

UKAAS - The Reflector E-Newsletter Fall / Winter 2017



Uks Research Resource and Publication Centre

Empowering Women within and through the Media!

License to Kill – Through Language

Gender-propelled language and connotations are very common in our society. Sexist words and phrases are thrown around constantly, in public and in private, irrespective of the damage they cause. Ironically, almost all of this sexist, misogynistic vocabulary revolves around women, their behaviour, their manner of dressing, and their anatomy. Even terms denoting a woman's maternal relatives, e.g. sister, brother, etc., are used as terms of abuse and humiliation in a major South Asian language. Men and boys are taunted by words such as 'sissy', not simply meaning girlish, but weak and cowardly (as women are supposedly thought to be) according to male chauvinist thinking. Here is the anomaly; there is no shame in a girl behaving 'like a boy', but if a boy or a man is seen to exhibit what are presumed as feminine traits, he is maligned and shamed by his peers. For example, boys who choose to take up dancing as a profession are still not quite accepted as 'one of the boys' by macho mentalities.

Terminology says a lot about societal values; the hypocrisy and double standards. On the one hand, we find communities where men kill anyone whom they imagine has dishonoured the women of their family. These same men, however, readily abuse those same women on a daily basis through the use of words and phrases that certainly do dishonour women. Language, therefore, clearly reveals the prejudices and biases of society or groups within society.

As civilization has progressed, women's role in society has also changed exponentially, yet language has not kept stride. Words and phrases meant to demean women are among the major factors that contribute to sexism and misogyny in our world. The many abusive, offensive, insulting and negative words related to women work as an almost unsurmountable barrier to gender equality. How can men consider women their equals and continue to use subjective words that reflect on women such as 'sissy' and sala, to say the least, in their day to day language as terms of abuse?

No doubt sexist language developed through a period of human history when men did rule the world. But times have changed and how women and men perceive each other must change too. Globally, women are challenging the status quo, and we in Pakistan must also take up the cause. There is the need to speak up, to protest and bring out into the open how language itself is used to oppress and subjugate women. All of us must play a part in challenging language norms, and changing or discarding misogynistic terms and words. We must acknowledge sexist terms for what they are, abusive of women, and refuse to allow their immersion into all discourse spoken or written. Narratives that aim to humiliate women must be loudly and openly challenged by each one of us, whether during private conversations or in the public forum.

Through my work at Uks and at a personal level, I have sought to engage people I interact with, professionals, friends, colleagues, etc., in recognising how strongly the language we use impacts our perception and thinking. Simply because we all grow up learning language as a matter of course, we fail to see how certain words and phrases carry within them insulting connotations to women. Can we think of words that insult men through their blood relationships? In Urdu, the word for a wife's brother is sala but it is commonly used for a person having no value or respect in society. However, the word for the husband's brother is never used in a disrespectful manner, in fact, separate words specify an elder or

younger brother in recognition of their importance in the eyes of a heavily patriarchal and misogynistic society. Despite my efforts, I have found few who appear to understand the implications of misogynistic and sexist language, even among the educated and aware. Most respond by trivializing the issue, others perhaps believe it is 'macho' to continue to use such words and terms. Yet, I haven't given up, and a ray of hope has appeared in the form of an incident where a member of the mainstream media, Shahzeb Khanzada, the anchor of a television programme, snubbed a couple of male guests on the show (politicians) for making sexist remarks and a chauvinistic reference to women. The anchor exhibited a clear awareness of how offensive language and stereotypes not only reflect misogynistic thinking but an aversion to accepting women as equal to men. In addition, how sexist language tends to, and is often meant to, damage women's self-esteem. Well, a voice has, finally, been heard in the wilderness, and I believe in time all of you who are reading this, and certainly everyone in media, men as well as women, will find themselves in agreement that language must now change and offensive words and phrases must be removed from our vocabulary. The media has been seen to have an immediate and direct impact on many societal issues and can lead from the front in removing tainted language from our discourse.

Uks Turns Twenty

December 18, 2017: Uks Research Centre celebrated their 20th anniversary in an informal gathering surrounded by supporters and friends. Past and present partners, colleagues and friends from all over the world congratulated Uks on its achievements and milestones through video comments played at the event. Tasneem Ahmar, founder/director of Uks, shared with guests the story of Uks' journey through the past two decades, the narration being sprinkled with witty anecdotes and emotional moments; "Today, we take pride in saying that Uks has emerged as a pioneer, and a leading force to improve the portrayal of women within and through the media."

Uks was founded in December 1999 with a promise to 'Empower Women through Media', and to mirror a neutral, balanced and unbiased approach towards women and issues facing them, within and through the media.

As a first of its kind research, resource and publication centre in Pakistan with a focus on women and media, Uks has come a long way. Be it generating awareness and changing perceptions among the masses over women and gender related issues through exclusively produced radio programmes and digital stories, or advocacy and training of media professionals and students for gender sensitivity in media content, or monitoring the media and developing the code of ethics and guidelines for gender sensitive media reporting, Uks has made innumerable successful efforts with positive outcomes. Though women-media relationship and gender sensitive reporting remain Uks's main area of interest, the organization has also carried out activities on issues such as democracy, good governance, violent extremism, peace-building measures, health, education, and above all, human rights. On this auspicious occasion Uks produced a



digital story on the milestones it has achieved in this twenty-year journey. ([Watch here](#))

Uks's Annual desk diary was also launched at the event. The title of the 2018 diary is 'Women of Pakistan: Reflections from Yesteryears'.

The event was attended by 40 participants including, Tahira

Abdullah, Isra Wasay (CEO Chai Khana), Uzma Haroon (Director SDPI), Farhan Bokhari, Naheed Aziz, Gulrez, Dr Rakhshanda Parveen, Raheela Saad (Member GCC NDMA), Wajid Zulqarnain (PM of Media Dep. SZABIST), Imran Rizwi (RIZ Consultants), Samia Liaquat (Group Head PPAF), Asif Farooqi (BBC), Rana Jawad (Geo News), Amir Mateen (92 News).

Media Coverage:

Daily Times – 19th December, 2017

[‘Empowerment of Women: Media urged to play due role to achieve targets’](#)

Dawn – 19th December, 2017

[‘Implementation of code of conduct in media organisations a great achievement’](#)

Uks Research Centre also live streamed on Facebook and our Facebook family shared their wishes on this special occasion.

<https://www.facebook.com/uksresearch/videos/1836866913051459/>

<https://www.facebook.com/uksresearch/videos/1836904429714374/>

<https://www.facebook.com/uksresearch/videos/1836899776381506/>

<https://www.facebook.com/uksresearch/videos/1836837953054355/>

<https://www.facebook.com/shaista.tariq.39/videos/10212681483366603/>

20th Anniversary of Uks in Karachi

Ms Tasneem’s residence, Karachi - 23rd December, 2017

Uks also celebrated its 20th anniversary at Karachi along with launch of the annual desk diary. Ms Tasneem invited friends and like-minded people to the event organized at her residence in Karachi. A short video of the event can be [watched here](#).

**Media Coverage:**

Dawn – 24th September, 2017

[Need to scrutinise women’s presentation on TV stressed](#)

US/Pakistan Professional Partnership Programme for Journalists



December, 2017: Uks, in partnership with the University of Oklahoma, coordinated a visit by a group of American journalists to Pakistan from December 03 to 12, 2017. Headed by University of Oklahoma’s Dean Emeritus of the College of Journalism, Dr. Joe Foote, the group was part of American Outbound Exchange Program to Pakistan. The tour included visits to media houses, think tanks and cultural heritage museums in Pakistan. The group included 10 participants. On their return, the participants shared their experiences through articles and write-ups, as follows:

[It's Christmastime in Karachi - kind of](#)

By Wayne Greene World Editorial Pages Editor, Tulsa World
Dec 24, 2017

Comment: Pakistan is an incredibly misunderstood place. It's a whole lot more than bombs and angry zealots. Visited the grand Faisal Mosque and made a LOT of new friends. An amazing experience. Introduce yourself to another faith. It'll strengthen yours and open your heart and eyes to the beauty of it all. #WeAreOne

[Pakistan - You think you know, but you don't](#)

By David Kelso, The University of Oklahoma

[Pakistan - Hate is a real thing with real pain](#)

By David Kelso, The University of Oklahoma

After my talk on #Pakistan today FOX23 Chief Photographer David Vandever interviewed me briefly, and kindly put together [this short video](#).

By Russell Mills - Dec 21, 2017



[KRMG IN PAKISTAN: CHAPTER ONE - MEDIA IN AN ISLAMIC REPUBLIC](#)

By Russell Mills - Dec 18, 2017

[Journalists pay high price to report truth](#)

By Joy Hampton Senior Staff Writer, Dec 31, 2017
The Norman Transcript

[St. Louis journalists Casey Nolen, Dick Weiss reflect on their media exchange program in Pakistan](#)

By Lara Hamdan - JAN 8, 2018.

Uks participates in DICE Conference

December 20th, 2017- Higher Education Commission (HEC) office, Islamabad

Uks displayed its work in the DICE (Distinguished Innovations, Collaboration and Entrepreneurship) 2017 International Conference on Creative Media and Arts at the HEC Islamabad office. The event was organized by Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST) in collaboration with DICE and HEC Pakistan.

Shaista Yasmeen, Projects Coordinator, represented Uks at the event.



Media and 16-day Campaign against GBV

Uks Research Centre carried out a media monitoring activity from 25th November to 11th December 2017 in order to analyse media coverage on the '16 Days of Activism' in connection with the campaign against gender-based violence. The Uks media monitoring team registered only 28 news items related to the campaign. Details of these news items and the mediums monitored are provided below.

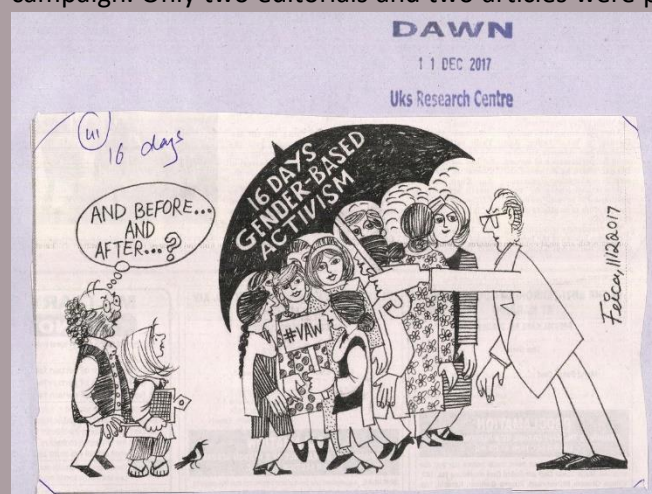
Uks monitored nine newspapers (four Urdu and five English dailies) and a weekly magazine, for a period of two weeks. The table below provides names of the newspapers monitored and the number of news items they published related to the 16 days of activism.

The campaign was given more coverage/space in English dailies (with 21 out of total 28 news items) compared to Urdu dailies. Only those news items were considered for further analysis where '16 days of Activism' was specifically mentioned in the body/title of the news. Most of these news items were actually event based; related to the coverage of some gathering, conference or project launch by government and non-governmental organizations. Only four news items, articles and editorials, were research based.

**IN THE 16-DAY MONITORING
ACTIVITY ONLY 28 NEWS ITEMS
WERE FOUND IN 9 DAILY
NEWSPAPERS**

News-item Type	No. of related news items
Event Based	22
Research Based	4
Others	2

As mentioned above, most of the content remained event reports; there were hardly any features on the campaign. Only two editorials and two articles were published in the 16-day campaign in English dailies, but there was not a single item in the Op-Ed pages of Urdu dailies.



News-item Type	No. of related news items
Reports	22
Editorial	2
Articles	2
Features	-
Pictures	-
Letter to Editor	1
Cartoon	1

Only 10 out of 28 news items mentioned the names/gender of the reporter/writer. Half of these were by female reporters. Both the editorials were written by male writers (*Dawn* and *Daily Times*) while one of the two articles was by Dr Rakhshanda Parveen (a gender expert, activist) published in *Daily Times* on 11th December, 2017. The second article was by David Hales (US Ambassador to Pakistan) published in *The Nation* on 10th December, 2017.

Gender of the Reporter	No. of related news items
Male	5
Female	5
Not Mentioned	18

News regarding the 16-day campaign did not find space on the front or back pages of newspapers. Besides the six news items (2 editorials, 2 articles, a letter and a cartoon), the rest of the 22 news items were found in the inner pages of the newspapers.

Placement of the News	No. of related news items
Front Page	-
Back Page	-
Op-Ed Page	6
Inner Pages	22

The size of the news items related to the 16-days campaign was fairly decent. There were nine news items of a quarter page size, and 11 two-column sized news items out of the total 28 news items.

Size of the News-items	No. of related news items
1 Column	7
2 Column	11
Quarter Page	9
Half Page	1
Full Page	-

Pak-US Journalists' Exchange Programme

The seventh and last batch of Pakistani journalists visited US Newsrooms from September 16, to October 5, 2017. There were a total of 11 journalists, six female journalists and five male, from different cities of Pakistan, including Peshawar, Islamabad, Lahore and Karachi who were selected after a rigorous process of sifting through their CVs, application forms and interviews in the final stage.

The Gaylord College of Journalism and Mass Communication at the University of Oklahoma partnered with the US Department of State and Uks Research Centre in Pakistan to host a three-year journalist news media exposure, training and exchange programme. The programme consisted of seven exchanges with Pakistani journalists to the US, and one exchange with US-based journalists to Pakistan. The programme involved journalists from both countries and provided opportunities to work together and build long-term professional relationships. It



also provided participants with the opportunity to acquire exposure in a variety of media organizations in both countries and learn about media reporting in each other's country. Selected participants spent three weeks in a variety of US newsrooms in different parts of the country. In addition, participants got various opportunities to experience the diversity of life in the US.

Some participants of the last batch from Pakistan have shared their experiences and comments:

Being a journalist, I have learned a lot from this training exchange programme. I have experienced how journalism is practiced in America and what is its quality and learnt ways to improve quality of journalism practiced in our country [Pakistan]. This visit helped me to understand the life of American people, their culture and most of all Pakistan and US relationship. I would rate this visit as being very positive and I would request that such exchange programmes be continued in the future. - Sidra Dar, NEO TV, Karachi.

It was an unprecedented experience for me to visit the US for three weeks; witnessing the new technology, meeting my ideal journalists and feeling the difference. I have been working in Lahore for at least six years but these three weeks changed my perspective on journalism, especially unbiased reporting. I learnt what work discipline means and how it's necessary for success. Being a sports journalist, I had an advantage among my group fellows because Oklahoma University was provided with various sports facilities and had well-trained teams. Although we practice mobile journalism in Pakistan, I learnt a lot of new ways how it's exploited in the US. For example, how to conduct a programme on mobile without using the wire or by



remaining hand-free. My favourite session was learning war and weather reporting – it was matchless! It enabled me to report on crime scenes and floods in Pakistan. On the whole, I'd say it was a unique experience for a Pakistani journalist - SanaUllah, Dunya News, Lahore

Overall the programme boosted my confidence. I am among those female journalists who have never even had a chance to visit other cities of

Pakistan and visiting America was totally unimaginable. I felt so lucky that I got this opportunity. I have visited different media houses in America and seen the respect given by their management to their employees. They hear every idea given by the reporters and give them room to work on it. Their positive attitude and behaviour have given me a confidence boost. I am thankful and request Uks and OU to continue such projects in future. - Nabeela Khalid Sindhu, Express News, Lahore

I belong to DI Khan, Khyber Pakhtunkhwa province where capacity-building opportunities available for Urdu journalists are almost none. This visit helped me to improve my journalistic skills along with ridding myself of preconceived notions regarding America. I was surprised to find that Muslims had freedom to practice their religion there. I have learned that for a good report you need to do a lot of research and information gathering from the institutions who are working on issues. The 'breaking news' culture doesn't give us time to do that in Pakistan however. Due to time constraints we lack quality reporting. This

programme helped me to build relationships with US journalists too and now I am more aware of the happenings there - Farooq Ahmed Khan, journalist Aaj TV, Peshawar.

I am a Crime Reporter with Abb Tak, Peshawar since 2013. My career started as a junior reporter in 2010 and since then I have found my field interesting and full of adventure. In September, I visited the United States of America and during my stay I came across US journalists and found out about their day-to-day experiences. This training exchange visit helped me to interact with them and gave me a chance to share my learning with them as well as breaking stereotypes regarding Pakistan and Pakistani media. - Asif Javed, Crime Reporter, Abb Takk Peshawar.

Visiting Pakistani journalists reflect on journalism in their country, impressions of the U.S.

By Kelly Moffitt, St. Louis Public Radio
Oct 5, 2016

Panel discussion on “Women of Pakistan: Striving for a gender-just future”

Uks organised panel discussions in Islamabad and Karachi to commemorate the International Day of Democracy and 70 years of Pakistan. Speakers for the Islamabad panel discussion included Senator Sherry Rehman, Chairperson, National Commission on the Status of Women, Ms Khawar Mumtaz and Senior Anchorperson on Current Affairs Ms Asma Shirazi. Setting the stage for the panel



a digital story “Women of Pakistan: the Past and Present” was screened [[Watch Here](#)]. Produced by Nabeela Aslam for Uks Research Centre, the digital story paid tribute to the resilient and courageous women who fought against feudal bureaucracy and military dictatorships. Leading movements and raising their voices against the violation of citizen’s rights these women fought parallel battles with misogyny and patriarchal mind-sets.

Khawar Mumtaz remarked “...the struggles of women in the history of Pakistan began long before its independence. All these stories of these resilient and courageous women must be archived. PPP’s Naseem Jehan Begum was the first woman to start a movement for women to have 49 percent of the seats in parliament in the early 1970s”. She also said women’s seats should be filled by elections and not selection. She said women initiated a campaign against the sitting Foreign Minister Mohammad Ali Bogra’s second marriage and that women also succeeded in introducing family laws during the tenure of Ayub Khan. She said the establishment of the Women’s Parliamentary Caucus during the 2008-2013 assembly is also an achievement.

Commenting on the digital story, Asma Shirazi shared that “...small voices [digital stories like these] would all gel together to create noise, loud enough to be heard”. She said more women should join the field of



journalism and [complained] that women are still not allowed to cover some beats such as crime and finance.

Senator Sherry Rehman remarked that “stories of women need to be told and brought to the fore....Most women, even highly educated ones, are not aware of their legal rights. Legislation is the first step towards this awareness....democracy does not

mean that everything would be put to right overnight, it is a constant struggle. It is time for the state and for religious entities to support women’s progress and access to the same opportunities as men, rather than quashing their ambitions. Women being appointed state ministers is just another way of showing they are not capable of holding important and powerful positions.”

The event in Karachi also began with the screening of the digital story followed by a panel discussion. Karachi panelists were human and women rights activist and journalist Ms. Hilda Saeed, Digital rights defender and journalist Ms. Fareiha Aziz and human rights lawyer Ms. Maleeha Zia Lari. Each one of them shared their own take on whether women of Pakistan had progressed or regressed in the last 70 years. It was interesting to listen to the personal and professional experiences of the panelists on the role and status of women in all these years. There was a lively Q&A session moderated by Ms. Tasneem Ahmar. Those present at the event included Zohra Yusuf, Sheema Kirmani, Javed Jabbar, Ghazi Salahuddin, Rumana Husain, Afia Salam.

Location	Venue and Date	Panelists
Islamabad	Islamabad Hotel, Islamabad, 15 th September, 2017	Senator Sherry Rehman Ms. Nabeela Aslam Ms. Asma Shirazi Ms. Khawar Mumtaz
Karachi	Beach Luxury Hotel, Karachi 21 st September, 2017	Ms. Fareiha Aziz Ms. Maliha Zia Lari Ms. Hilda Saeed

Press Coverage of the event at both locations:

- Dawn - 16th September, 2017: [Women should not accept powerless positions of state ministers](#)
- Express Tribune - 18th September, 2017: [Girl Power \(Editorial\)](#)
- Daily Times - 17th September, 2017: Documentary on History of Pakistani Women’s Struggles Shown
- Daily Jinnah - 21st September, 2017: ‘Khawateen kay haqooq kay lie aagahi muhim chalai jaye’
- Dawn - 23rd September, 2017: [Activist Sees Better Future for Women in Pakistan](#)
- The News - 23rd September, 2017: [Celebrating Pakistani Women of Past and Present](#)

Uks-NED (National Endowment for Democracy) Roundtable

Uks, in collaboration with NED, held a roundtable consultation on ‘Depiction of Women in Pakistani TV dramas: Perception vs Reality’, with stakeholders of the drama industry, e.g. actors, writers, directors and



journalists. Among the participants was veteran actor/music director Arshad Mahmud, well-known playwright and actor Khalid Ahmed, and award-winning director Mohammad Ehteshamuddin.

The consultation began with the screening of a digital story 'Kal, Aaj aur Kal' (Yesterday, today and tomorrow),

produced by Nabeela Aslam for Uks that looked at the issues of how women were being depicted in television plays in more recent times as compared to earlier plays produced and broadcast by Pakistan Television Corporation, the state-run television channel. The digital story, while acknowledging that some meaningful and strong women-centric plays have been produced in recent years, identified the regressive nature of most TV plays which seek to push women back to being the chattels of men with no personal agency or power over their own lives. The stereotyping is leading to a negative change in the thinking of the audience who essentially comprise all strata of society, and once again gender equality and women's rights are the main target of this assault on women.

The discussion that followed the screening was both interactive and interesting. Former gender adviser to the United Nations Dr Salman Asif enthusiastically moderated the roundtable.



Comparing the quality of TV plays being produced over the past few years with dramas of the '70s and '80s, Arshad Mahmud said a vast difference could be seen between what was 'preached' then, and now. He also commented, "Although this discussion has started with the depiction of women in Pakistani dramas, we are also taking a holistic look at the Pakistani entertainment media which I think is a very positive aspect of this gathering".

Theatre veteran and mentor, Khalid Ahmed was of the opinion that, "in the last few decades, the technology has grown by leaps and bounds. The means of communication, filming and video have multiplied tremendously. As a matter of fact, creativity can't grow at the same pace as technology. At this stage of our growth, we are mass producing dramas and films, but just because we have increased the number of mass production houses, it does not mean that we can also mass-produce creativity, art, artists, quality directors and producers. In this era of mass production, hundreds of dramas are being produced every year. It is not really possible to have quality artists and hence quality production in every case. So, the channels do it with the help of set formulas. And this doesn't go hand in hand with creativity"



Saife Hassan, Director, Momina Duraid Productions expressed his optimism, saying, "I am very hopeful of the young generation. The young graduates from the universities are more talented than I expected. I would say that we must also involve them in trainings and do something for them as well. But, I also feel that

the curriculum/syllabus of the major universities (media studies departments) is quite inadequate. There is nothing in the courses that can actually enhance the creativity of the students”.

Abdullah Farhatullah, representing the younger generation, felt that we may have achieved independent statehood, but we don't know how to use our independence which is why our dramas (which are somewhat reflective of society) revolve around issues that aren't issues in the first place.



Rasheed Noorani, Director, Indus Valley School of Art and Architecture, commented that more than 90 per cent of drama serials focus on women and marriage. Until awareness is brought about through versatile content, the collective thinking, language and norms within society won't change.



Plays that are emerging as a very new trend were also discussed, for example Udaari, a drama on child abuse. Ehteshamuddin said that the storyline and dialogue of TV plays should seek to carry the audience forward in terms of positive role modelling and progressive thinking. Until this fact is appreciated by the industry, the bar can't be raised.



Saira Ghulam Nabi, Head of Script, Momaina Duraid Productions, HUM TV commented “the content, dialogue, and themes are not going to change for the better until we learn to change the way we approach them. We need to change our tactics and enhance our efforts to bring in more constructive dramas.” The duo behind the successful play Sang-i-Mar Mar, writer Mustafa Afridi and director

Saife Hasan, suggested that dramas should be made on topics relevant to modern society, other than marital issues, and regretted that no one ventures into that territory. Writer Bee Gul said that all stakeholders should be part of such roundtables and stressed that things can not improve when every channel wants to show a crying woman, instead of a strong, independent, and determined one.



Actor Madiha Rizvi said “I think efforts should continue beyond discussing this issue at roundtables. It will take a lot of time and effort. In addition to giving suggestions, I would like to see the suggestions made at this gathering take effect. I myself am trying and I'd like to help and also need help from you all to change things around”. Officials representing their channels blamed the ‘flawed’ rating system for the decline in drama writing while others termed the absence of guidance as one of the reasons.

Khalid Ahmad, in his concluding remarks, added that a plethora of dramas and films are being produced and in mass production, creativity, art, and quality are always compromised. Other recommendations by participants included quantitative and qualitative assessment of audience feedback, an advisory panel for policies, a separate fund for experimental and new content by media houses to break the vicious cycle of ‘ratings’, actors and entertainment media worker unions to influence content and enforce policies,

advertisers practising corporate responsibility by sponsoring constructive and positive content only, and revised syllabus and curriculum in art and drama schools to encourage creativity and responsibility. There was an interesting statistic shared by a writer that 70 per cent of Pakistanis (between age 25 and 35) don't watch TV dramas which is alarming, considering all channels claim to target the youth. Some of the participants hope that the arrival of DTH (direct to home) service will break the monopoly of channels and it is only then that we may find plays being produced on diverse topics, rather than cashing in on the allure of the crying woman!

Media Matters

'Efforts to bring the media onside where issues relating to the representation of women are concerned must gain momentum after the clear message given by a young journalist, Shahzeb Khanzada*, who raised his voice against sexist and misogynist remarks made by guests on his TV show. It was refreshing to see the clear vindication of the stand espoused by Uks for years. Thank you, Shahzeb Khanzada, and we hope others in the field, in fact, all mature, seasoned men everywhere will cease to use terminology that insults, humiliates or stereotypes women.

Women are not to be used as a tool to humiliate or insult, thus, we call on all to urge the media to stop using phrases such as, 'crying like a woman', 'foolish like a woman', 'wearing bangles like women', and so on. Women are not the 'weaker' sex, in fact, research has shown that they can and do carry as a rule more than twice the burden of men by taking responsibility for managing the home, caring for children, elderly relatives, and earning incomes to support the family. If women express emotion by weeping, well, men too have tear ducts and it is natural to cry and unnatural to repress emotion. During training sessions held by Uks, male participants have admitted that they too cry when confronted by pain or hopelessness. Over a period of time, Uks has held many training sessions on various subjects and we have invariably found male participants pinning the blame for every problem on women. Whether the discourse was on HIV/AIDS, violence against women or other social issue, the men would complain that women were at fault. It took much courage for Uks team members to confront their prejudiced viewpoint. We had to force them to acknowledge the role of the missing men in every such story; for example, the entire sex industry would fold up and disappear if there were no male buyers. Yet, words of abuse are accorded to women sex workers but not to the men seeking them out. Why should a woman be blamed for being an unmarried mother but no fingers point to the man responsible for the pregnancy? How convenient it is to blame a woman for getting raped. Either it happened because of her dress code, her mannerism/behaviour, or simply because she ventured out of the home. Again, the onus is placed on the victim simply because she is a female and society is used to oppressing women. How much reprobation is accorded to the predator?



'Our struggle continues in the hope that with each passing day more of us will join in with Uks, Shahzeb Khanzada and others to censure those who fail to respect women in word and deed' – Tasneem Ahmar

- *Aaj Shahzeb Ke sath- Geo News, 13th November, 2017 - Interrupts Mustafa Kamal to avoid using gender biased comments and references. [Watch here]*
- *Aaj Shahzeb Ke sath- Geo News, 24th November, 2017 - [Watch here]*



Baaghi – Drama Serial

"Urdu1's adaptation of model and social media star Qandeel Baloch's tragically short life is aptly named Baaghi or rebel. Qandeel shot to fame with an appearance on Pakistani Idol, a series of sexy videos and an almost surreal encounter with Maulvi Qawi, all of which made clear that Baloch was a woman determined to live life on her own terms. Such defiance, especially such defiance from a woman, rarely goes unpunished in a conservative society like ours and she paid the ultimate price: [she was] murdered at the hands of her own brother in the name of

[so-called] honour.... Just like its namesake, this drama has created controversy since its inception, angering people who think such a focus would only glorify Qandeel's life choices".

<https://images.dawn.com/news/1178087>

THE GOOD

Mufti Abdul Qavi Case / Qandeel Baloch Murder Case

The media played a very positive role by highlighting Qandeel Baloch's murder case while focusing only on the perpetrator. The media coverage (print and electronic) only highlighted Mufti Abdul Qavi while there were very few reports which provided pictures of Qandeel Baloch along with the content. There were also cartoons and packages making fun of Mufti Abdul Qavi but none mentioning or objectifying the victim - Qandeel Baloch.

Positive news stories about women

- Zymal Umar, a 10-year-old girl, won an award for presenting a solution for Pakistan's waste problems; she received good coverage/space in the dailies (both English and Urdu newspapers)
- Sharmin Obaid Chinoy's Emmy award for Best Documentary was given good space in the dailies with large pictures accompanying the reports.



First Ever Courts to deal with VAW Cases only

- The news of the first-ever VAW only courts in Punjab was very positively highlighted. Some editorials and articles were also published on the matter.

Reporting and Coverage on Sexual Harassment

- Very balanced, sensitive and insightful news coverage

The following stories were monitored:

#MeToo Social Media Campaign and Response of Print Media

- Some very positive articles, editorials and features were monitored on the issue of harassment and the #MeToo Campaign.
- Many women on social media shared their experiences using the same hashtag.
- In one case, however, when a female hockey player accused her (male) coach of sexually harassing her, the media failed to highlight the issue suitably or fully. The lack of attention by the media, especially at the time the #MeToo campaign was being given so much space on both mediums of media (electronic and print) is unfortunate to say the least. Only a very few small reports (maximum two columns) appeared in the sports pages of newspapers.
- The issue of Mahira Khan's leaked images with Ranbir Kapoor also got highlighted when Mahira Khan spoke about her experience on Sexual Harassment.
- Sharmin Obaid Chinoy made news when she posted a comment on Twitter accusing a doctor of harassing her sister. The doctor is said to have sent a friend request to Sharmin's sister on Facebook. Sharmin faced criticism for the tweet on both social and electronic/print media.



THE BAD

Entertainment media

The titles of drama serials are gender-biased and are re-enforcing gender stereotypes:

- Naseebon Jali (HUM) – (Born with a bad fate)
- Mein maa nahin banna Chahati (HUM) – (I don't want to be a mother)
- Mubarak ho Rishta aaya hai GEO (Congratulations, a marriage proposal has been received)
- Pujaran (TV1) (Devotee)
- Kambakht Tanno (APlus) (ill-fated Tanno)
- Kalank (Express) (Stigma - of rape)
- Bubbly Kya Chahti Hai (ARY) (What Bubbly wants)
- Piyari Bittu (Express) (Sweet Bittu)



WOMEN'S MEDIA COMPLAINT CELL (WMCC)

Join the Uks campaign!
Change mind-sets. End stereotyping.
Register your complaints with the
Women's Media Complaint Cell (WMCC) through Uks

WMCC provides a forum to the public to register their complaints regarding any gender-insensitive or sexist content seen/heard/read on Pakistani television and radio channels, print media (news and entertainment), social media. The WMCC has a proper structure and mechanism with an advisory board from media and civil society. Through this service, the general public can register complaints through e-mail, social media, the traditional postal service, or via telephone.







Post Pakistan Women Media Complaints Cell, 202, 2nd Floor, Executive Centre, E-11/2-3, Islamabad

Phone + 92 335 0571947

Email info@uksresearch.com

Whatsapp +92 335 0571047

HOW TO FILE YOUR COMPLAINTS

- 1  Monitor newspapers, TV, Radio, Social Media or advertisements for any gender insensitive content
- 2  Write down the name of publication/ channel, date/time of publication/broadcast etc. of any media output that is unfairly portraying women
- 3  Summarize the content of program, what you think is objectionable, and how you think it violates the Gender Sensitive Code of Ethics*
- 4  Report to WMCC by post, phone, email or through social media
- 5  Complaints would be reviewed by WMCC panel at Uks Research Centre
- 6  Complaints would be shared with Pakistan Broadcasting Association (PBA) Pakistan Advertisers Association (PAA), Pakistan Electronic Media Regulatory Authority (PEMRA), Pakistan Press Council (PPC), All Pakistan Newspaper Society (APNS), Council for Pakistan Newspaper Editors (CPNE) and relevant media organizations and the respective producers of the media output

The complaints can be sent to Uks:

- Post| Pakistan Women Media Complaints Cell, PO Box Number 220, Islamabad, Pakistan.
- Phone| +92 51 8430456, or +92 335 0571047
- Email| info@uksresearch.com
- Social media| UksResearchCentre on Facebook or @womenjournalist on Twitter using the hashtag #UksMediaCell

*NOTE: WMCC would address only those complaints that cater to gender insensitive media content. You may review the **Uks's Gender Sensitive Media Code of Ethics** (<http://uksresearch.readyhosting.com/PublicationsPDFs/Code%20Of%20Ethics%20Final.pdf>) to determine the exact violation by the media output. You can also download a copy of the Code of Ethics online through the Uks Research Centre's website. (<http://www.uksresearch.com/Publications.html>)

Uks Research Centre

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