that in House of Cards. I am impressed he is making the best use of his media staff to engage the public with various ways, including social media. One thing struck me is that he talked about they tried to communicate with people in the ways they are mostly comfortable with. If someone writes a letter, they mail back one; if someone posts something on Facebook, they reply online. I think what he meant is not only does message itself matter, the way message is delivered also matters. Another thing I thought was interesting was the preparation for Senator's media interview. They would research comprehensively, understand other guests' opinions and organize talking points. Senator Blunt and his staff all seem to understand how important "proper" media exposure is. But if everyone does the same thing – prepare for the best and prevent anything from going wrong, I wonder how much in-depth discussion would these guests have. On the CBS Sunday morning show, we watched a guest not answering the host's questions but keep talking about an obvious

point. However, I think Sunday interview shows are very meaningful because they offer a chance for people to listen directly from the leaders of the country. It's a great way for people to understand what is going on at Capitol Hill.

On my research project, I am finalizing my topic and asking for committee's suggestions. At the same time, I am reading more articles to come up with questions in my coding book. Also, I am examining the availability of the articles I want to code, and figure out what's the best way to find them.

### **Weekly Report 6**

One exciting thing this week is that I finished editing the 2013 Courage in Journalism Award promo video. It's based on some previous videos and I selected the most useful materials from them. My director made some changes with me after I edited the draft version, and I am happy that most of my ideas was kept. It's my first time working on a promo video and I think it's a good start. Here is a link on the IWMF's YouTube channel: <http://www.youtube.com/watch?v=jt-hPdIGIn4&feature=share&list=UUr2uuIkdfnLxmSIwCMGuUtw>

I think it's still a little long for a promo video. I originally wanted to edit it into two minutes, but we wanted to include all the important people so it's very hard to cut it down. One way to make this work is to not include any quotes of this year's four awardees and summarize how courageous they are and why they got the awards. That can save some time. Also, awardees all come from different countries and they sometimes talk slowly because English is not their first language. We wanted people to meet them in a natural way, but at the same time, including their quotes might not help build a powerful promo video, which is usually fast-paced and quick-cut.

I have also been working on the planning of an interactive map to rearrange the Courage awardees files. I brought up the idea to my director a few weeks ago when she told me we'll be working on launching a new website. I suggested that we could organize previous awardees not only by year but also by country and make an interactive map. She loved the idea and encouraged me to figure out how to make that work. I had been busy with updating awardee bios but this week I have some time to research about it. I tried to use iMap, a program she recommended, and figured out how to add a clickable link when hovering over a certain country. I have also been categorizing the awardees by country using a word document, and looking for press freedom context information for each country. When the new website launches, I will have all the information prepared to build a map.

This Thursday's Mizzou gathering was fun, and Friday's seminars were great. We leant a lot of practical job marketing skills from an experienced senior editor at Hearst newspaper. Mr. Charles Lewis discussed with us about some details we should pay attention to when we look for jobs. One thing he kept mentioning was to create multiple impressions for recruiters. I think this is an excellent point. Sometimes we just send the resume and cover letters and wait, hoping someone would respond to us. That's just too lazy. Why should we expect employers to be impressed by our materials and choose to reach out to us among so many excellent candidates? Trying to make multiple impressions is not only a marketing strategy, but also a way to show how much you care about the position and demonstrate your diligence in looking for jobs.

The visit to POLITICO was great. The speaker mainly talked about the history of POLITICO and how the business side of things worked. It was great to hear about an up-

going media organization that believed in journalism could be profitable. I kept thinking about his point that in order to ask readers to pay for the content, you need to offer something they can't get elsewhere. In this digital world, it's a very difficult goal, but once you make it work, you can build pay-wall. POLITICO's success showed niche journalism and multi-platform journalism really had a bright future. The most important thing, I think, is the leaders' willingness to make proper changes. POLITICO started at a changing time when struggling traditional media found it hard to adapt to new trends, and it kept changing. That's why it survived well seven years after it was founded.

On my research project, I finished the draft of my codebook and have been looking for good database of Chinese newspapers. I found one named Huike, and it might work well for my project, but I am trying to figure out how to select samples in the database.

### **Weekly report 7**

This week, my director was not in office for half the time, but I tried to keep my pace in working on the long-term things and think about stuff I can work on when she was not there. The new website is expected to launch mid-October, so I am working on the final preparation- organizing the content and scanning some old photos.

Another thing I was working on is to find good photos to go with the presenting speech for Courage Awardees. IWFMF's staff members will write the speeches for the presenters because they know better about the awardees, and so I can work with them to figure out what are the best photos to include to help explain a little context and tell a better story.

I also had the chance to meet with Bopha Phorn from Cambodia, one of this year's awardee. It was great talking with her about her experience working as a rare female journalist in the country, and also how to find good investigative stories and good angles of a story.

After several weeks of tweeting, I gradually developed some strategies and can tweet more systematically. I learnt to tweet several tweets with different language, angles and content regarding the same things just for multiple-time promotion; I learnt to use good quotes and good headlines to grab followers' attention; I always mention "pic", "video" and "graphic" when there is any so people will be attracted by multimedia content. In the sometimes tedious work, I found the interesting interaction between IWMF and some other organizations mutually beneficial. Just like any news outlets would work together to promote each others' products, IWMF and some other non-profit would retweet or mention others to try grab the attention from more audience.

In my spare time at work and after work, I read a lot about the government shutdown coverage. It's interesting that how similar all the news coverage seems to be. A comment below of the article mentioned that most of the media outlets in this country are Democratic-leaning, so the criticism is mostly toward Republicans. It's a good point, and it provoked me to think whether political news should have personal opinion. I think in this case, a complete explanation of what happened, rather than neutral and balanced news, probably will help audience understand what is happening. Also, I think looking at comments of people will help cultivate story ideas in big events like this, or the Capitol Hill shooting.

The Friday seminar was great! I think everyone found Mr. McCurry a great guest. So many inside stories from a Clinton press secretary's perspective and so many brilliant viewpoints! Several things struck me. He talked about how he would prepare for President Clinton before press conference, try to let it out so he wouldn't lose his temper at the event. I think controlling one's emotion is not only an important skill for a speaker, but also for a journalist, who should practice to be calm herself or himself down no matter what the interviewee says or does. Another thing is that as a journalist, diligence and professional work will win you respect, even from PR people, who you may not deem as friends sometimes.

On my research project, I selected two potential newspapers I want to code the articles from - the China Youth Newspaper and the Oriental Morning Daily. It's both newspaper with a wide range of audience, but their website only goes back to 2005 or 2006 in archive. I am still looking for other database and see whether I can find more. If not, I will have a hard time finding out the change of media portrayal through years. It has been very hard to find old Chinese newspapers because most of the newspapers didn't digitalize their old print version, so they only have the content after they launched the website and developed online newspaper.

### **Weekly report 8**

This week is a busy one at IWFMF because my supervisor and I have been preparing for the launching of the new website, which is set to happen mid-October. We are moving the content from the old website into the new Wordpress system. A web designer has already laid down the ground for the website, with basic html and CSS codes already done, we just make sure each article, photo and video goes to the right place, and link to

the right page. I am glad I took the web design and planning class at Missouri. Yeah, it just struck me that you never know which part of your college education is going to be useful in your work. In the past few weeks, I have been involved in the process of new website launching, and I am glad to be part of it, even though I did some tedious work.

News came that 2008 Courage Award winner Aye Aye Win from Myanmar was coming to this year's award ceremony to finally accept her award, but then she had to deal with her family issues at home so she backed off. I was going to have a brief interview with her in New York but that's not going to happen. I feel so bad about having to miss the opportunity. But I will certainly look for other interview chances. It's hard to find interview opportunities at IWMF because there is not much going on, not on a regular basis like a newspaper or TV station. But whenever relevant people are available, we can work on something.

This week's seminar was great. The two lawyers who specialize in media legal affairs really raised some important and interesting questions. Our discussion led me to think about how vulnerable journalists are in legal cases. Apparently, if you are with big media organizations, you might have someone to back you up when legal matters come to you, however, for freelancers it's not the case. Also, the cost might also place huge pressure for media organizations - in the extreme case of ABC's Food Lion case, they spent millions of dollars on legal fees. So I was thinking maybe all journalists should get together and form a legal coalition, so they can support each other when things break out. They can even pay an insurance fee to the organization so when they get in trouble, they don't need to pay large amount of money. That's just wish thinking. That might encourage journalists to put themselves at risk. I think the smartest idea is just to be

cautious: understanding what might get you into legal trouble and trying to stay away from it. Finding an alternative to get the information might also help. However, if all the reporters, especially investigative reporters, stop going across the line, they might miss the chances to big discovery. When we talked about shield law, I kept thinking about the situations in China, where a lot of the journalists are afraid to investigate in government issues, including national security stories. So journalists will have self-censorship, so they probably will not need to struggle to protect important government sources. Journalists in U.S. can certainly benefit from the shield law, but I kept wondering what if the government sources start to have self-censorship because of the pressure from the administration? I don't know how likely this is going to happen in a democratic society like the United States, but it is possible.

On my research project, I might have to analyze articles from print archives in libraries. I got information that my former college – Fudan University in Shanghai have several newspapers I could analyze, including China Youth Daily.

### **Weekly Report 9**

This week is exciting! The new IWMF website successfully launched on Thursday, and this year's awardees arrived in our office. The new website ([www.iwmf.org](http://www.iwmf.org)) looks clean, simple and much more well organized than the older one. I am so happy I made contribution to the new website and became part of this project. I had to check the spelling, make sure all the information was accurate, consolidate some articles and make them concise and flow well, and I also need to check all the links and fix minor errors in coding. It's like a 10-day long editing and coding work. Now I understand how it works to build a new website for an advocacy group. If one day I work

for a nonprofit or a company, I'll be in a better position when they discuss about their online presence. Working at IWWMF for about two months has opened the door for my consideration of applying for communication jobs for organizations like nonprofit.

The Courage and Lifetime Achievement awardees showed up in our office and we had a little talk with them. I was humbled by their professionalism and modesty. In the not-so-formal meeting, our Executive director Elisa talked to them about IWWMF's expectation on the acceptance speech. She said the person who speaks before an awardee will talk about her experience and some major events that happen to her, so what the audience expects to hear from the award winner is the emotional side of things, something personal, something that's not written in a bio. I was listening when Elisa talked, and I was thinking it was smart she pointed out this to them in advance and somehow shaped the focus of their acceptance speeches. To me it's like pre-editing, just like an editor tells a reporter what the expectation for the news article is. When organizing a big event, we should not be lost in the numerous errands such as booking hotels and printing podium signs. The very core of the event – the message the event delivers, should be paid special attention to.

So next week, I will be at the New York event and have the opportunity to meet a lot of amazing people. I am very excited. I will also be working on the interactive map thing I was preparing earlier. Hope to make some progress on that.

The tour to NPR has been great. The new building is well designed and really encourages people to work. The discussion about diversity has a lot of inspiring points that prompted me into further thinking. I was amazed by that NPR actually started projects to research and report for a diverse audience. This is what a lot of media

organizations are not doing – understanding your audience better and trying hard to include more people. The concept of inclusion really struck me. We always think including people that are different from us is a strategy of inclusion, but including people for their ordinariness is also necessary. Sometimes when we report, we focus on finding someone different (such as a minority source) only when the difference is the topic, but we should also actively include minority sources occasionally even when the topic is a general one. I was also glad to hear NPR is trying a lot of things at the digital front. I think that's one of the items that I will consider when I look for a place to work. Is the organization trying to embrace change or still sticks to tradition?

This week, I updated my research proposal with my new research direction, so I can be prepared to start working on it when I go back to China.

### **Weekly Report 10**

It's finally Courage celebration week for the IWJF! For the past two months I have been working on the online promotion for the Courage in Journalism Award, writing articles, editing videos, posting tweets and so on, it's great to see the climax of things. I was fortunate to be at the New York celebration and helped at the wonderful event.

The magnificent event attracted hundreds of media professionals, and it was so exciting to see Judy Woodruff, George Stephanopoulos and some other big names, including Barbara. :) One of the things I helped with was live tweeting at the event. It was not difficult, but I just have to make sure I got the person's name right when I took a photo for the Red Carpet with my iPhone. I drafted names with my memory of the IWJF Board members and other important people, confirmed with my director and checked on

the guest list to make sure I didn't spell them wrong. It's kind of exciting to deliver first hand information like that.

I also helped with collecting the donation pledge cards, helping awardees with various things and some other tedious things, like leading a TV reporter to a quiet room to record a narration. But, that's actually fun. I got to see how fast she turned around the report about the celebration event.

After the New York celebration, I checked all the media coverage and put together a curated article with all the media coverage the event got. Also, I monitored tweets and see who are talking about #IWMF or #IWMFcourage. It's interesting to see how media outlets chose the angle to report about the awardees. For example, the Deutsche Welle's interview with one of the awardee Najiba Ayubi focused on the situation for independent media in Afghanistan.

With the majority of the staff gone for Courage LA celebration, I think will have a little more time to brainstorm potential projects I can work on.

Friday tour at *The Washington Post* was very inspiring. We discussed extensively about how investigative reporting at the Post works. I have to say it's very impressive. The investigative team seems to be working in a very mature system, where well-established process and method have been guiding reporters' long-term work. I can't see myself in working as an investigative reporter in the near future, but one day I might find it fascinating. No matter what kind of reporters we are, a lot of the methods of investigative reporting Jeff and David talked about are very useful in our regular reporting: finding alternative sources, looking for data and documents, organizing the materials and so on. Revealing something that has significant harm to public should be

the direction when we generate public interest story ideas, even if not exactly those ideas, but the closer we get, the more important our stories would be. Another thing I found amazing was how much time they would spend on an investigative story: 6-9 months. I hope I will have the patience in long-term reporting and the talent to organize my materials in such a long time. Sometimes, in-depth stories might take longer than usual. Long-term reporting is a skill I need to learn. In the discussion, Jeff and David also talked about how important for a reporter to stay unbiased and pause to ask questions. Sometimes we might get too involved in a certain story and we might have false assumption based on the interviews or documents we collected, but we could be wrong. I think it might help to write down all the questions and doubts we have so the thought can stay longer.

### **Weekly Report 11**

This is our Los Angeles Courage celebration week, and I have been busy tracking the press coverage and updating on our social media. At the same time, I had the excitement of finding out Aye Aye Win was in Missouri but had the pity of failing to meet her while she was in D.C., but I'm glad she responded my email.

I tracked the press coverage of both New York and Los Angeles event and organized them into a post for our website. I summarized at the beginning and highlighted several articles and videos, followed by a comprehensive list of all the media coverage so far. My director thought it was well organized, and she made some minor change based on my version and posted it. <http://www.iwmf.org/2013-courage-in-journalism-press-coverage/> It was interesting to see how different media outlets did the coverage. There are a lot of similar or seemingly repeated coverage about the event and

brief introduction of the awardees, but also some relatively unique articles. Finding different perspectives and focus on a specific angle will make the reports stand out.

I was trying to get in touch with Aye Aye Win, a 2008 IWJMF Courage in Journalism winner a few days ago. She was about to come to our New York event but then couldn't because of family issue. Then the magic social media helped me out. I saw some friends mentioning her name on posts about Missouri Honor Medal last week, and was reminded she was one of the awardees and she was in Missouri. Then I asked around and got her email and reached out to her. She was very busy so I was not able to schedule a face-to-face chat during her short visit in D.C. Very unfortunate. But I am now trying for a skype interview and hope she could make it.

After working for more than two months at the IWJMF, I have done some thinking about advocacy work. I am amazed by the various efforts the IWJMF has made to support women journalists worldwide and develop female leadership in the profession. It's an idea I agree with and a goal I share. But as a communication intern, every now and then I find myself in a dilemma: telling the whole truth, or only the information that's helpful? Incidents such as this: One time I ran across a news article talking about a woman blackmailing her company for sexual harassment. Should I tweet it? I thought it was a related gender issue, and it's a problem that people should know about. But my director said maybe not, because we don't want to enhance people's impression that some women are taking advantages of their gender. I totally understand her concern, and I know when you advocate for and support a group, it's probably better to stay away from negative information about them. But as a journalist, I found this biased and not objective.

Our Friday tour to the lobbying firm was fascinating. These great Friday speakers just made me think how lucky I am to be in Washington Program. They are smart of course, and they seem so good at what they do and know systematically how to do it. They are actually the messengers between the legislative body and a group of people with a certain interest. I'm impressed by the saying information strategically delivered can be better than money. I think journalists should definitely learn from their attitude of communication and produce reports in a way audience are interested in. The conversation also reminded me how important it is to make connections in different industries and fields. You never know whom you need to call asking for help in later period of your career.

### **Weekly Report 12**

I can't believe how quickly time went by, and it's almost the end of the Washington program. I talked with my director, and I will still work for IWMP part time after next week. So somehow I can continue to work, but I'll not be in the office any more, at least in the near future. I feel sad I have to leave the office and all the staff members, but I am also glad I've learnt something from this experience and I am ready to move on to the next stage of my life.

This week I finally had the chance to start building the interactive map I've proposed to my director a few weeks ago. After playing around with a third party mapping program, I finally figured out how to make things work. The reason I wanted to do this is to offer a different way (arrange by country) for audience to look for the awardees they are interested in. We already arranged them by year, and I thought it would be nice to have another option, also a visual one, which would add a little

multimedia component for the website. I built a heat map with the press freedom index data from the Reporters Without Borders, and I am now in the process of writing a post for each country, so people have some background information when they click on to see awardees from that country. I am using multiple sources to write each post, and hopefully the short paragraphs can be concise and also very informative.

I am helping one of the colleagues writing a story about Thailand Computer Crime Act. Our 2011 awardee from Thailand was sentenced to a year in prison according to the act in May 2012, and the jail term was reduced to 8 months later. She wanted to appeal the verdict, but the court decision on Friday (Nov 8) said no to her. We emailed her and asked her to comment on the newly proposed amendment to the act this year, and are waiting for her response. In the meantime, I did some research about her case and the act and put together a draft article, so we can be ready to add her comment in. I think this is a good story for the IWMF website, because it's about an awardee, a person we care about, and also it's related to a bigger picture, the Computer Crime Act, which is under the process of adding amendment and could potentially be tightened after that.

The Friday seminar, we talked mainly about disaster reporting. I was so impressed about Donna's attitude: always be prepared. She went to a party with a backpack prepared just in case her editor would call her to go to Indonesia. She talked about how to humanize a story to try to make audience relate to the story, which is very important especially when you are telling stories that are far away from your country. Sometimes when tragedy happens, we do tend to count casualties all the time, but news stories about death toll is not going to be the greatest stories. In the 2008 Sichuan earthquake, I remembered at the beginning I was updating the website all the time looking for numbers,

but after a while, I stopped paying attention because I knew it's going to rise and I knew it's a lot. But what I was more curious about later was the various human stories when earthquake happened, and some in-depth investigations about the quality of school buildings. Donna was right: people can get tired of disaster, but they will never get tired of good disaster stories.

### **Chapter Three: Personal Evaluation**

Three months passed by so quickly, and my professional work at the International Women's Media Foundation will soon come to an end. When I look back and think through my experience, I realized that I've learned and grown a lot in the short period of time.

This is not my first professional experience, but it's the first one that I actually treated as a full time job. It might be that graduation is in front of me and I will have to start working soon. My attitude helped me keep going in my down time, and also helped me gain respect and trust from my supervisor and other colleagues. When I look back, I see I didn't always have good professional experiences like this. An experience that didn't ended up very well in my undergraduate time was at a TV station. I had an indifferent supervisor who was not helpful or nice, which upset me a lot. For two weeks, I didn't really want to work there and was very passive in my work. That in turn just made things worse. But if I had been stronger back then and worked really hard regardless of my then-supervisor, I might actually have ended up learning much more. Anyway, the experience at IWMF has taught me how good it is to have a passionate and active attitude.

Generally, I proved myself to be an efficient, reliable and creative intern in the three months and finished all the projects on time, especially in the new website launching project. I worked with my supervisor to move all the content from the old website and coded into the new one. We only had about a week between the web

designer finishing her part and the expected launch date set by my supervisor, so I just worked day and night with her trying hard to get things done. In the meantime, I made some suggestions on the website and fixed many broken links and other little errors. At one point, the website project had become a tiring project which required some copying and pasting, but if I wasn't careful with editing the article or checking the codes on each page, I would mess up the post. So I worked diligently and meticulously for the project, and managed to finish my part of the work before the desired deadline. My supervisor was very grateful for this, and was even more supportive of my ideas on website content and other things than before. I think we strengthened a trusting relationship because of this, and my proposals and suggestions counted for more in later time.

Another thing I've learned is that you can't always get to do the things you want to do the most. Sometimes you have to make compromise. I remember Katy saying that it's important to be a person who is easy to work with, a person who says yes to what the director or colleagues ask. So aside from writing for the website, looking for interviews and editing videos, I had to update social media content everyday, and occasionally, I had to help with a little administrative work. To be frank, I didn't pay 100 percent attention to the daily social media work. And I think I could have done better on that part. My director would once in a while find little typo or grammar errors in my tweets, which was not supposed to happen for a graduate student from Missouri School of Journalism. Each time I felt ashamed for making the stupid mistake, but I didn't try hard enough to prevent it from happening again. The fact that it was not the most exciting work to do doesn't justify my reduced attention to accurate messages.

It was great that I was able to attend the Courage in Journalism Award ceremony in New York, one of the most important events IWMF held during my time working there. I was not originally scheduled to go there, but with Barbara's encouragement, I decided to talk with my supervisor and ask for a chance to go. I had to overcome my hesitancy and become a little bit aggressive in order to get permission. It was hard to speak up for myself in the workplace for the first time, and I am so glad I did it. Through this experience, I realized it was not necessary to completely follow instructions all the time. Sometimes, I need to speak up for myself to make sure I'm involved in important projects or events.

I thought I made valuable contribution to IWMF's social media. I always tried to research on issues IWMF cares about and find a variety of topics to tweet about, and paid extra attention to IWMF's awardees, board members, fellows and grantees. Sometimes, I also tried to develop a series of tweets of an important topic and deliver the message in a well-planned matter. I also worked with colleagues who handle IWMF's programs to plan several tweets and make sure our training programs or reporting trips get highlighted on social media.

In summary, I demonstrated good journalistic skills and professional ethics in my work at IWMF, so I think it's an overall successful professional experience for me. After thinking about the things I've done, figuring out some answers to my questions, I feel I am more ready to move on to my next step.

## **Chapter Four: Work Samples**

### **Rewritten Awardee Bios**

At the IWFMF, much of the work on the organization's website involved rewriting, editing and supplementing biographical information on more than 60 winners of the annual Courage in Journalism Awards. My work entailed pulling old biographic submitted by applicants from the past three decades. Though my original contributions included citations from Internet sources when necessary, finished profiles were streamlined to conform to IWFMF's web standards.

#### **Carmen Gurruchaga Basurto, Spain**

##### **2001 Courage Award**

Gurruchaga has reported on Basque politics and terrorism-related issues for print and broadcast outlets since she joined El Mundo in 1989. Even though she lives under constant threat of death, accompanied by personal bodyguards, and was forced to move both her home and her office several times because of repeated threats and harassment, she still continues her work as a reporter.

In December 1997, Gurruchaga was attacked with Molotov cocktails while at home with her children. No one was injured in the attack, but she and was forced to relocate to Madrid. Human Rights Watch said the bombing was believed to be linked to her reporting about a fugitive Basque youth, who was acquitted by a jury in a controversial trial even though he had admitted killing two policemen.

Gurruchaga's name is often found on "black lists" of the ETA- the "Euskadi Ta Askatasuna", a Basque nationalist and separatist organization. Even so, she continues reporting on ETA for El Mundo and is also a regular commentator for Spanish national television and radio.

She was born in 1955 in San Sebastain, a coastal city and municipality located in the Basque Autonomous Community in northern Spain. Fluent in French, English and Russian, she has a keen interest in issues concerning women, young people, minorities and the problems experienced by these groups. She wrote many articles for the magazine Emakunde about the situation of women. She is also co-founder of the association "SOS Balkans", created in 1991 to support victims of the war in former Yugoslavia.

Her coverage of the Basque conflict has gained her international recognition. She is the first European Union reporter to be honored by Reporters without Borders: she won 2000 Reporters sans Frontieres-Fondation de France prize for remaining "a symbol of resistance to ETA terrorism." She is also among the winners of the 2001 Hellman/Hammett grants for persecuted writers.

### **Amal Abbas, Sudan**

#### **2001 Courage Award**

Amala Abbas was the first Sudanese woman to be editor-in-chief of a major political daily. In April 1999, she set up and became chief editor of Al-Rai El-Akhar (Other Perspectives), with a simple editorial policy: "The newspaper is firmly committed to the principle of giving space for other, alternative opinions, whatsoever they may be." The publication was closed on multiple occasions by the authorities and faced frequent suspensions by the government's National Press Council. Between May and September of

1999 alone, the paper received seven suspensions, with the result that it was not published on 72 days.

Al-Rai Al-Akhar, like all other newspapers in Sudan, is under daily scrutiny from government security police. Abbas wrote that the paper is “questioned about what it intends to publish by the state security organs nearly on a daily basis.”

In February 2001, Abbas was sentenced to three months in prison for failing to pay a fine of 15 million Sudanese pounds (approximately \$5,800) after the court found her and a reporter guilty of libel. The charges were based on an article written by the reporter, Ibrahim Hassan, alleging corruption in the local government in Khartoum State. The court also ordered the newspaper, Al-Rai Al-Akher, where Abbas worked as editor-in-chief, to pay a fine of 1 billion Sudanese pounds (approximately \$390,000) for publishing the article.

Earlier that year in January, Abbas was sent to Omdurman Women’s Prison, provoking international outcry on her behalf. She was released 36 hours later. After the February court ruling, she was returned to the prison and was released after 17 days.

“I am always going up against censorship. The security men come every night, looking at what is going out and removing what they like. And it’s forbidden to leave an empty space,” Abbas told the Agence France Presse in December 2001.

Amal Abbas was born in Omdurman in Sudan and attended Cairo University’s Khartoum Branch, where she received a BA in social sciences. Later she travelled to Cairo to study in journalism and started working since 1970. She covered student affairs for a magazine called Women’s Voice. For 11 years, she was editor of a weekly column

in a newspaper. She then moved to another major daily, and in 1997, she was named chief editor of a social and cultural newspaper.

### **Colleen “Koky” Dishon**

#### **2001 Lifetime Achievement Award**

Dishon was hired by the Chicago Tribune in 1975 to redirect the paper’s Tempo section into a general features section. Before she left the Tribune in 1994, she was responsible for starting at least 15 new sections for the paper, including KidNews, WomanNews, a newspaper wrap-around for commuters called Evening News and Friday, a weekend entertainment and activities guide.

James D. Squires, the editor who had promoted her, said:” There have been two great creative people at the Chicago Tribune. The first was Col. (Robert) McCormick who put together a world-recognized newspaper, and the second was Koky Dishon who created sections people wanted to read.”

She became Assistant Managing Editor/Features for the Tribune in 1981, only six years after she was hired. A year later, she became the first woman on the paper’s masthead.

Before joining the Tribune, Dishon was editor and president of a news/features service she founded and held a variety of editor positions at the Zanesville (Ohio) Sunday Times Signal, Chicago Daily News, Milwaukee Journal, Milwaukee Sentinel and the Columbus Dispatch.

Dishon had been honored many times. She had a Headliner award from Women in Communication in 1973; in 1979, Ohio University cited her for Distinguished Service

in Journalism; in 1997, she was inducted into the Journalism Hall of Fame in Washington, D.C., sponsored by the American Association of Sunday and Feature Editors.

Dishon officially "retired" in 1994, but she has continued in the newspaper business as an editorial consultant, creating the concept for a weekly newspaper now published by Network Chicago WTTW public television and helping the South Bend (Indiana) Tribune go from evening to morning publication. She wrote a chapter about the evolution of feature pages for the 1998 book, *Defining Moments in Journalism*. In addition, she co-authored a book on how to design newspaper sections.

### **Agnes Nindorera, Burundi**

#### **2000 Courage in Journalism Award**

As a journalist and producer with independent Studio Ijambo, she had been threatened repeatedly by police and military officers. She has been arrested numerous times. Her home has been ransacked, her equipment confiscated by the government, and she has been forced to move to avoid harassment. In one frightening personal encounter, a high-level government official told Nindorera that she would be shot in the head if she continued to report the news. Undeterred, she continued her work, bringing the war to the world while maintaining the highest professional standards and journalistic integrity.

Nindorera pursued a story of a civil war in which 200,000 people- including 64 of her relatives- had died, caught in a conflict between Tutsi-dominated government forces and Hutu rebels. Her reports on human rights violations by all factions generated considerable international attention.

Filing stories each day for Voice of America and Agence France Presse, Nindorera brought the world objective accounts of peace negotiations, the progress of the

conflict and, most important, the story of what the war was doing to the people of Burundi.

As a graduate of the Burundi School of Journalism and the Free University of Brussels, she started her journalism career in early 90s. She was head journalist for the social column, ‘The Renouveau du Burundi’ from 1991 to 1994. Meantime, she also worked as an educator for journalists from Burundi, Rwanda and Zaire (now Democratic Republic of the Congo) through the Friedrich-Naumann Foundation – Economic Community of the Great Lakes. She also acted as the secretary general of the Burundian Association of journalists. Before joining Studio Ijambo, she launched a private weekly called ‘Le Phare’ (The Lighthouse), where she was editor-in-chief.

Nindorera didn’t believe the “ethnic” belonging had any importance, so she didn’t want to be categorized by one of the four communities in Burundi. “A good journalist is a professional one and doesn’t believe that being member of such or such ‘ethnic’ group has something to do in the way you handle your job,” she said.

### **Flora Lewis, United States**

#### **2000 Lifetime Achievement Award**

Lewis covered the Navy and State Departments for the AP during World War II. Post-World War Europe then became Lewis's beat. She worked as a stringer for Time, The London Observer, The Economist of London, France-Soir and The New York Times magazine.

Lewis’s career began at the Associated Press in New York in 1943, but she soon transferred to Washington to cover the Navy and State Department during World War II. She moved to AP’s London bureau in 1945 – two days before V-J Day.

In 1956, Lewis joined the Washington Post to cover Eastern Europe. When a leader of Poland's socialist party managed to escape to London, Lewis went to interview him before going to hospital to have a baby.

She stayed with The Washington Post until 1965, and moved to Paris and began her own syndicated foreign affairs column in 1967, writing about hot spots such as Vietnam, the Middle East and the United States. The column kept her on the move for years, taking her to Vietnam five times in five years, to the Middle East to cover the Six Day War and to Chicago and Miami during the 1968 political conventions.

In 1972, Lewis became chief of The New York Times Paris bureau. Four years later she was given the additional title of European diplomatic correspondent. In 1980, she became only the third Times correspondent to write the foreign affairs column. Lewis then joined The New York Times Syndicate in 1991, and wrote a weekly column through April 2002. She lived in Paris until her death in June 2002.

Lewis received numerous honors: in 1981, the Legion of Honor Cross of the Chevalier from the French government; in 1985, the Fourth Estate Award from the National Press Club for "a lifetime of contributions to American journalism"; and in 1999, the Lifetime Recognition Award from the Overseas Press Club of America.

Lewis graduated from UCLA and the Columbia University School of Journalism.

### **Kim Bolan, Canada**

#### **1999 Courage in Journalism Award**

Her reports have led to critical breaks in the 1985 bombing of an Air India jet and a police investigation of a local independent school controlled by several suspects in the bombing. Since December 1997, Bolan has received death threats by mail, telephone and

local Punjabi-language radio shows in conjunction with these stories. In February 1999, police received information that Bolan was on a hit list circulating among Sikh fundamentalists in Vancouver.

Bolan worked on the Air India story from the night it happened in 1985, often writing about the frustrations of victims' families and the broader Sikh community that no one had yet been charged, despite the fact that the suspects were well-known members of separatist groups. In 1997, she saw how several of these suspects were controlling an independent school that was receiving millions in government funding, and she began digging into it. The resulting series on the Khalsa School exposed financial wrong-doing, close ties to terrorist groups, sexual abuse of young girls and the fact a convicted hijacker who was illegally in Canada was living in the school. The first death threats she received were by mail and in connection with these stories.

Bolan started working for *The Vancouver Sun* since 1984, and had been covering the Sikh community, women's issues, education and social services. The work at *Sun* had taken her to wars in El Salvador, Guatemala and Afghanistan, as well as repeatedly to northern India in the 1980s when the region was a major battle zone. She had also been a regular contributor to CBC radio and an occasional writer for various magazines and periodicals.

She got her Bachelor's Degree in English and Creative Writing at University of Victoria, and completed Master's Degree in Journalism at University of Western Ontario in London.

## **Peggy Peterman**

### **1999 Lifetime Achievement Award**

She was hired to write for the "Negro News Page" for the *St. Petersburg Times* in 1965, but shortly after, she wrote a long letter to the executive editor, suggesting that page should be abolished.

In writing columns that would specifically convey the experiences of black Americans, Peterman hoped "to paint the pictures of black people's hopes, dreams, triumphs, tragedies, successes." She wrote primarily about those topics closest to her heart - social, children's, and international issues - and penned poignant, introspective pieces until her retirement in 1996.

Peterman walked into the St. Petersburg Times newsroom during an "exciting but tense" period, as she wrote in her reflection of career when she left the Times. The U.S. Congress had just passed the Civil Rights Act of 1964. In March 1965, black and white people marching in Alabama, her home state, were attacked and beaten by 200 state police using tear gas, nightsticks and whips.

As an African-American journalist, she came as a person who wanted to write but also as a person "committed to right the wrongs for my people."

She was hired to work for the "Negro News Page", which was distributed only to black neighborhoods. She soon came to see this page as a symbol of segregation, and in her 14-page memo to the then executive editor Donald K. Baldwin, she detailed the reasons why she thought the page should be abolished. The page was discontinued in May 1967.

After 20 years as a reporter, she became a columnist and joined the editorial board in 1994. The Times created the Peggy Mitchell Peterman Scholarship in 1997, which awarded an exceptional journalism student from Florida Agricultural and Mechanical University.

Peterman received the Lifetime Achievement Award from the National Association of Black Journalists at its 1989 national convention in New York City. She received the Humanitarian Award from the Martin Luther King Jr. Commemorative Commission and the Links in 1995.

She was the founder/director of the Black History Pageant, which was established in the 1970s as a vehicle for talented young people to explore the history of African Americans from Ancient Africa to present through drama, dance poetry and music.

### **Blanca Rosales Valencia, Peru**

#### **1999 Courage in Journalism Award**

Since reporting her belief that the Peruvian Secret Service was behind her kidnapping, Rosales had been declared a threat to national security and had been the target of a national television campaign to discredit her. She had suffered from panic attacks and works under the protection of two bodyguards.

As editor-in-chief of La Republica, a large daily newspaper in Peru, Rosales published stories regarding government corruption and abuse of power by the military, which targeted her as a threat to national security. In one frightening moment in 1997, she was kidnapped, held at gunpoint, threatened with rape and death by her captors.

She received numerous intimidating phone calls, one of which with a male voice said: "You will die. Your house will explode. We do not have compassion, enemy of the country, communist agent. Get out of Peru."

She was an energetic person who had always fought for equality, justice and press freedom. She was a labor union defender when she was young, and her ideals took her to study in Russia and England. She left her first career as a lawyer and became a journalist because she felt it had more room for her to pursue these ideals. She was optimistic that press freedom would help to reinstate a full democracy in Peru.

Shortly after receiving the Courage Award, but in January 2000 switched to broadcasting and hosted a political television program focusing on the presidential elections in Peru. She reported that pressures on the independent press continued.

### **Chris Anyanwu, Nigeria**

#### **1995 Courage in Journalism Award**

One day while in solitary confinement, she was slipped a note by a sympathetic guard. It said: "Some women in America are giving you a prize. The world is watching." Anyanwu told IWJMF that after getting news of the award she thought, "Yes! Somebody must understand or else they wouldn't just give out an award like this."

Anyanwu said she was very much encouraged and strengthened by it. "It made me confident and determined not to cave into pressure."

Anyanwu's reports were noted for their comprehensive in-depth look at important social and political issues. She was an influential journalist in Nigeria, and her colleagues considered her commitment to freedom of the press unwavering – even under challenging circumstances.

Since 1993, when presidential elections won by Moshood Abiola were annulled, the Nigerian press had been under constant assault, including suspensions of newspapers, attacks against news vendors, arson against independent newspapers and the imprisonment of journalists.

Most of the journalists detained had only been held briefly, but in mid-1995 this pattern was broken with the sentencing before a Special Military Tribunal of four journalists including Chris Anyanwu.

Anyanwu, the publisher and editor-in-chief of *The Sunday Magazine* (TSM), was detained on March 15, 1995 by three security officers in connection with the alleged coup-plot to overthrow the existing military regime. TSM ran stories which challenged the coup's authenticity. Anyanwu was released on bail late March. However, she was rearrested on June 1, 1995. She was sentenced to life in prison in July that year. Three months later, the government announced that her sentence had been commuted to 15 years in prison.

After 1,251 days in confinement, Anyanwu was released in June 1998 following Abacha's sudden death. She finally received her Courage in Journalism Award during the 1998 ceremony.

### **Helen Thomas**

#### **1995, lifetime achievement award**

Thomas was the first woman to serve as White House bureau chief and to be elected president of the White House Correspondents Association. She worked tirelessly throughout the 1960s to open the National Press Club to women and, once it did, became the club's first female officer.

Thomas is known for her direct and hard-hitting questions at presidential press conferences and enjoys enormous respect from politicians and colleagues alike. She was the only print journalist to travel with President Nixon on his historic trip to China in 1972.

Thomas began with United Press International, or UPI, in 1943 and worked on several beats around Washington D.C. and the federal government before moving to the White House in 1961 as a member of the UPI team covering the President Kennedy. As a White House correspondent, Thomas traveled around the world with six different presidents. She covered every aspect of the White House and the Presidency, including Watergate scandal, Iran-Contra affair and Whitewater controversy.

She served as President of the Women's National Press Club in 1959 and was the first female officer in the National Press Club and in the White House Correspondents Association when their doors were opened to women.

In July 2000, Thomas joined Hearst Newspapers as a bi-weekly columnist writing on national issues. She retired from Hearst Newspapers on June 7, 2010, following controversial comments she made about Israel, Jews and the Israeli-Palestinian conflict.

She received numerous accolades for her work including Newspaper Woman of Washington from the American Newspaper Woman's Club, and journalism awards from several universities including Columbia University.

She wrote six books, including a memoir published in 1999. The last one, with co-author Craig Crawford, was Listen Up, Mr. President: Everything You Always Wanted Your President to Know and Do (2009).

## **Bina Bektati, Indonesia**

### **1997 Courage in Journalism Award**

When the magazine she worked for was banned, and its license revoked by the Suharto regime and government-controlled publication replaced it, Bektati refused to write for it. When she found she couldn't find a job she could work with integrity and responsibility in her home country, she left it. But she kept working diligently and looking for every opportunity to promote free speech in Indonesia.

Starting in 1991, Bektati worked for major magazine *Tempo*, writing about politics.

In 1994, Bina was part of the group of journalists that lost their jobs when the three major weeklies in Jakarta were banned by the government. She was offered a position to work at a magazine that was established by the government to take the place of her banned publication, *Tempo*, and she refused because she didn't want to join the government sanctioned union of journalists.

Instead, she joined the wide-spread protest following the ban and took part in the creation of the Alliance for Independent Journalists (AIJ). Meantime, she joined a group of former *Tempo* employees who challenged the government ban to the Administrative Court – a unprecedented daring move in Indonesia media industry.

In 1995, Bektati realized she was unable to find work in Indonesia and moved to Australia. She became a correspondent for an East Java-based newspaper.

She returned to Jakarta in 1996 and joined her former colleagues at *Tempo* to run an online version of *Tempo* to get around the government's control.

Bektiati later joined Detektif Dan Romantika (D&R), a weekly news magazine, where the editor was a former senior Tempo writer. She continued writing about politics - often under an assumed by-line - and covered the protests leading up to the fall of Suharto and installation of President Habibie in 1998.

Bektiati also helped form the Institute for the Study of Free Flow of Information (ISAI), researching and writing books on current affairs.

Bektiati, born and raised East Java province, was a graduate from the Social and Political Science Department of Airlangga University of East Java.

The new government instituted modest reforms and in late 1998, Tempo was re-established. Bektiati accordingly returned to her position with the magazine.

### **Maribel Gutierrez Moreno, Mexico**

#### **1997 Courage in Journalism Award**

Gutierrez co-founded *El Sur*, an independent newspaper that started running in May 1993. She worked as a reporter covering human rights and justice issues, and had encountered numerous pressure and harassment from the government from the beginning. *El Sur* had to be transformed from a daily to a weekly edition in April 1995 due to constant pressure of state officials, who used to threaten private companies that bought pages for advertisements, causing serious financial problems for the paper.

Her coverage followed social movements in the countryside of Guerrero, the state with the highest poverty rate in Mexico, and the political administrations in this region. Some guerrillas and rebel movements were born as a reaction to the poor living condition and to the government's repression against different social and political organizations or just peasants and Indians.

In 1995, Gutierrez wrote a series of extensive and independent articles covering the massacre of 17 unarmed peasants on June 28. The paper's coverage helped reveal the role of the government in the massacre and led to the resignation of Guerrero's governor. Because of her reports, Gutierrez was blacklisted and threatened of death many times.

Since the beginning of 1995, Gutierrez also started working as a Guerrero-based correspondent for daily paper *La Jornada*, one of the young newspapers that tried to push for political change toward a more democratic and modern Mexico.

Gutierrez continued to work for *El Sur*, and wrote on the forced sterilization of indigenous people as a form of ethnic extermination, and on civil rights violations by the army.

Earlier in her career, she worked as a reporter for daily *Unomasuno* in Mexico city from 1984 to 1990. She worked for *Filo Rojo*, a magazine focusing on human rights issues from 1991 to 1992.

Gutierrez also wrote a book on violence in Guerrero. She said: "Even under adverse conditions, we must defend at every moment the right to information and freedom of expression."

She graduated in Division of Political and Social Sciences, Universidad Nacional Autonoma de Mexico, with a degree in Journalism and Mass Communication.

### **Nancy Woodhull, United States**

#### **1997 Lifetime Achievement Award**

Woodhull is well remembered for breaking new ground for women and minorities as a founding editor of *USA Today* and a leading proponent of quality journalism in her career.

In a 1994 speech to the Inland Press Association, Woodhull advised newspaper executives and editors on how to improve their overall coverage of women:”Think of women as a suburb you don’t cover very well. If your newspaper didn’t cover a suburb well, it wouldn’t surprise you that readership is not there. So why are we surprised when women are buying us less and less?”

Out of her steadfast commitment to supporting women, Woodhull took on numerous leadership positions including vice chair of the IWMF, co-founder of Women, Men and Media and president of the National Women's Hall of Fame.

She began her career at *The News Tribune* in Woodbridge, New Jersey, and in 1973 joined the *Detroit Free Press* as a reporter. She held a variety of editorial positions for Gannett's Rochester newspaper in the 1970s.

She was the first Managing Editor/News at *USA Today* when it debuted in 1982. She was also a former president of Gannett News Service and of Gannett New Media, which belonged to Gannett Company, Inc.- USA Today’s publisher. After leaving Gannett Co. Inc., she was executive vice president and editor-in-chief of Southern Progress Corp., a Time-Warner subsidiary.

Woodhull was a trustee of The Freedom Forum from 1990 to February 1996. She was senior vice president of The Freedom Forum and executive director of The Freedom Forum Media Studies Center.

After a four-month battle with cancer, she died April 1, 1997 at her home in Pittsford, N.Y.

**Saida Ramadan, Sudan (in exile)**

**1996 Courage in Journalism Award**

Ramadan began work as a staff editor at the Egyptian daily *Al-Alam Al-Youm*, where she continued to express views against the Sudanese regime. She was blacklisted by the National Islamic Front, threatened and physically assaulted. Upon receiving her Courage in Journalism Award Ramadan said, "I'm only one of many Sudanese journalists who are oppressed because of their political opinions. This award is for the Egyptian media for giving me a place in which I can voice my opinion."

She worked for the Sudanese newspaper *Al-Ayam* in Cairo from 1978 to June 1989, when the newspaper was banned after fundamentalist coup d'état took place and started military-religious dictatorship.

She published several articles against Islamic fundamentalism and was involved in several confrontations with Hassan Al-Turabi, leader of the Islamic Front, which supported the maintenance of an Islamic state run on sharia and rejected the concept of a secular state.

After leaving *Al-Ayam*, she wrote for Cairo-based newspapers, continuing to fight against Sudan's dictatorship. She was an editor for a specialized page against the Khartoum regime in the Egyptian opposition newspaper *Al-Wafd*, and she also published articles in *Rose El-Youssef* magazine and *Al-Destour* newspaper against the ruling regime in Sudan.

"Every morning, I began my day by getting ready to go to work, and as always, my little 13 year old daughter, Sara says 'please be careful mommy, take care of yourself.' My daughter is always faced with news about journalists killed by terrorists every day," Ramadan said when accepting the 1996 Courage in Journalism Award.

“I can’t lie that I was deathly afraid,” she said. “I knew that my only sword was my pen against the fundamentalists’ bullets. Yes, I refused to remain silent.”

Ramadan was the first Sudanese woman to get a Bachelor’s Degree in Journalism. She graduated from Cairo University in 1975.

### **Meg Greenfield, United States**

#### **1996 Lifetime Achievement Award**

“Both Democrats and Republicans try to court her, viewing her as one of the most important people – much less women – on the national political scene.” – Meryl Gordon wrote this in a profile story for Meg Greenfield.

Gordon also described her as “witty, voraciously well-read, self-deprecatingly private”, and also “mighty.”

She began her journalism career with an analysis of Nixon’s campaign in 1961, working for *Reporter Magazine*. Soon she started to write about civil rights, federal defense programs and beyond. In 1965, she was named *Reporter Magazine*’s Washington D.C. editor.

Three years later, when the magazine closed, she joined *Washington Post* as an editorial writer, and a year later in 1969, she moved up to become the deputy to editorial page editor.

In the 1970s, Greenfield received tremendous achievement in her career, while losing her beloved father and brother. She sought out great contributors for the editorial pages and also began writing her own column for *Newsweek* in the mid-70s. In 1978, she was awarded the Pulitzer Prize for editorial writing. In 1979, she became Editor of the Editorial Page.

In the profile, Gordon talked about Greenfield as a boss who had “universally high marks for putting out an interesting and provocative product” in her years of running the editorial page, and who encouraged lively, open-ended discussions at editorial meeting.

Greenfield was known as a Washington D.C. insider, but also for living a reclusive life. She stayed away from television circuit, and “had no overweening desire to be recognized in supermarket checkout lines.” Katharine Graham, publisher of *The Washington Post*, described Greenfield as thoughtful and low-key.

Greenfield was a member of the American Society of Newspaper Editors and also held membership on the Pulitzer Board. She graduated Summa Cum Laude from Smith College in 1952 with a B.A. in English and attended Cambridge University as a Fulbright Scholar for one year.

"The presence among us today of heroes who have taken true risks should throw into relief this great good fortune we enjoy as American journalists," she said upon receiving her award. "We should expend our own relative good fortune as protected observers on those who do not share it."

### **Lucy Sichone, Zambia**

#### **1996 Courage in Journalism Award**

After Lucy Sichone’s death in August 1998, Zambia’s leading independent newspaper- *The Post*, where she used to work as a legal columnist, published a front-page memorial article for her, with the headline “Zambia mourns Sichone”. A series of articles ran in *The Post* after her death, showing the condolences from many political leaders, NGOs and citizens from the nation.

“The human rights community, both local and international, has been robbed of a parent and activist who saw great merit in challenging wrong doings at greater personal risk,” said Ngande Mwanajiti, executive director for the Inter African Network for Human Rights and Development.

Non-Governmental Organization Coordinating Committee (NGOCC) described her as a fearless campaigner for human rights especially land rights and the rights of suspects and underprivileged in the society. The organization said she made tremendous contributions to the promotion of human rights, democracy, peace and stability and thus should be accorded the honor of a state funeral.

Sichone joined the former ruling party, United National Independence Party (UNIP), when it lost the 1991 general elections. She then left the party in 1994 when she started to experience problems with fellow members of the central committee.

She began contributing to independent daily newspaper The Post in 1993. As her columns challenged the Movement for Multiparty Democracy (MMD) government and its manipulation of constitutional provisions, she became subjected to the MMD’s continuous repression.

In February 1996, Sichone and two of her colleagues, managing editor and chief editor of the paper, were forced into hiding to avoid imprisonment on charges of contempt of Parliament after the Zambian National Assembly. Prior to that, Sichone wrote an article titled “Miyanda has forgotten about need for justice!” commenting on the vice president Godfrey Miyanda. The National Assembly Standing Orders Committee sentenced the three journalists to indefinite detention until they publicly apologize for breach of Parliament.

The other two surrendered to authorities, but Sichone did not and remained hiding. While at large, she continued to write columns for *The Post*, and declared she wouldn't submit to National Assembly Speaker Robinson Nabulyato's unconstitutional decree. She wrote, "The freedoms enshrined in the Bill of Rights make it a sacred duty for me to defend them to the death."

She also formed the Zambia Civic Education Association, with the main goal to instill civic awareness in the citizenry.

Lucy Sichone was born in 1954 in a township in Kitwe, north central of Zambia. She managed to pursue her education despite a "not-easy" life, and was accepted at the University of Zambia to study for a law degree in 1978. She obtained her degree in 1981 and won a Rhodes scholarship to study for an economics and politics degree at Oxford University in England.

### **Ayse Onal, Turkey**

#### **1996 Courage in Journalism Award**

As a journalist "living on the edge", she was reporting on Turkish politics, the Turkish mafia and conflicts in the Middle East, including the Gulf war. She was arrested and detained in Iraq, she was threatened by Islamic fundamentalists, she was shot and wounded by the Turkish mafia, and she received warnings from the government censorship agency. None of this had stopped her fearless reporting.

Onal graduated with a degree in Psychology in 1978, and worked for treatment of condemned children in prison for three years. After being forced to leave due to her different opinion, she started her journalism life in *Nokta Weekly*.

In May 1987, her documentary report “Children in cell” about the social and sexual abuse of children in prison caused big trouble for the government, which had to start a reform even though it was just a show. She won National Press Award for this report.

In 1988, she reported how the Iranian civilian refugees were executed by shooting the “Iranian revolution warriors” at the Turkey-Iran border. Also that year, she was the first and only journalist who entered into the region of “Cono Tribe” in Adana, where neither police nor journalist could enter due to life security reason. Her reports helped these people to get their ID cards from the government.

In 1990, she went to Baghdad to follow up the “Gulf War”. She was arrested with two other Turkish journalists in Ramadi, Iraq. Later that year, she entered into the camp of “Warriors of Iranian people” organization, and was threatened by the Iranian partisans.

In 1991, she was threatened by the fundamentalists upon her report about minorities.

In 1992, together with another woman journalist, she entered into the camp of Kurdistan Workers' Party (PKK) in Amed region, the existence of which had been denied by the Turkish government. Under 15 days’ heavy fire and bombing, she led to the escaping of Turkish soldiers from the camp.

In 1993, her documentary report regarding the Istanbul Water and Sewer Utility (ISKI) irregularity became one of the biggest scandals in Turkey, leading her to another “National Press Award.” Later that year, she was threatened by unknown sources due to her report about the murder of Cem Ersever, a commander in the Turkish Gendarmerie,

which was a branch of the Turkish Armed Force. She was not given any guards by security force despite several applications.

In 1994, she was threatened with death by Mafia due to her report about the relation between politicians and Mafia. After the no-signature documentary report proving the relation was published, she was attacked by Mafia when she rejected to declare her partner's name. She had to fight with the attacker and successfully took the Smith Wetson gun away in the attempted shooting from the attacker. She couldn't go home for three months after this incident. She returned home after the Mafia started to fight with each other.

In 1994, she left *Nokta weekly* with her team when the magazine was bought by a businessman who was known to have close ties with government. She started publish a new weekly magazine called "Ates" with her team, but the publication of the first issue was stopped by the owner because of her reports on a government scandal.

In 1995, she was a "target" in *Taraf weekly*, a publication of fundamentalist, because of a report she wrote on peace in the Middle East. Later that year, together with 20 male journalists, she was attacked in the PKK camp in northern Iraq when she was working for Interstar TV channel. In December 1995, her article about the election budget of Prime Minister was terminated, but proved to be the truth three months later.

In 1996, she received warning from RTUK – the official censorship organization because of her interviews regarding Kurdish conflict for a private TV channel.

She also worked for *Sabah* daily and *Aksiyon* weekly. She also wrote books, and had 14 Turkish National Press Awards.

## **Horria Saihi, Algeria**

### **1995 Courage in Journalism**

As a journalist who was embattled from both sides in Algeria's four-year civil war in the early 90s, Saihi struggled to continue her work despite continuous censorship from the government and threat from the fundamentalists.

"I know what awaits me in the end is a bullet in my head, but what kills me more is censorship when I am not allowed to produce or create," Saihi said.

As a producer for ENTV, Saihi's professional career was an anti-censorship journey. Her reports were mostly about politics, art, portraits of artists and women. Among the numerous important works that were censored, "Non a l'Intolerance' (No to Intolerance) was one of them. It was produced in 1989 and was taken from the testimonies of victims of intolerance on the part of the Islamic Fundamentalists. These victims included students, farmers and intellectuals.

After the democratic movement in 1989, she decided to do a series of program about TV censorship, hoping to report the history of censorship. This program, called "Kisset Kass", lasted six months and was canceled abruptly. It was the first time that Algerian TV audience got to view the shameful practice of censorship.

At least a dozen of her programs such as "Zine El Bahdja", "Ali Silem" and "Saha Pablo" were prohibited. Even with so much difficulty working as a journalist, Saihi was optimistic about her country.

"We are living in the most important period of independent Algeria- a period of change- where we are both actors and witnesses at the same time," she said.

"Professionally, it is an experience that deserved to be felt and understood from the

inside- it is very rich in exceptional events and makes up the history of our people and our country.”

### **Razia Bhatti, Pakistan**

#### **1994 Courage in Journalism Award**

In a country where incidents of violence against the press were among the highest in the world, Bhatti took on drug cartels, ethnic and fascist political parties, militant Islamic groups, a president's son-in-law, a prime minister's spouse and successive governments. She broke taboos and transgressed limits imposed on freedom of expression by authoritarian regimes as well as a conservative society.

In 1996, the Pakistan Press Foundation called her untimely death at the age of 52 an "end of a golden chapter of journalism in Pakistan." Throughout her career, Bhatti was driven to present unbiased, accurate and comprehensive reports on issues affecting the people of Pakistan.

Razia first entered professional journalism in 1967 when she joined The Illustrated Weekly of Pakistan. The magazine was then renamed Herald and shifted the focus from lifestyles to current events and political issues. In 1970, Razia became the Assistant Editor of Herald and then became Editor in 1976.

Razia resigned from the magazine when she was pressured to write in favor of the General Zia's regime, which was established by a military coup and was known for repression and censorship. Most of her team of journalists resigned with her and together they established a magazine called Newslite, which covered a wide range of current affairs including political corruption and women's rights.

Bhatti wrote of her mission, "Newslines is the venture of a team of working journalists who want to serve this nation in the way they know best: to seek the truth, to spotlight injustice and to fight for redress. We hope not only to appeal to the reason, but to touch the heart."

Even after she received the 1994 IWJMF Courage Award, the Pakistani authorities did not stop harassing her. In August 1995, police raided Razia's home early morning demanding her to appear for a criminal case, which was filed against her by then Sindh Governor, Kamal Azfar, in retaliation for a story about him in Newslines. The news of the raid on her house triggered protests from journalists and human rights activists from across the country, leading Azfar to retreat and withdraw all charges against Razia and the journalist who wrote the story.

In the first issue of Newslines Razia wrote, "The press in Pakistan shares the guilt of this nation's state. It has been silent when it should have spoken, dishonest when it should have been forthright, succumbed when it should have stood fast."

### **Marie-Yolande Saint-Fleur, Haiti**

#### **1994 Courage in Journalism Award**

Because of her photographs, Saint-Fleur was targeted by both the military and armed civilians. Her photo agency was forced to close after the coup and Saint-Fleur, fearing for her life, was forced into hiding, fleeing to remote areas of Haiti, the Dominican Republic and then to United States.

In 1990, she co-founded the Agence Haitienne d'Images (Agence Haitien de Photo) with five other photographers. The agency quickly became a national photo archive and a "picture bank", as she said, with a press department. Saint-Fleur also served

under contract with a lot of newspapers such as the Daily Nouvelliste, the weekly Libete, L'Union, Enfomasyon, Bon Nouvel.

After the military coup against Haiti's first democratically elected President Jean-Bertrand Aristide in September 1991, the agency was closed and Saint-Fleur' life was in constant danger. "I got into hiding, frequently changing my hiding places because these places were frequently discovered by the military and their spying Attaches and Macoutes," she said.

In January 1993, she was shot in Petionville, a suburb of Port-au-Prince, Haiti's capital city. She was not wounded. After this incident and repeat threatens from the military and armed civilians, Saint-Fleur sought to leave the country.

On November 19, 1993, she successfully entered the Dominican Republic with the help of some friends and organizations. On March 12, 1994, she went back to Port-au-Prince, and two weeks later, she was sent to Miami as a refugee by the American Embassy of Port-au-Prince.

At the time of her Courage in Journalism Award, the Committee to Protect Journalists reported: "The military coup that toppled President Jean-Bertrand Aristide abruptly ended a flourishing period for the Haitian media. The Haitian Armed Forces and their paramilitary squads intimidated and attacked news outlets."

### **Katharine Graham, United States**

#### **In Memoriam**

From publishing the Pentagon Papers, to taking The Washington Post public, to proceeding with the Watergate investigation despite enormous pressures, Graham

distinguished herself with the courageous choices that have helped shape the nation's political history.

She originally joined the staff of The Washington Post working in the editorial and circulation departments, moving up to serve as publisher from 1969 to 1979 and became Chairman of the Board from 1973 to 1991.

Graham broke through gender barriers by becoming the first woman on the board of several powerful media groups, including the powerful Associated Press and the American Newspaper Publishers Association. In 1998, she received a Pulitzer Prize for her memoir, *Personal History*.

She was born in 1917 into a privileged family in New York City. Her father was Eugene Meyer, a millionaire banker and, later the owner of the Washington Post.

After graduating from the University of Chicago, she started working for The San Francisco News. She also joined the Newspaper Guild, the reporters' union. In 1940, she married Philip Graham, a brilliant, young Harvard-educated lawyer, and started working for the editorial and circulation departments of her father's newspaper shortly after marriage.

Philip Graham became publisher of the Post in 1946 when his father-in-law handed over the newspaper to him. "Far from troubling me that my father thought of my husband and not me, it pleased me. In fact, it never crossed my mind that he might have viewed me as someone to take on an important job at the paper." She wrote in her autobiography, *Personal History*.

In 1963, Philip Graham died at the height of his influence in national politics. At that time, Katherine Graham, with no experience in business and only some in journalism,

was faced with a critical decision. Instead of selling the newspaper, she decided to run it herself with the support from a lot of other people.

She hired Benjamin Bradlee, a Newsweek bureau chief to help her with the business her father and her husband had built. Bradlee and Graham worked together and pushed the Post to a golden period, when it tested the Constitutional will of the U.S. Supreme Court, published information that would lead to the resignation of the President of the United States, and joined Fortune Magazine's list of the 500 largest industrial companies in America. The success of running Post also changed Katherine Graham from a diligent wife to one of the most powerful women in the country.

Great attention was drawn to Graham and the Post when the Pentagon Papers case broke out in 1971. The paper was a study about U.S.-Vietnam relations by the Department of Defense, which revealed the government's systematic lies to the public and the Congress about significant national interest issues. After The New York Times was prohibited by Nixon government from publishing anymore of the study on grounds of national security, Graham had a difficult decision to make: should the Post, which got its own copy within three days, take risk to get involved in the confrontation with the U.S. government? After hearing arguments from both sides, she told the editors to go ahead. The U.S. Supreme Court then ruled in favor of The New York Times, so the Pentagon Papers didn't violate national security.

A year later in 1972, another historical conflict with the government came. For months, The Post became the only one publication to cover what was then known as the Watergate Scandal. She admitted she had doubts several times, but she trusted her staff. Reporters Bob Woodward and Carl Bernstein eventually won a Pulitzer Prize, and

Graham won national praise for her courage in sticking with such a seemingly improbable story.

Graham's success was a result of multiple reasons, but among them, one of the principles her father set when he bought the Post in 1933 probably was one. "The newspaper's duty is to its readers and to the public at large and not to the private interests of its owners."

### **Donna Ferrato, US**

#### **1993 Courage in Journalism Award**

As a talented and explorative photojournalist, Donna Ferrato, for years had pursued domestic violence, a subject that people didn't want to confront yet profoundly impacted the lives of many families. Her pictures depicted violence against women, and appeared in a number of major magazines such as Life, Time and People.

In the American Photographer issue on photojournalism (1991), Vicki Goldberg describes Ferrato as a photographer "who has emerged from- and goes beyond- the black and white documentary tradition."

Donna Ferrato, born in 1949, was raised in Lorain, Ohio and graduated from Laurel School in Cleveland. She started working as a freelance journalist in 1976 and had travelled extensively.

Ferrato contributed Women at War in the Persian Gulf for Life Magazine, the Horror of a Red Cross nurse in Somalia for the People Magazine. And "Battered Women Who Kill" was a cover story for the Time.

Her work on domestic violence earned her many awards, including the W. Eugene Smith Fund Grant for Humanistic Photography in 1985, first place in both the "Magazine

Picture Story of the Year” and the “Documentary Picture of the Year” categories in the 1988 Pictures of the Year Competition (University of Missouri).

Ferrato’s enthusiasm to delve into the topic also pushed her to grow as an expert on this issue. She lectured about domestic violence in many different places. She even had a private meeting with Hilary Clinton in the White House to discuss this issue.

In 1991, Ferrato published a book "Living with the Enemy," which chronicled domestic violence and the impact on families.

The publication of her book draw more attention to her work, encouraging her to start a non-profit foundation called the Domestic Abuse Awareness Project (DAAP), to supply exhibitions to battered women’s shelters around the country for fund-raising. The DAAP had been educating the public about the societal causes of violence against women through her photographs.

In recent years, Ferrato published a historic book Tribeca, in which she used photographs to explore the 10 years of living there after 9-11 attack and the healing and rebirth of the neighborhood.

Promotional videos



2013 Courage in Journalism Awards



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## Bopha Phorn | 2013 Courage In Journalism Award



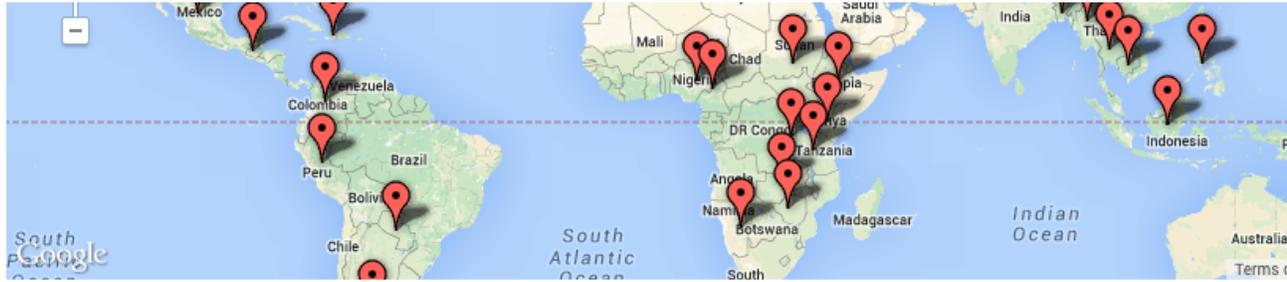
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### 3. Website Content Management



See list of [Courage Award Winners by year](#)

|             | COURAGE IN JOURNALISM AWARD  | LIFETIME ACHIEVEMENT AWARD            |
|-------------|--|---------------------------------------|
| Afghanistan | <a href="#">Najiba Ayubi   2013</a><br><a href="#">Farida Nekzad   2008</a><br><a href="#">Sharifa Akhlas   1999</a> |                                       |
| Algeria     | <a href="#">Salima Tlemceni   2004</a><br><a href="#">Horria Saihi   1995</a>  |                                       |
| Argentina   |  | <a href="#">Magdalena Ruiz   2003</a> |
| Azerbaijan  | <a href="#">Khadija Ismayilova   2012</a>  |                                       |
| Bangladesh  | <a href="#">Sumi Khan   2005</a>   |                                       |

# Khadija Ismayilova | 2012 Courage In Journalism Award

## RFE/RL, Azerbaijan

### Blackmail and corruption in Azerbaijan: Khadija Ismayilova's hunt for the truth and the price she pays to inform the public

"It was accidental that I became a journalist," explains Khadija Ismayilova, a well-known Azerbaijani radio reporter who received international attention when she was blackmailed and publicly defamed earlier this year. "One day, they didn't have anyone to send to a news conference and they sent me. I came back with a story and...they liked it," she said. At the time, Ismayilova was working as a translator at the offices of a newspaper in Baku. She was young and trying to help her family by earning extra income. Gradually, Ismayilova traded her job as a translator for one as a reporter. In her early years of the profession, Ismayilova said, "I was not as serious and outspoken."

Everything changed in 2005, when prominent investigative journalist Elmar Huseynov was murdered near his home in Azerbaijan's capital, Baku.

"They killed him at his doorstep. It was March 2, 2005," Ismayilova remembers. "And the first thing I thought when I heard that he was killed was 'it's my responsibility too. It's my fault as well, because he was doing it alone'. We all were doing this easy journalism and he was doing the uncovering



## 4. Social Media

 **IWMF** @IWMF · Nov 14  
TV **#reporter**, host Janet Hinostroza from **#Ecuador**, among 4 winners of 2013 CPJ Int'l **#PressFreedom** Award [ow.ly/qPUje](https://ow.ly/qPUje)  
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 **IWMF** @IWMF · Nov 14  
**#Mexico** accused of suppressing freedom of speech over Emmy-winning documentary [ow.ly/qPU9j](https://ow.ly/qPU9j) **#InvestigativeJournalism**  
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 **IWMF** @IWMF · Nov 14  
Inspired by a mother's ambition- **@OliviaWilde** writes about her **#journalist** mom, who she admires [ow.ly/qPA8q](https://ow.ly/qPA8q) via**@POLITICO**  
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 **IWMF** @IWMF · Nov 14  
Some Indian laws reinforce **#GenderInequality**, **#UN** study finds [ow.ly/qPv1R](https://ow.ly/qPv1R) **#India**  
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 **IWMF** @IWMF · Nov 14  
**#SouthAfrica**: **#GenderEquality** bill is "unconstitutional", is a "top-down manipulation of labour market" [ow.ly/qOVBg](https://ow.ly/qOVBg)  
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**IWMF** @IWMF · Oct 25

Bopha Phorn: "The world doesn't pay enough attention to [#Cambodia](#) --that's why I have to keep writing." [#IWMFcourage](#) via [@caitmosc](#)

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**IWMF** @IWMF · Oct 25

A close look at our Courage and Lifetime Achievement Award Prize at Tuesday's NY celebration. [ow.ly/i/3woCz](#) [#IWMFcourage](#)

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**IWMF** @IWMF · Oct 24

Would you risk your life for your job? The 4 brave women honored at [#IWMFcourage](#) [ow.ly/q9jWA](#) via [@caitmosc](#) [#GlamourMag](#)

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**IWMF** @IWMF · Oct 24

More photo from Tuesday NY celebration: [#ABC](#) [@GStephanopoulos](#) and [@ByranMonroeCNN](#) with [#IWMFcourage](#) Awardees [ow.ly/i/3woaN](#)

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**IWMF** @IWMF · Oct 24

"I am happy- I feel gratified, but sad- my colleagues lost their lives."- Najiba Ayubi [ow.ly/q9jwq](#) (video) [#IWMFcourage](#)

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IWMF Timeline 2013



October 9, 2013

The IWMF is excited to bring a group of female journalists to the Western Sahara region to cover stories from this under-reported territory in the desert. This time, we're giving journalists an opportunity to attend FiSahara, an international film festival that aims to bring films to Sahrawi refugees who have been living in refugee camps in Southwestern Algeria, an area known as the "Desert of deserts."



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Former Journalist of Phoenix TV US account of #Kashanharassment including attempted rape

Edith Lederer | 2008 Lifetime Achievement Award
The Associated Press, United States. In for more than four decades with the Associated Press, Edith Lederer has worked on every continent except Antarctica covering wars, terrorism, nuclear issues and political upheavals. Lederer 60 began working as the chief correspondent at the United Nations for the AP in 1988. Since then, she has reported on...

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Demand the release of imprisoned Rohingya journalist Rashed Ahmed

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October is 'Courage in Journalism' month. We're so excited about it that we decided to post our year's announcement video a day early.

## **Chapter Five: Analysis Component**

### **Introduction**

The researcher had always been interested in how the media portrays different demographic groups differently, and had noticed the existence of gender stereotypes in media reporting both in America or China. Much research has been done on gender media portrayal, but most of the media content examined was from English-language media outlets. With her understanding of the Chinese language and Chinese media, it would be a great opportunity for her to analyze Chinese newspapers and contribute to the universal topic.

From college study in mass media communication, the researcher learned that media presentation evolves from the perceived reality, and in turn has an impact on how people understand the world. As more Chinese women take in high-level political and business positions compared with two or three decades ago, how the media portrayal of women has shifted across the years becomes an important and interesting topic to study.

That's why the researcher wanted to look into how the media presentation of women has changed in the past 25 years, hoping to shed some light on the possible social changes on gender issue. The past 25 years have been a critical period for China's Reforming and Opening Up policies, which started in the late 1970s and early 1980s, so the external cultural and social impact brought by the economic forces is gradually reshaping the ideas and values of Chinese society. This time of change makes the period an interesting timeframe to examine. The researcher was looking for a newspaper that has

a general topic interest, is targeted at national audience and has a history of more than 25 years. Few newspapers met that criteria, and many were unavailable either digitally or in print copies. The researcher narrowed the option down to *China Youth Daily*, *People's Daily* or the *Southern Weekly* (which was launched in 1984), and eventually chose the *Weekly*.

The researcher chose *Southern Weekly* to analyze for multiple reasons. *Southern Weekly* is not a Party newspaper, but is an influential one that is famous for its progressive ideas and bold critical coverage, and is one of the pioneers in the media industry. Its headquarters is located in Guangzhou, one of the earliest economically opened up areas in China's Reforming and Opening Up policy. Since its foundation in 1984, the *Weekly* quickly enhanced its national influence and became a well-recognized newspaper. As a weekly publication, the paper has more in-depth and feature stories, which allows it to have more dynamic coverage.

The researcher worked at the International Women's Media Foundation in fall 2013, and this professional experience brought some thoughts on her research project. The goal and mission of the IWMF is to support female journalists worldwide, and promote women's leadership. The researcher helped tell their stories through IWMF's website and social media in order to let their voices be heard. The work at IWMF enhanced the researcher's perception that women were largely underrepresented in many places, especially in those less developed countries. It also encouraged the researcher to think about the social expectation on professional women, including their ability to handle marriage and family aside from work. The media coverage of IWMF's Courage in Journalism Award banquet in Los Angeles also showed how much attention was given to

the pretty looks of Hollywood Stars, especially the female ones. These thoughts, among others, had been helpful for the researcher in understanding the research project better and designing the analyzing techniques.

### **Research Question**

The researcher's main focus is to find out how Chinese news articles portrayed Chinese women and men differently, and wants to make a historical comparison and find out how media portrayal of gender changed during the past 25 years.

The researcher wants to analyze the general media presentation for Chinese women and men, so she could understand the basics of media gender portrayal in China. Research on media portrayals of women could be a frame or starting point for later more specific research into how gender portrayals differ depending on a woman's role in society, whether that is politics or business or as a homemaker and mother. This research examines one newspaper.

In the analysis, she will examine six years of articles including *Weekly's* articles from every five years in the past 25 years: 1988, 1993, 1998, 2003, 2008 and 2013. The researcher will explain the sample selection and specific method of analysis later.

In the analysis of female figures, the researcher will consider multiple aspects including their age, profession, family role, social status and overall tone etc. To further the research, she has developed some specific research questions.

- (1) How often are female figures mentioned as the primary subjects in the articles?
- (2) What's the engagement level of the female Chinese figures in articles? Are they essential characters, or complimentary ones?

(3) What's the difference, if there is any, in the profession of the female and male characters?

(4) What's the difference in family roles and social role for female and male Chinese figures in news articles?

(5) Does the image of female characters vary from feature stories to news stories and opinions?

(6) What's the overall tone for female Chinese figures in Chinese news articles? How is the language?

The term "Social roles" and "family roles" will include information about their professions and career development, social engagement and social status, and family responsibilities.

### **Framing and Stereotype**

In order to understand the different portrayal of female and male figures in the media, we need to look into some theoretical background that may help explain the different nature of news reporting. Framing theory is essential to the discussion of the portrayal of Chinese women in the media.

Entman (1993) gave a detailed explanation of how media frames happen in news reporting. "To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation" (p.52). By selecting certain content and making it more salient than others, media can present the information about a story subject in a way they want and thus build the frame of the story.

So media are inevitably leaving out some content in this process. Tuchman (1978) defined media frames like this:” The news frame organizes everyday reality and the news frame is part and parcel of everyday reality... “(p.193) The process of selecting “essential” information and leaving out the rest can differ largely between journalists with disparate backgrounds.

Some scholars have pointed out the reasons for news frames. Gitlin argues that media frames, as journalists’ working routines, allow them to quickly identify and organize information and “to package it for efficient relay to their audiences” (Gitlin, 1980, p. 7).

Scheufele believes that Tuchman’s study provided “some tentative support for the assumption that organizational structure or media and work routines of journalists have an impact on the way news stories are framed,” though her study is limited in some way (1999, p110). Scheufele argues that Tuchman’s work lacked a definition of framing that can serve as a guideline for future research, and the dependent variable in her study was “the act of making news”(p.12) rather than the framing of reality, which was a sub-dimension of the former. According to Tuchman, frames are decided internally by both journalists themselves and externally by the organizations they work for. Gamson and Modigliani (1987) argue that the formation of frames can be explained by the interaction of journalists’ norms and practices and the influence of interest groups, which introduces another possible factor for the disparate frames. Interest groups in my study can mean groups with political agendas and interests.

Another related concept is stereotypes, which explains a lot about why different journalists write stories and portray female figures in their own way. According to Walter

Lippmann, a typical person would define first and then see, not the other way around. “In the great blooming, buzzing confusion of the outer world we pick out what our culture has already defined for us, and we tend to perceive that which we have picked out in the form stereotyped for us by our culture. “ (Lippmann, 1922 p.81)

Lippmann believes one of the reasons people tend to see things in a stereotyped way is generalizing and categorizing things is a more “economical” way to learn, compared with attempting to find out all the details. This argument echoes Gitlin’s point that media frames partly resulted from the need for “efficiency”. Besides economy of efforts, there is another reason why people hold to their stereotypes: those stereotypes define who they are. As Lippmann said, “The systems of stereotypes may be the core of our personal tradition, the defenses of our position in society.”

With the understanding of the theory of frames and stereotypes, I am ready to start my research. With content analysis on selected newspaper articles, I will compare how Chinese media frame Chinese women and men differently and examine the stereotypes for each gender in media coverage. This research will be limited, as it will not be able to establish a causal relationship between observable portrayals and possible reasons for those portrayals. This research will provide opportunities to establish what portrayals exist and how they’ve changed at one Chinese newspaper

### **Literature Review**

Gender bias in media has been widely discussed during the past few decades, and many scholars from different countries and regions of the world have identified and analyzed gender-based reporting in newspapers and other media formats.

Scholars from all over the world have been discussing gender-based media reporting focusing on different angles and points-of-view. News reporting on women has been closely tied to the political, cultural and social backgrounds of the women being covered.

Len-Rios and her colleagues used a feminist framework of masculine cultural hegemony to examine women's portrayal in news and photos, and concluded that newspapers analyzed reflect the masculine cultural hegemony (Len-Rios et al., 2005). Len-Rios examined the overall representation of women in a medium-sized newspaper and a large newspaper.

Some scholars have used a more narrow focus in their studies. For example, Noh and his colleagues analyzed U.S. newspaper portrayals of battered women who killed their partners, and discovered "simplified, sensational and conventional understandings of crime causation drove to the social construction of 'the battered women who kills'." The researchers also found that females were rarely portrayed as reasonable (Noh, Lee & Feltey, 2010 p. 110). Wozniak and McCloskey compared newspaper articles reporting female-perpetrated intimate partner violence (IPV) homicides with those reporting male-perpetrated IPV homicides, and found that female-perpetrated IPV homicides, although relatively rare, were not portrayed as more newsworthy nor did they receive more coverage when compared to male-perpetrated IPV homicide. The research found there was no gender bias in favor of male perpetrators. Female victims were more likely to be portrayed as innocent when compared to males (Wozniak & McCloskey, 2010). Elizabeth Zanoni talked about the gendered representations of fashion, food and Fascism with the U.S. Italian language newspaper "Il Progresso Italo-Americano" during the

1930s, and found the representation of women's consumerism, national identity and the impact of Fascism on Italian American women in the newspaper (Zanoni, 2012).

Macleod and Feltham-King analyzed South African newspaper articles from 1978 to 2005, found out how the subjects of abortion are referred to and how does this connects with the localized and historical politics of abortion (Macleod & Feltham-King, 2012).

These researchers chose a specific topic on newspaper portrayal of women.

Unlike these scholars, Vincent and his colleagues didn't just focus their study on female figures. Rather, they made a comparative study, which analyzed English soccer team's star player Wayne Rooney, his fiancée, the captain David Beckham and his wife in their study on gender and national identity in English newspapers during the 2006 World Cup. The study focused on the four celebrities and examined how the newspaper's gendered narratives intersected with nationalistic discourse. Researchers identified women's role as traditionally subordinate, with the case of Wayne Rooney and his fiancée, and also challenging, with the case of David Beckham and his wife Victoria (Vincent, Kian & Pederson, 2011).

Matud and his colleagues studied the contrast between the general female and male portrayal on a large scale. They analyzed 4,060 articles and advertisements in a Spanish daily newspaper and concluded that men were more commonly featured in the articles, photos and advertisements than women. Their study supported their hypothesis that there will be gender-stereotyped occupational differences between men and women who appear in the texts. Specifically, they found that men were more likely than women to appear as leaders or high-ranking positions such as athletes, soldiers or clergy, and if the subjects of the articles were models or winners of beauty contest, only females were

found (Matud, Rodriguez & Espinosa, 2011). A recently published study with an even larger sample of 34,235 news articles in Spanish online newspapers revealed that women were “linked to traditionally ‘female’ sections, such as people, society and culture” and appeared more frequently in shorter news and Sunday news (Mateos de Cabo, Gimeno, Martinez & Lopez, 2014). Their study concluded that online newspapers continued to reinforce gender inequality.

Aside from newspapers, television programs and magazines are also analyzed by scholars to cast light on women’s media representation. Among the numerous studies, advertisements and photos are very frequent subjects for researchers. Examples include Lindner’s study on the images of women in *Time Magazine* and *Vogue Magazine* advertisements from 1955 to 2002 (Lindner, 2004). She found that overall, advertisements in a *Vogue*, a magazine geared toward a female audience, depict women more stereotypically than do those in *Time*, a magazine with a general public as a target audience. She also found only a slight decrease in the stereotypical depiction of women despite the influence of the Women’s Movement. Some scholars analyzed television commercials and found that more women than men are frequently shown as being unemployed or having traditionally feminine jobs (Furnham & Bitar 1993; Kim and Lowry 2005), and women are predominantly portrayed as sex objects with no obvious change in stereotypes (Coltrane & Adams, 1997).

Newspaper analysis of female characters is less focused in advertisements in general, with text analysis and photo analysis both very popular. A considerably large number of studies focus on women’s portrayal in political contexts, such as political campaigns and in the women’s movement.

The differences in the reporting for male and female candidates in the U.S. have been constant since the 1910s, when Jeannette Rankin was elected to the U.S. House as the first woman (Braden, 1996). Braden pointed out that “media continues to emphasize gender at the expense of other qualifications” and played to the “sentiments” that women shouldn’t be president “in the way they frame stories, in the facts they select, and in the language they use to describe women politicians” (Braden, 1996, p18).

Scholars and researchers discovered media bias toward female candidates both in quantity and quality. Some found out that female candidates receive less news coverage than their male counterparts (Kahn & Goldenberg, 1991; Overholser, 1999), but others have opposite opinions. Carroll and Schreiber discovered that newly elected women received more mentions in major papers than male counterparts (Carroll & Schreiber, 1994). Media have been selectively reporting about female candidates. Some pointed out that media focus more on viability of women and less on issue positions (Kahn & Goldenberg, 1991), some identified media’s ways of undermining female candidates’ professional capacity in politics (Carroll & Schreiber, 1994), others argued that media pay more attention to personal traits such as women’s personality, appearances and family connections (Braden, 1996; Devitt, 2002).

In a recent study on the 2010 British General Election, Ross and her colleagues found that women were much less likely to be featured in news stories than men, even when controlling for Party Leader coverage. The study showed that women were much more likely to be mentioned or quoted in feature articles focused explicitly on gender issues, made interesting because of their sex and couture rather than their political

abilities and experience. Their conclusions mostly echoed their American counterparts (Ross et al., 2013).

Other than analyzing the features of reporting, some scholars also examined the tone of the articles and compared the tone toward female and male candidates. Heldman, Olson and Carroll found that female candidates are more likely to have negative representations in horse-race coverage, in which female candidates were portrayed as less competitive. (2005). A study examining the news discourse about Hong Kong female officials showed that they were portrayed in a highly positive manner (Lee, 2004). The study discussed how newspaper coverage has portrayed female officials as perfect women, who excel in everything they do, with excellent career and family performance, and serve as models for other women in the society. Even though the positive portrayal concurred with Hong Kong's high percentage of female top officials, Lee criticized the seemingly positive media treatment of female officials with several arguments, one of which is that women politicians are not representative of women in general, and another is that the media coverage showed the expectations and assumptions the media hold about how women should behave when they become politicians.

Mendes used a feminist perspective to “make political statements about how gendered hierarchies function through media discourse” (Mendes, 2011, p.81). In analyzing the framing of feminism in the news coverage of the women's movement in British and American newspapers (1968-1982), Mendes argued that the circulation of patriarchal and capitalist ideologies worked to prevent women's equal partnership with men in both countries.

Mendes' study is just one example among the numerous cross-cultural studies on this topic. Scholars have conducted comparative studies between different countries or among various ethnic groups to find out the uniqueness of newspaper female portrayal in each country or group, and the comparison has brought some interesting results.

Furnham and Bitar (1993) found that sex role television stereotyping in Britain was more or less constant across time compared to studies done 5 to 10 years ago, but was weaker than in Italy and comparable to North America.

Wu's research on the portrayal of women in Chinese and American newspapers showed that newspapers in both countries have multi-angle positive representation of women's images in the public sphere, but there are differences resulting from disparate culture, history, politics, economy and social background (Wu, 2010; Zhang, 2012). Pang analyzed Chinese women figures in 151 articles from five major U.S. newspapers between 1998 to 2005 and found that young Chinese women and rural-area women draw more attention than other groups. She also pointed out that weak victims and female heroes are two typical images in the U.S. media's reporting and have been over represented (Pang, 2006).

In some cases, race and gender have been interwoven in intercultural studies, creating a more complicated research picture.

Coltrane and Messineo examined the race and gender imagery in 1990s television advertising and found a continuation of stereotypes, including "Exclusion of Asians and Latinos, and denial of romantic and domestic fulfillment to African Americans" (Coltrane & Messineo, 2000, p386). In a study that examines the portrayal of gender and ethnicity in New Zealand's television advertisements, Rubie-Davies and her colleagues discovered

that “white actors dominated the screen with Maori and Pacific Island people only being proportionally represented in advertisements that presented negative stereotyping” (Rubie-Davies, Liu & Lee, 2013).

Although newspapers’ gender bias is repeatedly found in previous research and seems to be dominant in the results, there are contradictory findings in sports coverage. A study comparing newspaper coverage of male and female athletes during the 1996 Summer Olympic Games found less egregious bias than has been noted by previous studies of media coverage of female athletes (Kinnick, 1998). The study analyzed profiles of athletes in five leading U.S. newspapers and found no evidence of gender bias in terms of quantitative representation of female athletes, or in the placement and prominence of stories.

A later study measured press coverage during the 2000 Summer Olympic Games in the largest circulating Belgian, Danish, French and Italian daily newspapers, and found that the newspaper coverage was similar to the distribution of participating athletes and events, and no significant gender differences were found with respect to article size, page placement, accompanying photographs, or photograph size (Capranica et al., 2005). These studies showed that there was a trend to overcome gender inequities in media coverage during the Olympic games, but a general examination on female portrayal in newspapers has shown that males were mentioned more, and were placed at more prominent locations such as upper parts of the newspaper pages (Matud, Rodriguez & Espinosa, 2011). Researchers have seen an improvement in gender equality in newspapers’ sports reporting, but it hasn’t been generalized in other topics and areas.

A lot of the studies tried not only to analyze how were women portrayed in media, but also to find out possible reasons behind it. Political and cultural contexts certainly can explain part of the gender-biased reporting. However, that's a very broad idea and some scholars have more specific ones.

Matud and his colleagues found a greater male presence in the reporters' gender, and male reporters were almost twice as common as female. They didn't conclude there is a causal relationship between the gender structure of reporters and the gender-biased portrayal of Spanish women; however, there appears to be a strong correlation to gender-biased portrayal of women and coverage by male reporters. They also found men were more likely to be included as sources than women in the stories (Matud, Rodriguez & Espinosa, 2011). Mateos de Cabo and his team also found differences in gender reporting since "female journalists tend to include more women in the news they report than their male peers"(Mateos de Cabo, Gimeno, Martinez & Lopez, 2014).

The U.S. political campaign coverage analysis placed much importance in the examination of the author. Aday and Devitt indicated the gender-biased reporting was partially explained by the tendency of male reporters to emphasize on Dole's personal traits during the 2000 presidential campaign, and the fact that the number of male reporters was far more than females can make this disproportion even more obvious (Aday & Devitt, 2011). Devitt further pointed out that the differences in personal frame and issue frame were due to stories written by male reporters (Devitt, 2002). Smith believed that the fact that male reporters dominated the coverage of political races might offer a "modest" advantage to a male candidate (Smith 1997), and Maria Braden earlier concluded that the increase in the number of women reporters didn't necessarily

“guarantee that news will be free of sexist reporting editing, or headline writing”, because some female journalists misrepresent women as male reporters did (Braden, 1996, p182).

Previous scholars and researchers have analyzed female portrayal in newspapers, magazines and on television, and found that gender-biased reporting is prevalent over the decades. In general, female figures were less frequently mentioned in news stories than their male counterparts. And, in portraying female figures, newspapers usually talked about their physical appearance and stressed their female characteristics. The studies showed women presented as less professional than their male counterparts and their occupations were not as high level as men. Overall, gender inequality in newspaper reporting has been constant over time and across nations.

### **Methodology**

Qualitative and quantitative research methods are both widely used in research about media portrayal of women. Likewise, content analysis has been a consistently reliable method for research examining gender-bias and stereotyping in the media’s portrayal of women.

Vincent and his colleagues used textual analysis to examine how the newspaper’s gendered narratives intersected with nationalistic gender power relations (Vincent, Kian & Pederson, 2005). Len-Rios and her colleagues asked questions through telephone surveys in order to get one set of data. They analyzed news staff and readers’ perceptions of female representation in news content (Len-Rios et al., 2005). Terry and his colleagues first looked at the 1820-1860 period through “a textual qualitative approach”, and then analyzed stories, origins and writers quantitatively (Terry, Shaw & Hamm, 2012). Wu

also combined qualitative and quantitative methods in his study (Wu, 2011), and this is a typical approach for many researchers.

In this study, the researcher used content analysis to reach her conclusions. Due to limited time, the researcher will not conduct interviews trying to find explanations to supplement the results.

There are multiple definitions on content analysis, and a classic one is “a research technique for the objective, systematic, and quantitative description of the manifest content of communication” (Berelson, 1952, p. 18). Krippendorff defined content analysis as “a research technique for making replicable and valid inferences from data to their context (2004).” Most scholars agree that in a quantitative content analysis, researchers should set up formulated rules, which are usually stated in a codebook, then systematically following each step. Holsti identified three primary purposes for content analysis: to describe the characteristics of communication, to make inferences as to the antecedents of communication, and to make inferences as to the effects of communication (1969).

A typical content analysis has the following procedures: raise research questions or hypotheses, select the sample for analyzing, define categories and formulate rules for coding, train the coders and test preliminary inter-coder reliability, code the content and assess the reliability, and then analyze and interpret data (McMillan, 2000).

In order to make a quantitative comparison through years, the term “primary figure” needs to be operationalized. The researcher will look for the main characters of the article and select the first main character as a “primary figure” if there are multiple ones. If the article doesn’t have a main character but has at least one person that is quoted

(directly or indirectly), then the first quoted person is the primary figure. Each primary figure needs to be a real-life adult (fictional characters don't count), and the gender should be able to be identified either by the pronoun or by the person's name. The gender of each primary figure will be recorded. In photos where female and male figures both show up and take up equal space, or in articles where a couple is mentioned as the main character, the primary figure would be both female and male.

Every article was categorized as one of the following: feature, news story, opinion or stand-alone photo. *Southern Weekly* is a weekly newspaper that doesn't report on immediate daily news, so most of the articles it publishes are in-depth stories that could be considered feature stories by American media standards. For this study, the researcher defined "feature stories" as stories that focus on one main character and don't go beyond that person for a larger theme. (In some studies, these might be coded as personality stories.) In this research, "feature stories" were also stories that focused on one object such as a movie, a book or a place. The researcher defined "news stories" as reports that talk about a news event, a social phenomenon and reveal a social problem or a trend. While these stories might include a person or personality, the person would not be central to the story, but used as an example to illustrate the news topic.

"Opinion stories" were identified as such based on their labeling by *Southern Weekly*. In addition to being put in a specific section of the paper, the articles contained a specific point of view or argument. Stand-alone photos are photos that aren't the supporting materials of feature or news stories, but stand as content units themselves. They might have short explanatory texts, but the photos are the essential content. The

photographic content could be a single photo, or a series of photos with the same topic, and each will be counted as one text.

The researcher will quantitatively compare the male and female primary figures in articles, and take into account the article categories. This would supplement the result from the textual analysis mentioned earlier.

### **Sample Selection**

In order to see how *Southern Weekly* portrayed women in the past 25 years, and look for changes there might have been, the researcher selected six years during the 25 years with an interval of five years to make analysis. Thus, the researcher selected a sample of years beginning in 1988 and continuing every five years (1993, 1998, 2003, 2008, 2013) to the most recent year of complete news coverage, 2013.

It's believed that any trend of change would be evident through the sample years and intervals selected. The material source was the National Library in Beijing and Shanghai Library, which both had the majority of *Southern Weekly's* print collections since 1986. Unfortunately the 1998 collection was ruined in the National Library, and the Shanghai Library only had the first half-year, so the researcher analyzed the second half-year of 1997 instead of the second half year of 1998.

The researcher analyzed only the articles on the front pages because that's the most prominent spot for readers and would potentially have a larger impact on how they perceive women's image. On the front pages of 1998 and later years, there were multiple headlines to introduce stories on inner pages. The researcher only analyzed one such story from each front page, and selected the most prominent headline according to the

text location and size. In some cases, a big photo introduces an inner-page story, and that doesn't compete with those headline stories.

Stories with no gendered primary figures were not included in the analysis. Advertisements, cartoons, brief reports (which were usually two or three paragraphs and only appeared in early years) were also excluded. The author also didn't analyze editors' letters, which often talked about the circulation and operation of the paper.

The researcher chose half of the front pages for each year, starting with the first week of 1988, 1998 and 2008 and analyzed every other week's front pages. For the year 1993, 2003 and 2013, the researcher started with the second week and did the similar thing. Considering the length of the articles, only about the first 10 paragraphs of each article was analyzed.

## **Discussion**

The researcher analyzed the selected articles, and tried to summarize themes and patterns for each year, and compare with other years, looking for similarities and differences, and changing trends if there were. Important paragraphs about female primary figures were carefully analyzed in order to find out the tones of the author and possible underlying mentalities.

### **1988.**

Women were primary figures in about half of the text pieces analyzed (45.7%), but the percentage varied greatly among different article categories. In feature stories, women were as likely as men to be primary figures (25 vs 27), but in news stories and opinions, the number of female primary figures was less than half of the male ones. They showed up much more than men in stand-alone photos. Women on the weekly in 1988 were

portrayed very differently from men, with their professions significantly focused on only in a few fields, their appearance and age emphasized much more than men, and their ability to balance career and family frequently discussed.

In feature stories, men were engaged in a variety of professions including professors, painters, antique collectors, political leaders, veterans, writers and individual businessmen. They tended to be in positions that require them to be more educated, sophisticated and to have leadership skills. These positions also seem to have higher social status. Women were mentioned as primary role almost as much as men (25 vs 27), but the stories in which women were featured in primary roles were mostly actresses, art performers, models and people whose work was somewhat associated with being beautiful and having a youthful appearance. In a feature story about a polite hotel waitress, the author wrote: she is 22 years old, tall figure, thin face with fair and rosy skin, and the high nose rarely seen in Guangzhou makes the line of her face rather charming. This story mainly talked about a polite and professional hotel waitress and praised her good work, but her appearance was heavily discussed. In a story about a then-popular actress Xu Shouli, the author used the subheading of “Among the 29 youthful years, 17 has been devoted to stages and screens”.

There were also a lot of stories about male actors, and this might result from a strong interest in entertainment business in Guangdong province, which is close to the entertainment hub Hong Kong. But the authors would usually describe only female actors' faces, figures and how they dressed in detail, and more often than not, a close-up shot of photo would be included to go with the text. Sometimes there were more than one photos of one actress in a feature piece, with a smiling, feminine close up and a medium-

shot photo showing her figure and dress. For male actors, it's usually one medium-shot photo, and they don't smile as much, sometimes looking determined.

There were feature stories about women who had successful careers other than in the performing field, but these features stories were more rare. No matter what the profession was, family role was mentioned in their features but not features about their male counterparts. I have to mention that Guangdong was one of the earliest opened-up economic zones in the 80s when China's Open Up and Reform policy went into implementation. So one of the hot words was the "individual business owner", who usually quit his or her job in a public entity to start a private business. This group of people represents the earliest private economy explorers, and a lot of them made a fortune. In the story about an individual business owner Wang Huilin, the author used the headline "The distress and pursuit of a clothing business owner," with a sentence around the headline "Wang Huilin is powerful in her career, but as a woman, she is the weak and loser". Along the line, the author talked later in the article about how she married an irresponsible man who didn't take good care of her and her daughter, so she was forced to divorce him and start a business for her family. So she was not actively exploring new opportunities, but was forced to go on a different path because of family responsibility. The language use and discursive construction indicate that family is always the first priority for women, and a successful career can't make up for a miserable marriage. Another story about a fashionable female director was in line with this mentality. The author talked about how she has a "double harvest" in successful career and happy marriage.

In the article about bridge master Yang Xiaoyan, she was portrayed as a very successful bridge player and a rare woman in the profession. Also, the article shaped Yang as a determined and confident player, who started playing bridge just to disprove her husband's saying that "women don't have the rigorous thinking that's required in playing bridge." This article shows a modern woman breaking the gender barrier, but she was American Chinese, so apparently not representative for all Chinese women at that time.

There was a feature story about a famous female director Yang Jie, who made the world-known TV series *Journey to the West*. The article was very positive and portrayed Yang as a creative, determined and problem-solving director and modern woman. The included photo, unlike other photos of female figures, didn't focus on her appearance but showed a confident director at work. However, the headline read "People say directing is not a woman's career, let's look at Yang Jie's long walk on *Journey to the West*", emphasizing in plain language that Yang is an exception of a successful woman in a male-dominated field. It's certainly encouraging for professional women, but it's still a rare example.

In news stories and opinion pieces, there were fewer female figures in primary roles, less than half the number of male figures. Men were mentioned as experts in several articles, but women were not mentioned once as experts. There were male professors, government department heads, business managers and other professionals, but women were nurses, waitresses and mothers. Only in one news story about the ad war in beer industry did the author mention a beer businesswoman. One interesting thing is that female migrant workers were the primary role in three news articles. They were examples

of hardworking and migrant workers who went to look for better lives in the city. They learned new skills, embraced new ideas and contributed to the city's development. One of the articles focused on migrant workers' poor living conditions. The phrase "outside female job seekers" was used as a hot word in these articles. I don't know why these stories focus on female migrant workers, but emphasizing them might indicate that it's a bigger advancement for women to go out and work.

Two male figures were portrayed as liars in the stories, and one female graduate student was portrayed as the victim in a sensational trafficking case, though there weren't a lot of articles like this to enhance the impression.

For non-primary role women, they were mostly wives and mothers, who were mentioned as family members of the primary male characters.

On the front pages of the 1988 weekly, there are a lot of stand-alone photos because they were winners of a photography contest with the theme of "modern style". Female figures were featured much more frequently than male figures as the primary role in these photos (16 vs 8), and they were mostly young, beautiful and unsophisticated. These stand-alone photos and photos in features both show that editors wanted more female figures on the pages and were eager to show their attractiveness of their age, facial features and body figure.

Table 1:

| 1988           |           | Feature | News | Opinion | Photo (stand-alone) |
|----------------|-----------|---------|------|---------|---------------------|
| Primary Figure | Male 63   | 27      | 19   | 9       | 8                   |
|                | Female 53 | 25      | 8    | 4       | 16                  |
| Total          | 113 texts |         |      |         |                     |

### 1993.

Similar to 1988, the primary roles for women in *Southern Weekly* in 1993 were focused on only a few professions, and their work was mostly less culture-related compared with men. One new addition in 1993 was that women were openly portrayed as sex objects, a potential reflection of changing perceptions in society. There were also much fewer women in primary roles in front page stories, but there were a few more positive examples of professional women in both feature and news stories compared with 1988. Another interesting thing is that women were portrayed as emotional and subject to rumors.

If you look at the table below, you see the overall percentage of female characters as primary figures decreased, from 45.7%(1988) to 33.0%(1993). But if you look at each category of texts carefully, you will realize the change somewhat resulted from the story type shift on *Weekly's* front page. Female primary figures take up a higher percentage in feature stories compared with news stories, and as the number of feature stories decreased and news stories increased, the overall percentage of female primary figures decreased.

One new trend of the 1993 front pages included talking about women's bodies more openly and aggressively. In the 1988 articles, women's appearances were frequently discussed, but only about how beautiful and well-shaped they appear. But in the 1993 front pages, hot dancers and models wearing sexy outfits were featured in the stories. One story talked about sexy models going into a restaurant to dance for customers as an inexpensive way to present designers' new dresses. "There are tall models and short ones. They first dressed in Qi Pao, with a high slit, and then western suits, with a very low collar. Those models did sexy poses and flirty moves, but the customers seemed unimpressed, and even a little disgusted." Another story talked about hot Egyptian dancers in a then called "ball room", which is more like a night club. Customers, mostly men, were eager to see them wear less and were willing to pay a lot of money for them. A story about a popular movie talked about the controversial human art in it, which required actresses to be naked and posed for painting. A very seductive photo with a woman's body was presented with the article, and covered nearly the whole length of the page. These stories plainly talked about women's bodies and revealed a new social trend: As one of the earliest opened up areas, Guangdong appears to be embracing western culture and with more open representation of women as sexual objects. Traditional mentality still exists — "some customers didn't seem to like what they saw" — but the paper may very well reflect societal acceptance to changing values.

In feature stories, actresses continued to be the dominant profession of primary role women: eight out of the 13 were full time actresses, plus two others were in other professional businesses, and the rest were singers and a TV host. The articles stressed their appearances and specifically depicted the feminine side of the main characters:

“with shoulder-length hair, slim Jin Sumei is very feminine. As a movie and TV star, her each smile reveals deep tenderness in women and is so attractive.” Men, on the other hand, continued to be professors, government officials, entrepreneurs, writers, editors, singers, antique collectors, painters, and wild explorers and a garment maker for Party leaders.

There was also silver lining in the portrayal of women in feature stories, in which they were portrayed as ambitious and successful, professional women (not only in acting), and their marriage and family didn't seem to be taking as much space. One feature talked about actress and designer Ma Ling, who used a TV series to publicize fashion clothes branded under her name. The feature story about Liu Xiaoqing showed the famous actress moved into industries to do business in real estate, foreign trade, clothing, cosmetics, wireless communication and automobile industry. The article portrayed her as an energetic and powerful professional woman, who was good at what she was doing and had an insight for exploring her new field. She was quoted as saying “I am successful in acting, and I don't need to prove something I already did successfully, rather, I need to prove another kind of success, and that's entity industry. “ However, there was still language indicating the gender-based labor division in some cases: “ And there was also a female staff Li Na. Her main responsibility was trivial matters such as sending letters, sweeping the floor and refilling hot drinking water. She also sends remuneration for authors.” This came from a feature story about a humor magazine. Specifically mentioning a “female staff” after introducing several key staff members who are presumably male, the author seemed to agree to the social mentality that women at that time were less important in professional area, at least in journalism industry.

Some female primary figures were portrayed to be emotional and the subject of rumors or gossip. One article talked about two famous female singers making peace at a banquet, after they allegedly failed to keep on good terms. There were also multiple actresses who came out to defend themselves, arguing that rumors about them were not true. Actresses Fang Shu was in the mire of negative rumors, including arguing with a director about her character and not listening to the arrangement of the production team.

In news stories, the silver lining was that women were mentioned as “boss”, “writer” and “sales manager”, though they still account for only less than one third of the primary roles in news stories (almost the same percentage as that of 1988). Male figures as primary roles are leaders in politics and business (such as local Party branch secretary and development zone director), educated cultural professionals (such as writers and poets) and ordinary people in different fields, including farmers, business drinking companion and vendors. Male figures dominated not only the higher social class positions in *Southern Weekly*, they were also the main sources for stories that just tell the stories of common workers. Men also dominated negative reports: either the government staff who wasted public money, or the government official who strived for development regardless of the environment was male. These portrayals are similar to those in *Southern Weekly*'s news articles in 1988.

A lot of the opinion pieces didn't mention any gendered primary role, but among the seven opinion pieces that did, the primary figures were male. The pattern is similar to news stories: male figures with successful careers such as government leader, magazine chief editor, comic master and male figures as an ordinary source, including city management staff, patient and father.

There were only three stand-alone front-page photos in 1993. One primary figure featured winners from a flight attendant beauty contest, another featured the winners from a general beauty contest, and a third was Mao Zedong, the country’s former political leader. Even though the number of stand-alone photos was small, you can still see the distinct gender-based stereotype: women are in photos because they are pretty to look at. The photo for Mao has a caption that says “the TV series showed Mao Zedong’s great strategic courage, poetic temperament, revolutionist personality and the blood and flesh relationship with the people...”, emphasizing how great a political leader he was.

In other photos that go with articles (especially feature articles), just like 1988, women were more likely to be the visual focus than men, with more close-up shots and generally more photos. Women’s photos were more likely to show up in articles that didn’t even have a female primary figure. In a news story about professional drinkers, who worked to help employees deal with drinking in business meals, the first several main characters were all male, but the photo was a female figure in a sexy dress.

Table 2:

| 1993           |           | Feature | News | Opinion | Photo(stand-along) |
|----------------|-----------|---------|------|---------|--------------------|
| Primary Figure | Male 63   | 17      | 38   | 7       | 1                  |
|                | Female 31 | 13      | 16   | 0       | 2                  |
| Total          | 92 texts  |         |      |         |                    |

## 1998<sup>1</sup>.

The overall percentage of female characters as primary figure was 22.8%, less than that of 1993 (33.0%) and 1988 (45.7%). Women lost their prominent presence in front-page feature stories in 1998, with no female primary figures in the eight features, compared with 13 out of 40 in 1993. As *Southern Weekly* increased its negative coverage on social issues especially corruption and crime, negative female figures appeared in these contexts, though only a very small number compared with male counterparts. The language was more gender-neutral most of the time, with only occasional cases still emphasizing feminine features and family roles. Women's bodies were no longer frequently seen on front pages, and most of the photos didn't have gendered difference but only focused on newsworthiness.

The 1998 *Southern Weekly* had much fewer articles on front pages compared with 1993, and unlike 1988 and 1993, the 1998 paper had 16 pages in total, while the 1988 and 1993 paper only had eight pages. Many feature stories didn't have the opportunity to stay on front pages but could only be found in inner pages. The redesign of the pages almost eliminated the front-page feature stories, so as the paper's shifted positioning, which focused more on public interest and serious social issues.

The paper had multiple front-page headlines that introduced to inner page stories. I only analyzed one story of this kind on each page, the story with the most prominent headline (considering the location, text size and the companion photo). I also analyzed stories with big front-page pictures that covered the space of an article and led to inner pages.

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<sup>1</sup> As explained in the methodology section of this report, the 1998 newspaper included the first half year of 1998 and the second half year of 1997.

Generally, there were more negative reports that reveal social problems compared with earlier years, and women's presence as the ones who conducted wrongdoings seemed to indicate some changes in reporting. Corrupted government officials or those who misused power were talked about in feature stories, news stories and opinion pieces. Most of them were men, but there was one criticized woman Shuqin Li, who was the leader of a state-owned factory and infuriated workers because of her massive corruption wrongdoings. A lot of crime stories that concerned public security were reported, with most primary figures portrayed as male suspects, including rapists, murderers and robbers. There was only one woman named Xiaoli Chen, who was accused of multiple kidnapping and libeling. Even though the number of "evil women" presented was small, it's apparent that men no longer completely dominate this field. The presence of "evil women" was a step towards a weakening gender stereotype: women could do bad things like men do. However, it seemed that women with high administrative level were seldom mentioned or quoted until she made horrible mistakes, which highlighted the issue of a lack of women in political sphere.

In Shuqin Li's story, she was introduced as the last of the six factory directors, and the "widow of the secretary Li and senior member of the tent factory". Even though I'm not sure why she became the factory director, I couldn't see being a widow any more important than being a senior member of the factory. The author introduced her with her family role before her professional role, and that meant something didn't change.

As for the victim image, there was one male professor killed by colleague and one female villager disfigured by her husband. In the latter story, the villager was severely hurt by her husband as a result of her walking out on the arranged marriage. Even though

her husband was sentenced severe penalty, the fact that she was punished by her husband demonstrated a traditional mentality that women should conform to family rules.

Other than negative figures, men were neutrally portrayed government officials, directors, businessmen and ordinary staff or citizens. Just like that of 1988 and 1993, men seemed to have more decent jobs than women with higher social status. Among the nine women mentioned in news stories, most of them seemed to come from ordinary professions. Aside from the greedy state-owned company leader and the kidnapping and libeling suspect, there was only one woman who seemed significant to the story, a plaintiff of the Japanese germ warfare. She was mentioned among a group of offspring of the germ war victims, and she was also shown in one of the two photos. This is worth mentioning because men were usually the primary figures in stories about ordinary people struggling for their rights.

There was one woman out of the eight primary figures in opinion pieces I analyzed, and she was a prostitute. The article discussed the related parties' failure to contain the problem from spreading after she was found infected with AIDS. Other than this, women were almost absent in opinion pieces.

A big advancement in 1998 compared with earlier years was that women's body figures were seldom described and the overall language was no longer focused on how they look. Even in one of the picture stories about models, the author looked into the living and working conditions and went beyond their pretty outlook. The front-page picture of the story included two sexy and enchanting models with masks —— a typical model photo —— but in inner pages, there were multiple photos showing their daily rehearsal, performance and life. The short text explaining the photo said: "In other

people’s eyes, they must have earned much money with their pretty face and slender figure. But this is a misunderstanding... The average monthly income for the seven models was only about 1000, which isn’t really a big deal in big city like Guangzhou. What attracted them was the willingness to perform they were born with and their interest in the profession.” With a series of photos and very concise words, the author told a story about models in a more neutral way.

Aside from this story, I analyzed two other pieces that told stories with mostly photos. I categorized them as “photo” because the photos were not companion content for a text story, but were the subjects of an article. One of the front-page photos showed a female drug addict with her child. In the inner page, there were a series of photos showing drug addicts and their children taken by a Los Angeles Times reporter. There were men and women. I don’t know why the editor chose the front-page photo. It might be that the image itself had powerful impact, or it might be more shocking to see a female drug addict, or it might be more natural for a woman to take the family role. I can’t say for the editor at that time, but there is a possibility that it was a “gendered decision”.

Table 3:

| 1998              |           | Feature | News | Opinion | Photo(stand-<br>along) |
|-------------------|-----------|---------|------|---------|------------------------|
| Primary<br>Figure | Male 44   | 8       | 29   | 7       | 0                      |
|                   | Female 13 | 0       | 9    | 1       | 3                      |
| Total             | 57 texts  |         |      |         |                        |

### **2003.**

As the percent of news stories on front pages reached 69.4%, women as a primary figure on front pages became a very small part of all the characters — only 7 out of 49 (14.3%). The percentage kept decreasing from 1988 to 1993, then to 1998 and 2003. The main reporting pattern of female and male primary figures in news stories stayed, with female figures limited in some professions and male figures showing variety and higher status. Women's importance in news stories seemed to be even lower than before (only 4 out of 34). The portrayal of the limited female figures in features and photos seemed to be not gender-biased and authors tended to treat them more equally as male figures.

The 2003 *Southern Weekly's* front pages usually had only two articles on each issue, and they were usually important hard news. The content was usually one news story as a cover story and one article as an opinion piece, which doesn't usually mention a gendered character. Even so, the paper's overall content was growing and spread over on a thicker issue of 24 pages minimum. The paper divided the pages by article categories such as finance, culture, people and so on. Many feature stories could only be found in inner pages, but sometimes the front page would have a headline that led to inner pages.

In news stories, men continued to dominate well-educated and leadership-role positions, and they also appear as the primary role more than women when it comes to ordinary characters. They were government leaders, professors, media leader, lawyers and also ordinary citizens, policemen and waterman. The four female primary figures out the 34 in news stories were a nurse, a poet, a mother of a farmer and a citizen. In some Q&A articles where the authors interviewed several experts on a certain topic, the listed

experts on that issue were all men. This created an impression that when media had a question, they could only find male experts. In an article “The legal elite who were forgotten 30 years”, there were photos of 19 influential professionals in the field and none of them were woman.

There was only one female primary figure in the seven opinion pieces analyzed, and she was a Hong Kong legislator. She was fiercely criticized by the opinion writer. The negative image of her might just be a coincidence, but it was a constant situation that women were rarely mentioned in opinion pieces.

In feature stories, there were only two female characters as primary figures out of the seven, but they were important women who had significant achievement in their respective field and their contribution was certainly comparable with their male counterparts. One woman was Song Meiling, the first lady of the Republic of China (founded in 1912 was overthrew by Mao Zedong in 1949), and the other was Ding Bilan, an American Chinese film producer. In the article about Song, the author said “With a fluent English of a Georgia-Boston accent, She talked to curious Americans about China’s internal and external hardship and described it as an isolated country awaiting rescue.” Her earnest speech asking for America’s moral support to China’s anti-Japanese war met with tremendous success. In that era, her diplomatic activities made substantial contribution to our nation’s survival. “ Song was portrayed as an important figure in political and diplomatic fields, though she was introduced as the then first lady. But the photo in the inner page showed her knitting a sweater, rather than making a speech or meeting important political figures. The author/editor might want to show her Chinese root as a traditional woman to enrich her image as a political activist with a western

background. The story about film producer Ding Bilan talked about her experience in revealing the difficult lives of early Chinese labors in American and their unrecognized contribution to the country.

There was an interesting opinion piece that's worth noticing. It discussed a marriage-seeking advertisement, in which a rich businessman was looking for a girl with some requirements, including that she needed to be a virgin. This complied with a traditional thought that pre-marriage sex shouldn't exist, but the author thought this was very disrespectful to women. "Just imagine: women with 'education level above junior college' and 'pure as water' have received education in a new era and agree with the spiritual civilization of the new era. They yearn for and pursue female subject consciousness. All of a sudden, a man who had married before and had a child, with millions of assets, asked them for their virginity as a premise and a 'pure and true love' as qualification, what a rough encounter that would be? This could only happen in this utilitarian age!" The article showed a social mentality that feminist consciousness was rising — women became more conscious of their rights — and viewing a woman as a sex object instead of a human being should be criticized.

The way women were presented in photos was neutral, as front-page articles in 2003 usually included newsworthy photos and supplemented what the news stories had to tell. There were almost no photos showing women's feminine features and pretty appearance like those in earlier years' feature stories, and a few women were in photos as important figures (if not primary figures) in the news stories. For example, in a story about the conflict between the real estate developers and the residents, the companion photo showed a woman joining the protest, holding a board saying "the right to know

protects our home.” There was the photo of a female staff in a SARS story, a female leader at a local writer’s association and female immigrants in the story talking about Ding and her movie. Even though the photos seemed to be neutral, there were more men than women, and that’s probably because men were more often primary roles.

Table 4:

| 2003           |          | Feature | News | Opinion | Photo(stand-along) |
|----------------|----------|---------|------|---------|--------------------|
| Primary Figure | Male 42  | 4       | 30   | 8       | -                  |
|                | Female 7 | 2       | 4    | 1       | -                  |
| Total          | 49 texts |         |      |         |                    |

**2008.**

There was a dramatic decrease in the number of women as primary figures in 2008. Out of the 50 articles analyzed from the 2008 *Southern Weekly*, women were featured as primary figures only three times. That’s only about 6 percent, the lowest in previous five years of analysis. Women were not primary figures in any of the 10 front-page features or the three opinion pieces, and only were primary figures three times in 38 news stories. For a few cases, women were present in photos when they were not primary figures in the news stories, which seemed to be a “gender-balancing” effort.

The top category of male primary figures were government officials of various levels, and this trend seemed to have had been obvious in 1998, when news stories largely outnumbered feature stories already (38 vs 8). There were high-level political leaders, government department heads, foreign politicians and local government officials.

In one story about tracking down the ministry and commission staffs who were laid off 10 years ago because of government agency streamlining, the big accompanying photo on the front page showing the National People's Congress and the Chinese Political Consultative Conference only had two or three women among dozens of attendants. In another article that talked about nine high-level party officials who implemented policies based on the books they believed in, none of the nine was a woman. It's not hard to tell how dominant men were in the political sphere even just five years ago. Other male primary figures were pilots, lawyers, academician, manager, teachers and so on. There was a farmer who lied about taking the photo of a long time vanished wild tiger in an attempt to have economic gains. The three women were sales staff at a blood bank, social activist and a woman of a couple. The female social activist was a key figure in the effort to solve the Chinese labor compensation issue politically after the door for lawsuit against related Japanese parties was closed.

There was an interesting phenomenon in the presentation of photos, with some female figures shown in photos even though they were not primary figures in the news stories. In the story about substitute teachers (temporary teachers in rural areas who didn't have a recognized status in the education system), the primary figure was a male volunteer teacher. The accompanying photo showed seven teachers, three male and four female. In this case, the presence of some female teachers in the large photo compensated somewhat for a lack of female characters in the text. Another example was an article about the implementation of the government's open information act. The primary figure was a male lawyer, but the photo was a female citizen involved in the first case in which she sued the government for unopened information. She was not a primary figure in the

article, but she was in the photo. There was also an article with a female primary figure in text and a male figure in photo, and they had similar professional positions. I don't know whether this was the editors' intentional arrangement, but it may have balanced the gender in the article.

Table 5:

| 2008           |          | Feature | News | Opinion | Photo(stand-along) |
|----------------|----------|---------|------|---------|--------------------|
| Primary Figure | Male 48  | 10      | 35   | 3       | -                  |
|                | Female 3 | 0       | 3    | 0       | -                  |
| Total          | 50 texts |         |      |         |                    |

### 2013.

After reaching its lowest point in 2008, the percentage of women as primary figures bounced back to 19.6 in 2013. There were more women on front pages in 2013 compared with 2008 and 2003, and women had a larger presence in news stories. Among the 11 female primary figures, some had positions in traditionally male-dominated fields, some showed their leadership skills and some made extraordinary contributions to society.

There was a lot of negative coverage of various crimes, and all the suspects were men.

In news stories, male primary figures included those with well-recognized jobs such as government officials, economists, engineers, business managers, academicians and ordinary workers such as truck driver, miner, teacher, policeman and so on. There were also several suspects who were involved in serious crime cases. On the other hand, the nine women included an astronaut, a foreign politician, a spokeswoman, a former

deputy chief for an art troupe, a volunteer caregiver for abandoned babies, flu patient, villager, passenger and online shopper. The first three were a rare breed to show up in their professions according to this research. It's the first time a female astronaut was seen on *Southern Weekly's* front pages, and she taught a class to young students in the spacecraft. It's also the first time a female politician was seen on front pages, and she was Angela Merkel, the counterpart for China's new premier Li Keqiang. The appearance of these women as primary figures in news stories would mean much more if they had been Chinese female politician, but it's still a sign that changes are happening: politics is no longer completely dominated by men. The spokeswoman was a government official, and it's very rare to see female government officials quoted in news stories.

The presence of a former deputy chief for a military art troupe and Angela Merkel as a foreign politician on front page was an indication that women could also be leaders. In feature stories, there was a civil anti-AIDS fighter who also certainly showed leadership skills. This may look promising, but it's shocking that there were so few female leaders even in the 2013 paper. Men had always dominated fields that require good education, sophisticated professional skills and leadership abilities, and this trend was persistent when I looked at the paper of 1988, 1993, 1998, 2003, 2008 and 2013.

The story in which a volunteer caregiver for abandoned babies was the primary figure is worth discussing. She was poor herself, but she saved her income to provide living environment for dozens of orphans. The news story talked about an unfortunate indoor fire that killed several kids, and reflected on the lack of a mature system to take care of abandoned babies. The "orphan mother" Yuan Lihai was portrayed as a kind-hearted caregiver, and what she did seemed to accord with what the society traditionally

expected from women. The two photos included also showed her taking good care of those orphans. However, she was more than a mother. The author wrote:” The little building on fire was the best living place Yuan could provide for these orphans in the past 30 years. Yuan has so much love, yet so little money.” She “illegally” adopted more than 100 abandoned kids, of whom a lot were handicapped and mentally disabled, according to the article. It’s not hard to tell she was voluntarily taking on more responsibilities than necessary and struggling hard to contribute to the society. The story showed her kindness and also her social responsibility as a citizen.

In feature stories, men were mostly government officials or prestigious people in economic and academic fields. There were two people who conducted fraud, and one of them was fooling local governments that he was a director from a central department. The two female primary figures, just like the two in 2003 features, were extraordinary women who accomplished great achievements in what they were working on. One of them was Gao Yaojie, an aging civil activist who had made tremendous efforts on the prevention and treatment of AIDS. She spent her own money to print promotion materials and help financially support AIDS patients and orphans. She received numerous domestic and global awards for her work, and was definitely a role model for thousands of women. Another was a Nobel-winning Canadian author, who didn’t have much fame in China but had apparently produced a lot of widely recognized short fiction stories.

The *Southern Weekly*’s 2013 front pages were not short of negative figures, including misbehaving government officials, fraud and criminal suspects. None of them was a woman, which is a longtime phenomenon in the years I analyzed. Only in 1998 did two negative female primary figures show up.

Table 6:

| 2013              |           | Feature | News | Opinion | Photo(stand-<br>along) |
|-------------------|-----------|---------|------|---------|------------------------|
| Primary<br>Figure | Male 46   | 10      | 35   | 0       | 1                      |
|                   | Female 11 | 2       | 9    | 0       | 0                      |
| Total             | 56 texts  |         |      |         |                        |

### Conclusion

This research argues that women's presence on *Southern Weekly's* front pages was not comparable to men, and the percentage of women as primary figures generally decreased during the past 25 years. The figure reached its lowest point in 2008, and bounced back a little in 2013. Male figures were more likely to be in professions that required higher education, more sophisticated skills and leadership abilities, and the dominance had been mostly consistent throughout the 25 years, and had just been slightly weakened in 2013, with a few more professional women taking up front page space. Women figures were portrayed with a more neutral tone in recent years compared with 20 or 25 years ago, with the descriptions no longer focused on their beautiful appearance, less mentioning of their family roles or description of their feminine features. This point was also shown in the change of photos.

Table 7:

| Year        |           | Feature | News | Opinion | Photo (stand-alone) | Total      |
|-------------|-----------|---------|------|---------|---------------------|------------|
| <b>1988</b> | Male PF*  | 27      | 19   | 9       | 8                   | 63         |
| 113 texts   | Female PF | 25      | 8    | 4       | 16                  | 53 (45.7%) |
| <b>1993</b> | Male PF   | 17      | 38   | 7       | 1                   | 63         |
| 92 texts    | Female PF | 13      | 16   | 0       | 2                   | 31(33.0%)  |
| <b>1998</b> | Male PF   | 8       | 29   | 7       | 0                   | 44         |
| 57 texts    | Female PF | 0       | 9    | 1       | 3                   | 13(22.8%)  |
| <b>2003</b> | Male PF   | 4       | 30   | 8       | 0                   | 42         |
| 49 texts    | Female PF | 2       | 4    | 1       | 0                   | 7 (14.3%)  |
| <b>2008</b> | Male PF   | 10      | 35   | 3       | 0                   | 48         |
| 50 texts    | Female PF | 0       | 3    | 0       | 0                   | 3 (5.9%)   |
| <b>2013</b> | Male PF   | 10      | 35   | 0       | 1                   | 46         |
| 56 texts    | Female PF | 2       | 9    | 0       | 0                   | 11(19.3%)  |

\*PF stands for primary figure.

In the late 1980s and early 1990s, women were featured as primary figures in a large percentage of feature stories (more than 40 percent), but then the percentage dropped in later years, as the paper had fewer feature stories on its front pages. Even though there were fewer women in features, those who were on front pages of recent years' papers were usually very successful professional women, who had tremendous achievements that were comparable to their male counterparts in those fields, while dozens of women in the earlier papers were actresses, models, performers and other

professionals for whom a pretty appearance would be a necessity. One or two successful professional women in earlier years seemed like a rare breed among the many actresses.

In news stories, women's percentage was also decreasing, but the "quality" of female primary figures seemed to be higher in recent years. Women always had a smaller presence than men, and had always played a secondary role: they were usually ordinary people with common jobs rather than experts or important news sources, who were mostly male figures. Men were also ordinary people or workers in some cases, so they basically had a variety of professional images. In the late 80s and early 90s, women took up about 30 percent of all the primary figures, who were usually the main human characters or important quote sources. Surprisingly, the percentage dropped in the later years, and in 2008, there were only three female primary figures out of the 38. In 2013, the number went up a little bit, but still, it was only about 20 percent. There were only one or two women with relatively high-class jobs such as manager in the five years that spanned across 25 years, and the number didn't really grow until a small rise in 2013, when women had a slightly larger presence in male-dominated areas. It's not hard to tell how difficult it is for women to be important sources in news stories.

Photos changed greatly starting from the 90s. In 1988 and 1993, women dominated the photo images, and they were shown in a lot of close-ups and their body figures were usually prominent. But in the past 15 years, as female primary figures decrease, women were featured in front-page photos much less than men. Also, women were shown in a more neutral way because the paper was more news-oriented so the photos were probably selected based on newsworthiness. No matter what the reason, the photos of women had fewer gendered features in recent years.

The general tone has become more neutral probably starting from the mid-90s. In the paper of 20 or 25 years ago, words describing women's appearances and their family responsibilities were frequent, but language like this started to fade away in later years. Words emphasizing women's gender in a professional setting were also only seen in the papers from 20 or 25 years ago.

As I discussed earlier, the *Weekly* seemed to have had an obvious change in its positioning and page design during the 25 years, and this might have influenced women's images on front pages. The paper tended to pay more attention to important news events beginning sometime in the 90s. News reports took a larger percentage in 1993 compared with 1988 and continued to grow after that, reaching a stable point in 1998. More feature stories could be found in inner pages, and a lot of them were about women. The decrease in feature stories and increase in news stories on front pages might have influenced how women were presented on front pages. As that shift happened, the general language style of the paper also changed, with the subjective opinions in news stories and features in the earlier days gradually eliminated. This might also influenced authors' language and tones in portraying women on the front pages.

In summary, the percentage of female primary figures on *Southern Weekly's* front pages generally decreased during the past 25 years, but the language and tone seemed less biased after the mid-90s. In recent years, women's appearances were discussed much less frequently than in earlier texts. In photographs, women's images were no longer glamourized in later years and authors write less about work and family balance like they did in earlier years. Male figures were more likely to be in higher-level positions than female figures, and the dominance was mostly consistent throughout the 25 years.

## **Research Limitation**

This research has some limitations. The researcher only analyzed half the front pages of the five years out of the 25 years and tried to see a trend of change during those years. But the five years couldn't really represent the whole 25 years, and some delicate changes couldn't be seen along the way. However, the researcher hoped that the results were helpful in providing a primary understanding of the main changes that have taken place about *Southern Weekly's* portrayal of gender.

Since the research is a textual analysis with supplementary quantitative method, it has similar shortcomings to that of any content analysis. The research could only present the facts but couldn't go further into the reasons behind those facts or what the numbers and text might mean. Further studies could be done to inform the numbers, such as interviewing the journalists and editors at *Southern Weekly*. Also, the analysis was done by one person, so it might have minor errors or subjective judgments.

The way the researcher selected inner-page stories with front-page headlines might not represent the way an ordinary audience would choose what to read. The researcher only selected the most prominent headline on front pages and went to inner pages to read the story, and also selected the stories that had a big photo on the front page. Other consumers might go through all the headlines, select the ones that they found most attractive, then jump to inner page stories. If so, the audience might have a different perception of women's images than the researcher because they might be reading different stories.

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## **Appendix: Original Proposal**

I originally wanted to look into how Chinese women were portrayed in U.S. media and thus I could make a comparison with Chinese media. My committee suggested that this might not be feasible due to the lack of Chinese women on U.S. media. Then I tried to look into the possibility of examining how Chinese female politicians were portrayed in Chinese media. Then I found that Chinese media were usually very cautious when reporting about politicians, so I couldn't find any more information other than what conferences they attended or what places they visited. So this didn't work out. Then I landed on my revised topic — to look into how Chinese media portrayed Chinese women in general, hoping to have some useful conclusions for further studies with a narrower topic. After careful research, I decided to analyze one newspaper for this research and find some specific results instead of making generalized conclusion. I explained in my research paper why I chose *Southern Weekly*. Because the newspaper is only available in print after 1986, I went back for 25 years.

### **How does Chinese and U.S. newspaper coverage of Chinese women differ?**

#### **Introduction**

I've always noticed some differences in reporting about China from U.S. and Chinese media, and the disparity can be very obvious in some big events or special cases. I understand there are cultural and political reasons behind these differences and they are not going to go away. Some U.S. media may claim to be objective about China but seem to be biased for some Chinese people, and some Chinese media will argue that they are reporting the facts but non-Chinese people may not believe what they say.

I think it's fair to say both U.S. media and Chinese media have a certain degree of bias in their reporting. So I think it would be interesting to find a specific topic and look into the detailed differences in the media reporting with content analysis on newspaper and news agency articles. Due to my long-lasting enthusiasm in gender issues, I decided to examine the difference frames of Chinese females in U.S. media and Chinese media.

I plan to work at Washington D.C. as a reporter, and I am in the process of applying for some internships in D.C. area that focus on politics, international issues and economy. I am also looking at some intern opportunities at some nonprofit organizations, which provide communication positions that have an international focus. Right now, I am preparing my materials to apply for the following positions: Digital media intern at TMG Custom Media

Digital media intern at Radio One

Editorial Intern at the Psychotherapy Networker

Communication intern at The American Institute of Architects

Government & Public Affairs Intern at the Americans for the arts

Asia & Eastern Europe Intern at Population Service International

Southeast Asia Intern at the Freedom House

I am also looking for information about the D.C. Bureau for Xinhua News Agency and will apply for its intern position if it's available in the fall. I haven't found any information about its position via the websites I found these intern positions, so I am using social media to get in touch with some people who might know.

## **Research Question**

I am interested in the differences in how U.S. media and Chinese media portray Chinese females, so my main focus is to find out the Chinese female figures in news articles and make a comparison. In the content analysis, I will include randomly selected articles in a year from one news agency in each country and one major newspaper in each country. Now I have selected *Xinhua News Agency* and the *Associated Press* as the news agency, and I am still considering the newspaper and will select one for China and U.S.

In the analysis of female Chinese figures, I will consider multiple aspects including their age, profession, income, family role, social status and overall tone etc. In order to make the comparison, I may need to include the analysis of Chinese male figures in the same articles and run a comparison test.

To further my research, I have developed some specific research questions based my general question.

(1) What's the topic usually associated with female Chinese figures in U.S. and Chinese news articles?

(2) What's the percentage of mentioning for female Chinese figures in all news subjects in U.S. and Chinese news articles?

(3) What's the engagement level of the female Chinese figures in the articles? Are they essential characters, or complimentary ones?

(4) What's the difference in social roles for female Chinese figures in U.S. and Chinese news articles?

(5) What's the difference in family roles for female Chinese figures in U.S. and Chinese news articles?

(6) What's the overall tone for female Chinese figures in U.S. and Chinese news articles?

The term "Social roles" and "family roles" will include information about their professions and career development, social engagement and social status, and family responsibilities. I will define them later in the methodology part.

### **Framing and Stereotype**

In order to understand the different portrayal of female Chinese figures in U.S. and Chinese media, we need to look into some theoretical background that may help explain the different nature of news reporting. Framing theory is an essential one.

Entman (1993) gave a detailed explanation of how media frames happen in news reporting. "To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation" (p.52). By selecting certain content and making it more salient than others, media can present the information about a story subject in a way they want and thus build the frame of the story.

So media is inevitably leaving out some content in this process. Tuchman (1978) defined media frames like this: "The news frame organizes everyday reality and the news frame is part and parcel of everyday reality..." (p.193) The process of selecting "essential" information and leaving out the rest can differ largely between journalists who work for newspapers with disparate backgrounds, such as Xinhua News Agency and the Associated Press.

Some scholars have pointed out the reasons for news frames. Gitlin argues that media frames, as journalists' working routines, allow them to quickly identify and organize information and "to package it for efficient relay to their audiences" (Gitlin, 1980, p. 7).

Scheufele believes that Tuchman's study provided "some tentative support for the assumption that organizational structure or media and work routines of journalists have an impact on the way news stories are framed," though her study is limited in some way (1999, p.110). Scheufele argues that Tuchman's work lacked a definition of framing that can serve as a guideline for future research, and the dependent variable in her study was "the act of making news"(p.12) rather than the framing of reality, which was a subdimension of the former. According to Tuchman, frames are decided internally by both journalists themselves and externally by the organizations they work for. Gamson and Modigliani (1987) argue that the formation of frames can be explained by the interaction of journalists' norms and practices and the influence of interest groups, which introduces another possible factor for the disparate frames. Interest groups in my study can mean groups with political agendas and interests.

Another related concept is stereotypes, which explains a lot about why different journalists write stories and portray Chinese females in their own way. According to Walter Lippmann, a typical person would define first and then see, not the other way around. "In the great blooming, buzzing confusion of the outer world we pick out what our culture has already defined for us, and we tend to perceive that which we have picked out in the form stereotyped for us by our culture. " (Lippmann, 1922 p.81)

Lippmann believes one of the reasons people tend to see things in a stereotyped way is generalizing and categorizing things is a more “economical” way to learn, compared with attempting to find out all the details. This argument echoes Gitlin’s point that media frames partly resulted from the need of “efficiency”. Besides economy of efforts, there is another reason that why people hold to their stereotypes: those stereotypes define who they are. Like Lippmann said:” The systems of stereotypes may be the core of our personal tradition, the defenses of our position in society.”

In my study, I will mainly look at gender stereotypes, even though ethnic stereotype would be inherently a part of the coverage. The overlapping of the stereotypes makes it a complicated issue because “gender-by-ethnic stereotypes contained unique elements that were not the result of adding gender stereotypes to ethnic stereotypes”. (Ghavami & Peplau, 2013, p114)

With the understanding of the theory of frames and stereotypes, I am ready to start my research. With content analysis on selected newspapers or news agency articles, I will compare how the U.S. media and Chinese media frame Chinese females differently and examine what stereotypes they each have. I may not be able to establish a causal relationship between the facts and possible reasons, but I will try to summarize my observation and impression for further study.

## **Literature Review**

Gender bias in media has been widely discussed during the past few decades, and many scholars from different countries and regions of the world have identified and analyzed gender-based reporting in newspapers and other media formats. Comparative

studies on female images between Chinese and American newspapers have led to some interesting conclusions.

Scholars from all over the world have been discussing gender-based media reporting with different angles and focuses. News reporting on females has been closely tied to the political, cultural and social background.

Len-Rios and her colleagues used a feminist framework of masculine cultural hegemony to examine women portrayal in news and photos, and concluded that newspapers analyzed reflect the masculine cultural hegemony (Len-Rios et al., 2005). They examined the overall representation of women in a medium-sized newspaper and a large newspaper, and some scholars had a more narrowed focus in their studies.

For example, Noh and his colleagues analyzed U.S. newspaper portrayals of the battered women who killed their partners, and they discovered “simplified, sensational and conventional understandings of crime causation drove to the social construction of ‘the battered women who kills’”, and females were rarely portrayed as reasonable (Noh, Lee & Feltey, 2010 p. 110). Wozniak and McCloskey compared newspaper articles reporting female-perpetrated intimate partner violence (IPV) homicides with those reporting male-perpetrated IPV homicides, and found that female-perpetrated IPV homicides, although relatively rare, was not portrayed as more newsworthy nor did it receive more coverage when compared to male-perpetrated IPV homicide, but there was no support found for gender bias in favor of male perpetrators. Female victims were more likely to be portrayed as innocent when compared to males (Wozniak & McCloskey, 2010). Elizabeth Zanoni talked about the gendered representations of fashion, food and Fascism with the U.S. Italian language newspaper “*Il Progresso Italo-Americano*” during the

1930s, and found the representation of women's consumerism, national identity and the impact of Fascism on Italian American women in the newspaper (Zanoni, 2012).

Macleod and Feltham-King analyzed South African newspaper articles from 1978 to 2005, found out how the subjects of abortion are referred to and how does this connects with the localized and historical politics of abortion (Macleod & Feltham-King, 2012).

These researchers chose a specific topic on newspaper female portrayal and analyzed female figures under specific contexts.

Unlike these scholars, Vincent and his colleagues didn't just focus their study on females. Rather, they made a comparative study, which analyzed English soccer team's star player Wayne Rooney, his fiancée, the captain David Beckham and his wife in their study on gender and national identity in English newspapers during the 2006 World Cup. The study focused on the four celebrities and examined how the newspaper's gendered narratives intersected with nationalistic discourses. Researchers identified women's role as traditionally subordinate, with the case of Wayne Rooney and his fiancée, and also challenging, with the case of David Beckham and his wife Victoria (Vincent, Kian & Pederson, 2011).

Matud and his colleagues studied the contrast between the general female and male portrayal on a large scale. They analyzed 4,060 articles and advertisements in a Spanish daily newspaper and concluded that men were more commonly featured in the articles, photos and advertisements than women. Their study supported their hypothesis that there will be gender-stereotyped occupational differences between men and women who appear in the texts. Specifically, they found that men were more likely than women to appear as leaders or high-ranking positions such as athletes, soldiers or clergy, and if

the subjects of the articles were models or winners of beauty contest, only females were found (Matud, Rodriguez & Espinosa, 2011).

Aside from newspapers, television programs and magazines are also analyzed by scholars to cast light on women's representation. Among the numerous studies, advertisements and photos are very important subjects for researchers. Examples include Lindner's study on the images of women in Times Magazine and Vogue Magazine advertisements from 1955 to 2002 (Lindner, 2004). She found that overall, advertisements in a Vogue, a magazine geared toward a female audience, depict women more stereotypically than do those in Time, a magazine with a general public as a target audience. She also found only a slight decrease in the stereotypical depiction of women despite the influence of the Women's Movement. Some scholars analyzed television commercials and found that women than men are frequently shown as being unemployed or having traditionally feminine jobs (Furnham & Bitar 1993; Kim and Lowry 2005), and women are predominantly portrayed as sex objects with no obvious change in stereotypes (Coltrane & Adams, 1997).

Newspaper analysis of female characters is less focused in advertisements in general, with text analysis and photo analysis both very popular in related research. A considerably large amount of studies focus on women's portrayal in political context, such as political campaign and women's movement.

The differences in the reporting for male and female candidates in the U.S. have been constant since 1910s, when Jeannette Ranklin was elected to the U.S. House as the first women (Braden, 1996). Braden pointed out that "media continues to emphasize gender at the expense of other qualifications" and played to the "sentiments" that women

shouldn't be president "in the way they frame stories, in the facts they select, and in the language they use to describe women politicians" (Braden, 1996, p18).

Scholars and researchers discovered media bias of female candidates both in quantity and quality. Some found out that female candidates receive less news coverage than their male counterparts (Kahn & Goldenberg, 1991; Overholser, 1999), but others have opposite opinions. Carroll and Schreiber discovered that newly elected women received more mentions in major papers than male counterparts (Carroll & Schreiber, 1994). Media has been selectively reporting about female candidates. Some pointed out they focus more on viability of women and less on issue positions (Kahn & Goldenberg, 1991), some identified media's ways to undermine female candidates' professional capacity in politics (Carroll & Schreiber, 1994), others argued that they pay more attention to personal traits such as women's personality, appearances and family connections (Braden, 1996; Devitt, 2002).

In a recent study on the 2010 British General Election, Ross and her colleagues found that women were much less likely to be featured in news stories than men, even when controlling for Party Leader coverage. The study showed that women were much more likely to be mentioned or quoted in feature articles focused explicitly on gender issues, made interesting because of their sex and couture rather than their political abilities and experience. Their conclusions mostly echoed their American counterparts (Ross et al., 2013).

Other than analyzing the features of reporting, some scholars also examined the tone of the articles and compared the tone toward female and male candidates. Heldman, Olson and Carroll found that female candidates are more likely to have negative

representations in horse-race coverage, in which female candidates were portrayed as less competitive. (2005). A study examining the news discourses about Hong Kong female officials showed that they were portrayed in a highly positive manner (Lee, 2004). The study discussed how newspaper coverage has portrayed female officials as perfect women, who excel in everything they do, with excellent career and family performance, and serve as models for other women in the society. Even though the positive portrayals concurred Hong Kong's high percentage of female top officials, Lee criticized the seemingly positive media treatment of female officials with several arguments, one of which is that women politicians are not representative of women in general, and another is that the media coverage showed the expectations and assumptions the media hold about how women should behave when they become politicians.

Mendes used a feminist perspective to "make political statements about how gendered hierarchies function through media discourse" (Mendes, 2011, p.81). In analyzing the framing of feminism in the news coverage of the women's movement in British and American newspapers (1968-1982), Mendes argued that the circulation of patriarchal and capitalist ideologies worked to prevent women's equal partnership with men in both countries.

Mendes' study is just one example among the numerous cross-cultural studies on this topic. Scholars have conducted comparative study between different countries or among various ethnic groups to find out the uniqueness of newspaper female portrayal in each country or group, and the comparison has brought some interesting results.

Furnham and Bitar (1993) found that sex role television stereotyping in Britain was more or less constant across time compared to studies done 5 to 10 years ago, but was weaker than in Italy and comparable to North America.

Wu's research on the portrayal of women in Chinese and American newspapers showed that newspapers in both countries have multi-angle positive representations of women's images in public sphere, but there are differences resulting from disparate culture, history, politics, economy and social background (Wu, 2010; Zhang, 2012). Pang analyzed Chinese women figures in 151 articles from five major U.S. newspapers between 1998 to 2005 and found that young Chinese women and rural-area women draw more attention than other groups. She also pointed out that weak victims and female heroes are two typical images in U.S. media's reporting and have been over presented (Pang, 2006).

In some cases, race and gender sometimes interwove together in intercultural study, creating a more complicated research background.

Coltrane and Messineo examined the race and gender imagery in 1990s television advertising and found a continuation of stereotypes, including "Exclusion of Asians and Latinos, and denial of romantic and domestic fulfillment to African Americans" (Coltrane & Messineo, 2000, p386). In a study that examines the portrayal of gender and ethnicity in New Zealand's television advertisements, Rubie-Davies and her colleagues discovered that "white actors dominated the screen with Maori and Pacific Island people only being proportionally represented in advertisements that presented negative stereotyping" (Rubie-Davies, Liu & Lee, 2013).

Although newspapers' gender bias is repeatedly found in previous research and seems to be dominant in the results, there are contradictory findings in sports coverage. A study comparing newspaper coverage of male and female athletes during the 1996 Summer Olympic Games found that less egregious bias than has been noted by previous studies of media coverage of female athletes (Kinnick, 1998). The study analyzed profiles of athletes in five leading U.S. newspapers and found no evidence of gender bias in terms of quantitative representation of female athletes, or in the placement and prominence of stories.

A later study measured press coverage during the 2000 Summer Olympic Games in the largest circulating Belgian, Danish, French and Italian daily newspaper, and found that the newspaper coverage was similar to the distribution of participating athletes and events, and no significant gender differences were found with respect to article size, page placement, accompanying photographs, or photograph size (Capranica et al., 2005). These studies showed that there was a trend to overcome gender inequities in media coverage during the Olympic games, but a general examination on female portrayal in newspaper has shown that males were mentioned more, and were placed at more prominent locations such as upper parts of the newspaper pages (Matud, Rodriguez & Espinosa, 2011). Researchers have seen an improvement in gender equality in newspapers' sports reporting, but it hasn't been generalized in other topics and areas.

A lot of the studies tried not only to analyze how were women portrayed in media, but also to find out possible reasons behind it. Political and cultural contexts certainly can explain part of the gender-based reporting. However, that's a very broad idea and some scholars have more specific ones.

Matud and his colleagues found a greater male presence in the reporters' gender, and male reporters were almost twice as common as female. They didn't conclude there is a causal relationship between the gender structure of reporters and the gender-biased portrayal of Spanish women; however, this is an obvious correlation. They also found men were more likely to be included as sources than women in the stories (Matud, Rodriguez & Espinosa, 2011).

The U.S. political campaign coverage analysis placed much importance in the examination of the author. Aday and Devitt indicated the gender-based reporting was partially explained by the tendency of male reporters to emphasize on Dole's personal traits during the 2000 presidential campaign, and the fact that the number of male reporters was far more than females can make this disproportion even more obvious (Aday & Devitt, 2011). Devitt further pointed out that the differences in personal frame and issue frame were due to stories written male reporters (Devitt, 2002). Smith believed that the fact that male reporters dominated the coverage of political races might offer a "modest" advantage to male candidate (Smith 1997), and Maria Braden earlier concluded that the increase in the number of women reporters didn't necessarily "guarantee that news will be free of sexist reporting editing, or headline writing", because some female journalists misrepresent women as male reporters did (Braden, 1996, p182).

Previous scholars and researchers have analyzed female portrayal on newspaper, magazine and television, and found that gender-based reporting is prevalent over the decades. In general, female figures were less mentioned in news stories than their male counterparts. And, in portraying female figures, newspapers usually talked about their physical appearance and stress their female characters. They are less professional than

their male counterparts and their occupations are not as high level as them. Gender inequality in newspaper reporting is constant over time and across nations.

## **Methodology**

Qualitative and quantitative research methods are both widely used in research with related topics. Content analysis is one of most popular method used in similar research.

Vincent and his colleagues used textual analysis to examine how the newspaper's gendered narratives intersected with nationalistic gender power relations (Vincent, Kian & Pederson, 2005). Len-Rios and her colleagues asked questions through telephones in order to get one set of data. They analyzed news staff and news readers' perceptions of female representation in news content (Len-Rios et al., 2005). Wu also combined qualitative and quantitative methods in his study (Wu, 2011), and this is a typical approach for a lot of states.

Due to my limited time and knowledge in research, I will use quantitative research method to conduct a content analysis for my study. There are multiple definitions on content analysis, and a classic one is "a research technique for the objective, systematic, and quantitative description of the manifest content of communication" (Berelson, 1952, p. 18). Krippendorff defined content analysis as "a research technique for making replicable and valid inferences from data to their context (2004)." Most scholars agree that in a quantitative content analysis, researchers should set up formulated rules, which are usually stated in codebook, and systematically follow each step. Holsti identified three primary purposes for content analysis: to describe the

characteristics of communication, to make inferences as to the antecedents of communication, and to make inferences as to the effects of communication (1969).

A typical content analysis has the following procedures: raise research questions or hypotheses, select the sample for analyzing, define categories and formulate rules for coding, train the coders and test preliminary inter-coder reliability, code the content and assess the reliability, and then analyze and interpret data (McMillan, 2000). The growth and change of the Web has created some difficulties for content analysis, especially in the sampling and data collection procedures. Bates and Lu pointed out that "with the number of available Web sites growing explosively, and available directories always incomplete and overlapping, selecting a true random sample may be next to impossible (Bates & Lu, 1997). McMillan talked about some specific difficulties in web content analysis: authors must make sure they define appropriate key words when using search engine; when a hierarchical search engine such as Yahoo is used, authors need to ensure that all items in sub-categories have equal chance of being represented in the sample, so stratified sample may be required; the fast change of Web content demands that data be collected in a short time frame so that all coders are analyzing the same content. McMillan conclude that minor adaptations to traditional approaches of content analysis, such as using lists to help generate sampling frames and using software to capture snapshots of Websites, can help meet these challenges.

In my study to compare Chinese and U.S. newspaper's coverage of Chinese women, I will use *Xinhua News Agency* from China and *The Associated Press* from U.S. as my sources, and I will also code online articles from *Southern Metropolis Daily* and *The New York Times*. They are all mainstream media outlets and can help audiences

understand how Chinese females are portrayed in the two countries. Xinhua News Agency is the official news provider in China and The Associated Press is the dominant news provider in U.S., and both of them sell stories to numerous newspapers. That's why they could be excellent sources for my analysis. The *Southern Metropolis Daily* is a regional newspaper, and it has the largest circulation in Chinese metropolitan newspapers. It belongs to the Southern Newspaper Group, which also owns *Southern Weekly*, a well known nationally distributed newspaper. That's why *Southern Metropolis Daily* has a national reputation, and I chose it as the source in this study because it's a commercial newspaper and it has dynamic news coverage. Plus, with the prevalence of Internet, it's able to reach a national audience.

I plan to randomly select articles in a six-month time span, and due to the special feature of the Web, I will randomly select some dates during these period and construct several weeks. Since the content is online and I have two news agencies as coding sources, I will not analyze the placement on the page as some previous scholars did with print issues. I will analyze headlines, authors, the whole text stories and photos. Advertisements, obituaries and some non-text content such as cartoons and graphics will be excluded.

To answer my research questions, I will operationalize some of the terms I used. The engagement level of the female is aimed to evaluate how active the character is. If the person is quoted directly or indirectly, then the engagement level is coded as active; if the person is not quoted, then coded as passive. Essential characters are the main characters in the story, and there can be multiple ones, but I encourage coders to try to select one essential character for each story. Complimentary characters are those who are

included in the story to help tell the story of the main characters. They are relatives, friends, experts and officials, and they usually provide materials to support the story and add new perspectives to the story. Social role is assessed mainly by the professional occupation of the person, and family role is evaluated by family member interaction and housework. For each subject in the news coverage, male or female, a primary role will be decided: whether he/she is mainly mentioned in a social role context, a family role context or both. I will code the three subjects that show up first in the article. Specific occupational differences will also be examined. When I code a headline, I will associate the gender in the headline (if it's shown) and the topic of the news such as economy, art and military.

For photos, I will analyze the quantity of men and women and examine the social role and family role of the subjects by looking at the photo captions.

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