

**WHO
MAKES THE
NEWS?**



PORTUGAL

Global Media Monitoring Project 2010

National Report



Acknowledgements



GMMP 2010 is licensed under creative commons using an Attribution-NonCommercial-NoDerivs.

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.



Noncommercial. You may not use this work for commercial purposes.

No derivative Works. You may not alter, transform, or build upon this work.

For any use or distribution, you must make clear to others the license terms of this work.

Your fair use and other rights are in now way affected by the above.



Preface

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 study of the representation of women in the news media is only recent in Portugal and although the media were used in some early studies focusing more broadly on the condition of Portuguese women, only recently has gender and media become a field of study in its own right.
- 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

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

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.

- Although absent from the two first editions of the project, Portugal was one of the 76 countries to be part of GMMP in 2005. Back then, the country was a few days only from the parliament elections that took place that year and its national results in 2005 were very much in line with the overall results of the project. Women had an overall representation of 20% of the news.
- The department of Philosophy, Communication and Information of the University of Coimbra pioneered research on women and the media and took a keen interest on GMMP for the first time in 2005. The research offers a valued moment and methodology to involve students and professors together in thinking about the issues that GMMP make visible and it is therefore taken as an important tool in the training of students and in the research of the teaching staff.

Executive Summary

- On a routine day for journalists, the overall presence of women in the Portuguese news was 23%, one percent only below the global figure, and following the global data in showing a small increase of 3% when compared to the results of the GMMP 2005.
- The news agenda of the day followed the most newsworthy event of the period: suspicions of corruption at the higher level of decision-making known as “face oculta” which took over 25% of the coverage of all reported issues. Other topics followed closely, such as “politics and government” and “social and legal” issues. The different media placed different emphasis on these issues but the general pattern of the analysis is common: a constant imbalance of the visibility of men and women in all the issues and all the news. Indeed, following global results, men dominate as news subjects in all topics. In the national case, women (39%) come closer to men in visibility only in Science and Health, but have not yet achieved parity on this topic either.
- In comparing the results of the previous project (2005), we see that the 3% increase in overall presence of women in the Portuguese news registered in the current data is entirely due to the topic of “politics and government” where the visibility of women grew 14%. Having stabilized in the economy, however, the overall presence of women decreased in all other reported areas.
- Although women currently dominate in some professions in Portuguese society, they were still not shown equally in most professions and continue to be quite under-represented as newsmakers in key professional categories. That is the case of the legal professions: in news they are only shown as 13% of these professionals, in spite of the fact that in reality they are the majority as lawyers and judges.
- The news subject’s position reveals other striking disparities between the sexes. Women are still rarely perceived by journalists as experts: they only take this function in 16% of the news and even less as spokesperson (14%). As eye witnesses, or in cases where people give testimonies, women largely dominate: they are 75% of the total on this function. Only in terms of their personal experience women and men are accounted for in similar terms (52%).
- When considering the scope of news, women were given the highest visibility as news sources in international affairs, where they made up 30% of the total sources of information. Men dominated as sources in national news (78%) and in news that involved both national and international affairs (85%).
- On the monitoring day there was a good balance in the percentage of news stories presented in broadcasting (radio and TV combined) by women (52%) and men (48%).
- In general, female and male reporters seem to work equally on all topics of the day, the exception being the “Social and Legal” issues of which 79% news stories were reported by female reporters.
- On the monitoring day there were no stories on equality issues.
- In general, stereotypes were not generally found in the narratives of the day, but as the above data shows, this does not mean the news day was gender neutral, particularly in terms of the visibility given to the news subjects: in 2005, the GMMP results showed a real unbalance between women and men: in the GMMP 2010, in the results are still dramatically unbalanced: for each four men appearing on the news, one woman only shows as the news subject.

A DAY IN THE NEWS IN PORTUGAL

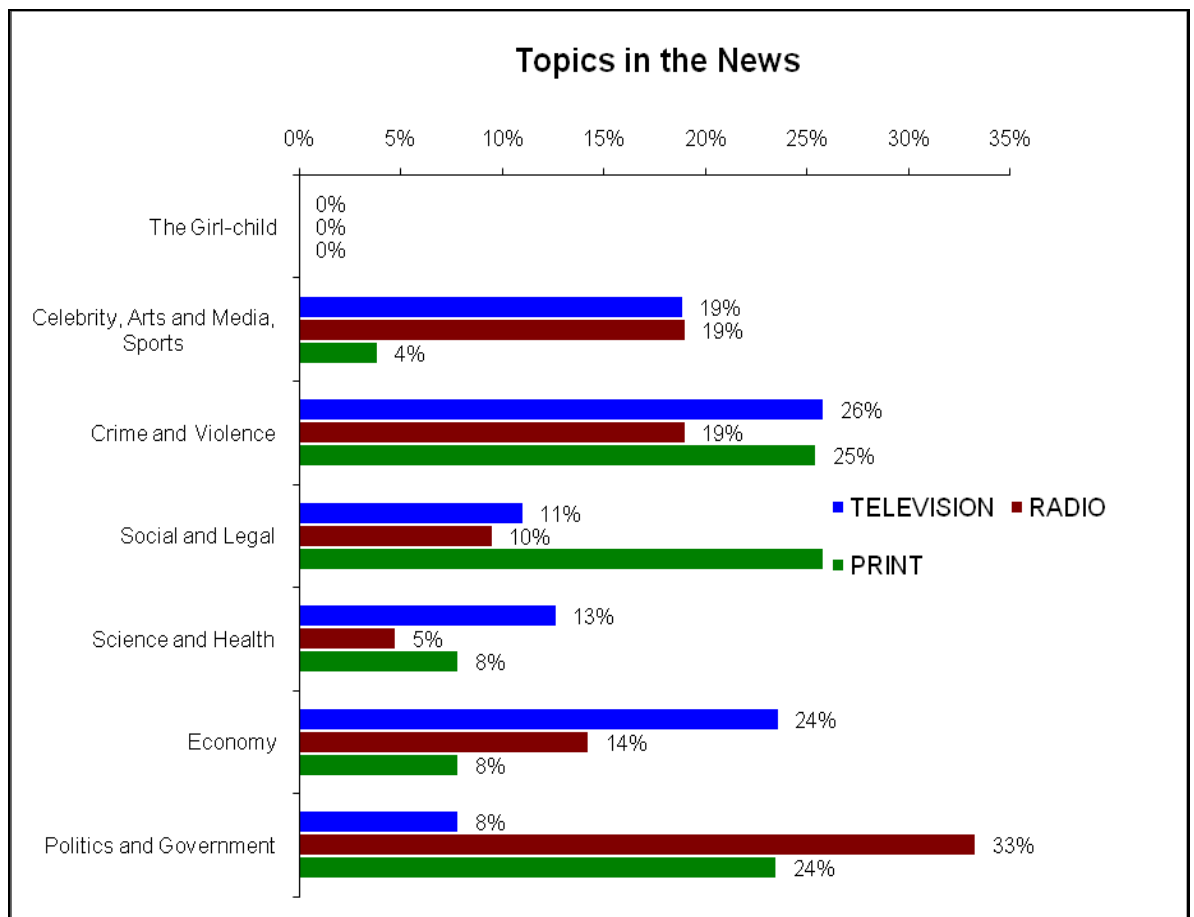
- **10 November 2009.** The day was unexceptional and very much made of routine news. The issue that dominated the news agenda, in terms of space and time in all news outlets, was an ongoing scandal about government corruption and on the legal process around this issue (known as “face oculta”). Other issues on the day were the coming talks among political parties on the budget, different legal issues and the talk on the possibility of a referendum on gay marriage. There was very little international news, but the celebration of the fall of the Berlin Wall and the tribute to the victims of Fort Hood in America was referred to in the main news outlets, even if with few actors and no direct quotes. On radio, the death of the footballer Robert Henke and other football news also took up a large amount of space. The topic of “Arts and sports” was therefore largely dominated by football.

THE CONTEXT

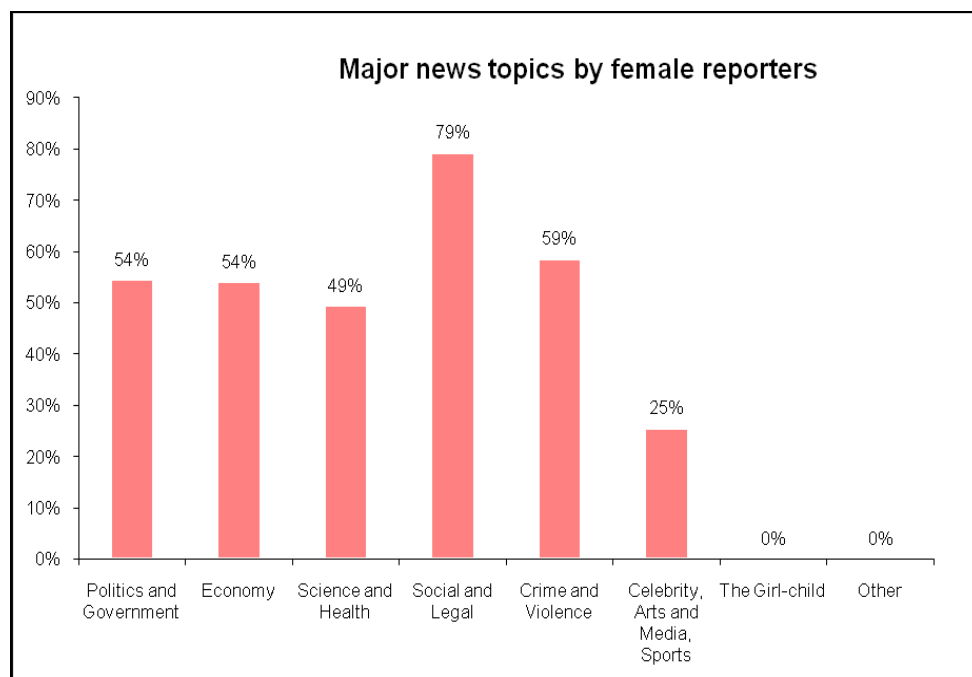
- **Country background:** The monitored media covered most of the existing national news media at the time and fit the country’s media density instructions provided by the project. Internet was not monitored, also a project decision.
- **Media monitored:** In terms of the press, all six main national papers were included. This allowed us to cover the whole range of printed news styles: from quality papers (Público, Diário de Notícias, Jornal i), to papers that although they are national have local preference reading (Jornal de Notícias), to the most widely read popular paper (Correio da Manhã) and finally to a tabloid paper (24 horas). As for television, the evening news of RTP1, TVI and SIC were included in the analysis. The above three channels are the main ones on open broadcasting. RTP 1 is the state funded channel and the public service television channel. SIC is privately owned and its major competitor is TVI, also a commercial channel. All three channels broadcast the main news at the same time (8 in the evening) and the evening news all lasted about one hour. In radio, the national project looked at the main news of Antena 1, Rádio Renascença and Rádio Clube.
- **The monitors:** The monitoring team in Portugal was made of three professors of Communication and Media Studies of the University of Coimbra and a group of eleven graduate and under-graduate students from this university. The monitors analysed 119 news items from three Portuguese television evening newscasts, three radiocasts and six newspapers, involving 373 people as subjects of the news.

TOPICS IN THE NEWS

- **Topics in the news:** The main topic that overall dominated the news was “crime”, making up 25% of the total covered issues. This is explained by the strong focus on that day on the case “face oculta” involving suspicion of corruption and bribery. Three other topics followed with a similar amount of overall coverage: social and legal issues (18%), politics and government (17%), and the economy (16%). Politics and government were mostly focused on print (24%) and radio (33%) and very little on television (8%), a medium which instead, chose to cover mostly the economy and crime and violence.
- The topic of “celebrity, arts and sports” was not very relevant in the written press (4%), but television and radio contributed largely to the total figure of 13% of the overall weight of this issue. Within it, football was by far the topic that dominated this category which may explain the strong decrease of 24% on the visibility of women when compared to the 2005 GMMP results.



- A striking percentage of 79% of the news on the topic of “Social and Legal” were reported by female reporters. Female reporters also reported on 59% of all the news under the topic of Crime and Violence, Politics and the Economy (both 54%) and Science and Health (49%). This means that female reporters tend to work generally on all topics of the day, although more women seem to be dedicated to reporting the field of Social and Legal issues. The exception to topics reported by women was topic of Arts, Celebrity and Sports, where only 25% of the stories were reported by them, possibly due to the massive presence of football within the category.

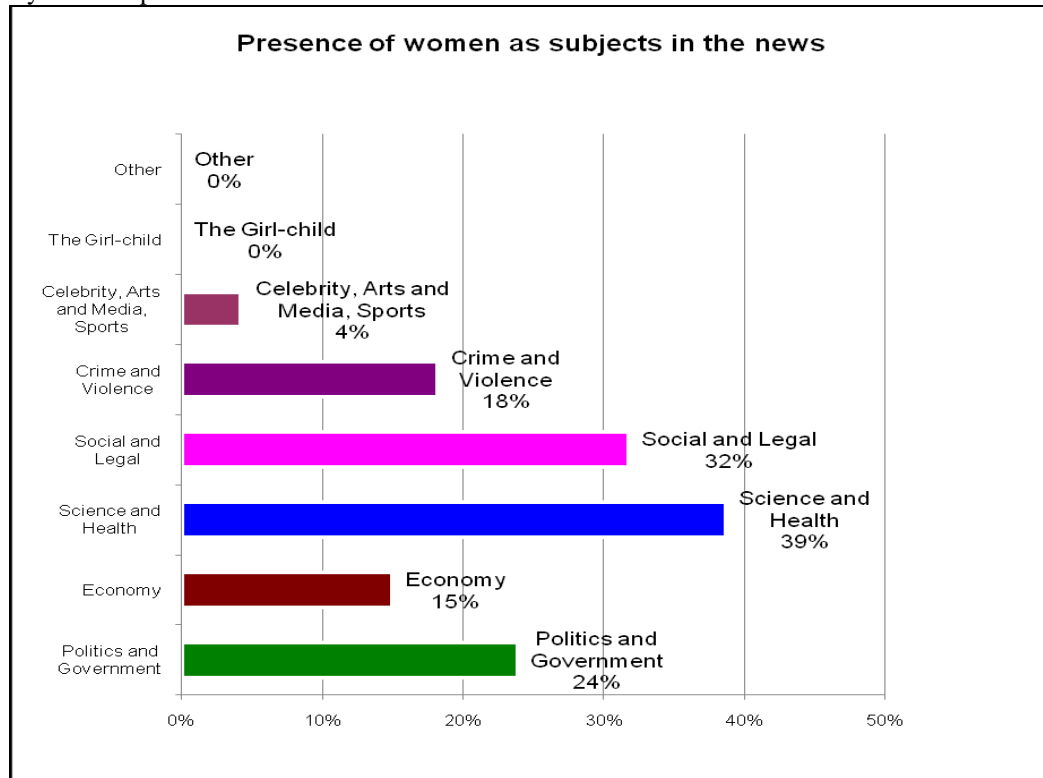


THE NEWS

- **Overall presence of women and men in the news in Portugal as news subjects:**

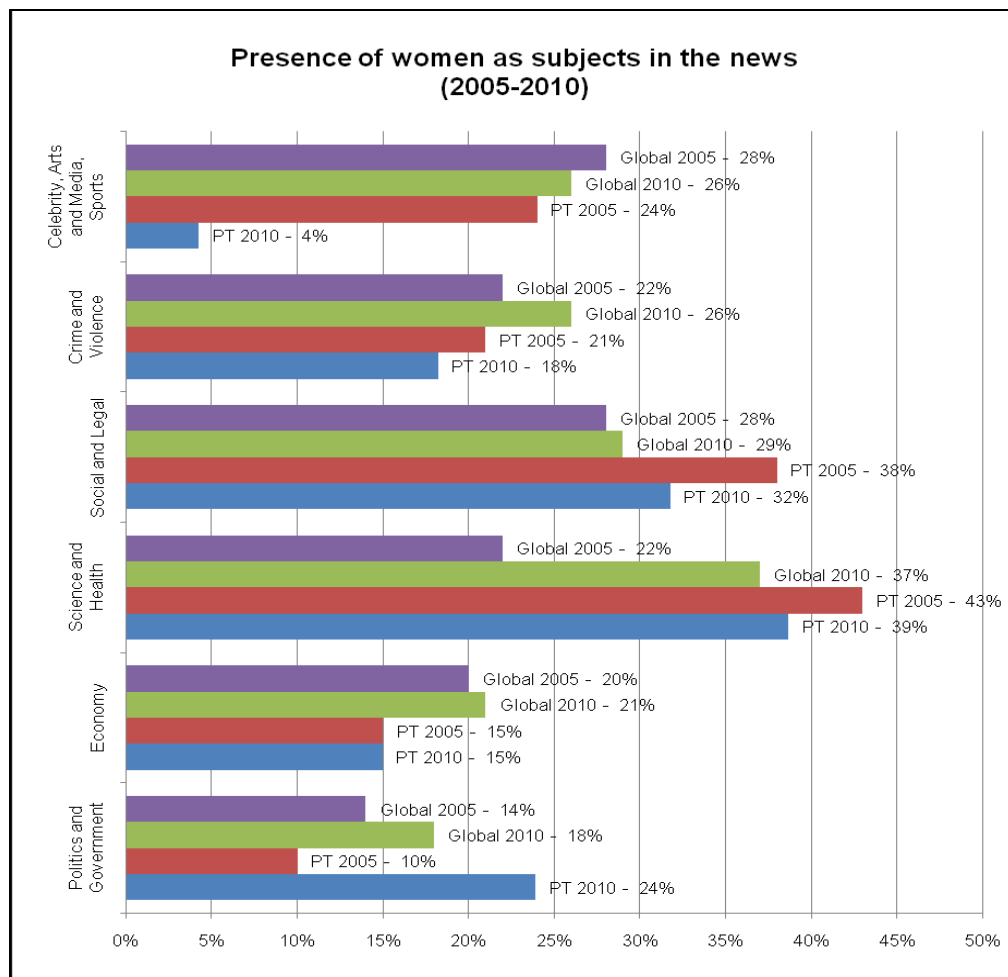
The overall presence of women in the Portuguese news was 23%, one percent only below the global figure, and following the global data in showing a small increase of 3% when compared to the 2005 results.

Also following the global results, men dominate as news subjects in all topics. In the national case, women (39%) come closer to men in visibility only in Science and Health, but have not yet achieved parity in this topic either.

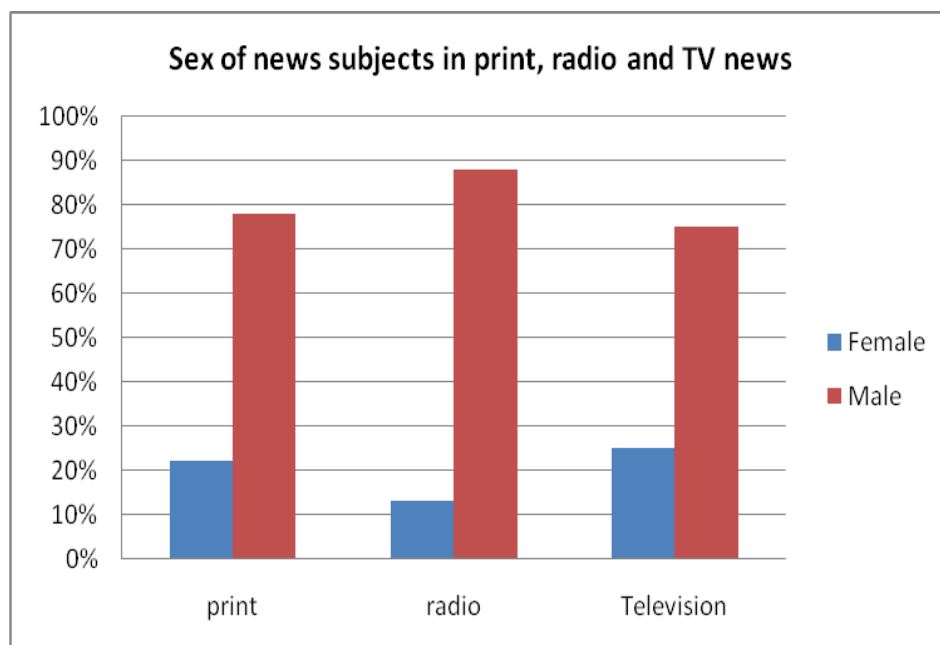


When compared with the 2005 results, the visibility of the overall presence of women in politics and government should be noted. Although still far from parity (24%), it increased by 14% when compared to the 2005 results. The national result for this category is also above the global figure (18%). This increase in the national figures may at least in part be connected to the Parity Law that took effect in 2006: the current position of women in the Portuguese Parliament is now 27, 4%, i.e., an increase of 6% over the last parliament.

This, however, is the only topic where the presence of women is more noticeable. Their visibility, in fact, has generally decreased slightly in all other areas, except for the economy where it remained with the same small percentage of 15%. In the topic of Celebrity, Arts and Sports this decrease was 20% which may have to do with the fact that football largely dominated the agenda on the 2009 monitoring day.



- Presence of female and male news subjects by medium – radio, TV and newspapers:**
 Women were particularly absent as news subjects in radio: here, they only accounted for 13% of the total. In the other two media they were more visible, but in no more than a quarter of the total: 25% on television and 22% in the written press.



- **News Sources:** When considering the scope of news, women were given the highest visibility as news sources in international affairs, where they made up 30% of the total sources of information. Men dominated as sources in national news (78%) and in news that involved both national and international affairs (85%).

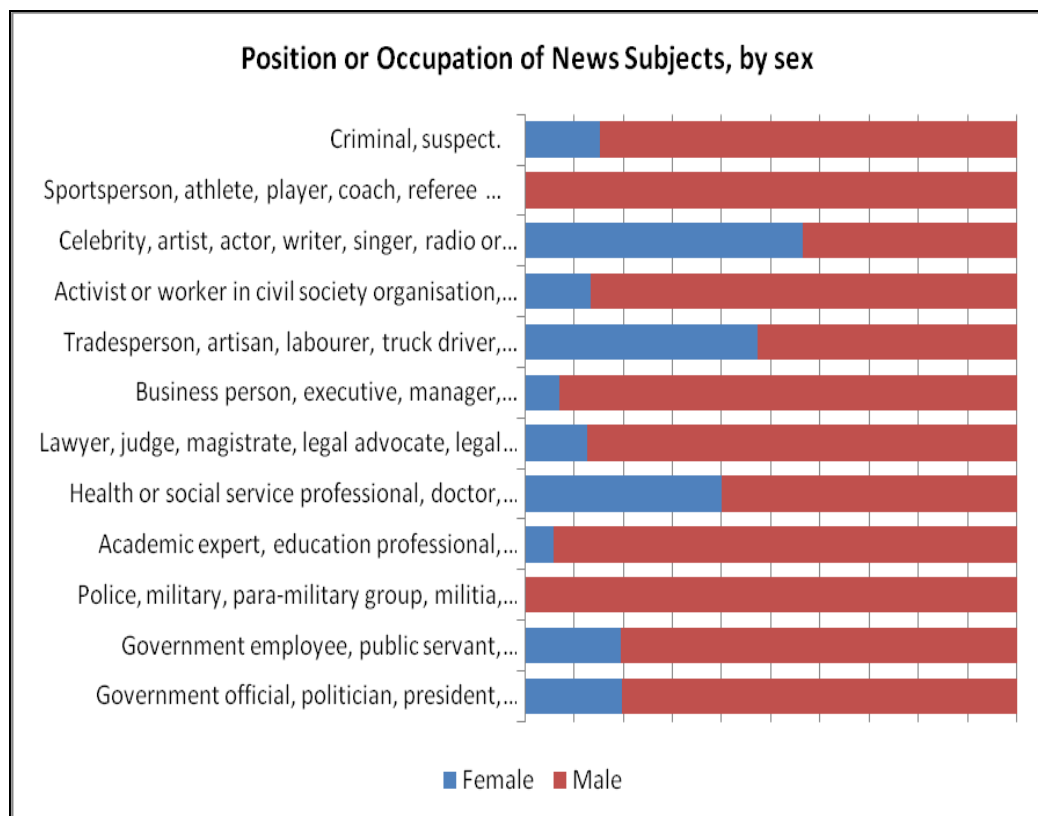
When looking in detail at the many different issues of the day we find that in some stories such as influenza, culture, gender-based violence, disaster and accidents or human rights, women and men were listened to equally as news sources, but in the so-called hard-news men are still privileged as authoritative sources, dominating in stories about politics, the economy, defence, bribery and other crimes. In sport, journalists chose no woman and thirty two men as their sources.

- **Who are the newsmakers?** Although women currently dominate in some professions in Portuguese society, they were still not shown equally in most professions and continue to be quite under-represented in key professional categories as newsmakers. That is the case of the legal professions where women are not the newsmakers: in news they are only 13% of these professionals, in spite of the fact that in reality they are the majority as lawyers and judges.

As government officials or as politicians women are shown as 20% of this profession, possibly an effect of the parity laws that took effect before the election of the current parliament.

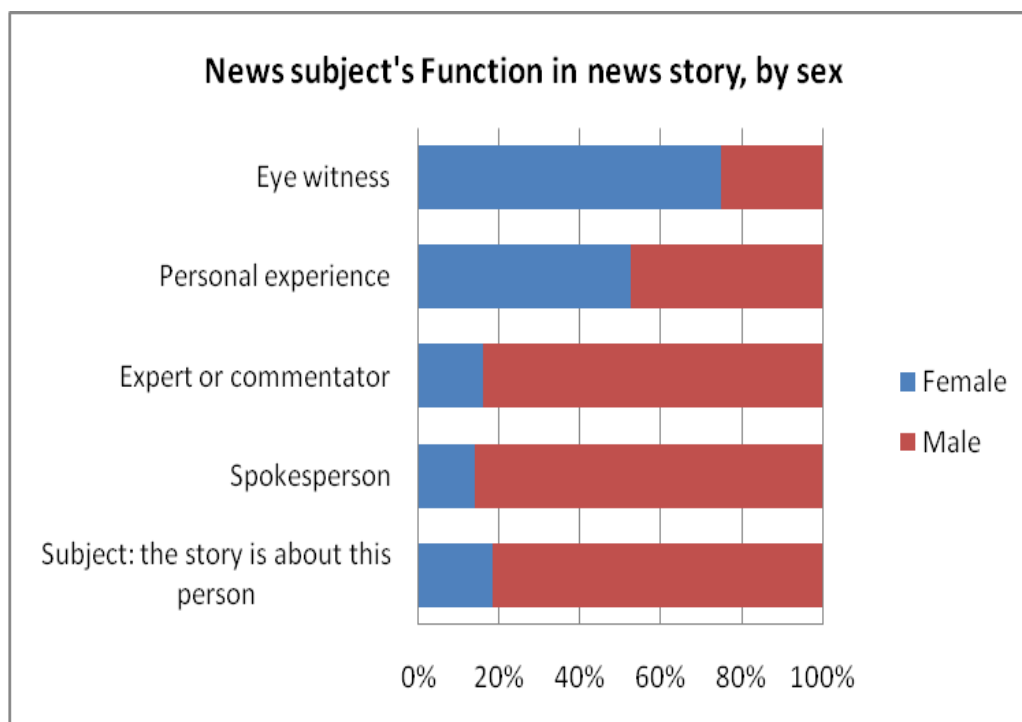
Footballers dominated sports, leaving no room for other activities where sports women and other men can be more visible.

Women have a more equitable representation in professions such health or social service professionals, doctors, nurses, laboratory technicians or social workers (40%), as tradespersons, artisans, labourer, truck drivers, construction, factory, domestic workers (48%) but are still the ones who take the lead in the representation (57%) as celebrity, artist, actor, writer, singer, radio or television personalities.



Function of female and male news subjects: The people who appear in the news can be named subjects if they appear in the news as sources of information and play a function in each story, or they are subjects (acting agents) in the news. The people whom the news is about may also be sources of information in the story - particularly if they are quoted. In the case of Portugal, women only appeared in the latter case as sources in 18% of the cases. But the subject's position in the news reveals other striking disparities between the sexes. Women are still rarely perceived by journalists as experts: they only take this function in 16% of the news and even less as spokesperson (14%). As eye witnesses, or in cases where people give testimonies, women largely dominate: they are 75% of the total in this

function. Only in terms of their personal experience women and men are accounted for in similar terms (52%).



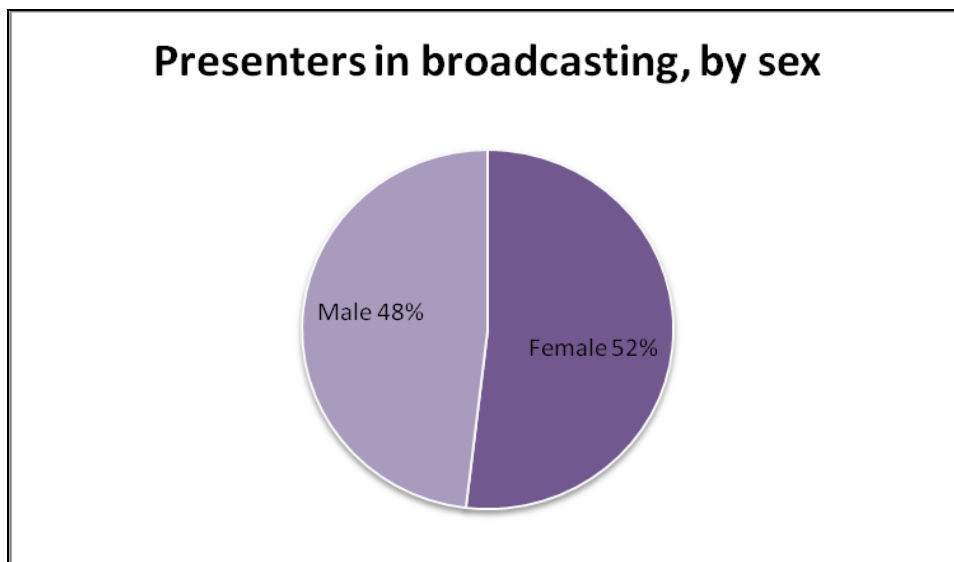
- **Constructing ‘victims’ in the news:** Not many people were reported as victims in the national news. Most suffered accidents, others were victims of medical practice, domestic violence, crime or other kinds of violence. Yet, in total women are still portrayed as the main victims: they were 63% of all reported victims.
- **Identity and family status in the news:** Very few people were identified in the news by their family status, but of those few people, women (6%) were still the double of men (3%) identified this way. It is, however, male reporters who more clearly tend to identify their female and to a lesser extent male subjects this way.

| Sex of reporter/announcer | Female | | | Male | | |
|---------------------------|--------|------|-----|--------|------|----|
| Sex of news subject | Female | Male | N | Female | Male | N |
| No | 90% | 96% | 111 | 67% | 94% | 62 |
| Yes | 10% | 4% | 7 | 33% | 6% | 6 |

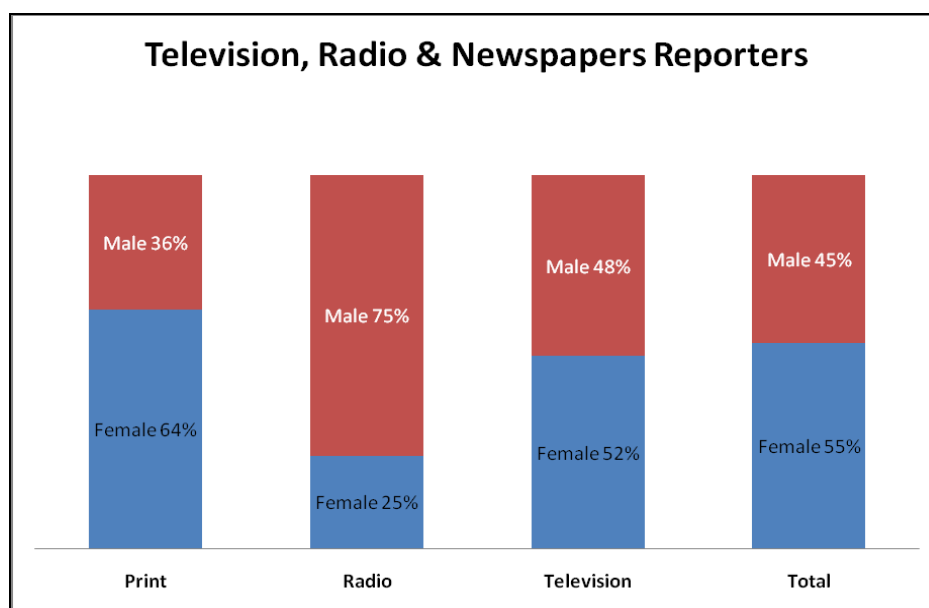
- **Images in the news:** When it comes to the visual representation of news subjects through photographs there are no differences between the sexes.

WHO DELIVERS THE NEWS?

- **Overall Presenters.** The GMMP data do not allow us to make statements about the gender composition of the Portuguese journalistic workforce. However, it allows us to analyse the percentage of stories that are presented and reported by women and men, giving us an approximate picture of gender balance in newsrooms which can then be compared to other available data.
- In the national GMMP 2010 data, as shown in the graph, there is a good balance in the percentage of news stories presented in broadcasting (radio and TV combined) by women (52%) and men (48%):



- Reporters.** The 2010 data on the presence of women and men as news reporters in Portugal by medium – TV, radio and newspapers – reveals a situation of parity on the monitoring day between men and men as news reporters on the monitoring day. This isn't too far from other national data that points out to an increase of women in the profession, although they have not yet reached parity.
 On the GMMP 2010 data, radio is still largely dominated by men (75%), unlike television where parity prevails and print, where women reporters (64%) made most of the news.



- In television, there were no real differences in terms of the percentage of stories presented and reported by men and women on the monitoring day and both were of all age groups.
- When it comes to the scope of the story, it is the local news and in the international news that women have the highest expression as reporters (respectively 75% and 61%).

GENDER AND THE NEWS

- Sex of reporters in stories with women as a central focus:** On the monitoring day, very few stories (8%) had women as a central focus and these few stories were in the topics of “political power and decision-making”, “Gender-based violence...” and “Disaster, accident ...”.

- **Stories that highlight issues of gender equality or inequality issues:** Gender equality was not on the media agenda on the monitoring day. No stories, in fact, have highlighted this topic in a positive or negative way.
- **Challenging or reinforcing stereotypes?** Just as no stories highlighted equality or inequality, almost no news directly challenged or reinforced stereotypes in their individual narratives. Although there were a couple of stories where stereotypes were indeed reinforced and a couple of others where stereotypes were challenged, statistically they are irrelevant.

This general lack of focus on individual stereotypes does not mean that the reporting day was neutral in gender terms and, when taken together, the above data – particularly on the overall presence of women in the news – shows that by giving unequal visibility, there are other subtle ways of stereotyping women and men.

In the following examples, on the other hand, we see examples taken from the monitoring day that show how stereotypes can be constructed or challenged in the news narrative.

GENDER AND JOURNALISTIC PRACTICE

Case Study 1. A story that is blatantly stereotyped.

Title of article: Mata mulher à facada

Name of newspaper: Correio da Manhã

CORREIO DA MANHÃ Terça-feira, 10.11.2009

VALONGO ■ ASSASSINADA COM QUATRO GOLPES POR RECUSAR REATAR RELAÇÃO DE DEZ ANOS

Mata mulher à facada

■ Supremo confirma 18 anos de cadeia para Rosário, que assassinou Natália à frente do filho
● TÂNIA LARANJO

Senão é minha, não é de ninguém!", disse Rosário à mulher, Natália, depois de mais uma discussão e nova recusa desta em reatar a relação. Natália era mãe de dois filhos de Rosário, mas estava saturada do ambiente de conflito em casa. Um ano antes acabara a relação de dez anos, mas o ex-companheiro não se conformava – a 8 de Julho de 2008, assassinou a mulher com quatro facadas no coração, na rua da Palmilha, em Ermesinde, Valongo.

Rosário entregou-se de seguida à polícia e foi rapidamente condenado a 18 anos de cadeia. Também em tempo recorde, o Supremo Tribunal de Justiça deu agora o caso por encerrado. Confirmou a condenação em igual pena, conside-

rando que estão preenchidos todos os pressupostos do homicídio qualificado. Rosário agiu com frieza, o seu acto é especialmente censurável, demonstrou um comportamento possessivo e a sua confissão foi considerada apenas parcial: reconheceu o acto, mas não mostrou qualquer arrependimento. E continuou a garantir que não agiu com intenção de matar Natália, embora a esfaqueasse junto ao coração.

Refira-se, ainda, que o tribunal deu como provado que Rosário agiu com premeditação. No dia em que esfaqueou Natália tentou mais uma vez que aquela reatasse a vida em comum. E, enquanto a mulher ia à fisioterapia, Rosário comprava numa loja de artigos chineses uma faca de cozinha.

No regresso da mulher a casa – ia acompanhada do filho de ambos, com oito anos – o homicida perdeu a cabeça. Gritou que nunca ficaria com outra pessoa, que a recusa em aceitá-lo seria fatal. Matou-a, foi à polícia e entregou a faca que usara para assassinar a mulher. ■

Crime com faca de cozinha de loja de chineses



Rosário ficou em prisão preventiva logo no dia a seguir ao homicídio

Analysis:

This is story about a court decision that upheld the previous conviction of a man who murdered his wife. However, the focus is on the murder story as we can see in the main headline: “Stabs woman to death”.

Let’s start with the headlines. In spite of the fact that they reflect the semantic contents of the news, headlines have an autonomous news value, projecting the most prominent attributes and the general sense of the announced events for the public. For this reason it is important to identify the informative elements and to reveal the context of interpretation provided by the headlines.

The headline system of the selected news item, in this case made up of headline and pre-headline, sets the news within a specific criminal incident (homicide) on which descriptive details and explicative arguments are given. Besides showing linguistic aspects of considerable dramatic load (“to stab”; “four blows”), such linguistic elements condition the predictable context of signification, circumscribing it within interpretative patriarchal frames of meaning.

The individualized perspective of the crime and the exploration of the *modus operandi* contribute to the symbolic construction of gender violence as an episodic practice, connected to the particular circumstances of victims and agents. On the other hand, the stereotyped arguments that are used to explain the facts hide the structural nature of the phenomenon, and paradoxically involve the victim in the sphere of responsibility for her own victimization. In fact, while the headline presents us with a singular criminal incident led role by an implied aggressor (“Stabs woman to death”), the pre-headline, in not referring to the acting agent, also presents the specific cause of the event, attributing the murder to the behaviour of the victim herself: “Murdered with four blows because she refused to resume a ten year old relationship”.

Taking into account the production conditions of journalism discourse, the existence of constraints on the extension and style of news is particularly relevant in the case of headlines, whose function is to attract readers through short linguistic formulations, often inevitably resulting in the abolition or hiding of the agents undertaking or suffering the actions at hand. Nevertheless, the options relative to what is included or excluded in what is said, more than reflecting organizational proceedings, reproduce social patriarchal values that are culturally shared.

As regards the mid-headline, “Crime with a kitchen knife bought in a Chinese shop”, it reproduces a descriptive element of the crime in the text, which values the peculiarity of the *modus operandi*. This detail ridicules the murder, presenting it as an individual drama of unusual details. Naturally these editorial decisions, both of linguistic and extra-linguistic nature must not be separated from the obvious popular vocation of the daily newspaper where the news was published.

The perspective presented in headline system (individualization of the event) is maintained in the body of the news text, which also maintains the distribution of roles (masculine agency and feminine passivity) of the social actors of the story. Also, other descriptive and argumentative elements are given, strengthening the patriarchal interpretative frame of the news.

As far as the victim is concerned, we can conclude a stereotyped feminine identity: passive and impotent. The news elements included in the text while offering an explanation of her behaviour reinforce the idea, present in the pre-headline, of co-responsibility in her own death. We are told in the news lead that it was after a “new refusal (...) to resume the relationship” that Natália was murdered. The lead also refers to the victim as “a mother of two children of Rosario [the aggressor], but who was tired of the conflict environment at home”. The conjunction “but” seems to indicate that Natália, mother of the two children of the aggressor, would keep the long standing relationship had she not been “fed up with of the conflict environment at home”. It is also through resource to this axiological-cognitive structure that the patriarchal ideology is reproduced.

As to the representation of the author of the crime, it results from the adjectives used to describe the criminal conduct (“he acted in a cold way”; “reprehensible” act), as well as of the factual and verbal actions that are attributed to him in the text (“«If you are not mine, you are nobody’s!», Rosário told his wife”; “he acknowledged the act, but did not show any regret”; “possessive behaviour”; “lost his mind”). In general, this builds the image of an aggressor affected by pathological individual factors (obsession and possession, madness), offering an interpretative context from which the structural nature of gender violence is excluded.

The body of the news text includes other actors who, unlike the victim and the aggressor, have social power reinforced by the routine professional journalistic practices. These actors are empowered news sources: they are the judges who, at the end of a crime process, confirm a prior judicial decision of punishing the murder with “18 years in jail”, a decision that justifies the news item. Identified through processes of assimilation (“Supreme Court of Justice”; “Court”), these actors enjoy the ability to “act” in the text, their verbal actions being characterized through the resource to positive adjectives (“... in record time, the Supreme Court of Justice now closed the case”). The idea of efficiency of the judicial authorities is also present in the caption of the photo and graphically values of the news item: “Rosário was held in preventive custody as soon as the following day of the murder”. The news, then, posits an isolated private drama on which the formal control agents acted efficiently, therefore de-politizing domestic violence against women and reinforcing blatant stereotypes of aggressors, victims and violence itself.

Case Study 2. A story that conveys more subtle stereotypes

Title of article: “Não posso acreditar na tua morte”

Name of newspaper: Correio da Manhã

The clipping is from the 'ACTUALIDADE II' section of 'Correio da Manhã'. The main headline is "Não posso acreditar na tua morte" (I can't believe your death), with a sub-headline "Susana Martins não resistiu à dor da perda do marido, Carlos Alves, uma das cinco vítimas, e foi hospitalizada". The article is accompanied by several photographs: a man in a yellow vest, a woman in a black coat, and a group of people. Other headlines include "TRAGÉDIA EM ANDORRA", "QUATRO CORPOS AINDA CONTINUAM NOS ESCOMBROS", "Bombeiros tentaram ontem à noite resgatar os cadáveres", "Amigos tentam ajudar resgate", "Trasladação será 'dolorosa'", and "Ferido grave em recuperação". The text is in Portuguese and discusses the aftermath of a bridge collapse in Andorra, mentioning the deaths of five people, including Carlos Alves, and the ongoing rescue efforts.

Analysis:

This is what may be called a “running story”, that is, part of a series published on previous days about an event that happened some days before: the death of Portuguese men in an accident in which a bridge collapsed in Spain. The news on the monitoring day presents a new “angle” on the event.

The news item is considerably long, occupying two pages. It is a piece of news on an accident in Andorra, which killed a number of civil construction workers. However, this piece of news does not follow the traditional scheme of news texts: not from a superstructural point of view, and not from a discursive point of view.

Relating its structure, it is clear that the news piece does not have a lead which, together with the headlines, is an important textual block from a discursive point of view. In this particular case, we find two specificities worth mentioning: the headlines (pre-headline and headline) are not articulated, producing a typical anaphoric direction of the journalistic text; the text has no lead, organizing and prioritizing the information in a reverse way, since the most relevant facts are relegated to the end of the text, namely the rescuing of the bodies and the suspension of the operations.

From a discursive point of view, the use of an emotional language, the excessive use of adjectives and the resource to some typically literary figures of style result in the production of a speech of proximity, which is extremely emotional and aimed at provoking in the reader a hypersensitive reaction to the text.

It should also be noted that this news is produced by two national journalists sent abroad, to the location of the accident, a fact that must be taken into account.

The news is produced as a testifying narrative, in which the female protagonist - presented right at the beginning of the news by her name and family status (“Susana Martins, wife of Carlos Alves”) - is put on the stage of the death of her husband. Resorting to a specific narrative sign - the narrative ‘in showing’ - a character is built at the opening of the news: a desperate woman presented during a moment of grief, out of control, incapable to react rationally in the face of the death of her companion. This type of narration provokes considerable proximity, presenting us with the character without the mediation of a desirable neutral voice in the journalistic narrative. As a matter of fact, if we focus in the chosen headline - a mimetic quote - we understand that this proximity is already being prepared beforehand and is extended by the photo: a woman lying on the ground, with an expression of deep grief, her eyes closed.

The woman is therefore depicted as a character incapable of assuming control of her acts, totally beaten by the news, as well translated in the last sentence of the paragraph - “the pain was stronger and Susana had to be carried out” - through the personification of grief and of resort to the passive voice. It should also be noted that this strategy is quite obvious if we compare the pre- headline and the headline: the first (“four bodies still under the gravel”) points to an event already reported previously by the media; the headline (“I cannot believe you are dead”) is dissonant: a direct quote, in which the protagonist of the narrative speaks to her dead husband. The red colour of the word “believe” introduces even more drama to the quote. Thus, there is a semantic decoupling between these two expressions, which could be explained by the need to provide context to the reader on pre-headline and, on the other hand, to create a break in the approach, producing from the onset a climate of drama projected by the quote chosen for headline.

This drama is conveyed in the text by several resources, namely the excessive use of adjectives, the rotation between short and long propositions, the use of certain words. This woman, the protagonist of the narrative, never appears in an acting position: she is frequently placed as the subject of passive constructions, or as the agent of emotional processes and behaviours (to cry, to shout, to faint). Even when she acts as the protagonist of the speech, through the direct quote, her words cancel herself as a subject: in choosing to focus on the woman in a particular moment of her grief and pain, the narrative presents her as refusing to face reality and willing to die with her husband.

This fragility and despair becomes stereotyped because it is the only focus on the woman and this stereotyping becomes even clearer when we compare how the other social actors in the news (all male) are described: the psychologists, the relatives, the firemen, the workers, the deputy. The victimization and tension inherent in the construction of the female character contrast with the action and construction of the other characters. These are called by their ranks and social functions, as opposed to the protagonist, presented as the “wife of”; they all play a leading role in the material processes, through action verbs, as opposed to the woman who is totally passive, overcome by pain and having to be supported by others.

Thus, this news is structured in a *sui generis* fashion, clearly focusing on a female character, building her through discursive proximity strategies. Clearly, we have a woman in distress, presented in the text by her most human side, contrasting her with a masculine universe - of work. This woman is only a set of emotions, incapable of action, of articulated speech or of reason.

The news is a case of a subtle stereotype not so much because of the way it presents a distressed woman, but because her grief is the main focus of the news: not only is this woman denied her right to grieve in private as she is exposed to the cameras, her grieving words are carried into the headline and her pain becomes the center stage of an accident where others try to help and work. Thus, the news equates in a subtle way women with emotion and men with reason and work.

Case Study 3. A story that is a missed opportunity

Name of television: SIC

Date: 10-11-2010

Country: Portugal



Analysis:

This item is a story that was on all three Portuguese television channels on the evening of the monitoring day about a woman falling onto rails of an underground railway in Boston. It can be considered a “soft-story” and it comes under the category of what is known as journalistic “faits-divers”. The story proceeds from an international source, possibly a news agency, which provided the same images to all channels.

In the case of SIC, the anchor presents the story by saying that a woman had a lucky escape from death because the train driver was able to stop before hitting her. The anchor speaks of the train driver as a “he”, rather than as a “she”, unaware that this is a woman train driver.

The story is about an American woman who fell on the rails of the underground in Boston, U.S.A., and of a woman train driver who was able to stop the train before it hit the passenger.

The story shows images from the surveillance cameras of a drunken woman who fell on the railways and tells the tale in sequence: the drunkenness of the woman, her fall onto the rails, the anxiety of the remaining platform passengers, the approach of the train and the harmless escape of the woman.

The *voice-over* of a female journalist tells the story. First, she describes in words the images that we see: an “apparently drunk” and stumbling woman who tries to put out her cigarette and falls onto the rails. The journalist replaces the lack of sound of the images of the surveillance cameras and says “it is not difficult to imagine what followed”. The narrative then jumps to the woman driver – who is called by her name – and who “at that moment did not know yet that later in the day she would be getting a call from the governor”. This would be because she reacted “in seconds” when she saw the gestures of the passengers on the platform and having received a radio warning to brake”. No one is heard on the news and the journalist voice simply focuses on the events framed as a very lucky escape from death. The reference to the governor conveys authoritative recognition of the woman driver who stopped the train.

This would be just an entertaining piece of news that could be considered no more than a “fait divers”, on the sheer luck of a drunken woman had it not been for the fact that the same news could be seen in a slightly different way. In fact, when contrasted with the RTP 1 piece (see case study 4), it shows that by using only some images of the available visual data, it missed an opportunity to expand the sources and to allow the voice of a woman-professional, in what was traditionally a job done by men, to be heard.

Case Study 4. A story that is gender-aware

Title of article: NA

Name of Television: RTP

Date: 10-11-2010



Analysis:

This item is the same story that was on all the three Portuguese television channels on the evening of the monitoring day about the fall of a woman onto the rails of an underground railway in Boston (same as above).

This particular item as reported by RTP 1 (the state broadcast channel) contrasts with the same story as reported on the other two channels that evening (see case study 3). Here, the narrative is introduced by the anchor as a case when “reality takes over fiction” and explains that a woman “was saved” by a train driver who was able to stop the train just before hitting her. As in RTP 1 news, the anchor also refers to the woman driver as a “he”, also probably unaware of the images he is going to show.

The female voice-over explains the same images. Here, we get to know it was 10.30 in the evening and that the woman is “visibly drunk”. The narrative is more detailed. The voice explains that “after the fall there was another danger: the 26 year old woman could have touched the third rail and been a victim of an electrical discharge”.

At this moment, and unlike what happens in the piece by SIC, we see the images and the voice of the female train driver who explains how she understood there was something wrong. Another woman comes to the screen as a witness. There are more images of the woman climbing onto the platform and the news piece ends with an image of the driver who says “I wouldn’t consider it heroic – it was just me doing my job”. In spite of the use of the male generic by the anchor when referring to the profession of the train driver, the inclusion of this data (closing images) and the opportunity of balancing the sources (available images plus the voice of the driver) the story becomes gender-aware: not only is she a woman driver in a job that is mostly male, it also sets the tone of

the news as one of competence as opposed to entertaining news about a heroic and unusual professional modus operandi by a woman who saves another drunken woman.

SUMMARY AND CONCLUSIONS

- There are no noticeable differences between the global figures of the GMMP 2005 findings and the GMMP 2010 findings in terms of the overall representation of women as news subjects. The small increase of 3% follows the global trend but women are still only visible in less than a quarter of the news (23%). Besides, this increase was particularly dependent on one topic only: politics and government. Most areas remain critically unbalanced.
- The data is more favourable on the estimated number of women presenting and reporting the news and it is clear that, with the exception of football that represents a not insignificant amount of coverage in the country, women seem to share with men most of the issues covered by the news.

THE NEXT FIVE YEARS

- The process of achieving a fair and balanced representation of women and men in the news continues to meet challenges that need to be faced.
- First and foremost, journalists must be made more aware of practices that are often guided by the ideals of neutral reporting. In fact, reporting is a professional view on the world that must also put into effective practice what are also journalistic ideals of inclusion and balance. Training in gender awareness should, therefore, be made available to all journalists and students.
- Secondly, research on gender and the media should be encouraged and its results should not only be made public but also be discussed with editors and with those who have the power of decision on the issues and people that are covered.
- Regulators and professional associations can act more effectively in countervailing sensationalist practices and the glass ceiling of the profession.
- Civil society's organizations of different kinds also have a key function in disseminating research, in pointing out good and bad practices and in generating knowledge on the field of gender and the media.

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

Maria João Silveirinha
Ana Teresa Peixinho
Rita Basílio de Simões
Ana Martins
Andreia Santos
Joana Nobre
Liliana Coelho
Lídia P. Gomes
Marco Roque
Jerónimo H. Ferreira
Fábio Rodrigues
Helena Martins
Sara Soares
Inês Durães

WACC



• U • C •

FLUC FACULDADE DE LETRAS
UNIVERSIDADE DE COIMBRA

WACC
308 Main Street
Toronto
ON M4C 4X7
Canada

Faculdade de Letras da Universidade de Coimbra
Departamento de Filosofia, Comunicação e informação
Colégio de S. Jerónimo
3000 Coimbra
Portugal

Tel: +1 416 691 1999

Fax: +1 416 691 1997

Email: info@waccglobal.org

Web: www.waccglobal.org
www.whomakesthenews.org