

# The role of TV representations on the 'Women and knowledge' issue: the case of Cyprus

The aim of the paper is to present the results of a research study on the gender profile in public (economic, professional and political) life as it has been broadcast by the Cyprus TV and compare it with primary and secondary students' perceptions and with the EU's indicators of gender mainstreaming policy. The study presented here is a part of a longer research funded for three years by the Cyprus Research Promotion Foundation, entitled 'Gender mainstreaming in the Mass Media of Cyprus and the relationship with the perceptions of youth. Comparison with the EU policy'.

## **Key information on EU or National policies/legislation on women's' representation on the Media:**

EU gender mainstreaming indicators not promoted by mass media

## **Key stakeholders mentioned:**

TV broadcasting

## **Bibliographic Citation:**

In L. Neophytou (ed.), Proceedings from the International Conference Citizenship Multiculturalism Cosmopolitanism (pp. 361–376)

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## Weblinks

PDF



## Source

## Metadata

**TYPE:** Publication

**CREATOR/AUTHOR:** Koutselini, Mary; Agathaggelou, Sophia

**PUBLISHER:** . New York; London: Routledge

**LANGUAGE:** English

**COVERAGE:** Cyprus

**KEYWORDS:** [gender-sensitive media](#), [representation](#), [gender stereotypes](#)