

Chapter One: *Introduction of study*

1.1 General Introduction

It is often accepted that media and women have cross cultural relationship. Studying and interpreting the relation between women and media has regularly been a subject of study in the media. Researchers and enthusiasts across the globe sporadically try to identify cross-cultural relationship of media and women in order to develop several effective plans and policies to strengthen this relationship. The findings of these studies are implemented and have helped develop women conditions, to some extent, in most Western societies. However, one must also accept the widespread notion that women issues are relatively negated in the media of eastern or developing societies. Louise Armstrong, a social critic and author, one said “What a woman suffers, then, is more insidious than invisibility. It is deliberate erasure”, implying that media knowingly negate the issues of women achievements. Similar thought has been flourished all across the globe, the flourished notion is that women are ‘portrayed despondent’ rather than for their ‘contribution’. “Nepalese media, inundated with a significant interest in political issues, have mostly gone for the portrayal of demeaning and stereotypical women, ignoring their achievements.” (Media Coverage of Women and Women Issues, Sancharika Samuha, 2002).

Many would agree that some moves have been made in how the media portray women in film, television and magazines, and that the last ten years have also seen a growth in the presence and influence of women in media. However, female stereotype continue to thrive in the media we consume every day.

“Anyone who examines Nepali entertainment and news media will notice that members of ethnic women and visible minorities are inadequately represented in entertainment and news media” says Dr. Stephen Mikesell, an American Scholar, who lived in Kathmandu for his research, in his article published in ‘The

Independent'. He adds, "This tendency is particularly problematic in Nepal since Nepal is a multicultural country where at least twenty percent of people are under visible minority group".

Despite a significantly altered socio-political scenario, much of Nepali media are said to continue to present women in gender-stereotyped roles. They are confined to household work while the men are individual with specific expertise and profession skills. There is obvious hesitation in introducing new role models for women.

Few women are said to have received spaces as well in the news and informative features in Nepali print and electronic media. And even in the presentation of some women celebrities, more importance is given to their personal affairs than their capabilities and achievements. Women are rarely associated with 'serious' issues such as politics, conflict, unemployment and international diplomats and the quotes from women experts are rare in news analysis and features articles.

"In the past few years there have been a comparatively improved and increased reportage of issues related to women violence in the media of Nepal. News related to women violence, though still marginal, has started to occasionally occupy important pages like editorials, feature news, front page news etc" writes the Book – Youth Speaks on Violence against Women, WOREC, 2002. The book adds "however, women issues visibility is still dominated by political issues. Media sometimes tend for the portrayal of sensational women violence issues like stories of rape, sexual harassment, domestic violence and other forms of violence. But it is still open to question whether such coverage serves to reinforce the violence or help in the decrement of the violence". These researches have helped in the conformation of idea that women issues are significantly negated.

This research explores the ways in which members of women are portrayed in news and entertainment media of Nepal. It also explores the representation of

violence on women issues from the perspectives of journalist and media producers. It provides latest news, articles and reports in this topic in order to encourage media enthusiasts and government for healthier and more realistic portrayal of women violence issues. And importantly, the research will try to interpret the problems the media of Morang face during the coverage of women issues, rather than just identifying the amount of coverage. Specifically, this study will try to answer the question like “Do media only cover the issues of women violence?” “Do media deliberately negate the issues of women achievements?” or

1.2 Statement of Problem

Violence as defined by in the Oxford dictionary is “an unlawful exercise of physical force”. O’Moore, a reputed sociologist, in 1999 defines violent behavior as aggressive behavior where the actor or perpetrator uses his or her own body as an ‘object’ (including weapon) to impose relatively serious injury or discomfort upon an individual. The objects may be, in some cases, pushing, shoving, shaking, punching, kicking, squeezing, burning, or any other forms of physical assault on a person or on property. Emotional violence is another kind of violence that the Nepali women are used to facing. This kind of violence includes verbal abuse, threats, truants, slogging, mocking, yelling, keep out and hateful rumors. Similarly, Sexual abuse is another form of violence on women which includes sexual assault or rape.

Violence on women seems to be a global phenomenon. One cannot ignore the importance of media in ruling off violence on women. Media are strikingly important to gauge the amount and types of violence women face. It is therefore essential to know what type of message a particular media of a particular country is perpetuating, in order to control violence led to women.

It is theoretically accepted that media in Nepal portray either few number of women issues or only the poignant image of women. The theory could be true as on the basis of several researches conducted on this issue. However, in several instances researchers have either ignored or condone the problems that the media face during such coverage. Almost all the research conducted in the issue of women and media tend to flourish the notion that Nepalese media deliberately overlook the adequate coverage of women issues. Rather than criticizing Nepalese media for inadequate coverage of women or sufferings of women, it is important to identify the problematic variables that media might have faced resulting in insufficient coverage of women issues.

Specifically, the widespread notion is that Nepalese (and sometimes international) media tend to present women poignant images such as rape, sexual harassment, bullying etc rather than portraying them through the issues of achievements. Some researchers are stick to the idea that Nepali media's presentation of women is their treatment of women as entertainment fixtures. Another theoretical assertion is that women are frequently sensationalized when covered in media, dishonoring the right to privacy of a victim, resulting in the increment of incidence of violence against women in society.

Theoretical conceptualization of women is not enough to conclude the idea that discrimination of women are always the subject of media portrayal. Monitoring of print as well as electronic media can expose the inherent discrimination and subjugation against women. Following the intense monitoring of media, one can come up with the report and recommendation. Some result may show some improvements in the nature of coverage of women by media, either satisfactory or unsatisfactorily.

Media do face several constraints during their coverage of content. There may be implicit or explicit reasons behind not figuring adequate women issues. Financial constraints, lack of access to the source and lack of awareness of women issues among journalists could be some hypothetical causes that could impede the

adequate coverage of women issues. It is therefore logical to understand the problems media face during their coverage of women issues. After realistic observation of regarding the constraints of mainstream media, one can assess the precise problems and prospects. Moreover, it is also necessary to quantify the amount of coverage of women issues as well as the difficulties faced in such coverage. Such a study would go a long way in helping society and media see reason and correct the inherent faults: for without empowering the women, there is no way a country can expect to develop and prosper.

It is now rational to raise questions: Are media genuinely portraying only the poignant image of women or they do have some problems in the coverage of women achievement issues? Similarly, is there any media constraints promoting insufficient coverage of women and women violence issues? Do media really refrain from presenting women as superior in society? Is it necessary to re-orient and re-educate policy makers, editors, and reporters etc on gender issues in order to perceive, portray and project women as equal?

1.3 Importance of the study

The study is important in the sense that will help media entrepreneurs and policy makers to understand the real problem and prospects existing in the coverage of women issues. Similarly, the study is new since it is focused more on the variables confronted by media in the process of women issue coverage. The study is not just related to the degree and amount of women coverage, rather it has tried to identify the problems faced by Nepali media in the coverage of women and women violence issues. Further, the study has tried its best to identify the issues that are comparatively important in the eyes of media entrepreneurs. Similarly, the study is unique in Nepal as it has also revealed the specific problems media face for their sustainability and for coverage of women issues. The study

can contribute a new body of knowledge because it is not only interested to the degree and amount of women coverage (as seen in most research) but is concerned to status of media defining the coverage of women issues.

In conclusion, this thesis does not just seek the amount of women issue coverage in the media, but is important for the researchers who want to know the problems that are faced by the media of Nepal in the coverage of women or women achievements issues.

1.4 Objectives of the study

The objectives of the study are as follows:

- 1. To identify issues pertaining to the status of violence against women covered by media; and*
- 2. To find and analyze the variables affecting media for adequate or inadequate coverage of women and women achievements issues.*

Chapter Two: *Review of literature*

2.1 Study of Related materials/Review of Literature

The review of literature focuses on the definition of violence against women, media coverage of the issue and its dispute (left/right vision) over its composition, its reasons for existence and possible attribution to destruction of the particular country. It is based on several publications on media coverage of violence against women issues available in the global computer network, books, booklets, different journals, articles, and dissertations and thesis written by both foreign and Nepalese writers. The dialogues of different personnel in different context (regarding women violence issues), have also been extracted as a reference.

2.1.1 Global Context

Media coverage of women issues

Many researches have been conducted worldwide to identify the media coverage of women issues. Media and women and their cross-cultural relationship have been examined by many researchers. But, no such separate research was found that could adequately expose the issues of violence against women in the coverage of media. However, understanding the researches on media coverage of women issues can lead us to the understanding of violence on women since violence and achievements are part of women issues.

Although there has been a steady increase in the number of women professionals over the past 15 years, most mainstream press coverage continues to rely on men as experts in the fields of business, politics and economics. Women in

the news are more likely to be featured in stories about accidents, natural disasters, or domestic violence than in stories about their professional abilities or expertise.

Canadian journalist Jenn Goddu studied newspaper and magazine coverage of three women's lobby groups over a 15-year period. She discovered that journalists tend to focus on the domestic aspects of the politically active woman's life (such as "details about the high heels stashed in her bag, her habit of napping in the early evening, and her lack of concern about whether or not she is considered ladylike") rather than her position on the issues.

Quebec political analyst Denis Monière uncovered similar patterns. In 1998, Monière analysed 83 late evening newscasts on three national networks—the Canadian Broadcasting Corporation, Radio-Canada (the French-language public broadcaster) and TVA. He observed that women's views were solicited mainly in the framework of "average citizens" and rarely as experts, and that political or economic success stories were overwhelmingly masculine.

Monière also noted that the number of female politicians interviewed was disproportionate to their number in Parliament or in the Quebec National Assembly; nor, he noted, was this deficiency in any way compensated for by the depth and quality of coverage.

Inadequate women's coverage seems to be a worldwide phenomenon. In 2000 the Association of Women Journalists (Association des femmes journalistes – AFJ) studied news coverage of women and women's issues in 70 countries. It reported that only 18 per cent of stories quote women, and that the number of women-related stories came to barely 10 percent of total news coverage.

News talk shows are equally problematic. The White House Project reports that only 9 percent of the guests on Sunday morning news shows such as *Meet the Press* and *Face the Nation* are women, and even then they only speak 10 percent

of the time—leaving 90 percent of the discussion to the male guests. Project president Marie Wilson warns that the lack of representation for women will have profound consequences on whether or not women are perceived as competent leaders, because "authority is not recognized by these shows. It is created by these shows."

Professor Caryl Rivers notes that politically active women are often disparaged and stereotyped by the media. When Hillary Clinton was still first lady, she was referred to as a "witch" or "witchlike" at least 50 times in the press. Rivers writes, "Male political figures may be called mean and nasty names, but those words don't usually reflect superstition and dread. Did the press ever call Presidents Carter, Reagan, Bush, or Clinton warlocks?"

Women athletes are also given short shrift in the media. Margaret Carlisle Duncan and Michael Messner studied sports coverage on three network affiliates in Los Angeles. They report that only nine per cent of airtime was devoted to women's sports, in contrast to the 88 per cent devoted to male athletes. Female athletes fared even worse on ESPN's national sports show *Sports Center*, where they occupied just over two per cent of airtime. And, according to the Canadian Association for the Advancement of Women, Sports and Physical Activity, women athletes receive just three percent of sports coverage in major Canadian dailies.

Margaret Carlisle Duncan notes that commentators (97 percent of whom are men) use different language when they talk about female athletes. Where men are described as "big," "strong," "brilliant," "gutsy" and "aggressive," women are more often referred to as "weary," "fatigued," "frustrated," "panicked," "vulnerable" and "choking." Commentators are also twice as likely to call men by their last names only, and three times as likely to call women by their first names

only. Duncan argues that this "reduces female athletes to the role of children, while giving adult status to white male athletes."

Media images of women in sports are also very different from the familiar pictures of male athletes in action. Female athletes are increasingly photographed in what Professor Pat Griffin calls "hyper-sexualized poses." Griffin notes, "When it was once enough to feminize women athletes, now it is necessary to sexualize them for men. Instead of hearing, 'I am woman, hear me roar,' we are hearing 'I am hetero-sexy, watch me strip."

The aforementioned researches performed in the different countries across the globe exemplify the pitiable coverage of women issues on media. The conclusion can be drawn: Media generally neglect the women and their achievements.

However, none of the research was found that could explicitly posit media status and problems defining the women issues. In other words, it was not found that researchers have taken interest in finding out the causes for media not covering the issues. Researches have studied the coverage of women on media but they haven't specified the violent issues as well. In fact, violence on women rests under women issues. The researchers must have ignored the violence issues considering that coverage of women issue is sufficient enough to cover the violence against women.

2.1.2 National Context

Several national level researches on women issues were conducted in Nepal either by national or by international researches. But almost all issues were confined to women issues without enlarging them towards the media coverage of those issues or without defining the causes that prohibits media for adequate coverage women issues. However, understanding the status of women issues of Nepal made it easier for understanding the media coverage of those issues. For this purpose, several researches on women issues were consulted for this thesis. The finding and logic of consulted researches are compared to the finding of this research in order to get some understanding on the issue.

WOREC, a non-governmental organization working for women rehabilitation, conducted a research for analyzing the situation of violence and its impact on women in Udaypur and Morang district. The research entitled “Adolescents and Youth speak about Violence and its Impacts” led study on 1861 women youth between the ages of 14 and 25 and held sixty-four focused group discussion. The findings demonstrated that women of rural Nepal are subjected to varied forms of psychological violence. The report provided information to organizations and individuals engaged in the prevention of violence against women, children, youth and adolescents, and those involved in policy and program formulation.

Similarly, a report conducted by United Nations Development Program (UNDP) on women issues presents poignant image of Nepalese women. The report of the research entitled “The Mainstreaming Gender Equity Programme (MGEP) claims

“Nepal is one of the few countries in the world where women have a lower life expectancy than men, a direct reflection of the underprivileged status of

women. In most castes and ethnic groups, Nepalese women have both lower status and heavier workloads than men. Disparity has been recognized between the nation's men and women”.

Both of the researches were limited to women issues ignoring the cross-cultural relationship between women violence and media. Moreover, these researches were entirely based on individual interview. Media and media coverage of women issues were not studied in the research. The researches could have been more effective if they had examined the media coverage of women issues and impact of media in controlling the varied forms of women status and violence.

2.2 Methodology

Because of the difficulty to study all the print and electronic media of Nepal, the study is focused on the media of a particular region. The research was concentrated in Morang district in the eastern regions. This district is useful for the study since it has both rural and urban areas that could best represent most other district of Nepal. The print media of Morang are randomly selected and are studied. Even though the research area is limited to Morang district, the content of capital based newspapers like The Himalayan Times, The Kathmandu Post, Annapurna Post and Gorkhapatra published in the month Shrawan, 2063 were also analyzed. This was done for the comparative study of media coverage on women in capital oriented media and in local media. It is notable that contents of one month publication of these print media were only studied in this research

Both the qualitative and quantitative method of data collection has been applied to the research. For the qualitative data collection, in-depth interviews of editors, producers, and others were performed. And for the quantitative collection of information, questionnaires were developed. The questionnaires were intended to find out the exact and objective problems of media in the coverage of women issues. Both open ended and closed questions were asked in the questionnaire

section of the study. The questionnaires were distributed among ten media entrepreneurs: which includes editors and reporters only. Similarly, hundred questionnaire forms were distributed among randomly selected general public. The respondents (general public) were not limited to any age group or class but they were selected in accordance to their purchasing and study habit of newspapers. In order to find out the reading habit of a respondent, a simple interview was performed asking him/her about his/her reading habit of newspapers. A respondent was selected for questionnaire if he/she confirmed of reading four daily newspapers a week. The raw data were collected from the questionnaires, and responses were tabulated for 'findings'.

To make the research more objective, one more influential method was applied: content analysis. Content analysis of published news, articles, and reports etc was applied to the research. For content analysis, content of print media of Morang district were studied. Electronic media were not studied because of some technical difficulty. The contents of randomly selected newspapers published in Morang in Ashad 2063 were studied. The randomly selected newspapers are : Udgoshan daily (published from Biratnagar), Sandesh Dially (published from Biratnagar), Alkapuri Saptahik (published from Urlabari), Blast Times (Published from Dharan of Sunsari district but is effective in Morang district), Darshan Daily (Published from Biratnagar).

2.3 Definition of some important words and numbers

1. **Purwanchal:** The Eastern region of Nepal covering the zones Mechi, Koshi, and Sagarmatha, including the sixteen districts: Taplejung, Panchthar, Illam, Jhapa, Morang, Sunsari, Dhankuta, Terathum, Sankhuwasabha, Bhojpur, Solukumbhu, Okhaldunga, Khotang, Udayapur, Saptari, Siraha.
2. **Suburb or Out-Of-Capital:** The region or area that doesn't include three adjoining districts Bhaktapur, Lalitpur and the capital of Nepal- Kathmandu or Kathmandu district.
3. **Media:** The word media in the study includes Print media (Newspaper and Magazine) and electronic media (Television and FM stations).
4. **Regional Media:** regional media in the dissertation mostly represents the local media of Morang district.
5. **Newspapers:** Newspapers often includes both the newspaper and magazines.
6. **Journalists or media Persons:** Journalists or media persons are the people who are concerned with reporting, editing, owning or working with in media business.
7. **Time period:** The date in study is written in B.S. (Bikram Sambat). The date represents Nepali date that is normally in use in Nepal. The date is approximately 57 years less than A.D. (for example- when it is 2006 A.D., it is 2063 B.S. in Nepal).
8. **Capital oriented Media:** These include the media that are published or broadcasted from the valley (Lalitpur, Bhaktapur, and Kathmandu district or Kathmandu City).

Chapter Three: *Nepalese Mass Media*

3.1 Background of Nepalese Mass Media

The history of Nepalese Mass Media begins in 1905 B.S. with the 'Giddhe Press'- a press machine- brought from United Kingdom by the then Prime Minister Junga Bahadur Rana. This was the first time that any press machine was brought to Nepal. This vulture shaped press machine was introduced to the country in order to print the government stamps and postages.

Since then, the country has passed more than 150 years but with a limping development in the media sector if compared to the other parts of the world, especially Western Countries. Besides, it is believed that the Nepalese Journalism began in 1943 B.S. with the publication of 'Gorkha Bharat Jiwani', a magazine. But this fact lacks strong testimonials. The magazine named ' Sudha Sagar', published in 1955 B.S., is considered as the first Nepalese magazine that was published from India. The Newspaper era began in Nepal with the publication of ' Gorkhapatra' in Baisakh 24, 1955 B.S. Initially the newspaper was published weekly and was later published twice and then thrice a week before it became a daily in 1961.. This daily is now published daily. And it is notable that this daily is the very first newspaper to be published in Nepal in Nepali language.

During the very first years of the publication of the 'Gorkhapatra', the country was ruled by the Ranas. Ranas looked at the newspaper with great suspicion. Dev Shumsher, one of the then Rana rulers, was relatively a liberal Prime Minister who helped in the establishment of Gorkhapatra. This, however, was not digestible to the other Rana rulers. So, the situation came that the publication of this only Newspaper had to face several obstacles in the Nepalese scenario. But the Newspaper kept its way till date even though its contents were

regularly censured. Moreover, it is striking that Gorkhapatra was never seized or banned from its publication

The media of Nepal found much improved atmosphere for development in 2007 B.S. after the downfall of Rana regime and with the establishment of democratic environment. Thereafter, a number of print media started their publication defining the exact meaning of freedom of speech and expression. Unfortunately, this democratic environment could not last for much longer since King Mahendra dismissed the elected parliament and eventually introduced a party-less system which did not tolerate the free press. This led to shut down of many previously ran democratic media and start up of numerous King-interested new media. But the thirst of democracy was so strong in the public that they began underground revolutionary movement. The fight for democracy ran for nearly thirty years and in 2046 B.S (1990 A.D) the "Panchayati" system had to kneel down in front of people demanding democracy. The result of restoration in democracy was that a new constitution was written in 2047 B.S. which allowed the right to print and publication and freedom of speech and expression. Democratic environment after the new constitution attracted private owners to invest in media sector. As a result, large numbers of private media were established in Nepal.

If we analyze the media in the country's historical perspective, we should consider the period before 1960 B.S as the ' Initial Stage' of Nepalese media. And it is already mentioned that this stage saw tough government censorship and control. But in the democratic environment that existed after the people's fight in 2007 B.S led the print media of Nepal to express their view clearly. So, this period can be considered as the "golden period" as the Nepalese media got better circumstances for thriving. However, as soon as the democracy confiscated by the King in 2017 B.S. the country saw high censorship in the media.

The national referendum of 1980 forced the government to be quite flexible in the sector of media. But again people voice were suppressed by the then government was the flexibility in media could not continue for a longer period. Because of lack of freedom of speech and expression (democracy), people were motivated for democratic struggle eventually leading the country towards conflict. The conflict between the then government and people wanting democracy, nevertheless, ended in 2046B.S. making people winners. This led to the formation of new constitution in 2047B.S which guaranteed the extent of freedom of speech, expression, right to press and publication. It is striking that the press freedom, stipulated by the constitution, of Nepal is so explicit that it is considered as clear and best in the South Asian countries.

3.2 Background of the local media of Nepal

Media out-of-capital or suburb media, in this study, means the media that operate from outside the capital city, Kathmandu. Generally, suburb media can be studied in two forms: first- the media that are published or broadcasted in and by the owners out-of-capital; second- the suburb news item published in capital oriented media (having suburb dateline). Although some sorts of uniqueness are found in terms of physical infrastructures of these media they are similar in terms of work and responsibility. In other words, even though the qualities of physical structure vary in between these two media, the work and responsibility of both the forms of media remain quite similar. Both media (capital oriented and suburb oriented) media have practiced the democratic freedom of speech and expression.

Moreover, media published or broadcast from the capital are more advanced in their structure (for example, the capital oriented print media are colorful and comprehensive in news coverage in comparison to the suburb

oriented media) as these media are run by affluent owners and also because these media have high circulation or larger reach.

Albeit it is hard to specify the exact date of when the media began in the suburb areas of Nepal, we can say that media publication in suburb areas began along with the capital oriented media. In Mangsir 12, 2010 B.S, a fortnightly magazine named “Keto” was published from Bhadrapur (a city out of capital). Similarly, “Naya sandehs” was published from Nepalgunj in 2011B.S, “Butwal” from Butwal in 2012B.S, “Naya kiran” from Palpa in 2014B.S. made the history in the publication of Nepalese print media. Many of these media had to stop their publication either because of the unstable political circumstances or because of the strict government control on the media. But in recent days, even the remote areas of Nepal publish their own media called as community media.

As press freedom is directly related to media publication, the stability of media depended on the freedom of press that kept on changing in various time period of Nepal. In simple words, the format and publication of Nepalese media in the past kept on changing in accordance to political plans and policies. This can be exemplified by the several issues of ban imposed by the government in the publication of several newspapers and magazines across the country. Similarly, the cancellation and confiscation of publication house are some other example of what government practiced in the history of Nepalese media. Specifically, the government of Nepal cancelled and seized the publication of “Nirnaya Daily” and “Himalaya Times” 2032B.S. defending that these media opposed the Press and Publication Act 2032B.S.

Before 2032B.S, the number of print media published in Nepal was thirty four out of them were three dailies, thirty-one weekly and one fortnightly. When classified in Zonal basis, the print media published were four weekly and one

fortnightly in Mechi zone, one daily and two weekly in Koshi zone, one weekly in Dhaulagiri zone, two weekly in Bheri and Seti zone and Mahakali zone of Nepal.

Surmounting different obstacles, the present status of media out-of-capital or local media is somewhat flourishing. The advent of Internet as the mass medium in world and its impact in Nepal has made the Nepalese mass medium to compete with the changing socio-economic environment of the world. The access of Internet in the suburb Nepal has facilitated the media workers of Nepal to change their contents and format. Establishment of Community Radio is one of the best examples of what existed after the changes in political system and technology in the country Nepal. Similarly, district and village oriented Journalism is another example of what came after the political and technological changes. Besides, women participation and decentralization in Journalism, community based media, Journalism education in several colleges etc. are some other developments resulted by the political and technological changes in the country.

The rapid growth of electronic media in different parts of country other than Kathmandu valley shows that this medium could be the best form of mass communication in Nepal. Within the past ten years, the establishment of Frequency Modulation (F.M) stations reached nearly 100 in numbers. This includes three in Purwanchal (East Nepal), two in Makwanpur district, two from Butwal, three in Palpa district, one in Dang, two in Nepalgunj, and one in Surkhet district. Establishment of these electronic media states that they have positive impact in the country. The rapid growth in the mass media of Nepal has forced the media practitioners to contribute professionalism in their practical and theoretical aspects. In fact, this is the good sign in the media sector of Nepal. Despite the rapid growth in media, it is obvious that the media out-of-capital is facing several challenges in comparison to the media of capital which are developing in terms of their practical and theoretical aspects.

The media of Morang district face acute problems in that their investors face financial difficulties. This is the same in the case of Journalists residing in Morang district: they earn very little from journalism. On the whole, it is believed that media owners and journalists of Morang district are facing financial difficulties as they are unable to earn enough to meet their operational costs of their organizations and minimum needs of their editorial staffs.

Chapter Four: *Introduction to Research Location*

4.1 Morang district

Morang is a historically and industrially important district of Nepal. One out of seventy-five districts of Nepal, the district covers 55 Km in North to South point and 46 Km in its East to West point. The district altogether has 55 Square Kilometers. Getting the name in 2019 B.S, the district touches Dhankuta and Panchthar and Panchthar in its Northern points whereas it touches the Illam district in its North-east point. Similarly, it has Sunsari district in its West point and Bihar of India in its South point. (Population Report: National Plan Commission,2004) Having second largest population inhabitants, the district is said to reside 8, 20,325 people (according to population census of 2058 B.S., Nepal). The number is 3.64 percentage of total population of population. Kathmandu is the only district that exceeds in the number population than the Morang district. Morang has approximately 167,875 houses and has 455 people per square Kilometers. Average life expectancy of the district is 66.5 years. (Source : report from National Plan Commission).

Morang is counted as a highly educated area having 58 percentage of people educated. The district has both the government and private owned schools and colleges. The district has 612 schools (152 own by private owners and the rest by the government). Purwanchal University is the only university that lies in the district.

The district is important for its diversity in language spoken: Nepali, Hindi, Urdu, Dhimal, Tharu, Rajbanshi, Satar, Rai, Limbu, Magar, Maithaili, Bhojpuri, etc are the languages for the medium of communication in Morang. The district consists of one Metropolitan city (Biratnagar) and 65 V.D.C. Transportation is accessible to almost all V.D.C of the district. However, transportation facility is relatively

poor in the Northern part of the district. The district is said to be developed in its communication perspective. Biratnagar exchange itself has ten thousand sets of telephone distributed among people. Moreover, Uralbari exchange has two hundred and ninety-eight telephone sets distributed and Rangeli exchange has two hundred and seventy-five telephone sets distributed. Cellular phone is also an important means of communication in the Morang: approximately one thousand mobile phones are in use in the district. With the increment in the number computer education institutes and internet users, the district can be considered as informed district.

Industrially, the district is far more developed in comparison to many other districts of Nepal. Biratnagar Jute Mill is the very first established industry of Nepal. Now a day variety of goods are produced in the district which includes- Biscuits, Soap, Slippers, Plastic Bags, Battery, Iron Rod etc. This has resulted in thriving of banking and monetary transaction in the district. Similarly, Morang has the banks like Everest bank, Standard Chartered Bank, Nepal Rastriya Bank, Nepal Arab Bank, and Nepal Bangladesh Bank for the economic developments. (all the above data are derived from the different reports of National Plan Commission).

4.2 Background of Mass media and Journalism in Morang district

When compared to other districts of Nepal, Morang is politically, culturally, literately, and economically an advanced district of Nepal. Historical evidences show that journalism was practiced before 2007 B.S (the year when democracy was established in Nepal) in the country. Being a district not too far from Darjeeling (a well known and developed area in India), the district was highly inspired from the Indian democratic environment. So the media of Morang were highly inspired from the Darjeeling's literature. It is plausible that Journalism in Morang was practiced even in the period of Rana regime. This is exemplified

by the evidence of script of 1994 B.S. named "Chandrodaya" found in the Adarsha School of Morang. But the script is still to be verified clearly by the historians. Besides, there are no other evidences to prove the practice of journalism in Morang district. It is also possible that the practice of journalism was not so striking because of the cruel and autocratic Rana Rulers. Similarly, it is also assumed that due to lack of enough skilled manpower the period saw minimum number of journalism practice in the district. Even though the district was considered as the sensitive area in political effect, it saw no such critical evidence in the sector of journalism during the Rana regime.

But after the establishment of democracy in 2007B.S, the district saw a lot of changes in the sector of journalism and mass media. In 2012B.S. a weekly newspaper named "Huri" came into existence in Morang. This newspaper could not last for more than thirty-nine issues because of demand of one thousand by the then government as reimburse. Immediately after this incident, a newspaper named "Aandhi" was published in the district. This newspaper is considered as the mouthpiece of Nepali Congress (according to the book "Morang Jilla Ma Patrakarita Ko Ardhasatabdhi"- Half Century Of Journalism in Morang District). The status of this newspaper as a mouthpiece of Nepali Congress defines that the then media were highly inspired by the political parties. "Huri", "Aandhi", "Ujyalo", "Chetana", "Biswa Darshan", "Raj Hans", "Janmat", "Janwarta" are some other weekly newspaper published in Morang to make the history. Out of these newspapers, "Janwarta" is the newspaper to contribute a long period of publication and continuation. Despite sporadic disruption in the continuation of this publication, this newspaper continued its publication for a longer period. Its publication was made daily in 2025B.S. only after five years of its establishment. Initially, the newspaper was printed in printing press but was later printed in offset press. This daily is not in existence now but has made crucial evidence in the history of Nepalese mass media. Similarly, in 2014B.S, a Hindi newspaper was

published in Morang. But there are no factual evidences to prove the number of issues it contributed in Nepalese history. Moreover, Keshab Prasad Acharya, an editor cum proprietor, published a daily newspaper named "Ghatana" in Ashoj 27, 2017B.S

The referendum of 2036B.S. forced the then government to launch a commission that could help liberalize contemporary Print and Publication Act. This led to the flexibility in the laws directed to the media eventually increasing the number of registration of new media in the district. Evidences are such that some media in the district were even run without registration. The examples of papers registered in the decade were "Sirjana" and "Gaurav".

It is important to state the environment of media in Morang district after the Restoration of Democracy in 4046B.S. This is because a large numbers of media flourished in the district during the past fifteen years of restoration of democracy. Right to Freedom of Speech and Expression and print and publication right, guaranteed by the constitution of 2047B.S. motivated the media enthusiast to invest in media sector. The number of newspaper and magazines published in Morang were two hundred and fifty in between the years 2007B.S. to 2058B.S. This numbers increased highly in the last fifteen years after the restoration of democracy. The last fifteen years saw rapid increment in the publication of weekly and daily newspaper. This includes: nineteen daily newspapers, thirty six weekly and seventeen fortnightly. Unfortunately most of these newspapers ceased their publication either because of economical constraints or because of lack of media professionalism.

To sum up, media in the Morang district could thrive after the restoration of democracy. It is, however, sad to say that most of the media of the district could not sustain their circulation for longer period of time. This leads us to feel that the

need of professionalism in media is still there in Morang district. Besides, the overwhelming circulation of capital oriented media (Kantipur and Nepal Samachar Patra- newspapers published from capital city Kathmandu) has dominated the circulation of newspapers published from the district. Similarly, due to lack of enough advertisement the newspapers and magazines in the area are facing hard times. Moreover, because of professional journalists being interested in capital oriented media, the media of the district are facing scarcity of Journalists.

4.3 Status of women in Morang district

The majority of family in Morang district is mostly guided by patriarchal culture. The chastity of women is the prime issues of concern to all. But in contrary, in many rural areas of the district, marriages of the girl child take place at the early age 15-16. The reason behind this is that the parents will secure place in heaven if they marry their girl child at this early age. This eventually led to the girl child facing early marriage and the hazard of motherhood.

National statistics shows that women literacy rate is 43 percent in while 66 percent to male and the national literacy rate is 40 percent. The enrollment of women in higher education is 43 percent. Women involvement in technical and vocational education is lower than men.

Because of women's lower status than man, life expectancy for women is 53.5 against 55 percent men. Infant mortality for females is 101 as against 94 for male: maternal mortality rate stands at 250 of 50,000 live births; and 70-80 percent women are in anemic. One fifth of women get married in the early age of 15-19. As a result of their pre-mature pregnancy the pre-mature deaths of women have been occurring in a very high rate.

Various types of health programs are being conducted for the benefit of women. Most of the programs are on reproductive health and family planning measures because this is one of the major areas for women.

Agriculture is the major sector for employment in Morang district that comprised 81 percent of overall workers in 2000. Agriculture provided 23 percent of total employment in urban Morang and 80 percent in rural areas. An absence of female household employment programs has aggravated the problems of female unemployment in Morang in recent years. It is estimated that magnitude of unemployment is 6 percent at the district level. A survey conducted by National Planning Commission in 2000 estimated that the magnitude of women unemployment for the population over ten years was 41.2 in rural and 25 percent in urban areas of Morang.

Women's average work burden has increased slightly over the past 12 years from 10.8 hours per day in 1988 to 10.9 hours per day in 2000. Women participation in the informal sector has increased significantly in both urban and rural areas- for example vending, petty trade liquor making and vegetables selling are some of the more common employment ventures of women.

Chapter Five: *Comparative Women Issues*

5.1 Issues of violence against Women: Comparative study of issues on women between Western countries and Nepal

To find out the news coverage of the violence among women several literatures were consulted. In this process, several studies conducted in Western and Eastern societies were reviewed. It was found that the nature of violence and its media coverage in the context of West and East are somewhat different. Bully, firearms, dating violence, homicide, media violence, school violence on women were different natures of violence covered in the western media. In Nepal, the different types of violence the women have to face, including gender based violence, are such as early marriage, polygamy, caste-based discrimination, incest, rape, HIV/AIDS, STDs and dowry systems. The social scientists in the west have conducted studies to find out the nature and the extent of violence among women, subsequently they have also tried to identify the precipitating factors, which led to violent behavior among them. The sociologists could do so using the media on these issues. They used media to learn about the kind of violence and later used the same media to educate the people to make people know the threat of violence on women. Based on the results of the researchers, the social scientists worked out different programs for victim and the perpetrators of violence.

Unfortunately, in Nepal, a very few studies have been conducted in this field using the media as a tool. In other words, no social scientists have exactly studied the violence on women of Nepal using the news that were covered in the different media of different times. However, for the last one decade a few isolated attempts have been made to find out the nature of violence covered on news media and its impact. Also, there have been a number of studies related to gender- based violence.

Chapter Six: *Status of Media in Morang*

6.1 Quantifying the Media of Morang District

6.1.1 Numbers and Types of Registered Newspapers in Morang district

<i>Daily</i>	<i>28</i>
<i>Weekly</i>	<i>55</i>
<i>Fortnightly</i>	<i>25</i>
<i>Monthly</i>	<i>16</i>
<i>Bi-monthly</i>	<i>4</i>
<i>Tri-monthly</i>	<i>12</i>
<i>Half-yearly</i>	<i>3</i>
<i>Yearly</i>	<i>1</i>
<i>Total</i>	<i>183</i>

The table represents the number of registered print media in Morang district. The table shows that weekly newspapers have dominated the district. Dailies are second to weekly, making their numbers 28. The district counts only one yearly publication. Although the registered daily newspapers are 28, only 18 newspapers were seen to get published and reach public. The rest are registered but are not in action of getting published.

6.1.2 Newspapers that are published regularly

<i>Daily</i>	<i>Udhgoshan, Darshan</i>
<i>Weekly</i>	<i>Janawaj, Birat Darpan, Distranta, Purwajyoti, Fewa, Mofasal, Pathivara, Alkapuri, Puspanjali, MorangSaptahik, Rastriya Samcharpatra, Shanti Nepal, Jantapath</i>

Newspapers of the district are generally published in Nepali languages. Some are, however, published in other languages like English, Hindi, Maithili. Many of the newspapers in the region are published regularly but a few are published during feast and festivals.

6.1.3 Numbers of Registered F.M stations in Morang District

Name	Place of Operation
Koshi F.M 94.3 Mega Hz	Biratnagar
Saptakoshi F.M 90 Mega Hz	Biratnagar

Note:

Besides these two F.M stations, others relayed F.M could be heard in the district. These relayed stations are operated from the capital city Kathmandu. Moreover, Maoist's F.M could be heard in some areas of the district but the station is not registered in the District Administration Office.

6.1.4 Koshi F.M 94.3 Mega Hz

The restoration of democracy in 2046 B.S helped media to thrive in this region. The constitutional guarantee of freedom of speech and expression granted people to invest on media business. As a result, Koshi F.M was established in the district in 2056 B.S. The station was of private investment of Mr. Puroshottam Sapkota. But due to some technical problems the station could not gain continuation after sometime. The station was renovated after seven months of its establishment and then re-started its operation. Initially, the station managed to broadcast programs for eight hours. Later, the time was increased to eleven hours a day.

During the first few months of its establishment, the station focused only on entertainment issues. Later, news items were also taken in consideration. Initially, news was broadcasted three times a week but this has gone to be daily now. Basically, the sources of news for the station are Kantipur, Nepal Samacharpatra and some regional newspapers. The news broadcasted by the station is not much effective and professional because the news readers work as volunteers.

6.1.5 Saptakoshi F.M 90 Mega Hz

This radio station is considered as an effective F.M in the region. The station began its operation in the year 2058 B.S. Since its establishment, programs are broadcasted 12 hours per day. After four months of its establishment one more hour was added. Finally, in the year 2059 B.S. the station increased its broadcasting hours and was made to eighteen hours per day.

The station is operated from two places in different frequencies. One is in Itahari municipality (90 Mega Hz) and the other is in Biratnagar (105.6 Mega Hz). The F.M could be heard in almost all parts of Morang. Besides its large circulation, the station is also considered as an effective radio in terms of its news values. Moreover, the station has the aim of broadcasting news every hour.

6.1.6 Regional News Agencies

1. Rastriya Samachar Samitee (Regional)

Rastriya Samachar Samitee is the only news agency of Nepal. Established in 2016 B.S, the agency works for the collection and distribution of news items. The agency has regional reporters in all five regions of the country. For the Purwanchal Region, the agency has its office in Biratnagar.

6.1.7 Regional News Source Centre(Biratnagar)

For the development of communication and journalism, the Nepal Press Institute (NPI) has established its regional office in Biratnagar and Nepalgunj. Established in 2052 B.S, this agency collects news from sixteen different district of Eastern Development Region. It also collects news from Janakpur and Narayani zones of Mid-eastern Development Region. The agency contributes in the gathering of news in order to benefit marginalized groups of society.

Chapter Seven: *Problems of Media of Morang in Coverage of Women Issues*

7.1 Reasons for inadequate coverage of women issues (both violence and achievements issues) in the media of Morang

Of the several reasons that have led poor coverage and follow up in the issues of violence against women in Morang district, some critical ones have been discussed below.

7.1.1 Lack of trained manpower

Since the restoration of democracy, the media of Morang have flourished in their numbers. With the advent of new technologies and free democratic environment, the media of Morang have gained a lot of investors. Despite the fact of increment in the numbers of media, the quality is yet to improve.

Researchers claim that there are more than 5000 media workers in the country. However, these media workers are concentrated to the capital city of the country, Kathmandu. In other words, most of the larger media owners work in the capital centered media and this has eventually led to the poor development of regional media. Very few reporters and journalists take interest in working for the regional media. Similarly, most of the regional journalists do not have Mass Communication education; some work even without the basic knowledge of journalism. Besides, journalism is taken as a part time work that could be done along with another major job.

It is striking that most of the journalists do not have enough idea on woman rights. It is essential that training regarding the issue of women be performed in the district like Morang. Training in the area of sustainable development of women, women life amelioration training, training on the issue woman empowerment are some important subjects to be dealt with in the region. It is also necessary that journalist should be trained on such issues. But only a few such trainings were deployed in the region by the local administrators.

Generally, the journalists of Morang district claimed that they take woman issues seriously. During the analysis of questionnaires, it was evident that the regional journalists do care woman issue with major importance. But when we observe the different contents of different newspapers, it was found that although women issues are normally covered they lacked the follow-up.

An interviewed with a journalist of "Purwajyoti Saptahik" indicated that he normally gives priority to women issues. But when one of his news regarding the women issues was read, it was seen that his news did not narrate the event rather presented a lot of his own point of views (which is against the principle of journalism). The news content wrote "Man Maya Tamang of Madhumalla V.D.C ward no 2 was brutally murdered by her own husband because of his "drinking habit" (translated from Nepali). The news somewhere says "a small debate took place before the killing". Here, the writer initially claims that the wife was killed because of drinking habit. Later, he writes that a debate took place before mutilation. His logic for 'drinking habit' is his own point of view. It is possible that the killing was only because of the debate because the killer may be used to drinking everyday. So, it is plausible that drinking habit is not the exact reason.

Similarly, another journalist of Fewa Pakshik, claimed that he often gave priority to the issues of violence against women. But it was evident that when some other newspapers covered the striking issues of "Women participation in Maoist activities", news about the gathering of Maoists in Tandi (a place in Morang), the newspaper 'Fews Pakshik' did not cover the issues. When asked about the failure to give coverage of such incidents, the reporter argued that he had to go somewhere else for news coverage.

Moreover, the journalists in the area are reluctant to visit different remote areas for the coverage of news. When asked about the reasons, most of them defended themselves by financial reasons. The journalists argue that they do not have sufficient fund to travel different parts of the district. They further argue that the media they work for do not have good circulation which eventually hindered sufficient fund for traveling different spot for the news.

Despite journalists' claim of taking violence against women a major issue, the coverage and follow-up seems to be minimal. A very few cases of follow-up were seen in the media of Morang. In comparison to the capital centered media, the regional media are weak in the coverage of news from different local areas. This is because the regional journalists working for the capital centered media are highly paid whereas the local media journalists face the problem of money and time.

Moreover, media entrepreneurs haven't given due attention to professionalism. Most of the media are weak in their lay-out and in their content placement. This is because of lack of trained manpower. And, readers tend to purchase the local newspapers only because of their affinity towards local issues. Media owners are taking their media as the medium of earning rather than informing public. This is indicated by the poor quality of their news reports in terms of news angles, clarity, facts and the like.

Besides, most of the newspapers do not have qualified reporters and editors. Some newspapers often have journalists who haven't even passed S.L.C. As a result, journalists do not follow journalistic principle of narrating issues instead they show their point of view in different cases of news.

The following points can be considered as the reason behind lack of trained manpower:

- a. Lack of knowledge on the issues of women development
- b. Lack of knowledge of women rights
- c. Economic problem

7.1.2 Plagiarism/ lack of seriousness in the purpose

In a cursory glance, we see a large number of print media being published from Morang district. Some V.D.C even publishes four local newspapers. This is quite beneficial for the people living in the area. But when we carefully examine the content of the published newspapers, they suffer from lack of professionalism in the manner information is composed and a story presented.

It was found that some of the newspapers often copy the news from each others without giving due credit. For example, Few's Pakshik, a local newspaper, in its issue number 19 (2063) writes a headline "14 Cases of rape registered in Urlabari's police office in the last five months" (headline translated from Nepali). Similar headline was also seen in the newspaper New Pathivara (Year 9, Issue 4). The news content of the first newspaper was exactly the same with the content of the second with some changes in headlines. This shows that journalists are used to copying each others way of covering and writing news rather than using their own way of writing. This proves the notion that 'journalists of the region do not get to the spot of news source but they believe in copying each others idea. Similarly, both the newspapers have the same content and headline- "BP Prathisthan Produced 127 Surgeons"(headline translated from Nepali). Moreover, these two

newspapers had common headlines and content on "Upcoming Feast"(headline translated from Nepali). These two newspapers even had similarity in 'page making' and in the setting of advertisement.

The aforementioned examples show the extent of laziness in journalists. These examples prove that regional journalists are reluctant enough to visit news sources in order to investigate the truth of news. So, from the above logic we can clearly understand that journalists are far behind in covering the news not only in case of violence against women but also in many other cases.

Journalists of the district seem to be working lazily. Most of the journalists tend to copy each other news rather than writing on the basis of what they find on the spot. Journalists from different newspapers recognize each other and therefore they tend to show friendship by allowing copying each other news items.

7.1.3 Lack of competency

Lack of correct and definite languages is often seen in the regional newspapers of Morang. It is logical that readers get confused because of unclear and vague languages. Confused readers cannot understand the values of news. For the promotion of women issues, media should cover the news in such a way that readers get clear understanding of the issue. If any incident of rape occurs in a locality, a reporter should report the news in such a way that the readers can get the ideas regarding negative consequences of such issues. Journalists are, to some extent, educators. So, it is a major responsibility of reporters to present news in a way that could educate people regarding positive and negative effects of incidents. A rape case, for example, when reported, a journalist should present all the effects of such activity in society. He should try to educate readers about woman rights and importance of woman in society.

Errors in grammar and meaning often confuse the meaning of news. Even though it is essential that journalists take care of grammar and meaning of the news, many news contents were difficult to be understood. When studied some different newspaper of the region, it was found that different issues were hard to understand.

This will, in fact, lead us to poor understanding of the news items. The media workers need to understand the negative effects that can be resulted from the vague and unclear languages.

It was evident that most of the local dailies had grammatical and structural errors. Some news items were not in relation to what the headline said. "Birat Darpan", a local daily published from Biratnagar, had its headline "A 65 year woman was raped"(Year 4, Issue 9). The headline said the issue of rape, but news content was a little different from what it stipulated in the headline. (The age of woman was different than what it said in the headline).

Similarly, it was evident that none of news was completely written in the first page: almost all front pages' news were completed in the last page of the newspaper. Many newspapers use this trend sometimes, but frequent use of this (Jump Story) is not in the ethics of journalism. The trend is that the half portions of news were referred to either second or last pages. And it was also astounding to find some news referred from the first pages were absent in the last pages or pages where they were told to be.

7.1.4 Workload because of lack of combined effort

It was mundane to see a single journalist of Morang embracing different roles: a journalist was supposed to be a reporter, editor, publisher, manager and distributor, without considering that there is a need of different person for specific job in a publication process of a newspaper. Normally, none of the publishers were interested in the combine effort of publication (employing different persona for different chores).

As women issues are social phenomena, it is necessary that of a certain area have to fight against the problem through combined effort. If reporters get united and work in a committee helping each other, social issues will imminently start to ameliorate. So, there is a demand in a society to form 'corporation' or 'committee' in order to fight a social stigma.

Most of the newspapers of Morang have not succeeded to form 'Corporation' within themselves. Even if some have tried to form 'Corporation' they have collapsed before reaching their target. The problem is seen not only in the publication of Morang but also in the nearby district like Jhapa and Sunsari. So, we can clearly say that many of the Morang's weekly and monthly newspapers lack combined effort in forming corporation, nevertheless, a very few dailies have managed to organize corporation in themselves. Purwanchal, Bibechna, DAILY Morning Post, Biratnagar Today, Blast Times, Shree Sayapatri and Sandhyakalin are some of the daily newspapers that are taking initiation for mutual coporation. Moreover, the regional publications lack enough investment. Due to lack of proper investment, the publications of the region are creeping toward development of Eastern Regional Media. It is notable that a publication can sustain for a longer period if they go for 'corporation' point of view rather than 'individualism'.

As a single person is supposed to be publisher, editor, reporter and all, the media of Morang are supposed to be a medium of publicity. Moreover, qualities of media have gone weak because of a single person organizing everything (reporting, editing, publishing etc.) of a media. Because of these noticeable reasons the media of Morang are not able for a large circulation.

It is significant that the publishers of Morang must give up the thought of 'all in one'. But it is also obvious that not only the media of Morang but many weekly newspapers of capital (Kathmandu) have a single person who works as 'all in one'. This is, in fact, not a good task for the development of a publication house. This will eventually hamper development of a publication on one hand and, on the other hand, news of these publications goes monotonous resulting in the lack of readers' interest.

Besides, when a single person organizes the entire media, it goes to be a great problem in the coverage of issues of women. A single person may not be able to reach different spot in order to collect news. Even if the news is collected because of the pressure of doing everything (reporting to publishing) by a single person, there may lack balance and creditability in the news.

7.1.5 Lack of public's faith in media

Usually the general public has misconception that profession of journalism and celluloid acting are the subjects of gossip. This misconception is highly flourished in the minds of people of Morang district. A plethora of unnecessary articles and news published in the regional newspapers has led the public to nurse such misconception. Unless the newspapers in Morang stop publishing unwanted news and articles just to fill in the pages, they may not gain public interest.

It was noticed that various news and articles on women issues were published in the newspapers of Morang. Biratnagar Today, a reputed newspaper of Morang, in its Year 3, Issue 19, dated Bhadra 19, wrote a news story on a woman burned and mutilated by her own family members. The news described that the woman was burned to death at her own home in Ramailo, Morang. The incident was later researched by women association (in the research entitled ' Rehabilitation of Women in Morang District') of Morang and was identified fake as the woman was not dead but was only disfigured. This sort of fake news has contributed in the loss of credibility on news and media in the Morang district. The very example also exemplifies that woman issues are neglected by the journalists of the district.

7.1.6 Newspapers are not regular

Newspapers/magazines publications in the Morang are generally irregular. Personal problems of the publishers may be the reason: lack of budget, lack of advertisement and lack of circulation are some of the major problems the publishers are facing in the region. This has influenced the coverage of news and issues. Women issues, which often need a huge coverage, are showed or disturbed by irregular publication of newspapers.

It was noted that a newspaper entitled "Alkapuri", published from Uurlabari- a village in Morang, and had its publication irregular. Similarly, another newspaper "Purwajyoti" - a weekly to be published each Friday- had publication irregular. It was also obvious that some of the newspapers haven't dared to "annotate" their mistake of irregularity. When the editor of "Alkapuri saptahik", Mr. DP Khatiwada, was asked about the causes behind irregularity, the reply was obvious "due to financial problems".

Example of irregularity (following is an example of irregular publication of a newspaper):

ALKAPURI SAPTAHIK (a weekly supposed to be published every Sunday)

2060 Baisakh 7, Sunday, Year 3, Issue 1

2060 Baisakh 25, Thursday, Year 3, Issue 2

2060 Jestha 4, Sunday, Year 3, Issue 3

2060 Jestha 11, Sunday, Year 3, Issue 4

2060 Jestha 18, Sunday, Year 3, Issue 5

2060 Jestha 25, Sunday, Year 3, Issue 6

2060 Ashad 1, Sunday, Year 3, Issue 7

2060 Ashad 8, Sunday, Year 3, Issue 8

2060 Ashad 15, Sunday, Year 3, Issue 9

2060 Bhadra 24, Wednesday, Year 3, Issue 18

2060 Bhadra 30, Tuesday, Year 3, Issue 19

2060 Kartik 21, Friday, Year 3, Issue 24

2060 Mangsir 29, Monday, Year 3, Issue 30

7.1.7 Lack of Photo journalism

Photojournalism is a particular form of journalism that creates images in order to tell a news story. Photojournalism has been a major element of newspaper and magazine reporting since the early twentieth century. It is now possible that journalists go for the profession of photojournalism as the sector is strong enough to sustain economic prosperity.

It is common to see photographs and photo features being published in the pages of most of the newspapers. Although news photos are almost a need

in daily newspaper, the newspapers that get published in the Morang district lack photo news or photo features. Some newspapers had photographs in the front pages. Nevertheless, the photographs that were studied had portrayed 'personal photographs' rather than photo of an incident of accident. Most of the newspapers had personified photos which were often blurred and small sized. During the study of 90 issues of newspapers published in Morang, the result was that only 64 had carried photos. The photos were almost common photographs that could be found everywhere (for example: photographs of King and Queens and routine photos of political leaders). Only three photos were found related to women issues. Moreover, photographs printed were not much inspiring.

Besides, people believe what they see more than what they read. For this reason, a photo, if printed in a newspaper, plays important role in convincing public. Women issues are sensitive issues. If the issues are considered properly, they can motivate people against crime on women.

The study revealed that photojournalism had little or no places in the newspapers of Morang. On the other hand, most of the photos were blurred and of unusual size (passport size). Morang district lacked good photojournalists. Similarly, the use of normal black and white printer is compulsion in the area due to financial constraints. Some of the published photos were also brought from other sources referred as "source photo".

Photos on newspaper generally need caption to make people understand the issue exactly. Captions are used occasionally and the languages are often vague leading readers toward ambiguity. For instance, out of three photographs found on women issues, a picture of a woman carrying her farming tool "DOKO" was shown. The caption below read "Photos speak for themselves" (Purwajyoti Weekly, 2061, Aswin 11). But, it was also evident that the photo was

taken from another source. This, in fact, confuses us why the editor has used photographs from another source without use of good caption.

Further, the study disclosed that out of 90 issues studied, most the photographs were to promote some specific people. This shows that newspapers are more concerned with personal popularity rather than public interest. In addition, most of the issues were without any photographs.

Reasons behind lack of publication of photographs:

1. Lack of manpower
2. Insufficient investment/ financial constraints
3. Lack of public awareness
4. Lack of infrastructure

Chapter Eight: *Content Analysis of coverage of women issues*

8.1. Analysis of women news (also violence women news) in different newspapers of Morang

This content analysis is of women issues covered by five different news paper of Morang. Analysis is done in order to find out the types of news on women covered by local media and their emphasis on women news. Five randomly selected media content is studied. One month publications (Ashad 2063) is analyzed in order to explore the types of women issues these media cover.

8.1.1 Table: Content analysis of News/Articles on Women

Date	Name of Newspaper	News/ Articles	Page no. on newspaper	Remarks
Ashad 32, 2063	Udghosh Daily	Nari Pratiko Herai(article)	Second page	News on achievements
Ashad 4, 2063	Sandesh Daily	Mahila adhikar Sambandhi Chalpal	Second page	Neutral news
Ashad 3, 2063	Alkapuri Saptahik	Palunga Ko Nidhan le Uurlabrilai Khseti	Front page	Issue of women achievement
Ashad 22, 2063	Blast Times	Sarpa le tokera Yubati ko Mritu	Front page	Neutral news
Ashad 28, 2063	Udgosh Daily	Mahila mukti ko laagi purano manyata badhak	Third page	Issue of women violence
Ashad 24, 2063	Darshan Daily	Cabin restaurant band garna gyapan patra	Front page	Issue of women violence

Ashad 23, 2063	Darshan daily	Majdur Mahila le upchar payinan	Third page	Issue of women violence
Ashad 13, 2063	Darshan Daily	Samaan sahabhagita ma jod	Second page	Issue of women violence
Ashad 5, 2063	Sandesh Saptahik	Chetana badauna party karyakarta agrasar hunuparne	Front page	Neutral
Ashad 4, 2063	Alkapuri Saptahik	Apanga bhayepani dhriddhin Aasha	Third page	News on women achievement
Ashad 26, 2063	Udgosh Daily	Mahila lai Yatana	Front page	Issue on women violence
Ashad 25, 2063	Udgosh Daily	Pati ko khoji	Front page	Issue of women violence
Ashad 28, 2063	Darshan Daily	Mahila harule upa pradhan mantra lai gyapan patra bhujhaye	Third page	News on women achievement

Analysis of the content Published:

From this content, it is logical to find that only fourteen news/articles were published on women in a month. Plus, most of the news were not published in front pages of these newspapers. This represents magnitude or amount of interest the media gives to women issues. Moreover, one must agree that most of news were published on women against violence rather than achievements.

8.2 Analysis of news published on women of Morang in the national newspapers (capital/Kathmandu oriented newspapers)

This section of study measures the number and types of news published on women issues in the newspapers published from capital city Kathmandu. The study reveals the news appeared in the national newspapers with the dateline of places in Morang. Analysis is of ten newspapers published from Shrawan 19 to Bhadra 19 of 2062 (one month) in national newspapers.

During the study, it was seen that 64 news were published with the dateline of Morang. Out of the news published, most of them were on loot and abduction, accidents. Out of sixty-four news, 15 news were on women issues. And out of 15 news on women issues, five were of women achievements, 6 news were of women violence issues and the rest were neutral.

The following table clearly discloses the number and types of women issues news published on national newspapers with the date line of places in Morang:

8.2.1 Table: Women Issues published in National Newspapers

Sn	Name of Newspapers	Date	Headlines	Nature of News
1.	The Rising Nepal	19, Shrawan	Women Participate in Peace Process	News on women achievements
2.	The Rising Nepal	21, Shrawan	Jhapa Youth dies in Israel	News on women violence
3.	Gorkhapatra	25 Shrawan	Apaharit Yubati Bepatta	News on women violence
4.	Gorkhapatra	26, Shrawan	Dalit Chhatra Sammanit	News on women achievements
5.	Himalayan Times	9, Bhadra	Rihayi ko laagin Pahal	News on women violence
6.	Himalayan Times	10, Bhadra	Jiu Masna Khojne Pakrau	News on women violence
7.	Gorkhapatra	11, Bhadra	Thakkar Bata Mrityu	Neutral news
8.	The Himalayan Times	12 Bhadra	Women Participate in Road Construction	News on women achievements
9.	Annapurna Post	12, Bhadra	Boksi Ko aaropma malmutra Khuwayiyo	News on women violence
10.	Gorkhapatra	13, Bhadra	B.P Pratisthan ma mahila Chikitsak Badhdo	News on women achievements
11.	Annapurna Post	14, Bhadra	Cycle Ryali ma mahila Sahabhagita	News on women achievements
12.	The Kathmandu Post	15, Bhadra	Photo Caption	Neutral news
13.	Gorkhapatra	16, Bhadra	Bechina lageka cheli Phirta	News on women violence
14.	The Rising Nepal	17, Bhadra	Child dies in a crash	Neutral news
15.	Annapurna Post	18, Bhadra	Photo on woman with caption	Neutral news

National dailies/dailies based on Kathmandu had very few photographs published on the women of Morang. The study of newspapers published during a month had eight photographs related to Morang district among them two were on women of the district. The analysis implies that women achievements issues are published less in comparison to women violence issues.

Chapter Nine: *Data collection and interpretation*

9.1 Analysis of the questionnaires (for editors)

1. *What are the issues of your priorities?*

Particulars	No. of Response	Total
a. women	1+1	2
b. Development	1+1+1+1+1+1	6
c. Entertainment		0
d. Political	1+1+1+1	4
e. All the above	1	1

Source: Field survey Total response 13

Result: Most- Development

Least: Entertainment

Women Issues: Less than average

As presented in the table, the majority of responses (46.15%) were towards development issues indicating that developments issues are covered mostly in the newspapers of Morang. Further, average political issues (30.15%) were covered in the newspapers of Morang.

Women issues, on the other hand, were not the major interest of editors/journalist in Morang district. Out of total responses, only 15.38% was for the coverage of women issues, implying that development issues are focused more in comparison to women issues. But the respondents claimed that women issues were often covered enthusiastically depending on the consequence and nature of the issue.

2. *Do you think women achievements issues are covered sufficiently?*

Responses	No. of Response	Total
a. Yes	1+1+1+1+1+1+1+1	8
b. No	1+1	2

Source: Field Survey

Total Response 10

Result: Most claimed the sufficient coverage of women achievement issues

In this context, respondent were asked to indicate whether they sufficiently cover women achievements issues in the newspapers of Morang or not. Overwhelming respondents (80%) were of opinion that Women achievements issues are covered sufficiently in the newspapers of Morang. Out of 10 respondents, 8 answered that women achievements issues are taken with a lot of interest and are covered sufficiently. Even though development issues are of high interest, women achievements issues are also the interest of editors in Morang district.

i. If not, what are the reasons behind the insufficient coverage?

Types of Response	No. of Response	Total
a. Lack of education in Journalists	1	1
b. Lack of access to news source	1+1	
c. Lack of public interest		0
d. Difficult geographical topography	1	1

Total Responses 2

Result: Most- difficulty in access to news source

Least- lack of public interest

This is an addition question for question number 2. The question was asked only to the respondents who, in the previous question, claimed that women

achievement issues were not covered sufficiently in the newspapers of Morang. The question was asked to indicate the reason behind insufficient coverage of women issues. Most of the respondents claimed that lack of access to news source was the major cause behind the insufficient coverage of women issues.

2. *What are the issues on women you frequently cover?*

Responses	No. of response	Total
a. Violence against women	1+1+1	3
b. Women development/achievements	1+1+1+1	4
c. Women backwardness	1+1+1	3
c. Women lacking education	1+1+1	3

Total Responses 13

Result: Most- women development/achievements

Least-Women backwardness/violence/education

This question was asked in order to find out what sorts of women issues are faced and covered frequently by the editors of Morang. The question was intended to find out the editors opinion on the coverage of types of women issues. Large number (30.76%) of the responses was that women achievements issues are faced and covered frequently in the newspapers of the district. There was a little difference between the coverage of women violence issues and women achievements issues indicating that both the issues are often covered in the newspapers of Morang district.

3. Do you follow-up the Women issues?

<i>Types of Response</i>	<i>No. of Responses</i>	<i>Total</i>
<i>a. Yes</i>	1+1+1+1+1+1+1+1	8
<i>b. No</i>		0
<i>c. Sometimes</i>	1+1	2
Total Responses		10

Result: Most- Yes

Least- No

The question was asked with the intention of finding out what degree of interest was given to the women issues by the editors of Morang. The sole aim of the question is to identify whether women issues were followed up or not for sufficient coverage. Most of the responses (80%) were that women issues are followed up in the newspapers of Morang district.

5. What are the main sources of women issues for your media?

Particulars	No. of Responses	Total
a. Reporters	1+1+1+1+1+1	6
b. News agencies	1+1+1	4
c. Local persons	1+1+1+1	4
d. Political parties	1+1+1+1	1
e. Officials	1+1+1	3
f. Others	1	3

Total Responses 21

Result: Most- Reporters

Least- Others

The intention of this question was to find out the types of sources for which newspapers of Morang are dependent upon. The underlying purpose of the question is to identify the sources from which the news on women issues come

from. The response was that most news on women comes from the reporters. Similarly, local person, political parties were also the major sources of news for women issues. 28.57% of responses went for the reporters and only 4.76 % responses were for others sources of news. Similarly, news agencies and local persons contributed 19% of total news sources.

6. *What are the problems for your media in coverage of women issues?*

Particulars	No. of Responses	Total
a. financial	1+1+1+1+1	5
b. Inaccessibility to information	1+1+1	3
c. Low interest of readers/audiences		0
d. Public unawareness	1+1+1	3
e. Lack of proper education among journalists	1+1	3

Total Responses 14

Result: Most- Financial constraints

Least- Problem of information access/Low interest of readers

The sole aim of this question is to find out the problems that are faced by newspapers of Morang for the coverage of women issues. Most of the respondents claimed that financial problem in the major constraint faced by editors/journalist in Morang district. Although the respondents asserted that women issues are covered sufficiently in the newspapers of Morang, 50 % of the responses was that poor financial condition has lacked in the proper and enough coverage of women issues. 0% of the responses for ‘low interest of readers’ confirmed that editors were well informed about the people’s interest in reading issues of women.

7. *Do you think media in Morang can promote women development?*

Particulars	No. of Responses	Total
a. Yes	1+1+1+1+1+1+1+1+1	9
b. No	1	1
Total Responses		10

Result: Most- Yes

Least- No

The intention of this question was to identify the editors' attitude towards the role of media in the development of women conditions. It was found that editors knew well that media could promote the women status. 90% of the responses was that media can play significant role in the improving the condition of women.

8. *What is your educational background in mass communication?*

Particulars	No. of Responses	Total
a. I.A in journalism	1+1+1	2
b. B.A in journalism	1	1
c. M.A in journalism		0
d. Some journalism trainings	1+1+1+1+1+1+1+1	8
Total Responses		11

Result: Most- Some journalism training

Least- M.A in journalism

The main purpose of this question was to identify the knowledge of editors and journalists for the effective coverage of women issues. The responses were that 72.72% of the responses showed that editors/journalists were without course worth education of journalism. None of the journalists (0%) had master's degree in Mass Communication/journalism implying the insufficient knowledge in journalism.

9. Do you think the news items you serve are understood by public?

Particulars	No. of Responses	Total
a. Yes	1+1+1+1+1+1+1+1+1	8
b. No		
c. Sometimes people do not understand	1+1+1+1+1	4
d. I don't know	1	
Total Responses		12

Result- Most: Yes

Least: No

This question is intended to find out the attitude of editors/journalists towards the language they write for public. Most of the respondents replied that the language used in their content is understood by the public. 66% of the total responses was that language used by newspapers are understood by public. The editors/journalists also acknowledged that they sometimes have unclear languages.

10. What do you know about the woman rights in Nepal?

This open ended question was asked to identify whether the editors/journalists of Morang are well informed about women rights or not. Out of ten respondents, most of them reported the idea that they were well informed about the women rights. They asserted of attending several seminars of women rights and knowing the specific details on the women issues.

9.1.1. Interpretation of questionnaire

Thoughts/beliefs of Journalists

Regional editors/journalists of Morang district claim that 'development' issues are their priorities. Despite the fact that content analysis showed political issues were highly covered in the newspaper/media of the region, the editors/journalists were committed in their statement that development issues are their major concern. Women issues are below the average in coverage. A very few entertainment issues are covered by the regional media and international incident are considered with less interest.

Moreover, most of the reporters and editors of Morang supported the idea that women issues as well as women achievements issues are sufficiently covered. Some went against the idea, and gave the reason that because of the access to the news source they were not able to cover women achievements issues sufficiently. These media personal were also strong enough in their view that public of Morang were much interested in the issues of women.

The interviewee who thought that media of Morang had enough coverage of women issues added that women development issues were their first priority. Besides women development, media of Morang were interested in the other women related issues like violence against women, women backward and women lacking education. Class and caste discrimination were the problem the women of the Morang frequently faced. Moreover, dowry system, rape and early marriage were other social stigmas thriving in the district.

Albeit the reporters/editors explained that reporters were the major source of news, the content analysis of the newspapers disclosed that there was high use of secondary sources. Reporters are considered as primary source for newspapers,

but the newspapers of the district sporadically used other national newspapers to fulfill their pages. Most of the political news were often derived from Capital based/national newspapers.

Media of Morang district primarily faced financial problems. The interviewee explained the difficulty of getting advertisement and circulation. As regional media had minimum circulation, it is hard for the media entrepreneurs to sustain their media. Because of this reason, it was obvious to see many newspapers getting closed within one year of their beginning. The editors/reporters were strong enough in their belief that journalists were educated for their chores. In contrary, the analysis of questionnaires divulged that most of the journalists had no formal or course worth education. Most of the journalists working for the regional media lacked formal education. Almost all journalists were working on the basis of some training they went through. None of the interviewee had Master's degree in Mass Communication.

Out of ten editors/Journalists who were questioned, nine claimed that media of Morang could promote women development. One editor opposed the idea telling that there is strong need of electronic media to educate people in Morang. He added that electronic media, in Morang, are fewer in number in comparison to newspapers. Many people in the district are either uneducated or lack access to newspapers. As electronic media are less in number, media of Morang are not so able to promote women development.

The editors/journalists of Morang district believed that the content they served are understood by public without any sort of confusion. But, if we analyze the contents of some newspapers, we can find that many news articles were of verbal ambiguity. Many news and articles were difficult for readers to understand. It was evident that most of the local dailies had grammatical and structural errors. Some news items were not in relation to what the headline said. It was astonishing

to know that one journalist did not know whether the public understand the content served or not. He claimed this idea with the reason that there was no such research performed in the region to identify whether the public understand the contents of media or not.

9.2 Analysis of questionnaires (Local people)

1. Which local media do you use most at home?

<i>Particulars</i>	<i>No. of Response</i>	<i>Total</i>
a. Newspaper and magazines	5+5+5+5+5+5+5+5+5+5+5+4	59
b. Radio	5+5+5+5+5+5+5+5	40
c. TV		0
d. Others (books)	5+4	9

Total Response 108

Result-Most: Newspapers and Magazines

Least: Television

The analysis of the data depicts that 54.62% of people support the idea that newspapers and magazines are their major media for information. Similarly, 37% of total responses went for Radio, implying that radio is the second media in Morang on which people rely for information. Since no local television station is in the district, no response was for the support of television as a source of information. 8.33% of total responses were for other media like books, claiming this media also as an effective media in Morang district.

2. Do you think the media you use sufficiently covers the issue of women achievements?

<i>Particulars</i>	<i>No. of Responses</i>	<i>Total</i>
a. Yes	5+5+5+5+5+5+5+5+5+5+3	53
b. No	5+5+5+5+5+5+1	31
c. I don't know	5+5+5+5+5+3	28
<i>Total Responses</i>		<i>112</i>

Result- Most: Yes

Least: No/ I don't know

This close question was asked to identify the public views on whether enough women achievement issues were covered or not. Out of total response, 43.27% of responses were for agreement that women achievement issues were adequately covered. 27.67% of the total responses were for inadequate coverage of women issues in the print media of Morang district. A very few (25%) responses were that people were ignorant whether women achievement issues are sufficiently covered in the media of Morang or not.

2. i. If not, why do you think they do not cover the issues?

<i>Particulars</i>	<i>No. of Response</i>	<i>Total</i>
a. Journalists do not take interest	5+5+5+5+5+5+5+5+3	43
b. Public or society does not take interest		0
c. Government does not take interest	5+5+5+5+5+5+3	33
d. Media/journalist do not reach the spots	5+5+5+5+4	24
<i>Total Response</i>		<i>100</i>

Result- Most: journalists do not take interest

Least: Public/society does not take interest

This additional question is distributed to respondents in order to identify the reason behind insufficient coverage of women achievements issues. Out of total responses, 43% of respondents responded that lack of proper interest by media and journalists, women issues are not covered sufficiently. 33% of respondents claimed that government initiation is lacking in the adequate coverage of women achievements issues. Because of no response for 'public and society not taking interest', it can be identified that women achievements issues were highly interesting issues to be read by public in Morang.

2. ii. *If yes, what types of violence against women they frequently cover?*

<i>Particulars</i>	<i>No. of Response</i>	<i>Total</i>
a. Rape	5+5+5+5+5+2	27
b. Social discrimination	5+5+5+5+5+1	26
c. Dowry system	5+5+5+5+2	22
d. Beating/killing	5+5+5+5+5+2	27
e. Others		0

Total Response 102

Result- Most: Killing/Beating

Least: Others

This was also an addition question to former question. This close question was forwarded to respondents in order to find out the types of violence that are often covered by the print media of Morang district. Most of the responses (26.47%) was for rape, implying that rape was the most violent issues covered by the print media of the district. Similarly, 25.69% of responses were for 'social discrimination', stating the issue as second for preference by media. The response for the media coverage of 'beating/killing' was equal to that of rape, making the issue one of the prime coverage by print media of the district. 'Dowry System' is another important issue covered by the media of Morang.

4. Do you find media following up the issues of violence against women?

<i>Particulars</i>	<i>No. of Response</i>	<i>Total</i>
a. Yes	5+5+5+5+5+5+5+5+5+1	46
b. No	5+5+5+5+4	24
c. I don't know	5+5+5+5+5+5+1	31
Total Response		101

Result- Most: Yes
Least: No

The aforementioned question was asked to analyze the point whether the print media of Morang follow-up the women issues or not. 45.54% of responses was for agreement that media of region do follow that women issues regularly. On the other hand, 23.76% responses were for disagreement that women issues were not followed up by the regional media. Besides, 30.69% of total responses were for ignorance, implying that many respondents did not know whether the media of Morang follow up the women issues or not.

5. Has violence decreased after the media coverage of violence against women?

<i>Particulars</i>	<i>No. of Responses</i>	<i>Total</i>
a. Yes	5+5+5+5+5+5	30
b. No	5+5+5+5+5+4	29
c. I don't know	5+5+5+5+5+5+5+5+3	43
Total Response		102

Result- Most: I don't know/Not sure
Least- Yes

The question is asked to analyze the effect of media. 29.41% of responses were that violence against women in Morang district has decreased after the media cover those issues. 28.43% of total responses were that media were not effective in the control of violence against women. But, most of the respondents (42.15%) were ignorant of the idea whether media helped in the control of women violence issues or not.

6. *Do you think media should cover and follow up the issues of violence against women? Why?*

7.. *Do you understand the news that is carried in the local media?*

<i>Particulars</i>	<i>No. of Response</i>	<i>Total</i>
a. Yes	5+5+5+5+5+5+5+5+5+5+5+3	58
b. No	4	4
c. Sometimes I don't understand	5+5+5+5+5+5+5+3	38
Total Responses		100

Result- Most: Yes

Least: No

This question was asked to identify the public opinion on the language used by the print media of Morang district. 58% of total responses were that public understands the language catered by the local media. 4% of respondents claimed that they do not understand the language used by the media of the district. Similarly, 38% of respondents asserted that they sometimes do not understand the languages catered by the print media of the area.

8. Do you face the following problems in the news carried by the local media?

- i. *Difficult to understand grammar and structure*
- ii. *Difficult to understand the meaning of news*

a. I sometimes face both of above	5+5+5+5+5+5+5+5+5+5+5+5+5+3	73
b. I never face both of above	5+5+5+5+5+2	27

Total Responses 100

Result-Most: Sometimes difficult to understand both the grammar and meaning

Least: Never face difficulty in understanding grammar and meaning

Overwhelming of responses went for the idea that grammar and structure is difficult to be understood in the print media of Morang district. 73% of respondents recorded that grammar and structures used by the print media of Morang are often difficult to understand by general public. On the other hand, 27% of responses were that grammar and structure catered by the media of Morang are understood.

9.2.1 Overall Data Interpretation

The questionnaires were distributed to 100 individuals from random location. Most of the respondents described local newspapers as their main source of information. Local radio is their second interest for gathering information. The respondent further asserted that the media they prefer do cover the achievements of women to some extent. Some believed very much lacking of women issues in the media of Morang whereas others were ignorant whether the media of Morang covered the issues of women or not. The ones who claimed that the media they use (newspapers and magazines) do not sufficiently cover the issues of women referred that lack of journalist interest was the major reason behind insufficient coverage of women issues. Despite the high interest of public/readers on women issues, the media the district did not cover all the issues. It was also analyzed that lack of Government support on media was another reason behind insufficient coverage of women issues.

Some people, who supported the idea that the media they used sufficiently covered the issues of women, further noted that 'beating and killing' was the main problem that the women of the district are facing. Rape, social discrimination and dowry system are other social stigma flourished in the region.

Most of the people didn't know whether the media of Morang follow-up the issues of women or not. Moreover, they were also ignorant whether the violence of women increased or decreased after media coverage of such issues. Some of the respondent stated that media should follow-up the issues of violence against women in order to reduce the quantity of violence against women. This shows that people tend to know the impact of media: impact that a media can help in reducing the violence against women.

The problem of language or understanding the content of media is another problem that has thrived in the media of Morang. Some people claimed that they had no problem in understanding content of media. But, most of them faced the problem of understanding content and structure of news. Moreover, during the content analysis, many verbal and meaning ambiguities were divulged (that has been discussed in previous unit).

Chapter Ten: *Findings, Conclusion and Suggestions*

10.1 Review of problem

The history of local media of Morang comes along with the history of national media. The developments of local media seem positive and flourishing till date. However, the quality of news publication and broadcasting on local media is not better than the news published in nationally published media. The hypothesis that women achievements issues are not covered adequately in local media is logically true. Women violence issues are focused more than their achievements.

Even though general women issues are covered in the local media of Morang, women achievements issues are rare in the contents. But there are several problems faced by local media in the insufficient coverage of women achievements issues. The study has revealed that editors and journalist of Morang do not openly accept the fact that women achievements issues are negated.

10.2 Conclusion

The following conclusions were established from the study performed.

1. Women achievements issues are often ignored by media even though this issue is of high public interest. Political and development issues are at high priority for the editors/journalists. Although women violence issues are covered sufficiently, issues of women achievements are not satisfactorily covered. Local reporters are the main source of news in the coverage of women achievements issues. But these reporters' frequent lack access to news source has resulted in

dissatisfactory coverage of women issues- both violence and achievements. Many rural areas of Morang are out of reach of journalists.

2. Lack of education on women issue, lack of mass communication education and financial constraints are the primary reasons behind the poor coverage of women issues (both violence and achievements issues). Some other reasons like lack of access to news source, plagiarism, lack of care in language used by media, poor follow-up news are also creating problem in the proper coverage of women issues.

3. Local media of Morang seem to lack appreciable quality. The reporters and publishers are more concerned to quantity rather than quality of their media. Most of the news or views published are not so interesting and informative. Lack of attention could be seen in the language used in the media. All these reasons have blocked proper coverage of women issues.

4 Violence like beating, caste discrimination, dowry system and killing are major type of violence that the women in the region frequently face and are frequently covered by media.

5. Almost all journalists/publishers know that media in the region can help promote women development. They asserted that newspaper and magazines are the most influential media that could help in decrement of violence led to women.

6. The local media of the district are facing economical problems in the coverage of not only women issues but also to the coverage of other issues. Government and other non government organization are not much interested in the development of regional media of Morang. Similarly, regional government has not significantly considered the issue of upgrading the manpower for the development

of local media. The local media have to depend on their sales but because of poor circulation and market these media often face financial crisis.

7. Most of the journalists and editors work without proper education of mass communication or journalism. No women journalist and photo journalists were found working for the local media. As a result, the media of this region use very few photographs related to news. Most of the newspapers are not regular in Morang district. Many newspapers/magazines are published only during certain important occasion. Design and layout is not cared much. Poor circulation is the striking reason behind poor design and layout.

10.3 Suggestions

The study has allowed the researcher to go for following suggestions:

6. If the journalists are to be educated in women rights, they can effectively cover the issues of women, emphasizing women development and achievements.
7. Local journalists do not get to the spot of incident on time for the coverage of women issues. So, the government can facilitate journalists by providing them some sort of communicating vehicle.
8. Local media are highly considering political issues rather than local women issues. It is necessary that more interest be taken on local women and violent issues believing that national media are there for the coverage of all political issues. The more interest on regional women issues could help in amelioration of women lives.

9. News are rarely followed up in the region. Hence, the local journalists have to consider the case of following the news of women that have high consequences, and that can encourage other women for achievements.
10. The circulation of the media in Morang is very low, resulting in financial crisis. So, it is necessary that the local media and government promote public conscience of purchasing newspaper/magazines.
11. As most of the journalist/publishers are without course worth education of mass communication, it is essential for journalist/publishers to gain knowledge on mass communication/journalism for better publication of news and views.
12. Many newspapers/magazines are published irregularly. So, it is suggested that the media enthusiast of the region should stop their cash earning tactics of 'occasional publication' and cover all the incidents and accidents of the area.
13. Languages used in the contents are often difficult to understand. As a consequence, people are having hard times to understand many news and views published in local newspapers/magazines. It is recommended that editors/journalists seriously take care of languages and grammar they use in their contents.
14. Photo journalism seems to be lacking in the local media of Morang. As photographs play important role in creating public awareness, the local media should consider of appointing photo journalists for their media.
15. The media of Morang can play a vital role in the control of violence on local women. So, it is essential that the media bring certain programs to aware public about the negative consequence of violence.

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Annex

Questionnaires for Journalists/editors

Name of editor:

Qualification:

Questions are in Nepali and English. Two different languages are used so that a respondent would not get confused.

(Tick on the answer choices that you prefer)

1. *What are the issues of your priorities?*

- a. Women
- b. Development
- c. Entertainment
- d. Political
- e. All above

2. *Do you think women achievements issues are covered sufficiently in the media of Morang district?*

- a. Yes _____
- b. No _____

i. If not, what are the reasons behind the insufficient coverage?

- a. Lack of education in journalists
- b. Lack of access to news sources
- c. Lack of public interest
- d. Difficult geographical topography

ii.If yes, what are the important issues on women?

- a. Violence against women
- b. Women development
- c. Women backwardness
- d. Women lacking education

3. *Do you follow-up the issues?*

- a. Yes _____
- b. No _____
- c. Sometimes _____

4. *What types of violence do women in Morang district frequently face?*

- a. Early marriage
- b. Caste discrimination
- c. Rape
- d. Dowry system
- e. Others

5. *What are the main news sources for your media?*

- a. Reporters
- b. News agencies
- c. Officials
- d. Local persons
- e. Political parties
- f. Others

6. *What are the problems for your media?*

- a. Financial
- b. Public unawareness

- c. Inaccessibility to information
- d. Low interest of readers/audiences
- e. Lack of proper education among journalists

7. *Do you think media in Morang can promote women development?*

- a. Yes _____
- b. No _____

8. *What is your educational background in mass communication?*

- a. I.A in journalism
- b. B.A journalism
- c. M.A in journalism
- d. Some journalism trainings

9. *Do you think the news items you serve are understood by public?*

- a. Yes
- b. No
- c. Sometimes People do not understand
- d. I don't know

10. What do you know about the woman rights in Nepal?

This last question is asked in order to find out to what sorts of language and tone media use in news coverage.

Questionnaires for the Local people

1. *What media do you use most at home?*
 - a. Newspaper and magazines
 - b. Radio
 - c. TV
 - d. Others(internet)

2. *Do you think the media you use sufficiently covers the issue of women achievements?*
 - a. Yes
 - b. No
 - c. I don't know
 - i. *If not, why do you think they do not cover the issues?*
 - a. Journalists do not take interest
 - b. Public or society does not take interest
 - c. Government does not take interest
 - d. Media/journalists do not reach the spot

 - ii. *If yes, what types of violence against women they frequently cover?*
 - a. Rape
 - b. Social discrimination
 - c. Dowry system
 - d. Beating/ killing
 - e. Others

3. *Do you find local media following up the issues of violence against women?*
- a. Yes
 - b. No
 - c. I don't know
4. *Has violence increased or decreased after media coverage of violence against women?*
- a. Yes
 - b. No
 - c. I don't know
5. *Do you think media should cover and follow up the issues of violence against women? Why?*
-
-

6. *Do you understand the news that is carried in the local media?*
- a. Yes
 - b. No
 - c. Sometimes I don't understand
7. *Do you face the following problems in the news carried by the local media?*
- i. Difficult to understand grammar and structures.
 - ii. Difficult to understand the meaning of the context
- a. I sometimes face both of above
 - b. I never face both of above