

# CHAPTER-I

## INTRODUCTION

### 1.1 Background of the Study

In Nepal, women constitute nearly half the total population but their living standards are very low and poor because of low education and low economic condition. It is often said that despite having own capability, they even can't go on with their own decision. Women right activists lament that even the energetic and educated women can't do their work without the assistance and guidance of their male partner that is the main cause of the women being dominated by men in our patriarchal society which shows about the gender-based hierarchies in Nepalese society.

Though domestic responsibilities are predominantly women's primary responsibilities, these days women are increasingly entering the job market. They are maintaining a balance on both sides-- job market and domestic works. With the growth of education, women have also started to join job breaking the boundary of household activities. Yet, they have to carry out dual role. For the past few years, significant numbers of women have been involving in media sector which is considered complicated job.

After establishment of democracy, scope of mass media developed in Nepal. In the constitution of Nepal 1990, freedom of speech, right to information, and right to publication was guaranteed. So, Nepali media rapidly increased after 1990, not only from governmental sector, even from private sector, print and electronic media have been

established. During this course, women's participation in media also increased.

Extensive study of the history of media of Nepal is yet to be researched. Nepali writing began from Indian cities like Banaras and Calcutta which has not been researched in depth. Even in Rana regime, most of the scholars spent their time to protest the Rana regime and no initiative was taken to digging up the history of writing and literature. Adhikari (2062 BS) studies the history of media of Nepal can be studied in five difference phases.

**1. Before Rana Period** – Late king Prithvi Narayan Shah is considered as a constructor of modern Nepal. Then governments did not concentrate on various social issues since most of the time was covered in war. At that time there was no effective media to exchange message. Soldiers were sent on horse to convey the message. Instruments like "Damaha" "Dhol" and drum were played to disseminate message and to accumulate the mass.

Gandarva (one of the castes) who sing the songs about various events, war affairs, incidents or natural disaster was strong means of informing people. To gather soldiers, 'Bigul' was played from the top of the Dahraharas. In that period, there was no any newspaper published in Nepal.

**2. Rana Period (1903-2007 BS)** – "Gorkha Bharat Jeewan" was the first magazine in Nepali language which was published from Banaras in 1950 BS and "Hasya Manjari" was published since 1952 BS. "Gorkha Bharat Jeewan" was published from abroad in effort of Motikrishna Burma and Moti Ram Bhatta. But this was not the first magazine published from Nepal.

"Sudha Sagar" a monthly magazine is considered as the first Nepali magazine published from Nepal in 1955 so far. "Gorkha Patra" began to be published from 1958 Baisakh 24 as the first Nepali newspaper. In the beginning it came as a weekly newspaper and after 59 years, it began to publish as daily newspaper.

Similarly, "Sharada" was published in 1991 B.S, "Udyog" 1992 B.S., "Gharelu Ilam" in 2004 B.S., "Shiksha" 2004 B.S., "Kathmandu Municipal Patrika" 2004 B.S., "Nepal Shiksha" 2005 B.S., "Aankha" 2005 B.S., "Purushartha" 2006 B.S. and "Jaagaran" in 2007 B.S.

**3. Broadcasting in Rana Period** – In 2003 Margh 11<sup>th</sup> BS, in the initiative of electric engineer Kashi Raj Panday, a loud speaker was set around Todikhel to broadcast religious songs of Ramayan. At that time, radio was used to protest monopolistic Rana regime as the movement. In 2007 Mangsir 19<sup>th</sup>, broadcasting was done in Bhojpur in the leadership of Naradmani Thulung and Jaya Bahadur Thapalia. It was an experimental test. Then, transmission was established in Biratnagar Jute mill in the leadership of Tarani Prasad Koirala. Radio was used for revolution. Biratnagar transmission was named as "Prajantra Radio" in the beginning. When democracy was established, the station was brought in Kathmandu at Singhadarbar School building naming as Radio Nepal.

**4. Democracy Period (2007BS-2017BS)** – This period is known as initial stage of modern journalism of Nepal. Establishment of democracy provided opportunity for the growth of media. Women involvement also grew in media. "Mahila" magazine published in 2008 BS for the first time in the initiative of women. In 2010 BS, "Nepal Guardian fortnightly" published, and in 2012 BS "The

commoner", first English daily published. In 2009 BS "Pasa" magazine began to be published.

**5. Panchayat Period** – In Panchayat regime, English daily “Rising Nepal” began to publish since 2022 BS. Likewise "Gorkhapatra" also became daily since 2017 BS. Though newly drafted constitution of Nepal 1919 BS after King's take over guaranteed the freedom of publication, government carried out various measures to discontinue anti-Panchayat newspaper. There was no provision to nullify the registration of newspaper. So, government had suspended the newspaper like "Samikhsa" and "Matribhumi" and it took action against "Naya Nepal" and "Suman".

Government, with the intention of not giving liberty to publish the news to the private sector, it established its own news agency- "Rastriya Samachar Samiti".

University degree of Journalism began in Ratna Rajya Campus since 2033 BS and Nepal Press Institute (NPI) began training of journalism since 2041 BS. Nepal television was also established in 2042 BS with the motto of "Communication for Development"

**6. After 2046 BS**– After the democracy was restored in Nepal in 2046 BS, door was opened for media growth. Kantipur Publication was established as pioneer investor in media from private sector in 2049 BS. It was the first adventurous investment in media from private sector. Now, Nepal sees the mushroom growth of media such as television, radio stations and newspapers.

There have been many studies to understand women's participation in media. According to 2058 census, 12 percent women were involved in

media. According to Asmita Publication, 12.32 percent women were involved in media. In 2049, women's participation was 12.9 percent and in 2059, 20.07 percent women were involved in media. Women's participation is increasing in media day by day. The increment of F.M. station and development of mass media resulted in the growth of women's participation in media.

### **Emergence of Women Journalists in Dang District**

Compared to the history of the publication of newspaper, the entry of women was very late in Dang district. The history of the publication of newspaper is longer than 30 years. The first newspaper published from Dang district was "Yug Chetana", which was, later on, named as "Yugbodh" daily. Its publication began since 2033 BS. The women involvement in media in Dang district began only after 2052 BS.

“Gaunghar” weekly, published on the concept of rural journalism by Rural Development Communication Center significantly contributed to produce women journalists in the district. This newspaper helped in injecting interest to women aspirants willing to write something they knew. “Gaunghar” weekly formed readers groups in grass root level making mandatory the women presence in readers groups and it also made compulsory to write at least two news a month to encourage readers group in rural journalism. After that, women members of the readers group began to write journalistic writings.

At present, there are about 30 women involving in the journalism making this field as profession in Dang district while 12 other have showing their presence involving in other profession. Among them, 19 have affiliation to Federation of Nepalese Journalists (FNJ) Dang chapter while total number of the FNJ in Dang is 1, 15.

## **1.2 Statement of the Problem**

In the beginning women were not involved in media job due to social cultural restriction. Gradually, when women became educated, they began to involve in media but these women have to play dual roles because of specific problems they have to face in the household affairs and in their occupations outside the home. This study is mainly focused on the women of Dang district who are holding job in newspaper and F.M. radio.

This study has made attempts to answer the following research question –

1. What are the socio-economic backgrounds of the women working in media?
2. How do working women make adjustment with their job?
3. What are their problems associated with their job?
4. To what extent, do women working in media get co-operation and support from the family members for their job?

## **1.3 Objectives of the Study**

The general objective of this study is to describe and explore the present situation of the women working in media specifically in Dang district.

Following are the specific objectives of the study–

1. To draw-up a socio-economic profile of the women working in media in Dang district.
2. To find out whether or not women working in media get cooperation and support from the family members for their job.
3. To explore their experience and their problems associated with their profession.
4. To describe the adjustment pattern of women working in media, in their familial responsibilities and their official work.

#### **1.4 Rational of the Study**

This study will be more useful to understand the economic and social status of women working in media of Dang district.

To fulfill the gaps of knowledge about various aspect of problem, impact and attraction of profession, this study will may help for researchers, policy makers and for those who want to have further study in detail, it may help to supplement source of information.

The major importance of this study is academic work undertaken for the partial fulfillment of the requirement of Tribhuvan University to get the degree in the Master's program.

#### **1.5 Organization of the Study**

This study is divided into five major chapters where the first chapter consists of the introductory part of the study incorporating its background, statement of the problems, research objectives and rational of the study. The second chapter focuses on the review part of the study and the third chapter consists of research methodology part where the details about site selection, research design, data collection and analysis process have been mentioned. Fourth chapter is the major part of the study based on primary data to fulfill the objectives of the study while final chapter consists of the summary, conclusion and recommendation.

## CHAPTER-II

### LITERATURE REVIEW

#### 2.1 Mass Communication and Mass Media

Mass communication is the communication that is reached to the large presence of people. According to John Vivion (1993), capable of reaching thousands, even millions, of people is mass communication which is accomplished through mass medium like television or newspapers. Vivion (1993: 39) further says: "Mass communication can be defined as the process of using a mass medium to send messages to large audiences for the purpose of informing, entertaining or persuading. In many respects, the process of mass communication and other communication forms in the same: Someone conceives a message, essentially an interpersonal act. The message then is encoded into a common code, such as language. Then, it is transmitted. Another person receives the message, decodes it internalizing the message. "

Mass communication is distinctive communication in terms of its reach to the public and its influential features.

Besides few modifications and distinct ways of presentation, almost definitions of mass communication are of similar in nature. Mass Communication Dictionary (1993:3) defines mass communication as followings.

“Mass communication is the large scale dissemination of symbolic contents to heterogeneous and geographically dispersed audience".



According to Berger (1996:47) "Mass communication involves the use of print and electronic media such as newspaper, magazines, film, radio or TV to communicate to large number of people who are located in various places often scattered all over the country of the world."

As suggested by communication experts, mass communication has following elements

- Mass messages
- Mass communicator
- Mass media
- Mass communication
- Mass audience

Mass media are the tools of mass communication such as newspaper, magazine, radio and television. According to Vivion, they are usually thought as source of news and entertainment. They also carry mass message of persuasion. Importantly, mass messages bind people into communities, even into nations.

## **2.2 Rise of Women Journalists in Global Context**

It is still difficult to state an exact date of women's entry in journalism, as Chambers Deborah (2004) mention- towards the end of nineteenth century women began to demand and often need a more active role outside the home. There were white, middle class and well-educated women who managed to enter journalism but were confined to writing about topics and in a style that contrasted sharply with the straight factual reporting of their male colleagues.

During the initial days of their involvement in newspaper, women were considered to have confined their writing in light subjects. Two women Margaret Fuller from the US and Harriet Martineau from Britain were the rear ladies to make career in journalism during 1840s (AD). Margaret Fuller had become literary editor of the New York Tribune in 1844 AD and two years later she had become America's first women foreign correspondent while Harriet Martineau had become a lead writer for the Daily News.

In Great Britain, the changes in the law between 1884 AD and 1896 AD that gave greater women rights was one of the pushing factor to the rise of the women journalists. Journalism began to be seen as a viable occupation for women in the US in the 1990s (AD). However, even for the male of such country, women's involvement was headache of male journalists and claimed that 'a girl could not live in the free and easy atmosphere of the local room or do the work required of a reporter without undergoing a decline in the innate qualities of *womenlines* or suffering in health. However, women broke the socially constructed bias parameters and kept on writing.

".... Again, women's persistence was often motivated by the vulnerability of economic decline, as well as the desire to escape the confines of Victorian married life. However, only white women were able to take advantage of this relatively open access; very few mainstream papers hired men or women of color" (Chambers Deborah, Steiner Liver et. al, 2004:19, 20)

Even in the America and Britain which are considered to have provided equal rights to women, the shadow of discrimination was seen in the journalistic practices.

Women's journalism dealt with what were considered to be light topics, such as fashion, arts, domestic issues and society gossip. Male journalists dealt with the 'serious' and higher states news of political and economic issues, they were encouraged to provide what has come to be referred to as the 'human interest' angle by demonstrating how events affected people in their everyday life. On the other hand, role of the women journalists was to provoke an emotion only. They worked for glamour's purpose.

Even the women involvement in media was an issue for male journalists as they hardly undertook women's involvement in media in positive light. Male journalists were distressed by such initiation of women. Renowned journalist Edwin Shaman (ND) has commented 'Why any women who can get \$ 800 a year for teaching should wish to take up the harder work of newspaper reporting is difficult to understand'. This also proves that women's involvement in writing was not appreciative rather it was subject of mockery for arrogant male journalists.

### **2.3 Rise of Women Journalists in Nepal**

The history of women's involvement in journalism is no longer than 56 years. A team of women had published a monthly magazine called "Mahila" (The Woman) from 2008 BS and the editor of the magazine was Sadhana Adhikari.

"The first women's magazine in Nepal published 56 years ago stated in its editorial- 'We are going to offer the readers of "Mahila" a women's bulletin'. "Mahila" which was mainly a bulletin about a women's organization published in 2008 BS. It was the first magazine in the country to be edited, managed and published entirely by women. The first issue of 'Mahila' was very interesting as it included many articles relating to the disorder and the current social evils, as well as poems, news and editorial comments" (Sarup, 2002)

Following this pioneering initiative, another magazine called "Pratisha" was published on 16th, Bhadra 2008 BS which unfortunately discontinued after a year of publication. In the meantime, another magazine of a different style was started under the editorship of Rama Devi Panta in 2010 BS. But this magazine was also discontinued after 12 issues. In 2015 BS, a new magazine "Swasni Manchhe" (women) was started by a women editor Shashikala Sharma. At the same time that "Swasni Manchhe" was in public, another magazine under a women editor, "Chetana" was published on 15 Baisakh 2016. But this magazine also could not continue for more than six issues. Although, there had been many magazines with several publication schedules such as fortnightly, monthly, and quarterly, it was only in 2019 BS that a weekly magazine with a women editor was established.

After the political change in 2017 BS, some women got an opportunity to organize themselves with the framework of a special directive from the government.

In 2029 BS and in 2030 BS, two women's magazines came into existence. They were "Gargi" edited by Manjila Giri and "Nari" edited by Shova Dulal. Besides these two magazines, there were other women's magazine and bulletins published by various women's organizations. Most of them usually disappeared after a few issues without making any concrete contribution to the society. Therefore, women's journalism was almost back to zero when "Asmita" was first published in 2045 BS. After three years, in 2048 BS and in 2049 BS, other women's magazine appeared. They were "Nari Manch", "Riwas", "Naulo Abhiyan", "Richa" and "Deep Ganga". It was a good sign that more and more women's magazines believed that their duty should not be limited in small column and this does not bring any change in the status of women in Nepal.

Compared to the previous years, women writers have increased at present. However, there are a few magazine dealing with women's issues at national level. "Nari" monthly published by Kantipur publication and VOW (Voice of Women) published by the Boss Publication are some of the most popular Nepali women magazine. Kantipur states in its website (2065 Asjo 12) that "Nari" is the first monthly women magazine with highest readership and is popular for its diversified section which includes, health, beauty, interiors, art, literature, lifestyle glamour and social elements. As claimed by Publisher, monthly Circulation figure stands at 32,000.

Similarly, Asmita is another women magazine focused at women advocacy. A group that goes by the name ASMITA — which means literally, “dignity” and “identity”— has, for the past 19 years, done just that. ASMITA has many media forms. It acts as a

print magazine, a media campaign for women's rights, a research group, a media watchdog, a TV and radio producer and a publisher of educational literature. Most important, it is a primary advocate for women's rights in Nepal.

As Manju Thapa says women's limited participation in media is considered a major obstacle to a positive and inspiring portrayal of women. To date, not a single nationwide study on women's participation in Nepali media has been conducted. But based on the three surveys of mainstream media organizations in the capital city, Kathmandu, completed by Asmita Women's Publishing House (ASMITA), only 12.32 percent of the workforces of state media organizations in 2050 BS were women. By 2053 BS, when big private media houses were already in operations, this figure further declined to 9.16 percent of the media workforces, including those of newly established private broadsheets.

In 2060, women's participation in 14 different media organizations increased to around 20 percent. The marked change is attributed to the workforce composition in four commercial FM radio stations, where women comprised 43 percent of the staff.

If the substantial rise has not improved women's portrayal on media, this is because despite the increased rate of women's participation in media, there is almost absolute absence of women at the decision-making levels. Most of the women communicators on the FM stations are the producers of musical and entertainment programs full of chat and gossip. Few of them are involved in news reporting, editing or the public service programs.

Obviously, the employment of more women alone will not change the trends in media's characterization of women. They have to be in responsible positions to be able to parlay media into a tool for women empowerment and gender equality.

Today, the numbers of women involving in alternative Media is also growing. The negative depiction of women has prompted women's groups and individuals to explore alternative or parallel media to highlight their concerns and issues, though there are few alternative media organizations run by women themselves. Today Nepali women's groups are turning out magazines, audio and video productions and various print materials to ventilate their issues.

"Asmita", a monthly magazine oriented toward the women's cause, has been in circulation for the past 12 years. In the broadcast cluster, though there are only a handful of women's programmes on community radio, the quality and presentation of these are remarkable. These programs air interviews on current women's issues, success stories of women, useful tips for women, and poems/stories with positive messages.

Similarly, two women's groups are operating audio towers in Ilam and Jhumka, two remote areas in Eastern Nepal. Mahila Samuha, Jhumka (Women's Group from Jhumka), and Mahila Samuha, Fikkal, Ilam (Women's Group from Fikkal, Ilam) have both been formed under the Women Development Program, a division of the government's women welfare agency. While both groups were formed to conduct credit programmes for women's economic empowerment, these two groups are also handling audio towers

with the help of the District Women Development Program and UNICEF Nepal in the past four years. They broadcast items they themselves report/compose—news, plays, stories, jokes, tips, essays and poems, with low-cost technical equipment.

Likewise, Sancharika Samuha, a group of women communicators, has been producing a women's feature service on a monthly basis. This service provides women and gender related articles to the mainstream newspapers and magazines. Such articles have been used widely by mainstream papers.

"The huge problem of alternative media, however, is the question of sustainability. Because circulation and distribution are limited, impact is also limited, compared with the reach and influence of commercial mainstream media."

*(Country Report: Women and Media in Nepal, Manju Thapa-  
<http://www.isiswomen.org/wia/wia202/countryrep.htm>)*

## **2.4 Women and Media**

Because of its most influential feature upon society, mass media is often called a magic multiplier. The role of media in extending the message is very speedy. So it helps shape the ideas on a particular subject matter. Due to the serious role of media in shaping the views and ideologies, media has been kept in the center of any sort of campaigning. To make known that women's empowerment is not only women's issue only but essentiality of men and human society in broad sense, the discussions on "women and media" have been initiated internationally.



"Women and media should be looked through two aspects. One aspect looks how media are featuring women and women's issue and other aspect looks women's participation in media whether or not women are designated in decision level position within media organization. The issue of increasing women's participation in media was started to be raised since 25 years back." (Sancharkarmi Mahilako Abastha, 2062)

## **2.5 Beijing Declaration on 'Women and Media'**

Forth world conference September, 1995 on women held in Beijing, laid a milestone on women's rights of expression and role of media in contributing women's rights and combating all forms of discrimination against women, Realizing media as a key role player, it made some crucial decisions in this regard. The reason behind giving separate room to media was guided by following objectives.

1. Increase the participation and access of women to expression and decision-making through the media and new technologies of communication.
2. Promote a balanced and non-stereotyped portrayal of women in the media.

"During the past decade, advances in information technology have facilitated a global communication network that transcends national boundaries and has an impact on public policy, personal attitude and behavior, especially on children and young adults. Everywhere the potential exists for the media to make a far greater contribution to the advancement of women". (Beijing Declaration, 1995)

The Beijing declaration has pointed out need to increasing women's involvement in communications. The declaration states more women are involved in careers in the communications sector, but few have attained positions at the decision-making level or serve on governing boards and bodies that influence media policy. The lack of gender sensitivity in the media is evidence by the failure to eliminate the gender-based stereotyping that can be found in public and private, local, national and international media organization.

## **2.6 Progressive versus Traditionalist**

Those women who used to be subject matter of media product in the past have become producers of such products today. Many innovative and intellectual women have begun to offer genuine programmes through media regardless how much are they in quantity. It is the positive point. The metamorphosis has been seen in Nepali media in terms of women's involvement as news taker women have stood as news provider women today. They have been contributing whether through individual write up, reporting or organizational performance in women advocacy particularly dealing women's issue in connection with women's involvement and exposure in media.

As Susan Maske correctly says - "In the past, women were accused of inability to report on serious subject matter willing to bear domestic duty, not willing to walk of long route and night duty and not being unable of allocate time for profession due to family responsibility. But at present, the experience and working style of women journalists in several media seems opposite of that

accusation. Women want to shoulder responsible job but they are not adequately encouraged, rather discouraged. (Maske, 1999)

Though women have proved their talents in mass media, male leadership in such media houses is still unable to divert its traditional mind set on 'women's performance' and they are doing assigning women in 'light' programming rather than deserving intellectual programmes.

The huge number of women media persons is in entertainment-oriented program. The working women media persons say they confront difficulties in study as they have to allocate much time for household activities.

This undermining culture is not a trend existing only in Nepal, it expands worldwide particularly in south Asian countries. Even in the use of communication technologies and office works, women's are assigned for light works while their male counterparts are supposed to handle intellectual deals.

## **2.7 Not Easy Access**

Despite a few progressive signs, the environment of news room is not still easy for women journalists neither the access too.

Ali (2053:23) correctly says that women have limited access. It is the different case what some women do in authority, people always think news is related to high profile personalities but women have been deprived of holding such positions, so they are always under shadow. Women are always cited in association with fashion, beauty and household activities. In case of not being renowned, women hardly get opportunity to present in television. Women are

excluded from the discussion of serious contemporary issues. Even in drama, women are presented in traditional role which seems to be very small and less significant; women are commented as exposing sexism in their presentation in drama, film and advertisement.

To discard this traditional image, women need to extend their participation in decision making level in media houses. But the number does not only give feeling of improvement. Women can't express their own value, thoughts and priority until and unless women overcome male in terms of number in decision making level and authority. Even the management and administration need to be sensitive in gender issues. Controversial tension existing in family and profession is a major cause barring women from having access to authority. Women are perceived as unable to handle technological assignments.

According to a statistic of UNESCO ([www.unesco.org](http://www.unesco.org)), women's participation in media management in Asian countries is very low. In Thailand, 25 percent women are in media management, in Indonesia 25 percent, in Malaysia 20 percent, in China 5 percent, in Japan 8 percent and in Philippines 30 percent women are in media management.

If we see women's participation on continental basis, there are 21 percent women in Africa, 21 percent in Asia, 30 percent in Europe, 32 percent in North America and 25 percent in South America in media management. In Nepal, the number of women involved in media as active journalist is limited in three digits. According to the statistic of Federation of Nepalese Journalists (FNJ), an umbrella organization, there are 800 women affiliated to different

chapters of FNJ as active journalists while total memberships of FNJ stand 7,500.

## **2.8 Increasing Media in Dang**

The publication of 'Yugbodh' laid foundation of journalism in Dang district. After its publication, many newspapers\magazines came into existence and some of them discontinued as well. Though many publications have been discontinued, their publications have contributed in the making of the history of Dang district's journalism. The establishment of electronic media started with the establishment of Radio Swargadwari (GM, 2061 BS) At present the presence of media in Dang district is as followings.

### **a. Print media**

Naya Yugbodh Daily (2033 BS)

Gaunghar Weekly (2052 BS)

Sarayu Weekly (2055 BS, now closed)

Seemarekha Weekly (2048 BS, now closed)

Rapti Sandes Weelky(2054 BS, now closed)

Jaya Nepal Weekly (2046 BS, now closed)

Naulo Janaubhar Weekly (2055 BS)

Drishtikon Weekly (2049 BS, now closed)

Sabya Sachi Weekly (2057 BS, now closed)

Rapti Samachar Weekly (2043 BS)

Rapti Sandesh Bi-weekly (2057 BS, now closed)

Goraksha Daily (2061 BS)

Ganatantra Daily (2064 BS)

**b. Electronic Media**

Swargadwari FM

Tulsipur FM

Indreni FM

Madhyapaschim FM

Deukhari FM

## CHAPTER-III

### RESEARCH METHODOLOGY

#### 3.1 Rationale of the Selection of the Study Area

Mainly Sargadwari FM, Madhyapaschim FM, Tulsipur FM, Naya Yugbodh National Daily, and Goraksha National Daily have been selected for the study. These media have been selected to know about the actual situation of working women in media. While judging the media, we must assess the situation of both kinds of media respectively print media and broadcasting media. So, both of the areas have been selected. However, due to some limitations, the research area has been confined in five media of Dang district.

#### 3.2 Research Design

A descriptive and exploratory research design has been applied to analyze the present situation of the study area. Basically, the research is based on the data collected from the field.

#### 3.3 Nature of Data

Mostly the nature of data has been quantitative. However, qualitative data have also been used in the research as research is related to social science, not an absolute science. The qualitative data have been helpful to analyze the situation. This study has been conducted on the basis of primary data but the help of secondary data has also been taken in relevancy to the subject matter.

To collect the data, the researcher went to the research area and made respondents answer the queries. Sargadwari FM, Madhyapaschim FM, Tulsipur FM, Naya Yugbodh National Daily, and Goraksha National Daily were visited to know the atmosphere

of news room: how they are operating and how the women journalists have been adjusting themselves in news room.

### **3.4 Sources of Data**

The sources of primary data/information have been obtained from field work and through questionnaire and interview of some key informants applying some additional questions where needs were felt. The sources of secondary data have also been obtained mainly through books, journals, research reports, census and other official data and other related published books and articles. The data produced by several institutions working in the fields of journalism have been used. For example, the data of Federation of Nepalese Journalists, Asmita Publication etc have been used as the secondary data. Those data have been used in the relevant context where primary data can not meet the demands of the research.

### **3.5 Universe and Sampling Procedure**

In this study, purposive or judgment sampling has been adopted. A purposive sampling is forms of non-probability sampling in which the subject has been selected to meet the study's need. This research is academically designed where there are limited resources and time constraints. So, it is difficult to define large research area. Though, more media exist in Dang district, it was impossible to go through all those media. So, on the representation-basis, three FM stations and two newspapers have been selected as the research area. This research area is based on sampling. A total of 25 respondents were selected purposively for the study. It has been assumed that the selected sample can represent the situation of women journalists working in Dang district.



### **3.6 Method of Data Collection**

Various techniques for data collection have been used to obtain different type of information according to the nature of the study. The primary data have been obtained through the use of interview, questionnaire, observation and case study.

#### **3.6.1 Interview**

Interview with some key informants is one of the methods to obtain relevant information from the study area. To get information on the relevant subjects, interviews have been taken with 25 women respondents. Similarly, interviews have been taken with media experts, women journalists, editors and other people as per the requirement. However, interview has not uniformity in terms of kind because some interviews follow the structured pattern; some follow the semi-structure pattern while some are casual interviews. Support of informal interview has also been taken in relevant situation and context.

#### **3.6.2 Case studies**

Cases have been studied to draw the real experience of the respondents who are working in media and their overall situation. Mainly these studies have been focused on the profile of women media persons. Case studies are aimed at getting information regarding the problems, opportunities, challenges on the fields they are engaged in. There are three case studies. Though the findings of these case studies can not be generalized, they give certain impression and more or less reflect the situation of other women journalists as well.

For example, these case studies reveal that the women journalists are emerging in the profession with greater social risks though the social attitude towards the profession they are engaged with is seeing gradual improvement.

### **3.7 Data Analysis and Interpretation**

After the collection of the data, it has been rechecked and verified and result has been calculated. The final data have been tabled and interpreted by the use of table.

### **3.8 Limitation of the Study**

As this study follows academic pursuit rather than professional pursuits, there were several limitations. Due to financial constraints and time limitations, the research could not incorporate a broad area.

Mainly Sworgadori F.M., Mahhya Paschim FM, Tulsipur FM, Naya Yugbodha national daily, Goraksha National daily have been selected for the study. These media have been selected to know about the facilities and problems faced by working women in media.

As the study is a part of social science, narrative, and descriptive-analytical approach has been adopted while presenting the findings. However, the findings of this study could not be generalized.

## CHAPTER-IV

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Socio-Demographic Characteristics of the Respondents

##### 4.1.1 Income Source

Total 25 women media persons were asked about the source of income of their family. It was found that the source of the majority of the respondents was employment. According to the respondent, husbands were the major persons in the family to generate the income while they were also partially helping to generate income. The income generators were employed in government services, teaching profession and private firms. Agriculture was also found as one of the stronger sources of income in the most of the families of the respondents. The table below suggests that there were very few women media persons whose families accumulate monetary value from the business.

**Table No. 1: Source of Income of the Respondents**

| S.N.  | Income Source | Respondents | Percent |
|-------|---------------|-------------|---------|
| 1     | Employment    | 11          | 44      |
| 2     | Agriculture   | 11          | 44      |
| 3     | Business      | 3           | 12      |
| 4     | Other         | -           | -       |
| Total |               | 25          | 100     |

*Source: Field Survey, 2008*

#### 4.1.2 Occupation before Joining Media

Respondents' response about the occupation before joining the media sector reveals that most of the women working in media at district level preferred media as a primary choice as they joined the sector recently after study or continuing study. The study shows the number of women media persons who changed the profession is too less, out of 25 women media persons, 19 said they used to be students before they joined the media. However, only two shifted to media changing the earlier profession. Before joining the profession, only three women used to invest all the time in household activities.

**Table 2: Occupation before Joining the Job in Media**

| S.N.  | Occupation of before Joining Media | Respondents | Percent |
|-------|------------------------------------|-------------|---------|
| 1     | Study/Student                      | 19          | 76      |
| 2     | Employment                         | 2           | 8       |
| 3     | Household activities               | 3           | 12      |
| 4     | Other                              | 1           | 4       |
| Total |                                    | 25          | 100     |

*Source: Field Survey, 2008*

#### 4.1.3 Ethnicity/Caste of the Respondents and their Husbands

A total 25 respondents were requested to mention their ethnicity/caste. Among them 19 were Bhramins, 3 were Chhetri and 3 were indigenious. Out of 25 women, 17 were married and they were also requested to mention the ethnicity/caste of their husband. In 17 cases, only one inter-caste marriage was found. The respondents' responses show that most of them were from Brahmin

community and their husbands too. This reflects the domination of the Brahmin community's women in this profession.

**Table 3: Ethnicity/Caste of the Respondents**

| S.N.  | Respondents' Ethnicity/ Caste | Respondents | Percent |
|-------|-------------------------------|-------------|---------|
| 1     | Brahmin                       | 19          | 76      |
| 2     | Chhetri                       | 3           | 12      |
| 3     | Janajati                      | 3           | 12      |
| 4     | Dalit                         | -           | -       |
| Total |                               | 25          | 100     |

*Source: Field Survey, 2008*

Among the total women, 17 women were married. Among the husbands of married ones, 11 were Brahmin, 4 were Chhetri and 2 were Janajati (indigenous nationalities). No one was from Dalit community.

**Table 4: Ethnicity/Caste of the Respondents' Husbands**

| S.N.  | Husband's Ethnicity/ Caste | Respondents | Percent |
|-------|----------------------------|-------------|---------|
| 1     | Brahmin                    | 11          | 64.70   |
| 2     | Chhetri                    | 4           | 23.52   |
| 3     | Janajati                   | 2           | 11.76   |
| 4     | Dalit                      | -           | -       |
| Total |                            | 17          | 100     |

*Source: Field Survey, 2008*

#### 4.1.4 Education of Respondents and Their Husbands

All 25 respondents were found to be satisfactorily educated. As the table shows 11 were bachelor degree holders, 8 had passed proficiency certificate level while six passed the SLC.

**Table 5: Education of the Respondents**

| S.N.  | Education | Respondents | Percent |
|-------|-----------|-------------|---------|
| 1     | Bachelor  | 11          | 44      |
| 2     | PCL       | 8           | 32      |
| 3     | SLC       | 6           | 24      |
| Total |           | 25          | 100     |

*Source: Field Survey, 2008*

Out of total 17 married women, only 13 women mentioned the education of husband and 4 did not mention. In the two options given, 13 said that the educational status of their husbands was above School Leaving Certificate. The answers of respondents show women even working in media do not feel secure to make public the educational status of their husband.

#### 4.1.5 Occupation of Husband

Exposure of the occupation of women media persons' husband shows that majority of husbands of such women were either journalist or employee in different government and non-government organizations. Out of 17 women, 6 said their husbands were journalists, so they also encouraged wives to be the same.

7 husbands were employees, 2 worked in agriculture; none of them was in business and 2 in other professions.

**Table 6: Occupation of the Husbands of the Respondents**

| S.N.  | Husband's Occupation | Respondents | Percent |
|-------|----------------------|-------------|---------|
| 1     | Employment           | 7           | 35.29   |
| 2     | Agriculture          | 2           | 5.88    |
| 3     | Journalism           | 6           | 35.29   |
| 4     | Business             | -           |         |
| 5     | Other                | 2           | 23.52   |
| Total |                      | 17          | 100     |

*Source: Field Survey, 2008*

## **4.2 Work Place, Support and Responsibility**

### **4.2.1 Family Behavior**

The respondents were asked about the degree of assistance of their family in their profession. The options were positive, more positive-less negative, more negative-less positive, and same as earlier. The response of the respondents shows that the families of these women working in media were not negative, 23 respondents said that the families were positive to women's profession while two said the behavior of families was not changed, as it was as earlier. The positive behaviour of the family mentioned by the respondents were the support in household activities and moral support.

#### **4.2.2 Involvement of Male in Media**

To know the professional background of male members of the family of women media persons, the respondents were asked-Is there involvement of male in media from your family? Total 25 women were asked. Among them, 17 said no member of their family was working in media and eight said male members from their family were working in media. This depicts male members' influence to bring women in media profession. It can be taken as positive change in the perception of male members towards media profession.

#### **4.2.3 Opportunity of Training**

To know the opportunity of professional enhancement, the female journalists were asked whether or not they had taken training. Except one, all respondents said they had taken training. Though the nature of training was of varieties of range, they were found to have taken trainings related to their profession.

#### **4.2.4 The Level of Training**

The training is also one of the indication that reflects the frequency and the opportunities they are provided. After the study, it was found that the level of training was just basic. The women journalists who had taken 3 month-long or more than that were very few. Among 25, 13 had taken one week-long training, 4 had taken 2-4 week-long training, 5 had taken one month training and 2 had taken 3 month-long training. Mainly the trainings were related to reporting and editing. One week and 2-4 week long trainings were barefoot while one month training is more advanced than that



though this training was also enlisted in basic category. Similarly three month training was advanced training. All types of these trainings were generally related to news reporting and editing both for radio and print media.

**Table 7: Level of Training of the Respondents**

| S.N.  | Level of Training     | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | One week              | 13          | 52         |
| 2     | 2-4 week              | 4           | 16         |
| 3     | One month             | 5           | 20         |
| 4     | Three month           | 2           | 8          |
| 5     | More than Three month | 1           | 4          |
| 6     | Other                 | -           | -          |
| Total |                       | 25          | 100        |

*Source: Field Survey, 2008*

#### **4.2.5 Area of Work**

The respondents were asked what the area of their work is and role in respective media house. The majority was found to have engaged in reporting desk. 11 respondents who occupy 44 percent of the total, said they work in reporting. The second big section was from programme presentation. 32 percent of total respondents answered that they were working as programme presenter while 20 percent were working in programme production and there was presence of just 4 percent who worked for editing section.

The following data depicts that female employees in media houses don't have influence in major designation and top level of policy making.

The women editors were very few and there was majority of women reporter and the number working for lights entertaining programme was higher.

**Table 8: Area of Work of the Respondents**

| S.N.  | Area of Work           | Respondent | Percent |
|-------|------------------------|------------|---------|
| 1     | Reporting              | 11         | 44      |
| 2     | Editing                | 1          | 4       |
| 3     | Programme production   | 5          | 20      |
| 4     | Programme presentation | 8          | 32      |
| Total |                        | 25         | 100     |

*Source: Field Survey, 2008*

#### **4.2.6 Work Satisfaction**

Female media persons of selected research area were asked whether or not they were satisfied from the job they do. 56 percent said they were satisfied by their job while rest 44 answered that they were not satisfied. The responses show there is nearly a half portion who were not satisfied to the job they do.

#### **4.2.7 Reason of Dissatisfaction**

Those who did not have job satisfaction were further asked why they were not satisfied. The possible reasons were lower salary, odd working hour, negative attitude towards women journalists, job insecurity and lack of support from the family.

It was found after study that low salary was the main cause of dissatisfaction. Of total 11 respondents, 8 said salary was not as per their expectation and so they were dissatisfied, 2 answered that they were not satisfied as their works were not regarded though

they worked hard. It was the discriminatory perception, they said while one said odd hour job was the cause of dissatisfaction.

**Table 9: Reason of Dissatisfaction of the Respondents**

| S.N.  | Reason of dissatisfaction | Respondents | Percentage |
|-------|---------------------------|-------------|------------|
| 1     | Low Salary                | 8           | 72.2       |
| 2     | Odd hour job              | 1           | 9.09       |
| 3     | Negative attitude of male | 2           | 18.8       |
| Total |                           | 11          | 100        |

*Source: Field Survey, 2008*

#### **4.2.8 Reason for Opting Media**

The study revealed that the major reason for entering in media field for women was personality development. Some said media was itself respected place and working in media make them feel respected in society while some other said they want to advocate women's issue and they found media was appropriate to do this. There were no women journalist who answered in the option "to be famous" and "to earn money".

**Table 10: Reason of Selecting Media as Profession**

| S.N.  | Options                    | Respondents | Percentage |
|-------|----------------------------|-------------|------------|
| 1     | Well-recognized profession | 9           | 24         |
| 2     | To be famous               | -           | -          |
| 3     | To earn money              | -           | -          |
| 4     | To advocate for women      | 8           | 32         |
| 5     | To develop personality     | 11          | 44         |
| Total |                            | 25          | 100        |

*Source: Field Survey, 2008*

#### **4.2.9 Initial Status at Work Place**

The Study found that initial status of women media person at work place was 'voluntary'. In interpersonal communication, most of them said working as volunteer was an obligation as there was no other outlet for their interest due to the availability of a few media and they had to work as volunteer for up to one year before they could be settled as paid staffs. Among 25, there were 21 women who had the initial status as 'volunteer' at work place while just 4 said they were directly appointed as paid staffs.

#### **4.2.10 Role as House-Wife**

The study found that despite the equal role outside the home, specially for income generation, women media persons had to do all the in-house activities playing role as house-wife. Those who were not married were found more liberated in terms of in-house activities burden. But most of the women said they had to carry out almost all activities in home.

Out of total 25, 16 said they carried out all the works in house, one said she didn't do such works at all, 4 said husbands also did such works but they just played assistive role and 4 answered they had to occasionally do such domestic activities.

This indicates women even those who work as media persons were not liberated from dual role though they were job holders.

**Table 11: Level of Involvement in Domestic Works of Respondents**

| S.N.  | Involvement in domestic Work | Respondents | Percentage |
|-------|------------------------------|-------------|------------|
| 1     | Entirely involved            | 16          | 64         |
| 2     | Not involved                 | 1           | 4          |
| 3     | More than husband            | 4           | 16         |
| 4     | Occasionally                 | 4           | 16         |
| Total |                              | 25          | 100        |

*Source: Field Survey, 2008*

#### **4.2.11 Attitude of Society**

As the women media persons feel themselves, the attitude of society upon them was neither so positive nor so negative. Most of them said that the attitude of society upon their profession was the same while some other said it was respected. Besides a few cases of backbiting, they said they found positively difference in the attitude of society to look at them.

It indicates that even the traditional society that overshadows the role of women in presence of their male counterparts is witnessing a gradual change in attitude.

#### **4.3 Common Problems**

After research, it was found that the problems faced by the most of women journalists were common in nature. Not as far from the anticipation, the problems were found to be more similar. The most challenging and common problem, as told by the respondents, is the dual responsibility. They had to work in household activities and also carry out professional jobs.

The respondents said they remained under tension even at the office. This tension originates when they should think about household activities even while staying at the office. Beside professional duty, they should be engaged in the domestic works in rest of the time as soon as they return to their home.

Women journalists agreed that lack of freedom can be realized not only in home but also at workplace. The family members tend to be sympathetic when they return to home late night or they have to get out of home for a few days. The family members want their female members not to go remote place or in trekking for the days. Even the assignment desk does the same. The people in assignment desk do not wish to send female journalists in field reporting that requires stay of more than a day. They think that it will be problematic for women journalists in the adjustment in the environment and in social security. There is no visible and direct discrimination in behavior, the reflection of discrimination can be felt in salary, promotion and assigning of the responsibility.

It is very difficult for women to give continuation to their career in journalism. Women journalists who are working in remote district from out of Kathmandu Valley are confronting several problems. First risk they should be ready to face is that they can carry out household activities even after they make themselves engaged in the profession. The second challenge is to prepare themselves that they will be able to face perceptual discrimination of male colleagues and third challenge is to make them sure that they can develop career with durability in media.

### 4.3.1 Social Problems

Despite gradual change in the attitude of society towards women journalists or media person, they have several social problems to cope with.

Rekha Kusum Regmi, a working journalist of Dang says entering in journalism is similar to walk over thorns for women. Regmi says she herself faced many social problems while working in the district. There is majority of male journalists in the district and while being touch with them for assistance and guidelines, women journalists have to face backbiting and criticism of society; sometimes up to the point of characterless.

As Regmi says, the merit of the media person is to maintain wide public relation; so they have to behave people in frank manner and if a woman does it, it becomes the issue of backbiting. "I faced such situation many times, I coped with social accusation and criticism while working as a reporter in Dang district" - She added- "I never felt hesitated before such allegations, I took it as challenge and continued to write".

According to Regmi, there is presence of male journalists who want to use women journalists for their own self and if they are unable to do so, they start to put tag on women's character. "Due to this narrow minded trend, I was terrorized by society" Regmi says.

Lila Shah who is working as journalist making Rapti zone, a duty station experienced that women journalists have many limitations compared to male. Women journalists have to convince their family if they have to go out of home even for a single night. In

such situation, it is almost impossible for them to go in the field, especially to the remote place even for two or three days. "So-called educated also think that journalism is sole profession of male" She adds.

#### **4.3.2 Dual Role**

Carrying out profession and domestic works equally is one of the major challenges of women journalists. Despite equal time investment in the profession, women have heavy domestic work load compared to their male counterparts. Laxmi Acharya, a journalist working in Dang says this is the common problem facing women journalists.

#### **4.3.3 Perceptual Discrimination**

Perceptual discrimination to women journalists by their male counterparts is in the center of the problem, says Laxmi Achary, Dang district- based journalist. Based on the research carried out by Sancharika Samuha, she says, a larger cluster of women were found working in cheap and entertainment-oriented programmes rather than intellectual ones. Electronic media have increased women presence in terms of quantitative participation but larger cluster has been confined in entertainment-based programmes.

"The participation of women has been increased in media after 2046 BS in remarkable manner but there is no change in social altitude over them. Due to this, women journalists are obliged to work in male-dominated news room" She says.

Acharya opines that the presence of women in media does not mean their quantitative presence only. This presence, here, should



have access to the policy-making and decision-making level, so media should emphasize to the qualitative presence of women to make news room gender sensitive. The study also reflects the same trend as there are fewer women who are editor or programme chief. More women are reporters who are, in behavior, treated as inferior to their male counterparts in the same desk and in the same responsibility; and other are programme presenter.

Male often deny that they were gender-biased but their behaviors reflect the perceptual discrimination and existence of undermining culture. Sometimes, male editor's response towards the news report produced by women journalist also reflects the undermining culture. However, some positive changes have started to be seen.

#### **4.4 Overcoming the Challenges**

Sharada Sharma, working journalist in Dang says that the ratio of women entering in media is gradually increasing and this can be undertaken as a consequence of educational development of them. Despite being less in number, the interest and activities of women to this profession is also increasing. According to Acharya, the inclusion of functional paper of journalism in Bachelor Third year in humanities faculty in Mahendra Multiple campus contributed in injecting interest in female students to study journalism.

As Acharya Says, continuing the job after getting married is the greatest challenge. Most of the women are obliged to discontinue the job due to the additional family responsibilities in new home. However, Acharya herself involved in media after getting married. Based on her experience, she suggests- "for the continuation of job, family members, society should encourage and create conducive

environment for them to continue in this profession. Being a journalist is a respected profession but it is very challenging to develop career. Compared to male, women have to face more challenges and face more difficulties."

Firstly, it is very difficult to get entry in this field and secondly there is lack of opportunity. As the journalism is the profession in which there is no fixed hour of work, it is not easy for women to adopt it as profession. So, many women appear and disappear after a few years. It is what the trend of Dang district particularly talking about the situation of women journalists.

In the experience of Acharya, amidst the supporters, there is presence of male too who discourage emerging women professional. But if they can make striving efforts, women can overcome such obstacles. So positive thinking can lead women journalists towards success.

#### **4.5 Women Journalists on Dynamic Path**

'Gaunghar' weekly, published on the concept of rural journalism by Rural Development Communication Center is the first newspaper to publish the news /article of women in the context of Dang district. This newspaper helped inject interest to women aspirants willing to write something. It encouraged forming readers group in grass-root level making mandatory the women presence in readers group and it also made compulsory to write at least two news a month with a view to encourage readers group in rural journalism.

Ambika Kaphle, Sharada Sharma and Rekha Kusum Regmi are some of women journalists to write news, article in Gaunghar

weekly. Ranjita Sharma, Rita Regmi, Basundhara Adhikari, Narayani Rajaure, Lila Shah and Laxmi Acharya are other names of active women journalists of Dang district.

#### **4.6 Organized Effort of Women Journalists**

The numbers of women opting journalism as challenging and respective profession increased during 2060/061 BS. The establishment of "Women Journalist Forum" in 2061 BS proved as the milestone for the women journalists. The Forum headed by Laxmi Acharya carried out the activities such as trainings for women. The Forum has launched its own website *www.mahilaawaj.com* which posts news, articles, and features written by women. In the context of Dang where internet service is very weak and only available in dial-up system, launching website is itself a challenging task and women journalists have faced this challenge. This shows that despite the problems, women journalists of Dang District have not only showing interest in writing but have also tended to be tech-savvy.

#### **4.7 Women in War Period**

As in other sectors, the Maoist insurgency launched in 2052 BS as 'people's war' laid impacts in journalism also. Reporting during conflict period was very complex job indeed. As their male counterparts, women journalists also worked under threats and pressure of both of the parties involved in war.

During the war, the journalists close to the CPN-Maoist took the risk and involved in disseminating information about the people's war. Some five years back, 'Radio Ganatanatra' (Radio-Republic)

was set by pro-Maoist journalists. Nirmala Thapa, Manisha Shrestha, Ambika Chanda and Sabi Baniya are some names in involving reporting during war.

#### **4.8 Award and Women Journalists**

For the contribution they made, some of the women journalists of Dang district have bagged the award ranging from local to national level. Sharada Sharma achieved a national level award by the Ministry of Women and Children and Social Welfare in 2061 BS for her write up in women empowerment.

Similarly, Narayani Rajaure and Lila Shah also bagged awards by District Development Committee in the same year.

#### **4.9 Dang District Based Media Houses and Women Presence**

##### **4.9.1 Print Media**

Though Dang District has not so long history in professional journalism, the newspapers tending to be professional grew after the restoration of democracy in 2046 BS. According to Narayan Prasad Sharma, editor of "Naya Yughbodh" daily, a by-monthly newspaper "Yug Chetana" that started to publish since 2033 BS became daily in 2055 BS in the name of "Yugbodh". For the cause of informing and advocating people against Panchayat rule, the "Yougbodh" Office was padlocked by the administration many times while the editor Narayan Prasad Sharma was sentenced to jail.

Journalist Ram Prasad Pradeep published a newspaper called "Rapti Samachar" in 2042 BS. But it was discontinued two years

after it was published. Then local administration had rendered closure of this newspaper. However, it is under publication for the last two years under the editorial of K.B. Masal.

The establishment of democracy injected conducive atmosphere for the growth of local media. A weekly called "Gaunghar" began to be published on the concept of rural journalism by Rural Development Communication Center (RDCC) since 2052 B.S. Similarly, "Deukhuri Saptahik" began to publish since 2064 BS, "Suchana Patra" weekly since 2062 BS, "Goraksha" Daily since 2061 BS and "Ganatantra" national daily began to publish since 2064 BS. As a mission "Naulo Janauvar" weekly was also begun to be published since 2064 BS in underground state and was supported by CPN - Maoist.

#### **4.9.2 Broadcasting Media**

With the growing number of newspaper, the number of FM radio stations also grew in the district. The first FM station is 'Radio Sworgadwari' which was launched in 2058 BS. Other FM stations under operation include 'Tulsipur F.M. Radio' (2060 BS), 'Radio Madhyapaschim' (2062 BS), 'Indreni FM' (2064 BS) and 'Radio Deukhuri' (2064 BS).

There are 5 FM radio stations, 3 daily newspapers and 4 weekly newspapers under operation in Dang District.

#### **4.10 Access of Women**

The access of women is not satisfactory compared to the satisfactory number of the media operating in the district. Basically, women have been deprived of opportunity for the work

despite having been trained on related subject matter. In the most of the cases, media houses are seemed to have been using female media persons on just as volunteer. In the critical situation, female journalists have been doing efforts on their own and have started the publication of feature service on women's issue. Laxmi Acharya heads the organization "Women Journalists Forum" which publishes the feature service.

#### **4.11 Institutional Affiliation**

According to Narayan Bibas, Dang-based journalist, there was no affiliation of women with the Federation of Nepalese Journalists (FNG) before 2058 BS. There are only 19 women members out of 113 members in FNJ Dang chapter till 2064 BS. Among them, some have been working as full time professional while some have been working as part timer.

Women have taken initiative on their own for institutional affiliation. Establishing an organization named as "Women Journalists Forum", they have been carrying out the activities such as trainings, holding seminars, interactions since 2063 BS.

**Name:** Laxmi Acharya

**Affiliation:** Independent

**Responsibility:** Reporting, Editing, writing in Column, Radio Program Production

Laxmi Acharya, as a journalist, started career in media in 2055 BS. The incidents of violence against women due to patriarchal mind set and age old-long tradition in Nepalese society that saw themselves frequently in headlines of the newspaper and such gender-based violence that were visible before her own eyewitness would strike her. Feeling of doing something against such incidents and making efforts for social change was being stronger within her. Nepali women are still obliged to face new forms exploitation within the capitalistic consumerism before they could uncover the problems they were facing in aristocratic society. The most of the media of Nepal still represent the patriarchal mind set by stereotyping the image of women. Within this social reality, Laxmi Acharya came up with writing in media specially speeding up her writings and sharpening her pen.

Laxmi Acharya is working as independent journalist. She is affiliated to Naya Yugbodh national daily, Gaunghar Weekly, and radio Madhya Paschim. Besides, she has also been involving in online journalism. She edits for [www.mahilaawaj.com](http://www.mahilaawaj.com), a women portal. She has not an affiliation to a single media in particular.

Acharya thinks Nepali society is entirely patriarchal and hence the attitude towards women is naturally narrow. Simply, the behavior is discriminatory. The standards of assessment are also set up in different way even for the same and equal matters. This kind of discriminatory

treatment does not only apply in media but each and every sector. In media sector, there are several challenges for women. The existing situation of women in media reflects the real situation. However, there are rooms of satisfaction in the recent days in terms of the thinking being changed towards women which is positive.

Acharya says she has not faced discriminatory behavior for being women during the course of carrying out the profession. In Acharya's judgment, the situation of women journalists is satisfactory in Dang and media are fostering in terms of number and the number of women showing their interest to join media is on rise accordingly. However, the challenges to be coped with are as follows.

- Lack of opportunity
- Lack of assistive structure
- Lack of time due to household responsibility
- Difficulties in time management due to dual role
- Lack of time to concentrate on study
- Lack of trust over the skill of women in decision making level of the media
- Lack of required trainings
- Socio-economic insecurity
- Odd hour working environment

Acharya further says the behavior of male colleagues is comfortable for her. Besides a few exceptions, no discriminatory treatment receiving she is.



**Name:** Sharada Sharma

**Affiliation:** Freelancer

**Responsibility:** Reporting, Writing

Sharada Sharma started career in media since 2054 BS approximately six years after she got married. Sharma thought that the role of media is effective for the creation of just society especially to change the discriminatory society where women are disregarded due to patriarchal domination. This feeling encouraged her to engage in write up and another motivational factor was that media is itself a respected profession.

In the initial days of her media career, she was affiliated with “Gaunghar” weekly and at present she is also associated with “Naya Yugbodh” national daily and Radio "Madhya Paschim".

Sharma thinks that despite the existence of the tradition to treat women as second class citizen, there are some positive developments as well. The trend of encouraging women is gradually growing. This sort of practice has not been limited within media only but also in all the sectors.

Sharma has been facing many problems originated from the discriminatory behavior for being a woman. People still undermine the role of female and she has also experienced this while going out of home for professional works. However, particularly in journalism, she has not faced such complicated situation though she realizes that the voice of women remains unheard in decision making level.

Journalist Sharma has received some awards for the contribution she made to society through her writings. She bagged “Women Empowerment Journalist Award” awarded by the Ministry of Women, Children and Social Welfare in 2062 BS and "Bishnu-Numa Award" awarded by Rapti Sahitya Parishad in 2063 BS.

In Sharma's assessment, the situation of women journalist in Dang district is more satisfactory compared to the women journalists in the other parts of the country except the capital city. The number of the women starting career in media is growing. The social attitude towards women journalists is also being positive. Some revolutionary changes can be noticed.

She says the behavior of male colleagues is cordial, positive and assistive. They suggest, assist and coordinate while organizing training, and seminar.

The major difficulties of women media persons are the traditional thoughts that bar women from going out of the home for longer days or in fields, lack of access to the transportation means. Besides, patriarchal way of thinking creates many problems in each and every aspect.

**Name:** Sarita Subedi

**Affiliation:** Lumbini National Daily

**Responsibility:** Reporting, writing

Sarita Subedi started media career since 2061 BS. As she says, the gender-based discrimination and exploitation in conservative society inspired her to advocate for women through the media as media is one of the most influential tool of social awareness.

Subedi's media career started from “Naya Yugbodh” daily. For the sake of name in byline, she served in the newspaper as assistant specifically on voluntary basis. After that, she wrote for “Rapti Samachar” weekly and then in “Lumbini” national daily since 2062 BS. But she worked in “Lumbini” daily as paid worker only in 2063 BS. She also shouldered the responsibility of Rapti zonal representative for next six months.

She feels that the negative mind set towards women still exists in Nepalese society. Though there is gradual change in the perception, community understands women journalists differently than male journalists. The first problem is that society hardly trusts women while bearing the responsibility. Some have dared to say-"Are there women journalists?" On the other hand challenge is equal. Once she was threatened of being broken leg by a victimizer when she was in the field to report a case of violence victim.

Particularly in Dang district, the number of the women journalists affiliated to FNJ is remarkable. However, most of them are doing for hobby not as a professional, says Subedi. She envisages that the women involvement in the journalism may be on rapid rise due to the quantitative development of media in the district.

Subedi complains that male colleagues are not considerably gender sensitive. Even in organizational structure, women have not been included as per the general provision. Subedi points out following major problems of women journalists.

1. Trend of undermining women's competence
2. Socially conservative mind set
3. Feudalistic attitude
4. Media house's reluctance in providing salary

The case studies of some of the women journalists working in Dang district reveal the women journalists are emerging in the profession with greater social risks though the social attitude towards the profession they are engaged with is seeing gradual positiveness.

The foundation of the problems lies in the social system that is based on patriarchy leading discriminatory behavior. The professional parameters are set on the basis of the gender they belong which is the greater problem within the society.

As said by the women journalists, undermining culture is another phenomenon posing challenge for women journalists to develop their career. The society hardly trusts women while bearing the responsibility.

Lack of opportunity, lack of assistive structure, lack of time due to household responsibility, difficulties in time management due to dual role, lake of time to concentrate on study, lack of appropriate trainings, social economic insecurity and odd hour working environment are some of the obstacles that the women should be ready to face while being engaged in this job.

But the problems and challenges do not mean that society is rigid. It is witnessing gradual change but the problem is in the pace it is being changed.

## CHAPTER-V

### SUMMARY AND CONCLUSION

#### 5.1 Summary

The major objective of this study was to describe and explore the present situation of the women working in media specifically in Dang district. The research has made an attempt to find out socio-economic backgrounds of the women working in media, their adjustment patterns, and problems associated with their job.

For the study, five media houses of Dang district were selected as research area with the methodology that included primary and relevant secondary data, sampling, case studies, structured and semi-structured interview and informal interview.

Though the newspaper had started to publish since 1958 BS in Nepal, the women magazine only published in 2008 BS. At that time there were very few women to involve in media. But at present situation has been changed. Not only in renowned cities, women journalists have emerged in rural, hilly and plain area. The increasing number of women journalists in Dang also reflects the same trend. However, it is obvious that there are many challenges for women to continue the profession.

In the context of research area, it was found that participation and access of women to expression and decision making in the media whether in print or broadcasting was on increase. More women have opted media sector to pursue their career. However, they have been realizing how difficult job it is to be on the race of

competition with male counterparts in the context where they are already left behind while starting the game. They have been coming up with more innovative ideas and skills, yet majority of them are unable to attain high level positions. Only a few have attained positions at decision making or serve on governing boards at national level but in district level, the case is different. No women were found to be appointed in such positions.

Newsrooms of all types of media house in the district are not much gender-sensitive as women media persons are indirectly undermined while being assigned or being handed over the duty.

## **5.2 Conclusion**

The study reveals the several dimensions of women media persons working in the research area. The study helps us make premise that despite the several challenges and problems posed in the profession, women are on dynamic path.

Primarily agriculture was found as one of the stronger source of income in the most of the families of the female media persons. Despite opting the profession in media, it can not generate substantial income as the responses suggest that they have to depend whether on husbands or other sources.

The respondents' response about the occupation before joining the media sector reveals that most of the women working in media at district level preferred media as a primary choice as they joined the sector recently after study or continuing study.

In case of ethnic representation, the study concludes that there is domination of Brahmin community. The most of the women working in media are Brahmin.

Exposure of the occupation of women media persons' husbands shows that majority of husbands of such women were either journalist or employee in different government or non-government organization.

Though, in general, many people blame social practice, it was found that families of women working in media and social attitudes were neither so negative, nor so positive. One reality concluded after the study is that there were some opportunities for women. However, the level of training was just basic.

Another grim reality is that female employees in media houses don't have influence in major designation and top level of policy making. The women editors are very few and there was majority of women reporter and the number of women media persons working for lights entertaining programmes was higher. On the other hand, initial status of women media persons at work place is limited as "volunteer".

Despite the equal role outside the home, especially for income generation, women media persons had to do all the in-house activities playing role as house-wife. Though there is gradual change in the attitude of society to look women journalists or media person, they have several social problems to cope with.

The gender-oriented discriminations are the subjects to be studied with the deep sense of gender sensitivity. Some people suggest that

gender-related subjects are to feel not to talk. As found after research, problems are at behavior level.

News rooms for women media persons are not still easy. Especially, male colleagues are charged of thinking women as the subject to down rather than to encourage women. The culture of undermining women still persisted as the respondents said this culture was visible in assignment, low salary and promotion among other.

Media house have not still formulated editorial policy keeping in mind to the women presence in the respective media house.



## ANNEXES

**The newspaper, magazine published during the period in between 1903 to 2007.**

| S. N. | Name of the Newspaper/Magazine | Publication Date | Place of Publication |
|-------|--------------------------------|------------------|----------------------|
| 1     | Sudha Sagar                    | 1955 BS          | India Banaras        |
| 2     | Gorkhapatra                    | 1958 BS          | Kathmandu            |
| 3     | Sharada                        | 1991 B.S.        | Kathmandu            |
| 4     | Udhyog                         | 1992 BS          | Kthmandu             |
| 5     | Gharelu Ilam                   | 2004 BS          | Kathmandu            |
| 6     | Shiksha                        | 2004 BS          | Kathmandu            |
| 7     | Kathmandu Municipal Patrika    | 2004 BS          | Kathmandu            |
| 8     | Nepal Shiksha                  | 2005 BS          | Kathmandu            |
| 9     | Aankha                         | 2005 BS          | Kathmandu            |
| 10    | Purushartha                    | 2006 BS          | Kathmandu            |
| 11    | Jaagaran                       | 2007 BS          | Kathmandu            |

### **Women's Participation in Media Management in Asian Countries**

Thailand - 25 percent

Indonesia - 25 percent

Malaysia - 20 percent

China - 5 percent

Japan - 8 percent

Philippines - 30 percent

*(Source: UNESCO Website: [www.unesco.org](http://www.unesco.org))*

### **Women's Participation in Media on Continental Basis**

Africa - 21 percent

Asia - 21 percent

Europe - 30 percent

North America - 32 percent

South America - 25 percent

*(Source: UNESCO Website: [www.unesco.org](http://www.unesco.org))*

### Presence of Women in FM Radio Stations

| S.N.  | Station              | Address  | Established  | Total Resources | Female |
|-------|----------------------|----------|--------------|-----------------|--------|
| 1     | Radio Sworgadwari    | Ghorahi  | 2050 Poush   | 24              | 12     |
| 2     | Radio Madhya Paschim | Ghorahi  | 2063 Poush   | 23              | 11     |
| 3     | Radio Tulsipur       | Tulsipur | 2060         | 19              | 9      |
| 4     | Radio Indreni        | Ghorahi  | 2064 Bhadra  | 45              | 20     |
| 5     | Radio Deukhuri       | Lamahi   | 2064 Baisakh | 14              | 4      |
| Total |                      |          |              | 125             | 56     |

*Source: Field Survey, 2065*

## Women Journalists' Affiliation with FNJ Dang Chapter

| S N | Name                | Year of affiliation | Media                     |
|-----|---------------------|---------------------|---------------------------|
| 1   | Sharada Sharma      | 2062                | Gaunghar Weekly           |
| 2   | Lila Shah           | 2058                | Nepal Television          |
| 3   | Basundhara Adhikari | 2059                | Radio Sworgadwari         |
| 4   | Sima Sharma         | 2062                | Gaunghar Weekly           |
| 5   | Ranjita Sharma      | 2062                | Forum of Women Journalist |
| 6   | Laxmi Acharya       | 2062                | Naya Yugbodh              |
| 7   | Rita Regmi          | 2062                | Gaunghar Weekly           |
| 8   | Sushila Acharya     | 2062                | Radio Madhya Paschim      |
| 9   | Lakshima Chaudhari  | 2062                | Radio Swargadwari         |
| 10  | Chuma Acharya       | 2064                | Radio Madhya Paschim      |
| 11  | Maya Pokhrel        | 2064                | Radio Sworgadwari         |
| 12  | Radha Paudel        | 2064                | Gaunghar Weekly           |
| 13  | Kalpana Acharya     | 2064                | Radio Tulsipur            |
| 15  | Sabi Baniya         | 2064                | Radio Ganatantra          |
| 16  | Roshani Shah        | 2064                | Forum of Women Journalist |
| 17  | Ambika Chand        | 2064                | Radio Jana Awaj           |
| 18  | Jyoti Sharma        | 2064                | Jana Ubhar weekly         |
| 19  | Sarita Subedi       | 2064                | Lumbini Daily             |

*Source: Federation of Nepalese Journalists Dang, 2065 BS*

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