

#### Potential for Women in Media careers

- Radio and TV networks are continuously expanding, as well as Online journalism, thus creating more opportunities for women.
- New newspapers and magazines also keep appearing from time to time.
- Education is spreading and the rate of illiteracy is decreasing, which means the spread of more information and more media products.
- The number of female students in Mass Communication teaching and training institutions have increased, which means more women can contribute to the media industry upon finishing their education.
- As women constitute a little more than half the population of the country, increasing competition among media organizations will result in more emphasis on the incorporation of women in media organizations.
- More women in the media means a better chance for women to achieve high positions in media organizations, and they will be able to do more for the betterment of women through the media.
- Increasing awareness among women who use the media will be instrumental in changing the attitudes of media managers and other professionals.

# More Women in Media

## From Awareness to Advocacy



EMBASSY OF DENMARK  
**DANIDA** INTERNATIONAL DEVELOPMENT COOPERATION

  
Uks-A Research, Resource & Publication Centre

“When women thrive, all of society benefits, and succeeding generations are given a better start in life.”

Kofi Annan

A career in the media has become one of the most sought after and acclaimed professions across the globe today. They provide lucrative opportunities as well as promote progress and awareness.

Over the years, women have become an integral part of media and communication jobs. Journalism, radio, television and many other work environments that were less woman-friendly have undergone a significant shift. With the passage of time, the attitude and opportunities for women in the media have improved greatly.

As a result, there are a large number of women working in the media industry in Pakistan today. However, a social barrier still exists between

Pakistani women and media related professions. Therefore, it is important to question and consider the reasons women have for not joining the field, and it is even more important to counter these obstacles.

This information is intended to encourage people to look past the negative perceptions and assumptions associated with the field. It intends to make people recognize the equal opportunities that await women in media careers, and to encourage them to break free of the previous social stigmas associated with the field.

In opportunities where the sky is not the limit, but just a start - there is only one direction to take: forward.



#### PERCEPTIONS ABOUT WOMEN WORKING IN THE MEDIA

- There is a low percentage of women in the print media.
- Gender discrimination is prevalent.
- ‘Soft’ stories are assigned to women.
- Overall lack of opportunities.
- Women are not given the opportunity to make decisions.
- A lack of progression and growth results in few women making it to the Editor’s desk.
- Families have reservations about the tough time schedules and claim that a career in the media will not facilitate transport etc.
- Cultural rigidity – Patriarchy and lack of social acceptance.
- Objectification of women by the media.
- Workplace harassment.
- Lack of basic necessities at the workplace, such as adequate washroom facilities.
- Discouragement by male colleagues.
- Stereotypical mindsets, pressure groups and the glass ceiling effect.
- Biases of the people holding decision making posts.