

Gender Representation in the Media

Studies have shown that although the numbers of males and females represented in the media are becoming more equal, women continue to be less visible in news reporting and news magazine writing. For instance, women often cover human interest stories, sometimes called “soft news,” while male reporters cover “hard news,” such as world and local news. In this activity you will look for potential gender bias in the media by examining types of news stories presented by male and female reporters.

	Male Reporters / Writers	Female Reporters / Writers
Number of Stories/ Resource	3/television 5/newspaper 2/news magazine	1/television 3/newspaper 5/news magazine
Kinds of Stories	1. 2. 3. 4.	1. 2. 3. 4.

ACTIVITY

Use a chart similar to the one shown to survey the number of stories you see on television, in newspapers, or news magazines. Count the number of stories presented by male reporters and the number of stories presented by female reporters. Then, in each column describe the kinds of stories that males and females present. Discuss your findings with the class.

EXPRESS YOUR VIEWS

Write a brief analysis of the results of your survey on the types of stories presented primarily by men or primarily by women. Which gender was most represented by feature or lead articles? Which was most represented by “soft news” items?