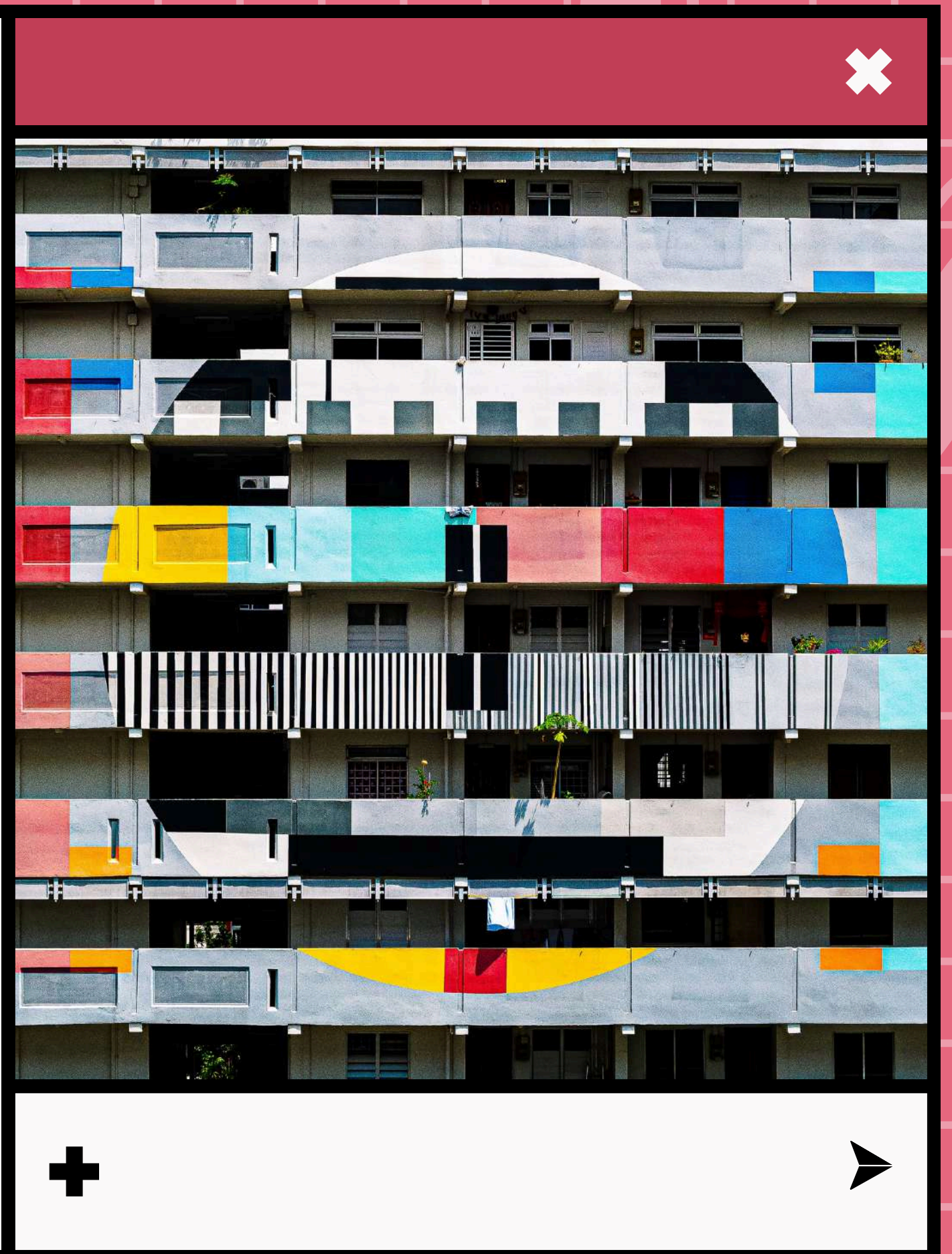


RESEARCH ON THE WAY OF REPORTING ON GENDER-BASED VIOLENCE IN THE NEWS PROGRAMS OF THE NATIONAL TELEVISIONS IN 2023

Agency for audio and audiovisual media services

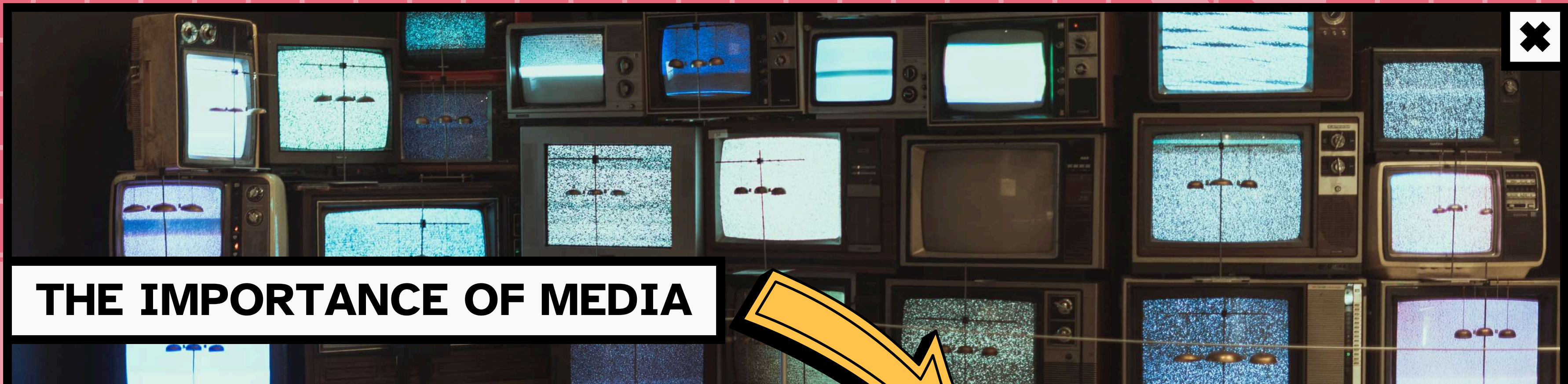


In compliance with the Law on Equal Opportunities for Women and Men and as part of its annual surveys on gender representation in media programs, the Agency for Audio and Audiovisual Media Services conducted a study in 2023 on how broadcasters reported on gender-based violence.

In the pursuit of gender equality, one of the most pressing challenges we face is gender-based violence. The high number of reported cases, along with the countless incidents that remain unreported, highlights the gravity of this issue. It is evident that gender-based violence is a critical social problem that demands the attention of multiple stakeholders, including the media, which plays a pivotal role in shaping social and legal-political discourse.



INTRODUCTION



THE IMPORTANCE OF MEDIA

In addition to shaping public opinion, the media also serve as guardians and influencers of societal dynamics, depending on their positioning, professionalism, and ideological perspective. However, they can also contribute negatively by perpetuating certain unwanted conditions, particularly in their handling of gender issues and gender-based violence.

The Agency recruited the Institute for Sociological, Political and Juridical Research (ISPPI), University "St. Cyril and Methodius" in Skopje through public procurement to conduct the research.



THE SAMPLE

The recorded programs from broadcasters, which were essential for defining the sample, were provided by the Agency for Audio and Audiovisual Media Services (AVMU). The analysis included materials from the first ten days of January, February, and March 2023.

"The Guide of the Agency for Audio and Audiovisual Media Services for Monitoring the Application of Reporting Standards in Cases of Gender-Based Violence in the Media," authored by Prof. Katharine Sarakis and supported by the European Union and the Council of Europe, served as a foundational reference for defining and formulating the categories. Broadcasters with an average weekly reach of over 5 percent in the first quarter of 2023 were included in the sample.





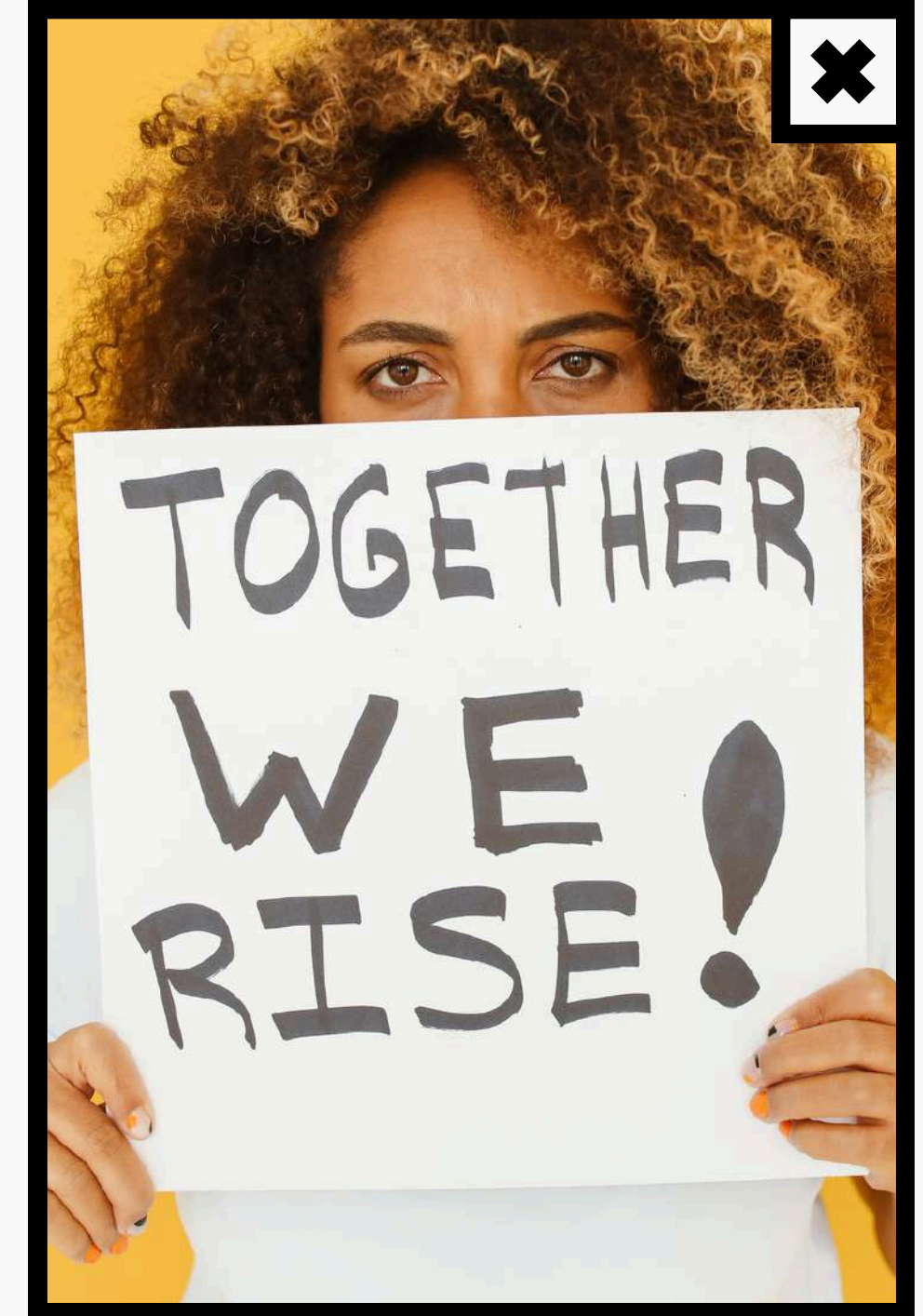
The sample was meant to represent nine (9) state-level television program services (public and commercial): MRT 1 and MRT 2, TV Alsat – M, TV Alfa, TV Kanal 5, TV Sitel, TV Telma, TV 21 – M and TV 24 Vesti; but, because of technical issues with the TV 24 Vesti footage, it was not able to analyze this TV, and it had to be excused.

The programs analyzed across these 8 television services included the central news editions, one earlier edition of the news, the informative segments of morning and midday programs, and specialized news shows.

Through the monitoring and analysis of various TV stations' information programs, two types of content were identified: articles addressing the broader issue of gender-based violence and articles focused on specific cases or incidents.

The quantitative analysis of the coverage in broadcasters' news programs revealed a dominant concentration of articles in March, particularly around International Women's Day on March 8.

Regarding the articles that covered specific cases of gender-based violence, the following conclusions can be drawn: these reports typically focused on court proceedings, and their overall representation was minimal.



ARTICLES THAT REPORTED ON SPECIFIC CASES



With the exception of two articles, the majority complied with journalistic standards. The exceptions included one article featuring sensationalist reporting and another that uncritically disseminated hate speech from Facebook posts by individuals.

In the framing of information on gender-based violence, none of the 12 analyzed articles identified the offender or explicitly referred to the incidents as "gender-based violence."

The majority of the articles covering specific cases of gender-based violence were placed towards the end of the news editions, often surrounded by unrelated topics.

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It was observed that the articles addressing court procedures related to gender-based violence were positioned alongside those covering court procedures for crime and corruption.

Overall, the broadcasters complied with journalistic standards regarding impartiality, the representation of multiple sources, appropriate use of visuals, transparency (including precise listing of sources, authors, and actors), and alignment between the announcement and the content of the articles.





ARTICLES THAT REPORTED ON SPECIFIC CASES

The broadcasters complied with the "Code of Ethics of Journalists" when reporting on individuals exposed to violence. They followed guidelines to avoid sensationalism, report neutrally on court procedures, uphold the principle of presumption of innocence, include perspectives from all parties involved in the dispute, and refrain from suggesting a verdict.

Journalists generally avoided language that could be interpreted as endorsing violence, sexist beliefs, or victim-blaming. Overall, the terminology used did not contribute to the secondary victimization of the individuals involved.

During the analysis period, the articles addressing gender-based violence covered a range of issues, including economic violence against women in the public and social spheres, violations of women's labor rights in the textile industry, domestic violence, femicide, and topics related to current situations. They also included statistical data, information on gender-based violence, research results, analyses, and presentations by experts and authoritative institutions.

The term "gender-based violence" was used in only one article. In the remaining articles, various forms of violence were addressed, including "domestic violence," "murder of women," "femicide," "hate speech against women," and "violation of women's labor rights in the textile industry."



ARTICLES THAT ADDRESSED THE THEME OF GENDER-BASED VIOLENCE

Every article and television program addressing gender-based violence sourced information from reliable sources, including both alternative and official institutions. The voices of activists working to combat various forms of gender-based violence were present in all of the analyzed content.

The majority of characters and protagonists in the articles were female, primarily activists and experts. They were presented in an objective manner, free from unjustified criticism or glorification.

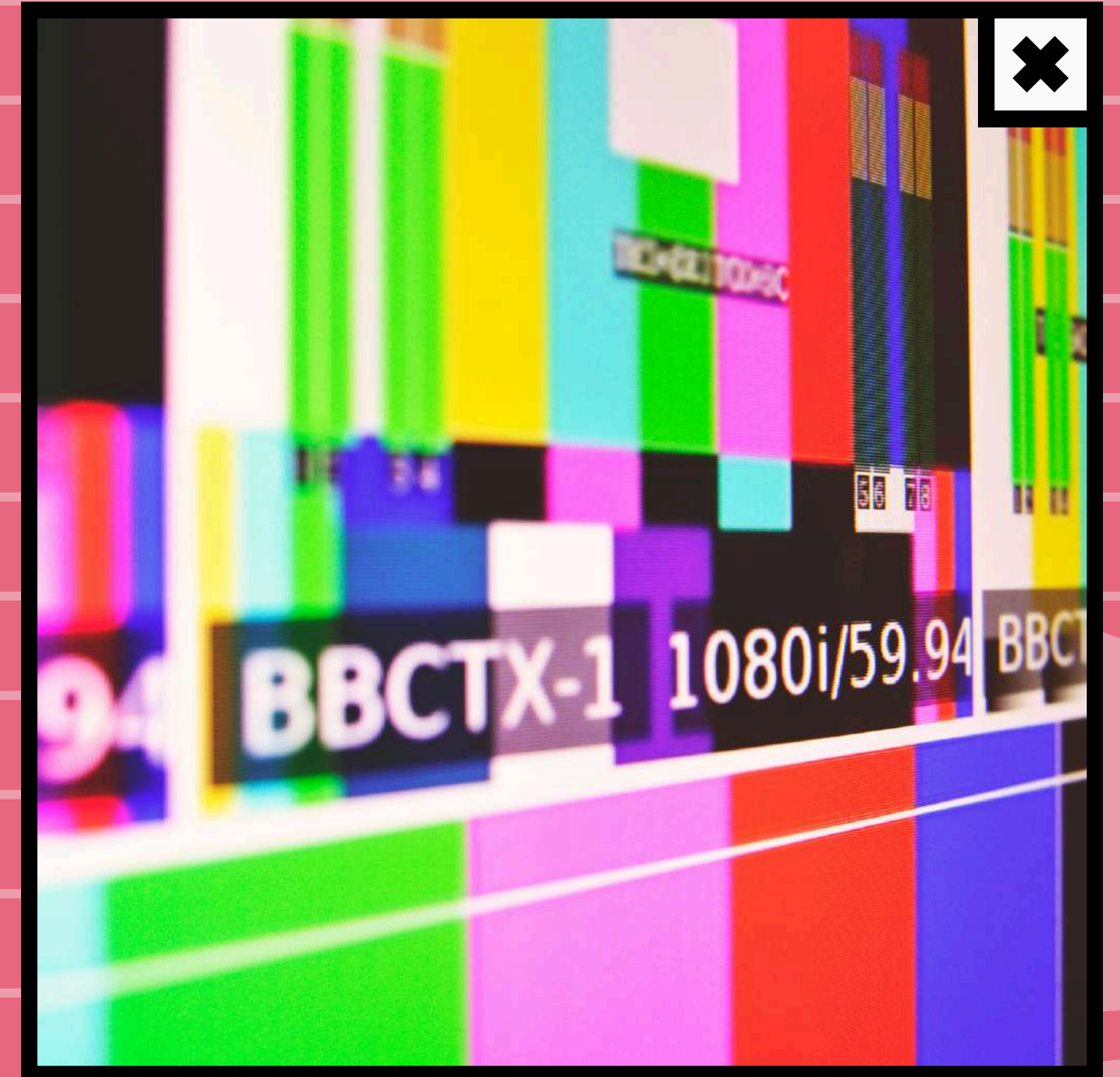
Each article highlighted that women are predominantly victims of discrimination, stereotypes, and various forms of violence. However, it was also noted that some women are encouraged to speak out against these injustices in society.



ARTICLES THAT ADDRESSED THE THEME OF GENDER-BASED VIOLENCE

The media provided a thorough framing of violence within the sociopolitical context, including the following points:

- Psychological violence against women is a prevalent issue.
- Hate speech targeting women in politics is common.
- There is a limited presence of female leaders in politics.
- Women are often subjected to a sense of inferiority.
- Men's voices predominantly dominate media discussions on socially significant topics.
- There is significant gender inequality in the private sector.
- Workers' rights, particularly for those in the textile industry and agriculture, are under threat.
- Violence is inadequately addressed, and authorities are failing in their duties.



**ARTICLES THAT
ADDRESSED THE
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In summary, the analyzed media allocated a certain amount of time and space to the topic of gender-based violence, generally complying to journalistic standards and implementing best practices to define the issue, promote critical thinking, illuminate its context, and encourage specific actions. However, improvements are needed in supporting targeted civil activities, providing clearer explanations of the terminology used to define gender-based violence, and increasing the frequency of such articles and television programs.

SUMMARY



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**THANK YOU
VERY MUCH!**