
Media scene, gender and gender equality

The article analyses some fields in the Estonian media landscape from the gender aspect, relying, if available, on the empirical media studies. The article gives account of the main problems treated in those studies and their results. The media theme is divided into three: media production and media organization; media content and auditorium through the gender focus.

Key information on trends and challenges on women and the media:

Women's chances to influence the priorities of a media edition is rather limited, considering the hierarchies in editorial boards and organizational culture. In most cases, women agree with understanding 'women's themes', also portrayal of women evokes rarely protests or not much attention is paid to it. Portrayal of women in the quality press means focusing on the private sphere and stories are rather written by the style of yellow press than that of quality press.

Key stakeholders mentioned:

various Estonian media editions

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