

WHO MAKES THE NEWS?



GMMP

Global Media
Monitoring
Project

2020

Russian Federation

NATIONAL REPORT



GMMP

Global Media
Monitoring
Project

2020



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Data for GMMP 2020 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, university researchers, students, mediaprofessionals, journalists associations, alternative media networks and faith groups.

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Acknowledgements

The national Coordinator for GMMP 2020 for the Russian Federation expresses her deep gratitude to the initiators and all GMMP 2020 organizers for the opportunity to participate in such a large-scale and valuable research that provides crucial scientific data to advance gender equality in the Russian Federation. We also cannot let it go unnoticed that your colossal efforts while preparing and coordinating activities at all stages of the monitoring were inestimable. We look forward to an engaging and equally fruitful cooperation in the future and wish you every success in further analyzing the GMMP 2020 data and their transformation into real steps towards expanding social justice and increasing the happiness level of all members of society.

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THE WORLD AT A GLANCE
GENDER GAP IN SUBJECTS, SOURCES AND REPORTERS IN THE NEWS.

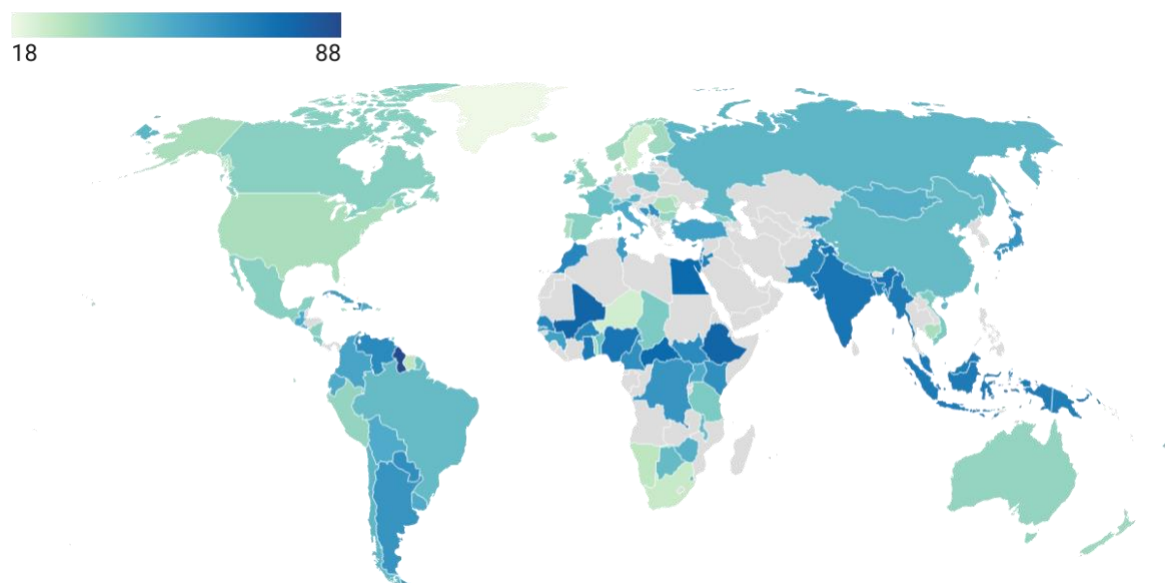


Figure 1. Gender Gap: News Subjects & Sources. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

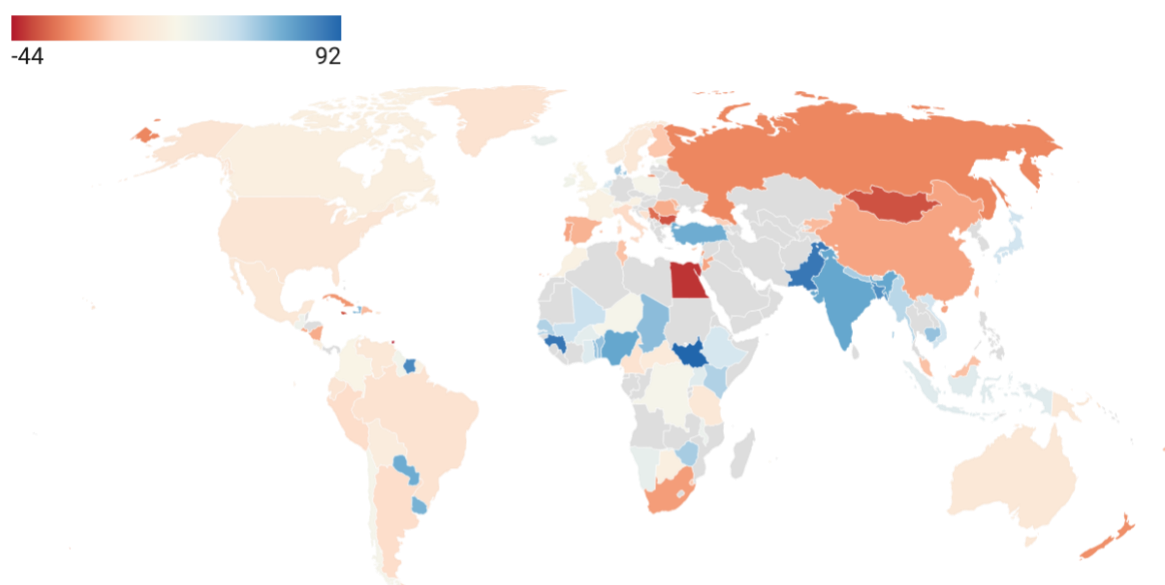


Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.

Data source: Global Media Monitoring Project, 2020

PREFACE

Global Context

- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. The research was designed to capture a snapshot of gender on one 'ordinary' news day in the world news media. An ordinary news day is defined as one in which the news agenda contains the run-of-the-mill mix of stories, everyday articles on politics, economy, social issues, crime and other issues.
- It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The media monitoring has been repeated every five years since then, taking stock of change in the gender dimensions of news media content and collecting statistical data on new indicators.
- The 1995 research revealed that only 17% of news subjects – the people who are interviewed or whom the news are about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [were] more often being presented by women but [they were] still rarely about women.'¹
- The first noteworthy change in women's overall presence in the news was registered in 2005 in the third iteration of the research.² Women comprised 21% of news subjects, a three-percentage point increase over the period 2000 to 2005. Their near invisibility continued however, with only 10% of stories focusing centrally on women, underrepresentation in the major news topics and as voices in the news.
- By the fifth GMMP in 2015, it was clear that "ordinary" news days could not be predicted or planned in advance: unexpected events take place that dominate the news, from the Kobe earthquake in 1995, to the Germanwings plane crash in the Alps in 2015.
- The 2015 research in 114 countries revealed continued severe gender disparities in news media content. Findings on key indicators suggested that progress towards gender equality had lost traction; women remained only 24% of the persons heard, read about or seen in newspaper, television and radio news, exactly the same level found in the fourth wave of the research in 2010. Three editions of the research – in 2005, 2010 and 2015 – found no change on the indicator measuring women's participation in the news as reporters; only 37% of stories in legacy media were reported by women.
- Women's relative invisibility in traditional news media had also crossed over into the digital news delivery platforms included in the GMMP monitoring for the first time. Only 26% of the people in stories on mainstream news websites and media news Tweets combined were women. The challenges of news media sexism, gender stereotyping and gender bias were apparently intractable across time, space and content delivery platforms.

¹ *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

² Gallagher, Margaret. *Who makes the news? Global Media Monitoring Project*, 2005. World Association for Christian Communication.

- UN Under-Secretary-General and UN Women Executive Director Phumzile Mlambo-Ngcuka underlined that the ways in which women are depicted in the media “have a profound effect on societal attitudes and reinforce traditional gender roles. Women and girls are half of humanity. Giving equal time and weight to their stories, featuring them as positive models not victims, plays an under-appreciated part in creating a better, freer world for all of us.”³
- Events during the 2020 GMMP year were even more extraordinary; beginning in late 2019 and intensifying during the year, the world was ravaged by the novel coronavirus Covid-19. This sixth wave of the research offered an opportunity to scrutinize gender in media coverage during a global catastrophe, a time marked by a worldwide health crisis, and the intensified inequalities accompanying the crisis.
- GMMP teams in 116 countries monitored 30172 stories published in newspapers, broadcast on radio and television, and disseminated on news websites and via news media tweets in 2251 outlets. The stories contained 58,499 news subjects and sources, and were reported and presented by 28,595 journalists. The number of participating nations increased by 63% since 1995 as baseline data were collected for eight countries joining the study for the first time. The number of news items monitored has doubled over the past 25 years and risen by over 8,000 since the 2015 edition.
- Findings from the sixth GMMP reveal a mixed picture of progress, stagnation and regression. While some glass ceilings are clearly being edged upwards, others are setting in on certain important news media gender equality indicators. The past five years have seen small incremental changes towards parity, at the same time, the overall pace of change remains glacial.

³ In *Who makes the news? The Global Media Monitoring Project report, 2015*

Regional Context

News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself, cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced and sometimes challenged by the media. Who is behind the camera, who sits in the newsroom and who controls the news desk have an influence on what the public get to read, hear and watch about the world's events and GMMP calls attention to the extent to which news media continue to discharge their responsibilities as the fourth estate.

In 2015, 33 countries participated in GMMP 2015 and in 2020, 32 countries took part (see Annex 2). While there has been a core set of European countries which have participated in all or nearly all the GMMP monitoring days, 2020 was particularly challenging because of Covid-19. That so many people, coordinators and monitors did so, is a testament to their and our commitment to the broader GMMP project. While the impact of the pandemic continues to be felt on the 2020 monitoring day, only 27% of stories were coded as associated with Covid-19.

National Context

The Russian Federation first took part in Global Media Monitoring Project (GMMP) large worldwide research in 2020. The GMMP has been held every 5 years in the last 25 years and is devoted to the study of the participating countries' media content on gender equality, mechanisms of its maintenance, directions, scope and reasons for its violation. A total of 114 countries took part in the previous research in 2015.

The Russian part of the research is conducted by ANRI-Media, along with the Russian Academy of Sciences (Institute of Socio-Economic Studies of Population FCTAS RAS) with the participation of one of the leading Russian universities, National Research University - Higher School of Economics.

RESEARCH GOAL: To study the extent to which and how gender equality is reported by the federal and regional Russian mass media.

The Russian coordinator and main scientific analyst of the research was a professional social scientist and a researcher of the Institute of Socio-Economic Studies of Population - Branch of the Federal Center of Theoretical and Applied Sociology of the Russian Academy of Sciences. Students of a field-specific department of Higher School of Economics (Media and Communications Department) took an active part at the second stage of the research during a single monitoring day work, and their tasks included the primary analysis of publications, filling in the appropriate code cards (survey forms containing questions regarding the name and content of each publication) according to the international methodology and selection of publications for a further high-quality social research.

EXECUTIVE SUMMARY

Scientific analysis of news articles in the Russian media performed under the GMMP 2020 framework to identify certain aspects of gender issues have enabled us to draw the following conclusions:

1. At the Federal and regional/local levels, the studied content of the Russian media monitored on September 29, 2020, was focused on the following topics: in regional media, the emphasis was on social policy issues (education, health care, landscaping issues, etc.), while at the federal level, media, political and economic issues were highlighted. Concurrently, a significant number of articles were focused on medical issues, including the beginning of the second wave of the COVID-19 epidemic in Russia.
2. The study confirmed the “glass walls” arising for journalists of a certain gender when choosing a publication topic. Women journalists specialize mainly in social journalism, while male journalists major in political and sports journalism, which can lead to discrimination against women in wages, since in most cases political and sports reporting is paid significantly higher.
3. The study confirmed presence of the so-called “glass ceiling” for female journalists when pursuing their careers, as evidenced by earlier research. In the regional/local media under review, female reporters made up two-thirds of the authors (63.5%); in the federal media, which usually surpass regional/local media in terms of audience influence, scale of opportunities for professional self-realization and level of remuneration, the share of women journalists is reduced to half of all journalists (54.4%).
4. There are no gender specificities when quoting the speech of certain figures in the Russian media. Images or videos of women mentioned in the news are more likely to be attached than those of men. Meanwhile, no images or videos to clearly highlight the issue of gender discrimination were identified among the analyzed illustrative materials.
5. Women are much less frequently mentioned in the publications under study than men: 26.6% cases versus 69.4% cases, respectively. The very uneven coverage of male and female issues in media is also evidenced by the fact that the article subjects are men in 70.5% of cases.
6. The fact that the Russian media prefer to form public opinion using a predominantly male perspective is also evidenced by the fact that the editorial staff prefer to turn to men (70%) when seeking a spokesperson’s opinion.
7. The spokesperson’s opinion is a very powerful tool to shape public views as the SME title is perceived by the reader as the most competent person on a particular issue. Accordingly, any gender discrimination in the spokesperson recruitment produces a significant impact on the outcome whether the viewpoints of both sexes is to be equally considered by society or not.
8. In the Russian media environment, topics are divided into “male” and “female” ones. In some instances, a male view of the problem is preferable, in others, a female one is needed. In some, the subjects are mostly men, in others, women dominate. For example, women stand out as protagonists mainly in articles related to medicine (16.4%), education (16.4%) and child abuse and

sexual abuse of children (14.8%) – topics traditionally considered “feminine.” Concurrently, men play the role of protagonists in news pieces covering foreign policy issues (16.5%) and emergencies (10.6%). This division of topics is also typical when choosing spokespersons. As spokespersons, women are invited mainly to comment on education (26.3%), as well as on poverty, housing and social security, health care, environment and tourism (10.5% each). Men are perceived as spokespersons in such areas as foreign policy (10.7%), poverty, housing problems and social security (10.7%), legal and judicial systems, and legislation (8.9%).

9. Essentially, articles displaying certain aspects of gender issues were identified and, therefore, selected for further qualitative analysis. The pieces made up only 2.3% of the total number of publications studied, i.e., a very modest share. No references to official documents securing the equality of men and women were available. Finally, only one article directly addressed the male and female inequality issue. However, these facts do not signify that the media is silent about existing gender issues. For example, women's stories are not hidden, and journalists are not afraid to call women victims if it is true. Primarily, women are introduced as the injured party in publications twice as often compared to men: 23.9% cases vs 12.6%, respectively. It testifies that female issues are not concealed as very few articles exhibit an explicit gender connotation in the Russian media; while, the very fact of violence or any other infringement of women is not hidden in the articles available. It can be assumed that a rather scattered amount of media content covering gender issues on monitoring day is related to two features of the gender content formation in Russia. Firstly, gender issues repeatedly resonate with a wide audience in Russia, which is reflected by a sharp increase in publications on the topic as well. For instance, in the fall and winter of 2019, the case of violence against women and the case when a teacher working at a prominent Russian university murdered his young mistress were actively discussed by the general public; at the end of 2018, a substantial number of articles focused on a prolonged sexual abuse of three daughters by their father, which caused the girls to kill him.
10. While the global #MeToo movement did not raise quite a significant wave in the Russian media as it did in Western countries, gender issues are still occasionally and actively discussed in the media. However, the situational nature of content is increasing even more: an event, usually of a criminal nature, initiates the discussion receives a wide public response, but the tide of articles fades away over the time. Simultaneously, issues of women experiencing discrimination in the labor area or those facing domestic violence are permanent and require constant discussion, including on media sites.
11. Secondly, though television content was not included in the Russian study, it is worth noting that women's issues are highlighted by TV almost on a daily basis, although there is a caveat about it. A certain type of the topic “suppression” is observed, as when women's issues (and they are predominantly associated with victims of gender discrimination) fall under the TV broadcasters' view, the category of their social significance is changed, and they are transferred from the socially significant segment to the “popcorn content” section like topics for evening talk shows perceived by viewers rather

as an entertaining item or quite often a staged TV product and not as a source for deep analytics. And, despite the wide coverage of these topics, such a change in the category of social significance produces a negative impact on how society perceives women's issues.

A DAY IN THE NEWS IN THE RUSSIAN FEDERATION

According to the international methodology, September 29, 2020 was fixed as a single monitoring day when professional researchers and volunteers analyze materials of the Russian mass media.

At the Federal and regional levels, the studied content of the Russian media monitored on September 29, 2020, was focused on the following topics: in regional media, the emphasis was on the social policy issues (education, health care, landscaping issues, etc.), while on the federal level, media, political and economic issues were highlighted. Concurrently, a significant number of articles were focused on medical issues since second wave of the COVID-19 epidemic in Russia was just starting.

Other topics on which the authors of the articles focus on monitoring day are analyzed in a separate section ([TOPICS IN THE NEWS](#)).

THE CONTEXT

The research was conducted with the help of the content analysis, including a quantitative analysis of news publications monitored, and a qualitative analysis of those that touch upon issues of gender equality.

A total of 21 mass media sources at the federal and regional/local level were selected for research. Taking into account the specific features of the Russian Federation as a multinational and multicultural state that has both regions with widespread patriarchal values and regions with an active civil society supporting gender equality, emphasis was made to monitor mass media content in different regions. Thus, 17 regional/local and 4 federal publications by audience coverage took part in the research. Federal media were selected based on a ranking of the 10 most cited Russian newspapers⁴.

Printed publications (newspapers) and Internet publications were selected according to the form of information presented. Fifteen websites of Internet publications and six print media sources were analyzed altogether.

On Internet publications, we analyzed news content published on the main page on the monitoring day at the time of the research. In printed publications, we analyzed the news published on the first, second and third pages on September 29, 2020 or in the earlier edition closest to the specified date if it is not published daily.

In total, 257 publications were analyzed, including 200 publications of the regional/local media and 57 publications of the federal media; 175 were Internet publications and 82 were printed newspapers. Their distribution by the type of mass media and level of audience coverage can be seen in Fig. 1 and Fig. 2.

⁴ According to *Medialogia* rating (Data on the most cited Russian media: 2019. <https://www.mlg.ru/ratings/media/federal/7130/>).

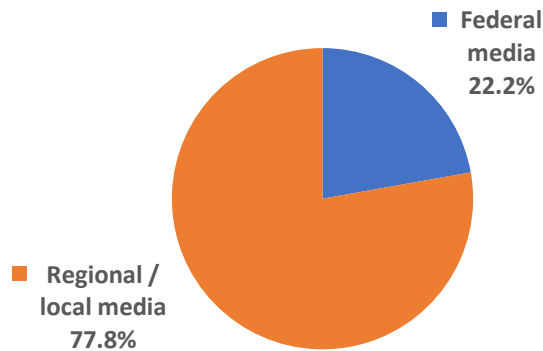


Figure 1. Distribution of publications by audience coverage

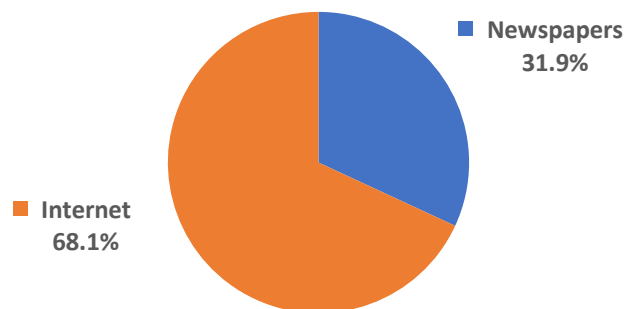


Figure 2. Distribution of publications by media type

TOPICS IN THE NEWS

Using the international methodology, articles were analyzed according to four main blocks: “story” (analysis of the main topic of an article), “analysis” (analysis of availability of the gender aspects), “journalists and reporters” (analysis of the authors of a publication), “people in the news” (analysis of the subjects’ description of a publication).

In general, the largest number of studied publications are devoted to medicine and health preservation (topic 20. Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV AIDS))⁵ (Tab. 1). The second most reported topic is emergencies (catastrophes, accidents, etc.). Topics on social policy issues (education, transport, poverty, housing, etc.) were the next popular among editors. The reason for their high popularity is that most of the studied publications are of the regional or local level where such topics are more relevant as they are close to local

⁵ Although the fifth part of publications touched upon COVID 2019, it was necessary to choose the most appropriate main topic of not only a medical nature for each of these publications. That’s why, in spite of the fact that the fifth part of publications touched upon the epidemic, 10.5% of all publications were devoted to the topic of (20) Medicine, health, disability, medical research, etc. (not EBOLA and HIV-AIDS).

communities being the target audience of such mass media. The more detailed distribution of publications by topic can be found in Tab. 1⁶.

Table 1. Distribution of publications by topic

TOPIC	In unit.	%
20. Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV-AIDS)...	27	10.5
39. Disaster, accident, famine, flood, plane crash, etc	19	7.4
34. Education, childcare, nursery, university, literacy	17	6.6
17. Transport, traffic, roads	16	6.2
10. Poverty, housing, social welfare, aid to those in need ...	15	5.8
5. Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	14	5.4
42. Non-violent crime, bribery, theft, drug-dealing, ...	13	5.1
26. Environment, pollution, tourism ...	11	4.3
3. Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	11	4.3
38. Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	9	3.5
15. Rural economy, agriculture, farming practices, agricultural policy, land rights ...	8	3.1
16. Consumer issues, consumer protection, regulation, prices, consumer fraud ...	8	3.1
45. Child abuse, sexual violence against children, neglect	8	3.1
8. Economic policies, strategies, modules, indicators, stock markets, taxes,...	8	3.1
12. Employment	7	2.7
2. Peace, negotiations, treaties...(local, regional, national),	7	2.7
44. Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	7	2.7
51. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	7	2.7
56. Sports, events, players, facilities, training, policies, funding ...	6	2.3
30. Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	5	1.9
43. Corruption, (including political corruption/malpractice)	5	1.9
6. National defence, military spending, military training, military parades, internal security ...	5	1.9
52. Arts, entertainment, leisure, cinema, theatre, books, dance ...	4	1.6
19. Science, technology, research, funding, discoveries, developments ...	3	1.2
31. Religion, culture, tradition, cultural controversies, teachings,	2	0.8

⁶ There is a list of topics here, which have at least one publication. The full list of issue-related categories - see Appendix 1.

celebrations, practices ...		
32. Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	2	0.8
40. Riots, demonstrations, public disorder, etc	2	0.8
41. Other stories on social or legal issues (specify the topic in 'Comments' section of coding sheet)	2	0.8
46. War, civil war, terrorism, state-based violence	2	0.8
48. Sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp	2	0.8
13. Informal work, street vending, ...	1	0.4
25. Climate change, global warming	1	0.4
35. Women's movement, feminist activism, events, demonstrations, gender equality advocacy ...	1	0.4
4. Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	1	0.4
54. Fake news, mis-information, dis-information, mal-information...	1	0.4
Total	257	100.0

Medicine and emergencies were followed by publications within the social journalism in the regional/local media (Tab. 2), while the federal media focused on foreign politics, followed by issues around economic policy and the next four topics were devoted to medicine, poverty and social welfare, domestic politics and news about famous people.

Table 2. Distribution of publications by topics depending on the coverage of the media audience, %

TOPIC	Federal media	Regional / local media	Average
20. Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV-AIDS)...	7.0	11.5	10.5
39. Disaster, accident, famine, flood, plane crash, etc	1.8	9.0	7.4
34. Education, childcare, nursery, university, literacy	5.3	7.0	6.6
17. Transport, traffic, roads	1.8	7.5	6.2
10. Poverty, housing, social welfare, aid to those in need ...	7.0	5.5	5.8
5. Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	19.3	1.5	5.4
42. Non-violent crime, bribery, theft, drug-dealing, ...	-	6.5	5.1

26. Environment, pollution, tourism ...	1.8	5.0	4.3
3. Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	7.0	3.5	4.3
38. Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	5.3	3.0	3.5
15. Rural economy, agriculture, farming practices, agricultural policy, land rights ...	-	4.0	3.1
16. Consumer issues, consumer protection, regulation, prices, consumer fraud ...	5.3	2.5	3.1
45. Child abuse, sexual violence against children, neglect	1.8	3.5	3.1
8. Economic policies, strategies, modules, indicators, stock markets, taxes,...	8.8	1.5	3.1
12. Employment	1.8	3.0	2.7
2. Peace, negotiations, treaties...(local, regional, national),	1.8	3.0	2.7
44. Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	-	3.5	2.7
51. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	7.0	1.5	2.7
56. Sports, events, players, facilities, training, policies, funding ...	5.3	1.5	2.3
30. Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	1.8	2.0	1.9
43. Corruption, (including political corruption/malpractice)	-	2.5	1.9
6. National defence, military spending, military training, military parades, internal security ...	1.8	2.0	1.9
52. Arts, entertainment, leisure, cinema, theatre, books, dance ...	1.8	1.5	1.6
19. Science, technology, research, funding, discoveries, developments ...	-	1.5	1.2
31. Religion, culture, tradition, cultural controversies, teachings, celebrations, practices ...	1.8	0.5	0.8
32. Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	1.8	0.5	0.8
40. Riots, demonstrations, public disorder, etc	-	1.0	0.8

41. Other stories on social or legal issues (specify the topic in 'Comments' section of coding sheet)	-	1.0	0.8
46. War, civil war, terrorism, state-based violence	-	1.0	0.8
48. Sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp	-	1.0	0.8
13. Informal work, street vending, ...	-	0.5	0.4
25. Climate change, global warming	-	0.5	0.4
35. Women's movement, feminist activism, events, demonstrations, gender equality advocacy ...	-	0.5	0.4
4. Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	1.8	-	0.4
54. Fake news, mis-information, dis-information, mal-information...	1.8	-	0.4
Total	100.0	100.0	100.0

The features of selection, namely, the research of the content mainly of regional/local media, explain the preferences of selecting the scope of the considered problems: mainly local problems are reported (63.4% of publications) (Fig. 3).

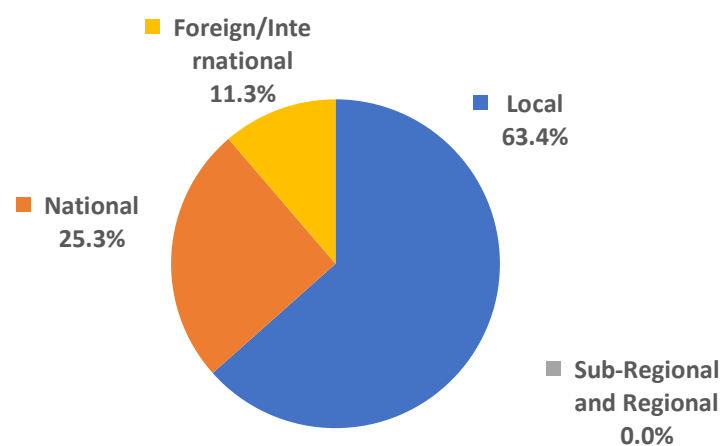


Figure 3. Distribution of publications by the scale of the problem under consideration, depending on the coverage of the media audience, %

At the same time, local problems are reported about by the regional/local media in 75.5% of cases and only 21.1% of cases are covered by the federal media, which is quite predictable (Tab. 3).

Table 3. Distribution of publications by the scale of the problem under consideration, depending on the coverage of the media audience, %

SCALE OF THE PROBLEM	Federal media	Regional / local media	Average
Local	21.1	75.5	63.4
National	50.9	18.0	25.3
Sub-Regional and Regional	-	-	-
Foreign/International	28.1	6.5	11.3
Total	100.0	100.0	100.0

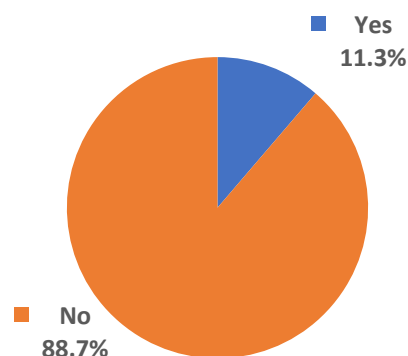
NEWS SUBJECTS AND SOURCES

The second block of the research – analysis of the content on the gender aspects availability. Publications were studied by four questions here:

1. Reference to gender equality/ human rights legislation/ policy
2. Is the story about a particular woman or group of women?
3. Does this story clearly highlight issues of inequality between women and men?
4. Does this story clearly challenge gender stereotypes?

The documents devoted to the gender equality are not mentioned in any of the studied publications.

Publications that contain a story of a woman or a group of women are quite widespread (such publications are 11.3% of the total number of publications (Fig. 4)), which allows us to conclude that women's stories are not concealed by the Russian mass media – they are quite often written about, taking into account the variety of all topics, and publications included in the research.



**Figure 4. Distribution of publications by parameter:
Is the story about a particular woman or group of women?**

Tab. 4 contains topics that can be found in women's stories in publications. Most of the stories are of a criminal nature: murders, rapes, thefts, accidents, fraud, etc. The total number of such publications is 13 that is almost half (44.8%) of all publications with women's stories. However, it is worth noting that women in these publications act both as victims (for example, the following publications: *"A driver from Bashkiria knocked down and killed a retired woman while driving to his grandmother's"*, *"The maniac-misanthrope who had killed two girls lost consciousness during the sentencing"*, *"In Sochi the parents were committing crimes against their daughter's sexual integrity and capturing it on video within two years"*, etc.), and, on the contrary, those who do any harm (*"A drunk village woman ended her quarrel with a teenager by knifing him"*, *"A business woman from Bashkiria was fined half a million rubles for a bribe to a policeman"*, *"A Bashkir paid 64 thousand rubles to a prostitute but she didn't meet him"*, *"The bailiffs repossessed Jeep Grand Cherokee from a Siberian woman"*, etc.). Several publications referring to women are devoted to women's diseases (these are congenital diseases, and COVID-2019, etc.). There are publications containing professional success stories (*"Anfisa Reztsova: Christina is going to deliver a baby and preparing for the Olympic Games"* - about a mother and her daughter who successfully combine the roles of world-class athletes and homemakers, *"Larisa Rubalskaya: I come up with poems when I suffer"* - about the famous Russian poetess, *"Dance in the fog: the world champion from Novosibirsk celebrated a wedding in Moscow - look at the beautiful ceremony pictures"*). Two articles refer to professional positions of women-politicians and government officials, as well as women's participation in the political process (*"Natalia Poklonskaya - Ksenia Sobchak: About the Crimea, Byelorussia, Father Sergius and an oppositionist's poisoning"*, *"How we were looking for Navalny's secret girlfriend"*). Finally, several articles are devoted to women's struggle for their rights, the gender stereotypes destruction (*"You are not alone": so that the child could obey, so that the husband could hear*, *"If a child is beaten - I will be against": Interview of the former Vice-Mayor of Yalta Mikhail Zagortsev who was fired for calling the Byelorussian authorities to stop the violence*, *"Stark naked 48-year-old Gwyneth Paltrow boasted of her perfect body"*).

**Table 4. Distribution of publications
that tell stories about a particular woman or group of women, by topic**

TOPIC	In unit.	%
16. Consumer issues, consumer protection, regulation, prices, consumer fraud ...	2	6.9
17. Transport, traffic, roads	1	3.4
20. Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV-AIDS)...	4	13.8
3. Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	1	3.4
35. Women's movement, feminist activism, events, demonstrations, gender equality advocacy ...	1	3.4
39. Disaster, accident, famine, flood, plane crash, etc	1	3.4
42. Non-violent crime, bribery, theft, drug-dealing, ...	4	13.8
44. Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	4	13.8
45. Child abuse, sexual violence against children, neglect	3	10.3
48. Sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp	2	6.9
5. Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	1	3.4
51. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	4	13.8
56. Sports, events, players, facilities, training, policies, funding ...	1	3.4
Total	29	100.0

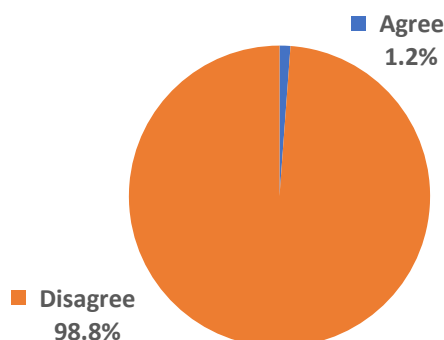
It should be noted that articles containing women's stories are published both in the federal and regional/local media almost with the same frequency (Tab. 5). This data shatters the hypothesis that the wider the audience coverage is, the more often women's stories are concealed.

**Table 5. Distribution of publications by parameter:
Is the story about a particular woman or group of women?, %**

TOPIC	Federal media	Regional / local media	Average
Yes	10.5	11.5	11.3
No	89.5	88.5	88.7
Total	100.0	100.0	100.0

Only one publication refers to the problems of inequality between men and women: *“Women-drivers are considered to be “a higher risk factor”*. This article touches upon the question whether the common belief that women drive worse than men is a stereotype. The article considers the initiative to change the rules of charging insurance rates in the vehicle insurance, by making a rate higher for women than for men due to higher risks. This publication is analyzed separately in the column devoted to the qualitative analysis of media content.

Only three of 257 (1.2%) studied publications challenged gender stereotypes (Fig. 5).



**Figure 5. Distribution of publications by parameter:
Does this story clearly challenge gender stereotypes?**

These include the story about a marathon in support of women, which would open a telephone hotline where women can contact a crisis center and have a consultation; a success story of two Russian athletes who combine their successful career and successful family life, and the other, about a gender stereotype challenge thrown out by an American actress who posed naked for one of the social networks (Tab. 6). These publications will be analyzed in the column devoted to the qualitative analysis of media content in more details.

**Table 6. Distribution of publications,
in which stories clearly highlights issues of inequality between women and men,
by topic, in unit.**

TOPIC	In unit.
35. Women's movement, feminist activism, events, demonstrations, gender equality advocacy ...	1
56. Sports, events, players, facilities, training, policies, funding ...	1
51. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	1
Total	3

These articles were published in the mass media of both regional/local and federal levels.

The next block of the research is devoted to analyzing the characteristics of the subjects mentioned in publications and identifying the gender equality/gender discrimination signs when choosing the subjects, asking comments from experts, etc.

A total of 503 persons were mentioned in the studied publications⁷. The same persons were mentioned in two or more publications in a number of cases. The given person's gender can't be determined in 4% of the references (Fig. 6). However, men acting as experts, subjects, and spokespersons, etc. are mentioned in the majority (69.4%) of cases. Women are mentioned much more rarely: in 26.6% of cases only.

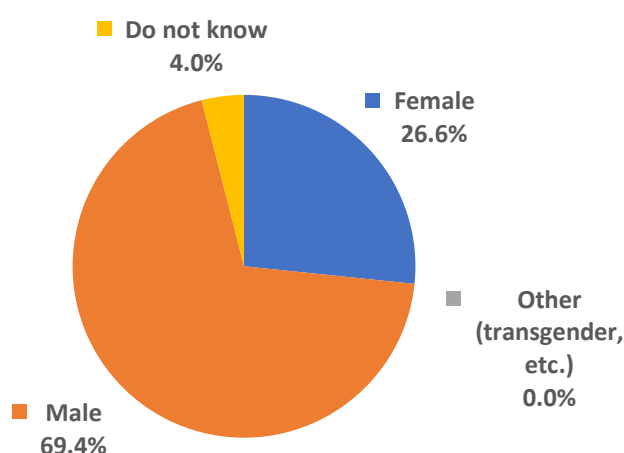


Figure 6. Distribution of persons mentioned in the publication by sex

In terms of the occupation of persons mentioned, the largest number of women in articles were scientists and teachers (11.2%), public servants (7.5%), and 6% were deputies, leaders and members of a political party (See Tab. 7). The largest number of female scientists or teachers among all the women mentioned is the result of the fact that a number of articles are devoted to education development. Schoolteachers' activities are considered and expert teachers' comments, etc. are provided there. Indeed, the staff in the general education system in Russia is still represented mainly by women. The men mentioned mainly belong to the category of Politician/member of parliament, president, government minister, political leader, political party staff (23.8%). It is also explained by the fact that there are references to the words of the Russian Federation male President in a large number of publications. Moreover, men are represented as public servants (18.3%), scientists and teachers (7.7%), etc. In 18.1% of cases, the subject's occupation is not indicated.

⁷ In various publications, these persons may be repeated (for example, the President of Russia, etc.)

Table 7. Distribution of people in the news by their positions, %

PEOPLE IN THE NEWS: Occupation or position	Female	Male	Other (transg ender, etc.)	Do not know	Average
Not stated. Story does not describe the person's occupation or position.	26.1	14.0	-	35.0	18.1
Royalty, ruling monarch, deposed monarch, any member of royal family ...	-	-	-	-	-
Politician / member of parliament, president, government minister, political leader, political party staff, ...	6.0	23.8	-	-	18.1
Government employee, public servant, bureaucrat, diplomat, intelligence officer, government spokesperson	7.5	18.3	-	-	14.7
Police, military, para-military group, militia, prison officer, security officer, fire officer ...	0.7	2.6	-	5.0	2.2
Academic expert, lecturer, teacher	11.2	7.7	-	10.0	8.7
Doctor, dentist, health specialist	4.5	2.9	-	-	3.2
Health worker, social worker, childcare worker	1.5	-	-	-	0.4
Science or technology professional, engineer, technician, computer specialist ...	-	-	-	-	-
Media professional, journalist, video or film-maker, theatre director. social media influencer, YouTuber, Instagrammer ...	2.2	3.2	-	-	2.8
Lawyer, judge, magistrate, legal advocate, legal expert, legal clerk ...	2.2	2.3	-	10.0	2.6
Business person, executive, manager, entrepreneur, economist, financial expert, stock broker ...	5.2	4.6	-	-	4.6
Office or service worker, non-management worker in office, store, restaurant, catering ...	1.5	0.6	-	-	0.8
Tradesperson, artisan, labourer, truck driver, construction, factory, domestic worker ...	0.7	0.9	-	-	0.8
Agriculture, mining, fishing, forestry worker ...	-	1.4	-	-	1.0
Religious figure, priest, monk, rabbi, mullah, nun ...	0.7	1.1	-	-	1.0
Activist or worker in civil society	5.2	5.2	-	10.0	5.4

organisation, non-governmental organisation, trade union, human rights, consumer issues, environment, aid agency, peasant leader, United Nations					
Sex worker	0.7	-	-	-	0.2
Celebrity, artist, actor, writer, singer, radio or television personality ...	3.0	2.0	-	5.0	2.4
Sportsperson, athlete, player, coach, referee ...	4.5	2.3	-	-	2.8
Student, pupil, schoolchild	5.2	2.0	-	10.0	3.2
Homemaker, parent, either female or male. Code this only if no other occupation is given	0.7	-	-	-	0.2
Child, young person (up to 18 years). Code this only if no other occupation/position is given	1.5		-	5.0	0.6
Villager or resident engaged in unspecified occupation. Code this only if no other occupation is given	-	0.6	-	-	0.4
Retired person, pensioner. Code this only if no other occupation is given	6.7	0.6	-	-	2.2
Criminal, suspect. Code this only if no other occupation is given	1.5	3.2	-	10.0	3.0
Unemployed. Code this only if no other occupation is given	0.7	0.6	-	-	0.6
Other. Use only as a last resort	-	0.3	-	-	0.2
Total	100.0	100.0	-	100.0	100.0

The important information on gender issues for a researcher is provided by the distribution of data related to the function the mentioned subject performs in an article. Almost half men and women mentioned in articles are subjects, about 15% are experts and about 15% are spokespersons (Tab. 8). In this case, there are no significant differences in the distribution by function between both genders in a publication.

**Table 8. Distribution of people in news by parameter:
Occupation or position of people in the news, %**

PEOPLE IN THE NEWS: Occupation or position	Female	Male	Other (transgender, etc.)	Do not know	Average
Do not know: the person's function is not clear.	2.2	4.9	-	20.0	4.8
Subject: the story is <i>about</i> this person, or about something the person has done, said etc.	45.5	48.7	-	50.0	47.9
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	13.4	15.8	-	-	14.5
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	14.2	16.0	-	25.0	15.9
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	10.4	6.0	-	5.0	7.2
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	10.4	5.2	-	-	6.4
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people	1.5	2.3	-	-	2.0
Other	2.2	1.1	-	-	1.4
Total	100.0	100.0	-	100.0	100.0

On the other hand, publications are mainly devoted to men: they are subjects in 70.5% of cases (Tab. 9) that shows quite unequal presentation of men's and women's issues in the media content.

In case of citing experts, men are chosen in 70% of cases (Tab. 9). It is quite indicative of the gender discrimination against women whose view on issues is taken into account only in fewer cases. Information needs a variety of sources in order to increase its level of objectivity, reliability and completeness. This can be provided by the difference in women's and men's points of view as information carriers when presenting or analyzing important events.

A similar picture was shown by the results of the author's research mentioned above. According to a survey of Russian journalists, fewer women are invited to the media as experts for presenting important events than men. 54.7% of surveyed Russian female journalists and 60% of the surveyed male journalists think so⁸.

⁸ Khotkina Z.A., Aleksandrova O.A., Nenakhova Y.S., Vinogradova K.V. Gender aspects of employment and career in the media industry in Armenia, Georgia, Moldova, Russia and Ukraine: Comparative analysis. M., 2020.

**Table 9. Distribution of people in news by parameter:
Occupation or position of people in the news, %**

PEOPLE IN THE NEWS: Occupation or position	Female	Male	Other (transgender, etc.)	Do not know	Total
Do not know: the person's function is not clear.	12.5	70.8	-	16.7	100.0
Subject: the story is <i>about</i> this person, or about something the person has done, said etc.	25.3	70.5	-	4.1	100.0
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	24.7	75.3	-	-	100.0
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	23.8	70.0	-	6.3	100.0
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	38.9	58.3	-	2.8	100.0
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	43.8	56.3	-	-	100.0
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people	20.0	80.0	-	-	100.0
Other	42.9	57.1	-	-	100.0
Average	26.6	69.4	-	4.0	100.0

Articles containing the opinion of several experts were analyzed more carefully in order to study signs of gender discrimination presence/absence when asking for an expert opinion within this research. The analysis shows that women's expert opinions are mainly sought on social topics: for example, the article *"Students and city residents can tell what a modern campus should be"* (2 experts, both are women), *"The school trains personnel for the digital economy"* (2 experts, both are women), *"Graduates get a degree together with a diploma"* (2 experts, both are women). There is mainly a male point of view in articles on political, economic and legal issues such as: *"The deputies are discussing new punishments for foreign Internet companies"* (3 experts, all male), *"Gazprom will provide gas to houses by using perpetual bonds"* (2 experts, both men), *"Sber is still a bank"* (2 experts, both men), *"Fergana as a part of Russia"* (3 experts, all men), *"The last autumn of a deputy. What laws will be passed by the State Duma soon?"* (2 experts, both men), *"Double tariffs are being prepared for car-sharing drivers"* (2 experts, both men). However, there are also articles that feature both male and female experts' perspectives: *"The world is making peace - Karabakh is making war"* (2 experts, a woman and a man). Thus, there are so-called "female" topics where a women's point of view is preferred, and "male" topics.

It should be noted that a woman less often becomes both a subject and an expert in the federal media than in the regional or local media (Tab. 10).

**Table 10. Distribution of people in news by parameter:
Occupation or position of people in the news, %**

PEOPLE IN THE NEWS: Occupation or position	Federal media					Regional / local media				
	Female	Male	Other (transgender, etc.)	Do not know	Total	Female	Male	Other (transgender, etc.)	Do not know	Total
Do not know: the person's function is not clear.	-	100.0	-	-	100.0	15.8	63.2	-	21.1	100.0
Subject: the story is <i>about</i> this person, or about something the person has done, said etc.	24.2	75.8	-	-	100.0	25.7	68.6	-	5.7	100.0
Spokesperson: the person represents, or speaks on behalf of another person, a group or an organisation	20.0	80.0	-	-	100.0	30.3	69.7	-	-	100.0
Expert or commentator: the person provides additional information, opinion or comment, based on specialist knowledge or expertise	21.3	74.5	-	4.3	100.0	27.3	63.6	-	9.1	100.0
Personal experience: the person provides opinion or comment, based on individual personal experience; the opinion is not necessarily meant to reflect the views of a wider group	40.0	55.0	-	5.0	100.0	37.5	62.5	-	-	100.0
Eye witness: the person gives testimony or comment, based on direct observation (e.g. being present at an event)	50.0	50.0	-	-	100.0	38.9	61.1	-	-	100.0
Popular opinion: the person's opinion is assumed to reflect that of the 'ordinary citizen' (e.g., in a street interview, vox populi etc); it is implied that the person's point of view is shared by a wider group of people	11.1	88.9	-	-	100.0	100.0	-	-	-	100.0
Other	33.3	66.7	-	-	100.0	100.0	-	-	-	100.0
Average	25.1	73.4	-	1.4	100.0	27.7	66.6	-	5.7	100.0

It is worth mentioning that women become subjects mainly in articles related to medicine (16.4%), education (16.4%) and child abuse and sexual violence against children (14,8%) - topics traditionally considered “female” domain (Tab. 11). At the same time, men become subjects in publications related to foreign politics (16.5%) and emergencies (10.6%) that are traditionally considered “male” topics.

**Table 11. Distribution of the SUBJECTS
by topics of publications depending on sex, %**

TOPIC	Female	Male	Other (trans gende r, etc.)	Do not know	Averag e
1. Women politicians, women electoral candidates,...	-	-	-	-	-
2. Peace, negotiations, treaties...(local, regional, national),	-	1.2	-	-	0.8
3. Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	1.6	7.1	-	-	5.4
4. Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	-	-	-	-	-
5. Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	4.9	16.5	-	-	12.9
6. National defence, military spending, military training, military parades, internal security ...	-	1.2	-	-	0.8
7. Other stories on politics and government (specify the topic in 'Comments' section of coding sheet)	-	-	-	-	-
8. Economic policies, strategies, modules, indicators, stock markets, taxes,...	-	1.2	-	-	0.8
9. Economic crisis, state bailouts of companies, company takeovers and mergers ...	-	-	-	-	-
10. Poverty, housing, social welfare, aid to those in need ...	-	0.6	-	-	0.4
11. Women's participation in economic processes (informal work, paid employment, unemployment, unpaid labour)	-	-	-	-	-
12. Employment	-	1.2	-	-	0.8
13. Informal work, street vending, ...	-	-	-	-	-
14. Other labour issues, strikes, trade unions, negotiations, other	-	-	-	-	-

employment and unemployment					
15. Rural economy, agriculture, farming practices, agricultural policy, land rights ...	1.6	-	-	-	0.4
16. Consumer issues, consumer protection, regulation, prices, consumer fraud ...	3.3	0.6	-	-	1.2
17. Transport, traffic, roads	3.3	1.8	-	-	2.1
18. Other stories on the economy	-	-	-	-	-
19. Science, technology, research, funding, discoveries, developments ...	-	1.8	-	-	1.2
20. Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV-AIDS)...	16.4	5.9	-	-	8.3
21. EBOLA, treatment, response...	-	-	-	-	-
22. HIV and AIDS, incidence, policy, treatment, people affected ...	-	-	-	-	-
23. Other epidemics, viruses, contagions, Influenza, BSE, SARS. NOT COVID-19 (For stories related to Covid-19 choose the closest relevant sub-topic) ...	-	-	-	-	-
24. Birth control, fertility, sterilization, amniocentesis, termination of pregnancy ...	-	-	-	-	-
25. Climate change, global warming	-	-	-	-	-
26. Environment, pollution, tourism ...	-	1.2	-	30.0	2.1
27. Other stories on science or health	-	-	-	-	-
28. Sustainable Development Goals (SDGs), Post 2015 agenda, Agenda 2030	-	-	-	-	-
29. Family relations, inter-generational conflict, single parents	-	-	-	-	-
30. Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	-	2.9	-	-	2.1
31. Religion, culture, tradition, cultural controversies, teachings, celebrations, practices ...	4.9	2.4	-	-	2.9
32. Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	1.6	1.2	-	-	1.2
33. Other development issues, sustainability	-	-	-	-	-
34. Education, childcare, nursery, university, literacy	16.4	4.1	-	20.0	7.9
35. Women's movement, feminist activism, events, demonstrations,	-	-	-	-	-

gender equality advocacy ...					
36. Changing gender relations, roles and relationships of women and men inside and outside the home ...	-	-	-	-	-
37. Family law, family codes, property law, inheritance law and rights ...	-	-	-	-	-
38. Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	-	4.1	-	10.0	3.3
39. Disaster, accident, famine, flood, plane crash, etc	1.6	10.6	-	20.0	8.7
40. Riots, demonstrations, public disorder, etc	-	-	-	10.0	0.4
41. Other stories on social or legal issues (specify the topic in 'Comments' section of coding sheet)	-	0.6	-	-	0.4
42. Non-violent crime, bribery, theft, drug-dealing, ...	6.6	4.1	-	10.0	5.0
43. Corruption, (including political corruption/malpractice)	-	5.3	-	-	3.7
44. Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	4.9	4.1	-	-	4.1
45. Child abuse, sexual violence against children, neglect	14.8	7.1	-	-	8.7
46. War, civil war, terrorism, state-based violence	1.6	2.4	-	-	2.1
47. Other stories on crime and violence	-	-	-	-	-
48. Sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp	4.9	1.2	-	-	2.1
49. Other gender violence such as feminicide, trafficking of girls and women, FGM...	-	-	-	-	-
50. Inequality between women and men such as income inequality/gender pay gap	-	-	-	-	-
51. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	4.9	2.9	-	-	3.3
52. Arts, entertainment, leisure, cinema, theatre, books, dance ...		0.6	-	-	0.4
53. Media, including new media (computers, internet), portrayal of women and/or men	-	-	-	-	-
54. Fake news, mis-information, dis-information, mal-information...	-	-	-	-	-
55. Beauty contests, models, fashion,	-	-	-	-	-

beauty aids, cosmetic surgery ...					
56. Sports, events, players, facilities, training, policies, funding ...	6.6	6.5	-	-	6.2
57. Other stories on celebrities, arts, media	-	-	-	-	-
58. Use only as a last resort and explain	-	-	-	-	-
Total	100.0	100.0	-	100.0	100.0

As for invitation of men and women as experts, women are mainly invited to comment on education issues (26.3%), as well as on poverty, housing and social welfare, medical issues and issues related to the environment and tourism (10.5% each) (Tab. 12). Men are seen as experts on such topics as foreign politics (10.7%), poverty, housing and social welfare (10.7%), legal and judicial systems, legislation (8.9%). There are also signs of the traditional division of topics into “male” and “female” in this case, where an expert opinion of the opposite sex is limited.

Table 12. Distribution of the EXPERTS OR COMMENTATORS by topics of publications depending on sex, %

TOPIC	Female	Male	Other (trans gender, etc.)	Do not know	Average
10. Poverty, housing, social welfare, aid to those in need ...	10.5	10.7	-	-	10.0
12. Employment	5.3	3.6	-	-	3.8
15. Rural economy, agriculture, farming practices, agricultural policy, land rights ...	-	5.4	-	20.0	5.0
16. Consumer issues, consumer protection, regulation, prices, consumer fraud ...	-	5.4	-	20.0	5.0
17. Transport, traffic, roads	-	5.4	-	-	3.8
19. Science, technology, research, funding, discoveries, developments ...	5.3	1.8	-	-	2.5
20. Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV-AIDS)...	10.5	8.9	-	-	8.8
26. Environment, pollution, tourism ...	10.5	5.4	-	20.0	7.5
3. Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	5.3	1.8	-	-	2.5
30. Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	-	5.4	-	40.0	6.3

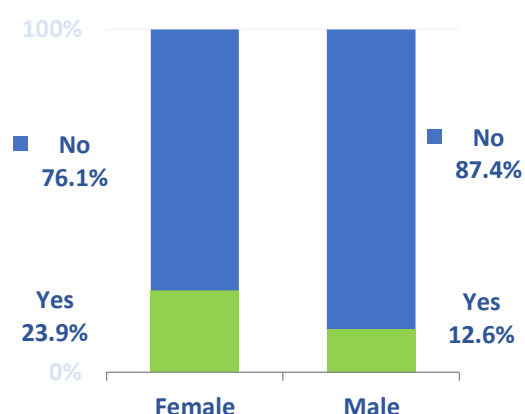
31. Religion, culture, tradition, cultural controversies, teachings, celebrations, practices ...	-	1.8	-	-	1.3
32. Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	-	7.1	-	-	5.0
34. Education, childcare, nursery, university, literacy	26.3	1.8	-	-	7.5
35. Women's movement, feminist activism, events, demonstrations, gender equality advocacy ...	5.3	-	-	-	1.3
38. Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	-	8.9	-	-	6.3
39. Disaster, accident, famine, flood, plane crash, etc	5.3	-	-	-	1.3
41. Other stories on social or legal issues (specify the topic in 'Comments' section of coding sheet)	-	1.8	-	-	1.3
42. Non-violent crime, bribery, theft, drug-dealing, ...	-	1.8	-	-	1.3
45. Child abuse, sexual violence against children, neglect	5.3	3.6	-	-	3.8
46. War, civil war, terrorism, state-based violence	-	1.8	-	-	1.3
5. Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	5.3	10.7	-	-	8.8
6. National defence, military spending, military training, military parades, internal security ...	-	1.8	-	-	1.3
8. Economic policies, strategies, modules, indicators, stock markets, taxes,...	5.3	5.4	-	-	5.0
Total	100.0	100.0	-	100.0	100.0

It should be noted that when women are mentioned in publications, their marital status is reported more often than men (Tab. 13). This may indirectly represent the maintenance of gender stereotypes regarding women, first of all, as homemakers, but a further research is required to confirm such conclusions.

**Table 13. Distribution of people in the news by parameter:
Family role given, %**

TOPIC	Female	Male	Other (transgender, etc.)	Do not know	Average
Yes	14.2	5.7	-	5.0	8.0
No	85.8	94.3	-	95.0	91.7
Total	100.0	100.0	-	100.0	100.0

Another sign of gender discrimination presence/absence is defined according to the results of the analysis of distribution by the question about whether a woman is a victim in the media content. Women are twice as often depicted as victims in publications: in 23.9% of cases compared with 12.6% of men (Fig. 7). This is positive, a “keeping no secret” of women's issues, since there are few publications revealing gender problems in the Russian media (see [CASE STUDIES](#)). At the same time the fact of violence or infringement of a woman is not concealed in existing publications.



**Figure 7. Distribution of people in news by parameter:
Does the story identify the person either as a victim or survivor, or both?**

In most cases women mentioned in publications are victims of an accident, natural disaster or poverty (32.1%) and victims of war, terrorism and state repression (32.1%) (Tab. 14). However, in 10.7% of cases women are mentioned as victims of domestic violence in publications that also shows that this issue is not considered taboo in Russian journalism.

**Table 14. Distribution of people in news by parameter:
A victim of what?, %**

VICTIM	Female	Male	Other (transgender, etc.)	Do not know	Average
0 Not applicable (person is identified solely as a survivor)	3.6	2.4	-	20.0	4.0
1 Victim of an accident, natural disaster, poverty	32.1	47.6	-	40.0	41.3
2 Victim of domestic violence, rape, murder, etc.	10.7	2.4	-	-	5.3
3 Victim of non-domestic sexual violence, rape, assault, etc. (sexual violence only)	10.7	-	-	-	4.0
4 Victim of other non-domestic crime, robbery, etc.	32.1	35.7	-	40.0	34.7
5 Victim of violation based on religion, tradition...	-	-	-	-	-
6 Victim of war, terrorism, vigilantism, state violence...	7.1	11.9	-	-	9.3
7 Victim of discrimination based on gender, race, ethnicity age, religion, ability, etc	-	-	-	-	-
8 Other victim	3.6	-	-	-	1.3
Total	100.0	100.0	-	100.0	100.0

In addition, the fact that journalists prefer quoting mainly one gender on certain topics may point to restrictions of freedom of access to public opinion formation sources. However, there are no significant differences in distribution of a number of men and women whose direct speech is provided in a publication (Tab. 15).

**Table 15. Distribution of people in news by parameter:
Is the person directly quoted?**

QUOTE	Female	Male	Other (transgender, etc.)	Do not know	Average
Yes	27.6	23.2	-	10.0	23.9
No	72.4	76.8	-	90.0	76.1
Total	100.0	100.0	-	100.0	100.0

Finally, if a woman is mentioned in an article, her photo or video is more often attached as an illustrative material: in 21.6% of cases in comparison with 8.6% of cases of men (Tab. 16). There are no photos or videos clearly highlighting the gender discrimination problem among the analyzed illustrative materials.

**Table 16. Distribution of people in news by parameter:
Is there a photo or video of the person?**

PHOTO OR VIDEO	Female	Male	Other (transgender, etc.)	Do not know	Average
Yes	21.6	8.6	-	5.0	11.9
No	78.4	91.4	-	95.0	88.1
Total	100.0	100.0	-	100.0	100.0

JOURNALISTS AND REPORTERS

A total of 272 journalists were identified in 257 analyzed materials. Journalists were not indicated in more than a third of news publications, 39.7% (Fig. 8). In articles where authorship was provided, female journalists made up 36% of the studied material, and male journalists, 24.3%. If we exclude articles with no authors, female journalists would be found in 60% of cases, and male journalists, in 40%.

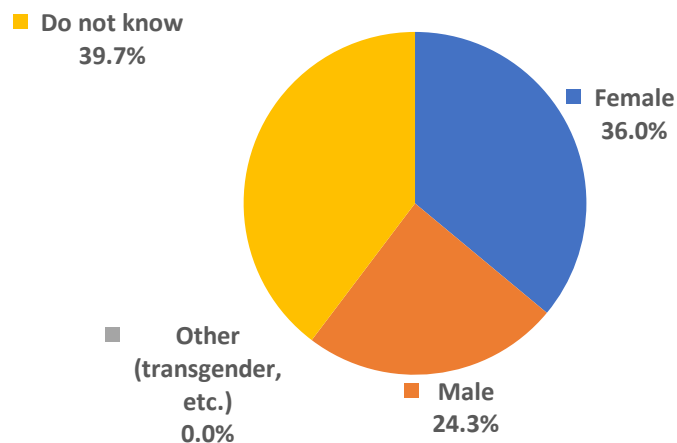


Figure 8. Distribution of journalists and reporters by sex

The next task was to analyze the most common age for female and male journalists and if there is any data about age discrimination for women in comparison to men. The age of journalists is not mentioned in most cases (it is mentioned in six publications only), that's why it is impossible to make a conclusion about any age characteristics based on the results of this research (Tab. 17).

Table 17. Distribution of journalists and reporters by age, %

AGE	Female	Male	Other (transgender, etc.)	Do not know	Average
Do not know	93.9	100.0	-	100.0	97.8
19-34	6.1	-	-	-	2.2
Total	100.0	100.0	-	100.0	100.0

JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

The success of the processes of gender stereotypes destruction and/or, on the contrary, their strengthening with direct participation of the mass media, depends on the degree of freedom of the access of male and female journalists to the publication of materials. That's why, it is necessary to analyze how well the male and female representatives' point of view is presented in the mass media, whether the strengthening of social attitudes is the result of the predominance of certain sex journalists in the mass media, and if there are such signs, what topics and what the scope of this phenomenon is.

Results of earlier research carried out in Russia with the participation of the author⁹ showed that there are some barriers in the possibilities of a professional self-realization for certain sex of journalists in the Russian mass media content, which are called "glass walls": female journalists are made to specialize in social issues, while male journalists are often assigned to political and sports beats.

According to the results of the survey conducted during said research, a quarter of surveyed Russian male journalists are engaged in political journalism as the main topic, while women are engaged in this topic almost twice as seldom as men, at 13,2%. As for social journalism, 22.4% of surveyed men and 36.4% of surveyed women are engaged in it. At the same time, a significant part of both men and women would like this to change: just 11.5% of male respondents and 21.3% of women don't mind being engaged mainly in the social journalism¹⁰.

In the surveyed experts' opinion within the expert interviews, such a situation is the result of the fact that editors often "close the way" for women who want to work on

⁹ The research on the topic of Gender aspects of employment and career in the media industry was carried out by the research team of the Institute of Socio-Economic Studies of Population of FCTAS of the Russian Academy of Sciences with participation of the author in 2016, 2018 and 2020 in a number of countries including Russia. It included questionnaire surveys and expert interviews of Russian mass media workers on certain aspects of the gender equality and discrimination.

¹⁰ Khotkina Z.A., Menzhun V., Aleksandrova O.A., Burdastova Y.V., Nenakhova Y.S., Vinogradova K.V. Gender relationship in the media industry in Russia, Armenia and Moldova: employment, career opportunities and impact on content. *Monitoring of a public opinion: economic and social changes*. 2020. No. 4. P. 321-341. URL: <https://monitoringjournal.ru/index.php/monitoring/article/view/1645/1413> (access date: 19.11.2020). DOI: <https://doi.org/10.14515/monitoring.2020.4.1645>.

so-called “men’s topics” rather than women preferring such a specialization. This phenomenon results in the salary gender discreditation as the size of a journalist's salary, for example, in sports journalism (a so-called “men's topic”), as a rule, is several times as high as the salary of a journalist specializing in social issues (a so-called “women's topic”). As was mentioned in the monograph based on the research results, “such a restriction, if any, ‘incapacitates’ and from a financial point of view as a number of journalism areas (international, sports, etc.) are paid much higher, besides prevention of satisfaction of the corresponding cognitive interest and more vivid presentation of a creative individuality, which arises in a situation when a journalist deals with a topic he is really interested in”¹¹.

The GMMP 2020 held in Russia has also found a specialization of a certain sex of journalists on certain topics (Tab. 18). Female journalists write articles mainly related to poverty, social welfare, housing, etc. (11.2%), medicine (11.2%), and education (13.3%), that is, on the social topics mentioned above. Men mainly specialize in foreign (13.6%) and domestic political journalism (7.6%), economic problems (7.6%), as well as sports journalism (7.6%) that is quite compatible with previous research results.

It is incorrect to make any conclusion about the presence of gender discrimination based on such results only, as a choice of topics can be based mainly on male and female journalists’ free will. However, taking into account the previous research results we can say that there are signs of “glass walls” - restrictions on topics for certain sex of journalists in Russia.

Table 18. Distribution of journalists and reporters by publication topic, %

TOPIC	Female	Male	Other (transgender, etc.)	Do not know	Average
10. Poverty, housing, social welfare, aid to those in need ...	11.2	3.0	-	4.6	6.6
12. Employment	4.1	1.5	-	1.9	2.6
13. Informal work, street vending, ...	1.0	-	-	-	0.4
15. Rural economy, agriculture, farming practices, agricultural policy, land rights ...	1.0	3.0	-	4.6	2.9
16. Consumer issues, consumer protection, regulation, prices, consumer fraud ...	2.0	4.5	-	2.8	2.9
17. Transport, traffic, roads	6.1	7.6	-	4.6	5.9
19. Science, technology, research, funding, discoveries, developments ...	2.0	-	-	0.9	1.1
2. Peace, negotiations, treaties...(local, regional, national),	2.0	-	-	4.6	2.6

¹¹ Aleksandrova O.A., Burdastova Y.S., Nenakhova Y.V., Khotkina Z.A. Russian media content: Gender aspects of employment and career [Electronic edition]. M.: ANRI Media, 2017. 94 p. URL: <http://www.isesp-ras.ru/monograph/2017-06-06-10-02-33> (access date: 19.11.2020). P. 60.

20. Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV-AIDS)...	11.2	4.5	-	12.0	9.9
25. Climate change, global warming	-	1.5	-	-	0.4
26. Environment, pollution, tourism ...	2.0	4.5	-	5.6	4.0
3. Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	1.0	7.6	-	4.6	4.0
30. Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	1.0	1.5	-	2.8	1.8
31. Religion, culture, tradition, cultural controversies, teachings, celebrations, practices ...	1.0	-	-	0.9	0.7
32. Migration, refugees, asylum seekers, ethnic conflict, integration, racism, xenophobia ...	-	1.5	-	0.9	0.7
34. Education, childcare, nursery, university, literacy	13.3	7.6	-	5.6	8.8
35. Women's movement, feminist activism, events, demonstrations, gender equality advocacy ...	-	-	-	0.9	0.4
38. Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	5.1	1.5	-	2.8	3.3
39. Disaster, accident, famine, flood, plane crash, etc	7.1	3.0	-	10.2	7.4
4. Global partnerships (international trade and finance systems, e.g. WTO, IMF, World Bank, debt) ...	1.0	-	-	-	0.4
40. Riots, demonstrations, public disorder, etc	1.0	1.5	-		0.7
41. Other stories on social or legal issues (specify the topic in 'Comments' section of coding sheet)	1.0	-	-	0.9	0.7
42. Non-violent crime, bribery, theft, drug-dealing, ...	2.0	3.0	-	8.3	4.8
43. Corruption, (including political corruption/malpractice)	1.0	-	-	3.7	1.8
44. Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	3.1	1.5	-	2.8	2.6
45. Child abuse, sexual violence	5.1	3.0	-	0.9	2.9

against children, neglect					
46. War, civil war, terrorism, state-based violence	1.0	1.5	-	0.9	1.1
48. Sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp	-	-	-	1.9	0.7
5. Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	6.1	13.6	-	1.9	6.3
51. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	4.1	1.5	-	1.9	2.6
52. Arts, entertainment, leisure, cinema, theatre, books, dance ...	2.0	1.5	-	0.9	1.5
54. Fake news, mis-information, dis-information, mal-information...	-	1.5	-	-	0.4
56. Sports, events, players, facilities, training, policies, funding ...	-	7.6	-	0.9	2.2
6. National defence, military spending, military training, military parades, internal security ...	-	3.0	-	2.8	1.8
8. Economic policies, strategies, modules, indicators, stock markets, taxes,...	1.0	7.6	-	1.9	2.9
Total	100.0	100.0	-	100.0	100.0

On the other hand, the results of the same earlier research pointed to availability of a so-called “glass ceiling” during the career building of female journalists in Russia. It was spoken about by experts within scientific interviews and respondents answering the survey and the chief editors’ staff of various audience coverage levels: federal, regional and local media was analyzed during the research. Analysis showed that more than half of chief editors at the local level are female (54%), one third of female editors (36%) are in the regional media, and only 10% are leaders in the federal media.¹² Thus, it can be concluded that the wider the audience coverage is, the more likely that the chief editor is a man, the person who determines the mass media content.

Research carried out within GMMP 2020 have confirmed the given conclusions. There are two thirds of female journalists (63.5%) in the regional/local media, while there is half (54.4%) of them in the federal media among those publications, the authorship of which is indicated (Tab. 19). It should be considered that federal media provide journalists with certain advantages: in most cases, it is both a greater influence on the audience and wider opportunities for a journalist’s professional self-realization, and a higher salary as well. It means that the “glass ceiling” is a clear sign of the gender discrimination in the journalistic profession.

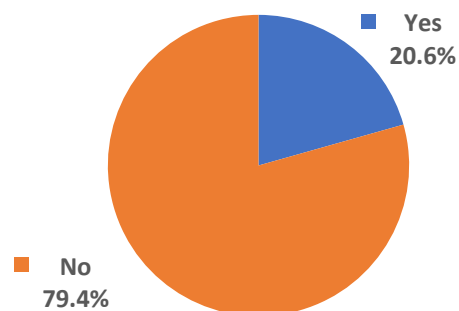
¹² Aleksandrova O.A., Burdastova Y.S., Nenakhova Y.V., Khotkina Z.A. Russian media content: Gender aspects of employment and career [Electronic edition]. M.: ANRI Media, 2017. 94 p. URL: <http://www.isesp-ras.ru/monograph/2017-06-06-10-02-33> (access date: 19.11.2020). P. 82.

Table 19. Distribution of journalists by sex in those publications in which authorship is indicated, %

SEX	Federal media	Regional / local media	Average
Female	54.4	63.5	59.8
Male	45.6	36.5	40.2
Other (transgender, etc.)	-	-	-
Total	100.0	100.0	100.0

FOCUS ON COVID-19 NEWS

As pandemic-related topics were particularly relevant in the world in 2020, the corresponding column of coding cards was supplemented with a question on whether the topic of a publication is related to COVID-19. Actually, the fifth part of publications studied somehow touched on the pandemic (Fig. 9). The reason for this is that monitoring day fell on the beginning of the second stronger wave of the pandemic in Russia.



**Figure 9. Distribution of publications by parameter:
Is this story related to coronavirus Covid-19?**

DIGITAL NEWS ON WEBSITES AND TWITTER

As part of the study, 15 Internet media were analyzed in Russia. On the day of monitoring, 175 publications were published in these media, corresponding to the monitoring methodology.

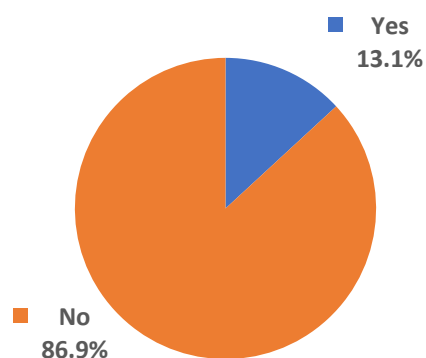
As in the general volume of publications, the topics of medicine and emergencies prevail in Internet publications (Tab. 20). At the same time, in third place, in terms of prevalence is the topic of education and raising children, which was closely associated with women.

Table 20. Distribution of publications by topic

TOPIC	In unit.	%
20. Medicine, health, hygiene, safety, disability, medical research, funding (not EBOLA or HIV-AIDS)...	21	12.0
39. Disaster, accident, famine, flood, plane crash, etc	17	9.7
34. Education, childcare, nursery, university, literacy	14	8.0
42. Non-violent crime, bribery, theft, drug-dealing, ...	13	7.4
17. Transport, traffic, roads ...	12	6.9
26. Environment, pollution, tourism ...	9	5.1
10. Poverty, housing, social welfare, aid to those in need ...	7	4.0
44. Violent crime, murder, abduction, kidnapping, assault, drug-related violence ...	7	4.0
45. Child abuse, sexual violence against children, neglect	7	4.0
3. Other domestic politics/government (local, regional, national), elections, speeches, the political process ...	6	3.4
38. Legal system, judicial system, legislation (apart from family, property & inheritance law) ...	6	3.4
12. Employment	5	2.9
2. Peace, negotiations, treaties...(local, regional, national),	4	2.3
30. Human rights, women's rights, children's rights, gay & lesbian rights, rights of minorities ..	4	2.3
43. Corruption, (including political corruption/malpractice)	4	2.3
6. National defence, military spending, military training, military parades, internal security ...	4	2.3
15. Rural economy, agriculture, farming practices, agricultural policy, land rights ...	3	1.7
16. Consumer issues, consumer protection, regulation, prices, consumer fraud ...	3	1.7
19. Science, technology, research, funding, discoveries, developments ...	3	1.7
5. Foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ...	3	1.7
51. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty ...	3	1.7

52. Arts, entertainment, leisure, cinema, theatre, books, dance ...	3	1.7
56. Sports, events, players, facilities, training, policies, funding ...	3	1.7
8. Economic policies, strategies, modules, indicators, stock markets, taxes,...	3	1.7
40. Riots, demonstrations, public disorder, etc	2	1.1
41. Other stories on social or legal issues (specify the topic in 'Comments' section of coding sheet)	2	1.1
46. War, civil war, terrorism, state-based violence	2	1.1
48. Sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp	2	1.1
25. Climate change, global warming	1	0.6
31. Religion, culture, tradition, cultural controversies, teachings, celebrations, practices ...	1	0.6
35. Women's movement, feminist activism, events, demonstrations, gender equality advocacy ...	1	0.6
Total	175	100.0

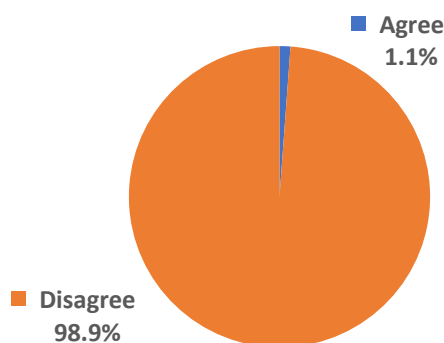
13.1% of Internet publications are texts that contain women's stories (Fig. 10). Their share is approximately equal to the share of such publications in the total volume of all publications (not only in Internet media) (11.3%). This confirms the earlier conclusion that women's stories are not concealed by the Russian mass media – they are quite often written about, taking into account the variety of all topics and publications analyzed in the research.



**Figure 10. Distribution of Internet publications by parameter:
Is the story about a particular woman or group of women?**

None of the studied Internet publications raised the problem of inequality between men and women.

Only two of 175 studied Internet publications challenged gender stereotypes (Fig. 11).



**Figure 11. Distribution of Internet publications by parameter:
Does this story clearly challenge gender stereotypes?**

These include a marathon in support of women by opening a telephone hotline where women can contact a crisis center and have a consultation, and a gender stereotype challenge thrown out by an American actress who posed naked for one of the social networks. These publications will be analyzed in the column devoted to the qualitative analysis of media content in more details.

In contrast to the total volume of publications, the gender of the journalist can be revealed much more often in Internet publications: in almost half of the cases, while in the total volume of publications, the gender of the journalist is revealed only in every fourth publication (Fig. 12). However, for those Internet publications in which the gender of the journalist can be determined, the distribution of female journalists and male journalists is similar to their distribution in the total volume of publications. In all analyzed publications, women are authors in 59.6% of cases, men - in 40.6%; in analyzed Internet publications, women are authors in 58.8% of cases, men - in 41.2%. Thus, both sexes are allowed to provide information on the Internet media approximately equally. Accordingly, no signs of gender discrimination in this aspect have been identified.

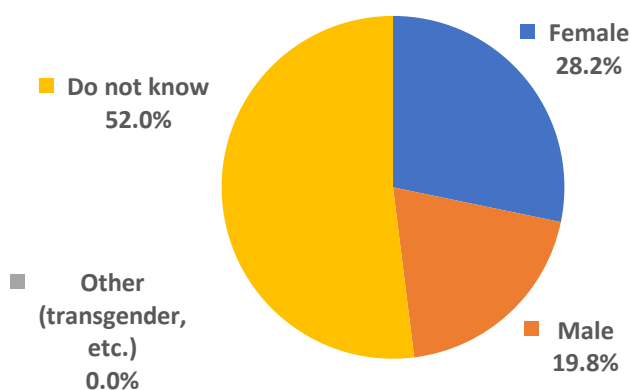


Figure 12. Distribution of journalists and reporters by sex

It is noteworthy that in Internet articles that reveal the story of a woman or a group of

women, the authors are more often men (Tab. 21). Accordingly, the hypothesis that women are restricted in access to publications, allowing them to write primarily about women's issues, is not supported.

**Table 21. Distribution of Internet publications by parameter:
Is the story about a particular woman or group of women?, %**

IS THE STORY ABOUT A PARTICULAR WOMAN OR GROUP OF WOMEN?	Author of the publication			
	Female	Man	Not indicated	Average
Yes	14.0	17.1	10.9	13.0
No	86.0	82.9	89.1	87.0
Total	100.0	100.0	100.0	100.0

The share of Internet publications containing the stories of a woman or a group of women is significant: it accounts for 13% of the total volume of analyzed Internet publications. Thus, we can conclude that in Russia, women's stories are quite frequent content in the media, and in this aspect, there are no discriminatory signs.

In total, online publications featured 265 people in their stories. Two-thirds of Internet publications featured men (66.4%) (Fig. 13). Women are subjects only in every fourth publication (27.9%). This distribution in Internet publications is similar to the distribution in the total volume of analyzed publications. In this case, there are some signs of discrimination against women, which are analyzed in detail in [NEWS SUBJECTS AND SOURCES](#).

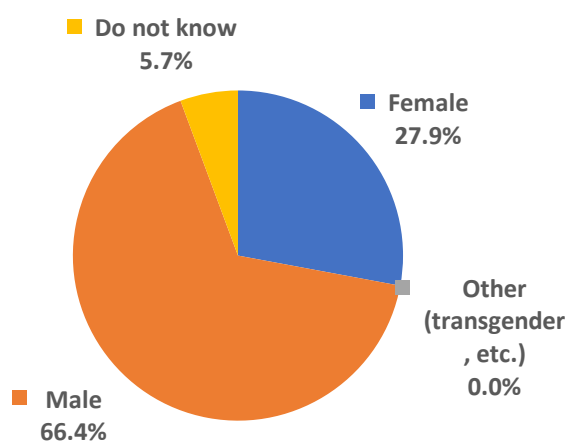


Figure 13. Distribution of persons mentioned in the publication by sex

In general, the analysis of gender aspects of Internet publications did not reveal any significant differences from the gender characteristics of all publications analyzed in Russia.

CASE STUDIES

Articles containing certain aspects of gender problems were selected from a general list containing 257 publications according to the monitoring results.

First of all, it should be noted that a number of such articles is quite a small part of the total number of analyzed articles: only 2.3%. There are 9 such publications.

In the studied Russian media, articles containing certain gender aspects were distributed the following way: there is a blatant stereotype in five publications, a subtle stereotype in one publication, and gender stereotypes in three publications (Tab. 22).

Table 22. Distribution of publications selected for qualitative analysis, in units

	Blatant stereotype	Subtle stereotype	Missed opportunity / Gender-blind	Gender-aware
Radio	not analyzed	not analyzed	not analyzed	not analyzed
TV	not analyzed	not analyzed	not analyzed	not analyzed
Print	2	1	-	1
Internet news	3	-	-	2
Tweet	not analyzed	not analyzed	not analyzed	not analyzed

These publications are presented in the mass media of both the federal and regional level (Tab. 23), both in the print and online media (Tab. 24).

Table 23. Distribution of publications selected for qualitative analysis by the level of media coverage of the audience, in units

PUBLICATION TITLE	Federal media	Regional / local media	Average
"Sis, You're not Alone: Let the Child Obey and the Husband Listen to"	0	1	1
Completely Nude: Gwyneth Paltrow Poses on Her 48th Birthday	0	1	1
Anfisa Reztsova: Kristina to Give Birth to Her Baby and Start Her Training to the Olympic Games	1	0	1
In Sochi the parents were committing crimes against their daughter's sexual integrity and capturing it on video within two years	0	1	1

PUBLICATION TITLE	Federal media	Regional / local media	Average
Ufa School Security Guard Violated Two Teenaged Girls – 13 y.o. and 14 y.o.	0	1	1
Are women-drivers considered "a higher risk factor"?	1	0	1
"For the formation of a negative attitude to the country"	1	0	1
An 89-year-old woman was beaten and raped by a young villager	0	1	1
How We Looked for Navalny's Secret Companion	1	0	1
Total	4	5	9

Table 24. Distribution of publications selected for qualitative analysis by media type, in units

PUBLICATION TITLE	Newspapers	Internet	Average
"Sis, You're not Alone: Let the Child Obey and the Husband Listen to"	0	1	1
Completely Nude: Gwyneth Paltrow Poses on Her 48th Birthday	0	1	1
Anfisa Reztsova: Kristina to Give Birth to Her Baby and Start Her Training to the Olympic Games	1	0	1
In Sochi the parents were committing crimes against their daughter's sexual integrity and capturing it on video within two years	0	1	1
Ufa School Security Guard Violated Two Teenaged Girls – 13 y.o. and 14 y.o.	0	1	1
Are women-drivers considered "a higher risk factor"?	1	0	1
"For the formation of a negative attitude to the country"	1	0	1
An 89-year-old woman was beaten and raped by a young villager	0	1	1
How We Looked for Navalny's Secret Companion	1	0	1
Total	4	5	9

There is a detailed analysis of publications by four classification categories below:

1. BLATANT STEREOTYPES

Case Study 1

Title of article: Are women-drivers considered "a higher risk factor"

Sub-headline: Insurance companies introduce sex discrimination when selling liability car insurance

Press: Komsomolskaya Pravda

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Yes

Analysis date: 11/13/2020

Country: Russian Federation

Subject: 16. Consumer issues, consumer protection, regulation, prices, consumer fraud

Skills: Events vs issues, Headlines

Genre: 1. Blatant stereotypes

Photo: No

Photo caption: No

Text:

New rules of the "liability car insurance" tariffication have come into effect in Russia since the end of August. As CB (Central Bank) has declared, the main goal of the CMTPL (Compulsory Motor Third Party Liability) reform is to make the policy price fairer. It means to bind it to the real risk of a particular driver's getting into an accident. To make reckless drivers pay more for a policy and careful drivers less. But, besides this, there are "other factors" in the law, which insurance companies can apply at their discretion. One of them is a driver's sex. KP (Komsomolskaya Pravda) has found out how it will affect the cost of the policy.

All drivers buy CMTPL every year. But few of them know what affects the price. The assessment system is complex. There are tables of general rates approved by CB. This is a car registration region, engine power, driver's age, his/her driving experience, how often he/she gets into accidents and some others (for more details see "KP Information").

Insurance companies have been given more freedom since September. According to the KP survey, now they are using up to 20 additional factors. There is a marital status, parental status, car make, model, color and even driver's sex among them. - The rate factors are different. Everything depends on the statistics of a certain insurance company, - Evgeny Ufimtsev says, a CEO of the Russian Union of Car Insurers (RUCI). - For example, an insurance policy for the owner of a red sports car will be more expensive as, according to the statistics, they drive more aggressively. At the same time, people who have a family and children drive more carefully.

CB has provided insurance companies with freedom to be creative, but it has set two hard limits.

Firstly, there is a minimum and maximum base rate. Nobody can be beyond the scope of it.

Secondly, there are discriminating factors that cannot be used in calculations. These are nationality, religion, political beliefs and position. Some experts think this list is missing a gender. It will be unfair if women pay more for the policy than men under otherwise equal conditions do. But insurance companies think it's fine.

- There are separate women's and men's competitions in sports - it is not considered to be discrimination but a reflection of real differences between people. Insurers can use those rate factors that really affect the accident rate of a car owner according to the statistics, - Evgeny Ufimtsev believes.

However, the price of CMTPL for women is likely to be reduced.

- Female drivers in general (when they take into account both how often an accident happens due to a driver's fault and the amount of the damage caused) bear a less risk than male drivers, - it is said in the press service of the Central Bank. In other words, women more often get into accidents, but usually minor ones: she drove into another car while parking, did not manage to brake in a traffic jam. On the contrary, men less often get into accidents, but they are more serious. There are much more careless drivers among men. So, it depends on each insurance company who exactly will be "discriminated", men or women.

END

Analysis:

The article clearly shows a stereotype about a lower quality of driving if a driver is a woman. It is reported directly by the author of the article as a stereotype. However, it is emphasized that there are different points of view about whether such a point of view is a stereotype or not.

In the author's opinion, this stereotype is recorded by subjects of a publication that is public officers who have prepared new rules for car insurance, according to which the cost of an insurance policy may differ for men and women at the discretion of insurance companies. In its turn, the author of the article emphasizes that this innovation only confirms this stereotype. So, at first it is mentioned that, on the one hand, the main goal of the CMTPL reform is to make a policy price fairer, after that the journalist makes a proviso: however, there is something that can hardly result in the fairness growth.

The stereotype is fixed starting with a headline of the article: "Are women-drivers considered "a higher risk factor"? Thus, the author puts a question mark at the end of the headline, by offering readers to continue discussing the real or mythic nature of such a stereotype.

The article also contains expert opinions; in particular, a male expert mentions that the different nature of driving by men and women is not a stereotype but a reflection of differences in the psychological structure between the sexes. On the other hand, there are opinions of "some experts" who consider this phenomenon a stereotype and offer to fix gender among other discriminating factors (such as nationality, religion, political opinion and position) that cannot be used in calculating the cost of an insurance policy.

It should be noted that this stereotype is very common among male drivers, and a female driver is often a victim of jokes in Russia, which is reflected in the fixed "catch phrase" – "a woman driver" applied to a dangerous, illogical driver of any sex.

It is necessary to pay attention to the photo in the article. The photo shows a man driving and a woman in the next seat swearing in a car. Each of the heroes of the photo has

and 9-year-old Emil usually fall asleep with their mother on a folding sofa. The camping cot where the boy used to sleep has been broken.

I come to their place the day before the meeting on Julia's parental rights restriction. The Guardianship and Custody Department of Kostroma Administration has filed a suit for the third time.

They have the following complaints - the mother has no permanent job, says unkind words about the state and "forms a negative attitude of her children to other people and the country as a whole.

Julia is worried on the eve of the trial.

— When I am very worried, I start cooking. It calms me down, - the woman says, taking a huge baking sheet with pastry out of the old oven.

I ask what has happened in their family. Julia smiles nervously, pours herself coffee with milk and begins a story.

"I don't have any good memories about my childhood".

Julia was born in 1980 in Verenka village in Kazakhstan. When the girl was three years old, her parents Vera and Nikolai Uymenov moved to Karelia. Then the family moved to Zarubino village, Kostroma region a few years later.

Julia says she was "an undesired child".

— I don't have any good memories about my childhood, - she recalls, wrapping herself tighter in a yellow warm bathrobe. — My father is an alcoholic. My mother was beating me all the time. The abuse lasted for years, decades.

"I remember those four walls, which I had nowhere to go from. It seems as if you were looking for the fifth corner all the time".

Julia, a student of the Modern Humanities Institute, got married to a student of Kostroma Power Engineering College Fyodor Kochetov at the age of 20, - as she says, «in order to escape from home".

The young couple had a son Alexander within the first year after the wedding. Fyodor regularly filed for divorce and Julia did not object. But when it was time to go to the court, her husband «came to be reconciled". It usually happened before the army recruitment.

In 2004, Julia was going to have the second child - Polina. She was eight months pregnant when she decided to visit her parents in Zarubino after another quarrel with her husband.

— My mother came home angry because of the family squabbles. She started snapping at me. She tried to scratch my face, pull by my hair and punch in my stomach.

"I could not fight back: I felt ashamed. I am a daughter and she is my mother", - says Julia.

After that incident Julia first complained to the police about her mother's beating. The forensic medical examination ("Novaya" has got this document) recorded numerous bruises, abrasions and scratches on the pregnant woman's face and neck. That appeal to the police did her nothing good.

Julia had another daughter - Lisa - three years later. And Fyodor accused his wife of regular "cheating on him with other men, going to pubs, drinking vodka", and refused to acknowledge his paternity.

To establish the paternity, Lisa had to undergo a DNA analysis that confirmed: Fyodor is the girl's dad.

"She gagged my mouth with a felt boot"

When Lisa was one year old, the Kochetovs finally divorced. Julia had to return to her parents' in Zarubino. She was working as a lawyer at one of Kostroma food industry enterprises at that time. A multiple children mother paid a rent, bought some food and, in addition to her three children, she supported her parents who were unemployed at that moment. Vera Uymenova asked to calculate the cost of wear of the household appliances used by Julia. She was threatened with custody or laid into by her mother for any refusal.

Vera Uymenova treated like that not only her daughter but her grandchildren as well.

— My grandmother beat me regularly all my childhood, - says 15-year-old Polina Kochetova, a tall girl with blond hair. She is sitting in the kitchen, hugging her mother.

— My grandmother punched me in the head, with a bottle, strangled me because I had been a couple of minutes late home.

— My grandfather was always under the influence of alcohol. Being drunk, he kissed me and licked my lips with his tongue that I didn't like very much, — Liza told later when giving a statement to the investigator. — He behaved aggressively, swore, broke furniture and dishes. Once my grandfather grabbed my neck with his hand and pushed me that I hit my head against the sofa armrest. Then he was strangling me because I had a quarrel with Sasha and was screaming. My grandmother often swore, called bad names, and when I was crying, she gagged my mouth with a felt boot.

Polina got incontinence and Lisa got asthma due to steady stress. The girl was hospitalized with acute attacks several times. Polina's and Lisa's illnesses disappeared only after they had moved from Zarubino to Koryakovo neighboring village.

According to Julia's words, her husband never protected his daughters, was not interested in their life and paid alimony irregularly.

As Liza told the investigators, once Fyodor blew his nose into a handkerchief and pushed it in the girl's face, saying, "Eat it". Kochetov called his daughter's words "nonsense" at the trial.

Lisa and Polina began to avoid meeting their father.

Fyodor told that the reason was their mother's negative influence. "The independent people confirmed that Kochetov was not prevented from communicating with his children, — Julia objected. — I received answers from the educational organizations that he had not been interested in his children. They saw just me there".

"Gaps in memory"

In 2010, Julia got married for the second time - to Andrey Mirzaliev. The couple had a son Emil within that marriage. Andrey had been convicted of thefts and a car theft in a drunk state more than once. Julia divorced him in 2019. Now Andrey is imprisoned again.

— I am not making excuses for my second husband's actions. But, despite all negative characteristics, he turned out to be the first person who treated me humanwise, - Julia says. - He always gave a moral support to me: "You are smart, you will get through it. Come on!"

9-year-old Emil is in the kitchen with his mother and sisters. Photo: Elizaveta Kirpanova / "Novaya Gazeta"

Julia says that her second husband "has never remained free for more than six months". She had to work 17 hours a day, sometimes day and night.

"To earn more money, you have to work more".

In October 2015, Julia was delayed at work and did not manage to pick up Polina and Lisa from school in time. She warned the administration about it and asked not to let the girls go home before her arrival. When she arrived at the school, there were the police there. They drew up a protocol against Julia under Article 5.35 of the Administrative Offences Code (failure of minor children's parents to keep and bring up their children) and issued a warning.

— I was told later that my mother had come to school and annoyed the administration: as if, my children were sick and hungry through my fault. She had been trying to persuade to send the children home by bus. The headmistress could not help calling the police, - Julia says. - The district police officer explained that I had to breach my responsibilities systematically in order to be brought to justice under Article 5.35. But I was late for school just once.

At the same time Julia says that her mother "began to turn" her eldest son Sasha against her. He started spending more time with his grandparents. He started doing badly at school, missing lessons and regularly fought at school. He scratched and bit other guys when having an argument at a summer camp. Sasha registered with a psychiatric hospital where he stayed twice. The doctors explained his behavior as an organic personality disorder.

In February 2016, 15-year-old Sasha refused to go to school. "I grabbed him, jerked him and pulled him on myself. He leaned on me hard in the room. I began pushing him away, I was very scared, - Julia recalls. - After that he sat down on the sofa, began getting ready for school. He was walking as if he was tied all the way to the bus".

END

Analysis: In what ways does this story convey blatant stereotypes?

The subject of the publication devoted to the attempts of the guardianship bodies to deprive her of her parental rights is a woman who has to be under both the men around her (her father and first husband) and the state. In all cases, it is explained by the fact that she is a woman. The low standard of living worsens the presence of dependents, as the subject is a single multiple children mother. However, the subject explains this fact of her family state with the oppression by her father and husband. The article emphasizes the woman's delicacy by nature in comparison with the men around her ("a slim short woman" who is always "worried"), the necessity to fulfill a certain social role - a mother whose role the subject is ready to fulfill properly (therefore it is mentioned that she prepared pies - attributes of the housewife, etc. for the meeting with the journalist). However, at the same time the article emphasizes the strength of this woman who is being oppressed.

The subheadline of the article fully reflects the woman's problem discussed here: "The guardianship bodies are trying to take away the children from their single mother".

Moreover, the article has a number of photos where the woman is with her children in one of them and in the courtroom in the other one. The first photo is intended to emphasize the practicability of this social role for the subject, and the second one is intended on the contrary to show the involuntary position of the victim having to protect herself and her children.



Юлия Мирзалиева с детьми: 13-летней Лизой и 15-летней Полиной на кухне. Фото: Елизавета Кирпанов / «Новая газета»



Полина и мама Юлия в суде. Фото: Елизавета Кирпанова / «Новая газета»

Figure 15. Photos in the article showing how this woman is harmonious in the family and disharmonious in court

Case Study 3.

Title of article: An 89-year-old woman was beaten and raped by a young villager

Sub-headline: The police have identified the criminal. Now he is wanted.

Internet: Kurier. Sreda. Berdsk, <https://kurer-sreda.ru/2020/09/29/605220-izbil-i-iznasiloval-89-letnyuyu-zhenshhinu-molodoj-selyanin>

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Yes

Analysis date: 11/13/2020

Country: Russian Federation

Subject: 48. Sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp

Skills: Events vs issues

Genre: 1. Blatant stereotypes

Photo: No

Photo caption: No

Text:

A young man beat and raped an 89-year-old woman in the Rostov region, TK Rostov No. 1 reports about it.

The incident happened on September 27 in Samarskoe village of Azov district. According to the preliminary information, a 23-year-old man with prior criminal convictions got into the retired woman's house through a broken window.

He beat and committed acts of sexual abuse of the woman in the house.

The police have identified the criminal. Now he is wanted.

END

Analysis: In what ways does this story convey blatant stereotypes?

The article is devoted to the fact of a retired woman's sexual abuse.

The headline of the article fully reflects its content.

There is a photo but with a shoulder board on a uniform of the Russian police in the article.

The article is of a crime report nature, but it reports an event fixing a gender problem.

Case Study 4.

Title of article: In Sochi the parents were committing crimes against their daughter's sexual integrity and capturing it on video within two years

Sub-headline: It became known at the end of September that two local residents were suspected of crimes against a minor child in Sochi

Internet-news: Yuga.ru, Southern Federal District, <https://www.yuga.ru/news/453280-v-sochi-roditeli-dva-goda-sovershali-prestupleniya-protiv-polovoj-neprikosновенности-docheri-i-zapisyvali-eto-na-kameru/>

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Yes

Analysis date: 11/13/2020

Country: Russian Federation

Subject: 48. Sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp

Skills: Events vs issues

Genre: 1. Blatant stereotypes

Photo: No

Photo caption: No

Text:

According to the preliminary data, the father and the mother had been committing illegal acts of sexual abuse of their daughter within two years. They had been capturing everything on video. Later a 10-year-old girl came to the police station and told what was happening.

The child's mother was arrested, and she made a confession. The man escaped from the police. The suspect profile was hung through the city. He was taken to the police station too soon.

"Based on that a criminal case has been opened, investigative actions are being carried out in order to define all circumstances of the incident", - the press service of the Criminal Investigation Department of the Investigating Committee in the Krasnodar Territory reported on September 28.

The investigation team will also conduct a forensic medical examination.

As Yuga.ru wrote, a man had been sentenced to 20 years for raping his stepdaughter for years in Sochi.

END

Analysis: In what ways does this story convey blatant stereotypes?

The article is devoted to the fact of a girl's sexual abuse. Both parents committed the violence.

The headline of the article fully reflects its content.

There are no photos attached to the article.

The article is of a crime report nature, but it reports an event fixing a gender problem.

Moreover, the publication has another similar case that occurred earlier.

Case Study 5.

Title of article: Ufa School Security Guard Violated Two Teenaged Girls – 13 y.o. and 14 y.o.

Sub-headline: The girls told everything to the School Principal.

Internet: Proufu.ru, Ufa, <https://proufu.ru/news/society/96859-v-ufe-okhrannik-shkoly-nadrugalsya-na-dvumya-devochkami-13-i-14-let/>

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Yes

Analysis date: 11/13/2020

Country: Russian Federation

Subject: 45. Child abuse, sexual violence against children, neglect

Skills: Events vs issues

Genre: 1. Blatant stereotypes

Photo: Photo of the Investigative Department for the Republic of Bashkortostan of the Investigative Committee of the Russian Federation

Text:

According to the Investigative Committee of the Republic of Bashkortostan, a school security guard suspected in committing sexual violent acts against schoolgirls aged 13 and 14 years old was detained in Ufa

According to the case materials, a 57-year-old Ufa resident, who worked as a security guard in a remedial school, abused two schoolgirls of 13 and 14 years old. The girls told the Principal about everything, and he addressed the Law Enforcement Agency. After that, the guard was detained.

At present, the detainee has undergone the investigative actions and charged; the issue of his detention is being decided. The operational process arrangement in the School and the private security company will also be inspected.

The Ministry of Family, Labor and Social Protection of the Republic of Bashkortostan was informed about the incident. Head of Investigative Committee monitor the criminal case investigation for the Republic of Bashkortostan.

END

Analysis: In what ways does this story convey blatant stereotypes?

The article is focused on the fact of sexual abuse of two girls by a school guard.

The article title completely reflects its content.

The photograph is attached, yet it displays the Investigation Department building.

The article is presented as a criminal summary, but it covers events documenting the gender issue.

2. SUBTLE STEREOTYPES

Case Study 6.

Title of article: How We Looked for Navalny's Secret Companion

Sub-headline: Initially tracked in London, Maria Pevchikh's trace is probably connected with shadow mentors of the Anti-Corruption Foundation

Press: Komsomolskaya Pravda

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Yes

Analysis date: 11/13/2020

Country: Russian Federation

Subject: 51. Celebrity news, births, marriages, deaths, obituaries, famous people, royalty

Skills: Language

Genre: 2. Subtle stereotypes

Photo: Yes

Text:

Initially tracked in London, Maria Pevchikh's trace is probably connected with shadow mentors of the Anti-Corruption Foundation

According to what journalists have been able to unearth so far about Navalny's mysterious companion on his "last tour" in Siberia, Maria Pevchikh lives in a prestigious area of London overlooking the Thames. While her aged grandmother Valentina Vasilievna dwells in a modest two-room apartment in Zelenograd, the far outskirts of Moscow. Still, the granddaughter does not visit her grandmother at all, though she has been to Moscow 64 times for now.

Komsomolka Newspaper visited all sites in Russia Maria Pevchikh used to be located – Zelenograd, Moscow State University, her secondary school, as well as got in touch with her relatives, and her colleagues at the Anti-Corruption Foundation...

And, it was revealed that Maria Pevchikh had not been just an employee of Navalny, but she had been the Conspiratorial Head of his Investigation Department, and, possibly, his Mentor from Western customers.

LOOKS LIKE A DETECTIVE STORY...

Maria Pevchikh. A couple of weeks ago, her name was unknown to anybody except for a narrow circle of persons. Yet now, it roared like thunder all over the world. Presently, Maria Pevchikh claims to be a long-term and trusted employee of the Anti-Corruption Foundation (Navalny's major brainchild) with nearly a 10-year-long history of employment. She participated in almost all its landmark investigations. But her name never flashed in the credits of the incriminating films by the Anti-Corruption Foundation. While associates of the opposition blogger never spoke about her anywhere.

So, after the mysterious "poisoning" of Navalny on August 20, no one let it slip that a mysterious trip companion – 33-year-old Maria Pevchikh, accompanied him. Perhaps, Maria would have remained unnoticed if the transport police of the Siberian Federal District had not found her name among those who accompanying the oppositionist on that journey. And, it coincidentally turned out that she was the only one out of the 6 persons in Navalny's team in

Siberia who was not interviewed, "... Marina Pevchikh permanently residing in the United Kingdom avoided providing explanations to the authorities. On August 22, ... the said citizen flew to Germany, and, therefore, it was not possible to get any explanation from her," the police reported on September 11. That is, it was three weeks after the incident! Until that moment, everybody was completely silent about the existence of Maria Pevchikh.

Yet, as soon as her name was pronounced aloud, something strange started happening. And, it resembles a detective story more and more.

WANTED BY POLICE AND JOURNALISTS...

Maria Pevchikh's name was immediately breached with rumors and speculation. Who is she? Where is she from? The Anti-Corruption Foundation employees were stubbornly silent. Ms Pevchikh was mentioned in open sources only twice. Firstly, she as a ninth-grade student from Zelenograd Specialized School No. 1528 took part in the Gifted Children International Competition, which is of note. Secondly, in 2010, a newsfeed at website of the Faculty of Social Sciences of the Moscow State University stating, "Congratulations to Maria Pevchikh! The fifth-year student was selected as the Head of the Russian Delegation at the G8 Youth Forum in Canada based on the results of the All-Russian Competition." And, there was a photo of a smiling red-haired girl. Journalists also found Pevchikh's name in the students list of the prestigious London School of Economics and Political Sciences.

A couple more blurred images from the Internet – it is generally difficult to spot someone clearly there (allegedly in 2013, in a Moscow hotel, where Navalny had a secret meeting with the ex-Prime Minister of Belgium). Western journalists also recognized Maria next to Navalny's wife Yulia pictured in Berlin. Yet, Ms Pevchikh wore dark glasses and a mask. To be protected against Covid or prying eyes? In fact, that is all.

Such mystery only spurred interest - who was this lady?

An investigation campaign was launched to expose who Ms Pevchikh was, which even overshadowed the "poisoning" of Navalny. And, gradually, the image of a secret agent got its shapes – a female version of James Bond. According to a source close to the Anti-Corruption Foundation, self-made detectives have managed to browse from the Internet that Maria lives in a prestigious London neighborhood overlooking Tower Bridge. She owns a bookstore chain in the UK. And, she participates in competitions under the US Special Marine Forces Program!

She is a friend to both Navalny's rivals and associates against the Russian Regime settled in London – Mr Khodorkovsky, Mr Chichvarkin, and Mr Ashurkov. Still, unfortunately, none of the public figures has a friend named Ms Pevchikh on their social media accounts. And, nobody can identify Maria pictured next to such persons.

Maria's involvement in social media is rather amazing – her social media accounts simply do not exist! It is just unthinkable for a young woman in the 21st century. Do you know at least one girl who has no Facebook or Instagram account, or at least Odnoklassniki or VKontakte account? That is just it.

Spokespersons believe such secrecy is one of the sure signs a person is related to the intelligence agency. Both Russia and overseas secret services do not welcome their employees publicity on social media.

However, Alexander Mikhailov, a retired Major General of the Federal Security Service, admits a possibility of a double play,

“Apparently, the person leads a double life and, on the one hand, she creates some turbulence around her activities in social media, still, on the other hand, she is unwilling to attract personal attention to herself. I believe, this lady may have some social media accounts, but under assumed names. As it is impossible to imagine that she operates in such an area and does not use up-to-date technologies at all.”

FATHER: SCIENTIST STUDYING VIRUSES

Still, Maria Pevchikh's father, Konstantin, appeared to have a social media account. No one has any doubts that he is Maria's father as they both are registered in the same apartment in Zelenograd. And, her full name is Maria Konstantinovna Pevchikh. At the same time, there is no single image of Maria Pevchikh among Konstantin Pevchikh's followers! Though, according to some information, he is the General Director of NIOBIS LLC in Zelenograd. The company is engaged in studying viruses. Concurrently, he is developing the SkinPort system of painless (say, invisible) drug delivery through the skin. It is quite a suspicious circumstance as his daughter accompanied the oppositionist, who was either injected or not with some kind of poison. It was done in such a way that he sensed it only when he felt unwell.

Not much is known about NIOBIS either. In October 2011, the issue of Zelenograd Entrepreneur Magazine presented an interview with the company heads Mr Grishin and Mr Morozov (back then, Mr Pevchikh did not communicate with journalists for some reason). In the article, they stated that NIOBIS Biological Laboratory was a joint project of the Probe Microscopy and Nanotechnology Research and Education Center and the Zelenograd Nanotechnology Center. However, no matter how many times we called to these institutions, their employees did not tell anything about NIOBIS and kept transferring us from one specialist to another. We visited the premises registered as the Company legal office located at Viktorenko Street, Moscow, and, obviously, we did not find anybody there.

It is of particular interest that British tabloids were also unable to scrap anything about Ms Pevchikh. Hungry for any details about Maria, the UK correspondents started calling her former and current colleagues at the Anti-Corruption Foundation in Russia,

“I was contacted by British journalists eager to learn some details about Maria Pevchikh,” Vitaliy Serukhanov, former Deputy to Moscow Branch of Navalny's Institution and his Foundation Legal Advisor. “It testifies to the fact that not only we, Russians, know nothing about Maria as a person. But the British are totally unaware what kind of citizen does some business right in their home country. Yet even they are not able to locate her and identify any definite information.”

Eventually, rumors surfaced that Maria Pevchikh was a spy. Some even stated it openly,

“She is an undercover MI6 British Intelligence Agent,” Vladislav Rogimov, Political Scientist, believes. “My source, a former high-ranking Stasi official (the Ministry for State Security of Germany), immediately stated this. And Maria supplied Navalny with information on the subjects of his investigations an ordinary person could not get.”

MOSCOW STATE UNIVERSITY AND SPECIALIZED SCHOOL

Oddly, yet none of the University alumni from that period could remember Maria – an outstanding student who celebrated the Faculty during her studies as she had become the Youth Delegation Leader.

“Well, I seem to remember Maria. A bright girl. We met in the hostel. She loved rock music and was fluent in English,” Svetlana Cherezova, the Social Faculty graduate in 2009, shared with Komsomolka correspondent.

“So, why did you think she knew English well?”

“In the summer, some foreign students were settling in the hostel. And, she communicated with them smoothly. But, I did not see her after that...”

Other alumnae of hers from the Social Faculty recalled Ms Pevchikh too – yet it was a blurred image.

“Yes, she studied along with us. A smart, open girl. Still, that’s all I remember about her.”

In Zelenograd Specialized School No. 1528, no one remembered about Maria Pevchikh at all. Even, old-timers who have been working there for over thirty years.

“No, no student under the surname studied in our school.”

THE BOSS NOBODY KNEW ABOUT

Even after journalists uncovered that Ms Pevchikh had been the Anti-Corruption Foundation employee since 2011, Navalny Foundation employees remained silent about her. No statements! None at all.

And, only on September 15, when Navalny came to his senses, and journalists along with political analysts chorused that his "poisoning" could have been organized by Ms Pevchikh, the Foundation employees began to urgently divert suspicions from her, turn everything into a joke and publish their photos with Maria, as if they had received a top order. Georgy Alburov, who had previously called himself the Head of Investigation Department at the Anti-Corruption Foundation, suddenly revealed his true superior to the world ... yes, Ms Pevchikh,

“I have been working with Maria in the Investigation Department for 8 years; and, for about 7 of them, we have been constantly joking about some kind of martial art course she went to a couple of times. They teach how to fight off drunken men applying a hundred different techniques of low blow (we laugh at it). Our office wiretap also failed to remember the course title, and, from now on, Maria is featured in the media as "a martial arts master trained under the US Marine Forces Program." It's a funny part. And, not that amusing part it that now all her relatives are hunted by gangster mass media by Prigozhin (*And, the British journalists are included into "Prigozhin gangsters squad", aren't they, Georgiy? – author comments*). And, they are rather hunting Maria's eighty-five-year old grandmother that Alexei's poisoners. We will remember this; we will not forget it. And I wish my companion-in-arms (and my boss) to be enduring and courageous. "

On the same day, Lyubov Sobol, the Foundation lawyer, also published her photo with Ms Pevchikh and commented, “I know Maria to be the most honest and decent person. To

suggest that she may have been involved in poisoning of Navalny ... it's a complete bullshit and a smokescreen to distract attention."

Yet, there was not a single word explaining why the "fighters against corruption" were completely silent about Maria's existence and about the fact that she accompanied Navalny on his Siberia trip.

WHAT ABOUT GRANDMOTHER?

Maria Pevchikh's grandmother does live in Zelenograd, not far from the local urban forest. Apparently, Prigozhyn's gangster media hunted her there.

In general, it is quite an odd thing that an Investigation Department employee, who hunts for subjects of Navalny's exposures and their relatives, was outraged with the fact that journalists attempted to visit all possible residents related to Maria. And, it would not have happened if Navalny's employees did not conceal her existence. And, hardly anyone could knock her grandmother's door, because nobody saw the old lady here for a long time as she lives in some other place.

"Yes, I know Valentina Vasilievna. Our children went to the same school. My son and hers – Konstantin," a neighbor told the Komsomolka Newspaper correspondent at the porch. "She lived here just like I after the building was constructed in 1982. But I haven't seen her for a long time; though, I had met her all the time before. She seems to be still working."

"Still working at 85?"

"Why 85? She's 84."

"So, where does she work at?"

"She used to work at Microne (an enterprise engaged in integral scheme products – author's note). As for present, I'm not aware of it."

"Does her son drop in here oftentimes?"

"No. I haven't seen him in a while."

"What about her granddaughter Maria?"

"Oh, I didn't even know she had a granddaughter. Never seen her."

No other neighbors remembered Maria Pevchikh, even looking at her photo. Although according to details that the media have already dug up, she has flown to Moscow at least 64 times in recent years. Yet, she never came to her grandmother's residence. At least, the neighbors never came across her.

I'M SUCH A BADASS

And, only almost a month after the "poisoning" of Navalny, when suspicion about Maria Pevchikh reached their peak, she gave an interview ... to the BBC, for some reason, and not to the Russian media. "I am the Head of the Investigation Department at the Anti-Corruption Foundation. I got recruited by a job posting (in 2011), as they say. If you have watched our investigation cases on Navalny's channel, then I am related to those in this or that way." Maria explained her incognito with one phrase, "It was my personal choice and desire to avoid publicity." But at the same time, she added, "Absolutely everyone in the office knew me. A huge number of journalists knew me. Therefore, the fact that somehow I am connected to the Anti-Corruption Foundation is a secret only for a very general public."

Ms Pevchikh ridiculed the investigations about her (a professional trick to be used when one cannot to refute something, but it is necessary to object), "It is absolutely amusingly. I read about myself and thought, "Damn, I'm such a badass!"

As to her scientist father, she shared, "Some creepy, crazy story has been invented about my father. I have not been communicating with him for 15 years, as my parents are divorced. And, he is portrayed as almost the key figure in all that happened."

But Maria provided many details on what had happened in Tomsk. She told how she along with other fellows boldly rushed into Navalny's room to collect "evidence" – the water bottles. She confirmed that she had flown to Germany on the same plane as Navalny, and taken away the same water bottles from the hotel to the Western country. And, surely, the German subject matter specialists found traces of "poison" in those bottles. Still, she did not explain why she failed to take the sheets and towels, as poison could be both solid and gaseous. The discerning Ms Pevchikh suspected only the liquid stuff.

Also, Maria handed over a set of her pictures to the BBC, apparently to dilute the stingy bunch of photos the media had been chewing on.

A conversation covering everything ...yet nothing at all, in fact. A professional trick as well?

SECRET BRITISH MENTOR FOR ANTI-CORRUPTION FOUNDATION

"When they began to ask me about Maria Pevchikh, I could not immediately identify who the person was too," Vitaly Serukanov, the Anti-Corruption employee in 2013-2017, shared with Komsomolka Newspaper. "But then I recollected that I had first noticed her in 2016 (although I probably saw her many times but did not pay much attention). I was surprised that Navalny who used to keep some distance from his employees treated her in a special way – with a respectful reverence. As if they were of the same rank, the same seniority level. It was commonly strange and did not fit into his behavior pattern. That is, Maria was a person who appeared from time to time but who had to be respected. I personally believe that she is a liaison agent between Navalny and foreign customers. The person who brought the invoice, audited the Investigation Department and supervised its operation in due time. You know, like a British auditor who is always in the shadows."

"Pevchikh stated to the BBC that, actually, she was the Head of the Investigation Department initiated by Navalny."

"I have been saying it for quite a while that the Investigation Department of the Anti-Corruption Foundation 'headed by the talented Mr Alburov' is a screen representing nothing. Mr Alburov is just a drone operator to provide the naive Russian people in the street with a

picture, 'You see, we are not foreign agents. Our Investigation Department is here.' In fact, there is no talented Mr Alburov. Yet, there are people like Maria Pevchikh who flock to Russia to promote interests of their Russian and Western masters. That's all, no matter how harsh it sounds."

"That is, an undercover lifestyle – no social media accounts and images are a part of the story too?"

"Definitely yes."

"But you had some corporate events and meetings at the Anti-Corruption Foundation. How did it happen that Ms Pevchikh had managed to avoid getting into a frame for almost 10 years?"

"She avoided any attention to herself very professionally. Never was she caught on camera. And, I'm sure other people made sure it would not happen. In the meanwhile, the Anti-Corruption Foundation is a special community where everyone wants to become a media figure and a popular personality. Even internal competitions are held to reveal who is more popular on social media. It was always demanded by Navalny. His main motto in politics was, 'I am absolutely open. I have no secrets.' But it turns out there were some! Suddenly, some Ms Pevchikh is presented to the world who have never even been enrolled at the Foundation and who lives on an inexplicable income. All the stories about her business are just a way to legalize her financial situation like I'm such an ordinary girl from the UK. Who might buy that?"

And they would keep on hiding Maria Pevchikh. But she was gravely spotted in the story with the "poisoning" and they had no other choice. I was truly amused how all these clowns, such as Mr Alburov and Mr Sobol guided by top orders simultaneously began to upload their prepared photos from Mr Pevchikh. It is entertaining. Why did they hide her before that? Refused to answer questions about her? And then they burst out with details at once. Were they given guidelines to introduce Ms Pevchikh to the society to fend off a threat from her? All of it suggests that Maria knows more than we can even imagine. It is a true detective story. Even a spy one. I am extremely excited to see what will happen next.

END

Analysis: In what ways does this story convey blatant stereotypes?

The article wording misses pronounced elements indicating gender discrimination, etc. However, there are some signs of a discriminatory nature. The article is about a politically charged event – suspicions in poisoning a most prominent figure in Russian politics. According to journalists, some woman had something to do with that. On the one hand, the article emphasizes in every possible way that the subject is a "self-made woman", her life choices in terms of education, career, etc. break gender stereotypes. It is even assumed that the subjects is engaged with intelligence agency.

However, the jokes used in the article, the attached photograph, phrases placed in the headlines, in every possible way ridicule the "female" background of the subject. For instance, the phrase "I'm such a badass" in the title of one of the subsections (a phrase from the colloquial vocabulary of adolescents, young women, or those persons striving to behave like that, emphasizing the violent emotions caused by the beauty of the speaker) was said

by the subject as a joke, yet the journalists put it in the headline, thereby focusing the reader's attention on the gender stereotype as to the simple nature of women. The same applies to the main heading, "Secret Companion" (in Russian the word is used in the feminine gender). In everyday use, the phrase has pronounced gender connotations indicating the existence of intimate relations between the subjects. As a whole, the article wording is gender-specific as well.

It is needed to note on the image attached to the article. The subject presented therein is depicted as a smiling young woman holding a bouquet of flowers and standing next to a young man, which, probably, under the context of the article, is intended to emphasize the certain role of a woman – a mistress who should not influence political processes.

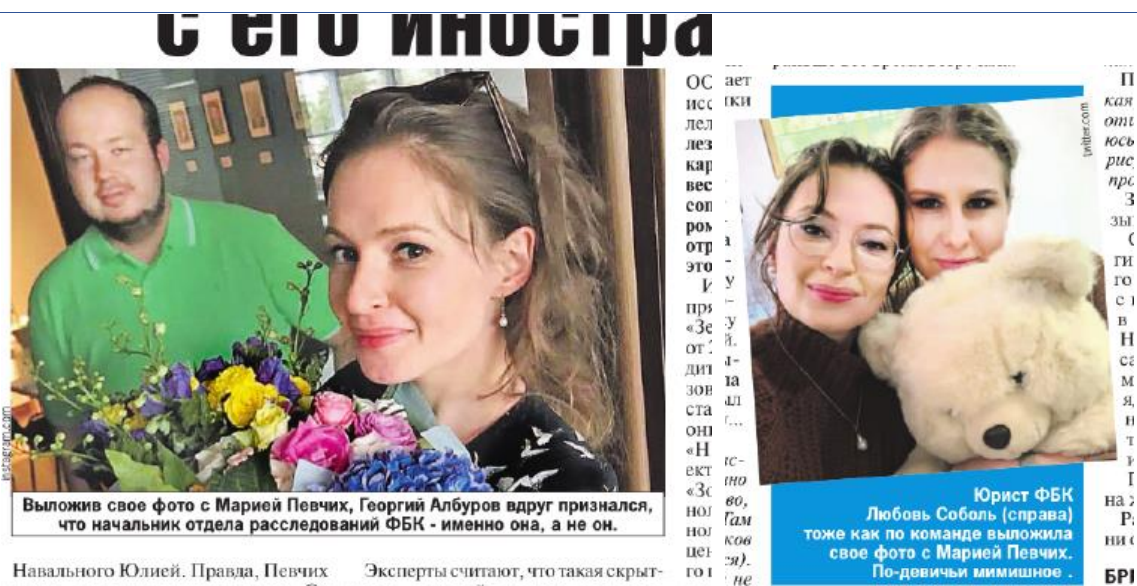


Figure 16. Photos in the article showing "true" feminine nature ("naivety") and pointing out to the woman that her role is to be a lover, not a foreign intelligence officer or a player in real politics

3. GENDER AWARE APPROACH

Case Study 7.

Title of article: “Sis, You’re not Alone: Let the Child Obey and the Husband Listen to”

Internet: Zolotaya gorka, Berezovskij, <https://zg66.ru/publications/societys/10037-2020-09-29-05-56-31.html>

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Yes

Analysis date: 11/13/2020

Country: Russian Federation

Subject: 35. Women's movement, feminist activism, events, demonstrations, gender equality advocacy

Skills: Events vs issues

Genre: 4. Gender-aware

The story:

☒ **Challenges stereotypes**

☐ **Demonstrates a balance of sources**

☐ **Is gender specific**

Photo: 7 photographs of happy women discussing something together, including organizers of an event for women

Text:

A five-day marathon for female residents of Berezovsky town, Sverdlovsk region took place.

Winning the project grant competition arranged by the town authorities posed a challenging task to Anna Oglezneva, the ‘Core Fitness Mom’ in Berezovsky town. That is, in the shortest possible time, to organize and hold the five-day project she presented with flying colors to the Commission.

The Project is about the mom helpline titled “Sis, You’re not Alone”. So, the miniseries for Berezovsky women was held September 21 to 25.

Sis, You’re not Alone Project is a way to show women that they are not left one-to-one with their problems, whether it is their relationships with children, husbands, other people or themselves.

During the five broadcasts, each lasting about an hour, psychologists specializing in their respective areas studied the questions the mothers were concerned with (women texted those in advance so that the specialist would know what to talk about).

Presently, the broadcasts are available at Anna Oglezneva’s Instagram page and VKontakte Group – #Fitnessmama PROJECT (<https://vk.com/public168919296>).

After the one-hour broadcast, the consultant remained in touch for another five hours at 8-800 to answer individual questions from the women of Berezovsky (which surely required funds, and those were provided owing to the grant). There were not so many calls, as the project organizers hoped for a greater number of addressing, yet they concluded that the helpline calling practice had not yet been promoted in the country, and people were simply

afraid to dial an unfamiliar number and hear advice of a strange person, even a specialist whom they were not familiar with. Still, the small number of calls did not mean that women had few causes to be concerned with.

It is evidenced by messages and comments Anna received as feedback. And those broadcasts were reviewed over a thousand times as they displayed psychologists talking about sex after childbirth, postpartum depression, and relationships with husband and children.

Anna Oglezneva is grateful to the organizing team of six persons who made the project come true.

Analysis: In what ways does this story convey blatant stereotypes?

The article addressed the topic of supporting women in overcoming gender stereotypes and training them to defend their rights. It is about holding a five-day event – the women hotline opening, so they would be able to talk about their problems and get advice. The word combination, “Sis, You’re not Alone” is a way to show women that they are not locked up one-to-one with their problems, whether it is their relationships with children, husband, other people or themselves”. On the one hand, it indicates the persistence in society to some problems connected with the female perception, yet, on the other hand, it indicates that robust activities are undertaken to minimize those difficulties, and to overcome such problems in some aspects.

In English, the words “You’re not alone” is gender-neutral; while in Russian, it is presumed to be addressing women (as if the phrase would be worded like, “Sis, thou art not alone”) “You’re not alone,” suggests that women come together to solve their own problems together. It is also indicated by an image attached to the post presenting happy women discussing their issues together.

The article title reveals its content; yet it highlights that a woman’s role is to be the preserver of the hearth, “Let the Child Obey and the Husband Listen to.”



Figure 17. Photos in the article showing happy women discussing their problems together and willing to help each other

Case Study 8.

Title of article: Completely Nude: Gwyneth Paltrow Poses on Her 48th Birthday

Sub-headline: Colleagues and fans of the actress were delighted with her appearance, and flooded her with their congrats and compliments.

Internet-news: Kurier. Sreda. Berdsk, <https://kurer-sreda.ru/2020/09/29/604903-absolyutno-golaya-48-letnyaya-gvinet-peltrow-poxvastalas-idealnym-telom>

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Yes

Analysis date: 11/13/2020

Country: Russian Federation

Subject:

Skills: Events vs issues

Genre: 4. Gender-aware

The story:

☒ **Challenges stereotypes**

☐ **Demonstrates a balance of sources**

☐ **Is gender specific**

Photo: Completely nude image presents the celebrity challenging her female age to in front of her fans.

Photo caption: American film actress Gwyneth Paltrow celebrated her 48th birthday with an intimate photo she had to completely undress for to mesmerize her fans.

Text:

American actress Gwyneth Paltrow, who portrayed Emma in the Jane Austen film adaptation and later cemented the role of Pepper from the Avengers universe, showed off with her perfect body on her 48th birthday.

According to the editor-in-chief, Gwyneth Paltrow presented her rather explicit photo on her Instagram page.

“In nothing by my birthday suit today... Thank you all so much for the birthday wishes and thank you to insanely amazing brand new body butter for making me think I can still get my kit off,” the actress shared.

In the photo, Gwyneth poses completely naked as she was half-turned to the photographer. She partially covered her seductive breasts with one hand and lifted her long slender leg to display her appetizing female shapes.

Colleagues and fans of the actress were delighted with her appearance and flooded her with congrats and compliments. The photo got almost 900K likes and dozens of thousands of comments just in a day.

END

Analysis: In what ways does this story convey blatant stereotypes?

The article can be rather conditionally defined as breaking gender stereotypes. As a public figure, the actress shows off her naked body on her social media account. It is mentioned in the article that by doing so, the subject is challenging society.

The Russian title of the article itself is a kind of challenge to prevailing public views on a women's role, the proper behavior type, especially for ladies of a certain age like "Completely nude..."

The article wording is preceded with the actress' provocative photo – the very same image the piece is focused on. An exceptionally large image fills up more space than the article text itself on the web page. Thus, it is emphasized that it is not only the American actress dwelling far from the Russian people and challenging the gender stereotypes, the particular Russian Internet publication challenges stereotypes just as well.

Абсолютно голая 48-летняя Гвинет Пэлтроу похвасталась идеальным телом

16:22 29.09.2020 Фото: instagram.com

9500 1

Коллеги и поклонники актрисы пришли в восторг от ее внешности, и завалили ее поздравлениями и комплиментами.



Американская киноактриса Гвинет Пэлтроу опубликовала 48-летнее интимное фото, для которого полностью раздалась, и шокировала голую поклонников

Американская актриса Гвинет Пэлтроу, которая играла Эмму в киноадаптации Джейн Остин, а потом закрепила за собой роль Пэттер из вселенной Мстителей, похвасталась идеальным телом в 48 день рождения.

Гвинет Пэлтроу показала очень откровенное фото с своим Instagram, сообщает [Глянцевый](#).

"В моем костюме на день рождения... Большое спасибо за поздравления на день рождения и спасибо невероятно удивительному новому маслу для тела за то, что заставили меня думать, что я все еще могу снять свой комикс", - пишет актриса.

На фото Гвинет позирует совершенно голой: она вполборота к фотографу - она частично прикрыла одной рукой соблазнительную грудь, и подняла одну длинную стройную ногу, демонстрируя аппетитные женские формы.

Коллеги и поклонники актрисы пришли в восторг от ее внешности, и завалили ее поздравлениями и комплиментами. Фото за день набрало почти 900 тысяч лайков и десятки тысяч комментариев.

Figure 18. Photo in the article (it is worth noting how much space the photo takes on the page in comparison with the text)

Case Study 9.

Title of article: Anfisa Reztsova: Kristina to Give Birth to Her Baby and Start Her Training to the Olympic Games

Sub-headline: The mother of the Russian national team biathlete shared the good news in her family

Print: Komsomolskaya Pravda

If the story is from a newspaper or internet news website, is it one of the stories you coded in the quantitative part of the study? Yes

Analysis date: 11/13/2020

Country: Russian Federation

Subject:

Skills: Events vs issues

Genre: 4. Gender-aware

The story:

☒ **Challenges stereotypes**

☐ **Demonstrates a balance of sources**

☐ **Is gender specific**

Photo: The photo shows the famous Russian woman athlete, which is discussed in the article, at sports competitions.

Photo caption: Christina Reztsova is going to quickly "shoot" and get out of maternity leave

Text:

Kristina Reztsova, a 24-year-old biathlete in the Russian national team, announced that she was pregnant and was missing the season. Here is what her famous mother Anfisa Reztsova, an Olympic champion in two sports at once – cross-country skiing and biathlon, told us.

"Mrs Reztsova, Kristina said she was pregnant and was missing the season."

"It's great news indeed!"

"Yet, she added she would keep on her training. Is it not harmful for the baby?"

"She will move slowly not to get fat. As a rule, women put on a lot of weight during the period. At out times, female skiers kept moving up to seven-month pregnancy term, at least. After the seventh months, it is getting a bit more harmful."

"Yet she is a biathlete, and she is to shoot as well, isn't she?"

"Oh, she won't shoot. She'll only move. Why would she need to shoot at present? She'll do her training slightly, a kind of supportive training."

"She shared as well that after a certain time she was going to return to sports. These days, it happens rapidly, in a few months after giving birth, some young mothers are already competing for the World Cup. The process has become very quick, somehow."

"Every time is different. After my daughter Daria was born (Daria Virolainen, the eldest daughter of Anfisa Reztsova and a sportswoman of the Russian National Biathlon Team, -

author's comment), I returned to sports eight months later too. And, when I was breastfeeding Kristina for a long time, until she was 18 months old, I put on 15 kilos, and it took me longer to return as I was losing my weight gradually. It was rather challenging to lose those kilograms, but I managed to do that over the summer."

"So, when did you switch from cross-country skiing to biathlon?"

"After I gave birth to Daria in 1989, I returned to skiing. But I faced some misunderstanding in the team, as there were so many great leaders there. Vyalbe, and Lazutina, and Egorova, and Tikhonova alike. Nonetheless, I returned to my previous position, I felt I was odd there. So I left the team as an Olympic champion. And our coach Mr Grushin would visit me every month and then to say, "Anfisa, do come back!" And, when I did return to the team, he somehow followed the girls' lead. And we had disagreements. Thus, I decided to leave skiing for biathlon."

"And, you have become the Olympic Champion! Did it take Daria long to get in shape?"

"Daria has got two children. Her eldest kid is 13 years old. She breastfed him for a year too. Then, she left her baby to me. I raised him up to the school age. I even breastfed him, because I gave birth to Maria (the youngest of four daughters of Anfisa Anatolyevna) when my grandson was one year old. So, I breastfed them in parallel. My grandson would run up to me and say, "Granny, feed me!". Thus, that first time, Daria returned to the sport after she breastfed her baby for a year. After the second child, Alex, who is now nineteen months old, she got back to working out almost immediately. And she both breastfed her son and trained. Last season, she trained. Her father trained her shooting, and her husband Roman Virolainen, a Belarusian skier, helped her with physical training. And in fact, the four of them would go to the training camps - and the little Alex too whom she breastfed. Still, it was not more difficult for her to return to sports for the second time compared her first experience because the baby did not sleep well. So, there was no time to get back in shape."

"What about this season? IBU Cup was cancelled. Only the first team will compete. Some stages of the World Cup will take place prior to the New Year."

"In my family, everything is done for the best. At least, God has given Kristina such an opportunity now, she got pregnant. As it is unsettled about the season. Firstly, COVID. Secondly, it is unclear whether there will be major launches at all. Everything is doubtful, questionable – who will be admitted, how and where will it take place? The borders are practically closed. It is great that Kristina is now in such a good position. I am so happy and delighted as a mother, above all. And, of course, as an athlete. Probably, it is all on time. And then she can give birth to her child and immediately return to sports. And, I will babysit with my grandchild."

"What about Kristina's partner? Are they going to formally marry? What's his name?"

"His name is Ivan. They are grown-up. I don't know if they will be legally married or keep on their civil union. It's their right, their business. She arrives from Tyumen tomorrow. We are going to talk about their life and the like. It's not right to speak over the phone about such topics, I believe. Family just need to sit down at the table and talk it all through."

"Is he a sportsman?"

“He’s a skier.”

“Is he included into the national team?”

“No, he’s eight years older than she is. She’s 24, and he’s 32. He’s close to the skiing national team. Yet, he is running at the national team now, yet only sprints.”

“What is his surname?”

“I can’t recollect it right now. Some common surname.”

“Give our best regards to Kristina. Tell her that her fans strongly support her...”

“Thank you. The main thing is let them be healthy – both mother, and the baby.”

“And, let the grandmother be well too.”

“No need to worry about the grandma. Though, no one is insured... As to continuing the sports career, it is another question. Now the main thing is that everything would be well with her baby. It is my daughter and grandson or granddaughter. I am very happy. I am confident that Kristina will quickly recover and prepare for the 2022 Olympic Games. We’ll do our best. There won’t be much time, though.”

She resembles me much in physical terms. She’s practically her mom’s clone. So I hope everything will be fine with her, I will pray for their health.”

“You have got two younger daughters – Vasilisa and Maria, how are they doing?”

“It’s Vasilisa’s nineteenth birthday tomorrow. We have got a get-together because Kristina and Ivan are coming. Maria and I are going to visit them. Vasilisa is baking a cake. Oh, Kristina is good at baking pastry too.”

END

Analysis:

The article highlights the success story of two Russian athletes – the mother and her daughter. Their kinship only emphasizes that the subjects have the opportunity to observe each other in various roles: both as professionals and as housewives, wives and mothers – in their big family. Owing to such exclusive information, the reader can get acquainted in detail with possibilities of comparing various female roles in Russian society.

Furthermore, the article is an interview of one of the subjects, that is, the reader receives information from the first person.

The key message of the piece is that, presently, a woman can be successful in her professional area. At the same time, such professional self-realization can be successfully combined with a successful self-realization within the family. It is possible to identify the

success of a woman as the preserver of hearth because they mention some delicious dishes cooked despite them being busy, and their opportunity to give birth and raise children despite the strict competition training schedule, and the chance to build a close family, which is especially emphasized by the latter paragraph: “It’s Vasilisa’s nineteenth birthday tomorrow. We have got a get-together because Kristina and Ivan are coming. Maria and I are going to visit them. Vasilisa is baking a cake. Oh, Kristina is good at baking pastry too.”

Thus, the piece can be attributed to articles challenging gender stereotypes about the woman’s role and her opportunities.



Figure 19. Photo in the article illustrating how a woman can strive for success not only in the family, but also in high-performance sports

SUMMARY AND CONCLUSIONS

The findings of scientific analysis of news articles in the Russian media performed under the GMMP 2020 framework to identify certain aspects of gender issues have enabled us to draw the following conclusions:

1. At the Federal and regional/local levels, the studied content of the Russian media monitored on September 29, 2020, was focused on the following topics: in regional media, the emphasis was on social policy issues (education, health care, landscaping issues, etc.), while in federal media, political and economic issues were highlighted. Concurrently, a significant number of articles were focused on medical issues as the second wave of the COVID-19 epidemic in Russia was starting.
2. The study confirmed the “glass walls” arising for journalists of a certain gender when choosing a publication topic. Women journalists specialize mainly in social journalism, while male journalists are often in political and sports journalism. This can lead to discrimination against women in wages, since in most cases political and sports reporting is paid significantly higher.
3. The study confirmed the presence of the so-called “glass ceiling” for female journalists when pursuing their careers, as evidenced by earlier research. While in regional/local media under review, female reporters made up two-thirds of the authors (63.5%); in the federal media, which usually surpass regional/local media in terms of its audience influence, scale of opportunities for professional self-realization and level of remuneration, the share women journalists is reduced to half of all journalists (54.4%).
4. There are no gender specificities when quoting direct speech of certain figures in the Russian media. Images or videos of women mentioned in the news are more likely to be attached than those of men. No images or videos to clearly highlight the issue of gender discrimination were identified among the analyzed illustrative materials.
5. Women are much less frequently mentioned in the publications under study than men: 26.6% cases versus 69.4% cases, respectively. The very uneven coverage of male and female issues in media is also evidenced by the fact the article subjects are men in 70.5% of cases.
6. The fact that the Russian media prefer to form public opinion using a predominantly male perspective is also evidenced by the fact that editorial staff turn to men (70%) when seeking spokesperson's opinion.
7. Spokesperson's opinion is a very powerful tool to shape public views as the SME title is perceived by the reader as the most competent person in a particular issue. Accordingly, any gender discrimination in the spokesperson recruitment produces a significant impact on the outcome whether the viewpoints of both sexes to be equally considered by society or not.

8. In the Russian media environment, topics are divided into “male” and “female” ones. In some instances, a male view of the issue is given preference, in others, a female view is predominant. In some, the subjects are mostly men, in others, women dominate. For example, women stand out as protagonists mainly in articles related to medicine (16.4%), education (16.4%) and child abuse and sexual abuse of children (14.8%) – topics traditionally considered “feminine.”
9. Concurrently, men play the role of protagonists in news pieces covering foreign policy issues (16.5%) and emergencies (10.6%). This division of topics is also typical when choosing spokespersons. As spokespersons, women are invited mainly to comment on education (26.3%), as well as on poverty, housing and social security, health care, environment and tourism (10.5% each). Men are perceived as spokespersons in such areas as foreign policy (10.7%), poverty, housing problems and social security (10.7%), legal and judicial systems, and legislation (8.9%).
10. Essentially, articles displaying certain aspects of gender issues were identified and, therefore, selected for further qualitative analysis. The pieces made only 2.3% of the total number of publications studied, i.e., a very modest share. No references to official documents securing the equality of men and women were available. Finally, only one article directly addressed the man and woman inequality issue. However, these facts do not signify that the media is silent about existing gender issues. For example, women's stories are not hidden, and journalists are not afraid to call women victims if it is true. Primarily, women are introduced as the injured party in publications twice as often compared to men: 23.9% cases vs 12.6%, respectively. It testifies that female issues are not concealed as very few articles exhibit an explicit gender connotation in the Russian media; violence or any other infringement of women is not hidden in the articles available. It can be assumed that a rather scattered amount of media content covered gender issues on monitoring day is related to two features of the gender content formation in Russia. Firstly, gender issues repeatedly resonate with a wide audience in Russia, which is reflected by a sharp increase in publications on the topic as well. For instance, in the fall and winter of 2019, the case of violence against women and the case when a teacher working at a prominent Russian university murdered his young mistress were actively discussed by the general public; at the end of 2018, a substantial number of articles focused on a prolonged sexual abuse of three daughters by their father, which caused the girls to kill him.
11. Although the #MeToo international movement did not raise a significant wave in the Russian media as it did in Western countries, gender issues are still actively discussed in the media occasionally. However, the situational nature of content is increasing even more: an event, usually of a criminal nature, initiates the discussion and receives a wide public response, but the tide of articles fade away over the time. Simultaneously, issues of women experiencing

discrimination in the labor area or those facing domestic violence are permanent and require constant discussion, including on media sites.

12. Secondly, though television content was not included in the Russian study, it is worth noting that female issues are highlighted by TV almost on a daily basis, but there is a caveat about it. A certain type of topic “suppression” is observed, as when the women’s issues (and they are predominantly associated with victims of gender discrimination), fall under the TV broadcasters’ view, the category of their social significance is changed, and they are transferred from the socially significant segment to the “popcorn content” section like topics for evening talk shows perceived by viewers rather as an entertaining item or quite often a staged TV product and not as a source for deep analysis. And, despite the wide coverage of these topics, such a change in the category of social significance produces a negative impact on how society perceives women's problems.

Annex 1. Methodology¹³

A key characteristic of longitudinal research is the assessment of change over time on the observed indicators. In the case of the 2020 Global Media Monitoring Project (GMMP), the methodology, indicators, approach to data collection and analysis are consistent with past editions of the research in order to allow for the usual historical comparisons.

Process

The global monitoring day scheduled initially for the first quarter of 2020 was postponed to later in the year due to the upheavals caused by the first coronavirus (Covid-19) wave worldwide. As the April monitoring day approached, it became quickly clear that proceeding as planned would result in a news sample that would be almost entirely focused on coronavirus stories. A new need emerged to address the practicalities of monitoring during the lockdowns and curfews imposed to contain the spread of the virus, as the regular sit-down communal coding sessions were now out of the question for most teams. The risks to health and livelihoods, the need to find ways of coping with everyday life, would shift the GMMP down on the ladder of priorities for the volunteers, potentially increasing the drop-out rate. These new challenges called for a pause on the plans to search for solutions and put in place the tools and resources necessary before monitoring could proceed.

The GMMP technical advisory group and the database development team Code for Africa worked to systematically address the issues. A new monitoring date was set for September, the coding tools were tweaked to capture Covid-19 stories without compromising on the ability to compare results across time based on story topics, exhaustive audio-visual training resources on how to code in a pandemic were put in place, electronic coding instruments were developed and the teams were re-trained in numerous webinars.

As with previous waves of the GMMP, the initial data capture was conducted offline by volunteer teams across the 116 participating countries. For the 2020 GMMP, a spreadsheet version of the coding sheets was provided, to allow for electronic recording of the observations.

In the period leading up to the monitoring day, a series of regional and national training sessions were organised to build a uniform understanding of the teams on the methodology and approach to coding. The teams received training on media selection, newscast and article selection, and the number of media to code.

For the 2020 GMMP, teams could choose from two possible options for the monitoring:

- **Full monitoring**, whose results provide a comprehensive picture of the status of gender equality dimensions in news media.
- **Short monitoring**, a shorter version which focuses on the key GMMP indicators, for teams who wished to participate but for various reasons could not implement the full monitoring.

To ensure accuracy in the coding process, radio and television bulletin were recorded, and copies of digital and print media items were collected. Across the different media types- both for the full and short monitoring-monitors captured information about the story, its main themes and the people in the story, as journalists, as story subjects and sources. Additionally, three optional special questions, unique to each country, allowed individual countries to analyse issues of national interest. For standardisation purposes, as well as the multilingual nature of this study, all responses were numerically coded from fixed lists.

¹³ See the global report for the extended discussion on the GMMP 2020 methodology

To enable comparability of data gathered from a pandemic-heavy news agenda with the historical results, an additional question was included which asked whether the story was related to Covid-19. For such stories, monitors were requested to select the most relevant secondary topic. While global news stories had diversified to pre-pandemic levels by the global monitoring day in September 2020, the regional analysis demonstrated the significance of this question, particularly for North America and the Middle East, which recorded 37% and 36% of Covid-19-related stories respectively.

Media bands

The media bands system was introduced in 2005 to ensure a more even spread of data and also serve as each country's reference point on the minimum number of media to monitor. This system was retained for the 2020 GMMP and was updated with the input of the country coordinators.

Weighting

While the GMMP seeks to understand how gender is represented in media across the world, differences in media access and impact across the participating countries mean that a simple aggregation of the data would lead to biased results. For example, if a country like France submitted data from 100 media, the entries from a smaller country like Fiji would have little, if any, impact on the results. Additionally, while two countries may have similar numbers of newspapers, their impact, in terms of the number of people who read them, may be significantly different. To address these challenges, GMMP 2020 updated, re-tested and applied the weighting system first developed for the 2005 edition.

Accuracy

The GMMP involved several thousand people across 116 countries from diverse gender and media stakeholder groups, with different research abilities and working in a wide range of languages. For a study of this scale, it was crucial that accuracy was considered at each stage, to maintain the high levels achieved in previous years. Data entry and processing errors can have severe biasing effects on the data analysis, resulting in misrepresentation of the observed variables. To minimise this risk, we leveraged on a variety of automated processes, as well as the extensive media monitoring experience of the country coordinators.

Limitations

As with any study, great effort was made to ensure accuracy of the data. As observed in previous GMMPs, an exact error of measurement cannot be determined due to the study's magnitude. Conventional error measurement would involve different researchers coding the same story and then calculating a level of error from the differences between the results. Although this was not possible for GMMP, we followed best practice to make sure that there were minimal errors in the data capture and analysis generation process.

About Code for Africa

[*Code for Africa*](#) (CfA) is the continent's largest network of indigenous African civic technology and investigative data journalism laboratories, with over 70 staff in 19 countries, who build digital democracy solutions that are intended to give citizens unfettered access to actionable information that empowers them to make informed decisions and that strengthen civic engagement for improved public governance and accountability.

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