TERM OF REFERENCE

Research on

Women Political Leadership in the Media

1. BACKGROUND

Despite numerous supportive policies on women political leadership (WPL) promotion, the number of women in leading positions in all sectors in Vietnam is still low. For example, female representatives accounts for only 24.4% in the National Assembly, the lowest since 1997; the proportion of female leaders is higher at local levels, it is very unlikely that Vietnam will succeed in raising the number of its female deputies in People’s Councils (at both provincial and district levels) to 35% by 2016 unless significant efforts are made; At the central government level, while the government has 22 ministers, only two are women. Therefore, increasing the quantity and quality of participation of women in political system is an important task for the country, not only by the 2016 election but also for the term 2016-2021.

There are different factors that hindering WPL and gender stereotypes have been identified as major barriers for WPL. The research on public perception of WPL conducted by Oxfam in 2014 and other research\(^1\) reveal that gender stereotypes have strong impact on the people’s choice and support for women leadership in general and women political leadership in particular.

Different research have shown that mass media play significant role in influencing audiences’ perception and ultimately their behaviours\(^2\) and the sexist language used in media content perpetuates gender stereotypes against women\(^3\). Therefore, it is essential to take media’s role into consideration while challenging gender stereotype.

Experience of Oxfam in the project “Working with mass media to challenge gender stereotypes in media product” (2008 - 2014) shows that gender stereotypes and stigma are prevalent in most Vietnamese media products. It is common that men are captured as strong, decisive, better at economics and politics and play important roles in leadership and critical thinking, while women are viewed as gentle, responsible for taking care of children and housework and normally do not hold high-income positions.\(^4\)

Oxfam and partners are implementing the project “Challenging gender stereotypes in Women Political Leadership: towards 2016 election in Viet Nam”. The overall objective is to promoting involvement of governments, media, CSOs and public in addressing gender stereotypes on WPL in Viet Nam. We are seeking qualified consultant(s) to conduct a research on WPL in media to contribute to the fulfilment of the project set objectives.

\(^1\)Youth and Gender: Perception of Vietnamese Youth of Masculinity and Femininity” - iSEE, CGFED and The Asia Foundation in 2013

\(^2\) “The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion”, Maxwell McCombs


\(^4\) In this project, the model of Monthly Gender Stereotype Watchdog was developed to highlight articles and features that show gender sensitivity and good gender equality points, and those which reflect the stereotypes and stigma against women.
2. RESEARCH OBJECTIVES

The overall objective of the research is to provide policy makers, the mass media, and other audience as mentioned in part 4 with a deeper understanding of how media reflect WPL, why so and how to work effectively with media to promote WPL.

Specifically, the research will provide comprehensive and well-analysed information on:

- How WPL is reflected in media, categorizing in popular themes or tendency (if possible)
- What are the gender stereotypes in the reflections of WPL
- What are key factors/actors that influence the ways media/journalists reflecting WPL
- Effective ways to change journalist practice in reflecting WPL towards more gender sensitive

3. EXPECTED OUTPUTS

- Research framework in both English and Vietnamese.
- Full report (30-35 pages excluding appendices) in both English and Vietnamese.
- Discussion brief (3-5 pages) in both English and Vietnamese.

4. AUDIENCE AND USE OF FINDINGS

The audience include policy makers, media leaders and journalists, mass organizations, local and international NGOs, international organizations, and gender networks.

This research, along with research on public perceptions of WPL will directly contribute to a series of campaigns and advocacy work aimed at creating a positive change in the behavior and attitude of policy makers, media leader and journalists, and the Vietnamese public towards women who choose to run for the 2016 General and Local Elections.

In addition the research is expected to provide valuable inputs to the Evaluation of the first project - under the National Program on Gender Equality for the period 2011-2015 and also to the revision/formulation of next period of National Program on Gender Equality (2016-2020) led by Department of Gender Equality (MOLISA).

The research findings and recommendations also will be used for designing a multi-year project on "Challenging gender stereotypes on women political leadership" of Oxfam in Vietnam for the period of 2016-2019. At the regional level, this research will provide insights and lessons learned in working with media to promote gender justice in general and women's leadership in particular in Asia.

5. MAIN TASKS AND TENTATIVE TIMETABLE

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<thead>
<tr>
<th>Main tasks</th>
<th>Due date</th>
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<tr>
<td>1 Finalize research framework (including the structure of discussion papers and full report)</td>
<td>15 July 2015</td>
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5 It is about awareness raising and behaviour change on gender equality - one of 5 projects of National Program on Gender Equality.
and develop the research tools

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<td>2</td>
<td>Field works</td>
<td>30 August 2015</td>
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<td>3</td>
<td>Submit the first draft of full report</td>
<td>30 September 2015</td>
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<tr>
<td>4</td>
<td>Submit the final full report</td>
<td>30 October 2015</td>
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<tr>
<td>5</td>
<td>Submit the first draft of discussion paper</td>
<td>15 October 2015</td>
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<tr>
<td>6</td>
<td>Submit the final discussion paper</td>
<td>30 October 2015</td>
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<td>7</td>
<td>Share the research findings/recommendations at some events of the following campaign</td>
<td>30 November 2015</td>
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6. QUALIFICATIONS AND EXPERIENCE REQUIRED

- Demonstrably strong research skills (both quantitative and qualitative)
- Prior experience in carrying out research on media or women leadership, as well as in policy advocacy is an advantage
- In-depth knowledge/understanding of gender issues, especially women's political leadership in Vietnam
- Ability to use innovative approaches to capture journalist's practice and opinions is a plus
- Good relationships and networks with media agencies and relevant government authorities would be advantages
- Excellent command of English and Vietnamese
- Strong research writing skills.

7. APPLICATION PROCEDURE

This research will be managed by Oxfam’s Gender Justice Team in Vietnam.

Please send your applications (CV, technical and budget proposal) to:

Ms. Tran Hong Diep - Email: thdiep@oxfam.org.uk

Gender Justice Team – Oxfam, 22 Le Dai Hanh

Tel: 84 4 39454448 - ext 607

**Application deadline is June 30, 2015.** Only short listed candidates will be contacted.