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**RESEARCH PAPER****Work Related Problems of Women in the Media Industry of  
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**ABSTRACT**

Pakistani working women face problems in each field. However, the media profession offers more problems than any other field in the country. Plenty of studies support the statement that Pakistan is unsuitable for media women. In Hyderabad, many media-working women are facing problems silently. This study is a milestone in exploring their problems. Thus, the current research applied qualitative research and a purposive sampling method. Twenty women participants selected from print, electronic and digital media were recruited for in-depth interviews. The findings revealed that women experienced myriad problems in the industry. Nepotism and favoritism impeded many women's career development. Insecurity of jobs, unsafe workplaces, non-cooperative behavior of co-workers, and female-to-female jealousy were the striking problems in the media industry. It was found that more significant numbers of women were working in glass-ceiling positions. Besides, the results exhibited that gender inequality and sexual harassment were the two predominant problems in the industry. A concrete policy should be implemented to curb gender inequality and sexual harassment in the media industry. Media authorities should provide a fair platform without nepotism and favouritism for each woman.

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**KEYWORDS** Gender Inequality, Glass Ceiling, Media Industry, Pakistani Media, Sexual Harassment, Work Problems, Women Empowerment

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**Introduction**

The media industry is often portrayed as a realm of glamour, excitement, and boundless opportunities, where stories come to life and voices find resonance. It is a world that informs, entertains, and shapes public opinion, making it a powerful platform for societal change. In recent years, this sector has witnessed a significant transformation with the growing participation of women in various roles, from journalism to production and leadership positions. Women have played pivotal roles in reshaping narratives, advocating for gender equality, and championing essential causes (Ahmed et al., 2023). The modern world has witnessed the considerable participation of women in the media field. Their role in the media industry is significant. However, beneath the facade of this dynamic and ever-evolving industry lies a complex and often disconcerting reality. Women working in the media industry continue to face many challenges, which, in many cases, impede their professional growth and well-being. These challenges extend beyond the typical hurdles faced in any career and can include workplace safety, sexual harassment, gender discrimination, threats, and limitations on career advancement (Dent, T. 2020).

One of the most pressing concerns is women's safety in the workplace. Despite the glamorous image associated with the media industry, it is often considered an unsuitable and unsafe profession for women. The article underscores the alarming workplace safety issues faced by women in Pakistan's media industry. Daily, these women grapple with a host of problems, including sexual harassment, gender discrimination, and threats, which collectively hinder their professional growth (The News, 2018). Another study characterizes Pakistan as a perilous environment for women working in the media, where they are subjected to both sexual harassment and socio-cultural constraints stemming from their profession (Adnan, 2017). Noshen shares similar concerns about women's challenges in Pakistan's media landscape, citing issues ranging from limited mobility to gender-based stereotypes upon entering the field (The Nation, 2018). Abbasi et al. (2019) shed light on women colleagues' low regard for their counterparts in the media sector. Ogundoyin (2020) identifies key challenges women face in media, such as late-night work, gender inequality, balancing house and motherhood, low job satisfaction, and an unequal reward system.

In the province of Sindh, particularly in Hyderabad, women in the media sector find their freedom constrained by the sector's policies. Memon (2013) highlights the scarcity of facilities and privileges available to these women and the unique challenges they silently endure. Senior Journalist Sohail Sangi expressed regret about the limited number of women in Sindh's media sector, emphasizing the critical nature of this situation (Mathrani, 2017). He recommended increasing women's participation in the media profession to shed light on their challenges. In summary, a significant research gap warrants a comprehensive investigation into the workplace challenges experienced by women in the media industry in Hyderabad. This research delves into the critical topic of work problems faced by women in the media industry. While some progress has been made in addressing these issues, there is still much ground to cover in creating a more equitable and safe environment for women in this sector. Understanding these challenges' impact on women's careers and lives is pivotal for promoting gender equality, fostering diversity in the media, and ensuring the industry's ethical and professional growth.

### **Literature Review**

The significant contribution that women's active participation in various fields across the globe has made to expanding economies and advancing societies is unquestionable. Despite the tremendous contributions that women make to the labour force, they continue to endure significant discrimination, most notably in the form of unequal pay, limited access to higher-ranking positions, and other disadvantages connected to the workplace. Throughout history, women have consistently faced various forms of suffering and challenges at the hands of men. These challenges persist today, as evidenced by the underrepresentation of women in journalism. According to data from the Pakistan Federal Union of Journalists (PFUJ), women comprise less than 5% of the approximately twenty thousand journalists employed in Pakistani media organizations. Women's challenges in the media sector are multifaceted (Adnan, 2017). These challenges range from harassment by male colleagues to social and cultural limitations. The major hurdles faced by women working in the Pakistani media industry include threats of violence, harassment, negative societal attitudes, and a significant gender-based pay gap. It is also noted that social pressure is a universally acknowledged issue for female media workers. Many women in this field face stigmatization and are labelled as "bad women" due to their choice of a traditionally male-dominated profession. Some are unfairly associated with loose morals or immorality, while others experience disappointment from their families for entering the world of media (Rabia, 2018).

Numerous other studies reveal the core challenges that women encounter in the media. These challenges encompass unfair treatment, harassment by male colleagues, and job insecurity. Discrimination based on physical appearance, age, pregnancy, and motherhood is also prevalent. Women's presence in media organizations is resisted by a society that does not readily accept it. In the eyes of many Pakistani people, the media is neither an honourable nor suitable place for women to work.

Moreover, the female workers working in the Pakistani media industry also experienced safety challenges. These safety challenges range from physical and mental threats to menacing and vengeful behaviours. Inappropriate lewd or sexual gestures, physical touching or grabbing, standing too close without an official reason and persistent unwarranted staring are mentioned as some of the acts that create an unsafe environment for female media workers (The New, 2018). Another research conducted by Shahzad and Fehmida (2017) delves into the challenges related to identity and discrimination that women face in the media sector of Pakistan. These challenges are described as multi-dimensional. When a woman starts working in this field, she not only encounters discrimination from her superiors but also from her male colleagues. Another significant challenge for women in media organizations is the limited opportunity for success in journalism. This limitation arises from being primarily relegated to sharing their views on specific issues. At the same time, their male counterparts are allowed to engage in a broader range of media-related activities. Consequently, journalism appears to be more welcoming to men than women.

### **Gender Discrimination and Unequal Opportunities**

Rehman, Naveed, and Raza's study (2017) underscores the alarming prevalence of gender-based discrimination in the workplace. Women, despite their extensive contributions to various sectors, often experience unequal pay and are frequently denied opportunities to advance into higher-ranking positions. Nawazi et al. (2013) highlight the challenges women face in the media sector, including the discrediting of their work, pay disparities, and persistent barriers hindering their progression into top positions.

### **Challenges in the Working Environment**

Murthy and Anita's study (2010) titled 'Women in the Media and their Working Environment' reveals that a significant percentage of female participants reported facing challenges within their work environments. These challenges not only affect individual well-being but also hinder media institutions' overall progress, as Pandey et al. (2015) noted. The existence of a "glass ceiling" for women in higher positions within organizations negatively impacts the overall institutional atmosphere, hampering organizational growth.

### **Safety and Harassment Concerns**

The safety concerns faced by women in the media industry are alarming. These concerns encompass both mental and physical threats, including unwarranted touching, sexual gestures, intrusive gazing, and unwelcome physical proximity for non-official purposes. The prevalence of such distressing experiences is highlighted in a 2018 article published in *The Daily News*, shedding light on the safety-related problems that women in media regularly face.

### **Gender Bias and Male Dominance in the Media**

The Global Media Monitoring Project Report (2010) confirms the profoundly ingrained gender bias and largely male-dominated nature of the Pakistani media. This

biased environment poses significant challenges for women working in the industry, perpetuating existing gender inequalities.

### **Challenges in Hyderabad's Media Sector**

Salma Soomro, a member of the media industry in Hyderabad, underscores the critical challenges women face in media, including limited transportation options, lower-ranking positions, and prevalent gender discrimination. Her insights provide valuable perspectives on the unique challenges women face in the media sector in Hyderabad. Notably, the representation of women in top positions within organizations, as evidenced in *The Daily Ibrat Newspaper*, remains limited (IFJ, 2015).

### **Sexual Harassment as a Major Concern**

One of the most distressing issues faced by women in Pakistan's media industry is sexual harassment. This concern is further substantiated by Nusrat (2018), who highlights sexual harassment as a pervasive and profoundly concerning problem for women in the industry. The severity of the issue is illustrated by the fact that, since its establishment in 1964, the Pakistan Television Broadcasting Corporation (PTBC) has had only one woman serving as Managing Director (MD).

The following literature reviewed underscores the pressing challenges encountered by women in Pakistan's media industry, including gender discrimination, unequal opportunities, safety concerns, and the pervasive issue of sexual harassment. These multifaceted challenges hinder women's professional growth and compromise their overall job satisfaction and well-being. Addressing these issues is imperative for creating a more inclusive and equitable media sector where women can thrive professionally without discrimination or safety concerns. The need for gender equality, safer working conditions, and cultural shifts that support diversity in media is paramount to fostering a supportive and diverse media industry.

### **Material and Methods**

The present research employed a qualitative method, which is well-suited for exploring the values and strategies of social activities. This method is exploratory and conducted in the participants' workplace (Creswell, 2014). The study had no set boundaries for informants, allowing them to share detailed information through in-depth interviews freely. A flexible and emergent research design was chosen, aligning with practical studies' priorities (Robson, 2016; Kvale, 2015). The research was carried out in the Hyderabad district, the second-largest city in the Sindh province of Pakistan, known for hosting a variety of media houses. In total, there are 63 media houses in the city. Hyderabad was selected for this research due to the lack of comprehensive studies conducted in the area. More than 100 women work in media houses in Hyderabad. The study participants consisted of women residing in Hyderabad, and data regarding these working women were collected from various media houses to constitute the research samples. The following media organizations were the sources for selecting participants: Mehran TV, Information Department, Associated Press of Pakistan, *Ibrat Newspaper*, *Sindh Akhbar*, and *Indus Online TV*. The Deputy Director of the Information Department, a Senior News Caster of Mehran TV, and a Journalist from *The Daily Kawish Newspaper* facilitated the selection of participants.

After collecting the data, a sorting process was conducted, and 20 interview participants were purposively selected. Interviews were conducted in Urdu/Sindhi

languages, and the researcher recorded them with the participants' consent. The researcher then extracted themes from the original interview records using Thematic Analysis (TA). These themes were subsequently translated into English and verified with the research guide. Purposive sampling was employed due to its flexibility in the sampling process. The researcher obtained formal permission from the participants before conducting interviews. To adhere to ethical standards, the researcher presented a detailed information page to the interviewees, including the researcher's complete information, research goals, study project, potential outcomes, voice recording, interview duration, and procedure.

Additionally, a datasheet with contact information for the research guide and the researcher, along with other necessary details, was provided to participants for any inquiries related to the research. The datasheet was available in local languages (Urdu and Sindhi) to accommodate participants' language preferences. Data processing commenced with recording interviews, ensuring that they were saved on a smartphone. The researcher attentively listened to the recorded clips and transcribed them verbatim into written form. Each transcript received a unique label to maintain its originality, and essential information such as interviewee names, locations, dates, and times was documented on the cover page.

## Results and Discussion

The current segment is divided into sections: *A. Profile of Research Participants* and *B. Findings of In-depth-Interviews*. The 01 section is based on demographic participants' demographic information, including marital status, location of residence, family type, educational background, occupational roles, and experience level. In contrast, the thematic data presented in section 02 of the study were obtained through in-depth interviews with all participants and assigned codes such as Ind-Int-1, Ind-Int-2, etc. Total of (20) In-depth interviews were conducted with the working women of Hyderabad's electronic, print, and digital media. All the data gathered from demographic information and interviews, underwent coding and analysis using a thematic analysis approach, leading to the identification of five overarching themes; 01) *Nepotism*, 02) *Work Environment*, 03) *Job Nature and Incentive Related Issues*, 04) *Gender Biases*, and 05) *Harassment*.

### A. Profile of Research Participants

In this section, a comprehensive profile of the research participants is presented. The research participants, in this case, are women working in the electronic, print, and digital media sectors of Hyderabad. The profile data includes details on various aspects of the participants' backgrounds. These aspects typically encompass age, marital status, and location of residence, family structure, educational qualifications, and their roles within their respective media organizations.

- 1) **Age Groups:** The participants in this research were categorized into three distinct age groups, providing a cross-sectional view of women working in the media industry in Hyderabad. These age brackets offer insights into the diversity of experiences and perspectives among women of different generations working in the media sector. These age groups included 20-30, 31-40, and 41-50.

**Table 1**  
**Age of Participants**

Age	Frequency
20-30	04
31-40	09

**Marital Status:** Marital status is a crucial demographic variable as it can significantly impact participants' roles, responsibilities, and challenges. Understanding marital status is essential as it can reflect family responsibilities and social dynamics. The distribution among participants included married 75%, 20% single, and 5% separated.

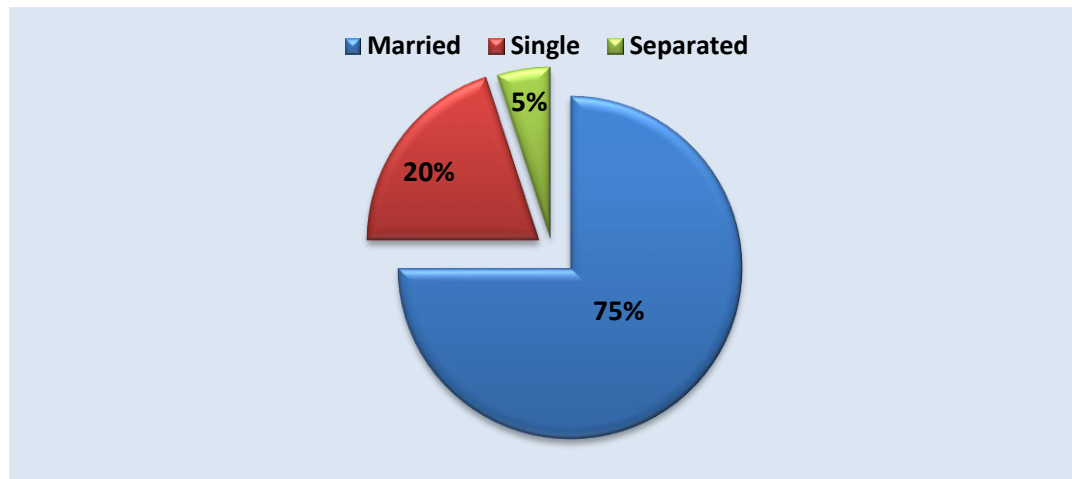


Figure 01: Marital Status of Participants

**Location of Residence:** Participants' residential locations are essential in understanding urban-rural dynamics. This differentiation allows for a more nuanced analysis of women's experiences in different settings. The distribution was as 85% from urban areas in Hyderabad, whereas 15% participants were from rural areas.

**Family Type:** The type of family participants belong to can influence their daily lives and professional decisions. This differentiation is significant in comprehending participants' social and familial support. The profile indicated that 55% participants belongs to joint families and remaining 45% comes from nuclear families

**Educational Backgrounds:** Educational qualifications can shape career opportunities and aspirations. Education levels provide insights into the participants' academic backgrounds and potential areas of expertise. The distribution among participants included 75% with master's degrees in diverse fields, whereas 25% graduates.

**Occupational Roles:** Participants' roles and positions in their media organizations are critical to understanding their professional responsibilities. This diverse range of roles reflects the multifaceted nature of the media industry and the various positions that women occupy. The distribution included a range of roles, such as: 35% working as reporters or news editors, 30% serving as media correspondents, announcers, anchors, or artists, 15% in clerical or office roles, 10% as directors or deputy directors, and 10% involved in production.

**Experience Levels:** The experience participants bring to their roles can significantly influence their perspectives and challenges. Experience levels offer insights into the varying degrees of expertise and seniority among the participants, which can impact their roles and challenges. The data revealed that 25% participants having 2-5 years of

experience, while other 25% with 6-10 years of work experience, 35% with experience ranging from 11-15 years, and 15% with over 16 to 20+ years of professional experience.

These detailed participant profiles provide a comprehensive view of the diverse group of women working in the media industry in Hyderabad. This information forms the basis for understanding their unique challenges and experiences, which will be explored in the subsequent section of the research.

## Findings of In-Depth Interviews

### Nepotism

Nepotism has become pervasive across various industries, including the media sector. The findings of this study underscore the prevalence of nepotism as a significant challenge in the media industry of Hyderabad. Consistent with existing literature (Maqbool et al., 2019; Sakhan, 2017), it is noted that individuals with connections, such as friends or relatives in the workplace, tend to enjoy more privileges and increased opportunities for employment in the field. The present research delves deeper into the extent of nepotism ingrained in the media industry.

Participants in the study disclosed that individuals with familial or friendship ties within the industry receive preferential treatment, obtaining more opportunities and relatively more straightforward assignments. Notably, those favoured individuals secure program slots well in advance. In contrast, women lacking support networks in the field find themselves overlooked for special assignments, often being assigned more challenging tasks and receiving fewer program opportunities. Consequently, the manifestation of nepotism and favouritism leaves talented women within the industry disheartened and undermines their confidence. That points to a pressing issue where merit and skills may be overshadowed by personal connections, impacting the professional experiences of women in the media sector.

*It is usual in the industry for my news/reports to be released under a different name or published late. (Ind.Int-6).*

*I was sent out for two days of fieldwork with other female colleagues, where we collected data and prepared reports. The next day, I discovered our unpublished report on the office desk. Our efforts had gone to waste, which was upsetting and discouraging (Ind. int-16).*

*Our program numbers are deliberately limited because they (heads) want us to beg and pursue them for new programs. People enjoy teasing women (Ind.Int-3).*

### Work Environment

The study conducted by Abbasi et al. (2019) highlighted that co-working professionals exhibit low regard for women in the media industry. The current research findings further revealed instances where bosses and male colleagues engaged in inappropriate behaviour towards women, often undermining their capabilities and discouraging them in their professional pursuits. The lack of support for women in the workplace was evident, with a non-cooperative attitude prevailing among co-working staff. Furthermore, women's contributions were frequently credited to others, reflecting a strong patriarchal mindset that perceives women as unequal to men. These behaviours align with the observations made by Spasić (2019), who noted that despite the increased participation of women in the labour market over the past few decades, societal

expectations often limit them to having a profession rather than a career, a designation reserved for men.

*One of my male co-workers did not tolerate me in the office. He held everything and used to make people believe I did not work. Moreover, when I did work for him as a subordinate, he would claim credit for it by slightly modifying it (Ind.Int-3).*

*My boss will always begin scolding me if I am absent from the office for just one day. However, if male workers are missing from the office for weeks or days, no one complains, and nothing is said to them. Everyone told me to remain silent, implying that they want subservient females. It is misogynistic (Ind.Int-11).*

*At first, I had trouble reading the news, so I frequently sought assistance from my more experienced colleagues. However, they frequently misled me rather than offering assistance (Ind.Int-1).*

Furthermore, the study uncovered a pervasive sense of jealousy among female co-workers in the media industry. The research findings revealed a competitive and envious atmosphere among employees in the workplace, with individuals undermining each other's efforts. This rivalry was fueled by a perception of colleagues as competitors, hindering collective success. Personal jealousy was also identified, aligning with Marcus's (2016) observation that female rivalry significantly influences the working environment. The research emphasized the male-dominated nature of workplaces, with limited women in leadership positions, leading to intense competition among female employees striving for advancement. The study highlighted a lack of harmony between seniors and juniors, with seniors exhibiting uncooperative behaviour and wanting to keep juniors subordinate in various tasks. This strained relationship resulted in challenges, disrespect, and discouragement towards juniors. Similar concerns have been raised by K. (2014) and Lsniff & Ward (2001), emphasizing the need for a cultural shift in workplaces to promote gender equality based on competence rather than gender.

*Women here are envious of one another and strive to pull one another's legs off. When one woman receives more programs, other women begin to harass and criticize her (Ind.Int-20).*

*When someone achieves success, others are envious. They dislike those who work more, talk better, or achieve more tremendous success than them. This primarily fuels the rivalry between seniors and juniors (Ind.Int-4).*

### **Job Nature and Incentive-Related Issues**

Media-working women encounter a myriad of challenges, as highlighted by Ogundoyin (2020). These challenges encompass job insecurity, gender inequality, late-night assignments, job dissatisfaction, a low reward system, and difficulties related to family responsibilities. Additionally, these women often face limited opportunities for career development and training. The issue of gender inequality exacerbates their struggles, affecting their involvement in decision-making processes, salary negotiations, and opportunities for promotions. Despite years of dedicated service, participants in the study reported a lack of promotions, raising concerns about recognition and advancement within the industry. An alarming revelation from the study is the existence of relationships between some women and their superiors, suggesting that personal connections are sometimes perceived as necessary for career support and favourable work conditions. This underscores a problematic aspect of workplace dynamics that can contribute to an unhealthy work environment.



Moreover, the study sheds light on the significance placed on physical appearance for women working in the media. The findings suggest that judgments and preferences based on appearance are prevalent in the workplace, indicating a potential barrier to fair and merit-based evaluation. This emphasis on physical beauty further underscores the challenges and biases women in the media industry may face in their professional journeys.

*When our funding runs out, our salaries are postponed. Problems arise, but when you commit to an organization, you must face these challenges (Ind.Int-2).*

*Conveyance is a significant issue, particularly for females who do not know how to drive or do not own a car. Salary should be sufficient to cover transportation and other expenses (Ind.Int-16).*

*My monthly income is dissatisfying. I receive a total of 9000 PKR, of which 4000 PKR is spent on transportation, while the remaining 5000 PKR is used to maintain my family and fulfil my personal needs (Ind.Int-18).*

### **Gender Biases**

Gender bias remains a prominent and concerning issue within the media industry, manifesting in unequal treatment and limited opportunities for women. The study findings underscore that male colleagues often perceive women as frail and inferior, undermining their capabilities and excluding them from vital professional activities such as meetings. This unequal treatment extends to work opportunities, with women facing limitations that hinder their career advancement. The study aligns with existing research, including works by Johnson, Trent, and Barron (2017), Redmond and McGuinness (2019), Media Matters for Democracy (2019), and Sultana (2011). These scholarly contributions collectively highlight the persistent nature of gender bias in various professional settings, providing a broader context for understanding the challenges faced by women in the media industry. The exclusion of women from decision-making processes and the neglect of their issues further compound the adverse effects of gender bias, emphasizing the need for concerted efforts to address and rectify these systemic disparities.).

*Women are not treated equally in the media since men attend most meetings. We are not asked to attend the meetings; we are provided with information. Everyone must attend meetings (Ind.Int-13).*

*There are many issues, mainly that we are frequently disregarded or ignored; female ideas or suggestions are not valued as highly as those of men. As a result, we keep silent most of the time (Ind.Int-15).*

*People, especially men, believe that women cannot do the job or that they do not know anything. They have even told us in front of our faces that we females are useless and must stay at home and do housework (Ind.Int-16).*

### **Harassment**

Despite humanity's remarkable advancements, the workplace remains a challenging environment for women, as evidenced by the findings of this research, which uncovered instances of harassment in newsrooms. The harassment experienced by women took various forms, ranging from vulgar remarks about their bodies and the unsolicited sharing of explicit content on platforms like WhatsApp to unwarranted physical touching by male colleagues, particularly those in senior positions. The study also highlighted

instances of pressure to engage in conversations or develop sexual relationships, depicting a distressing pattern of harassment within the industry.

These findings resonate with the research conducted by Zia, Batool, and Yasin (2016), who similarly observed instances of what they termed "lower-level harassment," including males staring at women during working hours, inappropriate touching, and unwelcome advances. Despite the existence of protective measures, such as AASHA's harassment protection act (2010), designed to offer maximum protection to women, the study found that these measures were not fully implemented. The research underscores the critical need for a comprehensive and effective implementation of protective frameworks to ensure a safe and secure working environment for women in the media industry. It also emphasizes the urgency of fostering a culture that condemns harassment in all its forms and promotes gender equality within professional settings.

*People in the media are more concerned with how a person looks rather than how well they perform their professions. My co-workers, both male and female, make fun of my appearance and skin colour, calling me "black cat" or "kali." I wish these so-called professionals would evaluate my work instead of my appearance or colour (Ind-Int-7).*

*Being sexually harassed is so common that women always are seen as sexual objects. I was subjected to mistreatment by three officers who threatened to issue me an appointment order in exchange for engaging in physical contact (Ind.Int-12).*

*If a female goes for coverage or to interview a renowned person in this profession, people will stare at her with unpleasant intentions, try to be free with her, or start asking for her phone number. If she provides them with a phone number, they will begin bothering and perhaps blackmailing her (Ind.Int-20).*

## **Conclusion**

Women employed in the media business in Hyderabad encounter numerous obstacles that impede their career advancement and overall job contentment. The concerns above pertain to nepotism and favouritism, which contribute to the impediments encountered in individuals' professional advancement. The work environment frequently poses safety concerns, characterized by uncooperative co-workers and occurrences of intra-female rivalry. Moreover, these women often face obstacles in attaining elevated positions, as they are unjustly seen as lacking in competence. The issue of gender prejudice is widespread and evident in multiple domains, encompassing decision-making procedures, discrepancies in remuneration, and prospects for advancement. Surprisingly, despite a significant period of committed tenure, a considerable number of women encounter the denial of duly earned advancements in their professional careers. Conversely, individuals are frequently evaluated and preferred primarily based on their physical attributes rather than their skills or competencies. Moreover, these women are exposed to other types of harassment, such as sexual harassment, exacerbating their emotional anguish. The combination of these issues collectively contributes to a prevalent sentiment of disappointment and dissatisfaction among many women employed in the media business in Hyderabad.

## **Recommendations**

Based on the research findings, the following recommendations are outlined. These recommendations aim to create a more inclusive, equitable, and supportive environment within the media industry in Hyderabad. By implementing these suggestions,

organizations and authorities can contribute to a more balanced and thriving media sector where women can reach their full potential.

- **Promoting Gender-Inclusive Recruitment:** To address the evident bias against female applicants in media industries, administrations must establish gender quotas and provide tailored support structures for female employees. This includes ensuring workplace safety, protective measures, and maternity leave.
- **Mitigating Nepotism and Bias:** Nepotism and favouritism remain prevalent within the media sector. Policy frameworks that promote fairness and impartiality in recruitment and other operational aspects should be developed and enforced.
- **Breaking the Glass Ceiling:** The study illustrates that many women in the media industry remain confined to lower-ranking roles. They must facilitate their career growth by offering pathways to higher positions matching their qualifications.
- **Addressing Gender Inequality:** The extensive gender disparities require proactive intervention from government and industry authorities. Efforts to level the playing field between genders within the media industry should be a priority, ensuring equal opportunities for career advancement and recognition.
- **Implementing Anti-Harassment Policies:** A robust and comprehensive policy against harassment in the workplace, backed by strict enforcement, is crucial. This would protect female employees and offer legal consequences for offenders.
- **Establishing Safe Communication Platforms:** Creating confidential networks for staff to voice their concerns can offer a safe space for employees to address challenges they face in the workplace.
- **Supporting Field Workers:** Outdoor female workers encounter unique difficulties. Establishing a dedicated communication platform, such as a WhatsApp group, can provide swift assistance and support when required.
- **Addressing Legal Gaps:** The government needs to address legal loopholes and shortcomings, ensuring robust laws that protect and promote the welfare of women in the workforce.

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