

*Gender on TV in 2018:
Off-screen and On-screen*

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Introduction

The Agency for Audio and Audiovisual Media Services, based on its obligation from 2012 Law on Equal Opportunities for Women and Men, in 2018 again conducted surveys on the gender issues and the way of depiction and representation of men and women in program concepts and contents of the means for public information. In addition, according to the practice implemented for many years, the regulatory body also provided data on gender structure of the employees in radio and TV stations, whereby updated information on the owner structure of broadcasters can be obtained from the registers of radio and TV stations¹, which also implies information on women and men representation in terms of ownership.

All of the indicators in this publication present the status of gender representation and gender topics on-screen and off-screen to the persons responsible for creation and implementation of media editing policy. The necessity of seeing the whole picture is evident if 2017 Recommendation of the Council of Europe on Gender Equality in the Audiovisual Sector is taken into consideration, wherein it is indicated that:

*“Audiovisual sector serves to all members of the society. This calls for particular attention to gender equality both in terms of participation and access to the sector and in terms of content and the manner in which women are treated and portrayed ...”.*²

Hence, in the first part of this publication shows the status in terms of women and men participation on-screen and off-screen at all levels, from owners to support staff, whereby new data are added to the ones for the period 2012-2016 published in “Gender on television”: A

¹ Registers available on: <http://avmu.mk/radiodifuzeri-mk/>

² Recommendation CM/Rec (2017)9 of the Committee of Ministers of the Council of Europe to member states on Gender Equality in Audiovisual Sector, available on: <http://avmu.mk/en/13738-2/>

Collection of annual surveys on the treatment of gender issues and the way women and men are depicted by the national TV stations (2012-2016) - including comparative indicators”³ (hereinafter referred to as: “Gender on TV ...”) published at the beginning of 2018. The results from the analysis of the TV program from the aspect of presentation and treatment of gender-relevant topics and from the aspect of depiction and representation of women and men are presented in the second part of this publication; however, this time they are conducted on different sample of shows. Namely, for six years, the newscasts and commercials on the national televisions were used as samples for the analyses and based thereupon publication was prepared wherein the trends of frequency and treatment of gender topics in programs and the way in which women and men are presented on TV in the country were specified. The year 2018 seemed like the right period to have an insight in other shows, so instead of replicating the surveys again, subject of the analyses were the morning/noon shows aired on the seven TV services that have been regularly surveyed: first and second TV program service of the Public Broadcasting Service – MRT1 and MRT2 – Program in Albanian language and commercial terrestrial televisions at national level: Alsat-M, Alfa, Kanal 5, Sitel and Telma. A special questionnaire was used for the content analysis, prepared on the basis of the instruments used in the previous six years. The analysis was conducted by a team of researchers from the Program Affairs Department of the Agency, as follows: Emilija Petreska-Kamenjarova, MA; Marina Trajkova; Viktor Stojanov, MA; Teodora Ristovska, MA and Nesrin Mahmut.

³ “Gender on television”: A Collection of annual surveys on the treatment of gender issues and the way women and men are depicted by the national TV stations (2012-2016) - including comparative indicators”, available in English on: <http://avmu.mk/wp-content/uploads/2018/04/Collecton-2012-2016.pdf>

Off-screen

Providing, analysing and publishing gender segregated data on different aspects of the audiovisual media industry is one of the guidelines referred to in the Recommendation of the Council of Europe on Gender Equality in Audiovisual Sector. This is perceived as an important factor when obtaining fractographic indicators for the areas and levels of (in)equality of men and women in this sphere. The data published here reflect the gender structure status in terms of owners and employees.

The representation of women and men in the ownership structure can be determined at any time from the registers of radio and TV stations⁴. Therefore, the comparison in this category was made between the data from the registers for the beginning of December 2018 and the data from December 2017, published in the "Gender on TV ...". According to these data out of 53 commercial TV stations 13 are owned by legal entities, 36 are owned by natural persons and 4 are owned by legal entities and natural persons combined. The gender structure can be analysed in media partially or fully owned by natural persons i.e. in 40 TV stations, whereby the following status has been established:

- 29 TV stations are 100% owned by men, i.e. 5 TV stations less compared to the previous year when 34 TV stations were 100% owned by men.
- Only 3 TV stations are 100% owned by women, which is a number dropped by one compared to the previous year.
- The remaining 4 TV stations are owned by men and women, whereby the women's ownership share varies - 10%, 33%, 50% and 66.7% (there is no change compared to December 2017).
- Three TV stations are owned by legal entities and natural persons combined. Two of them are owned by man together with a legal entity (no change). One TV station is owned by a woman together with a legal entity, whereby the woman has 48% of the ownership, while the

⁴ Registers are available on: <http://avmu.mk/radiodifuzeri-mk/>

legal entity has 52% and this is a new status compared to December 2017, when no such ownership combination was established.

- In one medium, the ownership is combination of legal entity, man and woman, whereby the man and woman have 0.07% of ownership each, while the legal entity has 99.86% of the ownership. This is the only national medium where woman appears as an owner (no change).

Furthermore, for a long period of time the Agency gathers and publishes gender segregated data on the employees in radio and TV stations⁵, and in 2017 the Agency published analysis showing the trends i.e. ups and downs in the gender gap in the period from 2012 to 2016⁶. Employees structure analyses are done after the end of the year, so in 2018 the data on 2017 are being processed. In the comparison provided here, data from the period 2012-2016 are being used, whereby the trends for longer time period can be seen, although the focus is placed on the movement of job positions between 2016 and 2017.

Compared to 2016 data, there was a drop in the number of employees in the entire television industry in 2017. As indicated in the analysis of the Agency on the employee structure in audio and audiovisual media industry in 2017⁷, the biggest drop is evident in commercial televisions. Namely, the total number of employees in private TV stations dropped by 225, whereby the fact that this year 8 TV stations ceased to operate had a significant impact on that number. The year before that, there were 194 employees in these TV stations. Furthermore, in 2017 in the Public Broadcasting Service as a whole (radio and TV) there are 19 employees less, compared to 2016.

⁵ Analyses of employee structure are available on: <https://bit.ly/2rPd27G>

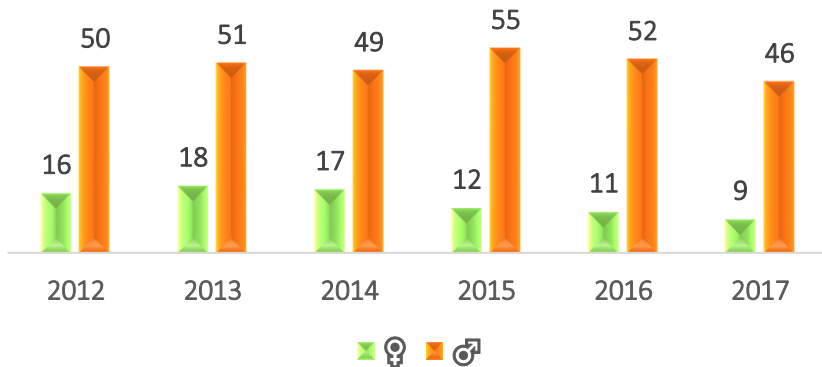
⁶ "Gender on television": A Collection of annual surveys on the treatment of gender issues and the way women and men are depicted by the national TV stations (2012-2016) - including comparative indicators" available in English on: <http://avmu.mk/wp-content/uploads/2018/04/Collecton-2012-2016.pdf>

⁷ Available on: <https://bit.ly/2ScUAS2> p. 4.

Gender structure of employees in the entire television industry

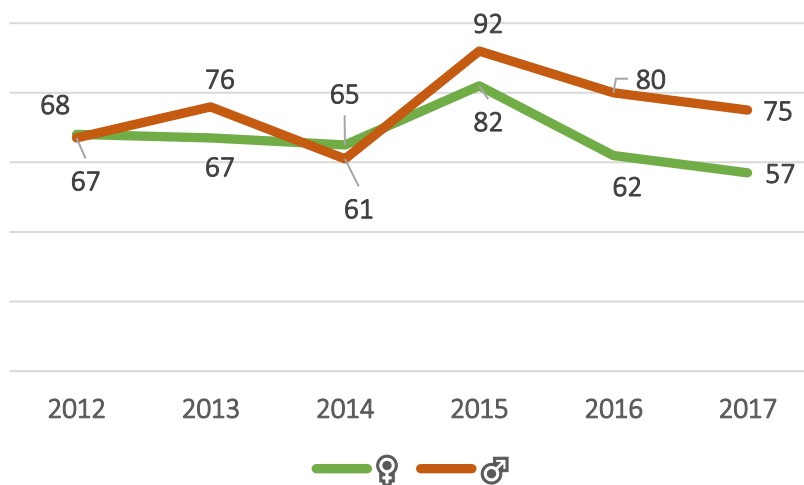
What can be concluded from the data on the number of women and men employed in the television industry as a whole and their job positions - is that no drastic changes can be seen in the key findings. The number of women as managers and directors is still low (Image 1). The total number of employees on such job positions in 2017 dropped by 8 persons (corresponding to the number of TV stations that ceased to operate). Two of these persons are women and six are men.

Image 1: Number of manager(s) and director(s) per years
(all TV services)



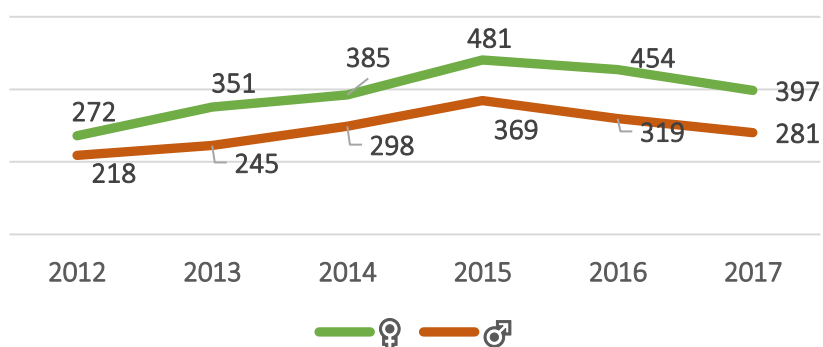
In 2017, the number of editors dropped by 10, whereby the drop was balanced – five men and five women (Image 2).

Image 2: Number of editors per year (all TV stations)



The biggest drop is evident in journalists – the number dropped for 95, 57 of whom are women and 38 are men. Still, the journalism remains a woman’s profession (as seen in Image 3, there is a total of 116 women more than men), i.e. this remains the first stair in the hierarchy with more women than men, but at the same time it is a stair oriented towards implementation of already established editorial policies.

Image 3: Number of journalists in TV stations per years (all TV stations)



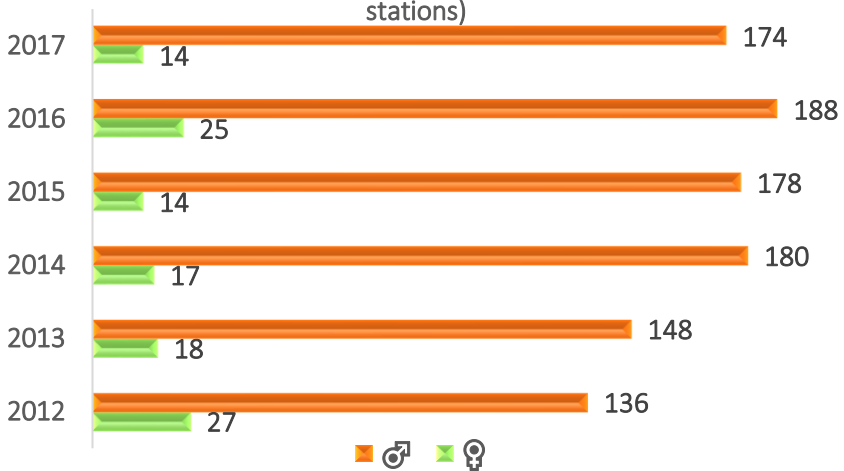
Marketing is the only position where, in general, there is increase instead of drop in the number of employees for 2017 a total of 8 persons (Image 4). When analysed per gender, the situation is somewhat different since the participation of men increased by 10, while the participation of women dropped by 2, and for the first time since 2012 more men than women are being employed in marketing.

Image 4: Number of employees in marketing per years (all TV stations)



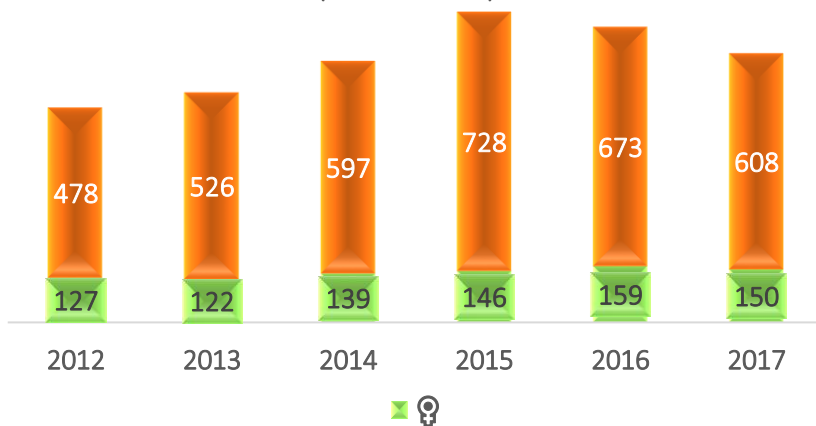
With regards to the technical staff (engineers and technicians) the dominant part of the employees are still men i.e. there are 160 men more (Image 5). In general, the number of employees in this category dropped by 25 persons compared to 2016, out of whom 11 are women and 14 are men.

Image 5: Number of technical staff per years (all TV stations)



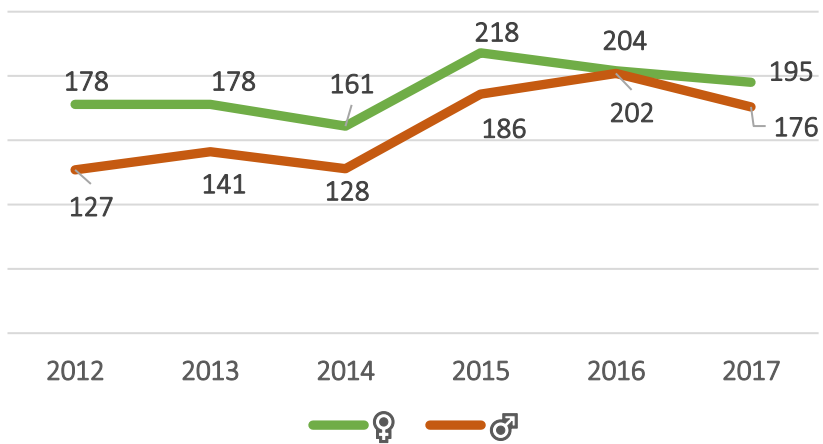
Another category where the dominant part of employees belongs to men is the production staff (Image 6). Number of men employed as directors, cameramen, video/sound editors etc. reduced by 65, which is seven times more than the drop of the number of women (nine), but still there are 458 more men than women in this category of employees.

Image 6: Number of production staff per years (all TV stations)



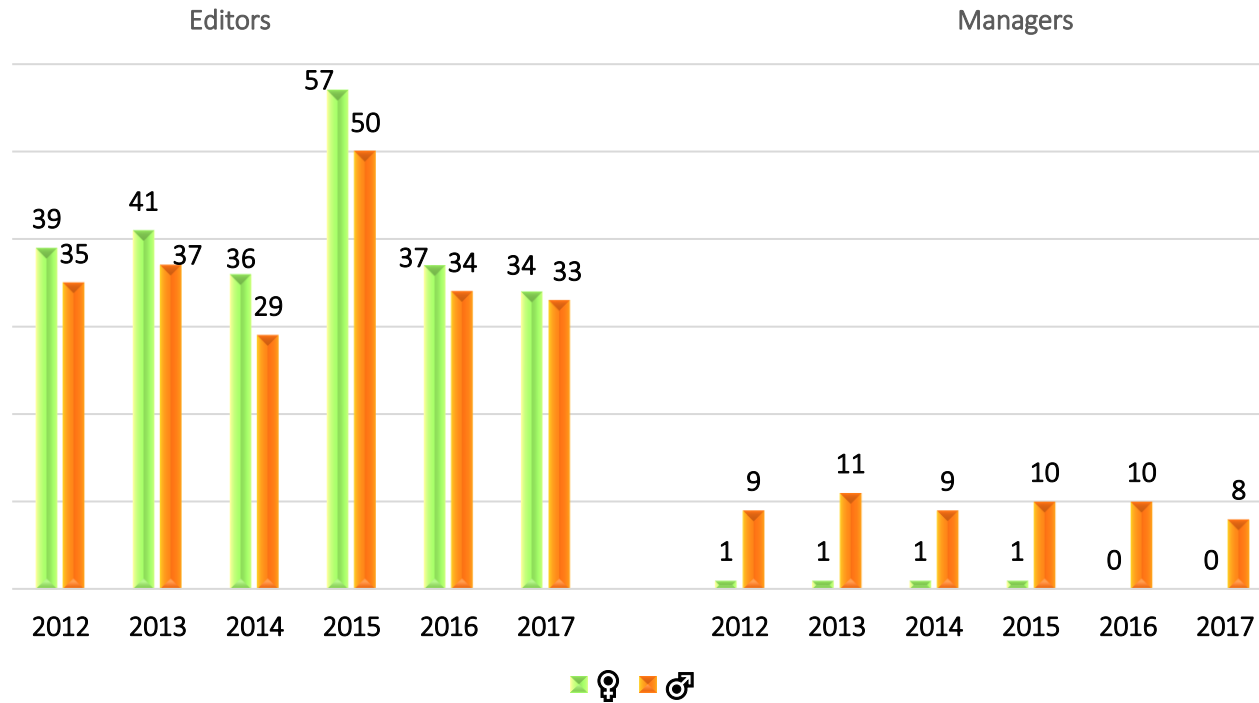
In the employee structure analysis in the TV industry there is another methodological category – “other (support) staff” (janitors, drivers, secretaries, etc.) where the total number of employees also dropped, whereby the representation of men is reduced by 26, which is almost three times more than the drop in the number of women (nine). This increases the difference in the presence of gender in this category for the benefit of women, i.e. if there were two more women in 2016, there were 19 women more in 2017.

Image 7: Other (support) staff per years (all TV Stations)



Gender structure of employees in national televisions

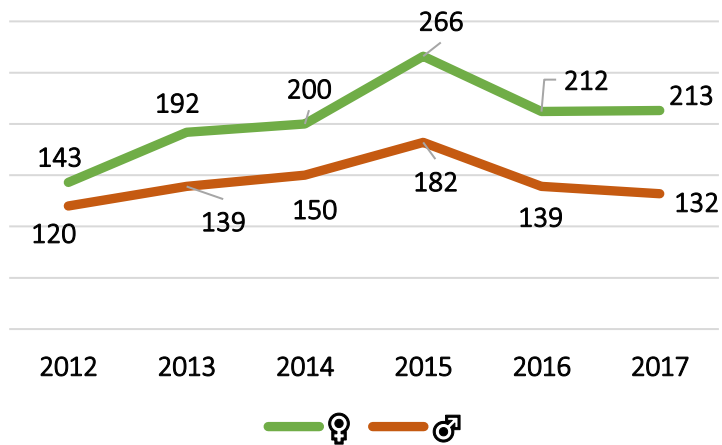
Image 8: National TV stations



Having in mind that the analysis of the frequency of gender issues and their depiction and representation is conducted on a sample from the national TV stations, it is practical to see the gender structure of the employees in this segment of audio and audiovisual media services.

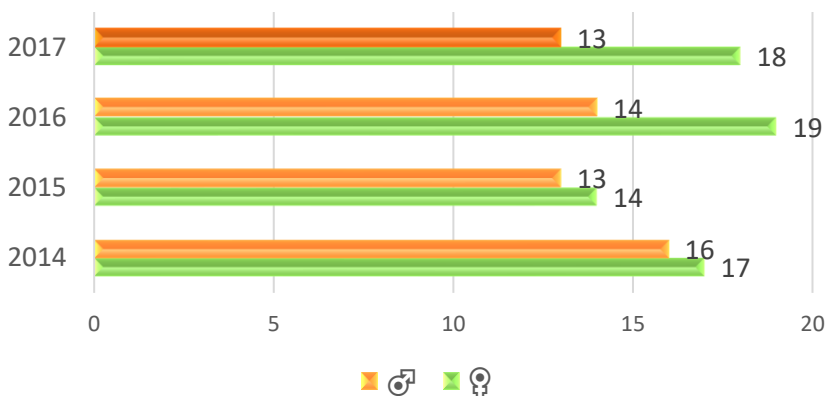
The data on changes in managers show that there are two managers less in 2017 compared to 2016, whereby the number of women remains the same i.e. non-existing (Image 8). However, there are certain changes in the number of editors, whereby the number of female editors dropped by three, and the number of male editors dropped by one (Image 8).

Image 9: Journalists in national TV stations



Although the total number of journalists dropped by six (Image 9), the number of women increased by one, while the number of men dropped by seven. Women are dominant part of journalists on national TV stations too, whereby the changes in the number of employed journalists led to even bigger difference for the benefit of female journalists, whose number increased by 81 in 2017.

Image 10: Number of employees in marketing in the national TV stations

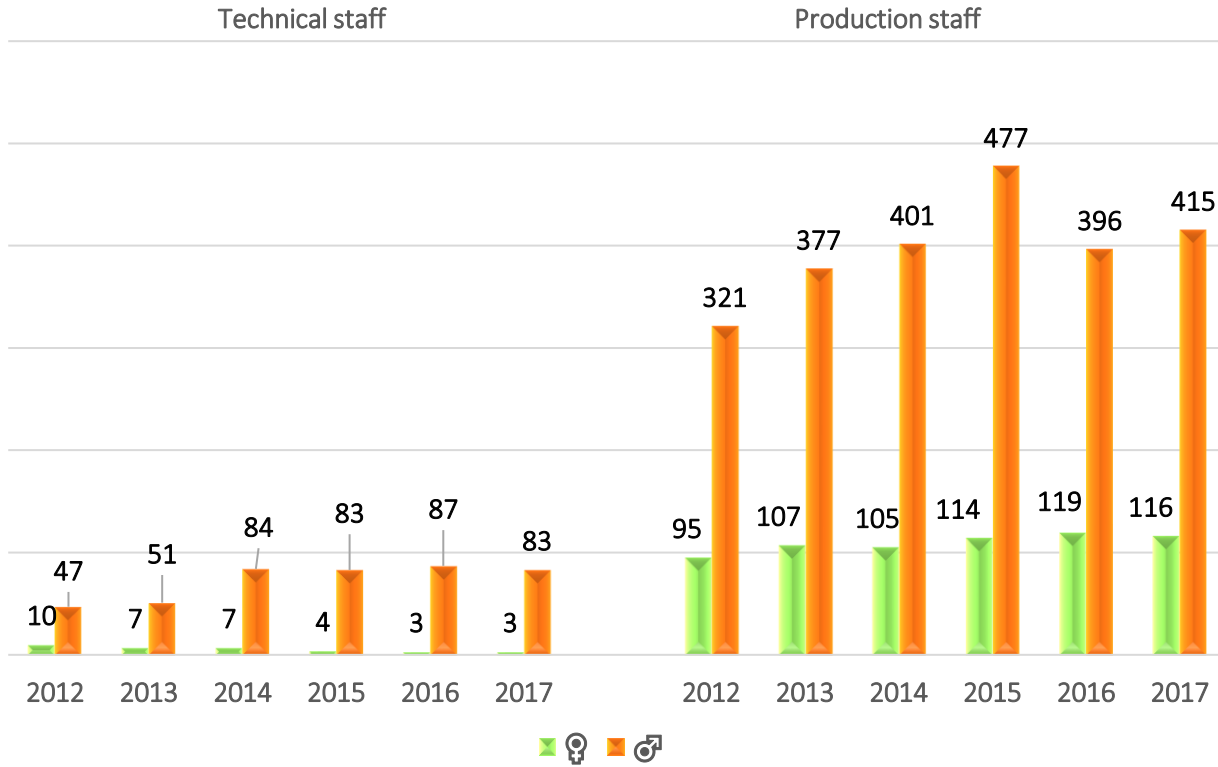


Contrary to the increase of the number of employees in marketing at the level of television industry as a whole, insignificant drop is noticeable in national TV stations, i.e. one man and one woman less in 2017 compared to 2016 (Image 10).

In the period from 2016 to 2017, the technical staff in national TV stations reduced by four men, while the number of women remained unchanged - three (Image 11). This category remains dominantly male – among the engineers and technicians there are 80 men more than women.

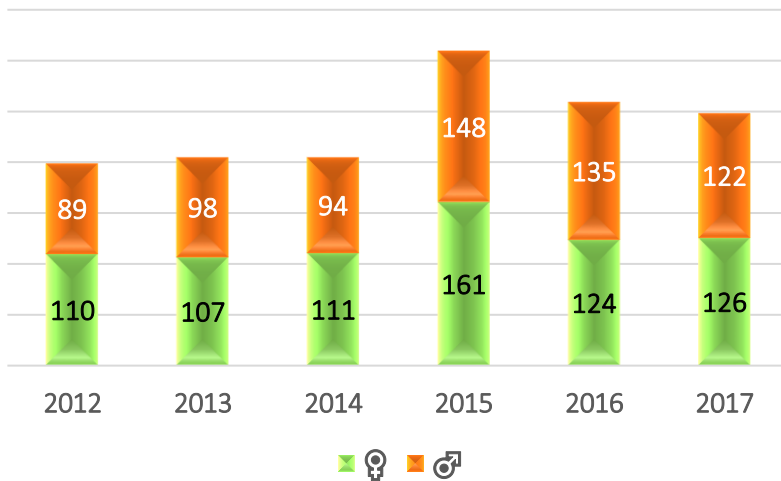
In the production staff the domination of men in 2017 became even more evident than before. In fact, this is the only category of employees in national TV stations which shows increase in the total number of employees, with additional 16 persons (Image 11); however, the increase is not equal from the aspect of gender. There are 19 employed men, while the number of employed women is reduced by three.

Image 11: National TV stations



There is a drop by 11 persons in 2017 in the category “other (support) staff” in national TV stations shows. Such decrease is also not equal and results from the employment of additional 2 women, whereby the number of employed men dropped by 13, which means that women are more dominant than men (Image 12).

Image 12: Other (support) staff in national TV stations



Conclusion

It is evident that the editorial policies both in national televisions and in the television industry in general are created in a man-dominated environment (owners, directors, editors), and implemented by a women-dominated category (journalists), in cooperation with technical and production staff – which consists mainly of men.

In order to make a change in the already ingrained conditions in terms of gender on-screen, there must be a change in the awareness and the way of perception of the media of the importance of bigger inclusion of women at all levels in audiovisual industries, since the society is thus deprived from the opportunity to see the results from the creativity of half of the population.

On-screen

As mentioned above in the text, news and commercials were subject to annual analyses for treatment of gender issues and the way of presentation and representation of men and women in one particular time period of six years (2012-2017). These analyses, conducted for or by the Agency for Audio and Audiovisual Media Services provided indicators for the trends in terms of elaboration of gender issues and the un(awareness) for the validity and the need gender to be used as relevant aspect in the course of the comprehensive and analytical elaboration of the current and persistent topic, important for the life of the citizens in the country, and repeating or challenging gender stereotypes and acceptance or rejection of the objectification or sexualisation when presenting thereof. Therefore, it was about time to research new segment of the programme.

Media usually start their daily reporting address to the viewers via morning/noon shows. In addition, they are shows with potential variety of viewers of all age groups: from children (pre-school age, elementary school and secondary school pupils), to young people, adults and retired persons – if all of them spend the morning at home, they probably watch some of these shows. Therefore, as a sample for this seventh analysis about the treatment of gender issues and the way of presentation and representation of men and women in programmes on national terrestrial TV stations, we have chosen morning/noon shows on national TV stations.

Subject to this analysis were once again TV stations having potential to reach largest audience, and therefore it is expected of them to have the biggest impact, i.e. seven television programme services broadcasted via terrestrial multiplex, of which two belong to the Public Broadcasting Service: MRT1 and MRT2-TV Programme in Albanian language, and five of them are private: TV Alsat-M, TV Alfa, TV Kanal 5, TV Sitel and TV Telma. The sample for analysis was selected from the programme broadcasted in May 2018, from five morning/noon shows broadcasted in working days on the following dates: May 28 (Monday), May 22 (Tuesday), May 16 (Wednesday), May

10 (Thursday) and May 4 (Friday). This is how the sample of a total of 35 shows with different duration and structure was formed.

The analysis of morning shows consisted of two parts. In the first part, there was an insight in the total broadcasted content and it was categorized according to its communicative features, such as the function it fulfils or the viewers for which such content is intended (children or adults). This showed that some of the TV stations conceptualized their morning/noon shows by taking into consideration the variety of potential viewers, i.e. they included contents for children and adults as well, whose function is entertaining, informative and educational⁸. For example, "Makedonija nautro" ("Macedonia in the Morning") on MRT 1 is typical morning informative-entertaining show where more than half of its contents have informative function, one third of them are entertaining and the remaining contents are educational. The show "Nov den" ("New Day") on TV Alsat M has the similar structure, i.e. this show has more informative than educational elements. "Utrinska na Telma" ("Morning Show on Telma") is a morning show of informative-entertaining character, whose informative segments make a bit less than two thirds of the contents, the entertaining segments cover one third of the contents and the educational segments make 3% of the contents. "Ja sakam Makedonija" ("I Love Macedonia") is also a morning show on TV Sitel of informative-entertaining character, where the informative contents are dominant, the entertaining information make less than one fifth, while the educational segments make 12% of the content. "Razbudi se so nas" ("Wake up with Us") Programme in Albanian language on MRT2 decided to address to viewers of different age group, presenting primarily entertaining contents (more than 82% of the contents). "Alfaskop" on TV Alfa is mainly of informative character (more than 90%), where the contact and discussion with the viewers is quite important, and the remaining contents are of entertaining character. "Zdravo Makedonijo" ("Hello Macedonia") on TV Kanal 5 is almost

⁸ Details on the reported topics and the manner of their journalistic elaboration, as well as the presence of each of the functions of journalism/media in the analyzed shows are specified in the particular reports further in the text.

entirely informative show (only 3% belong to the entertaining part). This show is mainly dedicated to conveying the opinion of the citizens via telephone contact with the viewers or via journalist polls. The programmes on TV Alfa, TV Kanal 5 and TV Sitel are designed for the adult population i.e. the analysed shows do not contain contents intended for children.

The second part of the analysis, i.e. during the analysis from the aspect of presence and treatment of gender, only the contents which are particular journalist product created/intended for the respective show were analysed. This means that if news is broadcasted within the show – they will not be analysed item by item, only their presence will be acknowledged in the total contents of the morning show, since the information shared via news is not subject to analysis this time. Animated and documentary films, cooking shows and similar contents are not analysed from the aspect of persons/topics they contain, since they are produced by other teams and for other needs, and they have their place in the morning/noon shows due to the conceptual intention of the medium to provide various topics due to the various needs of the viewers.

This means that the segments/feature stories broadcasted live or previously prepared by the team which usually conceptualizes and realizes these shows are put in the focus. This showed, different representation and approach in terms of gender topics. In TV Alfa and TV Kanal 5 gender is almost non-existing topic which, in the rare cases of mentioning thereof, is generally treated in traditional, conservative and patriarchal manner. TV Sitel has higher awareness for the importance of topics and certain duality is noticeable in the journalistic approach – on one hand, in some of the segments, questions important for the equality of women and men are asked, and on the other hand there is traditional, conservative approach in terms of gender roles. Gender issues are not often present in MRT 1 and MRT 2; however, the approach shows certain gender awareness in editors and journalists in the morning programmes. Gender topic and aspects are most present on TV Telma, whereby different points of view and levels of awareness

in terms of gender topics depend on the character of the topic elaborated in each thematic entirety.

For most of the analysed shows, it can be concluded that the masculine gender is dominant i.e. masculine grammatical gender is used in speech in places where the use of feminine gender is correct⁹ – this is quite obvious in professions and functions of women, and sometimes funny situations happen as well – as seen from some of the examples in the particular analyses. The only exceptions are MRT1 and MRT2 where the correct grammatical gender is used more often.

Equal representation of female journalists and male journalists is present in the journalist teams, whereby the representation of women in MRT1 is significantly higher. In TV stations with more traditional and conservative approach in terms of gender issues (TV Alfa, TV Kanal 5), the topics from the area of politics are mainly elaborated by male journalists, while the female journalists elaborate topics of entertaining-informative contents, health, topics of everyday life, etc.

With regards to the inclusion of points of view, expertise, experience and opinions of women and men, it can be concluded that there is a certain equality of male and female interlocutors in interviews realized in TV Telma, TV Kanal 5, TV Alfa, TV Alsat M and MRT1, which is somewhat smaller in TV Sitel and MRT2. In terms of the viewers calling by telephone in some of the programmes in order to participate in forum debates, the male viewers often call to discuss (daily) politics, while female viewers call more often to discuss about health-related topics. Of course, the TV stations have no impact on the gender structure of this segment.

In the course of the physical presentation, there are no examples of sexualisation or objectification in any of the analysed media, with one exception imposed by the topic being elaborated – feminine beauty.

⁹ Translators note: Nouns and adjectives in Macedonian and Albanian language have male, feminine and neutral grammatical gender.



GENERAL DATA

Analysis sample:

“Makedonija nautro”
morning show, editions from
May 4, 10, 16, 22, 28 in 2018.

Genre:

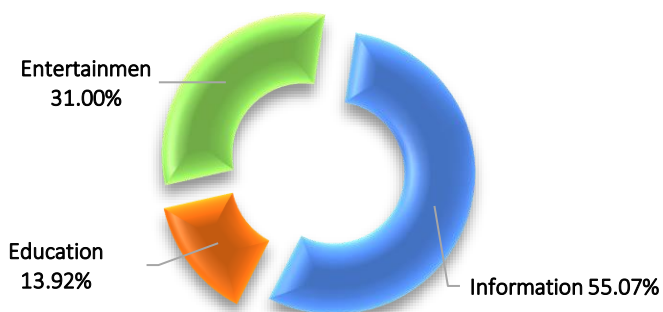
Informative-entertaining
(Image 13).

Topics:

- Service information;
- Culture and art (plays, exhibits, festivals, concerts and other);
- Health;
- Education;
- Nutrition;
- Sports;
- Humanitarian events;
- Entertainment and other.



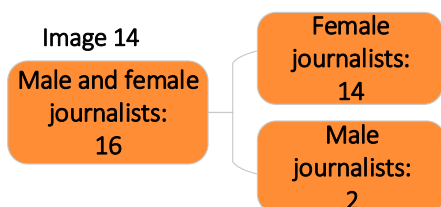
Image 13: Show's structure according to programme function (MRT1):



Method of elaboration:

Reports and interviews (recorded or live), documentary shows, info-services.

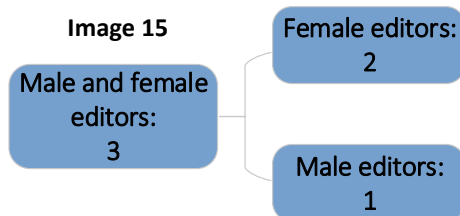
GENDER IN "MAKEDONIJA NAUTRO"



The team preparing the morning programme mainly consists of female journalists (Image 14). Three editions of the show are hosted by a hostess; two are hosted by one of the male

journalists, while the other one is sports journalist. As authors of the feature stories, female journalists appear in almost all topics included in one morning show.

MRT1 and the Show have female editors, while the Informative programme has a male editor (Image 15).

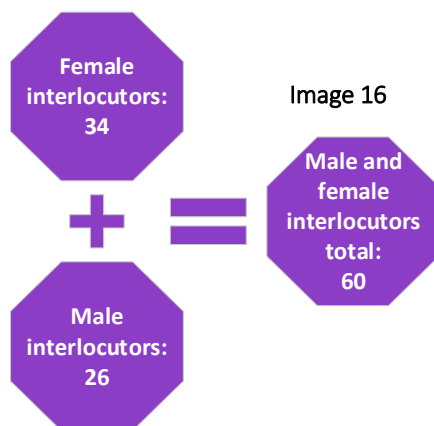


Interlocutors are mainly women, i.e. the total number of female interlocutors is 34, and of the male ones 26 (Image 16).

The majority of female interlocutors are mainly over 46 years of age, and it is estimated that the male participants are in the range from 31 to 45 years of age.

The female interlocutors have high functions: directors, spokespersons, university professors, association presidents, representatives of public enterprises, etc., talking on topics related to culture, art, health, NGOs and projects.

The male interlocutors are representatives of public enterprises, directors, mayors, marathon runners, ambassadors, etc. talking on topics related to health, sports, culture, environment, NGOs and projects.



Language:

In terms of the language used by the journalists, it can be concluded that gender equality affirmative language is often used (in the verbal presentation of woman’s professions the feminine grammatical gender is used, with only one case when masculine grammatical gender was used). However, when presenting the function of guests in the text crawl, masculine grammatical gender is being used.

Examples:

Total of 84 features stories were analysed, 6 of which are related to gender issues, i.e. have gender aspect.

MRT1 can be highlighted as positive example for inclusion of gender topics in the programme. Such topic is elaborated in a feature story broadcasted on May 4, referring to mothers as single parents. To be more precise, this was a project organized by the Organization of Women from Bitola, supported by “Most” Citizen Association via the European Union. The female interlocutors talk about the reality of mothers as single parents; explain their situation via examples and present the data from the poll conducted in families with single parents. One of the female interlocutors is single mother sharing the problems she faces. At the end of the feature story, the female journalist specifies other projects of the Organization of Women from Bitola, such as: helping elderly persons in domestic conditions, and the latest project on topic – gender sensitivity in sports among the young people in Bitola.

The regular item “Women throughout the centuries“ is dedicated to female persons who have left a mark in the world history. The

respective feature story (from May 28) was about the former Romanian gymnast Nadia Elena Comăneeci – the first female gymnast to be awarded a perfect score of 10.0 at the Olympic Games. The female journalist in the TV studio opening the feature story said that “many women have made the world a better place to live in with their own actions”. The author of the feature story described in detail the entire life of the female gymnast, from her beginnings in gymnastics all the way to her great successes and retirement. Gender equality affirmative language was used throughout the feature story.

The feature story referring to the historical development of bicycle and its importance is an example of the presence of gender equality in the presentation of roles, wherein the female journalist mentions the construction of a bicycle intended to be used by women wearing long skirts. The entire feature story is accompanied with inserts from the early beginnings of bicycle use worldwide until the present day when men and women are equally involved (May 28).

In the feature story dedicated to the exhibit of drawings of the Macedonian artist Gordana Vinchikj (May 22), significant importance is given to the power of woman as a strong and dominant character. Throughout the conversation, the female journalist commented that woman is often used as an inspiration of the artist and that man can be rarely seen in her drawings. The artist said that she was fascinated by the female energy which encourages the man to support her in her life.

Another example which can be pointed as more important one, is the feature story from the column “Fashion” (May 4), wherein instead of advices and instructions for fashion trends intended for women as usual, the male fashion was also included, i.e. spring male trends which will mark spring/summer 2018 season. This feature story changes the traditional and stereotypical presentation of roles where fashion trends are often intended for women, which was also pointed out by the female journalist by saying: “as the spring female trends are presented, so are the male trends welcomed”.

In the interview with the best Macedonian marathon runner Aleksandar Kiradziev, who talked about the Skopje Marathon and its challenges, the female journalist also mentioned his sister and wife as participants in the Skopje Marathon which whom the marathon runner prepared for the marathon throughout the entire year (May 4).

Portrayal and representation:

In the analysed morning shows, the physical appearance of the host/hostesses and the guests was of no significance, and there was no objectification of women and men in the contents of the feature stories.

Conclusion:

From the conducted gender analysis of the sample of five editions of "Makedonija nautro", broadcasted on MRT1 in May, 2018, it can be concluded that there is an awareness of the gender issue at the editorial staff and journalists in the morning show. This can be seen in the inclusion of the gender aspect when treating different questions in the feature stories and the frequent use of gender affirmative language and insisting to include women's opinions and perspectives, which can be seen through the fact that many female interlocutors in the conversation are included in the show. More female than male journalists participate in the realization of this morning show.

General data

Analysis sample:

“Razbudi se so nas” morning show, editions from May 4, 10, 16, 22, 28 in 2018

Genre:

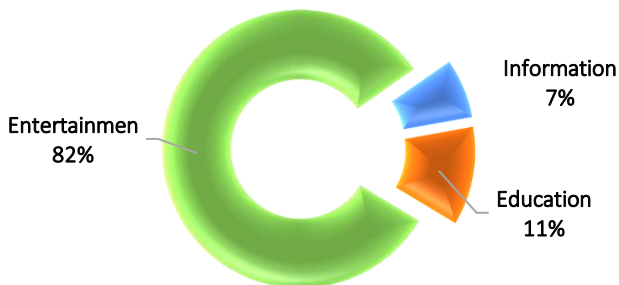
Entertaining programme (Image 17).



Topics:

- Children contents;
- Sports;
- Horoscope;
- Entertainment;
- Reportages;
- Culture and art (literature, music, festivals, etc.);
- Education;
- Nutrition;
- Humanitarian actions and other.

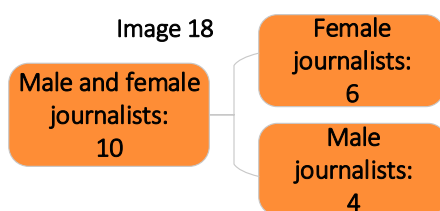
Image 17: Show's structure according to programme function (MRT2):



Method of elaboration:

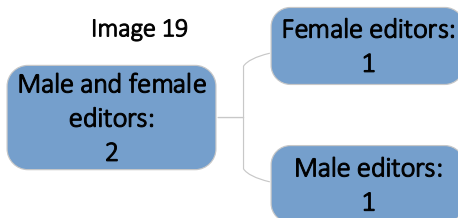
Interviews (live or pre-recorded), animated movies and stories for children (“Detski agol”), reportages, feature stories with entertaining contents.

Gender in “Razbudi se so nas”



Four shows are hosted by hostesses (one appears in two editions), and one time the show was hosted by a host. Other journalists are authors of feature stories (Image 18).

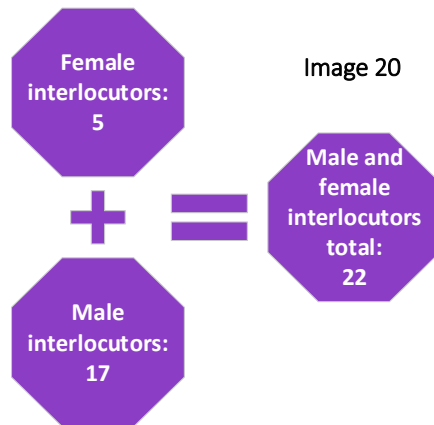
MRT2 has a female editor, while the Informative programme editorial staff has a male editor (Image 19).



Participants in the conversation are mainly men – the total number of interlocutors is 22, 5 of whom are women and 17 are men (Image 20). Female and male participants in the conversation are mainly from 31 to 45 years of age, among which five boys.

The 5 female participants in the conversation appear in the role of students, singers, sportspersons debating about sports, music, prom celebrations, education, etc.

Male participants in the conversation appear in the role of clarinettist, publishers, trainers, sportspersons, association members, professors, photo journalists, etc. talking on topics such as: sports, music, book fair, blood donation, etc.



Language:

The language used in the show has the correct grammatical gender when presenting the female participants in the conversation – e.g. sportswoman, female football player, female high school graduate, etc.

Examples:

In the analysed shows there are 47 segments total, 29 feature stories of which were analysed from the aspect of gender, and 5 of them elaborated gender topics or had gender aspect.

Positive example, with critical attitude towards the traditional presentation of women is the feature story titled “How we define women” (May 22), which talks about how women are perceived by men and the society in general. The female journalist presents the traditional role of the woman throughout her entire life. She says that according to the tradition, the celebration of the birth of a baby girl is not as important and joyful for the family as the birth of a baby boy; this continues in the childhood of the woman, when she is taught and expected to act properly, since she is not a boy, and must educate herself and not have any boyfriends. In terms of the woman’s career, in the eyes of a man she is seen as sexual object, i.e. they appreciate her physical appearance and not her intelligence. It is deemed that woman cannot have a career if she is dressed in short skirt and has a thin waste line. And here is the typical stereotype when it comes to a woman’s career i.e. a woman cannot have a family and take care of the home and

family if she wants to build her own career. At the end of the feature story, the conclusion is that the sacrifice of women in the efforts to eliminate the traditional perception is quite big and that this world would not be a good place to live in without women.

The second positive example is from the same day, from a conversation with a girl who is professional football player with great experience and knowledge about football. She spoke about her beginnings and successes in the world of football. To the question: "Are there many girls playing this sport and how much is female football supported in our country?", she answered that a lot of girls are playing sports and, in the past, it was absurd for a girl to play football, but now the perceptions are quite different. Such answer refutes the perception that football is man's sport and shows that the inclusion of women in such sport brings positive changes.

The third feature story (May 28) was about presenting the most successful Albanians in the world, wherein apart from men, there were a lot of successful women as well, who, as the female journalist said, became distinguished in their field of work, faced with many challenges and hard times throughout their career, but thanks to their persistence they succeeded to realize their dreams.

Another positive example is the feature story of two female interlocutors who are high school graduates talking about prom and that the physical appearance is not that important and that there is no need to spend a lot of money for expensive dresses and makeup (May 10). According to them, education and proper behaviour of the high school graduate is much more important than the physical appearance.

As a negative example there was a feature story about eating late and the data obtained from scientists about the negative consequences (May 22). This feature story is elaborated in terms of provisioning information and is intended for all viewers; however, the photos used as illustration are only of women, which creates the image that this features story is aimed at women, i.e. there is the stereotype that women must be thin and slim, and therefore they should not eat late.

Portrayal and representation:

In the morning show the hostesses and guests were not presented in a manner which would put into focus their physical appearance.

Conclusion:

In the five analysed shows of the morning programme “Razbudi se so nas” on MRT2 in Albanian language, there are several positive examples about topics showing efforts for gender equality, which together with the use of grammatically correct gender indicates that the editorial staff and the team of the show are aware of this issue. Still, the participants in the conversation are mainly men.

General data

Analysis sample:

“Nov den” morning show, editions from May 4, 10, 16, 22, 28 in 2018.

Genre:

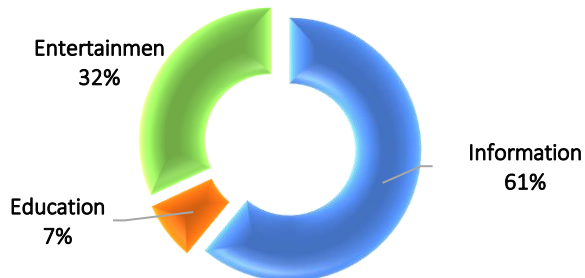
Informative-entertaining programme (Image 21).



Topics:

- Service information;
- Culture and art (exhibits, literature, art, theatre play, music, etc.);
- Health;
- Sports;
- Humanitarian events;
- Entertainment and other.

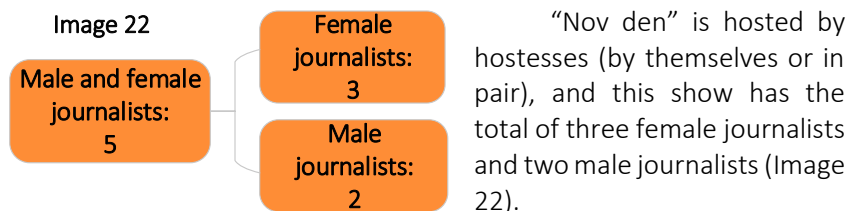
Image 21: Show's structure according to programme function (Alsat M):



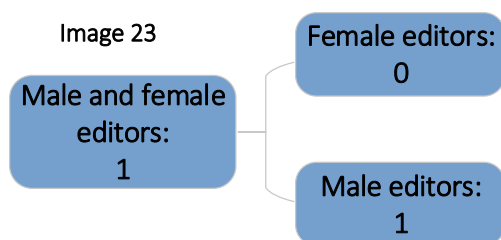
Method of elaboration:

Reports, interviews (live or pre-recorded), direct calls from journalists or other TV stations, reportages, info-service.

Gender in “Nov den”



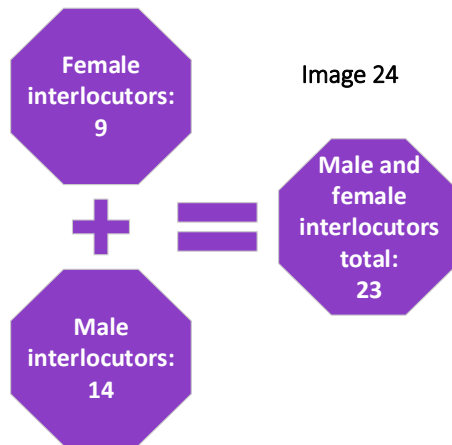
In terms of editorial staff – only the name of the head male editor appears in the credits of the show (Image 23).



The total number of male and female

participants is 23, nine of whom are women and 14 are men (Image 24), mainly from 31 to 45 years of age, among which four participants under 18 years of age: two boys and two girls.

The female participants in the conversation appear in the role of doctors, actors, mountain climbers, etc. talking on topics about sports, health, acting and art. The male participants in the conversation appear in the role of mountain climbers, doctors, pizza chefs, actors, professors, directors, etc. talking on topics about health, sports, culture, cooking, acting and other.



Language:

There is no gender sensitivity for the use of grammatically correct gender, i.e. masculine grammatical gender is often used as gender neutral when presenting woman's professions (doctor instead of female doctor, etc.).

Examples:

There is a total of 40 analysed feature stories, and only two of them have gender aspect.

The first one refers to the educational humanitarian action of mountain climbers, introduced via the conversation with two guests in the studio – one man and one woman. During the show (May 4), one of the female journalists asked the female mountain climber how much are the citizens interested to become members in such associations, and the mountain climber answered that lately the number of women increased compared to the past. She said that she would never give up mountain climbing and that she succeeded to include other women in this sport as well. Such answer refutes the stereotype that mountain climbing is men dominant sport and proves the female capability which is inspiration for all women who strive to reach what seems unreachable.

The second positive example (May 22) is an interview with gynaecologist and the topic of the conversation is infertility of men and women, factors causing infertility, method of its treatment, etc. During the conversation, the female journalist asked the doctor about the

examinations that need to be done when establishing infertility and the doctor answered that unlike the past when only the women were subjected to examinations and were deemed infertile and incapable to conceive, today the perceptions are quite different and men are often subjected to examinations as well. Such answer sends important, gender segregated information, showing that one health issue which traditionally was deemed to be a woman's problem is now presented as a reality and a problem of the two sexes.

Portrayal and representation:

The presentation of female and male participants in the conversation and female and male journalists is neutral, i.e. there is no sign of their objectification or sexualisation.

Conclusion:

What can be concluded from the analysis of the gender issues in "Nov den" is the minimum presence of topics which can be treated from the aspect of gender, use of masculine grammatical gender when presenting woman's professions, higher number of male than female interlocutors. This indicates that there is no awareness for the need of treating topics relevant for gender equality or gender as legitimate position in reporting and journalist analysis.

General data

Analysis sample:

“Alfaskop” noon show, editions from May 4, 10, 16, 22, 28 in 2018.

Genre:

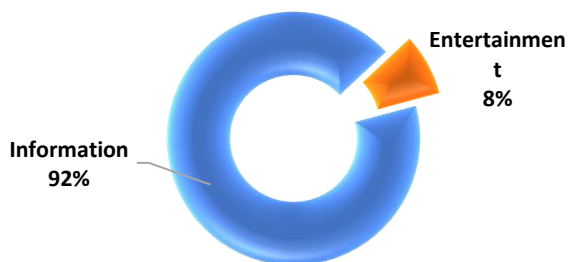
Informative programme (Image 25).



Topics:

- Current social-political and economic topics;
- Health;
- Culture/art;
- Education;
- Traffic safety;
- Gastronomy;
- Child safety on the Internet;
- Youth successes;
- Music;
- Entertainment and other.

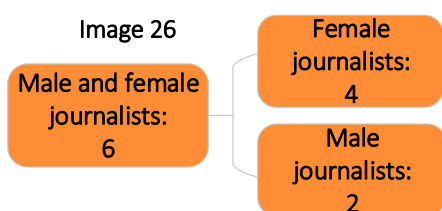
Image 25: Show's structure according to programme function (Alfa):



Method of elaboration:

Reports, interviews (live or recorded), direct telephone contact with the viewers, games, reportages.

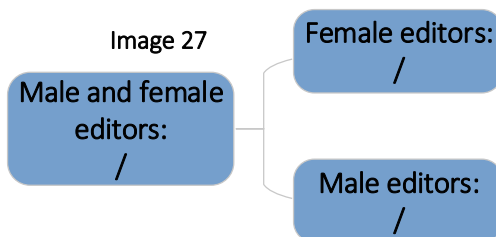
Gender in “Alfaskop”



“Alfaskop” as a whole is hosted by two hostesses, and another two female journalists prepare special segments of the show (“Alfa medical office” and “Word by word”). The team consists

of male journalists as well, hosting the news-informative segment dedicated to political happenings in the country (Image 26).

There are no identified male/female editors present in the credits of the show (Image 27).

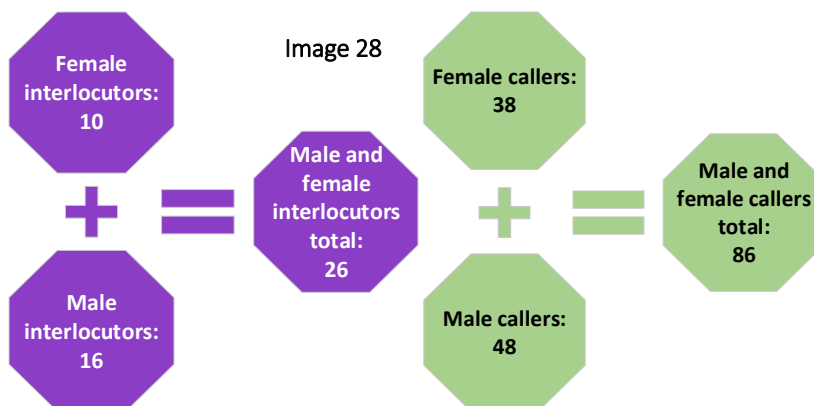


Sixteen men and 10 women were guests in the show as interlocutors, and in the part of the show with direct telephone contact with the viewers,

in all of the five analysed editions, there were 48 men and 38 women i.e. the show had the total number of 64 men and 48 women (Image 28).

In terms of age, guests in the show were 4 girls under 18 years of age, 5 women and 8 men from 31 to 45 years of age and 5 men and 1 woman over 46 years of age.

Female participants in the conversation appear in the role of doctors, students, singers, professors, folk dancers, etc. talking on topics about health, education, music, cooking, etc. Male participants in the conversation appear in the role of doctors, analysts, experts, directors, politicians, fitness trainers, etc. talking on topics such as: politics, health, sports, insurance, traffic, etc.



Language:

The hosts and hostesses in “Alfaskop” often speak in gender sensitive language.

Examples:

Thirty-four feature stories were analysed, whereby gender related topics appeared three times.

On May 22, in the segment when book is awarded the topic is marriage and there is traditional approach. The feature story begins with presentation of the wedding as ceremonial act; however, the further part of the feature story is much more dedicated to the appearance of the bride than the groom. It talks about the dress the bride should choose, the shoes and other accessories, i.e. the focus is put on the physical aspects and ways in which the bride can be presented in the best light, which is typical traditional narrative - about the princess and the prince on a white horse.

On the same day, there was a conversation in the studio with the singer Natasha Mitrovic – Mijata about the promotion of her new song and video. The gender component is present in her video with traditional appearance and non-traditional text. In fact, in the video there are women dressed as typical housewives wearing aprons and the text is about modern housewives who do not play the stereotypical housewife role: washing dishes, laundry, ironing, cooking traditional meals.

In the edition from May 28, in the regular segment of the show titled “Word by word” with calls from the viewers, they discuss on the topic: “Is traditional family falling apart?” The topic is important from

the aspect of gender, since it portrays men and women in their gender roles, in one traditional society. The hostess mentioned several times that the family is most essential part of one society and presented data showing that the natality is in constant decline and that lately fewer marriages were concluded. She quoted a research by Docent Makedonka Radulovikj Ph.D. from Family Studies, that materialism and years past in acquiring education are the possible reasons for late forming of family. The viewers' opinion on such matter is that such changes are result of the influence from the western trends, and that such trends lead us into our demise, abyss (one of the female callers said that we should not follow such "open society"). One mother talked about her son who was financially secured, over 30 years of age, but in his own words, he does not intend to marry or form a family in the near future. She sees the meaning of life and creating a home, building a house and other in the bigger number of family members on the table. Only one of the female viewers in the show deemed that the modern way of life gives bigger rights to women, saying that they are now treated like human beings instead of cattle. All other viewers agreed that the tradition must be preserved. Most of the callers were older persons, and this was the only topic when more women than men called in the show. What is interesting is that men call more frequently than women in the political segments of the show. Most of the viewers calling the show have conservative and traditional opinions regarding the topic, same as the opinion of the hostess.

What is interesting in Alfaskop is that the roles of hosts/hostesses are divided according to the conservative perceptions about gender roles. In the analysed editions of the show, the male journalists lead the news-informative segment, with discussions about politics and topics related to economy and law, where most of the guests are men. Dzejnal Veliu from the political party Levica (Left) was the only woman invited to be guest in the show, but she refused the invitation. Female journalists are responsible for the entertaining-informative segment of the show, health segment, preparation of various reportages and feature stories from everyday life.

Portrayal and representation:

In the analysed editions of the noon show "Alfaskop" there was no special attention paid to the physical appearance of the hosts and

hostesses. The presentation of male and female participants in the conversation in the studio and in the feature stories was not objectifying.

Conclusion:

Gender topics or gender aspect of the current social-political issues almost never appear in the analysed editions of “Alfaskop”, and in the rare cases when they do, the approach is traditional, conservative and patriarchal. There are more men among the interlocutors than women and, among the viewers calling in the show – men often call to discuss political topics. The good thing is that the hosts and hostesses most often pay attention and use gender sensitive language.



TV Kanal 5

General data

Analysis sample:

“Zdravo Makedonijo”
morning show, editions from May
4, 10, 16, 22, 28 in 2018.

Genre:

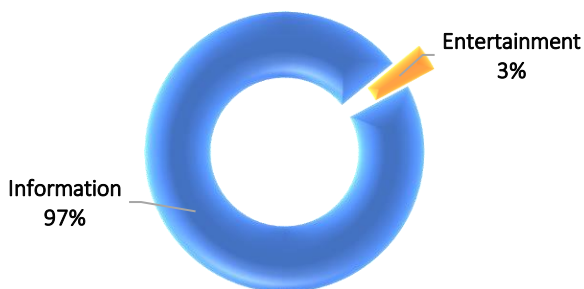
Informative programme
(Image 29).



Topics:

- Current social-political topics;
- Health;
- Nutrition;
- Gastronomy;
- Culture;
- Service information;
- Entertainment and other.

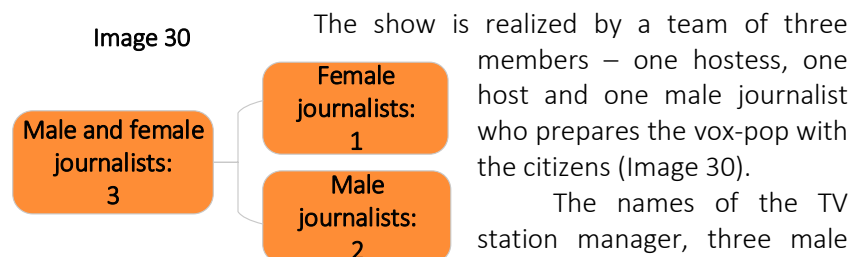
Image 29: Show's structure according to programme function (Kanal5):



Method of elaboration:

Direct telephone contact with the viewers, vox-pop, interviews, info-service.

Gender in “Zdravo Makedonijo”

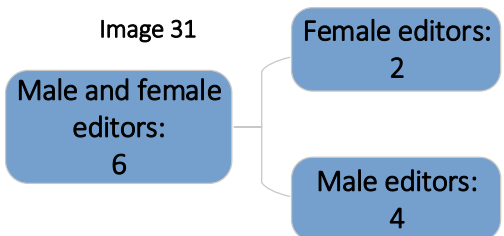


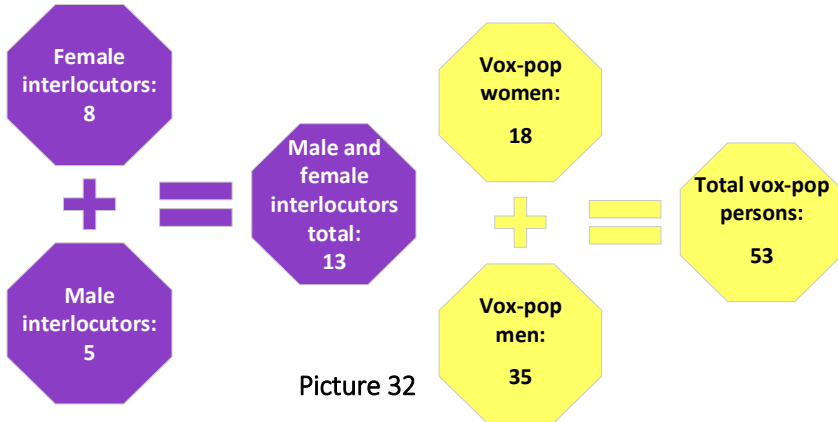
editors and two female editors are on the credits of the show (Image 31).

The concept of “Zdravo Makedonijo” morning show is based on presentation of the

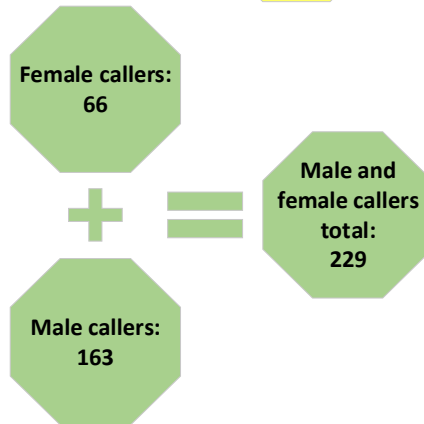
opinions of the citizens and has great number of participants in the conversation via telephone contact or in feature stories with journalistically prepared vox-pop. Out of total of 203 men, 5 are interlocutors (interviewed in the studio or via call within the info-service), 163 are callers participating in a debate on a prechosen topic, and 35 are citizens interviewed in vox-pop, while out of 92 women, 8 are interlocutors (in the studio or via call within the info-service), 66 are callers and 18 are citizens interviewed in vox-pop (Image 32).

The age of male and female participants in the conversation cannot be determined for the ones calling the show, and in the vox-pop: among the men (35) - 29 are over 46 years of age, three of them from 18 to 30 years of age and three from 31 to 45 years of age. Women (18) - 16 are over 46 years of age, two are from 31 to 45 years of age. Among the interviewed, one woman belongs to the older category from 31 to 45 years of age and the other woman and the two men are over 46 years of age.





Picture 32



Language:

On TV Kanal 5, gender neutral language is generally used in the thematic parts, i.e. masculine grammatical gender is used in cases when feminine grammatical gender would be grammatically correct. Such gender neutralization is usually used in the presentation of woman's professions, e.g. instead of specifying the female meteorologist, masculine gender is typically used. In such manner, the women become less visible in the public sphere and in professions which are stereotypically deemed as male professions, instead of emphasizing such positive examples. Considering that most of the programme consists of vox-pop and calls from the viewers and citizens, there is also gender-neutral language, not presenting the gender roles and professions.

Examples:

In the five shows, total of 65 thematic segments were analysed, four of which have gender aspect /gender topics.

On May 16, at the very beginning of the show, footage of vox-pop with citizens on the topic: “The citizens in Skopje complain that the city is overpopulated and that people coming from other cities steal their job – do they have right or not?” was presented. The vox-pop was prepared by a journalist who added the following statement to the main question: “Girls from our city say that they cannot find a husband because the girls from other places take the available men, is that also true? ... They do not even stand a chance ... People often say: she came in the big city only to find a husband “. By doing so, the manner of speech of the journalist is discriminating and the guilt for overpopulation of the capital is placed on women from other cities. Women were portrayed traditionally as persons whose only ambition is to become wives who see the marriage as an opportunity to live in the big city. Men were not even mentioned in such traditional and discriminating context. The journalist, trying to present a social occurrence which is deemed negative, chooses to do so by placing the guilt on women from other cities in the country. Such portraying of women through marriage and family which is deemed traditional, as a problem or reason for demographic changes in the society, only intensifies the existing stereotypes and prejudices. The task of the media is to treat such issues in objective and credible manner, by eliminating the stereotypes and prejudices and contribute to building one inclusive and open society.

Another thematic segment with gender topic was broadcasted on May 4, titled “Science confirms – an individual is the same as their friends”. Results were presented from a research showing that obesity in men in their forties and fifties occurs due to their “much bulkier” friends. The female journalist presenting the results said that part of the reasons why men have “beer bellies” at the end of the fourth and the beginning of the fifth decade of their lives happens as a result of “settled married life, regular meals, many hours spent in sitting and the lack of physical activities” as well as spending time with their “bulkier friends”. In such manner, the reasons for the appearance of men could be found within the home, which is traditional presentation of men within the marriage and family, and furthermore, the influence from the friends with particular body weight. In fact, such presentation, having in mind

that large amount of the show contents refer to advices for losing weight, portrays the marriage as harmful when it comes to the appearance of men and their weight. In addition, the more thorough analysis showed that reasons can be also found in the circle of friends, which once again is a traditional presentation, due to the bigger chance for men to move within their circle of friends i.e. outside the home, which is deemed as a woman's sphere.

Later that day, a thematic segment was broadcasted wherein the viewers were calling live in the show to talk on the topic – "Language Law is not yet distributed to the "Official Gazette". Could it be done without the signature of President Ivanov?". In the course of the thematic segment, most of the viewers who called in the show were men, meaning that they show greater interest in political issues. At the end of the thematic segment, a female viewer called and criticized the work of the medium, or to be more precise the editorial policy and conduct of the medium with regards to the political issues. The journalist felt the need to explain and said: "I am truly sorry that some of the people are so angry at life in general, and don't even let me start about political parties. You are one of those people, and the moment you said "Hello Robert, now listen what I have to say...", I knew where this conversation would lead, but I still wanted to hear you out to the very end. And I am sorry I did. I understand a man to be that angry, but for a woman I find it strange. And I am sorry for that". The journalist was provoked by the viewer's criticism and stated his own personal opinion about her anger which he finds strange. Once again, such portraying of women is traditional, according to the perceptions that a woman must keep composure and remain calm when stating her opinions and in her behaviour. Such perception contradicts the capability of women to have their own critical thinking and the right to articulate that in public. This is how the rigid image of women and their gentleness and obedience are becoming even more persistent instead of eliminated.

The last thematic segment where gender topics were present was once again broadcasted on May 4 (Friday) when the show contained additional part for guests in the studio. It was an interview with Ana Jovkovska, a writer and journalist, about the promotion of her new book "Echo of Freedom". This thematic segment was hosted by a female journalist. Answering the question about what inspired her to write the book, Jovkovska, among other things, said that her closest friends and

relatives thought that she “being a new mom with a little baby” would not be able to write a book, since such creation must be done in silence. Then she said:

Jovkowska: *“The initial reactions of the people were that my idea was pure nonsense and that in that particular period I should have not dedicated myself to such thing. And I do not know what inspired me more, wanting to prove that everyone were wrong, or maybe the need to prove myself that when a woman becomes a mother the life goes on, and that does not mean that a woman should be isolated within the home, but that a woman can simply achieve everything with good organization and self-discipline which is very important...”*

Female journalist: *„A mother, like any other mother, knows how to organize“.*

Jovkowska: *“... Yes, you can organize and do what makes you feel satisfied and fulfilled. Because, the one thing fills me up with immense, unconditional and parental love, and the other charges my creative batteries which are also necessary in order to feel that you actually grow. I am a person who wants to work relentlessly on my personal growth and I do not like when I am in a status quo, when I am in the same position, I want to have new challenges and even push my limits. And not only the social, but my personal limits as well.“*

Such answer opens the question about perception of mothers and the challenges it entails. It speaks about the perceptions of the society about motherhood, which are essentially traditional, and the way of coping with them and eliminating the stereotypes related to motherhood. The presentation of women in such way is seen as positive example which the media must follow more often in the fight for equality of women in all areas, and especially gender perception.

As indicated in the text above, “Zdravo Makedonijo” is mainly based on telephone calls from the viewers and vox-pop with the citizens mostly about the latest actual-political events in the country and everyday life and religion. The vox-pops with the citizens are divided in two parts. The first one is broadcasted at the beginning of almost every show, referring to questions from everyday life of the citizens (overpopulation in Skopje, job, firemen status, etc.). The other one is broadcasted in the second part of the show on the topic about the latest

daily-political issue corresponding to one of the topics debated by the viewers calling in the show (name dispute, governmental policies and staff decisions, etc.). These thematic segments are created by two male journalists, one responsible for vox-pop with citizens and the other (who is also editor of the morning show) is responsible for discussions with the viewers who call in the studio. One female journalist is responsible for the segment with entertaining topics (healthy food and health, interesting stories about people or places around the world, etc.) as well as service information (weather forecast, road conditions).

What is interesting is that from the calls of the viewers as participants in the conversation in the studio, men are always more active than women when it comes to political issues, which does not depend on the medium, but on the interest of the viewers on particular topic. On the other hand, there are two times more men as well in the journalistic vox-pop (35 men, 18 women). These feature stories are realized by the medium itself, i.e. the journalist is responsible for choosing the respondents, in order to obtain answers from many groups of citizens. The unawareness for the importance of presenting the citizens' opinions regarding the political issues in the country speaks about the low level of understanding the gender equality in the society and in the TV station.

Portrayal and representation:

In the show, the physical appearance of the hostesses and the guests is not put in the focus, although information is being shared on losing weight, but from the aspect of health. The gender roles and the presentation and portraying of women are traditionally perceived.

Conclusion:

In the analysed editions of "Zdravo Makedonijo" morning show broadcasted on TV Kanal 5, the elaboration of topics from the aspect of gender is rarely done, and when such topic occurs – the position is mainly traditional and conservative. It is expected from a woman to respect patriarchal schemes of behaviour – a woman must be silent, calm, not criticize and is usually guilty of everything (e.g. overpopulation in Skopje). The representation of women among the viewers calling via telephone in the show in order to participate in a debate is not something the TV station can have an impact on; however the TV can

make efforts to ensure the voice of women to be equally present in the vox-pop, and the male and female journalists should be careful and use feminine grammatical gender when presenting the woman's professions. The only example of positive presentation of the woman as a person capable to be equally active in the private sphere (mother) and in the social sphere (book author) is from a female participant in the conversation in the studio.

General data

Analysis sample:

“Ja sakam Makedonija”
morning show, editions from May
4, 10, 16, 22, 28 in 2018.

Genre:

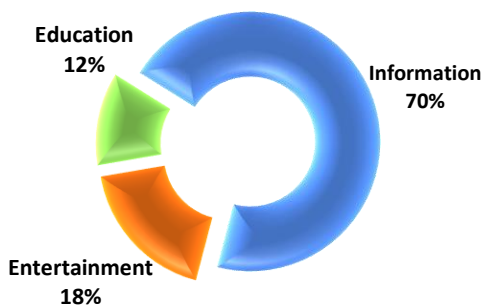
Informative-entertaining
programme (Image 33).



Topics:

- Current social-political topics;
- Health;
- Culture/art;
- Religion;
- Sports;
- Life in rural areas;
- Craftsman creations;
- Nutrition/cooking;
- Successes of the youth;
- Music;
- Entertainment and other.

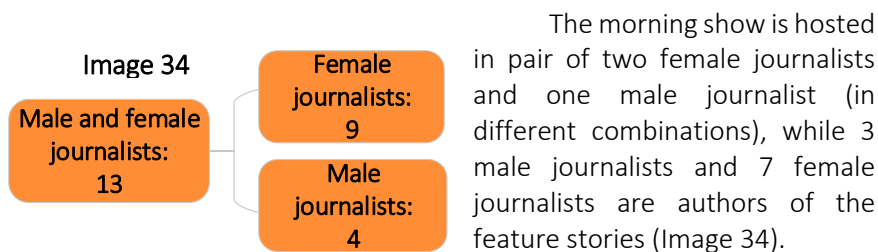
Image 33: Show's structure according to programme function (Sitel):



Method of elaboration:

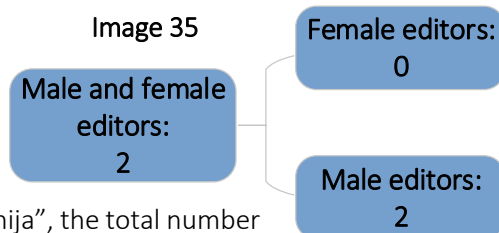
Reports, interviews (live or pre-recorded), direct telephone contact with the viewers, reportages, info-service, documentary shows.

GENDER IN “JA SAKAM MAKEDONIJA”



Two men are TV and morning programme editors (Image 35).

In the five analysed editions of “Ja sakam Makedonija”, the total number of male and female interlocutors is 117 – part of them are guests in the studio or persons from the recorded feature stories, and part of them are callers debating in the contact segment titled “Daily agenda” (Image 36). From the 44 participants in the conversation in the studio or in the feature stories, 28 are men and 16 are women. Four women and 5 men are from 18 to 30 years of age, 6 women and 13 men are in the adult group from 31 to 45 years of age, and 6 women and 10 men are over 45 years of age. From the 73 callers in the show, 29 are men and 44 women.



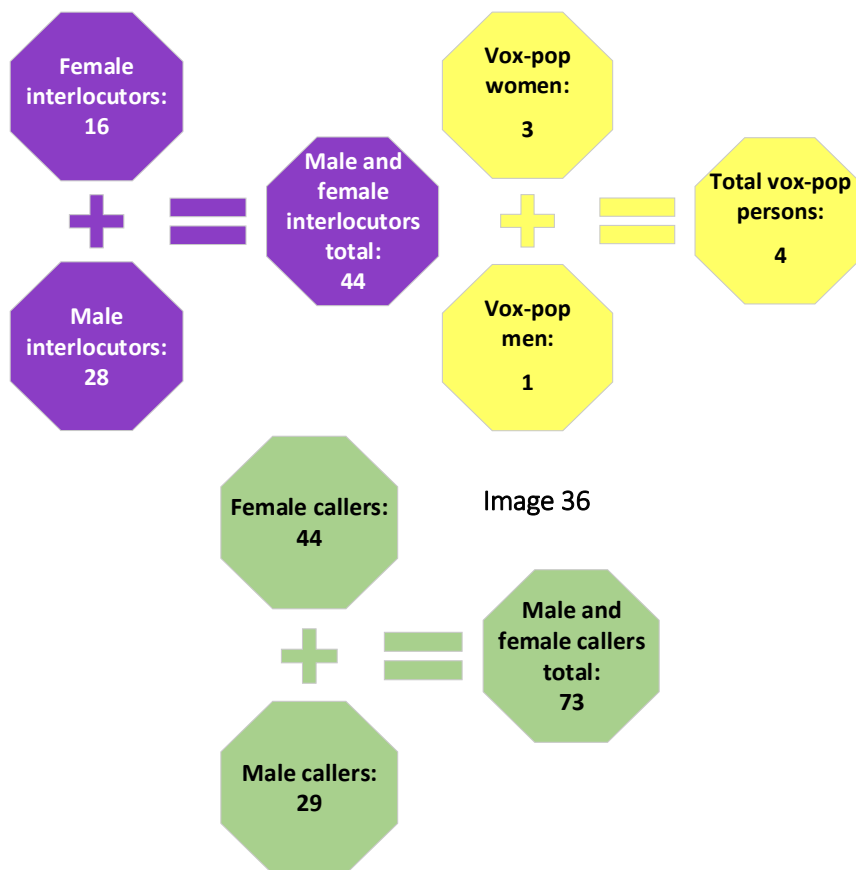


Image 36

The female participants in the conversation are in the role of jewellery and decorative item makers, experts, doctors, professors, single mother, pharmacist, historian, etc., and the topics they were consulted for their knowledge about making jewellery, purses and other items, health, life of rural women, etc. Men appear in the role of sportspersons, students, activists, directors, single fathers, priest, etc. talking on topics about health, sports, recreation, culture, food, challenges of single fathers, current events in the country, etc.

Language:

In “Ja sakam Makedonija” morning show broadcasted on TV Sitel, the hosts/hostesses often use gender neutral language and sometimes affirmative language in terms of gender equality. The professions of the female guests in the morning show are often presented in masculine

grammatical gender – filigree maker, ethnologist, curator, nutritionist, superintendent, etc., although there are examples of thematic segments where the journalists use gender equality affirmative language by using the feminine gender when presenting professions of the guests – creative persons, professor, expert, singer, etc.

Examples:

Total of 59 thematic segments were analysed, 8 of which are gender related.

On May 4, two women were guests in the studio, Jeliz Abdieva-Abduramanova and Dijana Stojanovikj, who discussed about one research of the women status in the rural areas, wherein Stojanovikj participated as the chief expert, while Abdieva-Abduramanova shared her personal experience as a woman coming from a rural area. Such topics should be more present in the media due to the need to hear the voice of rural women who are marginalized in the society. Jeliz Abdieva-Abduramanova talked about the differences between the daily chores and habits of the girls and women living in the country and the ones living in the cities, the difficult daily chores of the little girls working on the fields, picking tobacco and socializing at home. The financial independence of women was also discussed, their socialization which is drastically different from the socialization of women in the urban places and the public areas not available to women. Positive changes that left a mark were also indicated, such as the mandatory high school education contributing to higher mobility and socialization of rural women. This conversation is a positive example for making gender-relevant topics more present in the media, as well as the presentation of successful women from rural areas in the public.

On several occasions (mostly in the communication between the hosts/hostesses), the patriarchal approach to gender roles is noticeable, especially when it comes to marriage. In fact, on May 10, the show started as usual with conversation between the hostesses, while they were making their morning coffee, about the relation between a man's wife and his mother and if they have no other choice but to live together, *"the mutual respect between the two women in one house is most important"* and that *"one woman in one house is much better; however, if the man's wife and his mother live under the same roof, they must respect each other"*.

On May 10, feature story was broadcasted with social topic about the single father Sabahko Hasikj and his daughter who have the need of donations and social aid. What is important from the aspect of gender in the given case is that the man is presented from the aspect of his role as a single father who takes care of his child under very difficult circumstances. The statistical data in the country show that small number of single parent families consist of father and child, and this feature story is important from social aspect and the media must give more credit to such families.

In the edition broadcasted on May 16, there was a feature story about the first school for girls in Prilep from the 19th century. In the opening segment the hostess in the studio said that up to that moment the girls had no right to go to school and that it is important that everybody has the right to education. The feature story was generally dedicated to the gallery that was opened and the conversation with the curator Mimoza Hristoska, as well as to the church treasure in the city.

After this, a feature story followed titled “Grandmother’s cake – soft as cotton and rich in decoration“. The introduction and feature story itself was full with stereotypes, the housewives were congratulated for preparing the table and food for the celebration of the Ascension of Jesus (May 17), and in the feature story, the woman was portrayed as a housewife whose place is in the kitchen preparing the food for the religious holiday.

In the same edition, singer Mijata was guest in the studio for the promotion of her video for the new song “Housewife“. This was another conversation with positive approach to gender roles – primarily from the answer of the guest. She was asked what inspired her to create such song, and Mijata explained the celebration of her family’s patron saint’s day, the customs of her family, her mother and her friend who prepared food for such celebration, describing the traditional role of the housewife with the following words:

“Women in the house washed the laundry, the table cloths; they knitted, cleaned, worked and cooked. I remember my mother worked very hard. In our time, when masquerades were being held and I had no costume, my mother was sowing during the entire night to make me one. And now I say to myself if I was to sow and work that hard, I would have lost my mind! There is no way to expect something like that from me... that was such a psychotic

competition for the housewives, our mothers and aunts to show themselves in their best light. They were under so much pressure and we were not even aware of that. I know, as a child, I had no idea how the clothes were always clean and folded and in their place. When I went to live in America in a boarding school, I became aware of such process, and that was when I started to appreciate it. And now, with all of my dynamics and my entire life I understood that there is no way that I would do what our mothers and grandmothers were doing 30-40 years ago. That is how this song was somehow created, the idea and inspiration is in that period of time. This song is our defence, our ode, us trying to explain that life is much more than folding and ironing clothes and being slaves in our own home...“.

One of the hostesses reminded the guest that she was the first one to talk about breastfeeding in public and the difficulty when it comes to coping with extra body weight, but one question was asked, which seems to always appear in interviews with women – how do they manage to combine their role as professionally engaged person with the role of mother.

In the edition from May 28, the editorial team of “Ja sakam Makedonija” morning show, elaborated a topic involving marginalized group in the society, children with autism and their parents. The given case was about Natalija Angelius, a single mother of three children, one of them diagnosed with autism. The journalist asked important questions for the public, about prejudice in the society against these children and the difficulties and challenges their parents face with on a daily basis.

On the same day, in the segment where the viewers express their opinions via telephone calls in the studio, there was a topic which was quite important from the aspect of gender, especially for bodily integrity of women. The topic for debate was – “Draft version of the Law on Abortion is ready”. The question was first elaborated via journalist’s text in the health section of TV Sitel portal. The hostess introduced the viewers in the show by reading paragraphs from the article wherein the foreseen changes to the Law on Abortion were specified. Afterwards, the hostess allowed the viewers to express their opinion. The hostess together with the viewers calling in the show tried to elaborate the topic from the father’s point of view when the decision on abortion is being made. She wanted to open the question about the woman’s health and everything

the decision on abortion entails. The viewers had contradictory opinions; most of them were conservative and in their opinion, abortion was murder, and others said that abortion is not so important topic for debate. The hostess tried to promote the gender equality and the woman's right to choose for her own body, but the viewers did not show any interest about that. Such opinions of the viewers show the importance of bringing up gender issues in shows which target people from different age categories and social structures.

Portrayal and representation:

In "Ja sakam Makedonija" morning show, the physical appearance of the hosts/hostesses and the guests was not put into the focus.

Conclusion:

From the analysed editions of "Ja sakam Makedonija" morning show, and from the topics being elaborated, certain duality is noticeable in the position towards the gender issues. On one hand, questions important for the equality of women and men are being opened (changes in the Law on Abortion, single parents – men and women), and on the other hand a traditional and conservative approach appear (especially in the random conversations between the hostesses and the host or via the selection of gender profiled questions for the guests), and stereotypical perceptions of the gender roles of mother, wife and husband can be noted.



TV Telma

General data

Analysis sample:

“Utrinska na Telma” morning show”, editions from May 4, 10, 16, 22, 28 in 2018.

Genre:

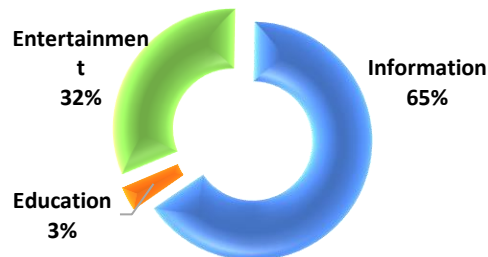
Informative-entertaining programme (Image 37).



Topics:

- Service information;
- Culture and art (film, literature, theatre music, etc.);
- Health;
- Religion;
- Parenting and upbringing of children;
- Children programme;
- Cooking;
- Education;
- Sports;
- Horticulture and other.

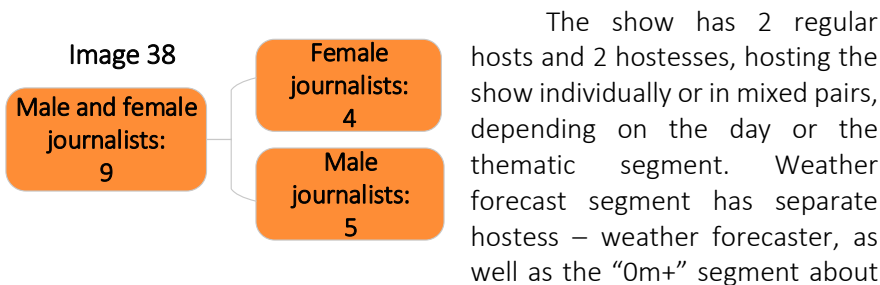
Image 37: Show's structure according to programme function (Telma):



Method of elaboration:

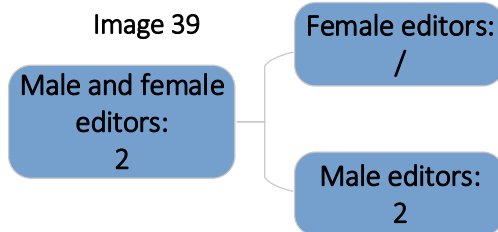
Interviews (mainly in the studio), dialogue between the hosts/hostesses, informative, specialized, documentary and entertaining, documentary programme, info-service, games.

GENDER IN “UTRINSKA NA TELMA”



parenting. There are hosts in the children’s segment “Gore dolu site sme ednakvi”, in “Telma alternative” and in the segment for answering the questions from the viewers via social networks, in relation with the lifestyle. Total of 5 male journalists and 4 female journalists appear in the analysed shows (Image 38).

The editorial team, as shown in the credits of the show, consists of two men – responsible editors of the TV and Entertainment department (Image 39).



The total number of male and female participants in the thematic segments of the show is 121, 49 of whom are men and 72 women. The total number of male and female interlocutors in interviews is 58 (32 men and 26 women), and there are 63 viewers calling in the show to ask questions in the different segments of “Utrinska na Telma” or to participate in the prize-winning game, 17 of whom are men and 46 are women (Image 40).

The male interlocutors often appear in the role of musicians, representatives of the Crisis Management Centre, YouTubers, doctors and event managers, as well as professors, sportspersons, directors and writers. The female interlocutors often appear in the role of doctors,

representatives of Auto moto association, students, mothers, directors and experts. Models, translators and activists do not appear often in the show.

The most numerous age group of the participants in the conversation is from 31 to 45 years of age (12 are men and 8 are women), and under 18 years of age there are 5 children (4 boys and 1 girl).

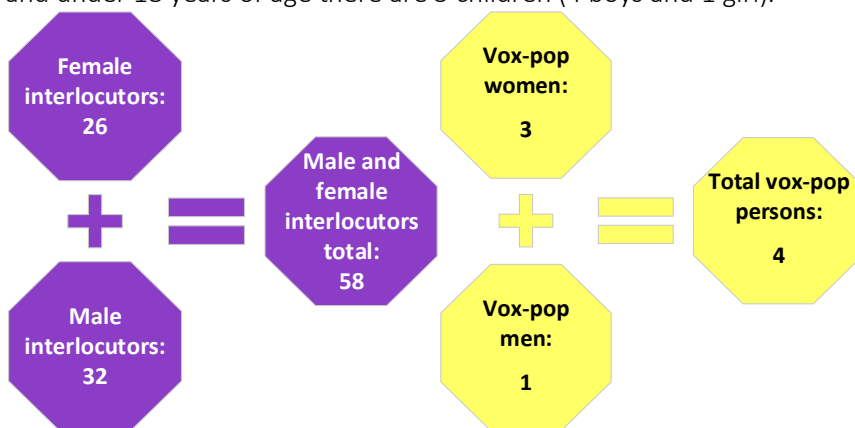
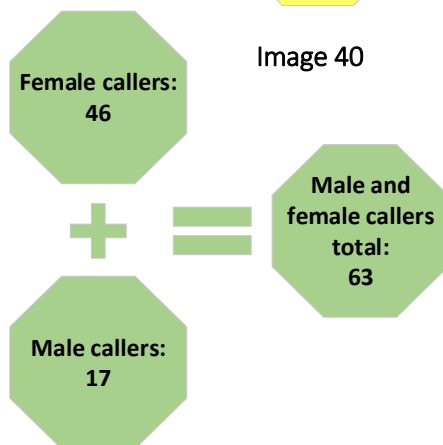


Image 40



Language:

What is noticeable for this medium is that the hosts and the hostesses are using gender neutral language when presenting woman's professions, instead of gender equality affirmative language. Such results show the need of gender sensitization in terms of the language used in the thematic segments of the show, which would mean avoiding use of masculine grammatical gender when presenting the professions of the female participants in the conversation. This would open a possibility to

make the women more visible in the public discourse, as well as in the professions, especially the ones which are socially accepted as stereotypically man's professions. Interesting and contradictory example is that the person hosting the weather forecast is presented as weather forecaster instead of hostess, which is positive example. However, feminine grammatical gender should be used when presenting woman's professions, considering the fact that the process of forming words in the Macedonian, as in the other languages, is constant, and in that context the example of other Slavic languages should be used. For example, in Serbian, Bosnian and Croatian language (and media) there is a term for female weather forecaster ("meteorologinja") being used.

Examples:

In the analysed sample, 62 thematic segments of the show are included, and gender topics/gender aspects appear in 10 of them.

The thematic segments with gender topics are distributed in each of the analysed days.

On May 28, part of the children's show "Gore dolu site sme ednakvi" was broadcasted in the show, where three boys and one girl talked about their visit of Marko's Monastery. One of the boys told an interesting event from the visit, when his friends saw a deserted house. They went inside and it was very dark with broken window glass. The boy said that his friends had seen "*a monster with red eyes*", and that they had a proof - screenshot. When the host talked with the boy in the studio, he joked by saying that "*maybe they have seen one of their teachers*¹⁰". Then, the host added: "*...a teacher with red eyes was looking at you*". Although such statement was a joke told from the children, it was supported by the host who associated the profession teacher as a woman's profession and by comparing the monster with any of their female teachers, he put women in the role of a villain. Since this show is of entertaining and educational character, such prejudices, even when told as a joke, have effect on the development and thinking of the children, from their earliest age.

On the same day, at the end of the show, interview with the organizer of the event "OFFEST" was broadcasted with two artists participating on the event. In the conversation, the organizer talked about

¹⁰ Translator's note: the noun teacher was used in its feminine gender form.

the artists who will perform, and mentions Oumou Sangare, a female musician from Africa who is also a fighter for the rights of women in Mali and Africa. The organizer further said that she is also an “entrepreneur” running a car business. Since the guest presented the musician as an “entrepreneur”, the host said that she was “simply a businessman”. Such answer was absurd and delusional, since masculine grammatical gender was used as gender neutral language representing both genders (e.g. using masculine grammatical gender when presenting woman’s professions). Although the intent of the guest was to show the capability of the artist, in the context of her non-stereotypical profession, the wrong use of the grammatical gender for the noun denoting the profession caused confusion on the side of the host who, at the moment, thought that they were talking about a man. From that moment on, the guest continued to talk about the artist using the feminine gender. The host and the hostess, having an opportunity to comment her activism and profession, which is deemed non-typical from the aspect of gender, or ask about the number of artists who are about to perform, continue with the general conversation about the event.

On May 22, the former miss and model – Renata Chaparoska was guest in the morning show. She talked about beauty contests she participated in, her future plans, as well as her perceptions of the female beauty. When introducing the guest, the host said: *“Today’s ‘Utrinska na Telma’ is enriched and beautified with the presence of one lady...”*. Such way of presentation of the guests as ladies is often repeated in different editions of the show, stereotypically emphasizing their femininity. The guest was asked questions about her beauty standards and perceptions, diets and plastic surgery; however, the topic was not reviewed from the aspect of gender, i.e. whether such perceptions can be different or how the society shapes such standards. The male and female journalist were objectifying from time to time, they were mainly talking about the external beauty of women, even though the guest mentioned that the woman’s intellect has significant role in the beauty contests. In addition, the host had a certain prejudice about plastic surgery, which was obvious when he said several times that such corrections must be done “to a reasonable extent”. The potential importance of the physical appearance is noticeable; they showed pictures from the beauty contests of the guest, they talked about her and other women physical appearance. Although there was no sexualisation of women during the conversation, their subtle

passivization can be noted, since they were presented only through their beauty, which additionally solidifies the stereotypes related to beauty contests.

The last thematic segment from this day was dedicated to children and parental care which was part of the segment “Om+” – perfectly served meals for the little picky ones. Two guests – mothers were invited in the show, who served meals prepared in a creative way for their children, in order to make them eat all necessary nutrients. The first impression from the conversation was that gender roles are traditionally perceived, because it was often said that mothers should take care about the children’s nutrition. However, the hostess who talked with the guests pointed out that the guests had a career, but that did not prevent them to take care of their children’s nutrition. In such way, apart from the traditional presentation of the women within the home and family, i.e. in the kitchen, the hostess paid attention to their professional engagement as well, and their role outside the private sphere. At the end of the interview, she said: *“Keep up the good work, you are really amazing and I hope that today we will encourage other mothers, and fathers as well, who prepare the meals for their children...”*. One of the guests replied: *“Our husbands help us in preparing such meals and we encourage other fathers to do that as well for their children, since investing in our children is something that will never stop”*. Emphasizing the role of fathers in the care for the children is one of the key aspects in achieving gender equality. That is how the importance of dividing the responsibilities in the home and for the children is emphasized, which deconstructs the existing prejudice that only women have such responsibilities in the home and family. In this thematic segment, positive steps are visible in the presentation of men within the home and family, which expands the narrow-minded social perceptions about gender roles.

On May 16, in the thematic segment “Telma ambulance” – Keratoconus (symptoms, treatment and recovery), the guest - doctor said: *“The progress of the illness may depend on the sex, if a woman had a birth or not, since the hormones during pregnancy can speed up the process and lead to sudden progress of the illness...”*. Thus, gender segregated data on the illness were presented, which is deemed as a positive example and recommendation in the research of gender and media in the past years. When explaining the reasons for progress of the illness, women were presented in their mother role; however, such presentation was not a

stereotype, since the physical changes that happen in women during these processes are important for understanding the illness and the possible prevention.

There is a contrary example in the edition from May 10, in the part elaborating health issues of the viewers – “Telma ambulance” in relation with allergies, ticks and melanoma. The guest – specialist who talked about the importance of vaccinating children said: *“There is something I want to say, and even though this is not today’s topic, I’m going to use the opportunity to tell mothers to read more and educate themselves about the illnesses for which a child must receive a vaccine”*. With such word formulation, the guest presented women through their mother i.e. parent role, while men – as fathers were not mentioned in this context. Still, the child’s health is responsibility of both parents and emphasizing that the mother is responsible for the child’s health solidifies the gender inequality in the division of gender roles and responsibilities within the home and family.

Later the same edition, a thematic segment - interview with three Macedonian YouTubers about the “YTMKD SHOW - first YouTube show in Macedonia” was broadcasted. Besides the promotion of the event, the interviews were about the development of a sphere for recording videos on YouTube in the country. During the conversation, the hostess asked the three YouTubers whether there are girls involved in this sphere and the answer was no, probably because they are shy; however, the guests invited girls to get involved in such activity. In such manner, starting from the stereotypical expectation that girls are shy, gender aspect was included in this topic, related to gender and technological progress, which indicates the gender awareness of the hostess and the guests. Furthermore, this is a positive example of encouraging girls to get involved in this sphere which was deemed as a man’s sphere so far.

At the end of the show, an interview with former alcoholic was broadcasted as well, who talked about the struggle with alcoholism and the consequences. He talked about the lack of counselling, alcohol as a systematic problem and the rehabilitation process. At the end of the interview, the guest said that there were around 80,000 alcohol addicts in the country, whereby the hostess asked the question: *“Do you know the percentage of women alcohol addicts?”*. The guest answered that he was not quite sure about the current data but added: *“I believe that now the ratio is 4 to 1, in the past it was 7 to 1, but now it is approximately 4 to*

1...“. Such questions about gender segregated data on occurrences and problems existing in the society, show gender awareness and elimination of the stereotypical perception that only men are considered as alcohol addicts. The data show that alcoholism is a problem for women as well, and due to these reasons, it is necessary to include them in the systematic problem solving and offering help in the rehabilitation process. Therefore, this is a positive example where the hostess tries to elaborate the topic more thoroughly from the aspect of gender.

On May 4, two thematic segments were broadcasted which included gender problematics. The first was conceptualized as an interview with the football player Darko Panchev, together with his daughter Marija. The purpose of the interview was promotion of Snickers prize-winning game - “Meet Ronaldo”. During the interview, they talked about the rules of the prize-winning game, the football status in Macedonia and the activities of the guest in terms of his career. At the beginning of the interview, it was mentioned that his wife was behind the cameras, while he was put in the centre of attention. During the conversation, the hostess said to his daughter that she was very slim and therefore she can eat a lot of chocolate. Such conversation put forward the social prejudice about the standards of beauty imposed to women, especially related to the slim female body. Furthermore, in the prize-winning game promotional video, when describing Brazil, Darko Panchev said that it was the land of most beautiful women. This thematic segment was generally filled with traditional and stereotypical presentation of women. Darko Panchev’s wife was presented in the shadow, while his daughter was presented in terms of her physical appearance. Another thing was the attractiveness of women in Brazil, which had nothing to do with the prize-winning game - “Meet Ronaldo”.

The second thematic segment from the same day that contained gender topics, was part of the children’s show “Gore dolu site sme ednakvi”, about firefighters and their risky profession. Three boys and one girl were present in the studio and shared interesting information about firefighters. The host said that in the previous show (“Aj ti zamizi”), half of the boys wanted to be police officers and the other half – firefighters. In such manner, gender segregated data were presented, although they were traditional in terms of gender, i.e. the chosen professions were traditionally male. Furthermore, the host asked the children in the studio what they wanted to be when they grew up and he interrupted them with

the question if there were any female firefighters, to which the children said yes. So, the host used gender equality affirmative language. The host emphasized the presence of women in a profession which is socially perceived as male profession, thus positively developing the children's opinions and points of view for which the show was intended. In addition, he used the grammatically correct gender "female firefighters".

Portrayal and representation:

The physical appearance of hosts/hostesses and the male/female interlocutors was not put in the focus, except in the conversation with the former miss, with a certain dose of objectification, which is inevitable when talking about beauty contests.

In terms of gender presentation in this show, a certain level of awareness is noticeable in relation with the gender aspect of the topics. Gender segregated data were offered for particular health and professional topics, as well as looking beyond the stereotypical and traditional presentation of women and men, i.e. their equal presentation in professional and private sphere. On the other hand, in 2 feature stories, women were presented in their traditional appearance and family role as mother and wife.

Conclusion:

In the five analysed editions of "Utrinska na Telma" morning show in May, there are different opinions and levels of awareness in terms of gender topics, which depend on the character of the topic being elaborated in each of the thematic segments. In some of the thematic segments there is traditional or stereotypical approach, while in others there is a developed awareness of the gender aspect of the everyday life topics. What is also noticeable is that, although in the elaboration of particular topics the gender aspect can be inserted, the editorial staff decides not to emphasize gender problematics.

The participation of women among the journalist's staff and among the interlocutors is significant, and there are twice more female viewers calling in the show, which, in one part, is due to their interest to call when health topics are being elaborated.

Recommendations:

- ✓ Televisions should insist to elaborate gender issues or provide gender relevant data related to everyday topics in the morning shows (e.g. gender segregated statistical data or other information depending on the person's gender). This is quite important if we consider the fact that these shows have different potential viewers.
- ✓ Topics related to private matters should not be primarily (or even exclusively) linked to women, since that is how gender stereotypes and prejudices are made and promoted.
- ✓ Journalists should avoid gender profiled questions (e.g. ask only women how they combine their responsibilities from their private and social life).
- ✓ Male and female journalists should develop awareness of how much and why it is important to use the correct grammatical gender, especially for nouns referring to female's functions, professions, titles, etc. The use of masculine grammatical gender in such situation is not gender neutral; on the contrary, it is perceived as a mean for diminishing the importance of participation and visibility of women in the public sphere.

Biographies of the authors:

Emilija Petreska-Kamenjarova holds Master of Arts in Communication and Bachelor of Journalism. She worked in radio, television and news agency before starting to work in the regulatory body in 2002. Emilija is the Head of Human Rights and Media Literacy Unit within the Programme Affairs Department in the Agency for Audio and Audiovisual Media Services. She works on gender issues, freedom of expression, hate speech, human rights and professional standards, access to media for persons with sensory impairment, elections, media literacy, etc. She is the author of texts regarding gender in media, hate speech, the state of the broadcasters, online media, and civic journalism. She held lessons/trainings/ was a panellist on the following topics: media and genders/feminine body, gender minority groups, hate speech, right to privacy, media literacy, media clientelism.

Marina Trajkova graduated on the Institute for Gender Studies within the Faculty of Philosophy at “Ss. Cyril and Methodius” University in Skopje. Before the engagement in the Agency for Audio and Audiovisual Media Services, she worked in the non-governmental sector, particularly on researches and projects referring to gender issues and LGBTI rights. At the moment, she is an associate in the Human Rights and Media Literacy Unit within the Programme Affairs Department in the Agency. She works on analyses and reports related to gender and sexual orientation in media, hate speech and discrimination in media contents, as well as in the area of media literacy. She is author of works from the area of gender and media.

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