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## **GENDER DISPARITY IN PAKISTANI MEDIA ORGANIZATIONS IN THE DIGITAL AGE**

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### **Abstract**

*This study analyses gender inequality and glass ceiling, which are the greatest hindrances that are keeping away the Pakistani women from reaching high positions in the media organizations. Working women in Pakistan face much difficulty in climbing the professional ladder and are regularly discriminated from the leadership positions. The study at hand, investigates the overarching circumstance of discriminatory limitation impact from Pakistani working women's viewpoint alongside limited career opportunities that are keeping them away from profession about which they are ambitious.*

*The gender discrimination is accessed on five categories: Glass ceiling, Wage gap, opportunities, Competence, Social and cultural barriers. Survey questionnaire was given to 30 working female reporters, journalists and RJ's. Findings offered insight about the prevalence of gender discrimination in media jobs targeted to females. Women can fantasize only however, might never achieve high stature positions in media organizations. It's certainly wrong to say*

*that women are not competent enough and lack the skills and don't have the right capacities to be deserving of key posts in media.*

### **Keywords**

Media Organizations, Gender Disparity, Pakistani Women, Male Chauvinism, Women in Media

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## **1. Introduction**

In the golden era of technology, we are living in a country where equal rights of women have been acknowledged but the process of gender equality in media is yet to be accepted. Gender stereotypes are deeply rooted in Pakistani media organizations as it has made it troublesome for women to fight for their equal rights at work place. It is the high time that choices made by women must be given equal importance without stereotyping as it is a narrow notion that women carry the responsibility of home making and men carries the briefcase. The major hindrance in the economic development of Pakistan is keeping women one step down from men; especially in the career choices where men decide women's fate.

The traditional practice of keeping women at home still prevails in 21<sup>st</sup> century. Their unpaid full time household job remains invisible and they are not given as much importance as men in society. Although women have proved themselves equal to men in all walks of life but their role remains in silhouette and they are considered as second class citizens with less fortunate lives as compare to men. According to World Bank report (2015), women make up to 49% approx. of Pakistan's population. In order to play boost up the country's financial system, role of women can't be ignored as they are equally contributing in socio-economic development of the country.

Right from the beginning of all popular mediums, women are used as symbol of beauty (Nguyen, N. C, 2015) but in media organizations women were used only as signifiers to assist men in news room. In USA, when women joined media organizations they were called "sob sisters" who can only do soft stories on fashion and culture. In offices "Female" jobs included receptionist, secretary and sometimes making tea for the other employees. But situation radically changed after WWII, women got the chance to show their abilities explicitly. Margaret Bourke-White was an American female photo-journalist and first female war correspondent in 1941. This was the first time women got acknowledgement in news coverage. At present, women are joining

media organizations and their number is increasing day by day but this growth is horizontal and not vertical (DANDIA, 2013). This clearly shows women are being hired in media but they are not given high positions and eventually are unprivileged.

Undoubtedly, in broadcast media reporting and anchoring are the only fields where women are working at large but still men are more than women in number. Women can be seen covering the disaster areas even do live coverage of bomb blast sights. The first female journalist Ruqia Hassan was executed in war zone Syria (2016) while performing her duty. This is all because of the dawn of private channels that has changed the image of women being sensitive and home maker and has given chance women to prove their skills and competencies.

One of the major issues compelling women out of media profession is that in spite of their hard work , experience and education they are not paid as much as men. According to the latest report of IFJ (2015) women obtained 10 % of what their male partners took home, the same part as 10 years prior. Some women are inclined to work at small associations where salary is very low; still they are the victims of work place discrimination. Women pioneers in traditional and electronic media still feel an exceptional load to meet some silent gender particular standard of conduct. This oppression is not restricted to public organizations but it goes beyond the public sector; in the private sphere women also contribute to unpaid labor at home. As a matter of fact men dominate all the media organizations and businesses in Pakistan.

Pakistani society is patriarchy and in transition phase which takes time to accept the changes in society especially when it comes to the freedom and rights of women, because its men world and it always will be (Times, 2013). Men are considered to have spectacular position generally in public while the women are symbolized as caregiver and homemakers who are supposed to live under male's command. Women are considered imperfect in high level media jobs and it's merely thinking that they lack leadership qualities and management skills. No big media house wants to risk money to hire woman in modern technological age because it's a myth that women will quit their job as soon as they will get married to a well settled man. Hence, women are victims of internal organization biasness and gender discrimination.

America being epitome of modern world, women are victim of gender inequality at workplace, lack the respect, there are barriers for them to enter media organizations. Mostly women think when they enter media profession; they face vicious sex attitudes, harassment by

their bosses and also face pay inequalities. This research mainly focuses on the role played by women in media and how far it can contribute towards the empowerment of Pakistani women. Gender bias creates concern in depicting the role of women in broadcast media. The essential point is the one-sided gender representation discourse of women in media.

### **1.1 Objective of the Study**

The objective of this research is to study the role of women in media organizations and the problems women are facing to pursue media profession. The media has a very crucial role strengthening the image of women by highlighting general and local issues. The proliferation of media during the last decade has given hype to the freedom of speech and expression in Pakistani broadcast media. The hindrances faced by women by media have remained an ignored subject of research and it is a matter justifying change by the administrative bodies in Pakistan.

## **2. Literature Review**

The previous research on the topic of female reporters and their representation in the field of journalism has been included in this paper.

### **2.1 Role of Pakistani Women in Journalism**

Pakistani women has played vital role in the journalism right after the independence 1947. Name of founder of Urdu daily paper “Khatoon” (women) from Lahore Fatima Begum cannot be forgotten. In the realm of TV, there was Samina Qureshi who happened to be the first lady correspondent who covered the first UN Women Summit at Mexico. Another pioneer of English journalism Zaib un Nisa Hameed Ullah (1921-2000) was active supporter of feminism. She was the first female Muslim columnist who wrote in Indian newspaper.

In the last decade names of prominent female journalists and anchors; Ayesha Habib (Dunya TV); Sehrish Majid (Apna TV), Asma Ghani (The Nation), Maimoona (Khabrain), Siddrah Bokhari (APP), Naheed Akhtar (APP), Shumaila Noreen (APP), Zahida Mahmood (APP), Ghazala Noreen (News-One TV), Saadia Masood (Rohi TV), Nazia Hameed (Channel 5) and Afshan Qureshi (Ausaf), Rukhsana Mussarat (Radio Pakistan), Shazia Seher (Apna TV). Qatrina Hussain (Anchorperson, Express TV); Absar Alam (Anchorperson Aaj TV); Ghazi Salahuddin (Member Editorial Board, Jang Group of Newspapers); Javed Akhtar (Director News, APP); Muhammad Ziauddin (Executive Editor, The Express Tribune); Shamsul Islam

Naz (Secretary General, Pakistan Federal Union of Journalists); Asma Shirazi (Anchorperson Samaa TV); Mazhar Arif (Executive Director, Alternate Media) and Fozia Shahid (ATV) cannot be ignored.

Women have started working in various fields of media such as anchoring, reporting, editing, web editing and graphic designing. Private channels as a whole became new platform for women who want to work in field. Asma shirazi, first Pakistani female war correspondent has been awarded Peter Mackler Award in 2014 for being courageous and ethical journalist. All these journalist compelling figures keep on upgrading the ignored position of journalism to make it a benchmark for Pakistani society. The troublesome surroundings that are male dominated and chauvinistic attitudes, lack of recognition of abilities and management skills have made numbers of the female journalist to give up the career.

## **2.2 Male Domination in Key Positions in Media Organizations**

According to G. Margaret (1995) male stereotypical attitudes are one of the biggest obstacles for the career development of women working in journalism. Since the beginning of all communication medium, women are striving hard to gain equality in the newsroom. According to Nadia Sabohi (2013), a first female journalist from KPK, in journalism women are respected only on face but whenever female journalists share their reports and future plans they are always discouraged by their male co-workers and they have always created hindrances to make it impossible to achieve a goal. The scarcity of female leaders is linked to ongoing prejudice and discrimination against women in the workplace (Weyer, 2007).

Ms. Tasneem (2009) Concludes in her report, top management is comprised of male authority in almost all media organizations. That's why they don't implement the rules that favour the rights of women. This strongly points towards the fact that women are deliberately kept away from the key positions in media.

A report by IWWMF (2013), number of men and women in media organizations is 4:1 respectively in Pakistan. Women are absent in key posts where big decisions are made. Sometimes they are not even hired in middle level management posts. Mostly women are found at junior level professionals such as anchors, reporters, sub-editors and assistant writers. The journalist unions are more or less the same. Male dominates as always. A research conducted by Global Media Monitoring Project (2010), women represented 23% of newsmakers on the 84

news web sites (Macharia, O'Connor & Ndangari). A report conducted by Shepard (2010) revealed only 26% of their news source persons were females.

### **2.3 Discrimination in Wages**

According to the section 15 of the West Pakistan Minimum Wage Rules, 1962, the law of equal wage for work of equal value among men and women workers will be functional while fixing wages. On the other hand, media market doesn't provide favorable environment for women eventually lack the equal opportunities for women. This is the main reason that women don't get equal financial gain. Traditionally, women have been paid lesser wages than their male counterparts, and this practice continues to date, albeit with some notable exceptions, particularly in the electronic media. However, the recent national legislation, as well as the State's ratification of ILO Conventions, especially C-100 and C-11113, makes the continuation of gendered wage differentials and discrimination towards women employees more difficult to justify and perpetuate. According to Harland and Berheide (1994) women are deliberately kept down to the floor with low salaries and less chances of promotion.

A report by Carole Vincent (2013), Women place a greater value on non-pecuniary aspects of a job because of greater family responsibilities. This leads women to opt for jobs that offer balance between work and private life. As work and tasks are highly gendered in journalism, it has negative impact on the salaries of women (Margaret Gallagher, 2001; Fagan and Burchell, 2002) as their work is judged by the effort they put on to get sensitive news. Therefore, women's promotions depend on the tasks they are being assigned.

A study conducted by Fortin & Huberman (2002) concluded discrimination in labour marketplace still prevails in the society. Women of developed country like Canada suffer gender discrimination in their jobs when it comes to wages.

However, Ministry of Women's Development Pakistan has taken several steps to bring advancements in the work of women as well as equally pay for work of value but there is a long way to go until these are actually implemented.

### **2.4 Job Opportunities for Women in Media**

A global research uncovered that women portrayal is not ideal even in the developed countries (Dickey, J. 2006). Pakistan has been ranked at 141 out of 142 countries on "The Global Gender Gap Report 2014" of the world economic forum. Pakistan also ranked last in the regional

ranking, the country score has been fluctuated over the past nine years, ending with a slight improvement compared to 2006.

Men and women are born with equal competencies and opportunities (Busch A and Holst E, 2011) but career options and opportunities are different for both genders. Discrimination between men and women is the question on the abilities of female writers that women writers ought to be assigned on an account of soft news. Women's competencies and innate skills are under estimated by the cultural and traditional thinking that eventually affect women's career and becomes barrier to reach highest paid positions. Although studies have revealed that organizations which have more women in key posts perform better (Women matter 2007, 14) Women Media Centre (WMC) 2008 titled 'Glass Ceiling: Empowerment of Women through Media. With accordance to the report women are underrepresented in media organizations. Women journalists have less opportunity for professional training as compared to male colleagues,

Women journalists on local broadcasts have the capacity to write frequently all kind of stories whether its soft news or hard news, than those on countrywide programs (Armstrong, 2010). According to Bernard Toutounji (2013) "Men dominate senior positions in the largest global companies, most likely because they have particular natural abilities to do those tasks well. On the other hand, according to a research, the higher proportion of women in senior management has been proven to positively influence the growth of stock market, returns on invested capital, returns on equity and sales for example (Women in senior management: Still not enough 2012, 2). Women dominate the raising of the next generation of humanity and professions which nurture and educate, most likely because they have particular natural abilities to do those tasks well".

## **2.5 Question on the Abilities of Women**

Article 18 of the Pakistan Constitution gives every citizen the right to enter upon any lawful profession or occupation, and to conduct any lawful trade or business subject to qualification and licensing requirements. Ever since 1980's, the centre of research has been on emphasizing female leading qualities and their benefits in organizations, rather than highlighting women's capability to work in higher positions (Tanhua 2012, 72). A research report produced by Uks for Internews (2009) says that women strengthen cliché of society by following usual

professions in the journalism which are highly regarded for instance news anchoring, reporting news, writing or producing to avoid any fieldwork or mechanical work.

A Geo News anchor Najia Asher (2014) said media organizations hire “beauties with brains” not just pretty women. A novelist and journalist Bina Shah (2014) highlighted the general perception of people that they think whoever is working in media is not of good morals. Rosemarie Tong (2009) states in her book “Feminist Thought” that there is a disapproving attitude in every printed feature portraying a sentiment of submissiveness for women. She believes the picture of women in media is as feeble, immature, low-graded, unproductive and scheming. In any case their brain power and experience and their part in the general public are that of a woman who lacks understanding and is only bound at home.

A study conducted by the Karachi Union of Journalists in 2004 states that women who do report daily constitute a small number and are exceptional, which while nullify women cannot do daily reporting and it shows cultural barriers for women working late at nights. Therefore, editors and managers do not encourage women to work as reporters in media. On the contrary, there are very few women news photographers in Pakistan.

Bringing benefits to organizations by using the expertise, skills and knowledge female leaders possess is extremely important (Tanhua 2012, 72). Studies have proven that organizational and financial performances are linked to each other. A research study concluded that organizations which have more women in the board of directors or in senior management perform much better. (Women matter 2007, 14.) An article “ Women in Senior Management : Still not enough 2012” revealed there is a huge number of women at higher positions who proved to be successful in sales , marketing and invested capital returns.

## **2.6 Societal Constraints**

In Pakistan women have mostly been considered as second class citizens due to socio-cultural, economic and legal constraints. Although, half of the Pakistani population consists of women but their empowerment is not encouraging. ZU Akhunzada et.al (2015) revealed in his research women are discriminated in all walks of life and which is making them handicapped and obstructing their empowerment. Women are considered as burden and debarred from their fundamental rights.



According to investigative reporter of Geo News (Nadia, 2013), social pressure, culture and social security is the main reason that compel women to quit the media profession. A report by UKs (2012) concluded media career is considered as unsecure for women in the eye of parents, and they think organization's environment is unethical and unsafe. This is the main reason why parents are reluctant to give permission to their daughters to peruse media as a profession. However, Pakistan's first sports journalist , Afia Salam (2014) claims her male co-workers has always respects her and gives her space to reflect her abilities and she does same in return.

In a Pakistani province, KPK, Common citizens do not give permission to their women to make career or work in office or in field. In 21st century, they still stick to the idea that women are supposed to stay home rather than going out and earn their living (Nadia Sabohi, 2013). According to the Guild's September 14, 2011 press release, "At the urging of the Guild, several production companies established diversity programs designed to increase the number of women and minority directors and give them exposure to executive producers and others who hire. However, those diversity programs have borne disappointing results."

This study is based on women's activists' theories that are as different as the problems women face in their lives. The prevailing feminist theory "Liberal feminism" is highlighted for the purpose of this study analysis. This study also highlights what is the idealistic approach for women rights and what is the reality in the society. Men and women are born with equal abilities and they have equal potential in career development. Prominent women's activist scholars connected with this theory are Mary Wollstonecraft, John Stuart Mill, and Helen Taylor; Second Wave feminists Betty Friedan and Gloria Steinem; and the Third Wave women's activist Rebecca Walker.

The liberal feminism assumes that the existing system can be prejudiced to accept women into centers of economic power (Whitaker, 1999). It proposes that all humans are individuals who possess the capacity of wisdom, which is treated as gender neutral. Women have maintained equal intelligence and competencies as men. According to the theory, society has wrong believes that women are weaker gender and possess less abilities than men. Therefore, it discriminates women and empowers men falsely. Liberal feminists believe that "female subordination is rooted

in a set of customary and legal constraints that blocks women's entrance to and success in the so-called public world".

## **2.7 Research Questions**

The following research questions are formulated after reviewing the comprehensive literature, to fulfill the objective of the research.

**Does the glass ceiling affect women in the workplace?**

**Does gender pay gap exist in Pakistani media organizations?**

**Is there gender gap prevailing in media organizations?**

**Is there under-representation of women at managerial positions?**

**Does Societal and Cultural Structures, restrict women to work late night?**

## **3. Research Design**

Survey is considered the best method to get the answers of the proposed research questions. Internet based questionnaire was sent to female workers in the field of media of various TV channels and radio, with their permission personal information was kept covert.

### **3.1 Demographics of the Survey Respondents**

30 respondents from different media organizations radio and television channels filled the survey questionnaire. Only females were selected to fulfill the research objectives. Their age is between 25 -35.

### **3.2 Data Analysis and Results**

Data has been analyzed using SPSS 20. Frequency test was run to find out percentages and frequency of the variables. Hypothesis is created to see if there is an impact of Individual Factors, cultural barrier, Organizational Factors and family Factors on Women Career improvement in media organizations.

**H1: Women are deliberately not given Key Posts in Media**

**Table 1: Women are Deliberately not given Key Posts in Media**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Glass Ceiling</b>	Yes	19	63.3	63.3	63.3
	No	6	20.0	20.0	83.3
	to some extent	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

**H2: Women’s Salary is less than Man with Same Qualification and Experience**

**Table 2: Women’s salary is less than man with same qualification and experience**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Wage Gap</b>	Yes	8	26.7	26.7	26.7
	No	11	36.7	36.7	63.3
	don't know	11	36.7	36.7	100.0
	Total	30	100.0	100.0	

**H3: Women are not given Equal Opportunities as Men in Media Profession**

**Table 3: Women are not given equal opportunities as men in media profession**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Lack Of Opportunities</b>	strongly agree	10	33.3	33.3	33.3
	Agree	12	40.0	40.0	73.3
	Disagree	7	23.3	23.3	96.7
	strongly disagree	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

**H4: Women Competencies are Under-Estimated for Promotion in Media Organizations**

**Table 4: Women competencies are under-estimated for promotion in media organizations**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Competency</b>	strongly agree	14	46.7	46.7	46.7
	Agree	13	43.3	43.3	90.0
	Disagree	2	6.7	6.7	96.7
	strongly disagree	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

**H5: Society is a Barrier for Women who want to Work Late at Night**

**Table 5: Society is a barrier for women who want to work late at night**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Social Barriers</b>	Yes	5	16.7	16.7	16.7
	No	16	53.3	53.3	70.0
	to some extent	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

Wage and Competency variables were further tested to check if one has the effect on the other. After running contingency test in SPSS.20.It is concluded both variables are significantly related.  $P=0.002$  and Cramer's  $V = 0.002$

**Table 6: Wage and Competency Variables**

Wage*Competency		Value	Appro.Sig
Nominal	Phi	.837	.002
	Cramer's V	.592	.002
	Contingency Coefficient	.642	.002
N of Valid Cases		30	

Glass ceiling and Competency variables were further tested to check the relationship between the two variables. Results show there is 0.00% chance of degree of association between glass ceiling and competency variables and no relation exist.

**Table 7: Glass Ceiling and Competency Variables**

Glass ceiling * competency		Value	Approx.Sig
Nominal	Phi	.980	.000
	Cramer's V	.693	.000
	Contingency Coefficient	.700	.000
N of Valid Cases		30	

## 5. Discussion

The "glass ceiling" is one of convincing description for analyzing imbalances amongst men and women in the organizations (Burke and Vinnicombe, 2005; International Labour Office, 2004; McLeod, 2008). Elements deciding the existence of Glass Ceiling are impacting women professional success in South Asia according to Afza, S., & Newaz, M. (2008).The results of the study indicate 63% working women agreed women are victims of glass ceiling affect. They are deliberately not given key positions in media organizations.

Although, glass ceiling is an invisible barrier that is imposed on the sensitive gender in Pakistan (K. S., & Siddique, S. J., 2014) . Regardless of all advances in society and technology,

past researches proposes that, once female accomplish the initiative parts, their hiring is regularly set under close examination (e.g. Eagly, Karau and Makhijani, 1995) and their assessment is not generally positive. Numerous male heads stay unconvinced about the viability of women in leader position (Bowen, Swim, and Jacobs, 2000; Eagly et al., 1992).

40% women agree and 33 % strongly agree that women are not given equal opportunities to get high salary, high status positions in media organizations. They are offered reporting, assistant editor or news casting. There is change in overall society. In the last decade, when we compare global and intercontinental studies on the pay gap and gender, it clearly explains gap in wage disadvantage for women (Bardasi & Gornick 2008; Cohen, Philip N.& Huffman 2007; Blau & Kahn 2003). As a matter of fact, we see horizontal discrimination. A research by Holst & Busch (2010) concludes men dominate almost all managerial positions and we see very less number of women in executive jobs. Despite the fact females in administration are less intolerant than other female workers; the inverse is valid for men. The study in hand shows 46% women strongly and 43% agree that women's skills and competencies are under-estimated. As a result, they are not offered salary equal or even near to men pay scale.

The study led in Kenya uncovered that Cultural obstructions are among the most hard to evacuate, as they are frequently unobtrusively implemented by both men and women. The social elements lead to cliché about females' capacities inside the cultural setting. The perspective that top administration positions are appropriate for men consigns women to unimportant and easy jobs. The stress is set on women's part as guardians, home maker and nurturers (Smoulder EA, 1998). According to the data of this study, only 16% women agreed that their families or society doesn't allow them to work in media organization. 53% women experienced no social or cultural barrier in their media jobs. They are not time bound. They are free to do night shift or mid night shift. Wage gap and competency variables are further investigated to check whether they are associated with each other. A contingency test shows lack of confidence on women's skills and competencies, media organizations offer low salary to females as compare to men. Glass ceiling and competency was further evaluated using two way contingency analysis, both variables are not found to be associated and some other factors are causing them to prevail in the society.

## **6. Conclusion**

Providing equivalent opportunities to common citizens is the primary responsibility of the state and this is the right ensured by the Pakistani law article 27 of the Constitution, "No subject generally met all requirements for appointment in the administration of Pakistan should be victimized in appreciation of any such appointment on the ground of race, religion, position, sex, living standards or of birth place". Ignoring it, gender disparity is prevalent in almost all public and private organizations and industries. It is obviously found in media organizations as well. In spite of the fact that we Pakistanis declare to gradually achieving gender equality in all fields of jobs, it is still the shocking reality that demonstrates the pervasiveness of Gender Bias in each nerve of Pakistani reflected in the work places and occupation, as defended by the startling measurements and reports of the distressed women.

The media all around does not consider women's angle on most issues while perspectives of working women are routinely neglected. Moreover, speaking about gender disparity, one-sided issues are seen as the space of female writers, not their male counterparts. Media organizations doesn't change the common practice that 5% of the 17,000 Journalists in Pakistan are females and they have covert part than men in the media and mostly depicted being housewives and homemakers. Employed females have normally showed up in by and large female occupations where they are subordinate to men, and they appreciate little status or power.

As newsmakers and as news creators women are not given preference for these positions thus, remain one step behind the men. Women are nowhere to be found in the making or creating of news although being equal consumer of news. The fraction of women in all professions whether in the print or broadcast newsrooms, has always been unaltered. When conducting quantitative research it is hard not to be biased when gathering and analyzing data. When it comes to representation and gender roles, we already have an idea of what a typical woman represented and how they behave.

As news editor and as newsmakers females are not given first choice for these positions. Eventually, stay one step behind the men. Females are without explanation missing in shaping or making of news in spite of the fact that being equivalent end users of the news. The Very less number of females are to be found in the print or electronic newsrooms, has always been unaltered. In any research, it is very easy to find gender disparity while collecting and analyzing

data. With regards to representation and sexual orientation of females, we already know the place and space given to women in media organizations.

Male dominated media organizations and unions keep women on glass ceiling or stick them to floor, is the evidence that women are not at key positions and lack decision-making powers (UNESCO, 2015). Women are not given chance to show their abilities and professional skills. On the off chance, if given equal opportunities, women are proficient and skilled to prove themselves equally worthy of men and in case of absence their need will be felt.

Pakistani media organizations are unsuccessful in eliminating gender disparity and traditional stereotyping. The main reason is gender insensitivity that is prevailing in the society and it's continuously projection through media. In Pakistan as well as all through Asia females are anticipated in media as casualties, subservient, giving up and an object to men. Gender stereotyping is the vile behavior of a man as a result of gender itself. Stereotyping influences both men and women alike. It is evident in work place, where one gender is given special treatment and benefits or one gets less pay or incentives it decreases the work efficiency and reliance on one's own abilities.

In a past decade, women's ranking in working place has changed remarkably in Pakistan. Recently, women empowerment has uniquely changed the working environment for women at workplace. In this ongoing century, women have started working in all fields even the fields which are heavily dominated by men than any past years don't show. Therefore, in digital age, women need to do work in all fields because their wage can help the family too. People are well aware that without further ado various women are getting incredible trainings and possess dazzling capacities which are required for the business. Women place in the family and in the society is changing from the past decade. Although very few people have appreciated this and took it positive change in the society. Others envision that it has achieved a couple real issues for youth since they have less thought from their mothers who are fundamentally living up to their desires. The movements of these have changed into a new verbal debate all through the world.

## **7. Limitations and Future Recommendations**

- Only females were included in the study. However, the female participants were rich in information about the phenomenon under study.

- Due to time constraint, 30 women from broadcast media and radio were included in this research.
- Survey questionnaire is used to analyse the research hypothesis. There can be another round to conduct interviews for extra data collection.
- Although questionnaire as a research method enabled me to quarry deep into women's experiences and produce rich data, what I have provided here is a very small collection of women's experiences in media organizations.

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