

**WHO
MAKES THE
NEWS?**



Czech Republic

Global Media Monitoring Project 2010 National Report



Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. 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 research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'¹
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.²
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

National context

- The Czech Republic has a well constructed (self-)regulatory media system and media space is well covered by laws. This does not, however, imply any concrete and sensitive reflection of gender equality and diversity, though the audiovisual media and advertising do follow voluntary codes of ethics. These codes basically define non-discriminatory depiction and description of topics. They do not mention any clear details or recommendations as to promotion of balanced participation of both women and men in decision-making and to gender sensitive representation of women and men as well as representation of specific social groups. It thus happens on a more or less regular basis that gender stereotypes are communicated in media and reinforced by them.³

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

² Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

³ *Women and the Czech Society, The Shadow Report on the Implementation of the Beijing Platform for Action in the Czech Republic (Beijing + 15), Executive Summary*, Open Society, p.b.c. – ProEquality Centre, 2010.

- In the Czech media, women are underrepresented in decision-making positions. Various researches and analyses produced by NGOs, research institutions or individual analysts found out that women are – when comparing content of media programmes – depicted more often in relation to “women’s” issues and in subordination when it comes to social and other roles. According to accessible data, women are generally represented in journalist positions as editors/reporters/presenters (51%) and reporters and commentators (47%). However, their pieces of information only form 20-30% of contents of dailies and other media. They are the authors only of 10% of comments or columns. The ratio of women quoted or paraphrased in articles and other forms of media information is about 20%. In 2009, there was not a single woman among editors-in-chief of four major newspapers in the country.⁴
- Within the formal set-up of institutional mechanisms ensuring equal opportunities of women and men in the Czech Republic, it is vital to underline the existence of the post of the Minister of Human Rights – its representatives, both former and current, did their best to make equal opportunities an issue – not only in media and towards the wide public, but also at the political level. They initiated and keep on initiating instalment of further working bodies of the Council for Equal Opportunities for Women and Men with the aim of specifying in their operation those major challenges that have existed in the Czech Republic in the area of equal opportunities. At the same time, it needs to be admitted that this ministerial post has been respected and given more relevant attention by non-governmental organisations, experts from the academia and the so-called gender focal points at ministries than by other political representatives in either of chambers of the Parliament of the Czech Republic. This portfolio is also seen positively by the European bodies. The agenda of the Minister for Human Rights not only relates to gender perspectives but to other areas of the concept of human rights, including civil society development, and the nongovernmental sector, Roma community issues and ethnic minority matters, as well as people with disabilities. It also accentuates respect for other cultures and nationalities, the rights of senior people as well as the rights of patients. Recently, the ministerial post was downgraded to that of a Commissioner for Human Rights. It is now being discussed if this post could be entirely abolished in the new government. Another question mark relates to another body – the Governmental Committee for Equal Opportunities – an advisory body formed of representatives of the state and regional administration, research institutions, non-governmental organisations and academia.⁵
- 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 through the media.
- The ProEquality Centre took part in this year’s GMMP project as the focus on media and monitoring of gender equality forms part of the organisation’s work. The Department of Media Studies, Faculty of Social Science, Charles University also participated in collection of the quantitative data. The results of GMMP provide a valuable insight – though not long-term or more representative – into data and strategies of media work. It is also highly interesting in respect to the broad international perspective. The ProEquality Centre will work closely with the project’s results and use them in strengthening its rationale for advocacy and awareness raising work.

Executive Summary

- Overall, the majority of media space was dedicated to the issues related to politics and government, and to economy.

⁴ *Možnosti (samo)regulace genderových stereotypů v médiích a reklamě*, Open Society, p.b.c. – ProEquality Centre, 2009.

⁵ *Women in the Czech Republic in 2009*, Friedrich Ebert Stiftung 2009.

- Monitoring of the Czech media reveals that presently 23% of the people heard or read about in the news are female.
- Women as subjects in stories covering politics and government make up only 13% of the news. A similar trend can be seen in the area of economics where women as subjects make only 23% of the news.
- In the Czech media, women are grossly underrepresented as experts providing comments based on specialist knowledge or expertise and as spokespersons. Out of the total number of interviewees, women are 15% of experts and 30% of spokespersons.
- Female reporters, all in all, focused primarily on local stories (60%). On the contrary, only 33% of them reported on international stories. Women's and men's share of national stories was more or less equal.

A DAY IN THE NEWS IN THE CZECH REPUBLIC

- **10 November 2009.**
Main stories covered in the media included the following topics: 20 years after the fall of the Berlin wall, corruption at the Law Faculty, University of Western Bohemia, and naming of the EU Commissioner by the Czech Government. There was one dramatic event unanimously covered by all media monitored: wife violently freed her arrested husband.
- **One example from qualitative analysis**
Young (male) doctors don't want to become obstetricians
Name of newspaper: Lidové noviny

Summary of the article: The story talks about the shortage of obstetricians in the Czech Republic. It gives two reasons for this: low salaries and high risk of being accused of malpractice. The latter reason is the main focus of the story - a recent case is described when a doctor had been found guilty of the death of a newborn child. The article quotes three doctors, one lawyer and a spokesperson for the Ministry of Health. The lawyer claims that the female patients and their relatives are becoming more aware of their rights and that this leads to an increase in lawsuits. The story tells how the Ministry of Health is aware of the issue and has launched a scheme to increase the number of obstetricians.

Analysis: as a medium long news story, the story uses a high number of sources: three doctors in gynaecology and obstetrics, one lawyer specializing in medical law and one spokesperson of a relevant ministry. All of them are men, which fails to represent a gender balanced selection of sources, especially considering statistics saying that the percentage of women physicians in gynaecology and obstetrics in the Czech Republic in 2006 was 41,8%. It leads to an uneven power balance - it is only men in positions of expertise and power who speak on an issue which to a high degree concerns women. The story could have for example quoted viewpoint of women who had had some (bad or good) experience with obstetricians. Instead, male doctors speak on behalf of women. One of them explains the reason behind the increase in lawsuits: *"This also relates [the increase of lawsuits] to the psychological state of women before and after a delivery. [...] Society doesn't expect that anything can go wrong..."*. Female patients are portrayed as persons not capable of making rational decisions.

The article does not use gender sensitive language and works with the generic masculine that is used in Czech as the norm though most of the terms relating to, for example, professions/positions exist in both masculine and feminine. The generic masculine is commonly used to represent both women and men. The same relates to this story, which - when talking about doctors - only uses the masculine form and thus makes women invisible. The only female form used in the article is when describing the (psychologically unstable) patients.

At one point, the article mentions that the field of obstetrics used to be a women's domain: one of the doctors, a representative of the Czech Gynaecological and Obstetrician Society, comments on the shortage of experienced obstetricians in the regions. The hospital calls in either pensioned obstetricians or young inexperienced doctors (male form). The doctor says: *"In this case I believe delivery can actually be safer with an experienced midwife."* This also represents the doctor's (= the authority) stand towards midwives. They are viewed as a last resort - only when the "real" doctors are unavailable, then a midwife can be summoned.

The article fails to balance various sides – it could have interviewed someone from the patients' rights association, a female patient, female doctor, midwife or any of the women's organisations in the field of reproductive rights. Neither does the story present a representative legal case and leaves the reader under the impression that medical doctors are pressurized by unstable female patients.

Contrary to the unbalanced content of the article, it is illustrated by a photograph of both a female and male hospital professional (it is not obvious who is a doctor, or a nurse etc.) holding a newborn child.

THE CONTEXT

- **Country background**

The Czech Republic has a typical dual media system of western democracies, which is well constructed and (self-)regulatory; the media system and media space is adequately covered by laws. Legislation regulating media (TV and broadcasting, incl. commercials) is transposed from the EC Directive on audiovisual media services. This stipulates that audiovisual communication may not instigate "hatred on grounds of race, gender, religion or nationality". Moreover, commercial communication may not contain or promote "discrimination on the grounds of gender, race or ethnic origin, nationality, religion or creed, disability or sexual orientation". Regulation and monitoring of media in the Czech Republic at the government level rests on two standing committees – one in the Chamber of Deputies, one in the Senate. Above the legislation, codes of ethics govern the audiovisual media and advertising (namely the Czech Television Code, the Czech Radio Code, the Advertising Code and the Code of Ethics published by the Czech Syndicate of Journalists).⁶

- **Media monitored**

Dailies

4 major nationwide dailies: Mladá fronta DNES, Právo, Hospodářské noviny, Lidové noviny
most widely read Czech tabloid: Blesk

TV stations

public broadcasting: Czech Television

2 nationwide private TV stations: TV Prima, TV Nova

Radio stations

public broadcasting: Czech Radio 1 – Radiožurnál

3 nationwide private radio stations: Radio Impuls, Evropa 2, Frekvence 1

- **The monitors**

Total number: 12 monitors (TV: 3, newspaper: 5, radio: 4)

Average time spent per person: 13 hours (including training and data collection)

Qualitative part: 1 person for about 24 hours

TOPICS IN THE NEWS

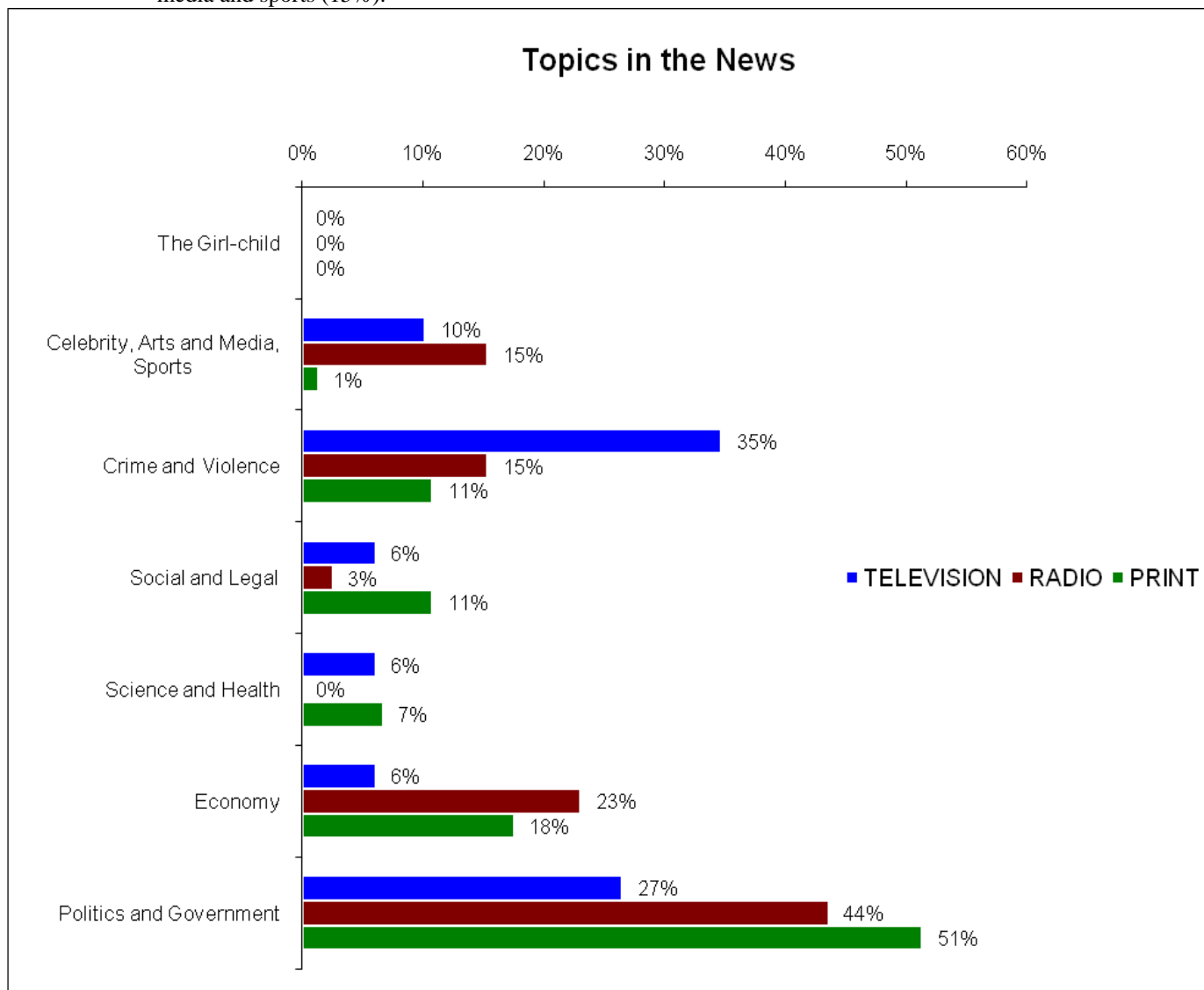
- **Topics in the news**

Overall, the majority of media space was dedicated to the issues related to politics and government, and to the economy. Quite substantially, media also reported on crime and violence. No attention, on the other hand, was given to the topic of the girl child.

There are several major differences in the media coverage of certain topics. The print media gave most of their space (51%) to topics related to politics and government, and least to the wide topic including celebrity, arts and media and sports. Contrary to that, television spent more than

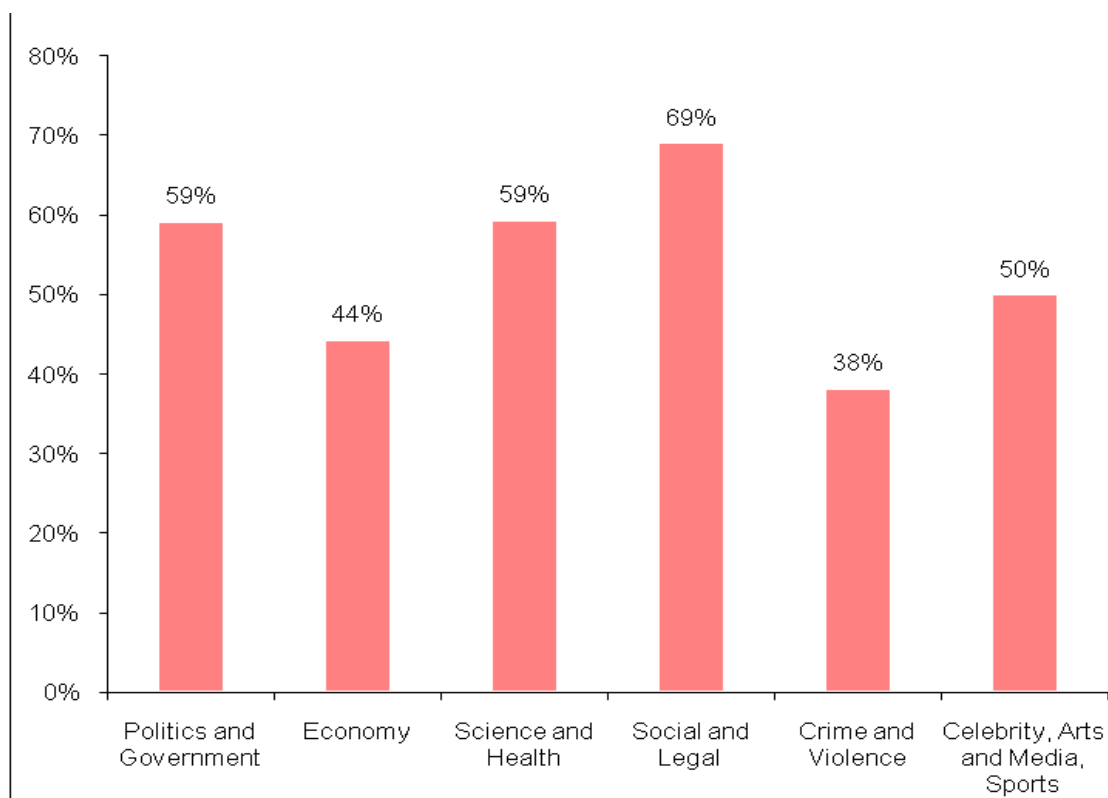
⁶ *Women and the Czech Society, The Shadow Report on the Implementation of the Beijing Platform for Action in the Czech Republic (Beijing + 15), Executive Summary*, Open Society, p.b.c. – ProEquality Centre, 2010.

one third (35%) of time on topics related to crime and violence, and very little time (6% equally) on several topics – social and legal area, economy and science and health. Radio broadcasting discussed widely politics and government (44%) and economy (23%), while it did not relate any news to science and health. It did, however, cover quite seriously the area of celebrity, arts and media and sports (15%).



- The ratio of female reporters in topics proves a more or less equal representation of women among reporters/ presenters in the Czech media. Some of the topics were dominated by female reporters – e.g. social and legal (69%), science and health and politics and government (both 59%). Especially in case of the first two areas, their work on such topics goes hand in hand with the stereotype that female journalists work more closely with “soft” issues appearing in the society/ country. However, the difference in number is not a major one (except in covering crime and violence matters). Male and female reporters are equally covering all issues and topics that “govern the world”.

Percentage of female reporters in major topics

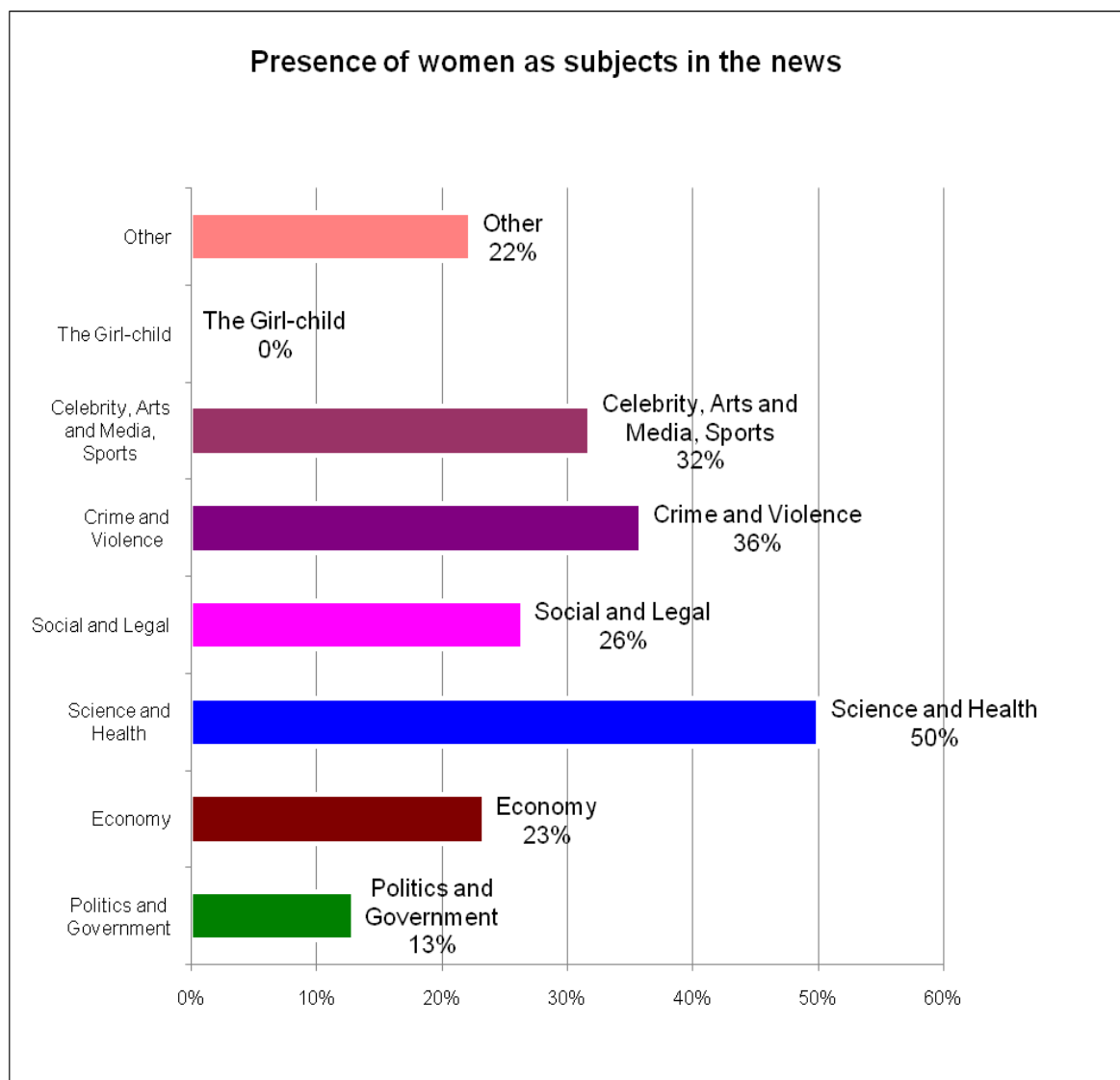


THE NEWS

- **Overall presence of women and men in the news in the Czech Republic as news subjects**
Women and men appearing in the news can be named as subjects either as the ones about whom the story is (i.e. they are subjects of the story), or as the ones performing the role of source of information.
The monitoring of the Czech media reveals that presently 23% of the people covered in the news are female.

The low percentage of women as subjects of the news topics, especially in the areas of economy, politics and government, can partly be explained by women's low participation in those fields. Women's presence in politics is generally very low in the Czech Republic. It was only after the 2010 parliament election that the ratio of women rose over 20% – there are now 22% of women in the Chamber of Deputies, but there is not a single female member of the government. The situation is a little better in local and regional politics. Consequently, women as subjects in stories covering politics and government make up only 13% of the news. A similar trend can be identified in the area of economics where women as subjects stand only for 23% of the news. This can be documented by an example of the newly established National Economic Council, which is an expert advisory and consultative body to the Government of the Czech Republic – among its 15 members (economists, experts on labour market, economic analysts) there is not a single woman.

Contrary to that, women represent over 50% of the workforce in the health sector and women's and men's representation is also rather balanced in the science and research sphere⁷, to which their 50% presence in the news in the role of their subjects can be ascribed. Nevertheless, the news in stories falling under the science/health category receives the least amount of mainstream news media coverage (6% in TV, 7% in newspapers and none in radio) in relation to the rest of the major news topics overall..



- **Presence of female and male news subjects in your country by medium – radio, TV and newspapers**

According to data gathered on the monitoring day, women's visibility in media is far lower than men's. The highest percentage of women appeared in television (28% of total subjects on 10 November), while they had the lowest share in radio (10%). In case of print media, 22% of all persons written about were women, compared to 78% men.

- **News sources**

It is also very interesting to look at the number of female and male news subjects quoted as sources of information in stories about local, national, and international affairs in newspapers in the Czech Republic. At local level, women are quoted most often compared to the national and international news stories. In case of local news, women represent 30% of all news subjects

⁷ *Women and Men in Data in the Czech Republic 2008*, Office of the Government and the Czech Statistical Office, December 2008.

quoted in the news, while at national level it is only 22%. In international news, they performed the role of quoted news subjects at 26% rate.

- The monitoring project identified 50 story topics and looked in greater details at the percentage of women and men among their subjects. In total, the percentage of stories in which women are central is 23% (men in 77%). Let's mention some examples by topic:
 - political power and decision-making (local, regional, national) – women were subjects in 25% of all cases,
 - their share was much higher in the global partnerships topic (which included international trade and finance systems) – as high as 43%,
 - on the contrary, they were not at all subjects of topics of national defence, military spending and training, or integral security, neither were they subjects of any story within the war, civil war, terrorism topic,
 - about one third of subjects of the topic of economic indicators, statistics, business and trade were females, and more than 20% of subjects of other labour issues, strikes, trade unions, negotiations, other employment and unemployment were also of female sex,
 - though there was only little attention provided to religion, culture, tradition, teachings and other related issues, women were in 100% cases subjects of these stories,
 - within a topic covering stories on migration, refugees, asylum seekers, ethnic conflicts or xenophobia, women counted only for 9% subjects of the news stories,
 - they also overrated men as news subjects in the area of legal system, judicial system and legislation (apart from family, property and inheritance law) – 75% of all subjects of these stories were of female sex,
 - another topic including gender-based violence, feminicide, harassment, domestic violence, rape, trafficking or genital mutilation, women only stood for 33% of subjects of such stories covered on the monitoring day,
 - women also played a rather important role in stories on arts, entertainment, leisure, cinema, theatre, literature and dance – 37% of subjects of these stories were females, while in case of stories on sports, events, players, trainings etc. no subject of the stories were of female sex.

- **Who are the newsmakers?**

People not only in Central Europe (in general, it can be said that in most Euro-American cultures and cultural backgrounds) define themselves primarily by their profession, occupation or position they have in a certain institution, or their career successes. What are the positions or occupation of female and male subjects of news stories in the Czech Republic?

The Czech media showed an interesting contradiction regarding the occupation of the news subject. As expected, the role of homemaker or parent was fulfilled exclusively by women (100%). Herewith, women also stood for 75% of all subjects of stories in the category of science and technology professionals (such as engineers or technicians etc.). This is definitely a result challenging gender stereotypes, as women are generally underrepresented in such professions; for example the rate of female graduates of IT and technical colleges and universities is only about 25%.⁸ In the category of religious figures, priests, monks or nuns, 62% subjects of news stories were of female sex.

There was one category that was equally shared by both genders, that of students, pupils and schoolchildren. In the rest of them, women were underrepresented. For example, in the positions of government officials, politicians, ministers, political leaders and spokespeople only 14% of women were identified; women's ratio was also rather low in the category of activists, workers of NGOs, trade unions, human rights, consumer rights etc. (16%). In case of the issue of politics, women's low representation is far from surprising– as stated above, this correspond to some degree with the Czech reality. What is, however, striking, is the low ratio of women in the non-governmental sector. Traditionally women are overrepresented in the NGOs.

Other examples of results are the following:

- 86% of all subjects of news stories professionally involved in security, military and police were men,
- within the profession of academia, education or care, 63% of subjects were of male sex,

⁸ *Women and Men in Data in the Czech Republic 2008*, Office of the Government and the Czech Statistical Office, December 2008.

- among health and social service professionals, psychologists or social workers as subjects of news, there are far more men than women – 74%.

- **Function of female and male news subjects**

It is more than interesting to compare women's and men's functions in the news stories. Six main categories were identified for analyzing the function of women and men in the mainstream media in this media monitoring project. These are: **provider of popular opinion** (the person's opinion is assumed to reflect that of the 'ordinary citizen' – it is implied that the person's point of view is shared by a wider group of people), **subject of the news** (whom the story is about), **expert/ commentator** (a person providing additional information, comment or opinion based on their expertise), **spokesperson** (representing or speaking on behalf of another person, group or organisation), **personal experience** (the person provides opinion or comment, based on individual personal experience) and **eyewitness** (the person gives testimony or comment, based on direct observation).

In the Czech media, women are underrepresented as experts providing comment based on specialist knowledge or expertise, as spokespersons speaking on behalf of various groups or individuals, as well as subjects of the news. Out of the total number of interviewees, women perform the function of experts in 15% of all cases, that of subjects of news in 18% of all news, and that of spokesperson in 30% of cases. Strong representation of male news subjects in function of spokesperson is the most surprising one as these professions have been traditionally dominated by women – both in public administration and business/ commercial sphere. Women only dominated one type of function: the one of providers of popular opinion (67%). However, it is important to note in this respect that total number of news where anyone played the role of a provider of his/ her view was very low compared to the total amount of news stories where men and women were subjects of news, experts or commentators, or spokespersons.

- **Constructing 'victims' in the news**

There is very little news dealing with criminal and other relevant cases where women or men were portrayed as victims allowing further analysis of discussion of what their results might indicate. In total, there 14 stories where victims appeared: 31% of them were women (as victims of crime, robbery, assault, murder), 69% men (as (1) victims of accident, natural disaster, poverty or disease; of (2) non-domestic sexual violence or abuse, or of (3) war, terrorism or state-based violence).

- **Identity and family status in the news**

In the majority of subjects of the news, their marital or family status was not identified (93% of women and 99% of men). This confirms the professional or occupational dimension of the culture shared in the Czech Republic – in the "public" world people tend to define themselves more frequently (or – as the data suggest – almost absolutely) by their profession than by their family status or their family background. It would definitely be interesting to compare results of the media monitoring project across Central and Eastern Europe and across cultures around the world.

- **Images in the news**

The majority of photographs do not picture subjects of the news in whatever status or function they appear and however major role they play. Women were photographed in 8% of pictures accompanying news quoting, mentioning or discussing them. Men were pictured on relevant pictures in a comparable frequency – in 10% cases.

WHO DELIVERS THE NEWS?

- **Overall presenters**

According to the monitoring of the Czech media, female and male presenters share this role equally – in total, there were 76 women presenters and 77 men presenters. This is a result confirming data about women's representation among journalists in the Czech Republic provided above. The truth is that most TV and radio broadcasting, i.e. especially news, tend to have two presenters, one woman and one man, in major news. The same applies to other news formats as well as to reportages.

- **Age of presenters and reporters**

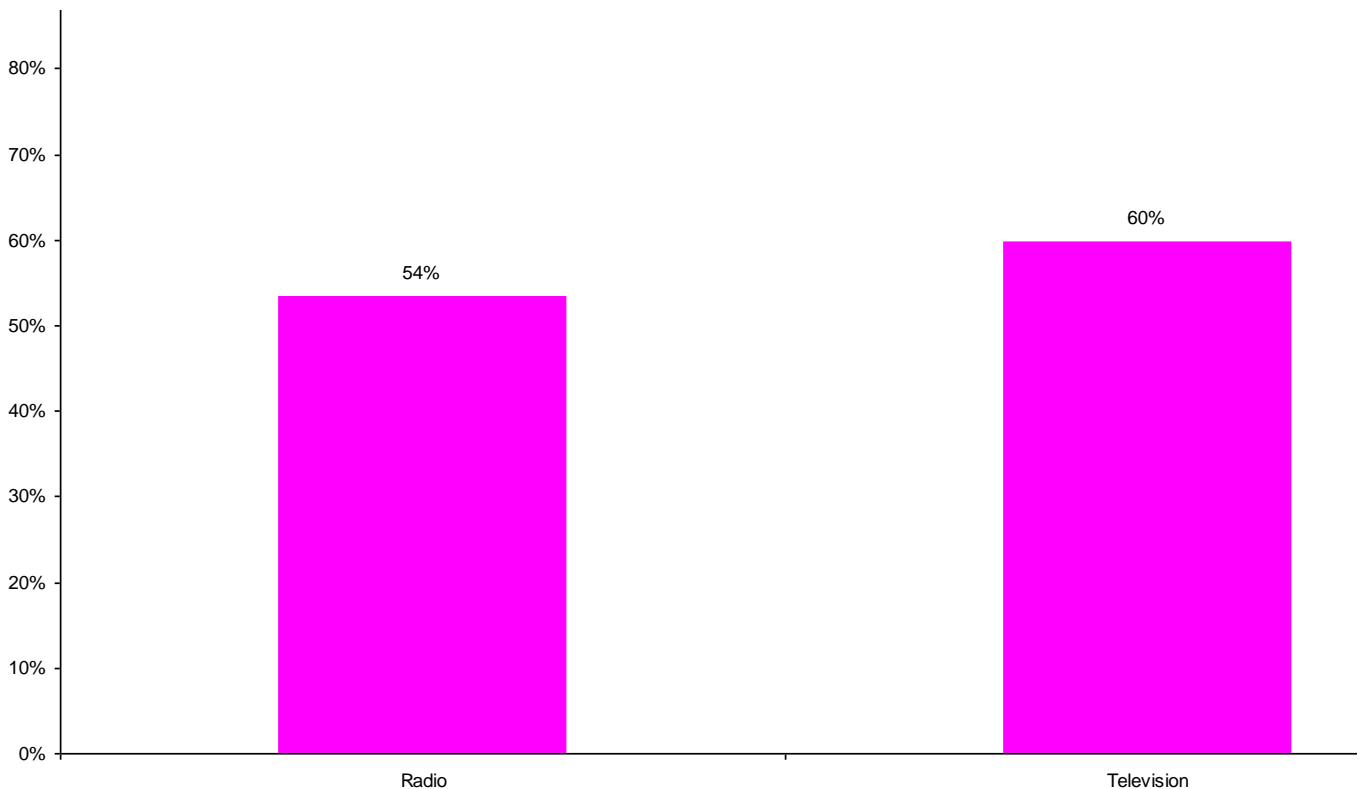
Data gathered in the media monitoring suggest that most of presenters and reporters (women and men) fall in the category aged between 35 and 49, among whom women represent 50%. There is also quite a large group of younger (aged 19-34) presenters and reporters, and approximately the same-sized group of reporters and announcers aged 50 to 64. Women represent approx. half of each age group. Unfortunately, reporters and announcers over 64 are very rare in Czech media.

- **Announcers**

Data summarizing the overall presence of women and men as news announcers in the Czech radio and TV show that there are more women in both types of media working as announcers – in total, it is 57% of women announcers in TV and radio. The question is whether this is in line with certain gender stereotypes (e.g. those suggesting that women are more agreeable to watch on TV or listen to on the radio in presenting news, or those confirming that women and girls prefer the area of humanities when choosing their profession etc.).

- Adequate data resulted from monitoring presence of female announcers on radio and TV across stories: in both types of media women form majority of announcers talking on all issues and topics monitored.

Female announcers on radio and television



- As mentioned above, women as announcers were presenting all kinds of stories in 57% of cases. Looking more closely at their presence as announcers in domestic and foreign stories, it can be concluded that they turned up most often in foreign and international stories (73%), though their number was not that significant considering amount of local and national stories. In all of them, however, women were present as announcers in more than 50% stories.
- Viewing women as announcers in relation to major news topics reflects their stereotypically accepted inclination towards social and legal issues (women as announcers covered all stories

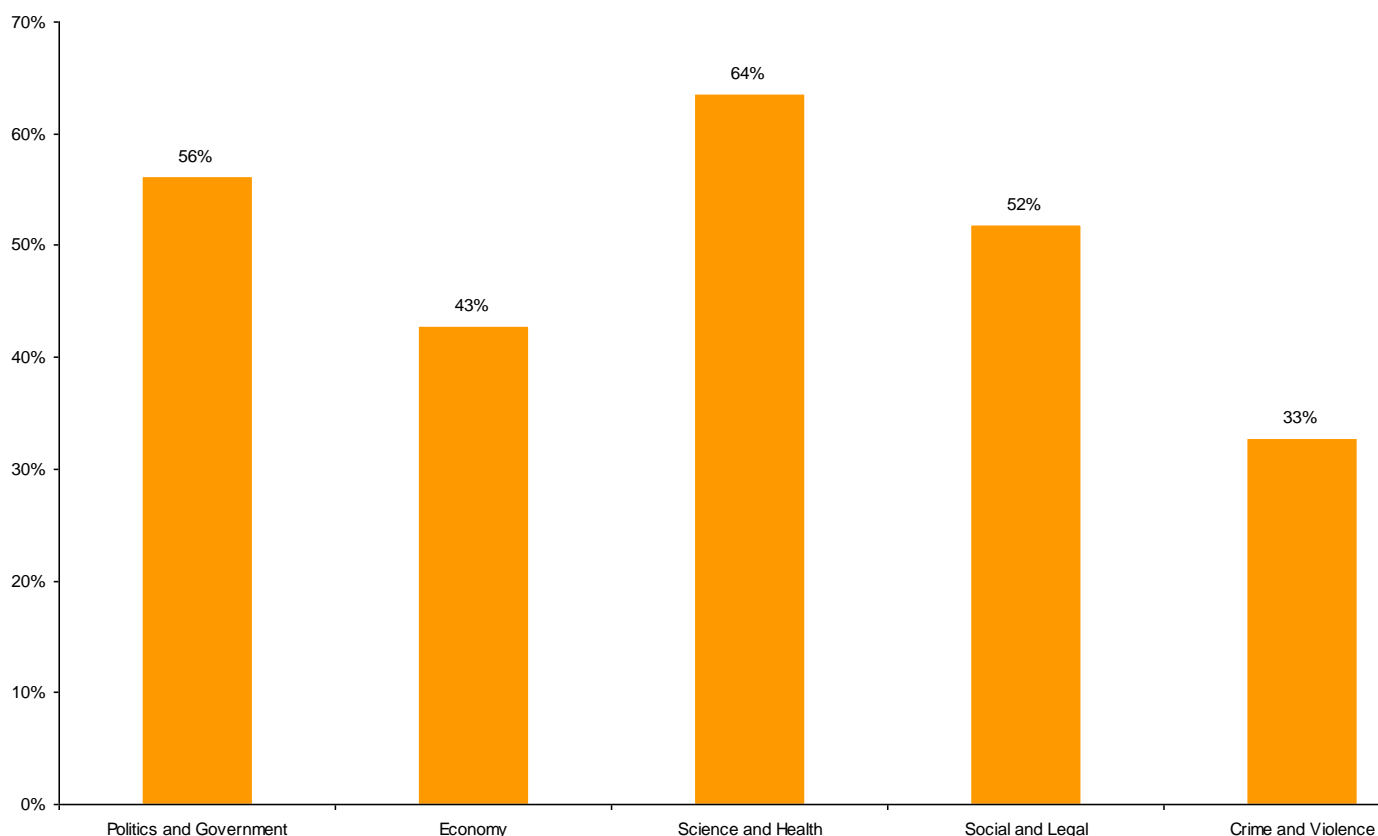
related to this topic), they also announced more political and governmental issues (64% of all stories), more than half of celebrity, arts and media and sports issues (58%). Men as announcers “dominated” economy stories (54%) and crime and violence stories (55%).

- **Reporters.**

Among reporters in all three media types, according to the media monitoring project, women represent 47% of all of them. They form majority in print media – 58%, there are 44% of them in radio a 41% in TV.

- Looking at the scope of stories reported in print, TV and radio by female reporters, all in all, they focused primarily on local stories (60%). On the contrary, only 33% of them reported on international stories. Women’s and men’s share of national stories was more or less equal.
- Major story topics by female and male reporters represent another interesting perspective. According to data below, women as reporters covered mostly scientific and health issues, and political and governmental topics. Both women and men worked more or less equally on social and legal matters, while men dealt in greater amounts with economy and crime and violence.

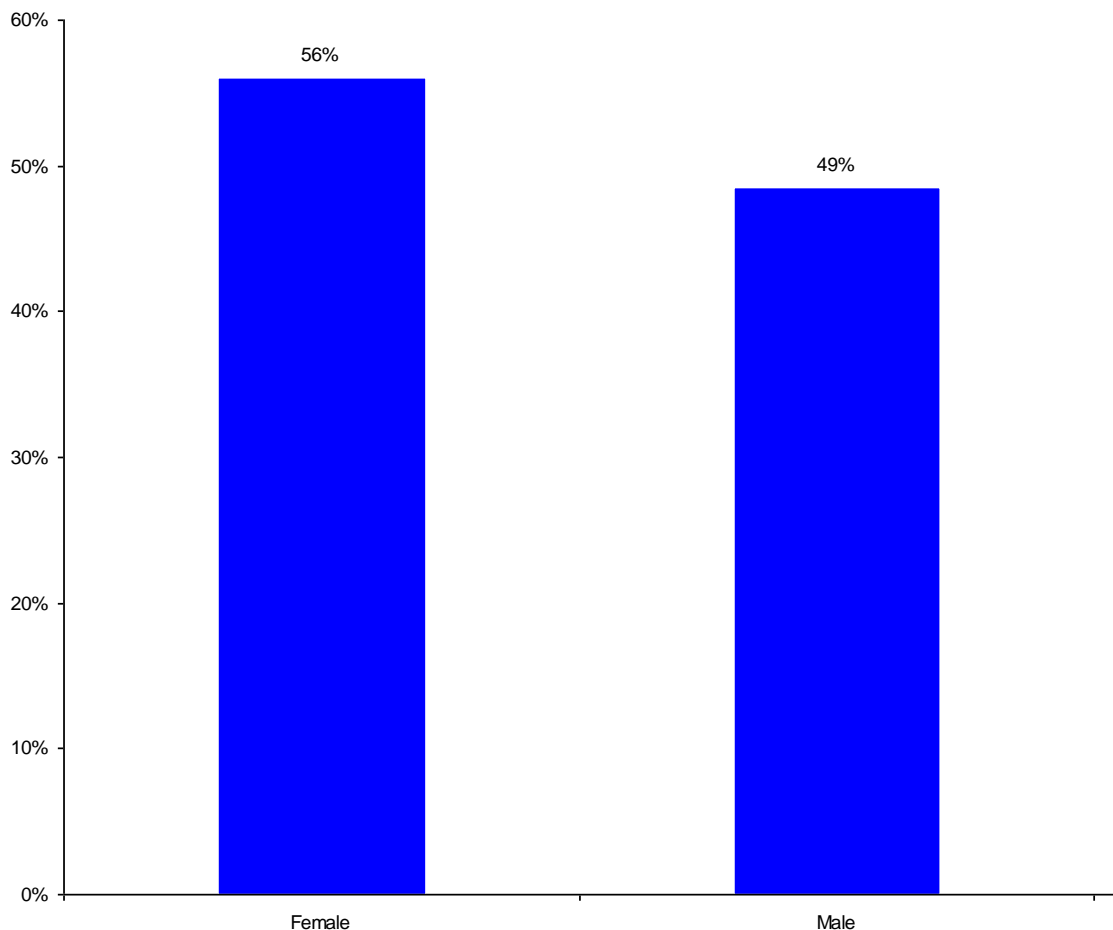
Female reporters on major topics



- Looking closely at topics reported by Czech female and male journalists makes one ask whether more female news sources are found in stories reported by women? The response is positive but the difference is not very dramatically different from stories and their sources reported by men. They also work quite a lot with women as news sources, so no differentiating comments can be addressed to this issue. Both female and male reporters seem to be looking for sources relevant

to the topic, issue or matter covered not considering their sex, or – in the second plan – upon having several sources at hand, they then make their reportage combining both female and male news sources to make their news stories balanced.

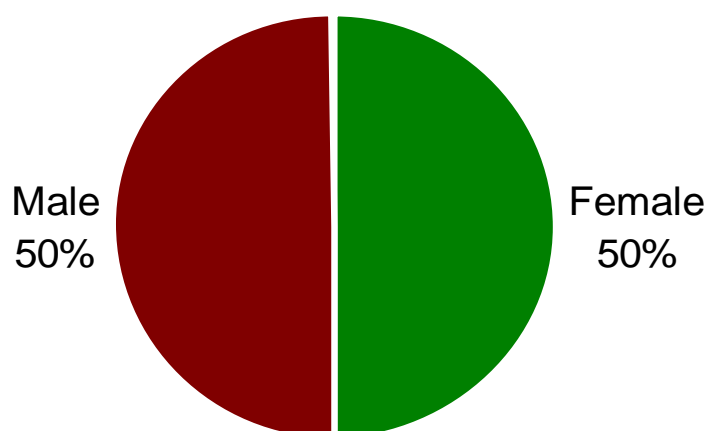
Selection of news subjects (sex of source) by female and male reporters



GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus**
As outlined earlier, both male and female reporters seem to focus equally on stories where women have a say. However, looking at the total number of stories where women play central role for both sexes of reporters and comparing it with the total number of stories where women do not play a central role, the result is far less positive. Ten times more stories appeared in the media on the day of the media monitoring and were reported about by both women and men rather equally that did not provide space for women as a central focus. The conclusion is simple but demands further questioning and analysis: in cases when female and male reporters include women in their reportages, they tend to do so equally not reflecting their own sex.

Stories with women as a central focus, by sex of reporter



- Out of the total very few stories where women were placed in central focus (10 stories), the story topics were the following:
 - celebrity news (births, marriages, deaths, obituaries, famous people, royalty...),
 - beauty contests (models, fashion, beauty aids, cosmetic surgery...),
 - women electoral candidates (local, regional, national),
 - changing gender relations, roles and relationships of women and men inside and outside the home,
 - legal system, judicial system, legislation (apart from family, property and inheritance law),
 - arts, entertainment, leisure, cinema, theatre, books, dance...,
 - other domestic politics/ government (local, regional, national), elections, speeches, the political process.

Women's central role in stories covered by all kinds of media remained minor and as the story topics indicate, they were not of fundamental significance.

- **Stories that highlight issues of gender equality or inequality issues**

In the period of the media monitoring, there was not a single story highlighting issues of gender equality or those of inequality. On the contrary, there were a number of stories not considering gender equality or inequality issues. Among them, the area that overlooked this perspective the most was "other domestic politics/government (local, regional, national), elections, speeches, the political process ..." (18% of all stories), followed by "foreign/international politics, relations with other countries, negotiations, treaties, UN peacekeeping ..." with 11% and the area covering "celebrity news, births, marriages, deaths, obituaries, famous people, royalty ..." with 6%.

- **Challenging or reinforcing stereotypes?**

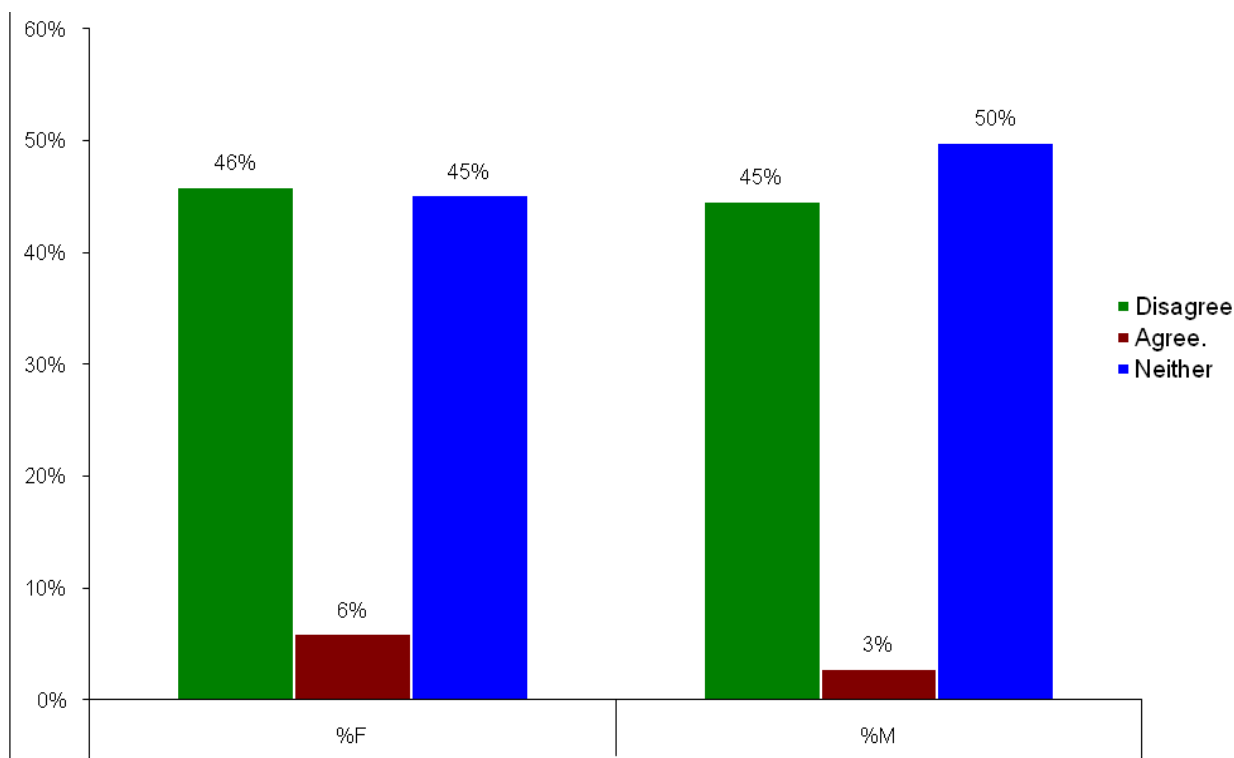
Most of the stories covered in the Czech media over the period in question neither challenged, nor reinforced, gender stereotypes within either of the major topics (53%). Does this mean that Czech media tend to be "neutral" or they do not perceive gender perspective as relevant and do not thus consider it in providing space and attention to topics they cover? The second implication may be rather true (or applied) as there are only 3% of stories challenging stereotypes and 44% of those that reinforce stereotypes. It is very interesting to see that the reinforcement of stereotypes appears quite often in the politics and government topic, economy and celebrity, arts and media and sports topic.

The total number of stories reinforcing and not considering gender stereotypes in either way (positive or negative) leads to an assumption that Czech media are gender blind and there are very few occasions when they apply a gender sensitive approach. This is also confirmed by the table showing to what extent are news stories challenged or supported by gender of the reporter.

It illustrates that there is minor difference in how reporters' gender influences their perception of the role of media in challenging or questioning gender stereotypes.

Topic	Reinforces stereotypes	Challenges stereotypes	Neither reinforces nor challenges stereotypes
Politics and Government	48%	2%	50%
Economy	50%	0%	0%
Science and Health	27%	0%	0%
Social and Legal	20%	20%	61%
Crime and Violence	34%	4%	62%
Celebrity, Arts and Media, Sports	69%	0%	0%
The Girl-child	0%	0%	0%
Other	36%	0%	0%
Total	44%	3%	53%

Responses to the statement: "This story challenges stereotypes" Percentage of responses 'disagree', 'agree' and 'neither agree nor disagree'



GENDER AND JOURNALISTIC PRACTICE

- **Example of blatant stereotyping in the news.**

Title of article: **MR BÉM WAS OUT AND NOW HE IS SURPRISINGLY BACK IN THE GAME**

Name of newspaper: **Hospodářské noviny**

Summary:

The story deals with local politics: Prague mayor, Mr Pavel Bem, is defending his position as the leader of the Civic Democratic Party (CDP). He is challenged by a fellow party member, Mr Rudolf Blažek. The story then lists Pavel Bém's achievements and this is illustrated by a picture of Mr Bém on the top of Mount Everest. There are also pictures of six influential persons in the CDP - all of which are men.

Analysis:

The story portrays Mr Bém as a strong leader, one can say a hero. The newspaper chooses a picture of him having successfully climbed to the top of Mount Everest with the photo text: *He is the tenth Czech person who climbed Mount Everest*. How this relates to his achievements in the local politics is left unexplained. The language of the article uses words such as "combat" or "duel" of the two competitors. This portrays politics as a boxing ring for men only. The story includes four names of either politicians or influential lobbyists. All four names in the story are male. Under the subheading *Influential people in the Civic Democratic Party* are six photographs of six men. The story fails to question why there are only influential men in the CDP when 33% of the party members are women and 14% of the deputies in the Prague district are women.

- **Example of subtle stereotyping in the news.**

Title of article: **THE KIDNAPPING OF HER IMPRISONED HUSBAND**

Name of television: **NOVA**, main evening news broadcast

Summary:

The story covers the day's main event. Earlier the same day a prisoner was freed during transportation to a hospital. It was his wife who freed him using a weapon. The two were still free and the broadcast warned the public that the prisoner was extremely dangerous.

Analysis:

The story covers an event which took place earlier that day and which was covered by all networks and radio broadcasting. What is gender specific about the article? It is the fact that a woman is involved in this extremely dangerous operation – freeing a prisoner from a police escort. The two TV anchors commented on this by saying (the female anchor): *“Most of us were probably surprised that the kidnapper [a male form in Czech] who freed the prisoner right in the face of the police escort, was a woman.”* The male anchor: *“Yes, that is true”*. And then, turning to the reporter, he asks: *How could it happen?* From the reporter's description of the situation, there is an insinuation that the police probably underestimated the situation – they were surprised that a woman actually used a weapon and then shot at two policemen escorting the prisoner. Throughout the whole story the main focus is on the freed prisoner – he is the one who is extremely dangerous and his criminal history is presented in the story. His wife, on the contrary, receives very little coverage. Based on her performance that day, she is probably as dangerous as her husband. Could this be gender blindness the other way around? Also, the element of a woman using a weapon and freeing her imprisoned husband adds to the media attractiveness of the story.

- **Example of a missed opportunity to provide a gender-aware perspective in the news.**

Title of article: **Unemployment decreasing for the first time in a year**

Name of newspaper: **Právo**

This is a typical case of a gender blind story. The article is about the fact that the unemployment rate has fallen for the first time after a year of rising. The story lists all kinds of different data – the unemployment rate over time, the regional differences, the total number of unemployed persons and the number of vacancies in the job centres. None of the numbers concern any gender specific indicator. These numbers are very easy to obtain, since the Czech Statistical Office collects and publishes gender segregated data on a regular basis. The data are available on the website to the public.

- **Example of a news story challenging stereotypes.**

Title of article: **THE VALUE OF A POLICE NEGOTIATOR**

Name of radio: **Evropa 2**

Analysis:

This story was covered only by one radio station – it did not show up in other news monitored that day. The story is about the value to the police force of having a police negotiator – as these are rarely called into police action.

In the beginning of the story the radio reporter is using the male form of the police negotiator, *vyjednaváč*. As the research on gender specific language⁹ confirms, most of us imagine automatically a man in this position (negotiating with a bank robber or kidnapper). In the second sentence the reporter switches to the female form, *vyjednaváčka*. The story is about a female police negotiator who convinces a female suicide candidate of the senselessness of her suicidal intentions and thus saves her life. Besides challenging the stereotype of a “typical” male profession, the reporter uses a female form – the male form is considered neutral (a generic masculine form) and it is common in the Czech language to use the generic masculine when speaking about men and/or women together.

SUMMARY AND CONCLUSIONS

Media coverage of women and men in the Czech Republic is comparable to the global media monitoring – and media coverage – results. It is rather striking that, although women’s representation in the journalist profession is quite high and more or less equal to the ratio of men, gender-specific issues are hardly covered in media. The same finding unfortunately applies to the “voice” given to women in media as experts, subjects of news or commentators.

Recommendations:

- Codes of ethics approved and observed in different media should include among their language recommendations at least brief reference to equal representation of women in language.
- Gender and their role and reflection in media should form part of formal education of future journalists (reporters/ editors/ commentators) at colleges and universities for at least one semester and should not be only optional.
- Formal organisational structures of media houses and individual media as such should be formed of women and men; if necessary, a minimum 30% quota should be introduced. One of the arguments in favour of such measure is logical – women represent readers and audience of all media and, moreover, they also work in the media houses in different positions.
- News editors in all types of media should pass courses of gender-sensitive editorial work: they are the ones who have the last say when it comes to texts and reportages and should thus see to equal (or comparable) inclusion of women’s views and experience within all types of issues (not only those that stereotypically relate to women and their role in society, culture or economy).
- Civil society and its expertise in this area could be helpful and inspirational for media representatives at the formal level, as well as for journalists in their daily work and practice – closer cooperation should be taken up (e.g. in the area of training, access to research and analysis materials and documents etc.).

⁹ For example Valdova: *Gender a společnost* (2006) or Curran and Renzetti: *Women, Men, and Society* (2003)

THE NEXT FIVE YEARS

Though the Czech media employ a rather equal numbers of women and men as journalists (reporters/ commentators/ presenters), they tend to be gender blind in their coverage of news – all of those happening locally, regionally, nationally and internationally.

One of the reasons in the background consists in the nature of the Czech language. When the generic masculine is used as a norm to describe professional occupations, it tends to suggest that women are not present in those professions. Women thus remain invisible and are, moreover, expected to understand that when the generic masculine is used in official or unofficial documents/ materials, they are included. The Czech language does not adequately reflect socio-linguistic dimensions, which are then mirrored in media.¹⁰ According to a recent analysis of one thousand headlines in Czech newspapers made by gender linguist Jana Valdová, “absence of female forms of titles or names was a rule – as if social, political, cultural and other course of events happened without women’s involvement”. The only exception was in case of nurses (literally translated from Czech as “health sisters”). Otherwise, even though contents of articles related to women, their main titles included only male forms.

Another reason relates to the one already mentioned. Journalists tend to argue that they seek neutrality and focus on the main message – in this respect, gender dimensions only play secondary (if any) role.

Further linguist discussions are not necessary if journalists understood the potential and real impact of their work with language on perception of women, men and the concept of gender equality (and stereotypes). The same applies to teachers (and not only language teachers).

One recommendation for the future media monitoring would also to include the editorials and op-eds as these are regarded as the “voice” of the newspapers and influence the public opinion. As suggested in other analyses of the Czech media, these are ascribed most often to male journalists/editors.

¹⁰ <http://www.feminismus.cz/fulltext.shtml?x=1901407>

Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010*.

Annex 2. List of Monitors

The participating monitors were the students of Department of Media Studies, Faculty of Social Science, Charles University in Prague monitoring media in the Czech Republic under the supervision of their tutors Vlastimil Nečas and Lenka Vochočová.

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