MEDIA MONITORING ON GENDER IN AGRICULTURE NEWS

VIETNAM 2015
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ACKNOWLEDGEMENTS

CGFED, an organisation with the mission of promoting gender equality in Vietnam, thanks all the volunteers and students from the Academy of Journalism and Communication for the cooperation and effort made to monitor the media and analyse the results contained in this report.

CGFED expresses our thanks to the World Association for Christian and Communication (WACC) for the financial and technical support to develop the research tools, translate and print the report which based on the scientific and strong methodology of the Global Media Monitoring Project (GMMP) from 1995 to 2015.

CGFED acknowledges the comments from gender experts on the structure and content of the report.

CGFED extends sincere thanks to Oxfam staff in Vietnam for their contribution of a large numbers of articles collected over a long period.

We hope that this monitoring work will supplement the Global Monitoring Media Project 2015 results to provide further insights on the extremely low representation of women in the media. We hope the results can be used as strong evidence for reflection and development of a strategy for change.
RATIONALE

Despite various international instruments that underline women’s human rights as inalienable, systemic and rampant gender inequality persists. It appears in all sectors, across countries and cultures.

The patterns continue in the media. Communication and media have the power to change the world when issues important to women and to men are depicted in a balanced and fair manner. Communication and media can also widen the gender gap when stereotypes and gender-blind news appear every day and shape the minds of people, promoting a world where men are the powerful dominants and pushing back women’s human rights efforts, which in turn, retard human development.

This monitoring work is inspired by the Global Media Monitoring Project (GMMP) that takes stock of change over time of disparities in the portrayal and representation of women and men in the world news media. The GMMP is the world’s largest and longest media research in the history of gender monitoring with the participation of 114 countries in 2015. Since 1995, the results show persistence of women’s relative invisibility and men’s centrality in news media content in terms of frequency, focus, voice, occupation and images.

According to the GMMP results in 2015, the percentage of women as sources and subjects in news media content is only 24% in traditional media (newspaper, radio and television) and there has been no change since 2010. This level of underrepresentation is striking in view of the reality that 50% of the world’s population is female. The statistic has risen extremely slowly, by only 7% in 20 years. The gap is even wider in some topics, such as in political news with only 16% of subjects and sources who are women.

The status is only marginally better in digital media (internet news and twitter) but still, only 26% of the subjects and sources are women and only 4% of stories challenge gender stereotypes.

Among groups of women, rural women play an important role in agriculture. They are those who feed the world. According to UN Women Watch 2013, women have been facing serious challenges rooted in gender prejudice and discrimination. They have been deprived of access to resources, property and services.

So, how are women depicted in news about agriculture? Is it a true picture of women’s contributions? To what extent are women’s voices heard? Are their rights upheld and concerns given attention? Those are the questions which the monitoring research intended to answer.
The monitoring team developed the tools and codes for topics related to agriculture by adapting the GMMP tools.

The quantitative data collection instrument contains 18 questions, including: on the topic, scope of the story, sex of source, sex of the journalist, occupation, role and family status of source, whether and how the person appears in images accompanying the story, whether gender stereotypes are clearly challenged and whether reporting evokes gender equality or inequality issues.

The qualitative tool analyses aspects of the narrative, including the story heading, language, images and tone.

The data was analysed using the Statistical Package for the Social Sciences (SPSS) software.

The media sample is comprised of 2010 news articles collected by the staff of Oxfam Vietnam from January to June 2015. The monitoring focused on print and online newspapers. Therefore the results exclude the representation of women and men in other mediums such as television and radio.

The list of newspapers monitored is as follows:

**Printed newspapers**
- An ninh thủ đô
- Báo điện
- Công an nhân dân
- Đại biểu nhân dân
- Đại đoàn kết
- Đầu tư
- Điện dân doanh nghiệp
- Giáo dục thời đại
- Giao thông
- Hà Nội mới
- Kinh tế đô thị
- Lao động
- Người lao động
- Nông dân
- Nông nghiệp Việt Nam
- Nông thôn ngày nay
- Pháp luật
- Quân đội nhân dân
- Sài Gòn giải phóng
- Sài Gòn tiếp thị
- Thanh niên

**Online newspapers**
- The Saigon Times Daily
- The Saigon Times Weekly
- Thanh niên
- Sai Gon giải phóng
- Sai Gon tiếp thị
- Thanh niên

- Baodatviet.vn
- Baodautu.vn
- Baodienp.gov.vn
- Baodongkhoi.com.vn
- Baodongnai.com.vn
- Baohaiquyan.vn
- Baohatinh.vn
- Baophapluat.vn
- Baophuyen.com.vn
- Baotintuc.vn
- Baoxaydung.vn
- Bizlive.vn
- Bnews.vn
- Cafef.vn
- Cand.com.vn
- Daodanket.vn
- Dantocmiennui.vn
- Dantri.com.vn
- Danviet.vn
- Doanhnghienvn.vn
- Doanhnhansaigon.vn
- Giaoduc.vn
- Hanoimoi.com.vn
- Infonet.vn
- Khampha.vn
- Kinhdoanh.vn
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CONCEPTS

- **Stories that reinforce gender stereotypes**
  These are stories and images in which women and men appear in gender stereotyped roles. For examples, women depicted as victims, always in spaces considered as “women's spaces” such as the kitchen, the field, and uneasy around technology. The stories could depict men as successful entrepreneurs and leaders. Stories reinforcing gender stereotypes may also employ language that disparages women and underestimates the success of women, at the same time as the language praises or defends violent acts by men, or ridicules non-traditional roles of men.

- **Gender-blind stories**
  These stories lack gender sensitivity, a diversity of sources and produce a biased perspective. For example, a story on budget-cutting which does not analyse the different consequences for women and men.

- **Stories that challenge gender stereotypes**
  Such stories overturn assumptions about femininity and masculinity, in relation to characteristics, realms, abilities and expectations of women and men. For example, stories in which women provide expert interviews on issues characteristically depicted as ‘male domains’ such as national policies, or stories in which men are depicted as carers of young children.

- **Stories focusing on gender equality and inequality issues**
  Such stories could have women as the main subjects or tackle topics about by women or gender experts. Other stories may analyse the themes or events in ways that highlight issues of inequality between women and men.
FINDINGS

2010 articles were monitored, 62.3% in printed newspapers and 37.7% in online newspapers.

<table>
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<th>Type of media</th>
<th>Amount</th>
<th>Percentage (%)</th>
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<tbody>
<tr>
<td>Printed newspaper</td>
<td>1252</td>
<td>62.3</td>
</tr>
<tr>
<td>Online newspapers</td>
<td>758</td>
<td>37.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2010</strong></td>
<td><strong>100</strong></td>
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- **MAIN NEWS TOPICS ON AGRICULTURE**

The main topics of the articles are *policies in agriculture* and *economics*. The chart shows the distribution of topics. For example, the article on policy of importing chemicals may be in ‘policy’ topic or ‘chemicals’ topic. There are few articles on the topic of chemicals in agriculture while this is a serious issue in Vietnam. Pesticides and herbicides used daily in farming poison people, especially women farmers.

![Chart 1. Agricultural news: Topics](image)
**REPRESENTATION OF WOMEN AND MEN IN AGRICULTURAL NEWS**

Women or men in the news are identified through the details in the articles such as names, titles, quotes, images, etc.

In the news monitored, men account for 91% of people in the stories, women account for only 9%, or one tenth of the total. While women are 50% of the population and play an important role in agriculture, they are only 9% of those heard or mentioned in news stories on agriculture. The disparity is striking. This figure is much lower than the results of the global media monitoring in 2015 with the world average of 24% female subjects and sources across the news in general, all topics combined.

![Chart 2. People in the news, by sex](image)

![Chart 3. People in the news, percentage, by sex](image)
Case

Newspaper: Rural today (Nong Thon Ngay Nay)

Date: 1st September, 2015

Page: 30-31

Title: Vietnam urged to take bold actions ahead of TPP

Summary: The article says that Vietnam’s agriculture still has chances to benefit from the Trans-Pacific Partnership (TPP) agreement if it could solve its existing problems.

In articles about policy, there are seven people as news subjects. The people in the three photos are all men. Four quoted people are also men with different occupations.

In reality, when a journalist conducts an interview and develops an article, it is difficult for her to find a female official or leader, especially when they are in higher rank positions due to the rigid power hierarchy. Gender-balance is possible if journalists seek out women as sources as well in order to also overturn gender stereotypes.
Dũng bảo họ chống... bảo họ

Biết trước được hồng vàng sơn Việt sẽ chịu nhiều thử thách khi tham gia các hiệp định FTA, TPP, các nhà hoạch định chính sách Việt Nam (VN) đã lên các giải pháp ứng phó, trong đó cơ bản bảo vệ xuất khẩu nông sản.

Các nước bảo hộ hàng nông nghiệp

Khi tham gia TPP VN phải nhận mức độ và thời gian, phù hợp với nước nào là 100% trong chuỗi sản phẩm nông nghiệp, trong khi cùng kỳ.querySelector các nước khác chỉ cho tới 30% hoặc thấp hơn. TP stages trong chuỗi sản phẩm nông nghiệp tại VN đủ khả năng kinh tế, thuận lợi về các nguồn nguyên liệu nông nghiệp hàng saints trong nước, thế là cơ sở quan yếu của các nước khác.

Giảm dần một số thuế cho bước đầu, thậm chí sẽ giúp mở rộng thị trường cho hàng nông sản xuất khẩu của VN. Vì thế, các nước sẽ phải giảm thuế cho các sản phẩm nông nghiệp của VN.

Giảm thuế giúp mở rộng thị trường cho hàng nông sản của VN

TPP cung cấp điều kiện thuế lý tưởng cho các nước nông sản Việt Nam, mở đường cho các nước xuất khẩu nông sản của VN.

Giảm thuế giúp mở rộng thị trường cho hàng nông sản của VN

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Giảm thuế giúp mở rộng thị trường cho hàng nông sản của VN

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Giảm thuế giúp mở rộng thị trường cho hàng nông sản của VN

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Giảm thuế giúp mở rộng thị trường cho hàng nông sản của VN

TPP cung cấp điều kiện thuế lý tưởng cho các nước nông sản Việt Nam, mở đường cho các nước xuất khẩu nông sản của VN.

Giảm thuế giúp mở rộng thị trường cho hàng nông sản của VN

TPP cung cấp điều kiện thuế lý tưởng cho các nước nông sản Việt Nam, mở đường cho các nước xuất khẩu nông sản của VN.
The main occupations of the news subjects are manager, policy maker, government official, followed by experts, scientists, private or household-business managers, domestic workers and other professions.

**Chart 4. Occupations of news subjects**
Men appear in overwhelming numbers in all positions. As news subjects, men appear more in the higher rank positions, such as government officials or policy makers, scientists or managers.
The highest number of women who appear in the news is in the position of enterprise managers (private) with 17%. Meanwhile, in the position of farmers, in which the predicted number will be equal between sexes, women are only 15% of persons appearing. Some journalists, communicators gave the argument that they could not interview women because they rarely found women in managerial positions. However, the data of women in the position as farmers is still much lower compared to men while in reality it is confirmed that at least the number of female farmers is equivalent to male farmers, even higher. Therefore, it is clear that the opinions of men are paid much more attention and preferred. This is worse in cases of high-rank decision making where women are nearly invisible in raising their voices.

- **ROLES OF THE PEOPLE IN THE NEWS**

A very important factor when a person appears in the news is her role. In the chart below, men account for majority of people in the news in whatever role they take. Three roles which men take most are spokesperson, expert and commentator. Women appear most as commentators.
In terms of the functions, women account for only 11% in the role of ‘news subject’ or the person that the news are about. The rate is lower in other important functions such as spokesperson (8%), eye witness (9%) and expert (5%).

Women appear the most in the role of personal experience (22%) and following by popular opinion (16%).

Unsurprisingly, women appear only in roles such as: commentator, personal experience, popular opinion. These are the functions which the voice is less important or less “decisive” than other roles: officials, policy makers, experts. Yet, in reality, women are also the farmers, heads of families and managers of enterprises, yet they are scarcely portrayed in these roles.

Title: Economic Time
Date: June 24, 2015
Page: 10

Title: Large rice field 2015-2050: Enterprises connect with agriculture collectives.

Brief: Southern Food Company (Vinafood 2) makes plan to join with agriculture collectives to build large rice fields in the period of 2015-2020.

Men usually appear photographed in meeting rooms and offices. In this case, there is a group of people who appear in the field. They are the representatives of enterprises, experts or technicians.
• **PEOPLE WHO ARE DIRECTLY QUOTED**

People in the news are present as subjects of the news, sources or persons interviewed and/or directly or indirectly quoted, or in images accompanying the news article.

In all 2010 articles analysed, there are 1793 quotes, of which 1598 quotes are from men and 167 quotes are from women. However, the number of men or women directly quoted and indirectly quoted are early equal. More or less as many women are quoted directly as indirectly.

![Chart 15. News subjects quoted directly and indirectly, by sex](chart15.png)
Case

Newspaper: Labour (Lao Dong)
Date: October 28, 2015
Title: Building brand name for Vietnamese agro-products
Summary: Vietnam has many agricultural products. However, the quality of the agro-products is low, which results in low export prices.

The people who are quoted directly and indirectly:

- Mr. Do Thang Hai, Vice prime minister of Ministry of Industry and Trade (directly)
- Mr. Do Kim Lang: Deputy head of Trading promotion department, Ministry of Industry and Trade (indirectly)
- Mr. Julian Lawson Hill, expert on branding of EU (directly)
- Mr. Nguyen Trung Kien, Vice Director of Business department of NA Food company (indirectly)
- Ms. Nguyen Thi Anh Hong, Vice chairperson of Tea association of Vietnam (indirectly)

Although there is a woman appearing in the news and quoted, she is only one among five people. The higher the position of the person, the more likely their opinions are quoted directly.

This article has a photo with a balanced representation of men and women.
• FAMILY STATUS
Gender stereotyped stories will often mention the family status of a woman even when this is not relevant to the story, such as a story on management or finance. The family status was mentioned for 1.8% of the women in the news monitored, compared to only 0.7% of the men. In other words, mentions of women’s family status was 2.6 times higher than men’s.

![Chart 7. News subjects mentioned by family status](image)

• GENDER STEREOTYPES, GENDER ISSUES OR HUMAN RIGHTS IN THE NEWS
The number of news articles referencing gender equality issues, human rights in agriculture or challenging gender stereotypes is low. The number of news which reinforce gender stereotypes is 3 times higher than number of news which challenge such stereotypes.

![Chart 9. Stereotypes, gender and human rights, % stories](image)
This article covers vocational training for labourers in a rural area. There is no mention about differences in needs or realities of female and male workers. Lack of a gender perspective in a story such as this one misses the opportunity to bring attention to gender issues in development.
This article discusses employment and land. It brings data on the gap between the poor and rich, as well as differences in literacy between women and men as heads of household. It is not totally adequate but still gives us the gender disaggregated data which should be encouraged.
Nông nghiệp là nguyên nhân gây phát thải khí nhà kính

Khi nhà kính hiện được coi là nguyên nhân chủ yếu làm tăng nhiệt độ toàn cầu, gây nên hiện tượng biến đổi khí hậu. Ở Việt Nam, nông nghiệp chiếm 43,1% tổng phát thải khí nhà kính.

Các hoạt động nông nghiệp như canh tác lâu, sử dụng đất nông nghiệp, quản lý chất thải chăn nuôi, xử lý phụ phẩm nông nghiệp... là những nguyên chịu yếu gây phát thải khí nhà kính. Việc đó ra đã làm giảm lượng phân hòa cỏ, dẫn tới phát thải múc sử dụng phân hóa học. Theo thống kê năm 2010, lượng phân hóa học ra ra các khí độc, anh hưởng trực tiếp, nguy hiểm trong dân mỗi triệu đồng.

Newspaper: Post (Buu Dien)
Date: July 20, 2015
Page: 14
Title: Agriculture is the cause of greenhouse gases emission
Brief: Greenhouse gases are considered as the main cause for global warming.

Although this photo may be taken as expressing reality of greenhouse gas emission, the composition unconsciously links the negative act to women. This is in contrast to the tendency to portray men in a positive light, such as in the case below from Lao Dong newspaper. The photo shows a man operating heavy machinery, understood as modernity and technology.
"Big guy" TPP is really scared for husbandry?

Nhật Bản, ASEAN - Australia và New Zealand, ASEAN - Úc, năm 2023 với Nhật Bản, 2026 với Chile và với FPP đến tận năm 2028 thuế suất mới về 0%. Như vậy, các DN có 13 năm để tái cơ cấu, thay đổi công nghệ, nâng cao chất lượng chuỗi giá trị sản phẩm. Hay nói như Trưởng đoàn đàm phán TPP của VN - Thủ tướng Bộ Công thương Trần Quốc Khánh: "TPP là hiệp định cập cao nhất với cam kết xóa bỏ thuế quan về 0% nhưng có lộ trình với Việt Nam. Ngành chăn nuôi có ít nhất 10 năm (kể từ 2015 - PV) để chuẩn bị trước khi sức ép của cuộc chơi mới thực sự tác động".

Trong "quảng thời gian vàng" đó, các chuyên gia hàng đầu ngành chăn nuôi đều chuẩn bị chính mình với TS. Đơn Xuân Trực: Chúng ta phải nhanh chóng tái cơ cấu, tổ chức lại sản xuất và hạ giá thành các sản phẩm thịt, trứng, sữa; kẻ lại chăn nuôi gia trung kỳ để thích ứng thị trường.

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CONCLUSION

Monitoring the gender dimensions of agricultural news produces findings that are similar to those of the Global Media Monitoring Project. We see the imbalance of women and men in communication which in turn reinforces gender stereotypes, gender prejudice and does not tell the truth about the real contributions of women in development, including agriculture.

More importantly, women’s right to raise their voices in agriculture is not upheld and their voices are invisible in policies and laws. Gender is cross cutting issue, but there are few articles on agriculture that have a gender lens or shed light on gender differences in needs and on women’s human rights.

Article 5 in the International Convention on Elimination of All forms of Discrimination against women (CEDAW) signed by 189 countries underlines the obligation of States to use all methods to abolish all gender stereotypes. The news articles in general and the news on agriculture in particular do not take seriously the need for accountability to their audiences, or their responsibility to promote transparency, democracy and an environment that enables citizens’ enjoyment of their freedom of expression.

In this monitoring, the quantitative data show clear imbalances:

- Women are only 9% of the people in news related to agriculture, while men are 91% of subjects and sources.
- When people appear in the news, men are overwhelmingly depicted as the people in the occupations: They are 95% of government officials and policy makers, 95% of researchers and experts, and 85% of farmers.
- In terms of the role in the news, women appear 11% as news subject, 8% as spokesperson, 9% as eye witness and only 5% as expert. Women are most present (22%) as persons speaking on the basis of personal experience and 16% of popular opinion providers.
- Of those who are directly quoted, women are 9.5% compared to 90.5% of men.
- When women are present, they are 2.6 times more likely to be described in terms of their family status, although the absolute number is not so high with 0.7% for men and 1.8% for women.
- 3.2% of the articles reinforce gender stereotypes.

Qualitative analysis is necessary to understand how gender stereotypes play out in the reporting, as follows:

- Many titles of the articles do not correspond with the actual story content and some further channel gender stereotypes. For example, an article titled gender equality in employment while the content actually underlines the responsibility of women for family happiness.
• Language and images used still depict stereotypes about women and men with attributes such as women as persons who stay at home, on the field and do light work, and men as persons associated with modernity, loyalty, innovation, and machines.

• Many articles are gender blind: They do not have a gender analysis, they do not mention the different needs or concerns of women and men, for instance gender-differentiated challenges facing women and men on important issues such as land or water resources, employment, especially when discussing macro level policy issues such as the Trans Pacific Partnership (TPP) and global economic integration.

If media is the “mirror” of the world, then it is a distorted mirror. It is not honest when it does not reflect the face of half of the world – women. Besides, because communicators in general carry this prejudice, they unconsciously engrave the stereotypes and make the mirror even more distorted. How the issues impact women differently is not told, women’s right to have their voices heard is not respected, and the contributions of women in agriculture and ecology are not acknowledged.

In Vietnam, women account for 60% of labourers. If women can access equally the resources in agriculture, productivity in farms owned by women may increase 20-30% and agriculture yields in developing countries will be increased 2.5-4%. If women are untied from discrimination then women working in agriculture can contribute to global food security. Therefore, the role of gender sensitive media is very important in promoting development, in ensuring women’s human rights as affirmed in the CEDAW convention, in the Constitution and in the law on gender equality of Vietnam.

The picture of gender in agriculture is one part of the larger image of media which depicts the role, voice and decision-making space for women and men in every aspect of life. It also expresses the real power of the world which is in the hands of men. How the world functions is informed by patriarchy, or the ideology of men’s dominance and the subordination of women. In order to ensure that the voices of half of the world’s population are heard, a strategy for gender-sensitive media and communication practice should be developed, which can then contribute to reaching Goal 5 (on gender equality) of the 2015 UN Sustainable Development Goals.

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1 Informatic Centre for Agriculture and Rural Development (ICARD), 2012
2 Food and Agriculture Organisation of the United Nations (FAO), 2011. The state of food and agriculture 2010-2011