

**WHO  
MAKES THE  
NEWS?**



## Cyprus

# Global Media Monitoring Project 2015 National Report



# Acknowledgements



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GMMP 2015 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 2015 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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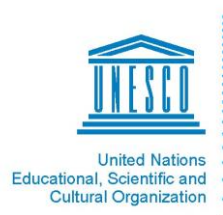
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## Preface

### Global Context

- As newsroom staff around the world went about their day on 25 March 2015, hundreds of volunteers located in over 100 countries gathered to monitor their news media as part of the Fifth Global Media Monitoring Project (GMMP).
- 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.'<sup>1</sup>
- 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.<sup>2</sup>
- The fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.<sup>3</sup> Women made up 24% of the people in the news. While this 3% increase in the preceding five years was statistically significant, the overwhelming results showed women's continued near invisibility in the news. Only 13% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda such as politics, government and the economy. Women were outnumbered by men as newsmakers in every major news topic. 44% of people providing popular opinion in the news were women – a 10% increase from 2005. As newsmakers, women were under-represented in professional categories. The fourth 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 (28%) than in stories reported by male journalists (22%). In a pilot monitoring of news online, 76 news websites in 16 countries and 8 international news websites were also monitored as part of the GMMP in 2010. The results showed only 23% of news subjects were women – indicating that women's invisibility in traditional media was mirrored in news presented online.
- The First GMMP and, as will be seen, the Fifth GMMP reveal that the world reported in the news is mostly male. Twenty years since the first GMMP, the challenges of news media sexism, gender stereotyping and gender bias are proving to be intractable across time, space and content delivery platforms. At the same time, there exist a few examples of successes towards gender-just, gender-fair media.

### National context

- Gender discrimination is constitutionally safeguarded in the Republic of Cyprus. Despite this, as well political commitments and the adoption of international and European legal instruments, gender inequalities continues to pervade all aspects of life in Cyprus. Recent data reveal that one in five women in Cyprus is subjected to physical and/or sexual violence. According to the World Economic Forum report focusing on all aspects of the gender gap in 145 countries, Cyprus is ranked 100 globally on this scale and was the second lowest ranked of all EU countries. There is gender related poverty and a considerable pay gap that reaches 15.8%. There is also a huge gap in political empowerment. Women

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

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

<sup>3</sup> Macharia, Sarah, Dermot O'Connor and Lilian Ndangam, World Association for Christian Communication. *Who makes the news? Global Media Monitoring Project*. 2010

make up only 12.5% of the members of parliament. Cyprus currently has only one female minister from a cabinet of 11 ministers.

- 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 role of the media has only sporadically been discussed in Cyprus in relation to gender (in)equality. Given the lack of systematic research in the area that would provide qualitative and quantitative data, the GMMP is an essential research tool that provides us with relevant data in order to assess the state of media in Cyprus from a gender equality perspective, as well as to support relevant advocacy activities. Media monitoring allows us to document and highlight the role of the media in the promotion of gender equality at all levels.

Media monitoring is especially important in the context of Cyprus given the very particular political and economic situation. On a political level, the so-called "national issue" of ethnic conflict and occupation or the "Cyprus problem" permeates all spheres of social and political life. The Cyprus problem and the recent economic recession dominate the news, overshadowing other issues such as gender (in)equality and human rights more generally. However, what is often, if not always, ignored is how both the Cyprus problem and economic recession are interwoven with gender issues. Women from all communities in Cyprus continue to be affected by the conflict in very gender specific ways. On an economic level, women suffer and are disproportionately impacted by the economic crisis and subsequent austerity policies. However, women's voices and perspectives have been all but silenced in discussions relating to both these issues.

- The Mediterranean Institute of Gender Studies (MIGS) is honoured to be part of the global effort that is GMMP for the second time. The results of GMMP and its methodology are an indispensable tool in our work on awareness raising, gender training for media professionals, as well as our advocacy work for gender sensitive media more generally. Our experience with the previous GMMP has shown that GMMP data and methodology are a great advocacy and research tool that has been disseminated to journalists, students, policy makers and the public at large. Participating for the second time in GMMP gives us the opportunity to have systematic research data and helps us strengthen our voice in demanding gender parity in the media, as in all spheres of social and political life.

## Executive Summary

- This is the second time that Cyprus is participating in the Global Media Monitoring Project. On the 25<sup>th</sup> of March 2015 MIGS monitored 373 news stories in the television, radio, print media, electronic media and social media (twitter). The survey included four newspapers, four radio stations, three television stations, one internet news site and five twitter accounts of major media houses.

The GMMP survey in Cyprus demonstrated that women continue to be severely underrepresented in the media. Women's overall presence in the media only reaches 19% as compared to 81% for men. The previous GMMP survey (conducted in 2010) revealed that women's presence in the media reached 15%. Thus, the results for 2015 demonstrate less than a 1% annual increase. The growing prominence of electronic and social media did not bring about the positive change towards a more gender balanced representation. On the contrary, the results revealed that women's representation on twitter and on the internet reached a mere 7%.

Overall, men are over-represented as news subjects and journalists both in traditional media (TV, radio, newspapers) with a representation rate of 81%, as well as in digital media (twitter and internet) with a representation of 93%.

### **Women and men as news subjects:**

The data revealed that women make up only 30% of news subjects on politics and government, and only 10% of persons talking about the economy. The media still link women to the private sphere as women continue to dominate stories related to the household (as housemakers and parents) with a rate of 100%.

In relation to the function of women and men as news subjects, women as experts are ignored in the Cyprus news media with a presence of only 9% and lower than in previous GMMP conducted in 2010. Only 11% of spokespersons were women, and women were the main subjects of the news in only 18% of cases, as compared to 82% men. Women were more likely to be portrayed functioning in less prestigious positions such as expressing public opinion (56%) or as eye witnesses (25%).

### **Women and men as presenters, announcers and reporters:**

The gender profile of announcers, presenters and reporters varies among the different mediums. Women represent 100% of announcers on the radio, a medium considered a complementary rather than main source of news. Newspapers, on the other hand, are heavily male dominated. 88% of journalists writing in the newspapers' front pages are men compared to the only 12% of women. On television women represent 46% of presenters and reporters as compared to 54% men.

More than half of women reporters (56%) report on social and legal issues. No women reporters presented science and health issues, only 19% presented news on economy and 11% presented politics and government. Men are more likely to report news on the economy, crime and violence, politics and government, and science and health.

## **A DAY IN THE NEWS IN CYPRUS**

- **March 25 2015.** The 25th of March was a very typical news day for Cyprus including news stories on negotiations for the solution of the Cyprus problem, economic crisis and policies, politics, corruption and crime. However, there were two main stories that dominated the GMMP monitoring day:
  - A. 25th of March is a national holiday in Cyprus, honouring the 1821 Greek Revolution against the Ottoman Empire. The student parade that takes place on this day to celebrate the national day dominated the news. The participation of a blind student who took part in the parade was also dominant in the news, quoting or interviewing the student and his classmates/teachers.
  - B. The crash of Germanwings Airbus A320 on the 24th March 2015 in the French Alps while travelling from Barcelona to Dusseldorf was also a dramatic event that made the 25th of March an atypical news day.
- A story presented in one of the newspapers monitored provides an example of how women are invisible in history and media. This article was about the Greek War of Independence otherwise known as the Greek Revolution. It was written on the occasion of the 25<sup>th</sup> of March which is celebrated by the Greeks as the inception of the war of independence that began in 1821. The article refers to the contribution of many men in the war but fails to recognize or discuss the role of Greek women in the struggle for Greek independence. Although there is historical evidence that women were active fighters in the Greek mountains, building trenches and fortifications, preparing ammunition, and serving as nurses to the wounded, their role is completely ignored in this article. Interestingly, the painting that accompanies the article features women fighters but their role is not mentioned in the text.

## **THE CONTEXT**

- **Country background:** All media in Cyprus are privately owned with the exception of the Cyprus Broadcasting Corporation (CyBC) that is funded through the government budget.
- **Media monitored:**

The media selection was made based on audience outreach so as to include those news stories most exposed to the public.

### Newspapers

We monitored the first 4 newspapers in terms of readership according to the RAI Readership survey 2015. The selection of newspapers ensured diversity including a newspaper that is officially politically aligned with the left party and a newspaper that is believed to be politically aligned with the right party.

- Phileleftheros 18%
- Simerini 6%
- Politis 5%
- Haravgi 4%

### Internet news site

We monitored [sigmalive.com](http://sigmalive.com) that is the no 1 news site in Cyprus according to the Alexa survey (last accessed 25.3.15).

### Radio Channels

We monitored the first 4 radio stations according to the latest radio audience survey conducted by IMR / Symmetron and the University of Nicosia Survey (September – November 2014), excluding radio channels that do not broadcast news.

- Trito CYBC 21,4%
- Radio Proto 22,4%
- Kanali 6 15,2%
- Astra 8%

### Twitter feeds

We monitored twitter accounts of media houses that normally tweet more than 15 times per day to meet GMMP criterion. Due to the fact that the monitoring day was a national holiday, we had to exclude some twitter accounts that were planned to be monitored because they were not active enough during that day.

- @Kathimerini\_Cy
- @philnewscy
- @Sigmalivecom
- @CyprusNewsEu
- @HaravgiNews

### TV stations

TV stations were chosen based on their audience according to the latest TV audience survey by AGB Nielsen (last accessed 15.3.15) and their availability online. We monitored three TV stations:

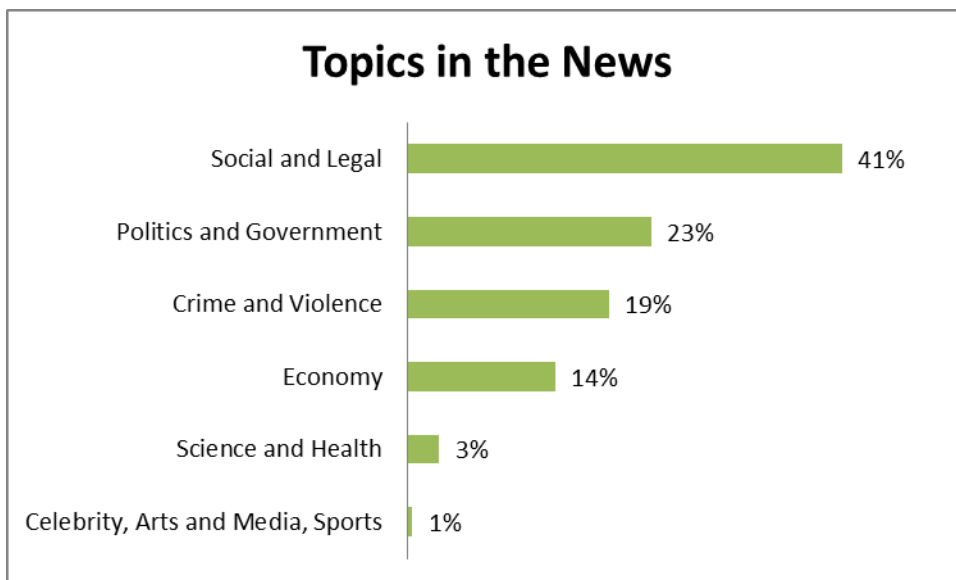
- ANT1 22%
- RIK1 (CYBC) 15,3%
- MEGA 14,2%

- **The monitors:** One monitor took part in the monitoring in Cyprus. 373 news stories were monitored.

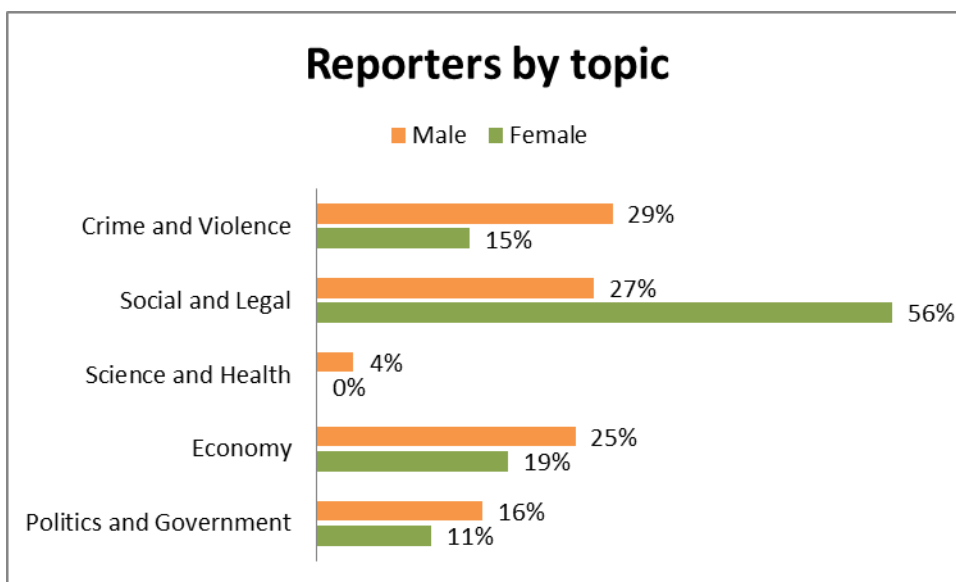
## TOPICS IN THE NEWS

- **Topics in the news:**

In Cyprus ‘Social and Legal’ was the leading news category making up 41% of topics in the traditional and online media: Television, Radio, Print, Internet and Twitter. See percentages on news stories topics in the graph below:



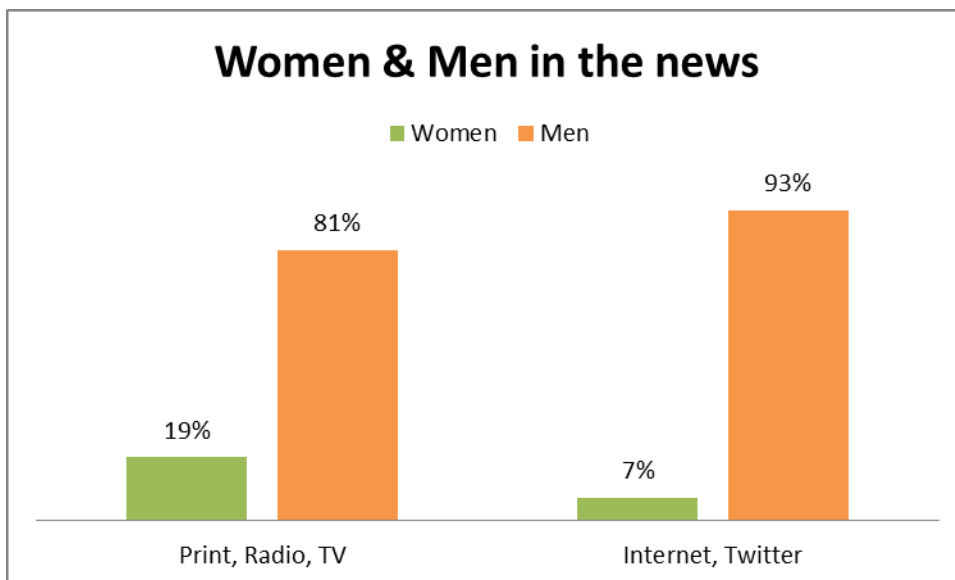
- Female and male reporters:** The survey has shown a gender imbalance in who delivers what news. Women report mainly on social and legal issues that are considered ‘soft’ topics. On the contrary, men report ‘hard’ topics such as economy, politics and government, crime and violence.



## THE NEWS

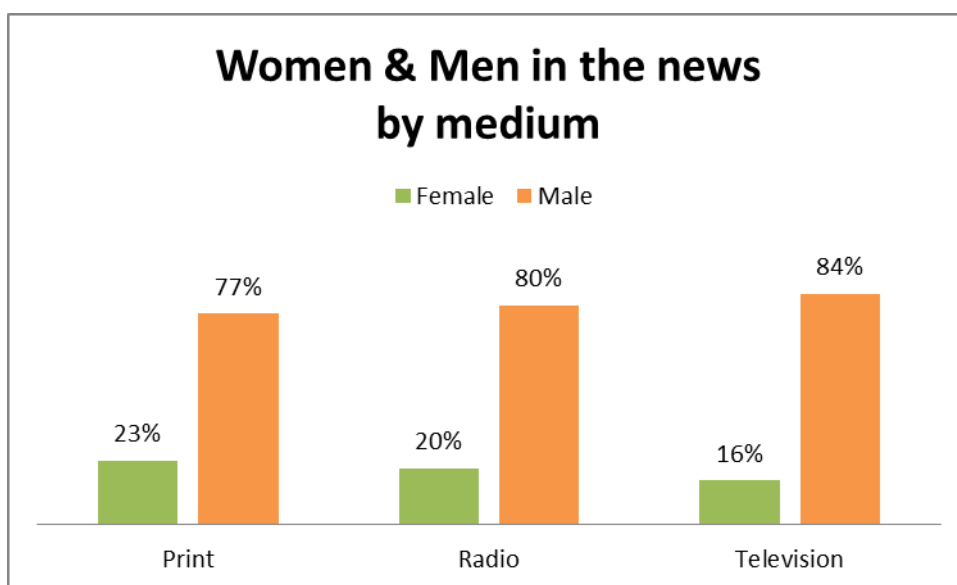
### Overall presence of women and men in the news in Cyprus as news subjects

- The survey clearly demonstrated that women are severely underrepresented in the media in Cyprus. The chart below shows the tremendous gap in the presence of women and men as news subjects, reporters and presenters in all media (print, radio, TV, internet and Twitter).
- Unexpectedly, the percentage of women in digital media, internet and twitter is even lower than the percentage of women in traditional media.



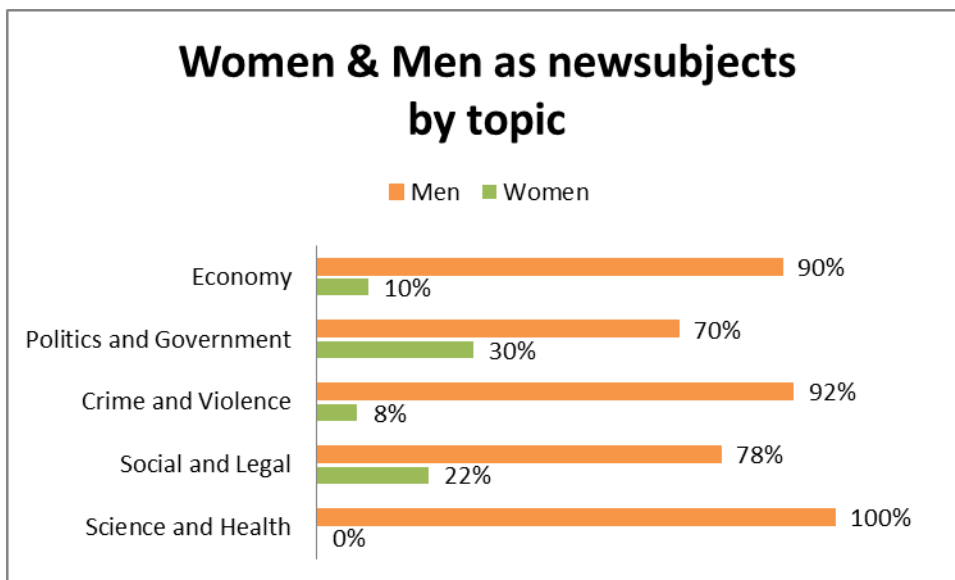
- **Presence of female and male news subjects in your country by medium – radio, TV and newspapers, and Internet and Twitter where applicable:**

Women as news subjects were underrepresented in all mediums.



- **News Sources:** Women were underrepresented in all news stories covering local, national and international news. Interestingly, women are less underrepresented in stories that have a foreign and international scope (23%) compared to (16%) presence of women in news with national scope. We assume that this is due to the fact that national news are considered more important in Cyprus as the ‘Cyprus problem’ is always one of the first news stories to be reported on.
- As in the previous GMMP survey in 2010, women are severely underrepresented in topics that are considered to be the most ‘relevant’ and ‘important’ such as the economy and politics and government. Women are almost invisible in news stories concerning the economy with their presence reaching only 10%, a rate lower than that of 5 years (13%). Women’s voices and experiences are taken into account while discussing economic issues despite overwhelming evidence that women disproportionality suffer the consequences of economic recession. In the topic of politics and government women’s presence reached 30%, a significant increase compared to the previous GMMP where their presence reached only 15%.

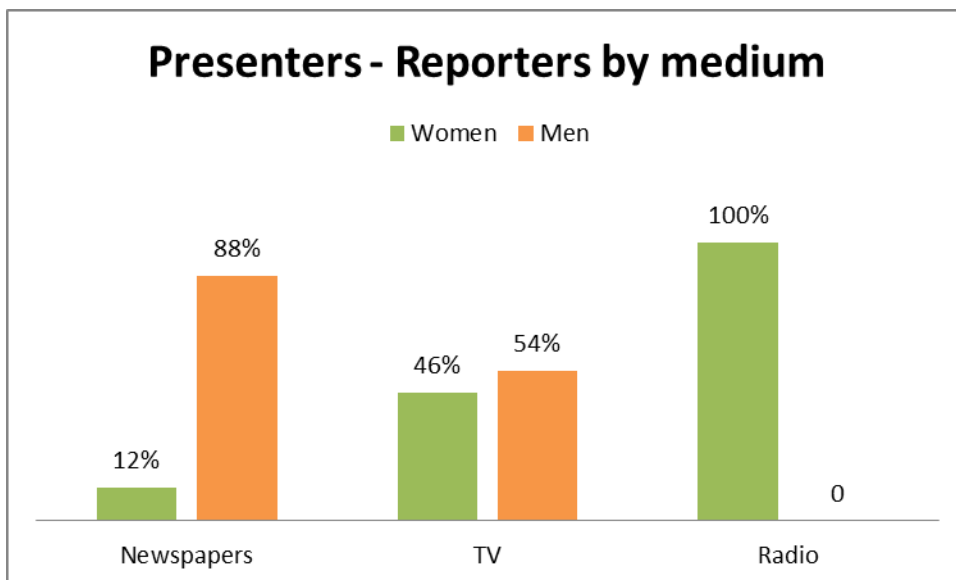




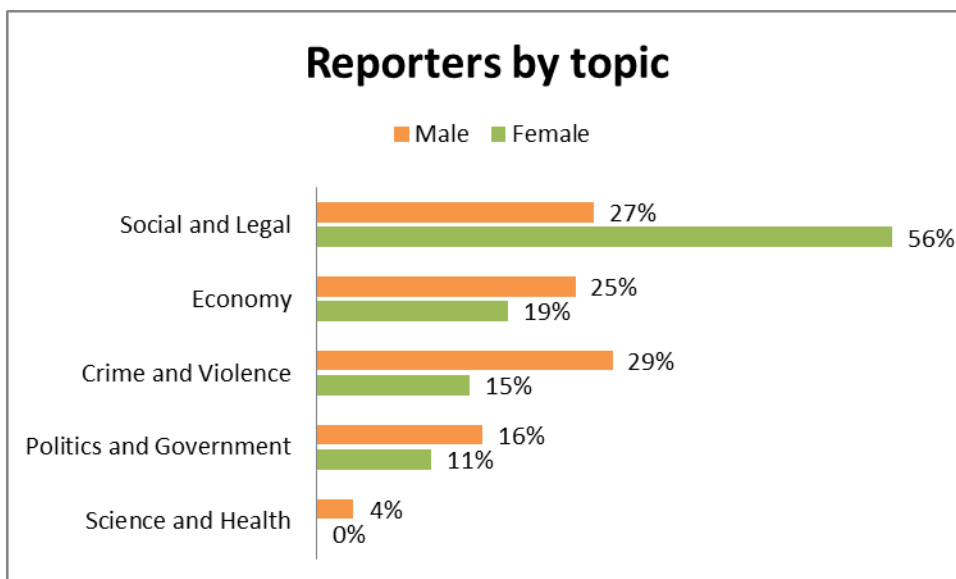
- Who are the newsmakers?** In terms of the position/occupation of women and men news subjects, men appear in the news with positions/occupations that carry prestige and power in society, and/or that require some expertise, or in occupations that are stereotypically male fields such as medicine, law, sports, agriculture, the police, the military, and government/politics. Women working in prestigious jobs or traditionally male dominated fields are underrepresented in the media. Women working for the government, politicians, ministers, spokespersons make only 18%, women experts and academics make only 27% and women working for police or military 13%. However women dominate stories related to the household as housemakers and parents with a rate of 100%.
- Function of female and male news subjects:** In relation to the function of women and men as news subjects, women as experts are severely underrepresented in news media with a presence of only 9%, a rate lower than in previous GMMP in 2010. Only 11% of spokespersons are women, and women are the main subjects of the news in only 18% of cases, as compared to 82% men. Women were more likely to be portrayed functioning in less prestigious positions such as expressing public opinion (56%) or as eye witnesses (25%).
- Constructing “victims” in the news:** We had a total number of 18 news subjects that were identified as victims. 11 of them were men and 7 were women.
- Portrayal as “survivors” in the news:** Both men and women were portrayed as survivors in the news. Women were more likely to be portrayed as survivors of war, terrorism, vigilantism, state violence (68%). Men were more likely to be portrayed survivors of an accident, natural disaster, poverty, other non-domestic crime, robbery, etc (38%).
- Identity and family status in the news:** 9% of the women who were news subjects were identified by family status in the news. Only 1% of men were identified by their family status.
- Images in the news:** Slightly more women than men were photographed in the news. 33% of women as news subjects were photographed in comparison to 28% of men.

## WHO DELIVERS THE NEWS?

- Overall reporters and presenters:** The overall presence of women as reporters and presenters reaches only 33%. Newspapers are a male dominated news source comprising of 88% male journalists. In television, 46% of presenters are women compared to 54% men. All radio news stories were announced by women.



- **Age of presenters and reporters:** Young announcers among the age group 19-34 were all women. In older age groups women reporters feature much less frequently than their male colleagues.
- **Reporters, by scope:** The differences between male and female journalists reporting news stories with national or foreign scope are not statistically significant. Both men and women reported national and foreign news stories.
- **Reporters, by major topic.** More than half of women reporters (56%) report on social and legal issues. No women reporters presented science and health issues, only 19% presented news on economy and 11% presented politics and government. Men are more likely to report news on the economy, crime and violence, politics and government, and science and health.



## GENDER AND THE NEWS

- **Women’s centrality in the news:** Women were central in the news in only 4% of monitored stories.
- **Stories that highlight issues of gender equality or inequality issues:** Despite the fact that there is a gender perspective in almost all news stories, the news in Cyprus on GMMP day did not highlight any issues concerning gender (in)equality. Among all the stories we monitored, only one story succeeded in

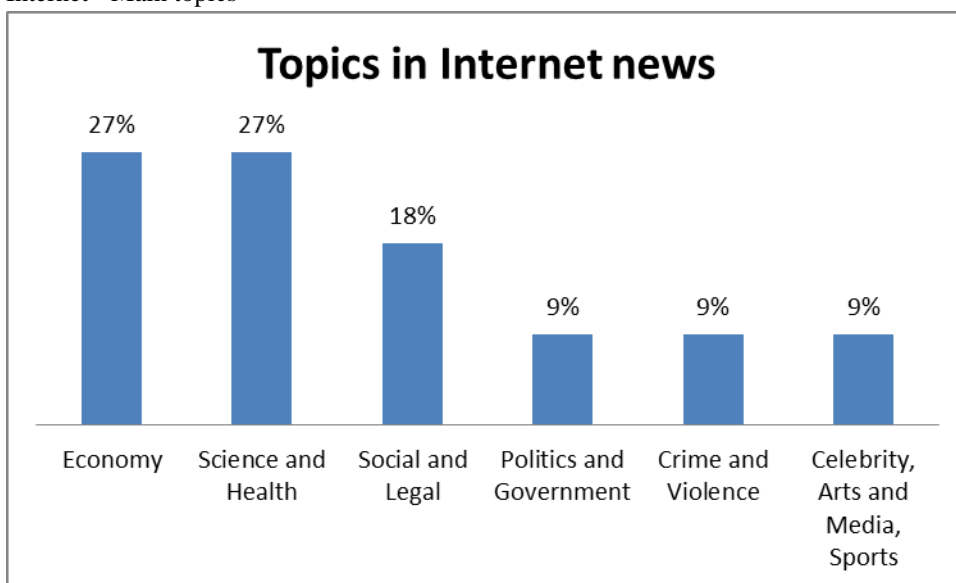
addressing and discussing an issue of gender inequality about prostitution – trafficking of women for sexual exploitation. (see it under ‘good practice’ chapter below)

- **Challenging or reinforcing stereotypes?** Only 2% to 4% of news stories coded in the survey challenged gender stereotypes.
- **Does the sex of the reporter make a difference for the gender dimensions of a story?** It would be interesting to see if the sex of the reporter makes difference for the gender dimension of a story. Unfortunately, on the monitoring day in Cyprus we did not have adequate data on stories that have a gender dimension so as to see if there is a connection with the sex of the reporter.

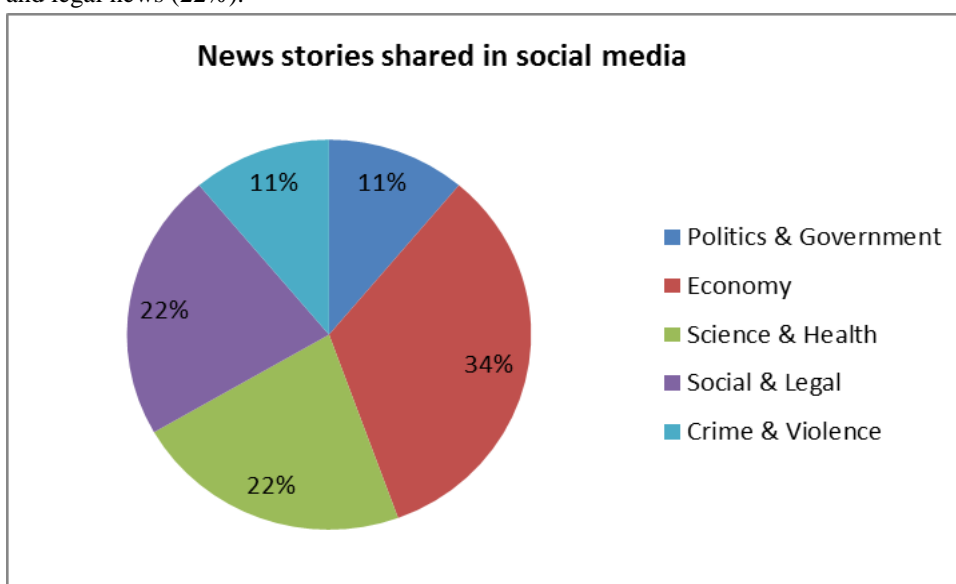
## GENDER TRENDS IN INTERNET AND TWITTER NEWS

### Overview: The digital news world

- Internet - Main topics



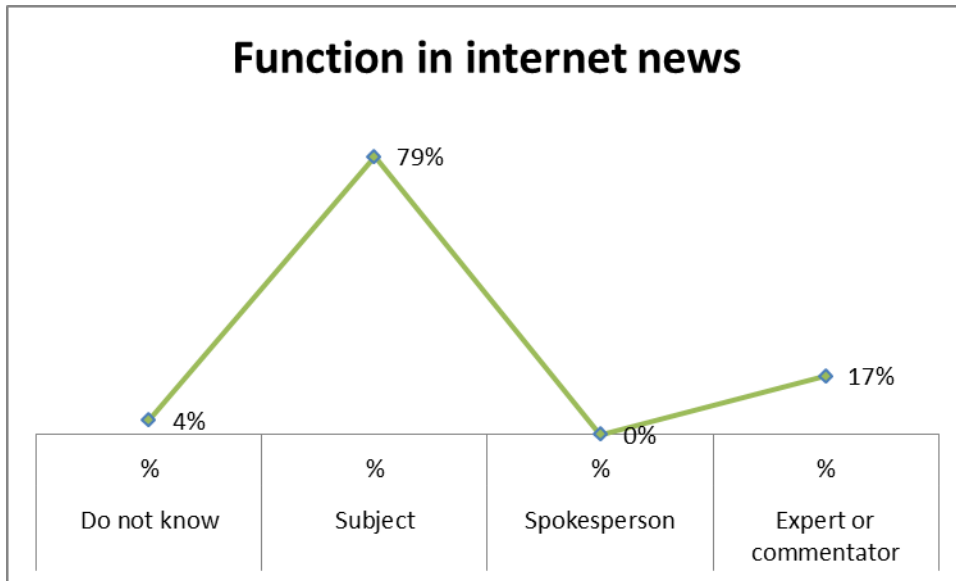
- Internet – Proportion of stories shared on Twitter and on Facebook. News stories about the economy are more frequently shared on social media (34%), followed by science and health (22%) and social and legal news (22%).



- The twitter accounts of media in Cyprus do not post any original tweets or re-tweets. All of their tweets are shares of existing news stories in the media.

### News subjects in the digital world

- Internet – Women’s voices are silenced in internet news. The overall presence of women as news subjects is limited in all topics in the news. Women are absent from the internet news especially in politics and government and the economy. Moreover, women are reported as news subjects only in news stories about science and health (33%), and stories on social and legal issues (40%).
- Twitter – Among the 59 news stories we monitored on twitter, none of them includes a female news subject. On the contrary, 36 tweets are about male subjects and the rest 23 have no reported subject.
- Internet – Women and men are both mainly portrayed as news subjects (79%) and experts or commentators (17%) in internet news.



- Rarely any of the news subjects on the internet are identified by their family status, or are directly quoted. Even more, in most cases the age of the news subjects is not even mentioned.

### Delivering the news in digital spaces

- Due to the fact that the majority of articles monitored on the internet and twitter are unnamed, we do not have adequate data on who delivers news in digital spaces. It would be interesting though to further examine the number of people working in digital media.

### Gender in digital news content

- Digital news are seen by many as promoters of social change and as allies in the fight against gender inequality. Unfortunately, internet news and twitter accounts of media houses in Cyprus do not rise to the occasion since there is no tweet or internet news story that have women as a central focus or refers to gender (in) equality / HR policies or challenges gender stereotypes.

### Summary of findings

- The overall presence of women in (radio, TV and newspapers) is only 19%, while on twitter and internet, women’s presence is accounted for less than 7%.

#### News subjects:

Women make up for only 18% of the news subjects compared to men who make up for 82%.

Women are highly underrepresented in topics seen as ‘hard’ and ‘serious’, such as economy and politics and government. Women are almost invisible in news stories that discuss economy with their presence making up for only 10%, which is even lower than the percentage we had five years ago which was 13%. On the topic of politics and government, women’s presence reaches 30%. All in all, we have seen a significant increase of women as news subjects of news stories on politics compared to the previous GMMP where their presence reached only 15%.

Concerning their function in the news, women are less probable to be chosen as experts in the news media, with their presence reaching only 9%. This percentage is even lower than the one from the previous GMMP that took place 5 years ago. Moreover, only 11% of spokespersons were women. Women are more likely to be portrayed functioning in less prestigious positions such as expressing public opinion (56%) or as eye witnesses (25%).

#### Reporters & presenters:

The overall percentage of women in positions such as, reporters and presenters in the news is 33%. Newspapers are a male dominated news source, with 88% of their journalists being men. In television, the survey shows that 46% of the presenters are women compared to the 54% which are men. All radio news stories are announced by women.

Women usually report ‘softer’ issues. More than half of women reporters (56%) report social and legal news. Only 19% present news on economy and 11% present politics and government, while men report more frequently news on economy, crime and violence, politics and government, and science and health.

## GENDER AND JOURNALISTIC PRACTICE

### Case Study 1. A story that is blatantly stereotyped.

**Title of article:** Outspokenness

**Name of newspaper:** Phileleftheros

#### Description of the article:

This article refers to a meeting between the Greek Prime Minister Alexis Tsipras and the chancellor of Germany Angela Merkel. The writer stated that Tsipras was bullied by Merkel because he is a “*masculine charmer*” and she is a “*sexually deprived middle-aged spinster.*” Direct translation from Greek: “*she (Merkel) is sexually deprived lacking company in bed due to her workload and lack of time, so she asked to meet Tsipras on camera...the middle-aged woman was in a playful mood all the time and this can be considered as a form of harassment. It is said although it was not confirmed that Mrs. Merkel leaned on his shoulder three times at least...expressing an erotic sigh*”. The article concludes that Merkel did not reject what the Greek Prime Minister had proposed because he is a charmer.

#### Analysis:

This article promotes gender stereotypes in the following ways:

- A. The language is ironic and disempowering for a strong woman in the political arena.

- B. It reinforces stereotypes that contribute to the underrepresentation of women in the public sphere such as the stereotype that women in power, are somehow lacking in their personal life. It portrays a woman who has failed in her personal life, according to societal norms, due to her extensive workload and career demands and how these factors influence her political decisions.
- C. The phrase “middle-aged spinster” would have never been used for a male politician.

**Case Study 2. A story that conveys more subtle stereotypes**

**Title of article:** They warn with hotel closure

Name of newspaper: Simerini

**Description of the article:**

This article is about a strike and the protest of employees working in the hotel industry.

**Analysis:**

The article reinforces gender stereotypes in two ways:

A. It is accompanied by two main images of the protest. The first is showing a male employee behaving in an aggressive manner while expressing his demands (see image on the right) and the second one shows a female employee tripping over the fence, ready to fall which makes her look vulnerable and weak(see image on the left).



B. The article also includes the Minister of Labour, Welfare and Social Insurance’s (a woman) and the President of the House of Representatives’ (a man) statements concerning the strike. Their statements are introduced in two separate paragraphs in the article. The commentary on their statements introduces the female Minister by referring to her by her first name, whereas the male Minister is referred to by his last name. This is a common practice in the media and it has been criticized by feminists who argue that this is a demeaning and disrespectful practice.

**Case Study 3. A story that is a missed opportunity or gender-blind**

**Title of article:** Relay of Freedom

**Name of newspaper, television or radio channel or internet news website URL:**

Phileleftheros\_Newspaper

### **Article description:**

This is an article about the Greek War of Independence also known as the Greek Revolution. It is written on the occasion of the 25<sup>th</sup> of March which is considered a national day of War of Independence for the Greeks, which took place in 1821. The article refers to the contribution of many men in the war.



### **Analysis:**

The article fails to discuss the role of Greek women in the Greek Revolution. Although there is historical evidence that women were active fighters in the mountains, they were building trenches and fortifications, preparing ammunition, and serving as nurses to the wounded their contribution is completely overlooked. Ironically, the painting accompanying the article clearly shows women fighting along men.

## **A GOOD PRACTICE CASE**

**Title:** Prostitution is more serious than pornography

### **Short description:**

This article is a commentary on a statement made by a Cypriot MP who admitted publicly that he has been a client of prostitution and also argued in favor of legalizing prostitution.

The journalist (Marios Demetriou) in the beginning of his article summarizes the main points of a letter sent to him by the President of the organization Cyprus STOP Trafficking (she is a woman). The letter highlights the hypocrisy of the stakeholders who used to support prostitution and trafficking by issuing “artiste visa” to 6,000 women per year (allowing them to work in cabarets and nightclubs) as they were frequent customers themselves. The President of the organization Cyprus STOP Trafficking also adds that, even though the Law foresees the criminalization of persons that buy sexual services from victims of trafficking, things haven’t changed much. As she ironically states: “Do you really expect that the law on the criminalization of the client of sexual services from trafficked persons will be strictly enforced putting high-profile people that frequently visit those nightclubs behind bars? There is no way this will even happen!”

Following the aforementioned summary of the letter, the journalist provides a deeper analysis of the MP’s statement, who publicly favored the legalization of prostitution. He says that the real problem with this statement goes beyond the hypocrisy of the stakeholders or as he puts it: “the hypocrisy is intensified when presenting prostitution as women’s choice and therefore as an action that is not related to coercive trafficking and the criminal networks that surrounds it. Yet, prostitution and trafficking are directly linked, because they are both “chosen” in fact by the male customer and not the woman - victim. In both cases, this is a relationship of exploitation of women by men, since the woman is forced to work for him, to fulfill his desires and preferences. To strengthen his argument the journalist cites research conducted by the Mediterranean Institute of Gender Studies (MIGS) which concluded that without male demand the prostitution market in Cyprus would collapse.

### **Summary:**



This article challenges gender stereotypes in several ways.

Firstly, its focus is on challenging gender stereotypes because it is written as a reflection on a statement made by a male politician but the story does not focus on his statement. It uses his statement as an opportunity to discuss and analyze the issue of prostitution and trafficking, giving voice to a woman president of a NGO, by presenting her opinion, and giving validity to what she saying.

Also, the language is firm and does not include the sensationalism and sarcasm that often characterizes media articles covering the issue of prostitution.

This article is gender specific as it discusses trafficking and prostitution in women under the framework of gender inequality by bringing in notions of exploitation and male dominance.

The article challenges gender stereotypes prompting a debate on the issue of women in prostitution and trafficking in women from a human rights perspective. Media coverage on prostitution and trafficking in women is usually covered with sensationalism and superficiality. This article digs deeper by discussing the conditions of women in prostitution. Although some might disagree with the journalist's argument on prostitution as a form of male dominance, the fact that the journalist raises the issue and he is challenging the way prostitution, trafficking and gender relations are perceived and the public discourse surrounding them is of great importance.

Finally, this article can be considered as a good practice of investigatory journalism since the journalist goes beyond the facts giving research data on the issue to strengthen his argument. It includes research data of the Mediterranean Institute of Gender Studies (MIGS) which is an organization that promotes gender equality.

## SUMMARY AND CONCLUSIONS

The findings of the GMMP 2015 demonstrate once again the tremendous gender gap in the representation of women and men in the Cyprus media. There was a slight progress in the overall representation of women as news subjects, reporters, and presenters in the findings of GMMP (2015) that reached 19% compared to the 15% that was demonstrated in the previous GMMP (2010). However, we still have a long way to go before reaching a truly gender balanced media representation. Also, the increase of women in the media is an extremely slow process, as women's presence in the media increases by less than 1% every year.

Women's voices, opinions, experiences and expertise are almost invisible in the news especially in the 'hard issues' such as economy, where they make up only 10%, and politics where they make up only 30% of news subjects. We rely almost solely on media to get information on economic and political issues. The underrepresentation of women in news stories about politics and economy reinforces the underrepresentation of women in politics and leadership positions.

Additionally, to the underrepresentation of women in the media, the survey demonstrated that gender stereotypes are reinforced in the portrayals of both women and men. There was a complete lack of gender perspective since we did not find any news that focus on the existing gender (in)equality. Among the 373 news stories that were monitored there was only one article to challenge gender stereotypes and provide an open discussion on gender related issues.

Women are underrepresented as journalists too reaching only 33%. Given the fact that the majority of students in the media field are women there is a clear gender imbalance that can be explained in terms of gender discrimination. The 33% of women in journalism tend to report 'softer' issues such as social and legal. Women journalists are more likely to work at a radio station but newspapers are a male dominated news source made up 88% by male journalists. In television the survey has shown that 46% of the presenters are women compared to 54% which men presenters.

Media could be integrated as part of the solution towards gender equality promoting gender balanced news stories and non-stereotypical portrayals of women and men. Unfortunately, GMMP 2015 has shown that the media in Cyprus play a big part in the promotion of gender inequality since they provide gender imbalanced and stereotypical portrayals of women and men in the news, both as news subjects and as journalists.



## ACTIONS IN THE POST-2015 ERA: A five-year plan

We believe that the society needs to take action towards a gender balanced and unprejudiced representation of women and men in the media.

- Media houses in collaboration with civil society organizations should provide training on a systematic basis to media professionals, in order to increase gender awareness and sensitivity towards gender issues. Gender awareness incorporated in all levels in media activities would ensure gender sensitive media practices.
- Also, media houses in collaboration with civil society organizations working on gender issues should establish guidelines and tools for gender sensitive reporting. For example, they could provide a database with women experts, guidelines on how to report incidence of violence against women and a database of non-stereotypical images of women and men to facilitate journalists and media professionals.
- Moreover, we need gender sensitive citizens who will react to sexist and stereotypical portrayals of women and men in the media. Gender equality should be integrated in schools educational system and public discussions so as to increase the critical approach of citizens on issues of gender (in)equality.
- Civil society organizations and universities should establish easy-to-use and accessible reporting mechanisms to citizens in order to report and criticize sexist and gender imbalanced media stories.
- Civil society and universities should research and monitor media systematically in Cyprus. Given the power media have in shaping our perceptions on gender, funds should be provided for research projects that will analyse and address the issue of gender and media in depth.
- Research projects on gender and media should be disseminated widely in order to engage and sensitise the citizens. GMMP reports and other research on gender and media should be presented in universities and the media.

## Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, radio and television newscasts, online news sites and twitter feeds to monitor based on the national media density. This was done to ensure global results represented 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 was practiced 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. Country teams could opt into the online and twitter news monitoring based on their knowledge of the importance of these channels for news delivery to local audiences.

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 managing and processing the monitoring data.

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 2015*.

## **Annex 2. Monitor**

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