

Gender Equality in Chinese Journalism: Women at the Intersection of Ideology, Labor and Organizational Culture

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- By November 5 2012, there are 248,101 registered journalists in China, in which 140,684 are male, 107,417 are female. The proportion between male and female is 57:43. There was a steadily increase of female journalists than ten years ago. (Wang Haiyan, 2012)

About the interviews

- 146 face-to-face interviews with Chinese journalists from 79 media outlets in four main cities in China, namely Beijing, Shanghai, Guangzhou, and Wuhan, between March 2014 to January 2015
- Respondents in this study are mainly young, unmarried, well-educated people who had entered the journalism profession within the past 15 years.

- **Beijing**

- More female respondents worked in new media outlets. Generally, online media journalists were more likely to believe that gender had no effect on promotion and job success.
- 47 percent of journalists in new media believed their professional ability and bureaucratic position were not correlated with gender, whereas 39 percent in traditional media had the same opinion.

- **Shanghai**
- The proportion of males almost equaled that of females across media types.
- More than half of all the respondents believed that gender had no influence on promotion and job success (54% in the traditional media group and 58% in the new media group respectively).

- **Guangzhou**
- The proportion of male and female was fairly equal, but more journalists in Guangzhou's new media believed that their professional ability and bureaucratic position were not correlated with gender.

- **Wuhan**
- Interviewees generally maintained gender balance.
- Half of online journalists believed there was no relationship between gender and the ability to act in profession and bureaucracy, while only a quarter of traditional journalists advocated this viewpoint.

Conclusion: gender equality

- The interviews show that gender is not considered by most respondents as an important variable to the benefit and position of their job as journalist.

City	Beijing		Shanghai		Guangzhou		Wuhan		All	All	All	
Media: old/new/ number of journalists	old: 33	new: 17	old: 24	new: 24	old: 12	new:12		old: 12	new: 12	old: 81	New: 65	Old and new:146
Gender, female	17(52)	7(41)	12(50)	13(54)	5(42)	6(50)	7(58)	7(58)	41(51)	33(51)	74(51)	
Influence of gender, no effect	13(39)	8(47)	13(54)	14(58)	6(50)	9(75)	3(25)	6(50)	35(43)	37(57)	72(49)	

Other variables

- Ideology
- Labor division
- Organizational culture: social relations

Ideology

- The political correctness of gender equality (or at least at the level of official rhetoric) in socialist China's enterprise (locally called Dan Wei or Work-Unit in English)

- “Half of the Sky”: “One major goal of the socialist revolution in China was to liberate women.” (Fubing Su, 2006)



Labor division

- Different media: television, radio, newspaper and online media
- Newsroom

Organizational culture

- Institutional dependence (Andrew Walder, 1986): interpersonal ties, paternalism, etc.

Chinese literatures on Journalist and Gender

- Thematic search: 324 journal and newspaper articles were found between 1982 and 2016.
- Title search: only 25 found.

- “As journalists, we have no gender differences.” (Cao Yiming, *China Women’s Daily*, 2011)
- “There are no special requirements about gender, as long as you are competent to be a journalist.” (Yu Baozhu, *Chinese Journalists*, 2010)

Gender inequality

- Market-Oriented media reform (Wang Haiyan, 2012):
- Unequal contract and salary system: from iron bowl to precarious employment (maternity leave, etc.)
- The decline of women's organizations (Women's Federation) and trade union

Thanks!

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