



Instituto Superior
de Ciências Sociais e Políticas
UNIVERSIDADE DE LISBOA



ASSEMBLÉE PARLEMENTAIRE DE L'UNION
POUR LA MEDITERRANÉE

PARLIAMENTARY ASSEMBLY OF THE UNION
FOR THE MEDITERRANEAN



**Commission des Droits de la Femme /
Committee on Women's Rights**

Women and Media
Media representations of women

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Gender Studies**

VALORIZAMOS
PESSOAS

Summary

- 1. Media and women: an overview of the European context**
- 2. Gender equality issues in the media**
- 3. Women and girls as media subjects**
- 4. Final comments**

1. Media and women: an overview of the European context

Ever since the 4th world conference on Women in Beijing in 1995 the relationship between Women and the media was recognised as one of the major areas of concern

Critical areas:

- The persistent and increasing burden of poverty on women
- Inequalities and inadequacies in and unequal access to education and training
- Inequalities and inadequacies in and unequal access to health care and related services
- Violence against women
- The effects of armed or other kinds of conflict on women, including those living under foreign occupation
- Inequality in economic structures and policies, in all forms of productive activities and in access to resources
- **Inequality between men and women in the sharing of power and decision-making at all levels**
- **Insufficient mechanisms at all levels to promote the advancement of women**
- Lack of respect for and inadequate promotion and protection of the human rights of women
- **Stereotyping of women and inequality in women's access to and participation in all communication systems, especially in the media**
- Gender inequalities in the management of natural resources and in the safeguarding of the environment
- Persistent discrimination against and violation of the rights of the girl child



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1. Media and women: an overview of the European context

After nearly 20 years, many of these areas remain critical...

- ➔ Difficult to point cause-effect relationships to media on audiences but impacts proven....
- ➔ Problems with regulating media: private companies and content producers

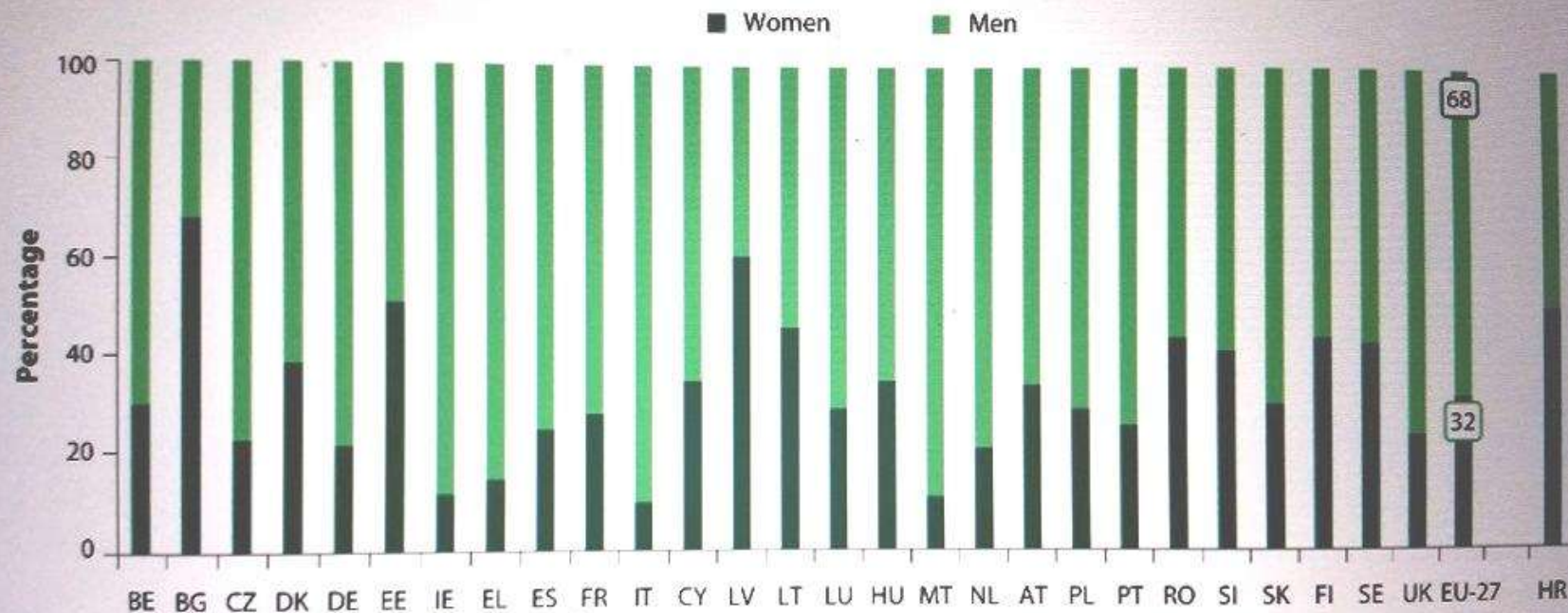
Aim:

Analyzing the relationship between gender equality in media companies and media representations of women

2. Gender equality issues in the media

Gender equality in decision-making in European media (Women & Media Report – EIGE, 2013)

Figure 2.5: Percentage of women and men at all levels of decision-making (Levels 1–5) in media organisations by country, in the EU-27 and Croatia, 2012



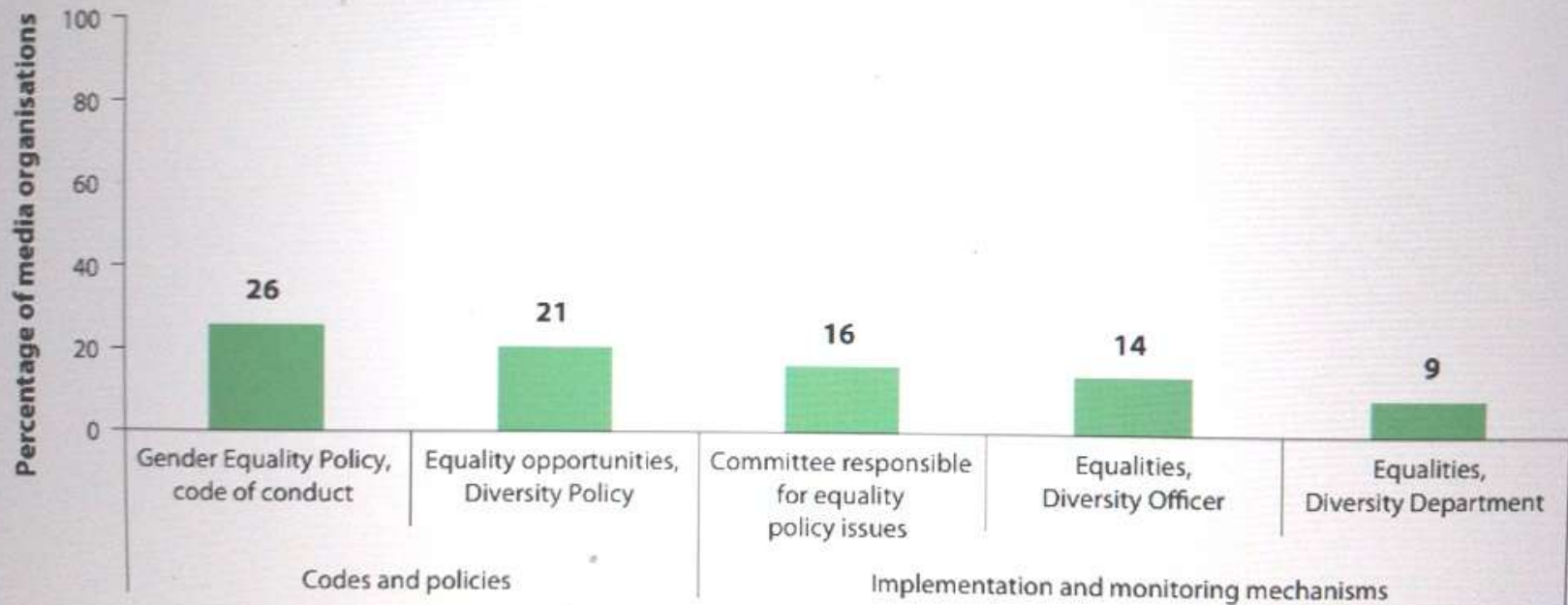
Source: Data were collected from 99 selected media organisations from all 27 Member States and Croatia in July–September 2012.

Note: Due to the small number of private media organisations surveyed in each country, generalisations should not be made on a country level. The data are indicative for EU level. The risk of double-counting individuals who could have had more than one role within the organisation was avoided by counting the person and not the position.

2. Gender equality issues in the media

Gender equality policies & measures in European media (Women & Media Report – EIGE, 2013)

Figure 2.12: Existence of codes, policies, implementation and monitoring mechanisms to promote gender equality in the EU-27



Source: Data were collected from 96 selected media organisations from all 27 Member States in July–September 2012.

2. Gender equality issues in the media

Gender and the media in national legislative contexts

- Regulation only for public broadcasters
- Projects in some northern member states (UK, Denmark), but also Portugal:
CIG – Award for Men and Women in the Media: fostering equality by promoting non-stereotypical gender representation and enabling visibility and expression of women

2. Gender equality issues in the media

EURO-MED

(Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, Tunisia)

Proposals for action:

- Study of gender equality in media: challenges competing for jobs in the media.
- Women's Euromed regular publications: by and for female Euromed journalists
- Women's Euromed conference: dedicated Euromed conference on women in the media
- Meetings on gender equality
- Training in gender equality: seek to extend training to provide regional coverage.

Women and Media in the Euromed Region, 2011:

training manual for journalists aiming for the promotion of a balanced and non-stereotyped image of women (and men) in the Mediterranean context

3. Women and girls as media subjects

Critical areas of media representations of women:



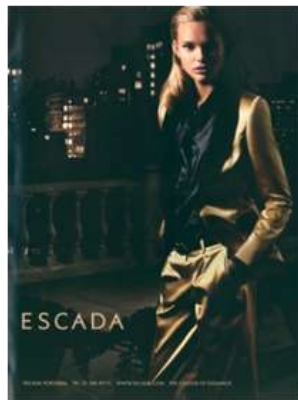
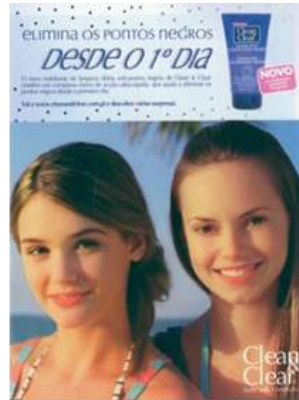
Contents

Advertisements

- Violence against women
- Body image / Eating disorders
- Professional / Family representations

Valued female features:

- Beauty
- Youth
- Perfection
- Sophistication
- Success
- Seduction
- Thinness



3. Women and girls as media subjects

Women and Girls as Subjects of Media's Attention and Advertisement Campaigns (EP, 2013)

- Sectorial regulation fail to go beyond a generic and self-evident formulation of gender-discrimination
- Advertising in most EU is responsibility of self-regulatory bodies with non-binding nature and high degree of subjectivity
- Advertising often express representations that are humiliating, degrading or offensive to women in an ironic and humoristic fashion that is likely to 'hide' sexism or make it socially acceptable
- News media and journalism being most striking gap: Global Media Monitoring Project reports on a globally widespread under/biased representation of women in the news



4. Final comments

Media participation:

Inequality in women's access to
and participation in
communication systems
at decision levels



Media Representations:

Homogeneous vision of women
Stereotypes
Objectification

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