

Observatory of gender representations in the media

The Observatory of Gender Representations in the Media – UMAR undertakes an ongoing analysis of various media products and produces yearly reports, focusing on informative contents, opinion-making spaces and advertising. It also receives complaints from civil society about media representations. See: <https://sites.google.com/site/observatoriogeneromedia/home/observatory-o...> The organisation also organises training courses, awareness-raising campaigns, public statements denouncing sexist advertising or news reports, conferences and events.

Weblinks

Website



Aims and objectives

- To collect and analyse data on gender equality in the media

Results and impact

Not yet evaluated

Creator/owner/responsible institution

UMAR - União de Mulheres Alternativa e Resposta

Stakeholder, Firstname: Carla

Stakeholder, Family name: Cerqueira

Additional information

Subtype: User groups regularly watching/listening/reading media outputs in order to evaluate their “fairness” with regard to the presence of women and men

Nuts code: PT

Metadata

ONGOING: Ne

TYPE: Observatory / Monitoring centre

COVERAGE: National

TARGET GROUP: Media company managers, General population, Media professionals

KEYWORDS: advertising, television, newspapers, press, media professionals, journalism, monitoring tools, gender training, awareness-raising initiatives, images of women, stereotyped roles for men and women