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INFORMATION AND RESEARCH CENTER



شبكة الإعلام المجتمعي
Community Media Network

EMPOWERING CIVIL SOCIETY THROUGH COMMUNITY MEDIA

Findings of Monitoring Seven Media Outlets Over 28 Months (2018-2020)

February 2021

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Acknowledgements

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1. OVERVIEW

Gender mainstreaming is a major strategy for promoting gender equality, which is not only a fundamental human right, but a necessary foundation for sustainability and development. Achieving gender equality includes ensuring that both women and men have equal rights and opportunities to access and control resources, as well as make decisions at all stages of development and public policies. Nevertheless, it is important to recognize that they have different needs and strengths.

Gender mainstreaming in media goes beyond increasing the participation of women in all media outlets, which means representing and discussing issues, experiences and interests of women and men to achieve gender equality.

As it is known, media can be a factor to promote development and democracy, as it is a vital and primary source from which societies obtain and access information. The role of media outlets is not limited to publishing and transmitting information, as it can be a platform for expression, debate and dialogue, especially radio stations and TV.

There is a clear connection between women's empowerment and media development. While inequality and gender stereotypes exist in social structures and people's minds, media have the power to either spread and perpetuate or improve them. Moreover, the conscious or unconscious biases of many media professionals, both men and women, sometimes have towards one-sided reductionist masculine perspectives are partly due to a lack of capacity to report on women and gender more broadly.ⁱ

In the last few decades, Jordan was able to reduce gender inequality to a certain degree through some legislative amendments as well as campaigns and initiatives targeting social norms. However, this progress has come in the form of small and sporadic achievements over the years, and Jordan has not been able to take the significant steps to improve the status of women and achieve gender equality.ⁱⁱ

The gender sensitivity of broadcasts and newspaper articles can be assessed. Women are often underrepresented in different media sources, not to mention gender stereotyping. Also, gender roles are reinforced through the media, which in many cases, produces content that promotes gender stereotypes and questions women's ability to perform successfully.ⁱⁱⁱ

In Jordan, there are 43 radio stations, of which 14 are governmental. In terms of printed newspapers, there are 32 newspapers, and the government contributes to four of them. Also, there are about 250 licensed electronic news sites, all of which are owned by the private sector.^{iv}

Over three years (2018-2020) the Information and Research Center - King Hussein Foundation (IRCKHF) conducted monitoring to explore the sensitivity of seven selected media outlets to gender when writing any of the news articles or when discussing any topic on the radio as part of the "Empowering Civil Society through Community Media" project, implemented by Community Media Network (CMN) and funded by the European Union in Jordan. This comprehensive report covers the key findings of monitoring seven media outlets over 24 months, with a total of 48 days.

1.1 OBJECTIVE

The overall objective of the project was to strengthen the role of civil society in promoting human rights and democratic reform, and to consolidate participation and political representation, with special attention to women's rights.

The specific objective of this project was to follow up and monitor seven newspapers, electronic news sites and local radio stations in order to monitor their sensitivity to gender when writing any of the news articles or when discussing any topic on the radio.

2. METHODOLOGY

The monitoring examined gender representation in news and current affairs content. This was done through monitoring a sample of the Jordanian media outlets' content, particularly news and current affairs. The content was monitored and analyzed, quantitatively and qualitatively, from gender perspective.

The study was based on UNESCO's gender-sensitive indicators for media. In addition to six individual interviews with the editors of the selected media outlets to present and discuss the initial findings of the media content analysis and to come up with recommendations which were included in the study.

Accordingly, the monitoring used a mixed method approach to generate an in-depth understanding and overview on gender representation in selected media outlets.

2.1 UNESCO'S GENDER-SENSITIVE INDICATORS FOR MEDIA

IRCKHF adopted the gender-sensitive indicators for media developed by UNESCO which aim to contribute to gender equality and women's empowerment in and through all forms of media, regardless of the used technology.^v

The team used the indicators of Gender Portrayal in Media Content to monitor the media content related to news and current issues, by classifying and analyzing media content by gender, concepts of social structure and gender roles, and by evaluating the impact of positive media content on gender equality and justice, or the negative impact resulting from gender-based discrimination. The team made some minor amendments to the sub indicators to cover all the aspects that the project focused on.

2.1 SAMPLE

The sample represented the Jordanian written and broadcast media, its ownership by the public and private sectors, its extent of spread, and its geographical coverage. The selection of the seven media outlets was based on the findings of "Gender Portrayal in the Jordanian Media Content" study produced by 7iber in close collaboration with UNESCO Amman Office.^{vi} The sample included:

- Jordan News Agency (Petra): The official news agency and it is considered the official reference to other newspapers and news sites, established in 1969.
- *Addustour* Newspaper – Governmental newspaper established is 1967.

- *AlGhad* Newspaper – Private newspaper and it is the first independent Arabic daily national newspaper, founded in 2004.
- *Ammon* News website - Private news agency established in 2006.
- *Khaberni* News website - Private news agency established in 2008.
- Jordanian Armed Forces Radio (*Radio Hala*) – *Radio Hala* was launched in 2010 to quickly conquer the market and occupy a high position among the most popular stations in Jordan, according to Ipsos statistics.
- *Radio Farah Al Nas* – A community youth radio affiliated with the Jordanian Hashemite Fund for Human Development (JOHUD), launched in 2008.

2.3 MONITORING PROCESS

In July 2018, IRCKHF tested the methodology and monitored the selected seven media outlets over a random week (5 days). Accordingly, the team made some minor amendments on the indicators. Then, the team monitored the selected media outlets on monthly basis by selecting random week each month and released four monthly reports in 2018 covering 20 days.

From a research perspective, the team did not find many differences between the months even though the days covered each month were selected at random. Therefore, in order for there to be a better comparative analysis, IRCKHF and CMN agreed to conduct the research on a quarterly basis rather than monthly. As of 2019, the quarterly reports consisted of two days of every month for all seven news outlets. Therefore, each quarterly report provided a comparative analysis of 6 days, except the first quarter, which covered the analysis of 9 days as the team monitored the selected media outlets for 5 days in January.

It is worth clarifying here that IRCKHF monitored the morning program of the selected radio stations which usually last for two hours. For the newspapers, the team relied on the digital versions of *Addustour* Newspaper as they provide a full electronic copies online. While for *AlGhad* Newspaper, the team used the hard copies.

2.4 LIMITATIONS

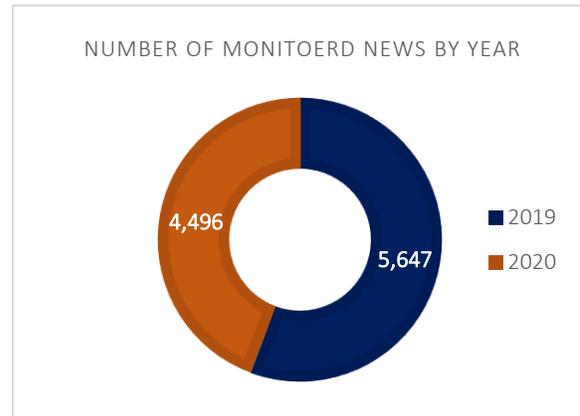
Part of the study included interviews with the editors or the selected seven media outlets, in order to discuss their changes in the coverage of gender issues. Ideally, IRCKHF would have preferred to conduct more interviews with editors to cover all the selected media outlets, and almost all were interviewed with the exception of *Radio Hala* who were unresponsive to IRCKHF's attempts to contact them.

Furthermore, IRCKHF faced some technical issues with the recordings of some episodes of the monitored morning programs of both selected radios. *Farah Al Nas* Radio stopped the broadcast of the monitored morning program for a while in that last months of 2019 and stopped completely in March 2020 for the purposes of development and renewal as reported by the radio management.

3. FINDINGS

3.1 GENERAL FINDINGS

In 2019 and 2020, over 24 months, the team monitored 10,143 media articles from the selected media outlets, as shown below divided by year.



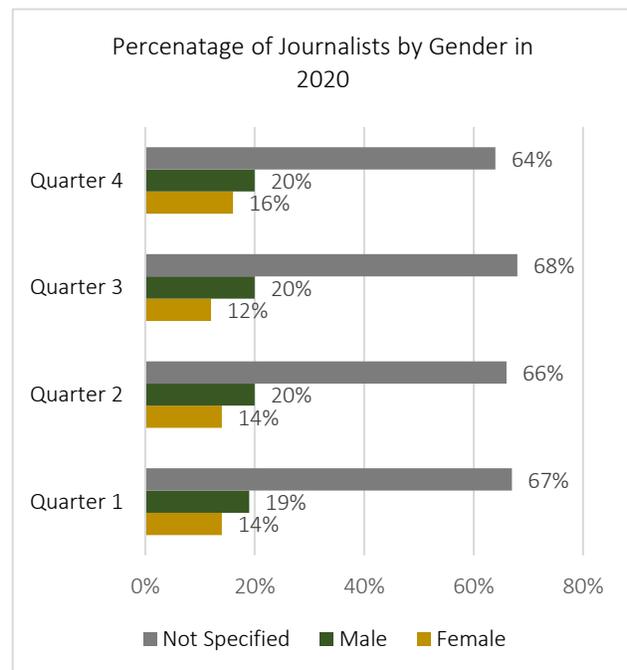
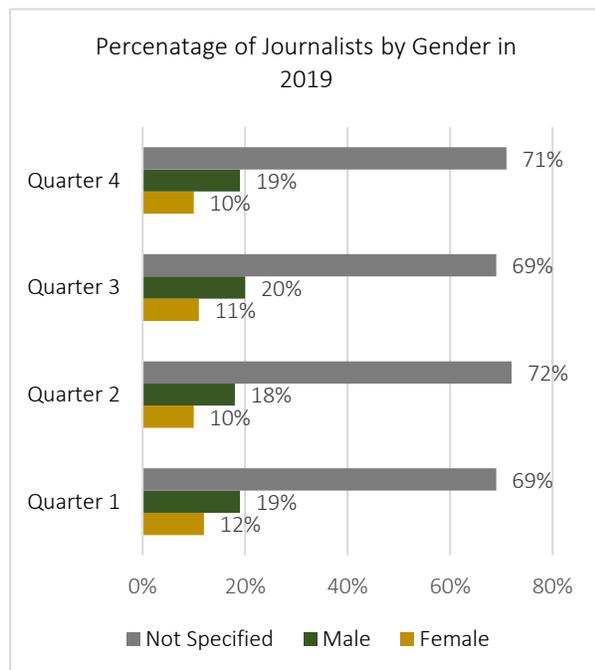
3.2 WOMEN IN MEDIA

Regarding the representation of women in the monitored media outlets, IRCKHF found the following:

Journalists and Media Professionals

Over the 24 months, as shown in the charts below, the percentage of female journalists did not exceed 16%. Noting that the percentage of male journalists ranged between 18-20%. The highest percentage was for those articles that did not revealing the gender of the journalist who wrote them.

In general, the average percentage of female journalists was 12% versus 19% male journalists. It is worth noting here that for the monitored radio stations, the morning program on *Radio Hala* was presented by a male media professional, and as for the morning program on *Radio Farah Al-Nas* was presented by a female media professional.



Based on interviews with the chief editors and some directors of the selected media institutions, the study found that the number of journalists varied from an institution to another based on capacity, ownership

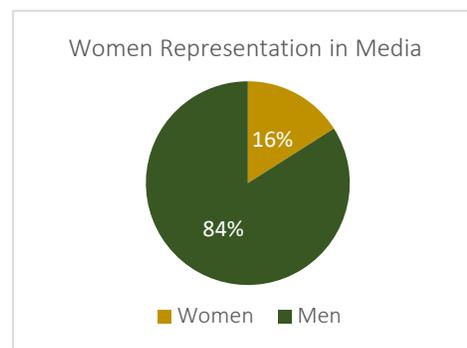
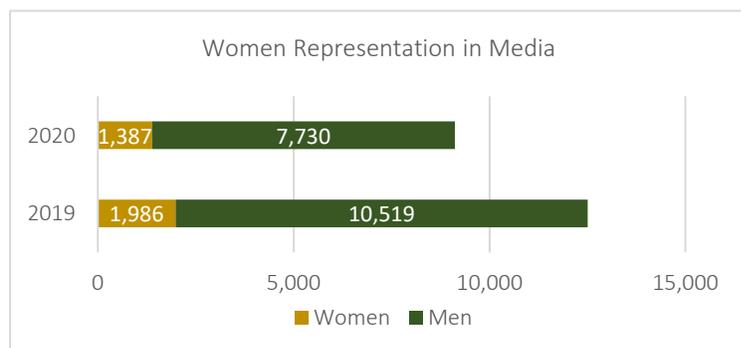
and type. The following are the numbers of employees that the interviewees provided, mostly in 2019, and some of these numbers are estimations:

Media Institution	Total Number of Employees	Total Number of Females	Females in Managerial & Senior Positions and Journalists
<i>Petra</i>	266	56	2 (Managers and seniors) 36 (Journalists)
<i>Addustour</i>	284	35	9 (Managers and seniors) 13 (Journalists)
<i>AlGhad</i>	46	25	25
<i>Ammon</i>	11	4	3 (Journalists) 1 (Editor)
<i>Khaberni</i>	10	3	0
<i>Farah Al Nas</i>	12	5	1 (Director) 3 (Journalists)

Representation of Women

Mentioned, quoted or interviewed

Over the 24 months, women have been mentioned, quoted and/or interviewed in the seven monitored selected media outlets for 3,373 times versus 18,249 for men. In percentages, 16% women versus 84% men.

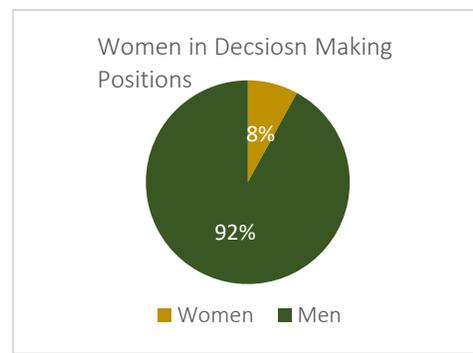
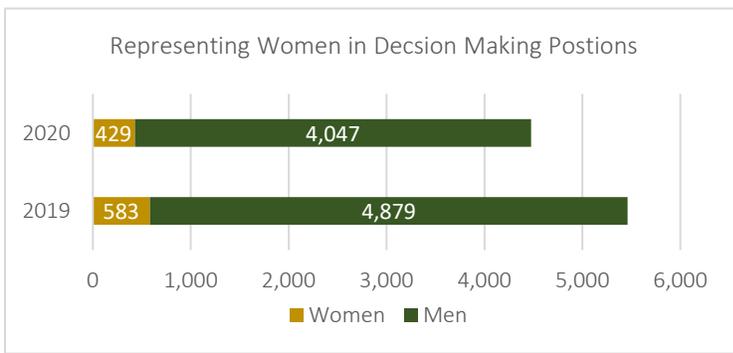


“In general, women representation is still weak, and the media is taking the same pattern... also, media must shed light not only on some of the distinctive works of women, but there is a need to involve women in everything... Our society is patriarchal, it continues to severely restrict women's freedom. Therefore, media should not differentiate between women and men, and women must also help themselves.”

Abdul Majeed Abu Khaled, Chief Editor of Khaberni (February 18, 2019)

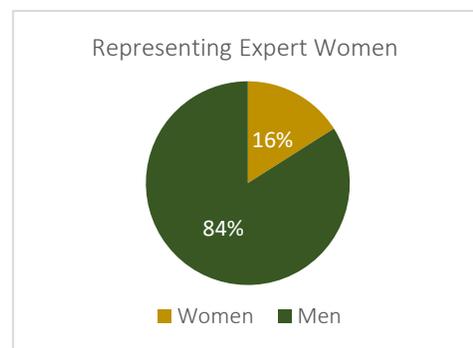
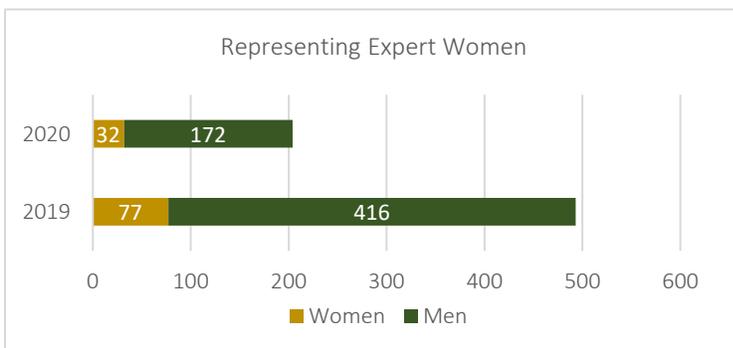
Decision Makers

The monitored media outlets have mentioned, quoted and/or interviewed 1,012 women in decision making positions versus 11,962 men. In percentages: 8% women versus 92% men.



Experts

The study showed that when it comes to experts, the selected media outlets have mentioned 109 women versus 588 men. In percentages: 16% women versus 84% men.



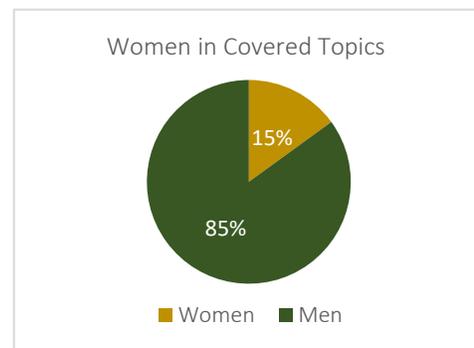
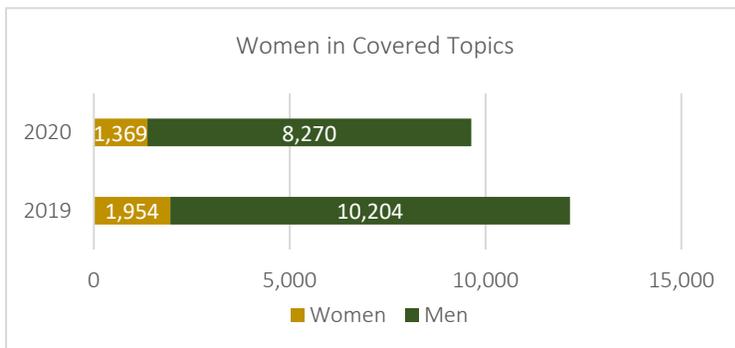
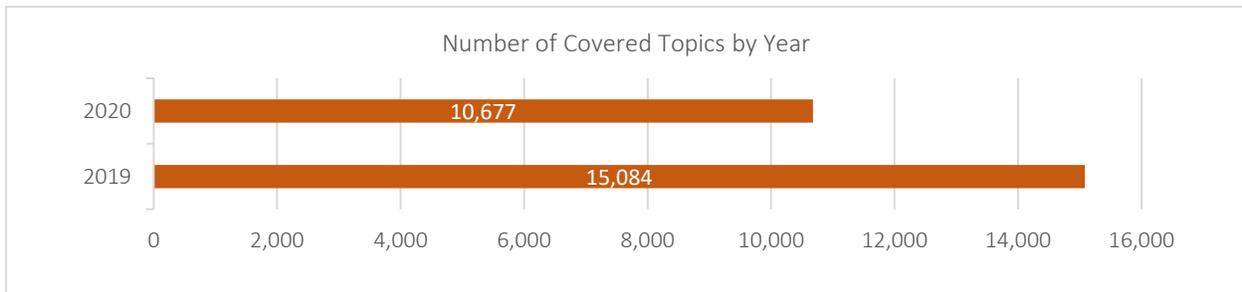
“There is a difficulty in finding female experts, especially in some sectors. For example, in the economic field, it is very difficult to find a female expert, despite the fact that women fill many managerial positions in banks.”

Fayrouz Mobaideen, Assistant General Manager of Petra (3 April 2019)

3.3 GENDER IN MEDIA

As for the topics that the monitored media articles have covered over the monitoring process, there were 25,761 topics. In these topics, women have been represented 3,323 times versus 18,474 times for men. In percentages, women have been mentioned in the covered topics by 15% versus 85% men.

There were few articles that were gender-neutral and covered the topic generally without specifying gender. Furthermore, the percentage of women’s representation in the covered topics also varied slightly from one quarter to another.



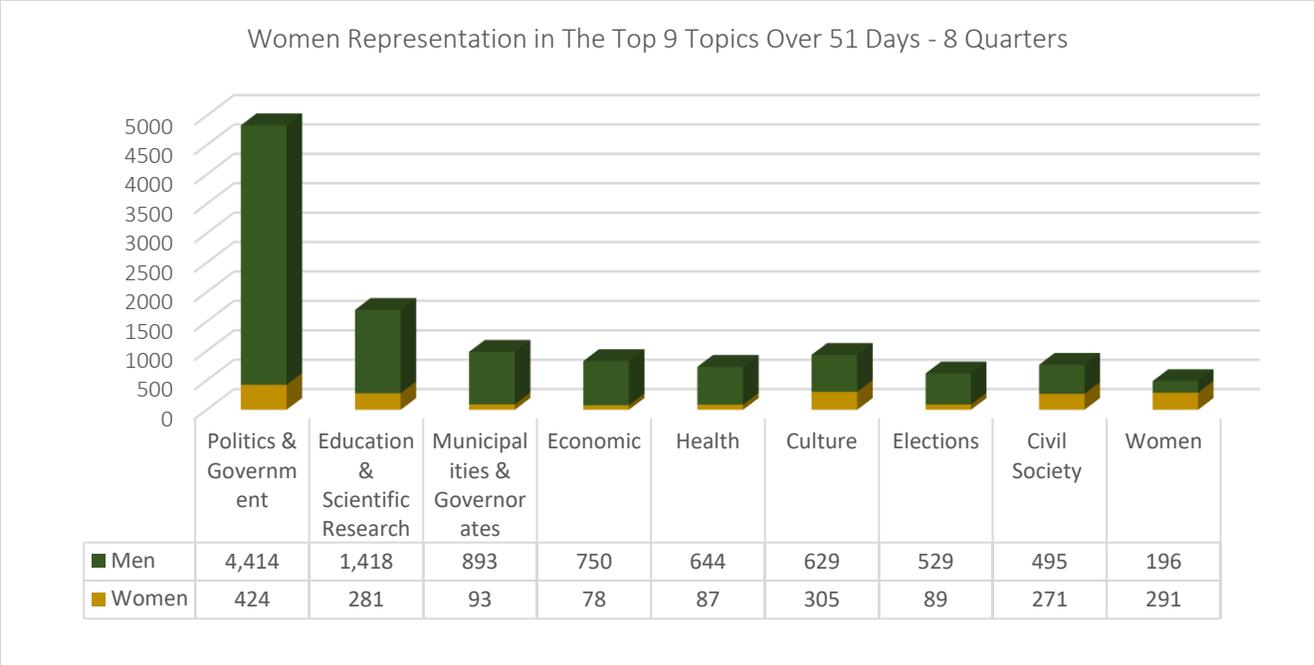
COVERED TOPICS

With regard to the most covered topics, in general, as described in the chart below, women were underrepresented in all the topics that the articles covered during the monitoring process except the topics that addressed women-related issues (291 women versus 196 men). Although women exist in all the fields, their representation is still limited to what is related to them. This may be due to stereotyping of women and the number of female journalists compared to the number of male journalists in the selected media sources.

The following are the top 9 topics that the seven sources of media focused on over the 51 monitored days during the 8 quarters:

“Emphasis is placed on hot issues, monitoring the political and economic general scene, monitoring social media and what is being proposed in terms of ideas and developing a report ... It is important to present material related to a controversial topic currently behind the news (the issue), and priorities are arranged.”

Moshira Al-Zyoud, Chief Editor in Ammon (July 1, 2019)



According to women representation in the covered topics, ‘Politics & Government’ ranked first for 5 quarters. While in 2020, the ranks changed; where the ‘Civil Society’ ranked first in quarter one, then ‘Health’ ranked first in the second quarter due to COVID-19 outbreak in Jordan starting from mid-March 2020. In the last quarter, ‘Culture’ ranked first although the parliamentary elections and 16 Days of Activism Against Gender-Based Violence were the breaking news in this quarter. (To learn more about the top 8 topics in each quarter, see annex 6.2).

Moreover, the majority of the selected media sources, excluding the two selected radio stations, were focusing mainly on political and economic affairs.

GENDER AND WOMEN RELATED ISSUES COVERAGE

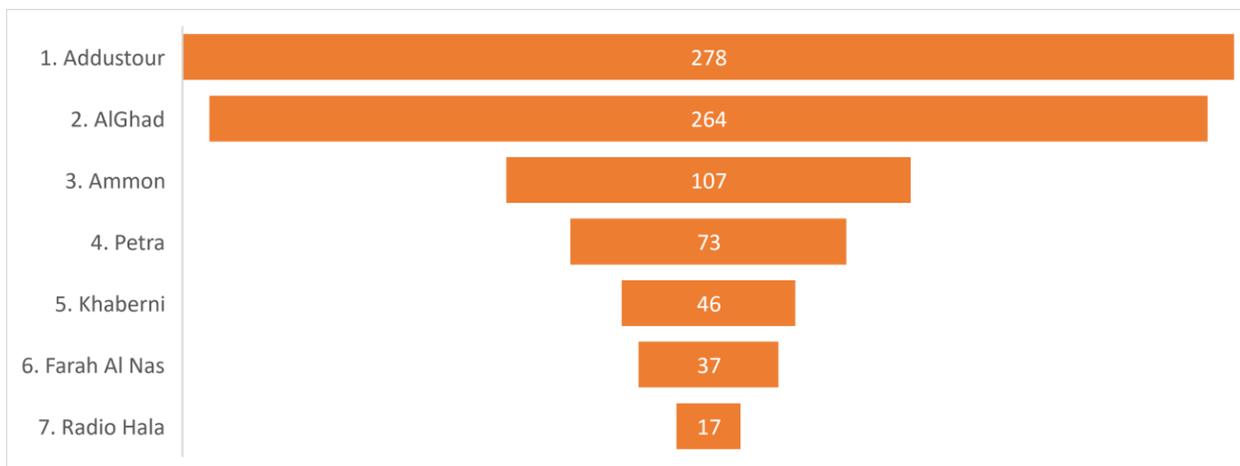
During the monitoring process, IRCKHF did not find any news articles that reflected the discriminatory gender roles of women and men in society.

“There is a negligence. I am talking to you as a person who works in media. I admit that there is a great failure towards covering women's issues and their participation in society.”

Moshira Al-Zyoud, Chief Editor in Ammon (July 1, 2019)

Out of 10,143 news articles monitored over 24 months, there were only 822 women and gender-related news including 43 gender-based violence related news. In percentages, the women and gender-related news during the monitored period did not exceed 8%. Despite the fact that two quarters each year coincided with the International Woman’s Day, Mothers’ Day, 16 Days of Activism against Gender-Based Violence and human rights.

The following is the ranking of the monitored media outlets according to their coverage of gender-related issues:



Briefly, the covered women and gender-related news included:

- News related to **legislation** and gender equality in various fields and the protection of women and girls' rights in general. Among the legislation that have been covered are, for example, but not limited to: the social protection system, the Penal Code, protection from domestic violence, flexible work system, the Social Security Law, the Child Law, the Labor Law, the Election Law, and the Personal Status Law.
- News on **women and gender-related issues** in various fields, including, but not limited to: empowering and enhancing women's economic and political participation, entrepreneurship, development, health, and highlighting women's achievements in various fields such as sports and literature.
- News related to **gender-based violence**. Here, many forms of violence and issues that women and children were subjected to during the monitoring period were covered. Among them: child marriage, domestic violence, violence and sexual harassment. From the cases that the monitoring covered were: Jerash woman (whose husband gouged her eyes), violence against children (including an infant being beaten by her mother, and a child was exposed to sexual violence), and the condemning of bullying against the female with disability candidate in the parliamentary elections. In addition to news related to raising awareness on violence. Also, many of these news included some relevant laws. The word "survivor" and "victim" was also used in many of the covered stories/news.

With regard to the monitored radio stations, it is not fair to compare it with the remaining media outlets, given that the monitoring was limited to one program, which is equivalent to approximately two hours per day. Whereas, as mentioned in the methodology, other media outlets were monitored for approximately 6-8 hours per day.

OTHER IMPORTANT TOPICS

In 2020 and due to COVID-19 breakdown in Jordan, we found that it is important to shed the light on the most important news that the selected media outlets have published; however, we did not monitor them because they were not published in the selected days. The collected list included the most important news that addressed the role that women played in confronting the virus, along with news that reflects the role

of civil society and women in general during the pandemic. (The news can be found in the 2020 quarterly reports – see annex 6.3)

4. CONCLUSION

The study found that there is still a gender imbalance in all the media platforms that have been monitored, both in the public and private sectors, as well as in both audio and written media. That can be shown through the number of gender-related articles, as well as the number of mentioned women in the selected media outlets and number of female journalists.

In general, women are still talking about topics and subjects concerning women, although they appear in all the fields, but their representation is still limited to what concerns ‘women’ as opposed to the issue or topic. This may be due to gender stereotyping of women and the number of female journalists compared to the number of male journalists in the selected media sources.

With regard to gender coverage during the monitoring period, it was clear that the coverage was weak in the selected media outlets in comparison to other news. It is worth noting that most of the gender-related news was either written and prepared by female journalists, or did not reveal the identity of the journalist, with the exception of a limited number of news articles that were prepared and written by male journalists.

5. RECOMMENDATIONS

• TO THE GOVERNMENT

- Implement a comprehensive strategy to modify or eliminate patriarchal attitudes and discriminatory gender stereotypes in collaboration with civil society and religious institutions and figures, in order to educate and raise the awareness regarding the substantive equality of women and men.
- Establish an active website/online directory including all the female experts in different fields, to facilitate the journalist's work in finding female experts in various fields.

• TO MEDIA INSTITUTIONS AND NGOS

- Provide gender training to media organizations and journalists to deconstruct gender stereotypes and equally represent men and women in the media. Capacity building and awareness raising programs should be followed up with a monitoring system to ensure gender sensitivity in reporting.
- Establish a code of conduct that regulates the work of media professionals and journalists, and includes the gender-sensitive media terminologies that they should use. This code of conduct can be issued by a group of civil society organizations in partnership with the Journalists Syndicate.

• TO JOURNALISTS

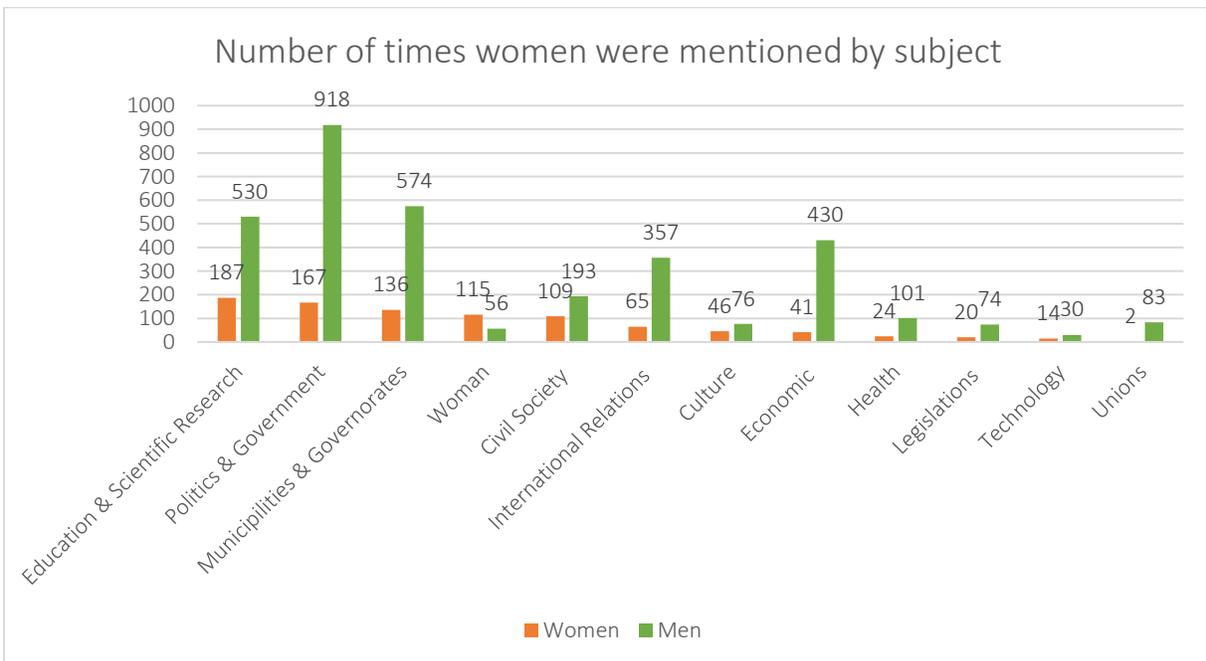
- Put more effort to find female experts in various fields.
- Highlight the role and achievements of women in different sectors at the social, cultural, political and economic level.

6. ANNEXES

6.1 FINDINGS OF 2018

The following are the main findings of monitoring the selected seven media outlets over five months (August – November 2018) for random one week (5 days) each month:

- The team monitored 2,970 media articles in 2018 from the selected media sources within the four months mentioned above.
- Number of journalists was 2,189, where there were 17% females and 25% males, while there was 58% not specified.
- Number of women mentioned in the monitored selected media was 1,288 women vs. 5410 men, 19% women vs. 81% men.
- Number of Women in decision making centers who were mentioned in the monitored articles and media sources was 437 vs. 2,463 men, 15% women vs. 85% men.
- There were 80 women experts vs. 445 men experts, 15% women vs. 85% men.
- Number of women who were mentioned in work and public activity context was 470 vs. 1150 men, 29% women vs. 71% men.
- Number of women who were mentioned in family and social relationships context was 23 vs. 22 men
- Number of women mentioned in the covered subjects that the selected media focused on in 2018 was 1,317 vs. 4,299 men, 23% women vs. 77% men.



- In general, as described in the figure above, women are still talking about topics and subjects concerning them, although they exist in all the fields, they are still limited to what concerns them. This may be due to stereotyping of women and the number of female journalists compared to the number of male journalists in the selected media sources.

- With regard to gender coverage during the monitoring period selected by the IRCKHF team every month, there was gender coverage in the selected media sources (newspapers, news sites and radios). It should be noted that most of the gender articles are both written and prepared by female journalists, or without determining the gender of the journalist; however, a limited number of media articles were prepared by male journalists.
- The proportion of gender or women-related news during the monitoring period in the four months in 2018 did not exceed 15% compared to other news that were gender neutral or masculine.
- There is still a gender imbalance in all the media platforms that have been monitored, both in the public and private sectors, as well as in both audio and written media.
- The majority of the selected media sources, excluding Radio Farah Al Nas, were focused mainly on political and economic affairs.
- AlGhad Newspaper ranked first in covering gender and women-related news, followed by Addustour Newspaper, then the Jordanian News Agency Petra, and the fourth place was for Radio Farah Al Nas. It is worth mentioning here that it is not possible to compare the performance and coverage of daily morning program for an hour and a half with daily newspaper, which is monitored for more than 6 hours if the monitoring was electronically, and covering all the news if we used the printed copies.

6.2 MOST COVERED TOPICS IN EACH QUARTER

TABLE 1: MOST COVERED TOPICS IN 2019 PER QUARTER

Quarter 1			Quarter 2		
Subject	Women	Men	Subject	Women	Men
Politics & Government	96	664	Politics & Government	42	392
Women	80	34	Education & Scientific Research	38	214
Civil Society	62	86	Civil Society	31	89
Education & Scientific Research	47	209	Culture	26	83
Culture	43	95	International relations	17	74
International relations	40	258	Environment	15	46
Economic	29	266	Women	15	10
Health	28	101	Municipalities & Governorates	14	272
Quarter 3			Quarter 4		

Subject	Women	Men	Subject	Women	Men
Politics & Government	69	558	Politics & Government	70	636
Youth and Activists	53	95	Youth and Activists	69	108
Education & Scientific Research	48	262	Education & Scientific Research	54	249
Civil Society	41	57	Women	53	41
Women	41	12	Culture	48	134
Culture	40	107	Civil Society	47	97
Economic	25	189	Environment	22	92
Environment	17	56	Health	18	126

TABLE 2: MOST COVERED TOPICS IN 2020 PER QUARTER

Quarter 1			Quarter 2		
Subject	Women	Men	Subject	Women	Men
Civil Society	54	86	Health	19	224
Politics & Government	51	622	Civil Society	18	46
Youth	45	51	Education & Scientific Research	18	75
Women	35	35	Politics & Government	15	447
Education & Scientific Research	26	162	Economic	11	145
Municipalities & Governorates	18	184	Women	11	8
Environment	17	52	Security	8	57
International Relations	17	92	Youth	7	33
Quarter 3			Quarter 4		
Subject	Women	Men	Subject	Women	Men

Politics & Government	43	609	Culture	123	143
Women	40	27	Elections	68	466
Students	38	45	Politics & Government	38	486
Education & Scientific Research	32	166	Municipalities & Governorates	38	220
Culture	25	67	Civil Society	18	34
Municipalities & Governorates	23	217	Education & Scientific Research	18	81
Heath	22	193	Women	16	29
Elections	21	63	Economic	13	150

6.3 Reports: Links of all the published reports

2020

Quarter One

Abstract in English: [Empowering Civil Society through Media: 2020 Quarter One Report](#)

Full report in Arabic: [Empowering Civil Society through Media: 2020 Quarter One Report](#)

Quarter Tow

Abstract in English: [Empowering Civil Society through Media: 2020 Quarter Tow Report](#)

Full report in Arabic: [Empowering Civil Society through Media: 2020 Quarter Tow Report](#)

Quarter Three

Abstract in English: [Empowering Civil Society through Media: 2020 Quarter Three Report](#)

Full report in Arabic: [Empowering Civil Society through Media: 2020 Quarter Three Report](#)

Quarter Four

Abstract in English: [Empowering Civil Society through Media: 2020 Quarter Four Report](#)

Full report in Arabic: [Empowering Civil Society through Media: 2020 Quarter Four Report](#)

2019

Quarter One

Abstract in English: [Empowering Civil Society through Media: 2019 Quarter One Report](#)

Full report in Arabic: [Empowering Civil Society through Media: 2019 Quarter One Report](#)

Quarter Two

Abstract in English: [Empowering Civil Society through Media: 2019 Quarter Two Report](#)

Full report in Arabic: [Empowering Civil Society through Media: 2019 Quarter Two Report](#)

Quarter Three

Abstract in English: [Empowering Civil Society through Media: 2019 Quarter Three Report](#)

Full report in Arabic: [Empowering Civil Society through Media: 2019 Quarter Three Report](#)

Quarter Four

Abstract in English: [Empowering Civil Society through Media: 2019 Quarter Four Report](#)

Full report in Arabic: [Empowering Civil Society through Media: 2019 Quarter Four Report](#)

2018

August

Full report in Arabic: [Empowering Civil Society through Media: 2018 August Report](#)

September

Full report in Arabic: [Empowering Civil Society through Media: 2018 September Report](#)

October

Full report in Arabic: [Empowering Civil Society through Media: 2018 October Report](#)

November

Full report in Arabic: [Empowering Civil Society through Media: 2018 November Report](#)

6.4 What did they write about the project?

- On 24th of October 2018, Rania Al Sarayrah from Al Ghad Newspaper wrote an article about the project titled “Monitoring Study: The weakness of Media in Bridging the Gender Gap” in [Arabic](#).
- On the 18th of April 2019, Rania Al Sarayrah from Al Ghad Newspaper wrote another article based on the findings of the 2019 first quarter report titled “A report recommends to establish a website that documents the experiences of women in various fields” in [Arabic](#).
- On the 7th of October 2019, Amman Net wrote an article about the project titled “A survey shows a gender gap in the percentages of women representation in the media compared to men” in [Arabic](#).
- On 15th of October 2019, Amman Net published an article about the project titled “News Monitoring: A very small increase in the proportion of women journalists and media workers involved in the preparation of media materials and articles” in [Arabic](#).

Endnotes

ⁱ UNESCO, (2012). [Gender-Sensitive Indicators for Media: Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content](#), P. 16

ⁱⁱ Information and Research Center – King Hussein Foundation (2019), [Gender Discrimination in Jordan](#) P. 29

ⁱⁱⁱ Ibid, P.5

^{iv} [Media Commission for Audiovisual Media](#)

^v UNESCO, (2012). [Gender-Sensitive Indicators for Media: Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content](#), P. 38-46

^{vi} Zaideh, Sawsan. et al. (2018) [Gender Portrayal in the Jordanian Media Content](#) UNESCO, 7iber. P. 8-9