

**WHO
MAKES THE
NEWS?**



ROMANIA

Global Media Monitoring Project 2015 National Report



GMMP
Global Media
Monitoring Project
WACC

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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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.'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 fourth GMMP in 2010 attracted the participation of 108 countries. Some progress in women's presence in the news was evident.³ 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.

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

National context

News media remain a 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.

After the collapse of the communist regime (December 1989), media development became the most significant instrument in the construction and development of democracy, human rights and prosperity.

Since 1992 the National Audiovisual Council has issued licenses for radio and television channels and monitored the public and private TV and radio programs. It also initiated research on children and television, violence and television, advertising and behavioral influence etc. The liberalization of the media has been and remains the most important achievement of the young democracy "in transition" (freedom of expression, transparency of information, watchdog of society).

Since April 2000 the National Council against Discrimination and as well as the Council for Chance Equality promoted the free access of women to different higher education institutions (police academy, etc.), to different economic and political positions in the parties, ministries, government etc. The most productive source about media landscape in quantitative and qualitative aspects are some very active non-governmental organizations such as *Center for Independent Journalism*, *Media Monitoring Agency* or *MediaSind* (professional association gathering four journalism unions).

The economic crisis affected the media market since 2008 as well as the digital revolution and legal problems of media owners in terms of precarity, vulnerability, insecurity.

Despite the financial problems of many media organizations the need for information remains constant as well as the media consumption. Public confidence in the media remains high as is confidence in the church and the army.

A large number of private broadcast and print outlets operate in Romania. But the print sector has suffered severely since the economic downturn of late 2008, and the television industry is also facing contraction. Very few media companies are profitable. Some major media companies have been forced into insolvency after expanding rapidly with financial support from their owners.

Overview of Romanian media:

Newspaper, radio stations, television stations:

Newspapers: 136 print publications (BRAT 2014);

Radio stations: 163 terrestrial and via satellite (*CNA Annual Report 2014*);

Television stations: 69 (*CNA Annual Report 2014*).

Newspaper circulation statistics: The top 10 national and local newspapers had a combined circulation (June–September 2013) of approximately 353,700 (calculated by the authors based on Audit Bureau of Circulation);

Broadcast ratings: The top 3 television stations: Pro TV (8.7%), Antena 1 (6%), Kanal D (5.1%) (paginademedi.ro, 2013);

News agencies: Mediafax (private), Agerpres (state-owned)

Media groups: 6: Adevărul Holding, Burda Romania, Convergent Media, Editura Evenimentul and Capital, Eta Media Publishers, Intact Publishing, Patriarhia Română – circulation: approx. 2.000.000 copies/month

National publishers: 12 – circulation: approximately 3.600.000 copies/month (including B2B, B2C and free publications)

Local publishers: 22 – circulation: approximately 390.000 copies/month (BRAT 2014).

Internet usage: 8.9 million (2013, *Gemius Research apud Media Sustainability Index 2014*, 94).

As participant at the international Conference in spring 1994 in Thailand (Bangkok) which initiated this global gender and media monitoring, as teacher of the first feminist course at the Bucharest University since March 1995 on “Gender and Mass media” and as cofounder of the first master programme on gender at the National School of Political Sciences in Bucharest (SNSPA) 1999, I have been interested in introducing and developing the gender perspective in the media, through academic research at the university. Our Masters students and young doctoral researchers contributed at every phase of the longitudinal analysis (1995, 2000, 2005 and 2010). We also organized an international francophone network on gender, rights and citizenship in 2004. The results of all the GMMPs have been disseminated both in media meetings and academic courses, books and master and doctoral researches.

Executive Summary

Topics in the news: The major topic area covered by media on monitoring day in Romania consisted of the social and legal one (24%), which comprised 48 stories. Most of these focused on the plane crash in the French Alps. News on politics and government received the second highest media coverage (21%) varyingly focused on domestic politics, government; foreign/international politics, UN, peacekeeping; national defence, military spending, internal security and other stories. Celebrity and entertainment news was the third most reported news topics (19%).

In 2015, the gender gap between male and female news reporters appear to be narrowing in many major news topics. In the case of the most reported news topic on monitoring day (social and legal issues) female reporters were responsible for 27% of such news stories while male reporters accounted for 30% of these. The 2015 results show that as many female reporters as male reporters are reporting news on politics. 21% of news about politics and government were reported by female reporters while male reporters accounted for 22% of these stories. This is a contrast from the GMMP 2010 findings in Romania which showed male reporters as dominating coverage of politics and government.

Overall presence of women and men in the news in Romania as news subjects

Even if the number of female and male reporters is more balanced than in the 2010 monitoring, and 80% of the graduates of Romanian faculties and colleges of journalism are women, women in news continue to be underrepresented: 35% in print newspapers, radio and television channels and 38% on Internet news sites and Twitter profiles. Concerning the areas covered there are 24% news stories on politics, 28% on economy, 41% on health and science, 38% on social and legal issues, 38% on violence and 46% on celebrities and media. There is a slight improvement as compared to the 2010 data with 30% presence of women as subjects of news

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

In the case of print newspapers, radio and television channels, men outnumber women as news subjects in all topics. Women represent roughly 1/3 of the subjects of news: 32% in print; 19% in radio news and 40% in TV news. Men are still portrayed in news as main actors of the political and governmental domain of public life, wherein differences between the number of females and males as news subjects are the most significant: 76% of subjects in news concerning politics and governments are men while only 24% represent women

Areas like politics, government and economy are still illustrated as a prerogative of masculinity in traditional media as well as on the Internet and Twitter where genders are even more unequally represented as news subjects. For instance, 81% of news subjects in Internet and Twitter stories covering political and governmental issues are men. Women outnumber men in science and health (100%) celebrity news (74%) and are equally represented in social and legal (50%).

Who are the newsmakers?

Out of the total number of women subjects in the news, 83% are activists or workers in NGO's, 51% are celebrities, 36% are academics, teachers, lecturers, 29% are politicians, 23% are government officials. A huge percentage affects the "no stated" occupation (55%) which confirms the statute of second sex or annex of men devoted to women in the news.. Comparatively, 56% of men subjects are in the government sphere and only 10% are celebrities

Function of female and male news subjects: Women represent a majority in the case of personal experience (53%) and eye witness (50%). They are clearly outnumbered when it comes to being a subject (34%), spokesperson (30%) . By far being an expert or a commentator is a male business.

Constructing 'victims' in the news: Most women news subjects portrayed as victims (43%) are victims of an accident, natural disaster or poverty, followed far by victims of domestic violence, rape and murder (29%) or by other victim situation (21%). Only one man (14% out of all the male victims) appears as a victim of domestic violence.

Identity and family status in the news: 23% of women news subjects compared to only 9% of men news subjects are identified by family status. The distribution public sphere/private space remains the same: women are mostly mentioned by family status, while male news subjects are less likely to be mentioned by family status.

Reporters, by major topic: Most women reporters cover social and legal news topics (27%). This is closely followed by political and government news (21%), celebrity (21%), economy (14%) science and health (9%). There is a similar distribution for male journalists. 30% news reports on social and legal topics are reported by male journalists. Male reporters cover 22% of political and government news, 18% of celebrity news topics, 15% of news about the economy, and 8% in science and health-8%. This is a major change from 2010 when women journalists overwhelming reported on health issues (71%), social issues (79%) and celebrities (69%).

Women's centrality in the news: In all types of topics, men are the central focus of news stories, while women are a central focus in just 9% of the news.

Challenging or reinforcing stereotypes: There are very few cases in which stereotypes are challenged. Only 6% of news about crime and violence, 3% of news about celebrity, arts, media and sports, 2% of social and legal news challenge stereotypes. The stereotypical content of news remains constant in the last five years as we can observe by comparing the 2015 results with the ones in 2010.

Internet - Overall presence of women. The results of this study show that the presence of women in the news articles is determined by the news topic. The news about politics (82%) and crime and violence (100%) has focused on men. The health (100%) and entertainment (100%) topics put on the spotlight women. The only difference, where the situation seems more or less balanced, is social sphere. Both women (56%) and men (44%) are presented as news subjects in these areas. The political environment is represented by men, therefore their presence in the news media reflects a social reality. The same argument supports the health and entertainment areas where women rule.

A DAY IN THE NEWS IN ROMANIA

March 25 2015. There was no unusual or atypical event on monitoring day. The stories that dominated the news were to some extent different from one media to another. For instance, television and radio news focused on corruption at the level of government and members of the parliament and also covered the international German wings flight 9525 fatal crash in the French Alps. On television, there were some news stories about celebrities. On the internet (and briefly on radio and TV) there was news on the changes of the tax code and issues related to hospitals. Newspaper coverage was dominated by the plane crash in the French Alp and new regulations proposed in the Romanian parliament which proved to be favourable to politicians involved in corruption issues.

- Sample qualitative analysis:

Title of article: Pactul National pentru imbunatatirea sistemului de sanatate (National Pact for the Improvement of the National Health System).

Name of the newspaper, television or radio channel: Radio Romania Actualitati (RRA)

The story has been coded in the quantitative part of the study

Date March 25, 2015

Country Romania

Theme (selected from Annex A) 3

Skills Perspective, Sources

Genre News story

The piece of news is about the improvements proposed by various social and political actors to the National Health Pact System. However, when discussing the changes to be made no gender/woman issues are mentioned, thus rendering the story gender blind

THE CONTEXT

- **Country background:**

According to Internet live stats (<http://www.internetlivestats.com/internet-users-by-country/>) an estimated 52% of Romania's population of 21,640,168 used the Internet in 2014. However, Twitter is still not so popular among politicians, political parties and news organizations when it comes to communicating to the public. TV channels still prove to be commanding in the Romanian media context, especially because there are several TV channels exclusively dealing with the news and all of them are privately owned. The Romanian media comprises of 5 private TV channels which offer rolling news: Antena 3, RomaniaTV, B1TV, Digi24, RealitateaTV (on the model of CNN).

Romania has participated in the GMMP since 1995. However, this was the first time that Internet news in Romania was monitored for the GMMP.

- **Media monitored**

The monitored newspapers were *Romania Liberă*, *Adevărul*, *Jurnalul Național*, *Click* and *Libertatea*. The criteria took into consideration when choosing them referred to their ranking in consumption and spread.

Radio România Actualități, *EuropaFM*, *ProFM*, *KissFM* and *Radio ZU* were the radio channels included in the GMMP 2015 monitoring process in Romania. The selection among Romanian radio channels was designed to include both public and private radio stations as well as their popularity based on audience ratings.

The Romanian television channels *TVR 1*, *ProTV*, *Antena 1*, *Realitatea* and *Kanal D* were selected for monitoring according to the distinction public vs. private ownership and to their audience ratings.

Online monitoring included the following news sites: *Adevărul* and *Gândul Info*. One of the online news websites was chosen due to both its popularity and due to the fact that in the last years it functioned as an exclusively online newspaper. The other news website was selected for being a complementary source to its print version which is popular among the Romanian audiences.

The criterion which underlined our option for *Adevărul*, *Realitatea TV* and *Antena 1* Twitter profiles was consistent with the GMMP instructions according to which the selection should favour media organizations with more than 20 tweets per day in order to be consistent.

- **The monitors:** The Romanian team included 10 monitors, professors, lecturers, assistants, associate professors, PhD and master students at the Faculty of Journalism and Communication, as listed below:

Daniela ROVENTA-FRUMUSANI, national coordinator, Professor PhD, Bucharest University, Faculty of Journalism and Communication Studies.
Email: danifrumusani@yahoo.com

Adriana STEFANEL lecturer PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored print newspapers: *România Liberă*, *Adevărul*, *Jurnalul Național*, *Click*, *Libertatea*.
Monitor code: AS001. E-mail :adriana.stefanel@fjsc.ro

Theodora-Eliza VACARESCU, lecturer PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored radio stations: *Radio România Actualități*, *EuropaFM*, *ProFM*, *KissFM*, *Radio ZU*.
Monitor code: TV002. E-mail: theoeliza@yahoo.com

Romina SURUGIU, associate professor, PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored TV channels: *TVR* and *ProTV*
Monitor code: RS003. E-mail: romina.surugiu@fjsc.ro

Madalina BALASESCU, lecturer PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored TV channel: *Antena 1*.
Monitor code: MB004. E-mail: madabala@gmail.com

Ana-Maria NICULESCU-MIZIL, PhD student, Bucharest University Faculty of Journalism and Communication Studies, monitored TV channels: *Realitatea TV* and *Kanal D*.
Monitor code: AM005. E-mail: ana.mizil@yahoo.com

Natalia MILEVSCHI, lecturer PhD, Bucharest University Faculty of Journalism and Communication Studies, monitored Internet news sites: *Adevărul* (Internet news site), *Gândul Info* (Internet news site).
Monitor code: NM006. E-mail: natalia.milewski@fjsc.ro

Carolina RUDINSCHI assistant PhD, Bucharest University, Faculty of Journalism and Communication Studies,0 monitored Internet news sites: *Gândul Info* (Internet news site), *Adevărul* (Internet news site).
Monitor code: CR007. E-mail: carolina.rudinschi@gmail.com

Dan Niculae PODARU assistant PhD, Bucharest University Faculty of Journalism and Communication Studies, monitored Twitter profiles: *Adevărul*, *Realitatea TV*.
Monitor code: DP008. E-mail: dan_podaru1@yahoo.com

Roberta Elena BALAITA master student Bucharest University Faculty of Journalism and Communication Studies monitored Twitter profiles: *România Liberă*, *Antena 1*.
Monitor code: RB009. E-mail: robertaelena.ro@gmail.com

The Romanian team monitored a total of 293 news stories and identified 563 people as subjects of the news.

TOPICS IN THE NEWS

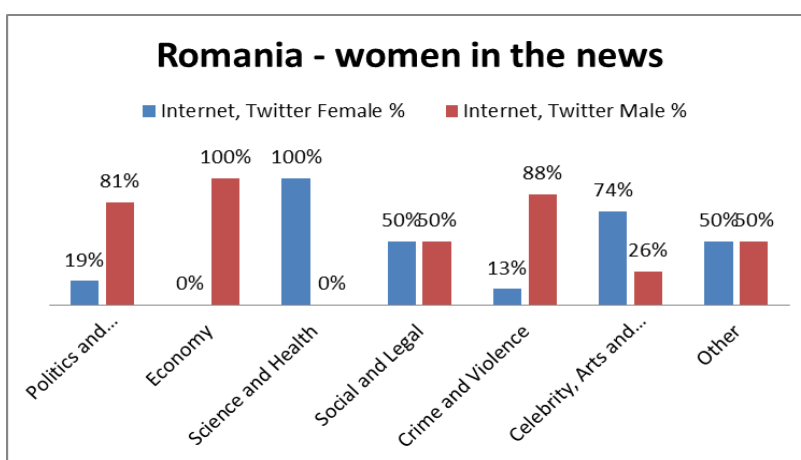
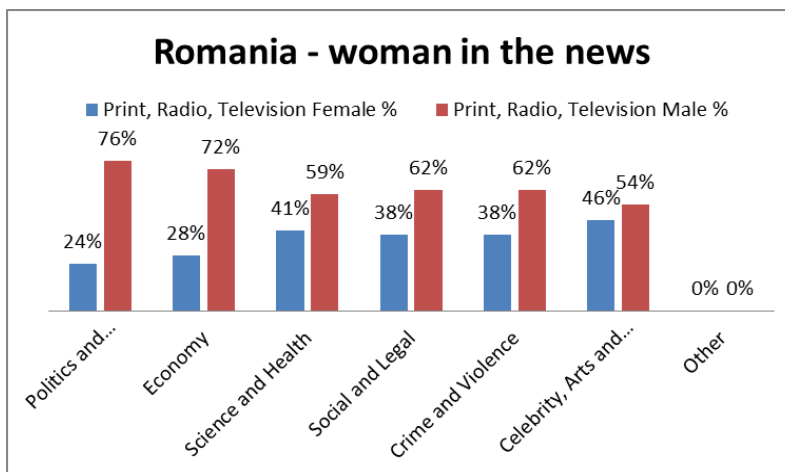
Topics in the news: The most representative major topic area covered by media on monitoring day in Romania consisted of the social and legal one (24%), which comprised 48 stories, mainly on the subject of disaster, accident, plane crash due to the aviation catastrophe in the French Alps. Politics and government was the second most covered media topic (21%) and included 42 stories focused on domestic politics, government; foreign and international politics, UN, peacekeeping; national defence, military spending, internal security and other stories. Celebrity and entertainment news was the third most reported news topics (19%).

- In 2015, the number of female and male reporters is gender balanced on all topics reported compared to previous years. In the case of the most prominent news topic on monitoring day, (social and legal news topics), there were 27% female reporters and 30% male reporters. Compared to GMMP 2010, when political news was a topic area dominated by male reporters, in 2015, the male – female reporter distribution is almost equal: 21% female reporters covering political topic and 22% male reporters presenting political issues. However, a slight variation still exists in coverage of celebrity, arts, media and sports topic, which seems to be still associated more with the presence of female reporters. Yet, the difference is of only three percents: 21% of stories about celebrity, arts, media and sports were reported by female reporters whereas only 18% of such stories were covered by male reporters. The GMMP 2010 report for Romania noted that “female reporters are significantly present in social news - 80%, science/health topics - 76%, celebrity/arts/media topics - 72% and news about violence - 65%; political news continue to be the area of male reporters” (GMMP 2010 National Report, Romania, page 4).

THE NEWS

Overall presence of women and men in the news in Romania as news subjects

- Even though the number of female and male reporters is more balanced than in the 2010 monitoring and 80% of the graduates of Romanian faculties and colleges of journalism are women, women continue to be underrepresented in Romanian news. Only 35% of news subjects in print newspapers, radio and television channels and 38% on Internet news sites and Twitter profiles. Concerning the areas covered women make up 24% of news subjects in stories on politics, 28% on economy, 41% on health and science, 38% on social and legal issues, 38% on violence and 46% on celebrities and media. There is a slight improvement as compared to the 2010 data with 30% presence of women as subjects of news (more in science and health-30%;social and legal issues-33%;crime and violence news stories-40% and celebrity,media-46%



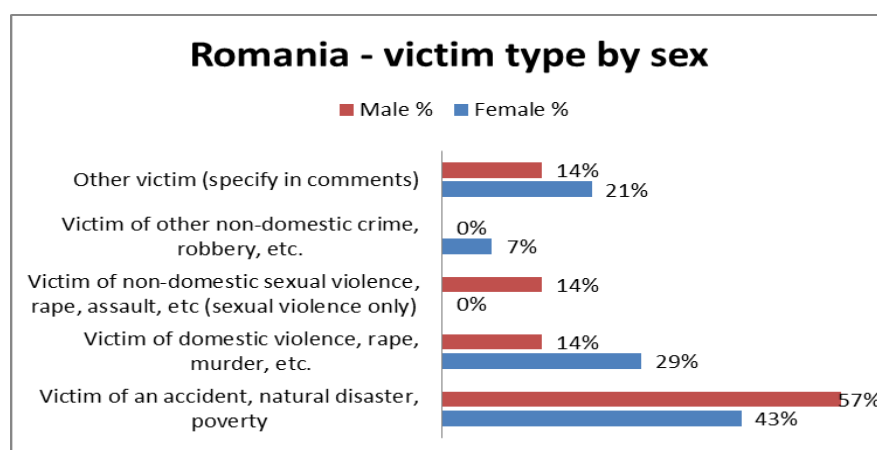
- Presence of female and male news subjects by medium – radio, TV and newspapers, and Internet and Twitter:** Men outnumber women as news subjects in all topics in newspapers, radio and television channels. Overall, women represent roughly a third of news subjects: 32% in print; 19% in radio news and 40% in TV news. The gender imbalance in news representation is most stark in politics and government where men are still portrayed as the main actors in the domain of public life: 76% of subjects in news concerning politics and governments are men while only 24% are women. However, there is an 11% increase compared to the GMMP 2010 results when women comprised just 13% of news subjects in news about politics and government. A similar gender imbalance is observed in news dealing with economical issues where 72% of subjects are males and 28%, are women. Such findings offer proof that areas like politics, government and economy are still presented as a prerogative of men in traditional media as well as on the Internet and Twitter where genders are even more unequally represented as news subjects. For instance, 81% of news subjects in Internet and Twitter stories covering political and governmental issues are men. In newspaper, radio and television channels, violence is reflected as being perpetuated essentially by men (62%). On Internet and Twitter news sites, this percentage increases to 88%. Regarding the topic of celebrity, arts, media and sports, traditional media differ from new media in terms of gender distribution of news subjects. Traditionally, celebrity news is associated to women. For example, the presence of women as news subjects remains the same as in the GMMP 2010

National Report, 46%, but increases significantly to 74% on Twitter and Internet news sites.

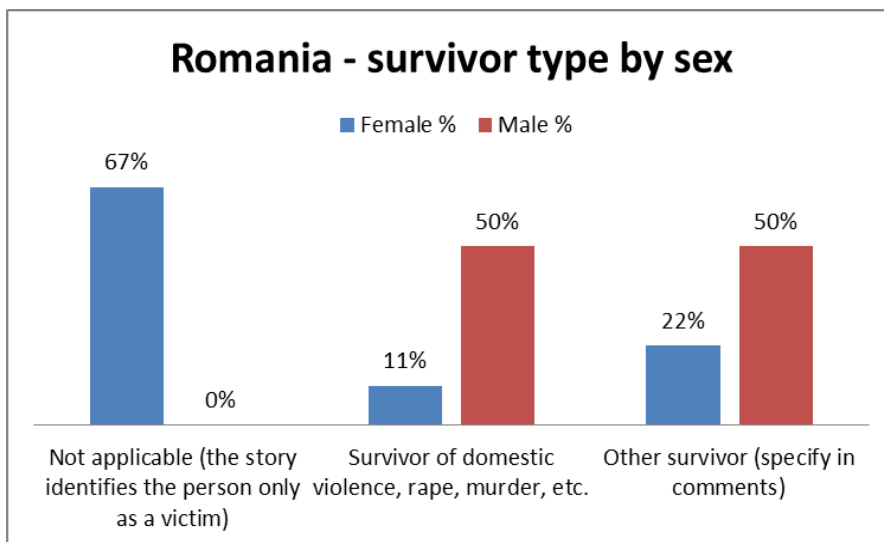
- **News Sources:** The findings show that women are quoted as sources of information in less than 50% of all news stories. Women represent 32% of news sources in print, in radio 19% and TV 40%. Even for political news stories women/s voices are rarely heard on the air. Instead the reporter (male or female) expresses their opinion. However, in the case of local stories, the percentage of female news subjects increases slightly to 41% compared to 36% in foreign or international stories and 32% in national subjects.

Who are the newsmakers?

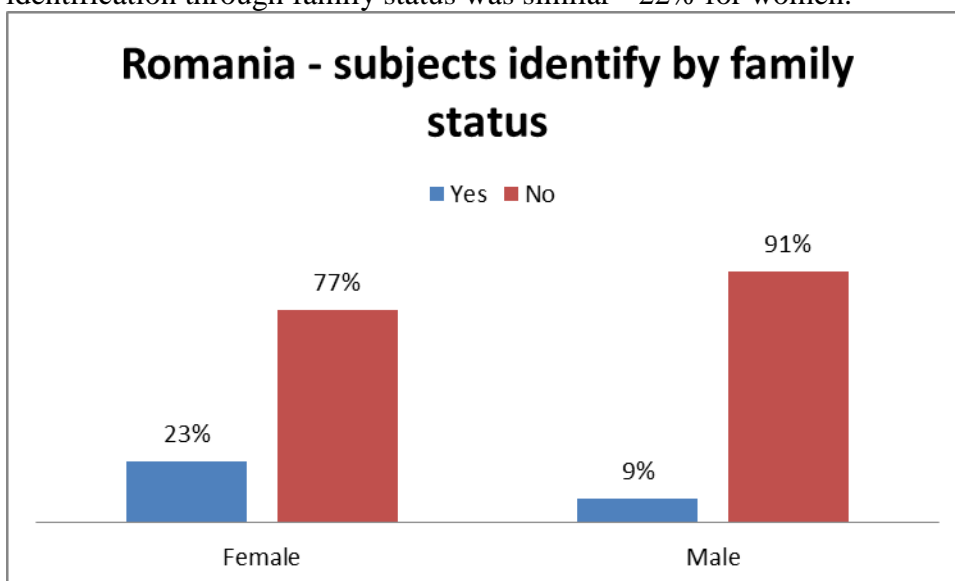
- Out of the total number of women news subjects, 83% are activists or workers in NGO's, 51% are celebrities, 36% are academics, teachers, lecturers, 29% are politicians, 23% are government officials. The occupation of female news subjects was not stated in 55% of stories which confirms the position of second sex or annex of men devoted to women in the news. Comparatively, 56% of men are featured as news subjects in relation to government and politics while only 10% are celebrities. The categories which only comprise women are homemakers, parents. On the other hand, only men appear as criminals and religious figures.
- **Function of female and male news subjects:** Women represent a majority people speaking in the capacity of personal experience (53%) and eye witness (50%). They are clearly outnumbered when it comes to being a subject (34%), spokesperson (30%). By far being an expert or a commentator is a male business. Only 19% of people speaking in the news as an expert are women.
- **Constructing 'victims' in the news:** Most women news subjects are portrayed as victims of an accident, natural disaster or poverty (43%). Female victims of domestic violence, rape and murder comprise 29% of victims in the news. Only one man (14% out of all the male victims) appears as a victim of domestic violence.



- **Portrayal as "survivors" in the news:** Women are far less likely to be portrayed as survivors of domestic violence (11%) compared to men (50%). Women are equally less likely to be portrayed as survivors of other forms of violence (22%) than men (50%).



- Identity and family status in the news:** 23% of female news subjects compared to only 9% of male news subjects are identified by their family status. The distinction between the public sphere and private space remains the same: women are mostly mentioned by family status while men are less likely to be identified in a similar way. While men featured in the news are identified by prestigious occupations, for a great number of women their professional identity is not mentioned. In 2010 the identification through family status was similar - 22% for women.



- Images in the news:** Out of the total news subjects who are women, 45% appear in newspaper photographs while only 40% of men only appear in the visual footage. The classical divide in focusing on women's appearance and men as competent (how does she look like vs. what does he know, say?) is less striking.

WHO DELIVERS THE NEWS?

- **Overall reporters and presenters:** By far, women outnumber men in radio news (92% women compared to 8% men) as reporters, announcers and presenters. The gender imbalance is also evident in television news also where women outnumber (69%) men (31%) as reporters, announcers and presenters. In print the gender distribution is 55% to 45% for news reporters.
- **Age of presenters and reporters:** In the studio, announcers or presenters are all aged between 19 - 49 years with significant gender differences: 41% of women and only 6% of men are between 19 and 34 years old. However, older women are less likely to be featured on television as announcers or presenters. 81% of male presenters and announcers on TV are in the group age of 35 – 49 years compared to just 58% of women in that age group. The median age when it comes to women is 35 years while for men it's 40.
- **Reporters, by scope:** Women present 74% of international news and 54% of national news.
- **Reporters, by major topic:** Most women reporters cover social and legal news topics (27%). This is closely followed by political and government news (21%), celebrity (21%), economy (14%) science and health (9%). There is a similar distribution for male journalists. 30% news reports on social and legal topics are reported by male journalists. Male reporters cover 22% of political and government news, 18% of celebrity news topics, 15% of news about the economy, and 8% in science and health-8%. This is a major change from 2010 when women journalists overwhelming reported on health issues (71%), social issues (79%) and celebrities (69%).

GENDER AND THE NEWS

- **Women's centrality in the news:** In all types of topics, men are the central focus of the news stories, while women are the central focus in 9% of the news. Women are central in only 2% of news about politics and government. Women are central in 28% of celebrity news stories. This is a vast change from the 2010 GMMP results where female presence in the celebrity news.
- **Stories that highlight issues of gender equality or inequality:** Most issues dealing with gender equality/inequality are found in the news about women's participation in the economic process (33%), medicine (33%) and legal system (33%). The high percentage hides the low number of cases dealing with gender equality or inequality: 3 items overall out of 205 total cases.
- **Challenging or reinforcing stereotypes:** There are very few cases in which stereotypes are challenged. Only 6% of news about crime and violence, 3% of news about celebrity, arts, media and sports, 2% of social and legal news respectively challenges stereotypes. The stereotypical content of news has remained constant in the last five years as we can observe by comparing the 2015 results with the ones in 2010.

- **Does the sex of the reporter make a difference for the gender dimensions of a story?**
 - There isn't a big difference in the correlation between the gender of the reporter and the selection of news subjects as sources (11% women reporters select women and 5 % men select women as sources).
 - Women are a central focus in 12% of the news by male reporters and in 6% of news by female reporters. Compared to 2010 GMMP results, the situation is different
 - Is there a difference between the proportion of stories reported by women that raise issues of gender equality or inequality and those reported by men? Women select women in news concerning economy (33%) and legal system, legislation (67%)but the number of articles is totally non relevant.
 - Most of the news stories did not challenge stereotypes. This is confirmed by the qualitative news analysis. The correlation between women's journalistic activity and women's issues will require further investigation in future.

GENDER TRENDS IN INTERNET AND TWITTER NEWS

Overview: The digital news world

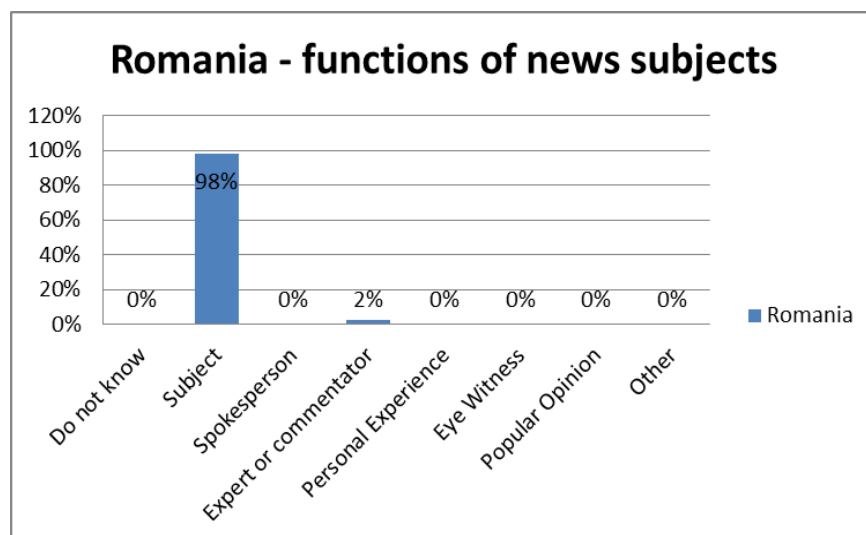
- **Internet - Main topics:** The main topic on Romanian Internet news sites is politics and government (41%) followed by social and legal issues (30%) and economy (15%). The two online media monitored for this research (gandul.info and adevarul.ro) contain mostly news articles about political (41%) and social-legal (30%) systems of Romania. This can be explained by the fact that these are generalist online publications and their content prioritizes political and social news. The Romanian online media is specialized and the most popular media (which also has print versions) usually addresses socio-political issues. In the analysed period of time, the Romanian (Victor Ponta and Klaus Johannis) and foreign political leaders (Barak Obama and Angela Merkel) are most present in the news of these online media. The lack of other important topics such as health, culture, and economics is determined by the specificity of these media.
- **Proportion of stories shared on Twitter and on Facebook:** The situation is similar when it comes to Twitter. 50% of stories share on these social media sites concern politics and government, 25% on social and legal issues. The findings confirm previous arguments about specialized online media in Romania. The quality online media actually addresses socio-political issues. The same situation can be observed on two social media platforms. The newsrooms repost news from their official websites on Twitter and Facebook. We have noticed that there is no difference in terms of use of these two social media platforms. The reposting is done by copy-paste without

modification. Most of the news are reposted, except those which are taken without citing the source of origin

- Twitter - Proportion of stories that are original tweet, proportion of stories that are retweets: There aren't any cases of retweets.

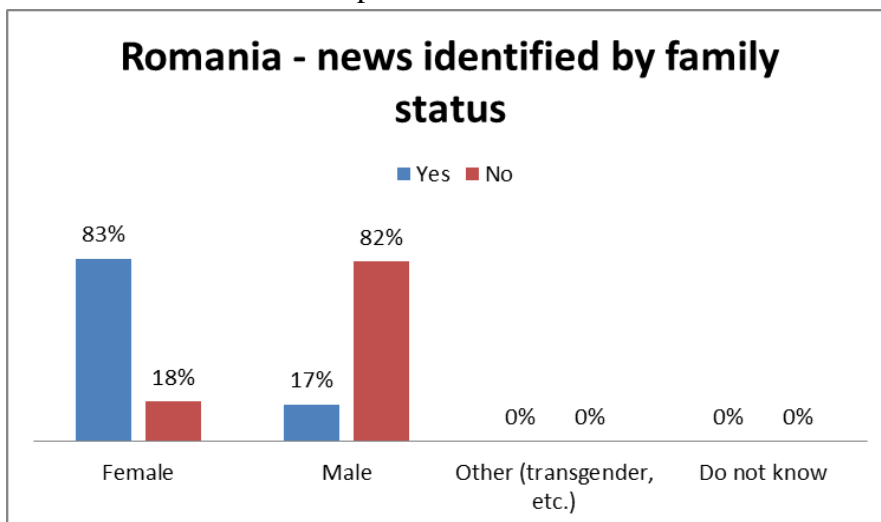
News subjects in the digital world

- **Internet - Overall presence of women.** The results of this study show that the presence of women in the news articles is determined by the news topic. The news about politics (82%) and crime and violence (100%) is focused on men. The health (100%) and entertainment (100%) topics put the spotlight women. The only difference, where the situation seems more or less balanced, is the social sphere. Both women (56%) and men (44%) are presented as news subjects in these areas. The political environment in Romania is dominated by men; therefore their presence in the news media reflects a social reality. The same argument supports the health and entertainment areas where women rule.
- **Twitter - Overall presence of women:** 26% of women appear in celebrity, birth, royalty news followed by other celebrity news (22%) and media portrayal of women/men 13%. Only 4% of women appear in the category of “women politicians, electoral candidates etc”. Men appear mostly in news about non-violent crime (32%), foreign politics (12%). There isn't any male candidate (it is not an election period in Romania), but 8% of men are presented as politicians.
- **Internet - Functions of news subjects:** 98% of individuals appearing in the online news are subjects while the rest of 2% fulfil the role of experts.

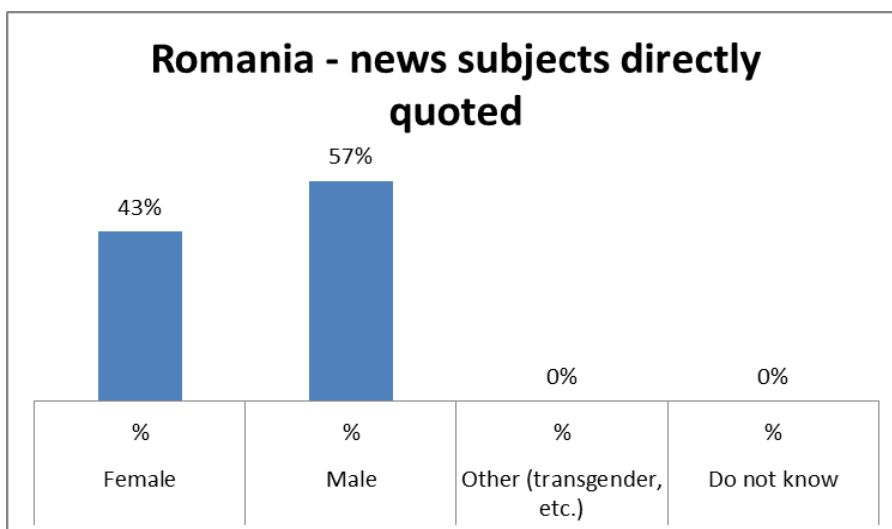


- **Internet - News subjects who are identified by family status:** 83% of female news subjects and only 17% of male news subjects are identified by their family status. Therefore, women are portrayed as being strongly related to the private space while

men are presented as part of the public sphere which is contradictory to everyday realities of Internet consumption.

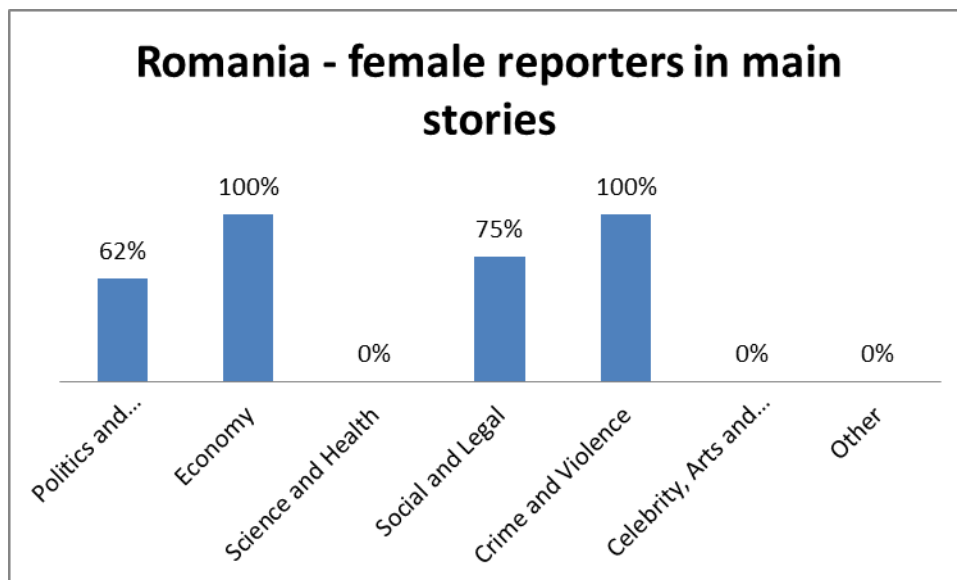


- Internet - Age of news subjects:** All the three individuals aged between 13 and 18 years are women while the only person between 19 and 34 years is a man and the one between 35 and 49 years is a woman. Out of the 40 individuals whose age cannot be determined, 80% are men and only 20% are women.
- Internet - News subjects who are directly quoted:** Only 43% of the news subject directly quoted are females compared to 57% men. The source of authority still resides in men.



Delivering the news in digital spaces

- Female reporters in main stories:** 75% of stories related to social and legal topics and 62% of those concerning politics and government are presented by female reporters. Only 2 news stories on the economy on monitoring day were reported by women.



- Twitter - Female reporters & journalists: There are 3 tweets reported by women, one in each of the following topics: politics and government, science and health, crime and violence.

GENDER AND JOURNALISTIC PRACTICE

Case Study 1: A TV story that is blatantly stereotyped

Title of the blatantly stereotyped article: Women Frightened by a Sexual Predator (In Romanian: Terorizate de un obsedat sexual)

Name of television channel: Kanal D

Theme: 44. Gender violence based on culture, family, inter-personal relations, femicide, harassment, rape, sexual assault, trafficking, FGM...

Skills: Perspective

Genre: News story

Analysis

The present analysis is intended to demonstrate that due to its characteristics the discussed news story presents both women and men in a stereotypical role, meaning women are invested with the image of victims while men are referred to as being either aggressors or saviours.

Headlines

The headline of the news story, *Women Frightened by a Sexual Predator*, is particularly indicative of the viewpoint from which the news story is presented. It conveys two stereotypes about women: one refers to the fact that women are helpless and powerless in the

face of threats to their personal safety in their surrounding environment, in this case, the urban setting of a Romanian harbor. The second is constructed around the idea that women are deeply governed by uncontrollable emotions such as fear, terror, even horror. The headline is relevant in the sense that it clearly states the essence and type of story as well as the general viewpoint which will be further employed in the construction of the subject. Secondary headlines also sustain the main idea, for instance, 'Women are afraid of going out of their houses' (In Romanian: "Femeilor le este frică să iasă din case").

Sources

In the current case study, sources selected to support the news story are mostly women, with only one exception, hence, there is a lack of gender balance among news sources. The only man who appears in the news story as a source is a representative of the police forces investigating the case – a role which also perpetrates the stereotype of men as experts. Although the victims seem to be young girls, all eyewitnesses, individuals relating to personal experience or expressing a popular opinion are aged, retired women living in close to the area. They all have a similar discourse, illustrating the concerns of the group they are part of, meaning retired aged people who spend most of their times at home, have a fixed day-schedule, take care of pets and are worried about the fact that they no longer possess the physical strength to fight back if in danger. The fact that similar sources represent the point of view of the same age group is highlighted by affirmation such as 'I'm afraid, of course I'm afraid, we're elders, aren't we?!' (In Romanian: "Mi-e frică, sigur că mi-e frică, doar suntem bătrâni, nu?!").

However, a young psychologist is employed to explain the psychological characteristics of the attacker. Also, there is an online source who allegedly is a young woman who recounts a similar story of an individual following her.

Language

In terms of language, the assaulter is presented through characteristics associated with mental illness such as *maniac* or *sexually obsessed*. Both the sources' statements and the reporter's discourse revolve around emotions of fear and terror which made the 'girl's feet shiver' and of pity towards the girl who is portrayed as a victim ('the poor girl').

Visual images

Visual images are mostly re-enactments of the assault scene, interviews with sources or reporter's communication. The aged retired women who were either eyewitnesses or simply neighbours involved in the story by means of proximity to where it all happened are all filmed during the evening or even night time. The young female psychologist's interview takes place indoor in a rather dim lighted room while the male figure of authority, the representative of the police force, is presented in mere daylight. Furthermore, his uniform and insignias give salience to the role of expert and consolidates his position of authority. The images re-enacting pursuance and assault scenes follow the stereotypical logic according to which masculine figures are identified with torturers and the feminine ones, with victims. Masculinity is constructed as a space of agency whereas femininity is associated with withdrawal.

Story angle and perspective

The voices one can hear in the selected story are indeed those of women, but those of women in need, aged women living in urban Romanian areas who speak about their personal experience and the experience of adolescent girls. Although illustrative of the perspective of neighbours and eyewitnesses, the viewpoint remains narrow if story's construction is one-

dimensional. A similar online account attributed to a young woman is also presented, but virtual conditions do not offer complete credibility regarding the identity of the user. Her suggestions and advice are somehow contradictory because it is first stated that women should prove self-control when in such situations, but in the ending a calling is addressed to parents, I presume, from the formulation or at least to instances of authority and protection for adolescents: 'Do not let your girls alone outdoors' (In Romanian: "Nu vă lăsați fetele singure afară").

Placement or positioning

The story is positioned first in the news broadcast of the Romanian channel Kanal D. It is followed by a news report regarding a well-known male Romanian politician who was prime minister between 2000 and 2004 and who recently had a heart surgery operation performed eight months after being released from jail.

Case Study 2: A story that conveys more subtle stereotypes

Title of article: Angelina Jolie has removed her ovaries: "I feel feminine; I made the choice for me and my family"

Name of internet news website URL:

<http://www.gandul.info/magazin/angelina-jolie-si-a-extirpat-ovarele-ma-simt-feminina-am-facut-aceasta-alegere-pentru-mine-si-familia-mea-14043294>

Date: 03-25-2015

Country: Romania

Subject: 24

Skills: This news is a translation from the foreign press. The journalist's contribution was insignificant.

Genre: News story

Analysis

The news presents Angelina Jolie's announcement that she has undergone surgery to remove her ovaries to prevent a possible cancer. The news mentioned several times that she is Brad Pitt's wife and that she has six children and would like to adopt another one. Angelina Jolie is not presented from the perspective of an activist who promotes women's health through her messages, but as a person who has a family, many children and decided to surgically remove her ovaries as a choice that will benefit her family. In fact, behind Angelina Jolie's message was a manifesto for women and the journalist was not interested to transmit it.

Case study 3: A story that is a missed opportunity

Name of television channel.PRO TV

Date: March, 25, 2015

Country: Romania

Theme: (select from Annex A): 44 Gender violence

Skills: perspective

Genres: News story

Analysis

1. **Headline:** The story is introduced as being the profile of a woman who suffered from violent acts committed by her husband. The headline conveys the idea that a woman who suffered spousal violence is a victim.
2. **Sources:** Only women are interviewed in this story: the woman who suffered from spousal violence and a lawyer who is an expert in gender based violence are interviewed. The story conveys the idea that family violence is women's concern, although the reporter underlines that society and the criminal justice system does not take family violence seriously, placing the blame on the victim.
3. **Visual images:** The images illustrate the story in a fair way, but I think that using images that show the woman's burns could reinforce the idea that the woman is a victim, not a survivor.
4. **Story angle and perspective.** The main character of the story is a woman who was beaten up and set on fire by her husband. The story angle is clear from the headline: the woman is a victim, not a survivor. The story does not challenge the gender stereotypes related to spousal violence, although the reporter explains that the Romanian society and judicial system are too loose in this respect. The story mentions that the work colleagues of the woman have tried to convince her to withdraw the complaint against her husband. As a consequence of this refusal, the woman (mother of 2 boys) will lose her job and her home.
5. **Placement or positioning.** The story is placed at the middle of the TV news cast.

Case Study 3: A story that is a missed opportunity or gender blind

Title of article: Noul Regulament de functionare a Camerei Deputatilor (The New Regulation Concerning the Functioning of the Deputies' Chamber)

Name of newspaper, television or radio channel or internet news website URL: *Radio Romania Actualitati RRA*

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

Date March 25, 2015

Country Romania

Theme (select from Annex A) 1

Skills: Sources, Perspective

Genre: News Story

Analysis

The story is about the new regulations to be implemented in the functioning of the Deputies' Chamber. There were three politicians quoted in the piece of news: two men and one woman. However, only the men's opinions are given actual voice on air, while the woman's point of view is summarized by the reporter.

This practice is actually met throughout the news: no woman politicians are directly quoted i.e. their voice is not pre-recorded to be aired, while a lot of male politician's points of view on various issues are aired. This way of reporting the news, since it is not an isolated example can be seen as a perpetual missed opportunity in Romanian radio journalism at least.

Most of the stories analyzed from a qualitative point of view represented the first and third category: blatantly stereotyped stories and gender blind or missed opportunities.

SUMMARY AND CONCLUSIONS

We noticed an improvement in the presence of women in the news but a more important one, as authors (presenter, reporter, announcer etc) of the news. Unfortunately news that challenge stereotypes remain very scarce, but we noticed gender awareness among women journalists concerning journalistic practices and a broadening of the news topics reported by women (economy, legislation etc.).

Overall presence of women and men in the news in Romania as news subjects: Even though the number of female and male reporters is more balanced than evidenced during the 2010 monitoring, and 80% of the graduates of Romanian faculties and colleges of journalism are women, women continue to be underrepresented in the news in the country: Only 35% in print newspapers, radio and television channels and 38% on Internet news sites and Twitter profiles. This is a slight improvement from the findings in 2010 where only 30% of news stories featured women as news subjects. Women represent 32% of news subjects in newspapers, 19% in radio news and 40% in TV news. Male news subjects continue to dominate major news topics such as government and public life. Women are news subjects in 24% news stories on politics, 28% on economy, 41% on health and science, 38% on social and legal issues, 38% on violence and 46% on celebrities and media. Women are central in the news only in 9% news stories. In traditional media as well as on the Internet and Twitter areas like politics, government and the economy are still represented as a prerogative of men. The gender imbalance in news representation is even more blatant on the Internet and Twitter.

Who are the newsmakers? Out of the total number of women subjects in the news, 83% are activists or workers in NGO's, 51% are celebrities, 36% are academics, teachers, lecturers, 29% are politicians, 23% are government officials. The occupation of female news subjects was not stated in 55% of stories which confirms the position of second sex or annex of men devoted to women in the news. Comparatively, 56% of stories about government feature male news subjects and only 10% of news about celebrities and entertainment feature female news subjects.

Function of female and male news subjects: Women represent a majority of people in the news speaking in the capacity of personal experience (53%) and eye witness (50%). They are clearly outnumbered when it comes to being a spokesperson (30%). By far being an expert or a commentator is a male business.

Constructing 'victims' in the news: Many women news subjects portrayed as victims (43%) are victims of an accident, natural disaster or poverty, followed far by victims of domestic violence, rape and murder (29%) or by other victim situation (21%). Only one man (14% out of all the male victims) appears as a victim of domestic violence.

Identity and family status in the news: 23% of women news subjects compared to only 9% of men news subjects are identified by their family status. The distinction between the public sphere and private space remains: women are mostly mentioned by family status while men less likely to be presented in a similar manner.

Reporters, by major topic: Most women reporters cover social and legal topics (27%) politics and government (21%) celebrity (21%) the economy (14%) science and health (9%). There is a similar distribution for male journalists.

What are required are regulations frameworks that emphasize and promote gender equality, particularly with regards to women's media representations as well as the active promotion of female leadership in media organizations. We observe that despite the number of women working in the media, there is insufficient diversity in news subjects presented in the news stories in all media. Female news subjects are still featured less than their male counterparts. Despite an overall gradual improvement in women's media images, we need to see more complex, diverse, empowering images of women of all ages and statuses, capable to offer the real picture of the contemporary society and convincing role models for the public.

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

At the organizational level: Media managers should be sensitized to the relevance of gender biases and stereotypical thinking. They have to be encouraged by grants and publicity if they promote non stereotypical journalistic practices and writing. For instance, in Romania there are prizes for young journalists who are against racial, ethnic and gender discrimination.

At the NGO level: Ongoing monitoring and dialogue between civil society organizations and the media remain important for advancing gender balanced media. For instance the Centre for Independent Journalism, a very active NGO in journalism training and advancement should continue to organize national and regional debates on men and women in the media, debates to which journalists, researchers and students are invited

At the academic level: University and research centres should be more active in researching and publishing on such issues as gender images, stereotypes and representation in the media and the public sphere. Courses on gender and media, gender and society should be offered in sociology, communication, law, and economic departments in public and private universities.

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. List of Monitors

Daniela ROVENTA-FRUMUSANI, national coordinator, Professor PhD, Bucharest University, Faculty of Journalism and Communication Studies.

danifrumusani@yahoo.com

Adriana STEFANEL, lecturer PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored print newspapers: *România Liberă*, *Adevărul*, *Jurnalul Național*, *Click*, *Libertatea*. Monitor code: AS001. E-mail :adriana.stefanel@fjsc.ro

Theodora-Eliza VACARESCU, lecturer PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored radio stations: *Radio România Actualități*, *EuropaFM*, *ProFM*, *KissFM*, *Radio ZU*. Monitor code: TV002. E-mail: theoeliza@yahoo.com

Romina SURUGIU, associate professor, PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored TV channels: *TVR* and *ProTV*. Monitor code: RS003. E-mail: romina.surugiu@fjsc.ro

Madalina BALASESCU, lecturer PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored TV channel: *Antena 1*. Monitor code: MB004. E-mail: madabala@gmail.com

Ana-Maria NICULESCU-MIZIL, PhD student, Bucharest University Faculty of Journalism and Communication Studies, monitored TV channels: *Realitatea TV* and *Kanal D*. Monitor code: AM005. E-mail: ana.mizil@yahoo.com

Natalia MILEVSCHI, lecturer PhD, Bucharest University Faculty of Journalism and Communication Studies, monitored Internet news sites: *Adevărul* and *Gândul Info*. Monitor code: NM006. E-mail: natalia.milewski@fjsc.ro

Carolina RUDINSCHI, assistant PhD, Bucharest University, Faculty of Journalism and Communication Studies, monitored Internet news sites: *Gândul Info* and *Adevărul*. Monitor code: CR007. E-mail: carolina.rudinschi@gmail.com

Dan Niculae PODARU, assistant PhD, Bucharest University Faculty of Journalism and Communication Studies, monitored Twitter profiles: *Adevărul*, *Realitatea TV*. Monitor code: DP008. E-mail: dan_podaru1@yahoo.com

Roberta Elena BALAITA, master student Bucharest University Faculty of Journalism and Communication Studies monitored Twitter profiles: *România Liberă*, *Antena 1*. Monitor code: RB009. E-mail: robertaelena.ro@gmail.com

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