

Gender at Workplace: A Study of Challenges and Pressures Faced by Journalists



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Abstract: *Public discourse is shaped by the media, which in turn affects political, cultural, and economic objectives. It also establishes how men and women play different roles in society. The researcher wants to explore the status of both genders in media organizations and discuss the professional and financial hindrances they have faced. Gender roles and gender-based ideas have an impact on both male and female assertiveness, as the attention and appraisal they receive based on their performance, their capacity for influence, and their inclination to become leaders. For example, males are expected to always be the household breadwinners, while females are expected to care for their husbands and children at home. Whether we're discussing gender, race, or colour doesn't matter. As with any stereotype, hinders men, and women from speaking to each other effectively. They may even incite conflict and strife, which lowers productivity and business morale.*

Key Words: Media, Economic priorities, Roles of men and women ender status, Stereotypes

Introduction

This study focuses on Gender at Workplace: A Study of Challenges and Pressures Faced by Journalists. Gender differences in the workplace are typically caused by social factors that affect the actions of both men and women. Certain businesses prioritise gender diversity in their business decisions and growth opportunities, encouraging involvement from all genders. Some organisations intentionally promote discrimination in the workplace and oppose gender parity. In most organisations, gender disparities add value and a range of viewpoints to an enterprise (Henley, 2014).

Compared to women, men are more likely to be self-assured when they pursue executive positions and to believe more firmly that their employer recognises and rewards merit. Women, however, believe that the ascent is more difficult. Less than half of the participants believe that opportunities are bestowed upon the

most deserving employees or that promotions are given correctly. Compared to males, women are more likely to think that being a woman has kept them from pursuing opportunities for advancement. Even more, particularly those in senior positions, believe that being a woman would hinder their ability to grow in the future (Waller, 2016).

Finding a balance between a job and family may be quite difficult for many women (Stuart, 2006; Hewlett, 2007). Women continue to give the bulk of care throughout pregnancy and the early years of raising children, according to a 2012 European Commission report. The research acknowledges that part-time employment and career breaks are barriers to advancement to senior roles. Women's employment rates decline as they have more children, but men's employment rates rise as they have their first and second child. Compared to males, women experience more career breaks and are more likely to

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work part-time or under flexible hours (European Commission, 2012; Followell, [2012](#)).

The researcher discussed this topic under the paradigm of the Liberal Feminism approach. By first defining the word "theory," liberal feminist theory can be better understood. According to Owens (1994), a theory is far from thinking about reality that serves as a model of that reality. At least two significant concepts are drawn from Owens' (1994) definition of the term theory. Two things about theories: one is that they serve as a guide for our thinking, and the other is that they may be utilised to explain behaviours and practises (Samkange, [2015](#)). It may be described as an individualistic interpretation of liberal feminism that places a focus on women attaining equality via accepting responsibility for their choices and deeds (Brookes, 2008). In a similar vein, the liberal theory is described by Giddens (2001: 692) as a "feminist theory that believes in gender inequality" (Lewis, [2016](#)).

A number of premises form the basis of the liberal feminist theory. These presumptions are based on the knowledge that gender discrimination has been exacerbated by individual ignorance (Class, [2014](#)). The afflicted person must take measures to combat this bias. Therefore, it is believed that using education as a variable will help to make things better. Equal rights and personal freedom are issues that liberal feminists are interested in as well (Ziman, [2013](#)). Reforms must be implemented gradually to avoid disturbing the status quo if they are to be effective. Liberal feminists strive for a steady transformation of the social, political, and systems since their goals are moderate and do not fundamentally contradict prevailing norms (Haralambos & Holborn, 2008). Therefore, several factors are responsible for gender discrepancies. These include cultural norms and the socialisation of men and women within them. The individual's attitudes are intimately linked to the other aspects (Samantha, 2014). Education and empowerment can improve all of these. Liberal feminism essentially advocates for progressive improvements through laws and policies that uphold equality as well as the support of equal rights for all (Hermes, [2011](#)). The researcher used this approach to evaluate the status of gender and to measure the equality of women in media organizations.

The Rationale for Selecting Gender at the Workplace

Women's achievement is not an issue. Women are now on par with men in terms of education. Since women end up performing most of the caregiving, young adults have a dilemma when attempting to manage their jobs and family. Women will be at a serious disadvantage in the workplace if they devote a significant amount of their time—compared to men—to these home tasks. Expecting gender equality in an environment where employers want women to be present all the time is impractical (Khan, [2009](#)). By talking about Gender, both men and women are included and in this, the researcher discussed about both the sexes (male and female), their duties, tasks, beats assigned to them and the ratio of both men and women (Wolska, [2011](#)).

Rationale for Selecting Journalists

An essential part of a democratic society is the press. It is a building. The Press deserves to be referred to as the "Fourth State." Journalism serves as a "watchdog" in our society and is the "voice of the voiceless." It serves as a solid link between the public and the relevant authorities. It deals with all matters public. Journalists can be watchdogs, investigators, moderators, entertainers, analysts, informants, editors, commentators, and advertisements, among other roles (Merchant, [2012](#)). They set agendas, advocate for the underrepresented, and are local activists (Franks, [2013](#)). They serve as public stewards, guardians of the truth, upholders of democracy, and advocates for open discourse. Journalists are putting a lot of effort into changing society for the better in their different industries. The researcher sought to examine the challenges and obstacles that both men and women encounter when trying to accomplish these goals.

Hypotheses

Based on the Literature Review the different Hypotheses formulated as:

H1: Journalists face different pressures and challenges in the workplace based on their gender.

H2: Women face stereotypical behaviour in the workplace because of their gender.

Research Methodology

A survey is a tool for data collection. It is one of the most important types of research in social sciences. It is the systematic way to get data.

The sample size consists of a total of 200. The sample includes both male and female journalists of different media organizations in Lahore.

Some general questions have also been asked about the ratio of male and female and the nature of beats assigned to both etc.

Questions are developed on close-ended technique. The reason for selecting the close-ended method is because close-ended questions provide the exact information needed by the researcher and they are easy to analyze.

It is ideal for all types of study to look at every member of the population, but because of the population's sheer size, this is typically not possible. This is the justification for why sampling tactics are so common in research.

Problem statement

To study and analyze the challenges and pressures faced by Gender in the workplace, what type of problems they face based on their Gender and the pressures they face at the workplace. Mostly, previous research on the issue of gender in the workplace highlights the role of women in the workforce and focuses on the harassment faced by women in the workplace. This study focuses on studying both genders (male and female) and the challenges they face in the media organization(s). The significance of this study is that the researcher wanted to analyze the status of gender how men and women are treated in the workplace and what type of tasks and duties are assigned to them in terms of their Gender. This study also discussed the stereotypical roles assigned to both men and women in the working environment.

Objectives of the Study

1. To analyze the status (beats, tasks, designations, ratio) of both men and women in media organizations.
2. To examine the stereotypical thinking patterns about women journalists in Media.
3. To find out the pressures (internal and external) and hindrances (beats) faced by media personnel being men and women.

4. To evaluate the working environment of media organizations for men and women.

Literature Review

A literature review presents an analysis of earlier studies that have been carried out on the subject under investigation by various scholars over the course of various time periods. It is among the most crucial steps in carrying out a research investigation. It aids the researcher in gathering knowledge about earlier investigations into his or her subject and in analysing the strategies and techniques employed by earlier researchers. What were the statements of the problems? What conclusions did the researchers get from their research, what was the sample size, and who was the target population? This chapter is thought to be highly helpful since it aids in the researcher's acquisition of as much knowledge as possible on the topic being studied and the research that other academics have conducted on it. Reviews of the literature offer a strong foundation to support one's research. To analyse the corpus of current literature and provide support for how one's study fits into the existing body of knowledge, reviews are essential (Merchant, 2012). This suggests that the broad understanding that underpins the discussion of results, conclusions, and recommendations is provided by the literature review. This enables the writer to illustrate the connections between their study and earlier endeavours, as well as how their findings expand upon existing knowledge (Abrams, 1989). Additionally, it helps to set the scene for the study, justify the study, ensure that the study hasn't been done before, demonstrate how it fits into the corpus of current knowledge, allow the researcher to draw from previous ideas on the topic, and demonstrate how the topic has been examined before, highlight flaws and gaps in earlier studies, show how the work is advancing the field's understanding and knowledge, and help refine and refocus (Wanjohi, 2012).

The researcher has divided the literature review into the following themes:

- Gender in the workplace
- Gender and Media
- Gender stereotypes in the workplace
- Challenges and pressures faced by journalists being Gender

Gender at Workplace

Zia examined the present situation of harassment of women in Pakistan's media industry while considering the theories of liberal feminism. The empirical technique was used in interviews with male and female media professionals on national television networks. The study examined six fundamental aspects of harassment: the workplace culture, male dominance, harassment of women at work, stereotypes about women, derogatory comments about the appearance of female co-workers, and reporting of harassment incidents. It looked at how women are being harassed these days on reliable television networks.

The overall atmosphere of media companies is deemed to be favourable in the business (Followell, 2014).

We intended to offer an overview of the gender inequalities in business and leadership using the Commonwealth and decision science concepts. Recent findings in the "science of decision-making" have highlighted significant behavioural variations between men and women based on gender, how these differences influence decision-making, and how various leadership philosophies affect outcomes. The Commonwealth's Plan of Action for Gender Equality 2005-2015 outlines the organization's objectives, including the advancement of women's empowerment and gender equality (Barzilai-Nahon, 2008). The article outlines the business backdrop first so that female leadership can be seen from the perspective of demographics and then addresses the major difficulties encountered by women on a global and individual level. Following a thorough discussion of gender differences in the personal and professional spheres, an overview of their causes, a discussion of current solutions, and a list of recommendations for women, board members, and policymakers, the report moves on to key decision science theories.

Gender in Media

Buonanno (2014) claims that the field of gender and media studies has experienced a notable rebirth in recent years, as evidenced by the profusion of international journal-themed issues, conferences, books, collections, and articles that highlight the

various aspects of the interaction between gender and communication. Since the issue initially emerged in academia in the early 1970s, the discipline has seen ups and downs. Second-wave feminism had an impact at that time, bringing the media to the forefront of attention and criticism. The goal of this essay is to provide a thorough overview of this history by presenting a narrative of continuity and change that aims to illustrate how the field has changed over time, how it is currently structured, and how it approaches its primary goal of identifying and comprehending the gendered and gendering aspects of media discourses and practises (Crawford, 2001). The various lines of the lively dialogue that fuels the current renaissance will receive more attention. In a postfeminist and media-saturated cultural setting, conflicting perspectives on gender and media have a significant impact on this dispute.

Paustian Underdahl (2014) noted that despite data showing that males are often viewed as more suitable and successful than women in leadership roles, a new discussion regarding the potential existence of a female leadership edge has developed in the public press and scholarly research. This meta-analysis provides an answer to this question by statistically comparing how differently men and women perceive the efficacy of leadership in 99 separate groups drawn from 95 research. The results demonstrate that there is no difference in how effective a leader is viewed by men and women when all leadership scenarios are considered. However, if we limit our analysis to other evaluations, women are assessed as being noticeably more effective than males. Men think they are much more effective than women, based just on their own assessments of themselves. Moreover, this synthesis also looks at contextual moderators that come from role congruity theory (Eagly & Karau, 2002).

Gender Stereotypes in the Workplace

The issue of gender discrimination in the workplace was examined by Akua Ahyia Adu-Oppong (2015) comparing how differently men and women perceive the efficacy of leadership in 99 separate groups drawn from 95 research. The results demonstrate that there is no difference in how effective a leader is viewed by men and women when all leadership scenarios are considered. However, if we limit our analysis to other evaluations, women are assessed as being noticeably

more effective than males. Men think they are much more effective than women, based just on their own assessments of themselves. Moreover, this synthesis also looks at contextual moderators that come from role congruity theory (Eagly & Karau, 2002). The study's findings demonstrated that women are, in fact, underrepresented in executive positions in higher education institutions. Many institutional hurdles prevent qualified women in higher education from rising to prominent positions. The research included recommendations for increasing women's engagement in higher education management and argued that some of these obstacles needed to be removed in order for women to successfully engage in the field.

The three studies that demonstrate how culture shapes gender stereotypes' content and how males are perceived as possessing more of the qualities that are valued in society were expounded upon by Amy J. Cuddy (2010). In Study 1, Koreans ranked men as more dependent than women, defying the "universal" gender stereotype of male independence. In contrast, males were viewed as less reliant than women by Americans. The results of Study 2 demonstrate how cultural frameworks influence the content of gender stereotypes since bi-cultural Korean American participants assessed men as being less interdependent in Korean but more interdependent in English. Study 3 found that cultural values had a causal effect on the content of gender stereotypes because American college students evaluated a male student higher on the quality, and they were informed was the most significant cultural value at their university—either sociability or ambition.

Roger Desmond and Anna Danilewicz (2010) discovered an additional gender disparity in the news sources. Men reporters tended to cover politics, while women reporters were more likely to cover human interest and health-related topics. Although there were no appreciable differences between non-experts who were male and female, male experts were quoted and sourced more frequently than female experts in those pieces (Gita Patel, 2013). Male sources received higher attention because there were more male reporters covering serious news topics and because they were frequently more likely to pick a source of their own gender. It might also be argued that female sources are sought after by female

reporters since women are often underrepresented, save for in articles about human interest and other soft news that are supposedly produced with their gender in mind.

Challenges and Pressures Faced by Journalists Being Gender

Although there are several nations where there is a large presence of women in newsrooms, the media is still heavily skewed towards men in the highest positions. In the news, women are underrepresented in terms of both the tasks they perform and the career prospects available to them. They are even underrepresented in the unions that stand out for them. With regard to accuracy, fairness, and honesty, fair gender representation is a professional and ethical aim. The opposite side of the argument asserts that there needs to be a greater presence of women at higher levels of the news industry, both at work and in unions. Journalists need to take a position in a society where hard news is still mostly delivered and presented by males. equality is not just a women's issue; everyone benefits from eliminating discrimination.

According to Steiner (2012), includes important theories, notions, and points of view that have been utilised to substantiate and validate assertions regarding the divisions that gender makes in the media, particularly in journalism. After examining speeches that were patriarchy-based, the researcher talked about critical mass or the idea that change happens when an irreversible tipping point is reached. This concept is from the field of nuclear physics. Paradoxically, the notion of critical mass in journalism gave rise to worries about the Pink Ghetto—that is, that women who succeed in breaking into the media will earn less and drive away men. After a critical mass failure, academics used the Glass Ceiling to explain why women couldn't work in media management. According to the "Topping-Out Factor," only the best. Politics of status and application the "field" theory of Bourdieu explains why these topics are so contentious in journalism. If newsroom structures, content, policies, and decision-making are to meet the continuing political and social demands of real people who may be disproportionately disadvantaged by race or class, then experimentation is essential.

Limitations of the Study

1. This research attempts to concentrate solely on the internal (family) and external (organizational) challenges faced by Gender in the workplace.
2. This study does not highlight the Theory that explains and predicts the relationship

Theoretical Framework

The link between variables is explained and predicted by theory, which also directs research and organises its concepts. The analogy of the random assortment of bricks in the brickyard is used to illustrate how "facts" of all sizes and forms are meaningless without being integrated into a larger theoretical or conceptual framework. As more data is obtained to support a theory, it grows stronger and gives predictions context. It can also inspire new studies, is applicable to actual data, and is always preliminary. (Christopher, 2010)

The theory that is applied to a research investigation is what is meant by a theoretical framework. It presents and defines a theory that will be used to explain the study and show that the reader has a grasp of theories and concepts that are pertinent to the research issue and have a bearing on the larger body of knowledge under consideration.

Shoemaker's Concept of Gatekeeping

Figure 1

Pamela J. Shoemaker's (1991) theory, the method, and the application of gatekeeping at the individual, communication routine, organisational, and institutional levels were given a relevant historical background. Additionally, it ends with a brand-new gatekeeping model that takes into account feedback, internal and external factors along the channels, and individual gatekeepers functioning inside a single institution. The features of gatekeeping within an organisation, as well as internal processes and external influences that have an impact on certain gatekeepers, are represented by "pull-out" models inside that model. The paradigm acknowledges influences at all levels—from the person to the organisational to the institution to society—just as previous mass communication theories. (Roberts, 2005f)

Independent and Dependent Variable

The Independent variable is journalists because they are free and are not dependent on any factor. Research is conducted on them as they are the main factors. The dependent variable is the challenges and pressures which are faced by journalists.

Graphical Representation and Interpretation

Findings of Survey

The survey was carried out to find out the results of Gender at Workplace: Analysis of Challenges and Pressures Faced by Journalists.

Your organization have an equal ratio of men and women

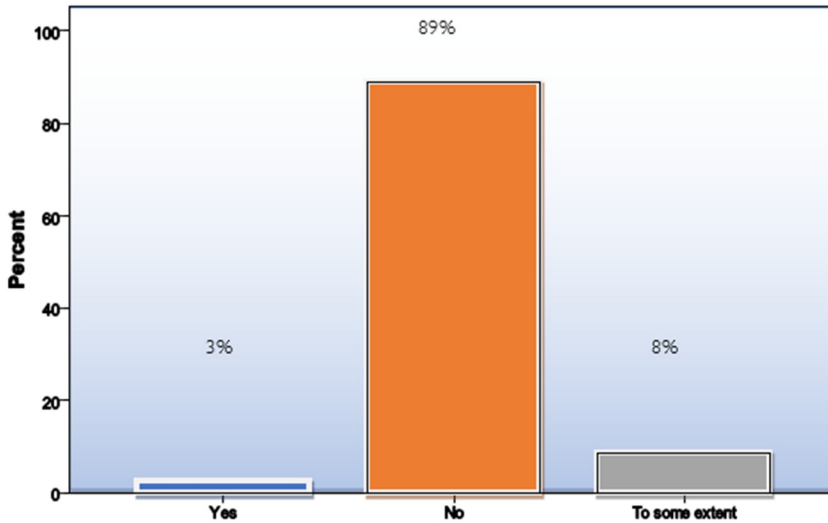
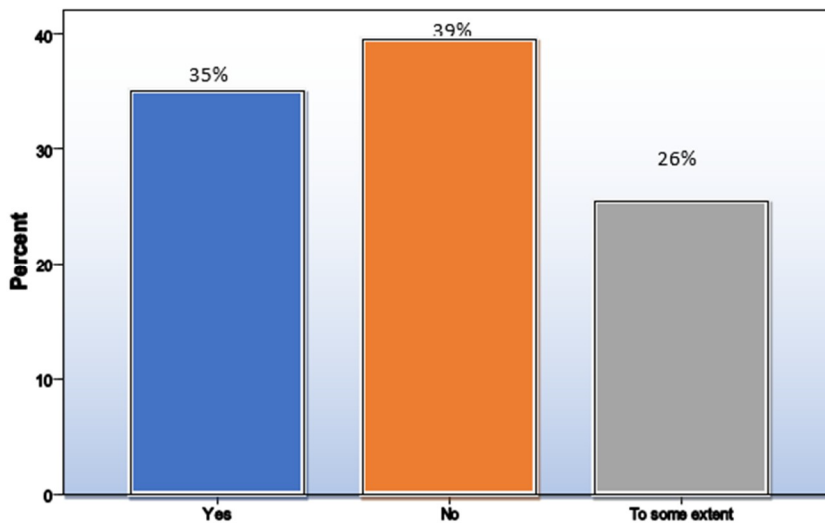


Figure 1 revealed that 89% of the respondents said that they do not have an equal ratio of men and women in their organization, only 3% responded yes and 8% people to some extent. It shows that 89 per

cent of the selected population does not have an equal ratio of men and women in their respective organizations.

Figure 2

Any kind of Gender Discrimination in your organization



According to this figure, 35% of respondents were of the view that there is gender discrimination in their organization, 39% denied it and 26% responded to

some extent. This figure shows that with a very small difference i.e. 35 and 39 percent selected population responded yes and no respectively.

Figure 3

Soft beats (weather, showbiz etc.) are assigned to women in your organization because of their gender.

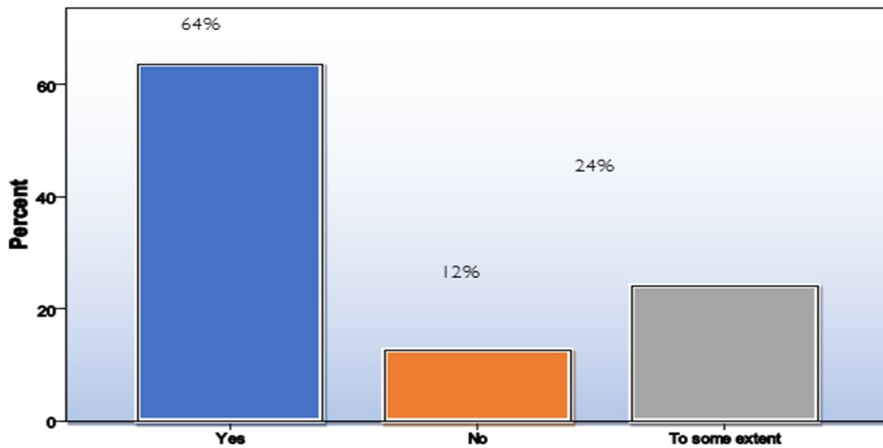
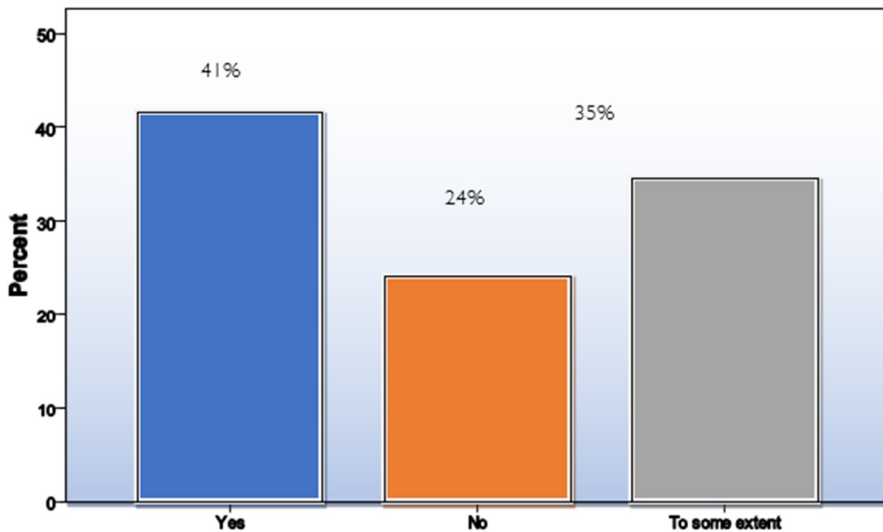


Figure 3 reveals that 64% of the respondents agreed that soft beats are assigned to women because of their gender whereas only 12% answered no and 24% said to some extent. This shows that the majority of the journalists think that soft beats are assigned to women.

Figure 4

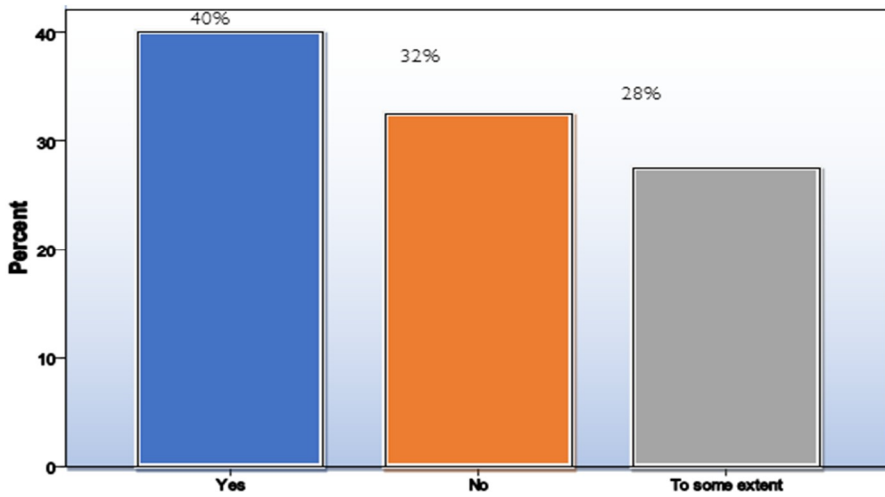
In most organizations, top positions/designations are possessed by men



This figure reveals that 41% of people believed that top positions are possessed by men in media organizations while 24% denied the statement and 35% said to some extent. The majority of the people agreed with the statement.

Figure 5

There is stereotypical thinking about women in your organization

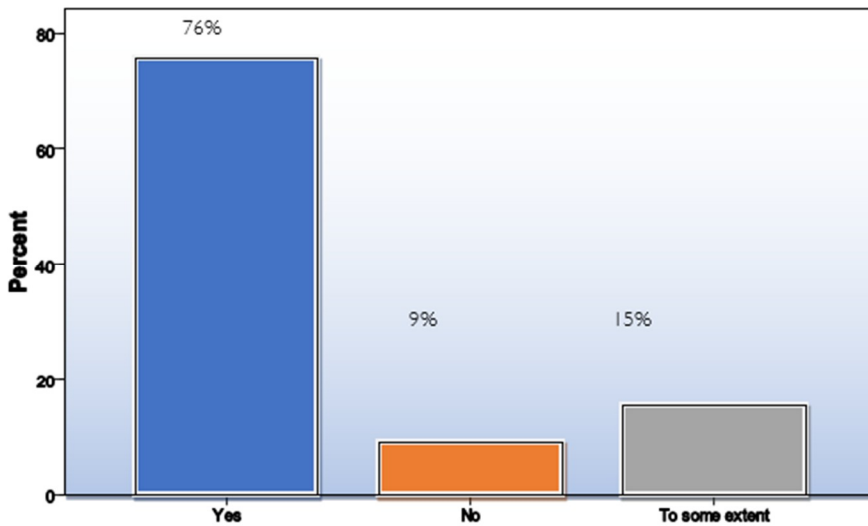


This figure depicts that 40% of people agreed that there is stereotypical thinking regarding women in their organization, however, 32% counter the

statement and 28% said to some extent. This figure is important as it clearly shows the opinion of the majority i.e. 40 per cent.

Figure 6

Late working hours cause problems for employees, especially women

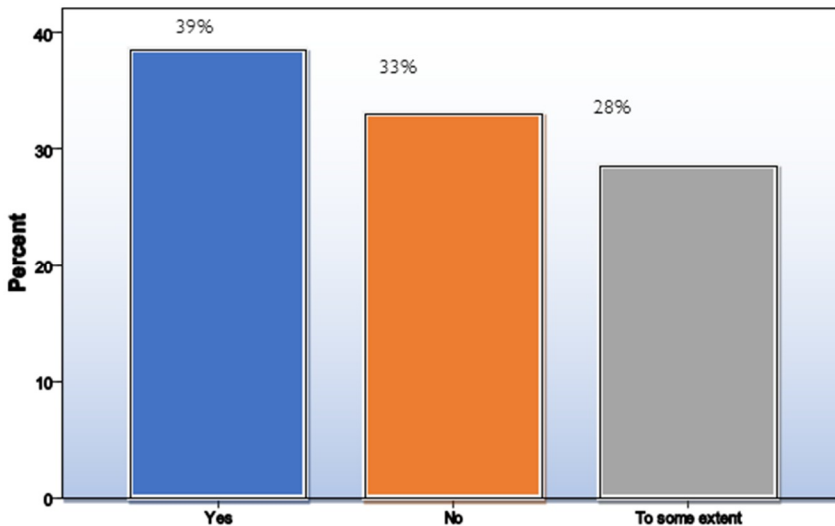


According to this figure, 76% of people agreed that late working hours cause problems for the employees

especially women while only 9% answered no and 15% said to some extent.

Figure 7

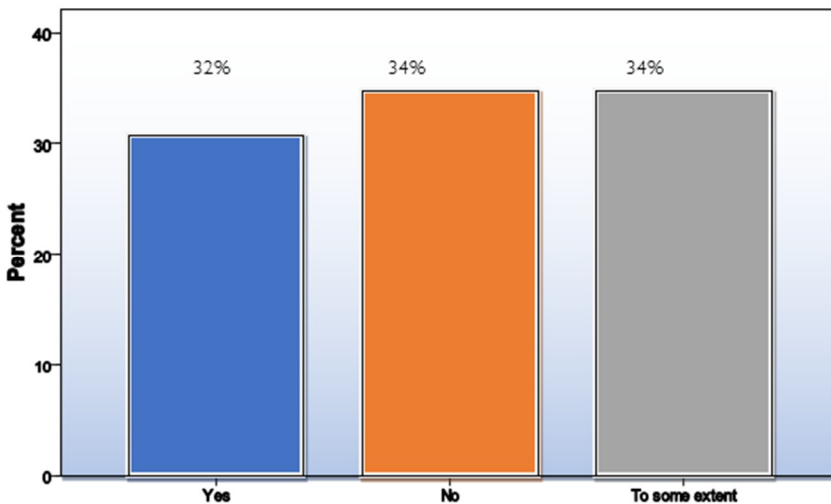
Men sometimes exploit their top positions in media houses



According to Figure 7, 39% of people said that men sometimes exploit their top positions in media houses, 33% were not of this view and 28% said to some extent. 39% of the journalists agreed with the statement.

Figure 8

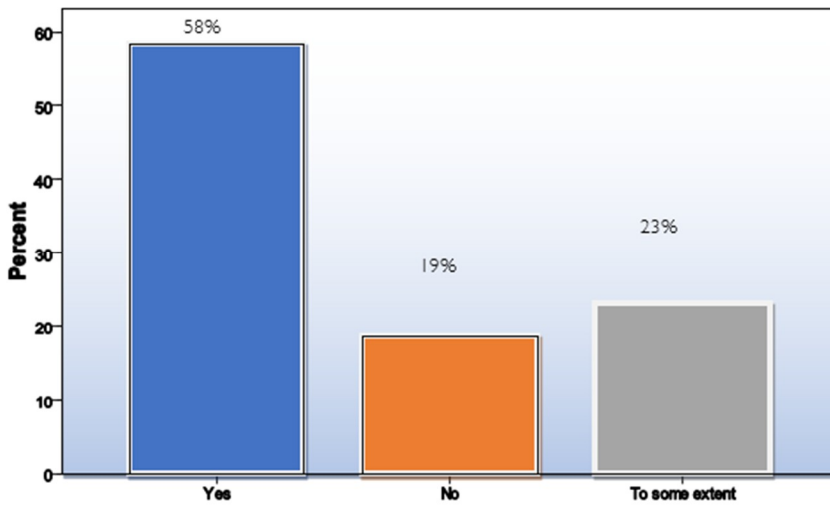
Journalists sometimes take negative advantage of the facilities provided to them



According to this figure, 32% of the respondents said that journalists take negative advantage of the facilities provided to them, however, 34% of the targeted respondents said no and to some extent respectively. There is almost mixed opinion regarding this statement as seen in the figure.

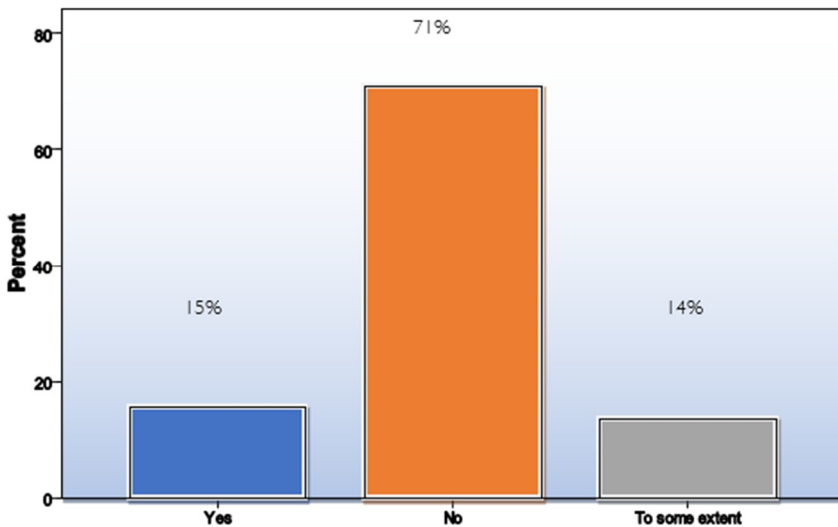
Figure 9

Equal opportunities should be provided to both men and women in any working field



According to this figure, 58% of the majority said that equal opportunities should be provided to males and females in any working field while 19% are not in favour of equality and 23% said it to some extent.

Figure 10
Ever faced/encountered any kind of harassment at the workplace



This figure depicts that 15% of the targeted respondents faced harassment at the workplace whereas 71% did not face any harassment and 14% said to some extent. The majority of people do not face any kind of harassment in the workplace.

Discussion and Analysis

The present research investigated Gender in the workplace: Analysis of challenges and pressures faced by journalists. The researcher applied a quantitative survey method to analyze the data. The research has been done on the journalists of different media organizations in Lahore (print as well as electronic) and by asking different questions, the researcher tried to evaluate the status of gender in the workplace as well as the challenges and pressures they face in their organizations.

Figure 1 revealed that 89% of the respondents said that they do not have an equal ratio of men and women in their organization, only 3% responded yes and 8% people to some extent. It shows that 89 per cent of the selected population does not have an equal ratio of men and women in their respective organizations.

According to Figure 2, 35% of respondents are of the view that there is gender discrimination in their organization, 39% denied it and 26% responded to some extent. This figure shows that with a very small difference i.e. 35 and 39 percent of targeted respondents responded yes and no respectively.

Figure 3 reveals that 64% of the respondents agreed that soft beats are assigned to women because of their gender whereas only 12% answered no and 24% said to some extent. This shows that the majority of the journalists think that soft beats are assigned to women.

According to Figure 4, 41% of people believed that top positions are possessed by men in media organizations while 24% denied the statement and 35% said to some extent. The majority of the people agreed with the statement.

Figure 5 reveals that 40% of people agreed that there is stereotypical thinking regarding women in their organization, however, 32% counter the statement and 28% said to some extent. This figure is important as it clearly shows the opinion of the majority i.e. 40 per cent.

According to Figure 6, 75% of people agreed that late working hours cause problems for the employees especially women while only 9% answered no and 15% said to some extent.

According to Figure 7, 39% of people said that men sometimes exploit their top positions in media houses, 33% were not of this view and 28% said to

some extent. 39% of the journalists agreed with the statement.

Figure 8 reveals that 32% of the respondents said that journalists take negative advantage of the facilities provided to them, however, 34% of the targeted population said no and to some extent respectively. There is almost mixed opinion regarding this statement as seen in the figure.

According to Figure 9, 58% of the majority said that equal opportunities should be provided to males and females in any working field while 19% are not in favour of equality and 23% said to some extent.

Figure 10 depicts that 15% of the targeted respondents faced harassment at the workplace whereas 71% did not face any harassment and 14% said to some extent. The majority of journalists do not face any kind of harassment in the workplace.

The results also showed that the majority of the journalists believe that tasks and duties are assigned on a gender basis and mostly soft beats are assigned to women in media organizations because of their gender.

the findings, hypothesis, and research questions of this research study, it is clear that most of the objectives are proved and thoroughly examined by analysing the findings of the survey questionnaire.

Conclusion

The factors depend on the conclusion drawn after reviewing the relevant literature as most of the studies were of the view that women do not possess equal rights and opportunities in media organizations as compared to men. In this research, the first objective is to analyse the status (beats, tasks, designations, and ratio) of both men and women in media organizations. After analysing the data, it is concluded that though the majority of the journalists are satisfied with the working environment of their organization and of the view that there is no such gender discrimination in their organization by examining all the data, women do face stereotypical behaviour and soft beats are assigned to them in most of the media organizations. The second objective is to examine the stereotypical thinking patterns about women in media organizations which are very common. According to the third objective, both male and female journalists face different kinds of challenges and pressures based on their gender.

Recommendations

This study "Gender at Workplace: Analysis of Challenges and Pressures Faced by Women" also provides some suggestions for media students and future researchers of this field.

- This research study does not focus on the psychological issues faced by journalists in media organizations and how they deal with

them. This angle can also be discussed to study thoroughly.

- Future researchers can also analyze and discuss the dangers and threats to the lives of journalists for in-depth investigation.
- In this study, the researcher has only used the quantitative survey method, future researchers can also use focus groups and qualitative in-depth interviews with journalists as well.

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