**Literature Review**

The analysis of the gender gap experience in the media is truly about the imbalance of men and women. In this literature review, you will have information that reviews the media gender gap as well as a review of articles that showcase the importance of social media for strategic communication for the global audience.

The articles reviewed by Canady (2017), Crawley (2018), Farhangi, Abaspour, Farahani, & Ghasemi (2014), Nel (2017), and Smith (2015) are in agreement that there is not one multipurpose approach to social media for a global audience. In addition to Christensen & Titley (2014), Fang (2018), Goldstein (2004), Spredfast (2018), and Vaagan (2017), which deals with the importance of social media for strategic communication for global audiences. Also, reports by the Mentoring Inspiring Women in Radio (2019) and the Women’s Media Center (2019) which has evidence of the media gender gap inside their yearly study of the media industry.

How consumers communicate globally has exploded because “37% of the world's population—a whopping 2.8 billion people—use social media” (Spredfast, 2018, para. 1). These numbers are on the rise steadily, and “social media, unlike any other communication platform, has the ability to bring together people from all over the world – instantly. This makes it so much more powerful than just a way for friends and families to keep in touch with each other. It also provides businesses with an unmatchable opportunity to reach potential customers – both locally and internationally” (Nel, 2017, para. 10). Reaching consumers has various avenues for exposure through Facebook, Twitter, Instagram, and more.

The social media landscape has practically changed the outlook for organizations and consumers in how they do business because “social media from 2000 onwards have vastly accelerated the pace of globalization and transcultural exchange” (Vaagan, 2017, pg. 4).

Social Media at one time was only used for social interaction among family and friends, but “this dynamic media landscape that blurs professional and personal interests into an uncertain media environment poses a peculiar challenge to the strategic communicator and strategic communication research. Namely, social media presents an unequaled opportunity for strategic communicators to pursue organizational objectives in a direct and targeted way, but the personal nature of the medium simultaneously limits communicators' abilities to be promotional and strategic” (Smith, 2014, pg. 272). The impact of social media on consumers and their buying power “requires focusing on improving quality of products, company services and presenting them with logical and competitive process to the customers to attract customers' satisfaction of products and services, to form a positive attitude toward company and to broadcast positive verbal advertisement in social media” (Farhangi et. al, 2014, pg. 5).

To give a global perspective, this is an example that in Germany, “Facebook is the undisputed leader of German social media, with a market share of over 90% and more than 27 million users” (Fang, 2018, para. 3). The digital landscape involves social media and “the widespread use of the Internet and direct communications in general, has been an emerging strategy adopted by public relations strategists for reaching their publics without the intervening filter of news media” (Goldstein, 2004, pg.22). Accepting the idea that there is not one multipurpose approach to social media for global audiences you can avoid “the mistake of focusing only on local audiences at the expense of having a wider impact. An important ingredient for success comes from first recognizing that there is no global one-size-fits-all approach to social media. Each region has its own unique business needs” (Canady, 2017, para. 7). A business should understand the global landscape because of the power that social media yields for organizations and consumers. It is good to remember that “time is money, so be as strategic as you can to return a profit — whether that’s an increase in sales or more support for your cause. If you can devote a bit of time to each of these items, you’re off to a good start. If, however, that feels like a stretch right now, then take it one step at a time. Above all, be deliberate in your approach. Don’t just post for posting's sake. If you can remain focused on reaching specific goals, your social media activities will be worth the effort you put into them” (Crawley, 2018, para. 17). Through these article reviews I felt that the empowerment of social media for strategic communication for global audiences was driven by “technologically mediated forms of communication shape social relations, but the extent to which this results in “empowerment” must be assessed in terms of geopolitical situatedness, historical contingency, and the range of conjunctural elements” (Christensen et. al, 2014, pg. 207).

The composition of the media industry includes television, radio, film, podcasting, social media, video games, print, and other media sources. To provide a narrative of the alarming gender gap in media, the MIW- Mentoring Inspiring Women in Radio (2019) and the WMC - Women’s Media Center (2019) both conductive studies of the media industry. The MIW study focused exclusively on the radio industry while the WMC focused on all traditional forms of media excluding radio.

The MIW- Mentoring Inspiring Women in Radio is an organization that The MIW Gender Analysis Study has been released since 2000 and uses the Precision Trak organization to conduct the survey. The 2018 report was released in March of 2019 and reviewed 11,225 AM and FM radio stations across America” (MIW, 2019, para. 2). This study follows the trajectories of female radio professionals holding General Manager, Sales Manager, and Program Director positions. In comparing 2017 to 2018, the study found women in General Manager positions had grown by one percent and that “19.05% (2,081 stations) had women holding the General Manager position in 2018.  Notably, this number continues to show consistent growth from 2004, when the percentage of female general managers was only 14.9%” (MIW, 2019, para. 3). Looking over the Sales Manager area of the study, it showed that “overall, the best management opportunities for women in radio continue to be in sales management. 32.6% (3,481 stations) had a woman sales manager in 2018, and that number is up slightly from 31.9% in 2017” (MIW, 2019, para. 5). For women that serve as Program Directors the MIW view this category has the “greatest challenge for women in radio management continues to be in the area of Program Director. Women currently program only 10.6% (1,139 stations), and that percentage has basically remained flat for the last twelve years” (MIW, 2019, para. 7).

The WMC - Women’s Media Center is very passionate about the imbalance of the portrayal of women in media. The nonprofit was founded in 2005 by Jane Fonda, Robin Morgan, and Gloria Steinem with the purpose to ensure the representation of women in the media. The theme of the Women’s Media Center is to diversify media in the representation and content. The Divided 2019: The Media Gender gap research project included an “analysis of 52,584 pieces of content from September 1 to November 30, 2017. Selected media include the top 14 national newspapers by circulation, four evening news broadcasts on major broadcast networks, two news wires, and eight major Internet news sites” (WMC, 2019, para. 18).

**Television**

Americans watch a significant amount of television, even with having interaction with the various digital and social media platforms. In fact, “viewing didn’t peak until 2009-2010 when the average American household watched 8 hours and 55 minutes of TV per day” (Madrigal, 2019, para. 2). This large amount of television viewing should encourage the industry to provide an equal depiction of males and females to constituents of that media and the content it develops. In the analyzation of the data about television, the discovery was that “men overwhelmingly dominate sports coverage, while women are more likely to report on lifestyle and leisure” (Chancellor, 2019, para. 12). Breaking down the male verse female ratio further “63 percent of TV prime-time news broadcasts feature male anchors and correspondents; 37 percent feature women” (Chancellor, 2019, para. 2). These statics more than prove that there is indeed an imbalance of genders in television media.

**News wire services and online news**

The conduit to receive your news has most definitely changed over the years, and now “about four-in-ten Americans often get news online” (Mitchell, 2016, para. 1). The news wire services have alarming gender gaps as well, noting that “at Reuters, the men’s share increased from 61 percent to 68 percent, with a corresponding drop for women from 39 percent to 32 percent” (Chancellor, 2019, para. 11). More people are using online services to obtain news and information. However, online media services experienced the leading gender gap at “The New York Times, where men wrote 67 percent of articles and women 33 percent” (Chancellor, 2019, para. 11).

**Print-Sector**

The least used media is in the print sector because “as of early 2016, just two-in-ten U.S. adults often get news from print newspapers. This has fallen from 27% in 2013” (Mitchell, 2016, para. 2). The portrayal of imbalance has the “widest gender gap was at USA Today, where 69 percent of articles were written by men and 31 percent by women” (Chancellor, 2019, para. 10). The ease of electronic devices, digital sources, and social media platforms speak to the younger generation, and since 2016 “only 5% of 18- to 29-year-olds often get news from a print newspaper” (Mitchell, 2016, para. 3).

The goal of this literature review is to demonstrate the importance of social media for strategic communication for the global audience concerning the analysis of the gender gap experience in the media. The global perspective is essential to achieve the necessary shift in media to achieve gender parity.

For this research, I will be using the grounded theory method of inquiry; I intend to answer the following research questions:

1. What themes, if any, emerge from the content analysis of the gender gap experienced in the media, specifically in radio stations targeted to female listeners?
2. What do these themes suggest about the challenges of creating women-centric radio stations?

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