# WHO
## MAKES THE
# NEWS?

## GMMP

Global Media
Monitoring
Project

# 2020

# SERBIA

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## NATIONAL REPORT

## GMMP

Global Media
Monitoring
Project

# 2020

## WACC
communication for all

CODE for AFRICA

ФПН

*In Partnership with*

UN WOMEN
United Nations Entity for Gender Equality and the Empowerment of Women

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PACMAS
Pacific Media Assistance Scheme

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

*Data source: Global Media Monitoring Project, 2020*
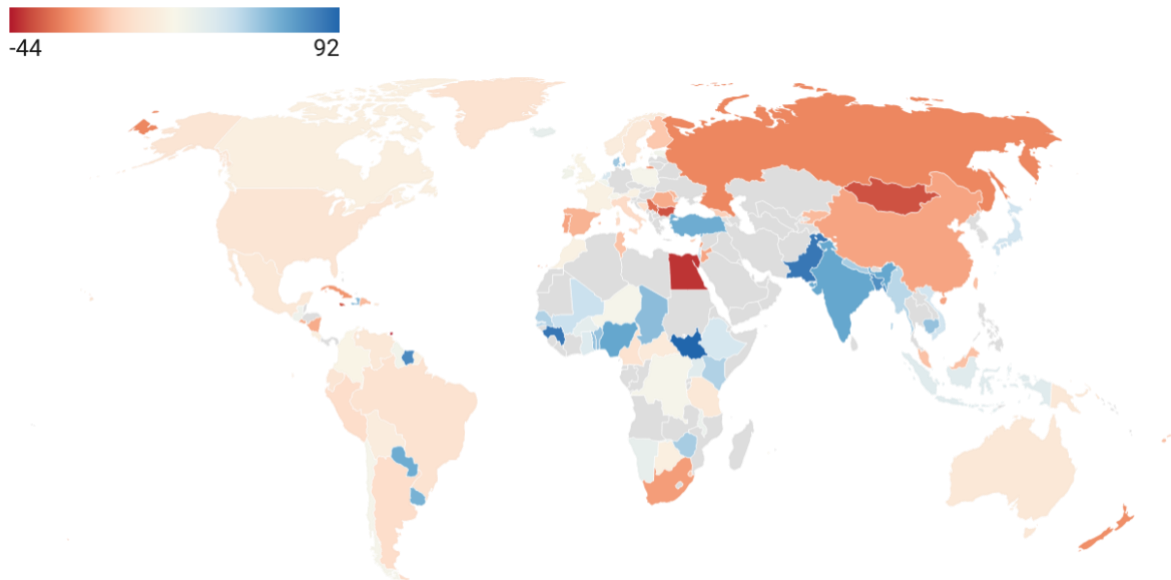


*Figure 2. Gender gap: Reporters in the stories. Newspaper, radio and television news.*

*Data source: Global Media Monitoring Project, 2020*

## 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.

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.

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[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.

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.

## 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.  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, it is interesting that on 2020 monitoring day, only 27% of stories were coded as associated with Covid-19.

## National Context

The importance of gender equality as a fundamental principle has been recognized in numerous official and legal documents and policies – the  *Constitution of the Republic of Serbia* (2006), *Law*

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

*on the Prohibition of Discrimination* (2009), *Law on Gender Equality* (2009), and legally accepted through ratification of various international treaties. The current *National Gender Equality Strategy* was adopted in 2016 and its implementation is expected to be evaluated in July 2021. The new strategy for the 2021-2026 period has not been proposed yet, pending the new Law on Gender Equality, which was adopted in May 2021.

In 2017, Serbia elected its first female prime minister, Ana Brnabic, who is serving her second term in office. The government formed after the 2020 general election has a record number of 10 female ministers out of 23, which makes the country one of the top ten in the world in terms of gender balance in the executive branch of government. Since 2016, the *Gender Equality Index* (GEI) in Serbia has been measured two times - in 2016 and 2018.[4] In the last GEI report, Serbia was ranked 39th of 153 countries. Serbia scored 52.4 in 2016 and 55.8 points in 2018, which is 10.4 points lower than the EU average. Despite being the first country outside the EU which measures the GEI, Serbia is still struggling with equal treatment of women and men in social, political, cultural and economic arenas.

Even after the 2014 regulatory reform, which included the adoption of three major media laws in accordance with EU standards, the economic, political and professional decline in Serbia's media sector continues. All relevant international and domestic media watchdogs indicate that for almost a decade now, media freedom in Serbia continues to deteriorate, along with the general decline in democracy. According to Freedom House Nations in Transit Report, Serbia had the third-largest decline in democracy from 2017 to 2021 (-.29), and is even transitioning from a semi-consolidated democracy into a transitional/hybrid regime.[5] Reporters without Borders indicate a similar trend in media freedom ranking Serbia 93rd out of 180 countries, compared to 67th place in 2015.[6]

The Serbian media environment is very diverse and saturated with over 2,500 media outlets.[7]Print media still make up the major share (937), followed by online media (751), radio stations (333), and TV stations (244).[8]There are two public service broadcasters, RTS with a national reach and RTV with a regional reach, four national commercial television channels (TV Pink, TV Happy, TV Prva and TVB92) and four national commercial radio stations. Despite the abundance, only a minority of media have stable audiences of significant size and have a sustainable business model.

The number of internet users is over 75% of the population with generational differences more significant than gender media habits. The younger news audience is primarily digital and relies on social networks, while older people prefer TV. Trust in news and media is low; only 20% of online news audience trust news in general, almost two times lower than the EU average.[9]

After a long delay, the Strategy for the Development of Public Information System for the next five years was adopted in January 2020. It recognises media as one of the six priority areas in achieving gender equality and highlights the trend of sexism and misogyny in media reporting, as well as stereotypical and derogatory women's representation, especially in commercial media. The *Action Plan for implementation of the Strategy* also includes measures for achieving gender equality in the media, both in terms of representation and as a working environment, emphasizing

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4  Gender equality indices in the Western Balkans and Turkey, EIGE, accessed 6.5.2021, available at: https://eige.europa.eu/gender-equality-indices-western-balkans-and-turkey
5https://freedomhouse.org/report/nations-transit/2021/antidemocratic-turn
6 https://rsf.org/en/serbia
7 Media Register of Serbian Business Register Agency

8 https://www.danas.rs/drustvo/uns-u-srbiji-registrovano-2-508-medija/

9 http://centarzamedije.fpn.bg.ac.rs/informisanje-u-digitalnom-okruzenju-u-srbiji/#Glavni_nalazi

the importance of protecting the safety of female journalists. This has been a growing problem in a digital environment, causing a chilling effect on their work and freedom of expression.

Feminization of all media professions is a continuous trend with visible gendered hierarchies and glass ceilings in both public and commercial media. There are very successful female journalists in Serbia and women make up a large majority among journalists and reporters, the core of the journalistic labor force. Some stood out while reporting dangerous and delicate events and topics, especially during the pandemic. At the same time, managers and editors-in-chief in mainstream media are mostly men. The other level of marginalization is seen in 'sector segregation' and exclusion of women from important professional assignments or areas to cover (business, politics, international relations).

Based on the Independent Association of Journalists of Serbia study, "for the first nine months of 2020, 151 different attacks or forms of pressure on journalists, media workers, the media and their property has been recorded and 69 of those cases were against female journalists. Out of the total number of cases, 75 were online attacks, and 29 of those cases were against female journalists. Such attacks include direct messages on social media such as Facebook, Twitter and Instagram, in the form of threats, insults and pressure through posts or articles. Compared to 2019, there has been a nearly 50 percent increase in attacks and pressures in the first nine months. Since 2016, the number of incidents in online space has been continually increasing, and the attacks are becoming more and more brutal".[10]

In 2020 female journalists were arrested (Ana Lalić), verbally attacked (Žaklina Tatalović, Vesna Mališić, Jelena Zorić) and harassed (Bojana Pavlović) because of their work. Many other female journalists were continuously harassed and/or threatened online. Negative campaigns against them are mostly conducted through tabloid press and TV stations using the same approach, but social media and the online platforms are  highly contentious environments, with hate speech and frequent verbal assaults against female journalists.


Feminization of all media professions is a continuous trend with visible gendered hierarchies and glass ceilings in both public and commercial media. There are some very successful female journalists in Serbia and women make up a large majority among journalists and reporters, the core of the journalistic labor force. Some stood out while reporting dangerous and delicate events and topics, especially during the pandemic. At the same time, managers and editors-in-chief in mainstream media are mostly men. The other level of marginalization is seen in "sector segregation" and exclusion of women from important professional assignments or areas to cover (business, politics, international relations).

The GMMP 2020 analyzed four of the eight national newspapers - Politika, Večernje novosti, Informer and Kurir; two radio channels - Radio Beograd (national public service) and Radio Vojvodina (regional PSB); four national TV stations - national public service broadcaster RTS, regional RTV, and two commercial TV stations - Prva and Pink. For internet analysis, five traditional media websites were analyzed - Blic, Alo, Danas, N1 and nova S as well as two Twitter media accounts - Mondo and Telegraf.

GMMP in Serbia was conducted for the first time in 2005. National research and reports for GMMP 2005 and GMMP 2010 were prepared by the CSO Women Information Documentation Centre (Žindok Center).  GMMP 2015 was carried out by the research team of the University of Belgrade - Faculty of Political Science, consisting of MA and PhD students in Communication and Journalism.

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10 Đurić, Rade i Nikola Jović. 2021. *Online Attacks on Female Journalists*. Independent Journalists' Association of Serbia, available at: https://nuns.rs/media/2021/02/onlajn-napadi-na-novinarke-EN.pdf

GMMP 2020 was also conducted by Communication and Journalism staff and student team at the Faculty of Political Science.

# EXECUTIVE SUMMARY

## News agenda

The most prominent topic on monitoring day was *celebrity, arts & media, and sports*. Almost one-quarter of analysed news (23%) in all media was devoted to these topics. *Crime and violence* (18%) was also highly ranked on the news agenda due to intensive coverage of the Nagorno-Karabakh conflict. The ratio of *social and legal* issues was on par with *politics and government*, at 16% of all news stories.

The pandemic significantly increased the share of science and health news -- from 7% in 2015 to 14% in 2020. The share of Covid-19 news was 17%.

## People in the news

In 2020, women made up 20% of persons heard, read about, or seen in newspapers, television, radio, and digital news meaning there was no progress made in Serbia in the last 15 years since the first GMMP was conducted in the country (2005 - 21%). Women's presence in news stories in Serbia lags behind Europe by 8%.
The representation of women differs across media; it is lower in traditional (19%) and higher in Internet-based media (25%).

Women are a majority only in the marginalized *gender and related* topic with a share of only 1% of analysed stories and where 80% of news subjects are women (or, to use absolute numbers, four of five). In all other topics, women are significantly underrepresented. The gender gap is narrowest in stories about *celebrity, arts & media, sports* (35% of women) and *science & health* (33% of women) and widest in *politics & government* (11% female news subjects) and *crime & violence* (only 4%).

Women are highly underrepresented in the professional role of a businessperson (4%), government employee (10%), lawyer, (10%) doctor, health specialist (17%), politician (17%), media professional (7%). Some professions remain almost exclusively for men like "police, military" (where 99%of all subjects are male) and sportsperson.

Interestingly, the homemaker and parent category, where women have traditionally been represented, had 70% of men as subjects (in absolute numbers, 12 males and five females).

The majority of people in the news have the function of subject, which means the story is about them. In this category, the gender ratio is the same as in overall gender presence in media : 20:80.

Women have a bigger chance than men to be part of the news only when they express their personal experiences. The relatively narrow gender gap exists in stating a popular opinion. In other situations, such as spokesperson, expert or commentator, and eyewitness, women's representation is below 20%.

Women are more often identified by family status, 9% of female news subjects, and 5% of males depicted in print, radio, and TV. The ratio increases on the internet, where the family role was given for 43% of women (N=12) compared to 14% of men.

## Journalist, reporters, and presenters

Women make up the majority (63%) in all news-making professions and across both traditional and digital media. Feminization of the journalistic profession and all related news-making occupations runs very high and coincides with the global trends. However, this does not significantly change the way gender is represented.

News does not problematize gender inequality, hardly ever call into question stereotypes, and gender discrimination is never a major news topic. Analysis has detected that only 11% of all news is focused on women. Stories dealing with gender (in)equality are extremely rare - only one percent. Only 3% of news stories contain any aspect that confronts dominant, and stereotypical gender presumption.

## Covid-19 news

Issues related to Covid-19 figured in 17% of all the news stories. With 51 stories referring to the pandemic, the topic assumed a relatively high position on the news agenda.

Covid-19 was dominantly framed as an issue of science and health (59% of Covid news was posted under that topic). In comparison, the share of stories on economic (18%), social and legal (18%) aspects of the pandemic was three times smaller.

One-quarter of news subjects (precisely 26%) are female, concluding that women were more visible in Covid-related stories than in the rest of the news (average is 20%).

Female experts made up 26% of all who explained different aspects of Covid-19, which is 12% more than in general news we analysed (14%).

 Women mainly reported Covid 19-related stories. They produced 78% of all Covid-19 news, which is 15% higher than their average presence in other news topics, indicating female journalists put additional effort into reporting about Covid.

**Digital news on websites and Twitter**

Women's lower invisibility in traditional news media has crossed over into digital news delivery platforms where women are 24% of the people in Internet news stories and news tweets. The percentage is higher than in traditional media (18%), but the rise is not changing the gender ratio significantly.

In the digital news environment, women continue to be more visible in stories about celebrities, media, and sports and underrepresented in politics.


# A DAY IN THE NEWS IN SERBIA


The event which decisively influenced media reporting in 2020 in Serbia, like in the rest of the world, was the Covid-19 pandemic. Monitoring day happened between two peaks of Covid 19, when Serbia had 65 confirmed new cases. Some newspapers praised the country with such headlines as "Serbia the best in Europe in the fight against corona" (Informer), "Situation with Covid 19 in Serbia is among the best in Europe" (Politika). Those circumstances resulted in the moderate presence of Covid-related stories, giving enough space for other topics.

The country was also expecting a new government, and that topic was high on the news agenda. The election was held three months earlier, on July 21,  but decisions about the prime minister and government members were not made until the day of analysis.

A famous female composer and a Serbian Academy of Sciences and Arts member Isidora Žebeljan died, and all media published pieces to honor her. These stories may  have contributed to the visibility of women during the analyzed day.

Danijela Štajnfeld, a young actress raped by a powerful and famous movie actor four-and-a half years ago, went public and talked about her experience as a sexual survivor. She filmed a documentary movie, "Hold me right," where she revealed that terrifying experience. A week before our monitoring, she gave a statement to the Office of the public prosecuting attorney. Being the first woman from the domestic movie industry who had the courage to expose sexual violence caused media interest, and some news stories were published in media on 29th September. One tweet was a part of our coding material, and one story was included in qualitative analysis.

With the conflict in Nagorno-Karabakh intensifying,  war coverage increased and it  became the international story of the day.

The funeral of two pilots who lost their lives in the crash of a  military airplane a few days earlier was also prominent news, which influenced overall reporting about victims and survivors.

# THE CONTEXT

Keeping in mind all specificities, the national team chose a diverse sample that reflects Serbia's media landscape. The sample of media newspapers, television and radio channels, internet news sites, and media house Twitter feeds represent the Serbian media spectrum. The following criteria were considered in selecting the media outlets:

(1) audience size (we included the most read/watched media), (2) reputation (we included those considered to be credible, even though they have a small audience), (3) media ownership (public service broadcasters and commercial TV channels), (3) type of media (we included broadsheet newspapers and tabloids; sites that have an offline presence, and Twitter feeds of digital-only media). Additionally, we avoided content overlapping, meaning if legacy media was included, its online version was not.

In all we had 17 different media, ten legacy and seven internet-based. The final selection reflects changes in the media industry and  the transition to a digital environment since 2015, when 18 outlets were included, with 15 traditional and three internet-based. The media sample also reflects the fact that the most relevant online media belong to well-known media brands that successfully transitioned into the online world (Danas, Blic, Alo) or parallel developed multiple-channel media platforms (N1, Nova S). Only Twitter feeds are from digital-born media aimed at the younger population.

Therefore, the national team decided to analyse all media together as part of one media system and kept an eye on differences between them when they exist.

| Print (4) | Radio (2) | Television (4) | Internet (5) | Twitter (2) | TOTAL |
|---|---|---|---|---|---|
| Politika Novosti Kurir Informer | Radio Beograd (PBS) Radio Novi Sad (regional PBS) | RTS (PBS) RTV (regional PBS) TV Pink TV Prva | nova.rs rs.n1info.com danas.rs blic.rs alo.rs | @mondoportal @telegrafrs | 17 media outlets |

*Table no.1. The sample of the media included in analysis*

Four of the eight national newspapers were part of the analysis: *Politika* (the oldest broadsheet newspaper), *Večernje novosti* (semi-tabloid), *Informer* and *Kurir* (two tabloids with large audiences).

The analysis included both national radio channels with daily news bulletin Radio Beograd (national public service) and Radio Vojvodina (regional PSB) as well as four national TV stations - national public service broadcaster RTS, regional RTV, and two commercial TV stations - Prva and Pink.

For internet analysis, the research team chose five traditional media websites. Aside from the two popular tabloid sites *Blic* and *Alo,* we also picked the reputable daily *Danas* and cable TVs N1 and nova S.

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| Print | Radio | Television | Internet | Twitter | TOTAL |
|-------|-------|------------|----------|---------|-------|
| 56 | 42 | 98 | 68 | 40 | 304 |

*Table no.2. Number of analysed news stories by media type*

**The monitors:** The national research project coordinator was Prof Dr. Snježana Milivojević, professor at the Faculty of the Political Science University of Belgrade. Associate professor Danka Ninković- Slavnić and three Ph.D. students from the Communication and Journalism department and Gender Studies coordinated the monitoring team composed of six undergraduate, master, and PhD. students.
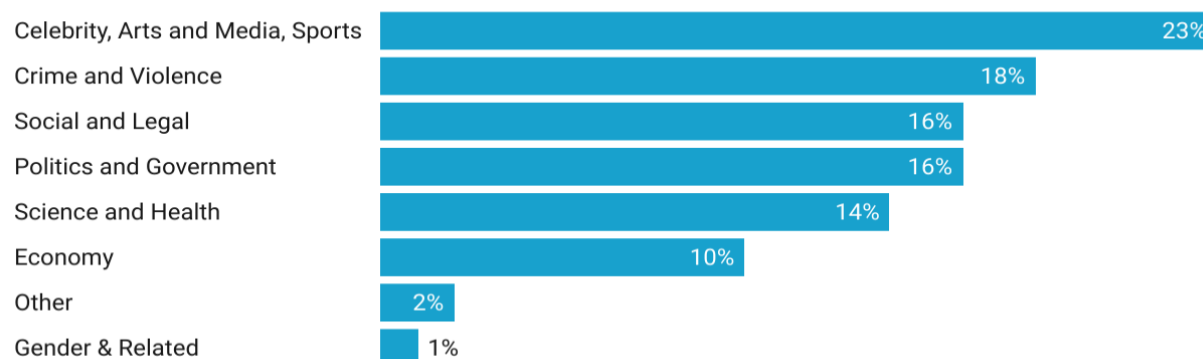
## TOPICS IN THE NEWS

The most prominent topic on monitoring day was a *celebrity, arts & media, and sports*. Almost one-quarter of analysed news (23%) in all media was devoted to these topics. To some degree, it is the consequence of the fact that the media published news about the death of a famous and reputable female composer Isidora Žebeljan. The shift toward soft news may be an additional reason to help understand why the finding was significantly different from five years ago when *politics and government* with a share of 34% dominated the news agenda.

*Crime and violence* (18%) was a highly ranked topic on the news agenda on that day due to intensive coverage of the Nagorno-Karabakh conflict. The ratio of *social and legal* issues was on par with *politics and government*, with protests and accidents classified in this category.

Compared to the previous GMMP, science and health news doubled from 7% in 2015 to 14% in 2020.

Gender and related issues were at the edge of visibility, at only 1% news.

## TOPICS IN THE NEWS

| | |
|---|---|
| Celebrity, Arts and Media, Sports | 23% |
| Crime and Violence | 18% |
| Social and Legal | 16% |
| Politics and Government | 16% |
| Science and Health | 14% |
| Economy | 10% |
| Other | 2% |
| Gender & Related | 1% |

Created with Datawrapper

*Table no. 3: Topics in the news - all media included*

News about *celebrities, arts & media, and sports* have become more prominent, especially, but not only online. Five years ago, they made up only 7% of monitored news, but now they are the most visible topic. When we look at the share of this category by media type (table no. 4), it is the most widely-shared topic on Twitter (48%) and television (26%), and second on websites (21%) and radio (19%).

A closer look reveals that the print media was the only one that differed, with news related to *government and politics* as the top priority. However, it should be noted that sampling methods that prioritized cover page news influenced this outcome. While we coded only the first 10-15 stories for print, the whole newscast was included in analysis for TV and radio.

## MAIN NEWS TOPICS BY MEDIUM

| | Print | Radio | Television | Internet | Twitter |
|---|---|---|---|---|---|
| TOPIC | % | % | % | % | % |
| Politics and Government | 29% | 14% | 13% | 19% | 0% |
| Economy | 18% | 19% | 6% | 7% | 3% |
| Science and Health | 13% | 21% | 19% | 7% | 10% |
| Social and Legal | 13% | 12% | 12% | 26% | 15% |
| Crime and Violence | 20% | 10% | 19% | 19% | 20% |
| Gender & Related | 2% | 2% | 0% | 0% | 5% |
| Celebrity, Arts and Media, Sports | 7% | 19% | 26% | 21% | 48% |
| Other | 0% | 2% | 4% | 0% | 0% |
| | 100% | 100% | 100% | 100% | 100% |

Created with Datawrapper

*Table no. 4: Topics in the news by medium*

The event that inevitably influenced the news agenda was the Covid-19 pandemic. The intensity of pandemic reporting oscillated depending on novelty factors and the number of infected people and casualties. The 29th of September was the day between two peaks, and therefore, Covid coverage was mild compared with other more dramatic periods. Nonetheless, the media agenda was far from typical.

The pandemic significantly increased the share of science and health news. Since Covid-related reporting is not necessarily from a science and health point of view, the share of all Covid-19 news was higher than science and health stories, at 17%. If we put it in context, we may conclude that Covid-19 was the third major topic, as judged by its visibility. Media devoted a different space to this topic (graph no. 3). While radio broadcasted more than a quarter (26%) of all news, only 10% of tweets were about Covid-19.

## SHARE OF COVID RELATED NEWS
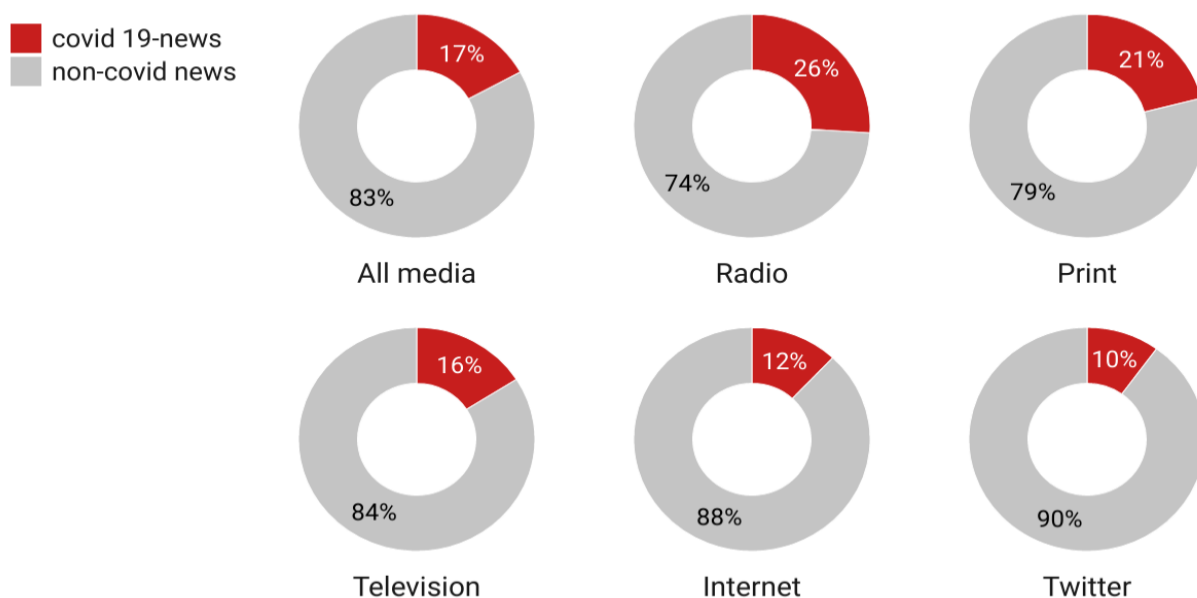


Table no. 5: Share of covid-related news, in total and by media

## NEWS SUBJECTS AND SOURCES

News stories included in our research (304) contain information about 605 news subjects. News subjects for this research are defined as individuals, which left groups or impersonal entities out of the analysis.

| Print | Radio | Television | Internet | Twitter | PEOPLE IN THE NEWS - TOTAL |
|---|---|---|---|---|---|
| 180 | 64 | 184 | 134 | 43 | 605 |

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In 2020 women made up 20% of persons heard, read about, or seen in newspapers, television, radio, and digital news. Although the difference is slight, the fact remains that this was a lower percentage than five years ago when it was 22%. The finding shows that women's participation in news stories remains disproportionately low - four times less than those of men (20% - 80%), meaning no progress is made in Serbia during 15 years since the first GMMP conducted in the country (2005 - 21%).

While women's proportion as news subjects increased a bit at the level of Europe, from 25% (in 2015) to 28% in 2020, women's presence in news stories in Serbia still lags behind Europe by 8%.

## NEWS SUBJECTS BY GENDER
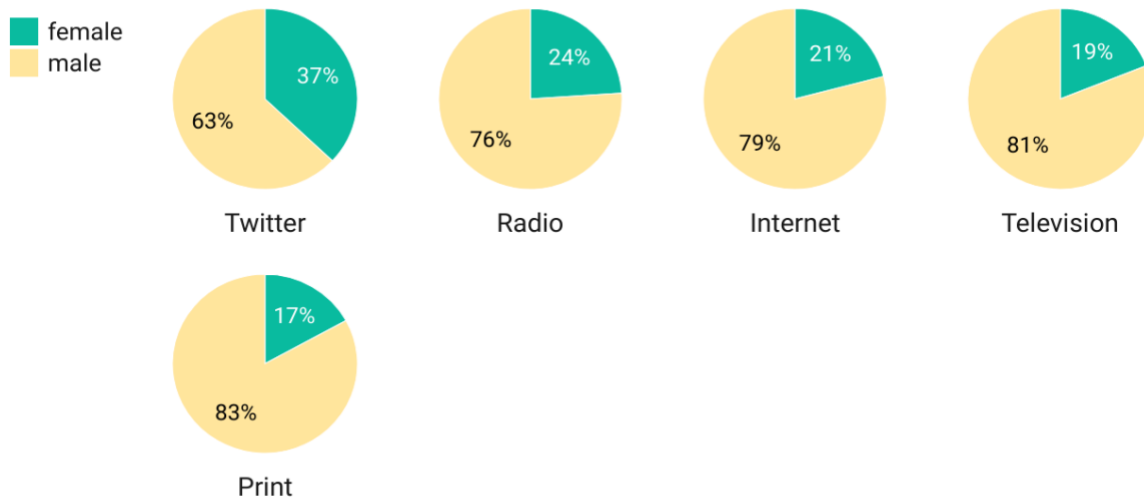
female (20%)

male (80%)
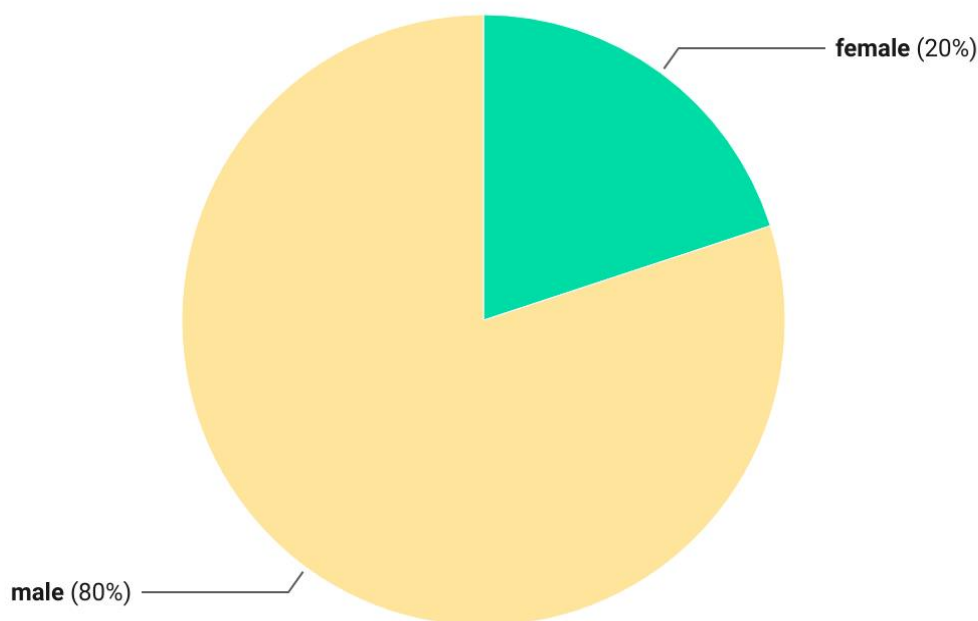
Created with Datawrapper

 Table no. 6: News subject by sex

The women's share differs across types of media, lower in traditional (19%) and higher in Internet-based media (25%). However, it should be noted that clustering this way should disguise some significant differences between media types. Women are most frequently present in tweets, which is a consequence of the accent on celebrity culture present on selected Twitter feeds. This channel is the only one that significantly deviates from the average in contrast to others that are a little above (radio and internet) or below (television and print) average, as table no. 7 shows.

When included in the print, radio, or tv news, men and women have an equal chance to be quoted. Journalists of legacy media directly quoted 53% of women and 48% of men they reported about. In digital news, 71% of women and 47% of men have their statement cited.

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Men are slightly more likely to be featured in photos or videos (45% of all male subjects and 40% of all female pictured in traditional media). Women, on the other hand,  are more visible on the websites where 61% of female news subjects were shown in multimedia components and photographs, compared to 50% of men. The findings suggest that digital news provides better chances for women to be heard and seen.

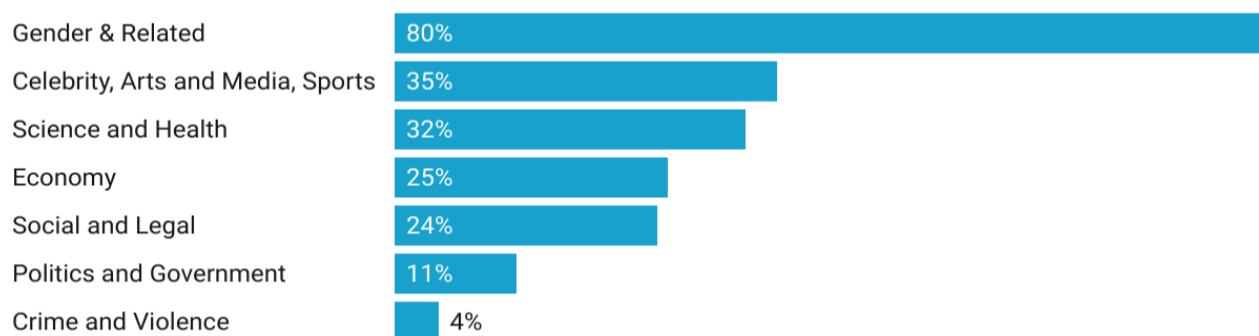## NEWS SUBJECTS BY MEDIA TYPE



*Table no. 7: Share of female news subjects by media type*

## PRESENCE OF WOMEN BY TOPICS

Women are a majority only in the marginalized *gender and related* topic whose share is only 1% of analysed stories and where 80% of news subjects are women (or, to use absolute numbers, four of five). In all other topics, women are significantly underrepresented. The gender gap is narrowest in the stories about *celebrity, arts & media, sports* (35% of women) and *science & health* (33% of women) and widest in *politics & government* (11%) and *crime & violence* (4%). The finding shows that some areas are continuously represented as male-dominant, usually those connected with power and force. At the same time question of gender (in)equality is regularly rendered by news media as non-relevant for males.

## Presence of women by major topic

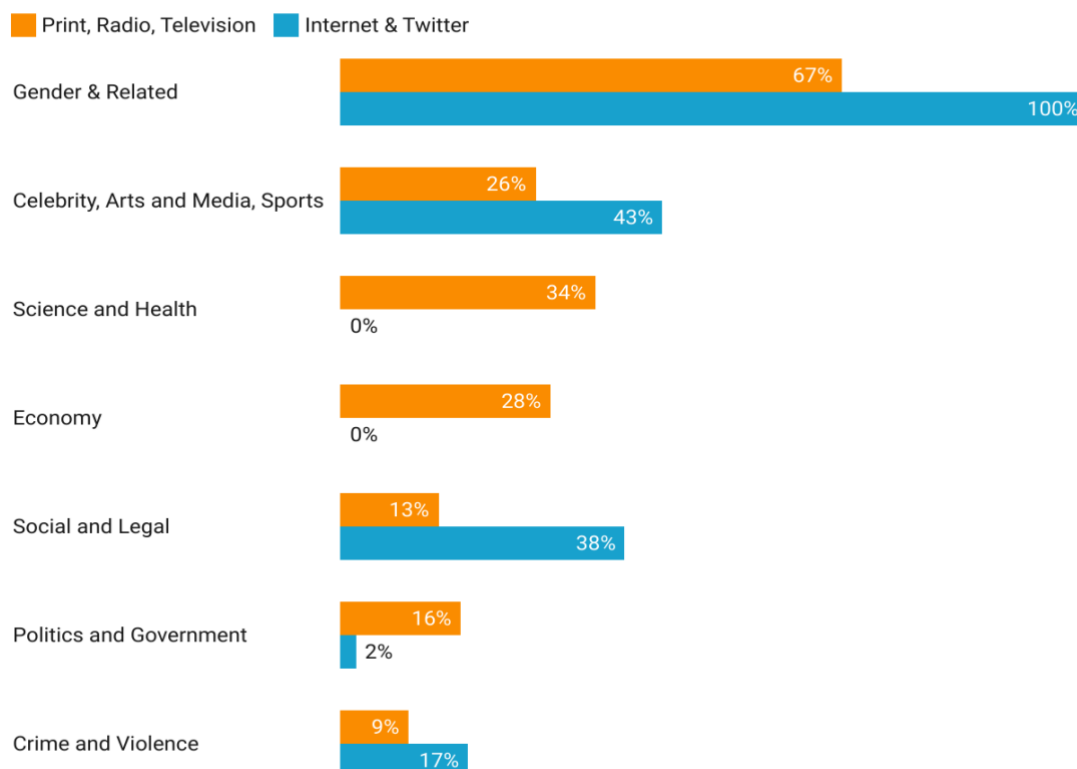| Topic | Percentage |
|-------|-----------|
| Gender & Related | 80% |
| Celebrity, Arts and Media, Sports | 35% |
| Science and Health | 32% |
| Economy | 25% |
| Social and Legal | 24% |
| Politics and Government | 11% |
| Crime and Violence | 4% |

Created with Datawrapper

*Table no. 8: Presence of female news subjects by major topic*

A closer look at legacy media and digital news reveals some differences between them, as shown in table no. 9. Women are absent or scarcely represented in digital news (science & health and economy) and at the edge of visibility (only 2%) on website and Twitter news about politics and government, even though 51 political subjects exist in analysed news. But women's share in digital news stories about celebrity, arts & media, sports (43%), and social and legal issues (38%) are higher than in traditional news.

*Table no. 9: Comparation between legacy and digital news by women presence*

## Presence of women by mayor topic - comparation

■ Print, Radio, Television ■ Internet & Twitter

| Topic | | |
|---|---|---|
| **Gender & Related** | 67% | 100% |
| **Celebrity, Arts and Media, Sports** | 26% | 43% |
| **Science and Health** | 34% | 0% |
| **Economy** | 28% | 0% |
| **Social and Legal** | 13% | 38% |
| **Politics and Government** | 16% | 2% |
| **Crime and Violence** | 9% | 17% |

Created with Datawrapper

## OCCUPATION OF NEWS SOURCES

The occupation of people presented in the news reveals the pertinence of fields constructed as "feminine' and "masculine".

Politicians were the most prominent professional group represented in the news on monitoring day. Around one third (29%) of all men and women in the news came from different kinds of political professionals.  Apart from this major occupation, women and men appear in very different roles.

Women made up only 17% of all politicians, a step back from the previous GMMP  result, where they accounted for 20%. This data points to a paradox situation. Serbia elected a female prime minister in 2017 and she remains in power after the 2020 election. The government formed one month after monitoring day included 10 women (of 21 ministers), the largest number ever. Even though formal gender parity was achieved in the governance structure days after the GMMP analysis, that change was not visible in the news. One possible explanation for this paradox is that the change in the formal structure did not change the power relations because power remains concentrated in the hands of the president of the Republic, Aleksandar Vučić.

Women are highly underrepresented in the professional roles of businessperson (4%), government employee (10%), lawyer, (10%) doctor, health specialist (17%), politicians (17%), and media professionals (7%). Although the media industry employs more female than male workers, only

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one woman appeared as a news subject compared to her 14 male colleges in analyzed news. These findings point out that male editors more frequently comment on current events. Traditionally some professions are almost exclusively associated with men like "police and military" (99% of all subjects are male) or sportsperson, who were male only. While previous data explained gender presence in different topics, insight into the profession of news subjects gives a deeper understanding and a more nuanced picture. For example, when looking at the topic "celebrity, arts and media, sports," we see the smallest gender gap, with 35% of women shown in those news stories. However, a closer look reveals two subsections - celebrity and arts are dominated by females, and sports are entirely male. The latter is the consequence of weak media interest in women's sports, which need extraordinary achievements like getting medals in European and world championships to gain visibility.

The only occupation in which women outnumber their male colleges is "celebrity, artist, actor, writer, singer, TV personality." The smallest gender gap is between "academic expert, lecturer, teachers" (women constitute 39% of all people in this category), a "non-stated occupation or simply as 'citizens'" (38%) and activist or worker in NGO (31%), and resident or villagers (30%).

Interestingly, the homemaker and parent category, where women have been traditionally represented, had more more men at 70% (in absolute numbers 12 males and five females).

## FUNCTION IN NEWS STORIES

The majority of people in the news have the function of subject, which means the story is about them (N=464). In this category, the gender ratio is the same as in overall gender presence in media - 20:80.

Women have a bigger chance than men to be part of the news only when they express their personal experience (in absolute number 12 women told their experience compared to 10 men). The relatively narrow gender gap exists in stating a popular opinion (four women and five men). In other situations, such as spokesperson, expert or commentator, and eyewitness, women's representation is below 20%.

Our research shows that women have significantly less chance (only 14%) than men to speak from the expert position in media. While men interpreted, explained, and gave expert opinions 59 times, women did the same in only 10 cases on the day we analysed the day's news. The findings indicate that media do not attempt to challenge assumptions that women's expertise lies in the private domain, contrary to men who deal with publicly relevant issues.

Since men are four times more present in the news, the picture of their expertise is more diverse than women.

All women experts and commentators came from three professional groups. The majority belongs to doctors and public health expert (63%), and the rest are activist (25%) and celebrities and artist (13%). The field of male expertise is represented as more comprehensive, including doctors and health workers (29% of all male experts), law experts (12%), businessmen (10%), academics (10%), and eight other professions (with smaller share).

All female experts are from 35-49 age brackets, while male experts are between 35 and 79.

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**AGE OF NEWS SUBJECTS**

The age of news subject is frequently omitted as irrelevant information. Therefore, we can only discuss the age of TV news because most other news does not contain that type of data. Television news mostly shows video records of people, and our coding of age was based on knowledge in the case of public personalities or their appearance in the case of less-known or anonymous people shown in the news.

People are primarily depicted in the news when they are in the productive period of active adulthood, with the most frequently visible age group 50-64. Women are underrepresented, with only 13% of people that age. In other age groups, women are present as in the news in general (20% in young people), or around 30%.

**FAMILY STATUS**

The implicit assumption that women are associated with the private sphere is visible in the way media connect them with family roles. Women are more often identified by family status, including 9% of female news subjects, and 5% of males depicted in print, radio, and TV. The ratio increases on the internet, where the family role was given for 43% of women (N=12) compared to 14% of men.

Although the absolute number of family roles included is not high, it is not a negligible phenomenon. The visibility of family status on the web is a consequence of a few factors. One is the intense focus of tabloid media on celebrities' lives, including their families. The second, the funeral of two pilots who died in an accident when a military plane crashed, was a part of the media agenda and reports quoted the words of families and friends. Furthermore, the suspicion of alleged misuse of the official position by Prime Minister Ana Brnabić included her brother, which contributed to the more intense presence of family roles in reporting.

**VICTIMS**

In print, radio and television news, men were 88% of people portrayed as victims (22 men and three women). There was a difference in the type of violence women and men were exposed to. One woman was a victim of domestic violence or rape, one was discriminated against based on gender, race, ethnicity, and one was a casualty of war or terrorism. Men were victims of different types of violence, including non-domestic crime (32%, N=7), war, terrorism (23%, N =5), accidents, natural disasters (18% N=4), but also discrimination (5%, N=1) and domestic violence (5%, N=1).

Only two female subjects were identified as survivors, compared to 11 men who were depicted in that manner. The gender presence in the stories dedicated to victims and survivors is the consequence of media reporting about crime and war and the already mentioned pilots' funeral.

**JOURNALISTS AND REPORTERS**

On monitoring day, women journalists reported 63% of the news. Nevertheless, 30% of news stories had no bylines or only had initials. This number is high in the press, where the sex of the journalists could not be identified in almost seven out of ten stories. It was also high on Twitter feeds, where there were twice more stories with no bylines, and especially high in Internet news media sites where almost 80% of news had no bylines.

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Therefore our analysis is based on the sample of 104 journalists who produced news in a different type of media and gender ratio in 151 appearances of presenters.[11]
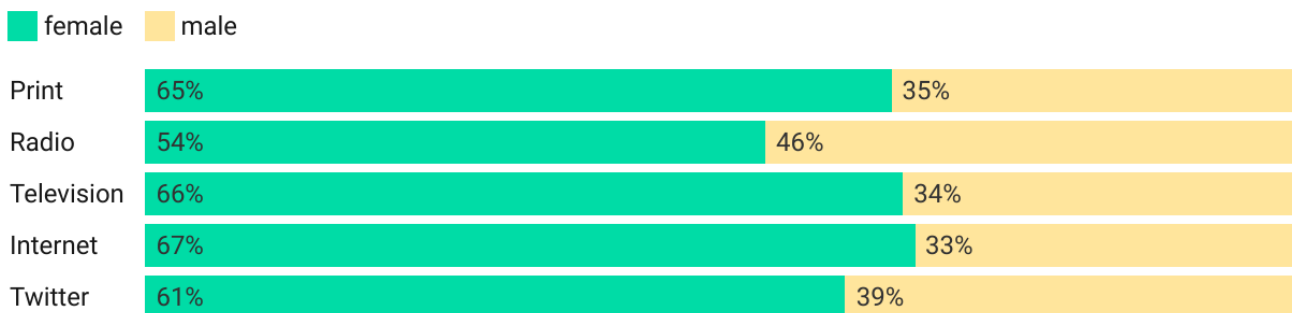
| JOURNALISTS | | | | | PRESENTERS (appearance) | |
|---|---|---|---|---|---|---|
| Print | Radio | Television | Internet | Twitter | Radio | Television |
| 17 | 13 | 44 | 12 | 18 | 51 | 100 |

Women made up the majority (63%) in all news-making professions and across both traditional and digital media. They were about two-thirds of reporters, announcers, and presenters in print (65%), radio (64%), and TV (63%).

From all appearances as presenters, women outnumbered male colleagues both on the radio (67% of all presenter N=51) and television 62% (N=100). The latter belong to age brackets 35-49 (78%) and 50-64 (22%). The most significant difference compared to previous research is that, on average, women are older since only they belong in the age category 50-65. This finding suggests the absence of discrimination based on age in the national news programs.

When we narrow analysis on journalists only, the findings do not change significantly. Women are about two-thirds of the journalist ( TV, Internet, and print), and a few percentages less, but still the majority on Twitter (61%) and radio (54%). Feminization of the journalistic profession and all related news-making occupations runs very high and coincides with the global trends.

## Journalist by gender



■ female  ■ male

| | | |
|---|---|---|
| Print | 65% | 35% |
| Radio | 54% | 46% |
| Television | 66% | 34% |
| Internet | 67% | 33% |
| Twitter | 61% | 39% |

Created with Datawrapper

*Table no.15: Journalist by gender*

Female journalists in legacy media most frequently report about science and health ( they reported 28% of all stories) and their male colleagues, about crime and violence (33% of stories were reported by male journalists), which suggest that professional specialization is still gender-colored.

The question is whether the gender of journalist has any influence in the choice of news subject. The big picture suggests that it does not, since the high presence of female journalists in the

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11   Following the global methodology, we coded presenters every time they announced the news or read the introductory part of stories. Therefore, the number is bigger than the number of presenters in the studio since, usually, two presenters do the job in one newscast.

newsrooms (63%) does not increase the share of female subjects (20%). However, data indicates that female journalists incline a bit towards women as news subjects and vice versa (female journalists reported about 70% of women and 61% of men in the news).

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

"Gender just" stories are important for promoting tolerance, diversity, and equality in a broader sense. At present, they indicate slight deviations from a persistent general tendency - news does not problematize gender inequality, hardly ever calls into question stereotypes, and gender discrimination is never a major news topic.

Our analysis has detected that only 11% of all news is focused on women and that this share is bigger in digital news (19%) than in traditional media (8%).

All news stories about gender in traditional media (N=2) put women in the center. Besides that, women are the central focus in the news about celebrities, arts and media, and sports in traditional media and internet sites.

Gender stereotypes are hardly ever challenged. Only 3% of news stories (2% in legacy and 6% in digital news), all belonging to celebrity, arts, and media, and sports, contain any aspect that confronts dominant, stereotypical gender presumption.

Stories dealing with gender (in)equality are extremely rare - only one percent. Even when raised, the question about equality is not the only or central issue of the news, but one among others. This was the case when a journalist asked about the underrepresentation and invisibility of women in political movement interviewee leads. Even though it was a small segment of the interview, we noted it since it was a rare moment.

## FOCUS ON COVID-19 NEWS

Issues related to Covid-19 figured in 17% of all the news stories. With 51 stories referring to the pandemic, the topic took a relatively high position on the news agenda.

On monitoring day, Covid-19 was dominantly framed as an issue of science and health (59% of Covid-19 news was posted under that topic), while the share of stories about the economic (18%) and social and legal (18%) aspects of the pandemic were three times smaller.

Stories about Covid-19 (N=51) contained 43 news subjects which differ significantly from the rest of the news where the people (N=605) outnumbered two times the news pieces (N=304). The reason is that much Covid-19 coverage featured unidentified people, disease statistics, and impersonal hospital reports.

One-quarter of news subjects (precisely 26%) are female, concluding that women were more visible in Covid-19- related stories than in the rest of the news (average is 20%).

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The dominant functions in the news are experts and commentators (19) and subjects (18), making up 86% of all people in Covid-19 stories. Female experts make up 26% of all who explained different aspects of Covid-19, which is 12% more than in general news we analysed (14%).

The most visible professional role in analysed news are doctors and health specialists who make up 42% of all people in the Covid-related news. In this occupational group, 25% are women, which is higher than the ratio in that profession in the news overall, where women only make up 18%. The most relevant occupation for handling pandemics, according to media narratives, can be seen in the table below. At the top are doctors. Half less prominent than medical experts are politicians, while others are scarcely present or absent.

Women mainly reported Covid-19-related stories. They produced 78% of all Covid-19-related news which is 15% higher than their average presence.

If we take the news on monitoring day as an indicator about gender differences in reporting Covid-19, we could conclude that the women took the significant task in dealing with Covid -19. Female journalists reported intensively about Covid more and construct media representation in which women were more present than in the rest of the news as experts, doctors, and health specialists.

# DIGITAL NEWS ON WEBSITES AND TWITTER

The national team decided to incorporate the digital news segment in the overall analysis. Here, we would like to summarize the main digital-relevant findings and present results specific to digital news communication, like sharing content.

Almost every second news story from websites was shared on Twitter (47%) and Facebook (50%). The most significant difference is the proportion of the political news shared on Twitter (80%) compared to Facebook (46%). Social & legal and crime & violence news stories were more often shared on Facebook than on Twitter.  All tweets were original.

Women's lower visibility in traditional news media has crossed over into digital news delivery platforms where women are 24% of the people in Internet news stories and news tweets. The percentage is higher than in traditional media (18%), but the rise is not changing the gender ratio significantly.

In the digital news environment, women continue to be more visible in stories about celebrities, media and sports and underrepresented in politics.

There is a striking difference between monitored Internet news websites and Twitter feeds. Internet news sites are connected to legacy news media and usually follow their news production and provide more updates. They follow journalistic news selection and, to a certain degree, observe professional standards.

The two Twitter news feeds belong to very popular digital-only media. Their news feeds differ significantly from the standard news agenda and are  mostly focused on sensational events, gossip, and lifestyle news. They closely follow tabloid and reality TV agendas and feed them back into the news world, preserving, recycling, and fortifying gender stereotypes while opening more "space" for women.

The excessive commercialisation of online space can bring additional visibility to women as consumers, but is no likely to contribute to more gender-aware or gender-just reporting.

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# CASE STUDIES

CASE STUDY 1

**Title:** Strangled the baby and died in prison (Serbian: Zadavila bebu pa umrla u zatvoru)
Published in newspaper *Informer*

**Summary:** The headline introduces the story with the information that a mother strangled her baby (infanticide) before she suddenly died in jail. The key source is the husband of a woman who died in prison, arrested and accused of the murder of her baby. The story contains a quote from the woman about her daily routine when her baby died to provide a background to the story. One unnamed source "from the investigation" is used as a witness to her testimony. The story is positioned on two pages of the newspaper, with large photos. More than half of the text is highlighted.

**Analysis:** The language of the story supports the stereotype of the maternal role. There is a detailed description of the daily routine of a mother and her newborn child and details of the moment when she realized that her baby is dead. On the other hand, the text highlights the family's social situation – they live in extreme poverty, "in a dilapidated house." Tabloids in Serbia usually report on crimes in poor families and support the stereotypes about gender roles and the intertwining of crime and poverty. Some significant words used in the story: "infanticide", "strangled a child", "a terrible crime ". There is a picture of a pregnant woman, who is the main subject of the story, and a picture of a small, ruined barracks, where the family lives. The presentation of this family's hard living conditions is supported by a photo of an empty baby stroller inside the house, which indicates that the baby was there. The husband is not photographed. Visual presentation highlights the maternal role of the woman. The story perspective also reinforces stereotypes. The voice of a woman is the voice of a mother who raises children. Based on maternal attributions, she is accused of a commitment of "a terrible crime ". On the other hand, the male subject is presented as a devoted father of the family who works hard.

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**MEDIA ACCOUNTABILITY SCORECARD**

A: Excellent   B: Good
C: Fair   D: Weak  E: Poor

| Professionalism<br>Story is fair, accurate and balanced from a gender equality perspective | Rights-based approach  Story clearly highlights the human and/or women's rights dimensions of the issue | Respect for Freedom of Expression<br>Story contains the views, perspectives and concerns of women as well as men, told in their own voices |
|---|---|---|
| ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 | ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 | ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 |

Total points: 3

**A**: 10 – 12 points; **B**: 9 – 10 points ; **C**: 7 – 8 points ; **D**: 5 – 6 points ; **E**: 3 – 4 points

GRADE: E

**CASE STUDY 2**

**Title:** Photo of naked Macedonian policewoman that set the region on fire (Serbian: Fotka gole makedonske policajke koja je zapalila region)
Published on Tweeter feed of portal**:** @monodoportal
the link on the tweet: https://twitter.com/mondoportal/status/1310877395302461440
The link on the web page: https://mondo.rs/Info/EX-YU/a1379055/Gola-policajka-foto-gole-slike-policajke-foto.html

**Summary**: A photo taken from Instagram is the central part of the tweet. The photo shows half-naked breasts of a woman wearing an unfastened shirt and tie. The shirt is light blue with the mark on the sleeve and combined with the headline, can easily be recognized as a police uniform. The picture on Twitter is small, but we can still notice the pouty lips and blond hair.
Beside the title (Photo of naked Macedonian policewoman that set the region on fire), the tweet says: "She showed what she DOES NOT WEAR under the uniform."
The tweet states that the photographed person works in the border police department in neighbouring country Macedonia. The tweet is linked to the web page that has a short story and another photo. The face is blurred on the leading photo on the web site.



**Analysis** The photo and the story are typical examples of women's objectification. A woman is represented as a sexual object. Additionally, the uniform connects this photo with male sexual fantasy centred around uniformed women.
The chosen wording is sensationalistic and emphasizes the sexual dimension (naked, set on fire, does not wear).The story is completely irrelevant and superficial. The picture was posted on her Instagram account by the policewoman herself. The practice of self-objectification on social media is widely spread and it added a new dimension to the story about the relevance of media representation. During the years and decades of stereotypical gender portraiture, people were educated by media and socialized in a certain way. Now we can see that even when there is an opportunity to challenge stereotypes through the process of self-representation, that rarely happens. The means of self-representations are mostly used to reproduce the same stereotypical images that have been around for a long time and media gives additional attention to pictures that objectify women, perpetuating the vicious circle.

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**MEDIA ACCOUNTABILITY SCORECARD**

A: Excellent   B: Good
C: Fair    D: Weak  E: Poor

GMMP

| Professionalism | Rights-based approach | Respect for Freedom of Expression |
|---|---|---|
| Story is fair, accurate and balanced from a gender equality perspective | Story clearly highlights the human and/or women's rights dimensions of the issue | Story contains the views, perspectives and concerns of women as well as men, told in their own voices |
| ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 | ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 | ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 |

Total points: 3

**A**: 10 – 12 points;  **B**: 9 – 10 points ;  **C**: 7 – 8 points ; **D**: 5 – 6 points ; **E**: 3 – 4 points

GRADE:  E

**CASE STUDY 3**

**Title:** The most fertile woman in the world is 39 years old, has 38 CHILDREN and a horrible confession: She was 13 years old when she was sold to a man 27 years older, since then she HAS BEEN SUFFERING HUMILIATION

Published on the internet news website blic.rs
link: https://zena.blic.rs/lifestyle/najplodnija-zena-na-svetu-ima-39-godina-38-dece-i-stravicnu-ispovest-imala-je-13/sx23ep2

**Summary**

The story revolves around Miriam Nabatanzi from Uganda, a woman whose life is mired in social injustice, gender inequality and violence against women. The story reports in sensationalistic manner about the traumatic aspects of her life (when she was 13 years old, she was sold as a child bride to a man 27 years older, she was beaten regularly by her husband and was forced to birth and raise 38 children all by herself).



**Analysis**

The story fails to highlight and analyse different aspects and forms of violence against women and girls (VAWG) - child marriages, wife-beating as s cultural norm, reproductive coercion, economic violence, lack of institutional answers to VAWG and lack of support networks for survivors. The data from Uganda shows that more than 1 million women and girls experience sexual violence every year. [12]

The wife or female partner's beating is perceived as justifiable in some circumstances by 70% of men and 90% of women.[13] Uganda has the 14th highest absolute number in the world (723,000) of women married or in a union before the age of 18.[14]

Because it fails to recognise the above-mentioned violent aspects of women and girls' lives and only highlights data that gives shocking value to the story, the story misses the point of presenting VAWG as a systematic problem for all Ugandan women and girls. VAWG is not just an incident, the injustice is not just suffered by only one woman, Miriam Nabatanzi, as the story seems to suggest. Moreover, the story lacks the perspective of problematising the violent husband's behaviour by just mentioning him without the clear stance that VAWG is unacceptable. Reproductive coercion is not even mentioned, and the subtle victim-blaming is present. The story explains why Miriam Nabatanzi has 38 children with her health condition (hyperovulation) and not the fact that she does

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12Uganda Bureau of Statistics & MEASURE DHS (Program). (2018). *Uganda demographic and health survey 2016*.

13 Koenig, M. A., Lutalo, T., Zhao, F., Nalugoda, F., Wabwire-Mangen, F., Kiwanuka, N., ... & Gray, R. (2003). Domestic violence in rural Uganda: evidence from a community-based study. *Bulletin of the world health organization*, *81*, 53-60.

14 https://www.girlsnotbrides.org/child-marriage/uganda/

not have access to birth control and her husband's support to use it. The fact that she is poor is just mentioned, without problematising why poor mothers in Uganda do not have the state's support to feed their children. Besides, the case that Miriam's aunt forces her to stay in a marriage with the abuser is not used to draw attention to cultural norms preventing women from leaving their abusers.

By not conducting VAWG sensitive analysis and not problematising violent aspects of Miriam's life as a symptom of a broader socio-cultural problem, the story misses a significant opportunity to raise awareness of VAWG and educate the public about its different forms and negative consequences.

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**MEDIA ACCOUNTABILITY SCORECARD**

A: Excellent   B: Good
C: Fair   D: Weak  E: Poor

**GMMP**

| Professionalism Story is fair, accurate and balanced from a gender equality perspective | Rights-based approach Story clearly highlights the human and/or women's rights dimensions of the issue | Respect for Freedom of Expression Story contains the views, perspectives and concerns of women as well as men, told in their own voices |
|---|---|---|
| ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 | ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 | ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 |

Total points:  3

**A**: 10 – 12 points;  **B**: 9 – 10 points ;  **C**: 7 – 8 points ;  **D**: 5 – 6 points ;  **E**: 3 – 4 points

GRADE:  E

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**CASE STUDY 4**

**Title of article:** I wanted to kill myself when I was raped (Serbian: Posle silovanja sam htela da se ubijem)
A print news story from *Informer*

**Summary**

This is an interview with Danijela Štajnfeld, a young actress raped by a powerful movie actor four-and-a-half years ago. She is the first woman from the domestic movie industry who has publicly talked about her experience as a sexual victim. She made a documentary movie, "Hold me right," in which she revealed her terrifying experience.

The text published on a full page of a tabloid is a reprint of selected parts of the interview given to the women's magazine *Gloria*. The design is as the rest of the paper, with a huge title, two text boxes, with almost half of the text highlighted in yellow. The one picture of the actress is published.

Her statements are the majority of the text. The broader context is presented by her words when she explains that the numerous problems are typical for the victims of rape.

## Analysis

The story is focused on the period after she was raped and the psychological and physical consequences she had to deal with. She confesses that she intended to take her life and moved to another continent because she was terrified. She kept silent until she realised that she needs professional help to regain her mental and physical health. It is, above all story about the convalescent process she has gone through.

The personal approach lefts aside numerous important questions about the protection of rape victims, the charges and punishment of sexual offenders, social, moral, and legal environment in which only one woman spoke up about sexual assaults in the entertainment industry.

Tabloids usually, as in this case, prefer to deal with personal experience rather than the complex issues the experience is related to. However, maybe giving the space to a woman willing to talk about rape and trauma it causes without relativization, and downplaying is a good first step in highlighting the problem.

| | | |
|---|---|---|
| **MEDIA ACCOUNTABILITY SCORECARD**<br><br>A: Excellent   B: Good<br>C: Fair    D: Weak  E: Poor | **GMMP** | |
| Professionalism<br>Story is fair, accurate and balanced from a gender equality perspective<br><br><br>☐ Good, 4<br>☒ Fair, 3<br>☐ Weak, 2<br>☐ Poor, 1 | Rights-based approach  Story clearly highlights the human and/or women's rights dimensions of the issue<br><br>☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 | Respect for Freedom of Expression<br>Story contains the views, perspectives and concerns of women as well as men, told in their own voices<br><br>☒ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☐ Poor, 1 |
| Total points:  8<br><br>**A**: 10 – 12 points;  **B**: 9 – 10 points ;  **C**: 7 – 8 points ; **D**: 5 – 6 points ;<br>**E**: 3 – 4 points | | **GRADE: C** |

**CASE STUDY 5**

**Title:** TV story broadcasted on TV Prva

**Summary**

This story was based on news about Serbian woman arrested in Spain on suspicion of drug-producing and dealing. The story's central perspective was to establish a woman's "real" role in criminal organizations.

All participants (key sources) in this story were male – anchor, reporter and analysts (two journalists specialized in crime). They primarily discussed this woman's capabilities – if she is able to be a drug-lord or if she is just a "cover" for the male head of a criminal organization.

The anchor announced the story emphasizing that the woman recently gave birth. Behind him was a frozen image which showed money, a gun and a rose. This stereotypical image shifted attention to the fact that crime, in this case, was related to a woman.
The reporter stressed again that the head of the criminal organization was a 37-year-old woman who just gave birth recently and went to jail with a newborn. Also, he said that Spanish police were very surprised that a woman headed this well-organised crime group.

**Analysis**

All participants in this story expressed their disbelief that women are capable of committing big crimes, in general. They also questioned the competence of the woman portrayed in the story, even though she was able to establish one of the biggest drug production and distribution in Europe.

The analyst (Milos Lazic, journalist, specialist in crime reporting), in discussing the fact that the woman was arrested, said, "It is interesting that a woman was behind this. That fact confirm that our organized crime is very adaptive. *They chose* a woman – it should be established if she is someone's wife or cousin, sister. Authorities pay much less attention to women".

Also, the language of the story (all participants emphasized that she recently gave birth) supports the stereotype of the maternal role and consequence of this women life choices – the newborn will be raised in prison.

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**MEDIA ACCOUNTABILITY SCORECARD**

A: Excellent   B: Good
C: Fair    D: Weak  E: Poor

GMMP

| Professionalism<br>Story is fair, accurate and balanced from a gender equality perspective | Rights-based approach Story clearly highlights the human and/or women's rights dimensions of the issue | Respect for Freedom of Expression Story contains the views, perspectives and concerns of women as well as men, told in their own voices |
|---|---|---|
| ☐ Good, 4<br>☐ Fair, 3<br>☒ Weak, 2<br>☐ Poor, 1 | ☐ Good, 4<br>☐ Fair, 3<br>☒ Weak, 2<br>☐ Poor, 1 | ☐ Good, 4<br>☐ Fair, 3<br>☐ Weak, 2<br>☒ Poor, 1 |

Total points: 5

**A**: 10 – 12 points;  **B**: 9 – 10 points ;  **C**: 7 – 8 points ;
**D**: 5 – 6 points ; **E**: 3 – 4 points

GRADE:
D

# SUMMARY AND CONCLUSIONS

Women are still underrepresented in the news and across all media types. This is clear on three levels: they are less visible, they are presented in less prominent topics and in less diversified social roles. The level of importance in all three areas is determined by news values and media prominence attributed to them.

The Covid-19 pandemic confirms that even with the rise in importance of an issue, the number of women and their relevance in media coverage does not change accordingly. The presence of women in Covid-19 related stories is higher (slightly over a quarter) than in overall coverage (one-fifth of all people in the news). Although social and family care are usually conducted by women, with the political importance of the crisis, it has assumed standard patterns of political coverage with more emphasis on the politically powerful actors. The role of female experts, doctors and scientists increased significantly to over a quarter of all experts, which is way above the percentage for female experts in the overall news (14%). With this increase, female doctors and scientists made almost two-thirds of all women experts in the news, while Covid-19 related experts and doctors made only one-third of all men experts in the news.

Pandemic coverage has also reduced media attention to less diversified sources and topics of interest. One of the most frequent occupational roles for both men and women in the news is "politician", at almost 30% combined, but women make up only 17% of all political professionals. While the second most important role for male actors was "military, army, security professional", the most significant occupational role for women is "celebrity, artist, media personality" role, where women make up 35%, of all the people in the news. Less visibility, neglect of female expertise, and focus on "expected" feminine roles create representational practices which contribute to the continuation of stereotypical coverage of gender relations and preservation of gender inequality by the media.

News-making professions are increasingly feminized and this applies to all occupational groups (presenters, reporters) and all stages in professional development from media education to the core of the labor force in the news industry. Women are a significant majority in the lower ranks of professional hierarchies (reporters, presenters) and in audio-visual media, but they are still not achieving the same recognition in higher professional ranks. This unequal treatment of their expertise also leads to 'sector segregation' and exclusion of women from important professional assignments or areas to cover (business, politics, international relations).

Numerous research also confirms hierarchical segregation and glass ceilings in media industries across the world. Women make up approximately 30% of high management roles and are more likely to advance to middle management or editorial positions, while being an absolute majority in the lower professional ranks. Therefore, women are still overall marginalized within the news world, despite being the majority in the core of journalistic labor force. This exclusion from major decision-making positions partly explains why the 'new majority' has not been able to change the gender status-quo.

Gender inequality seems to transfer into the digital world easily and adapt to the online environment. Data indicates more female presence in digital media, more on Twitter feeds than in news media websites, compared to traditional media. But it also confirms that this is mostly due to the expansion of commercial, sensational content and soft news focus of those media. The dominance of lifestyle stories and celebrity culture is generally linked with more women sources. The second contributing factor is the new media economy largely dependent on sharing and liking, which drives monetization of content even in the news domain.

Digital media also foster a more gender-blind, rather than a gender-sensitive culture, with more non- attributed news stories due to the nature of the online production cycle rather than to gender

equality. The digital environment is also  increasingly becoming more sexist with affective news and sensational stories rising in prominence in order to foster the demand and like economy.

# RECOMMENDATIONS

The first group of recommendations concerning gender inequality in the news content should address stagnation (and even slight decline) of women's presence in the news and activities to stimulate and bridge the gender divide.

They should address policy instruments such as stimulating measures for gender equality content support, special measures concerning public service media remit, and include certain stimulative measures in the Media Strategy Action Plan.

The worldwide initiative after GMMP 2015 to "end media sexism" by 2020 proposed to increase women's presence in public service media up to 50% and in commercial media, up to 40%. It had various levels of successes across the world, but the wave has not even reached Serbian media. Even the #Me too movement did not seem to have an impact on the domestic media industry nor media content. It would be important to stimulate public debate on why this all has such an insignificant effect in Serbian public life and media environment.

Initial debate might start with public action to increase the presence of women in the news like the BBC 50:50 Challenge or some similar initiative. The Ministry of Culture and Information, together with relevant academic and CSOs could provide a framework and activity plan applicable for both public service and commercial media.

The second group of recommendations on the status of women within news making professions should include both more nuanced gender affirmative actions for breaking down glass ceilings and barriers to women's advancement to the highest positions in the media world. Diversity in the newsrooms and professional curricula, news sources and news styles, should be promoted, popularized and introduced as regular practices to mainstream media. Hierarchical and structural segregation based on gender should be documented and professionally acknowledged and remedied as obstacles for professional development.

The safety of female journalists and protection in the digital environment needs to be addressed permanently. The chilling effect, withdrawal of female journalists from certain topics, even departures from the profession is already being documented in other countries and, should be included as part of regular monitoring of professional bodies.

The respective ministries and law enforcement agencies should consult and include positive experiences accumulated by professional associations and informal organisations, such as the Female Journalists Against Violence Against Women, in order to develop more effective prevention and protection against all forms of sexual harassment and violence.

Critical debates about the quality of media representation and gender stereotypes need to be a permanent part of journalistic education, as well as general media literacy initiatives. Misogyny and sexism, combined with commercialization and privacy violation, and how they influence datification and algorithmic news selection, search engines and aggregators should be also included in the discussion. The digital media environment needs to be analyzed and addressed as a complex whole, not only from a protective perspective, but also as a stimulating new space for more just-gender relations.

Public policy institutions need to connect with academic and CSOs initiatives, both domestically and internationally, in search of creative solutions to this already well-documented form of inequality.

Most of the recommendations from GMMP 2015 were not met and the general recommendation is to readdress them, identify obstacles in their implementation, and suggest how to meet them in the next five years.

The following actions should be more decisively approached:

• Media outlets need to develop a positive approach to recognition and promotion of women's creativity and achievements and actions to support it.

• Gender equality actions can range from systemic measures (such as particular gender consideration in funding public interest content in the media) to partial measures (such as awards for quality reporting of gender issues).

• Relevant political institutions should hold public sessions and stimulate regular public debates about the misrepresentation and underrepresentation of women in the media, (Women's Parliamentary Network, Committee for Culture and Information of the National Parliament) regulatory bodies (Regulatory Authority for Electronic Media), or self-regulatory bodies (Press Council).

• Develop gender-sensitive teaching curricula in journalism education. Include students of journalism in the production and promotion of public campaigns bridging traditional-new media divide with respect to sexism and misogyny.

• Initiate public campaigns about the importance of media images, tabloid and commercial objectification of women and ways to change it, and as a part of general media literacy campaigns.

• Promote equality and women's participation in the composition of regulatory and self-regulatory bodies and governing and managerial boards of the media.

• Establish data points with gender-specific statistics, professional resources and good practices and initiate an academic-policy-professional exchange of ideas and institutions in this field.

• Develop comprehensive professional practice toolkits for gender-sensitive reporting (language, sourcing, women expert databases, critical literacy etc.) and popularize and promote it within the journalistic community and media industry.

# Annex 1. Methodology[1]

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.

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.*

[1] See the global report for the extended discussion on the GMMP 2020 methodology

## Annex: List of Monitors

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