

“Compare Subject: Compare and Contrast: Feminist versus Mainstream
Media Coverage of Migrant Female Domestic Labour in Canada”

Student Name:

Student Number:

Professor:

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Date:

Print media has long been a source for disseminating hegemonic values. Within the print media, journalists and news media outlets have often clandestinely engaged promoting views about women, counter to critical feminist perspectives. Often times these views manifest around ideas of patriarchy and dominant values, marginalizing any dissenting views otherwise. In Canada, I have often noticed how critical feminist views are absent from any mainstream media outlets. This analysis will endeavor to compare and contrast how a critical feminist media outlet and a mainstream media outlet covered the issue of migrant female domestic labour in Canada, particularly that of Filipina women who have been taken advantage of under Canada's *Live-in Care Program* (LICP). In so doing, this essay will cross-examine how the feminist magazine *Herizons* covered this issue in comparison with that of the *Toronto Star*. It will be shown that the mainstream media outlet of the *Toronto Star* largely omits any overtly critical overtures concerning this important issue, while *Herizons* does a much better job of contextualizing this issue within a broader feminist framework.

Penni Mitchell highlights the historical circumstances regarding which feminist media and journalism emerged. In her essay entitled *The Pen and the Picket*, she described that ways female activists communicated with one another and in so doing build women's magazines to support their cause.¹ She argues that "through women's pages, magazine essays, and pamphlets, women communicated with one another to build support for their cause – the male dominated newspapers certainly weren't taking up the cause."² Mitchell argues that in Canada, though there have always been plenty of women's magazines, they have always been propaganda tools, using to reinforce the

¹ Penni Mitchell. "The Pen and the Picket." (2006), p. 57.

² *Ibid.*, 57.

dominant narrative of patriarchy. Mitchell does an excellent job of contextualizing these early feminist publications within the feminist movement more broadly, describing one journal where she worked as an editor for 15 years called *Herizons*.

Works Cited

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