

Malta: New Guidelines on Gender Equality

These Guidelines direct producers to use gender inclusive vocabulary and images. They deal with gender role portrayal in television and radio programming and address the issue of stereotyping in the broadcast media. The Broadcasting Authority's Guidelines focus on the equal representation of men and women in the broadcasting media. The portrayal of men and women in the broadcasting media should reflect their actual social and professional achievement, career, interests and roles. These media should, moreover, reflect the continuous change in Maltese society with regard to the professional roles of men and women.

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

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Key information on EU or National policies/legislation on women's' representation in advertisement:

The Broadcasting Authority has recently approved Guidelines on Gender Equality and Gender Portrayal in the Broadcasting Media. These Guidelines apply to all programmes, including news and Advertising, broadcast on radio and television stations in Malta and are intended to sensitise the broadcasting media to gender equality and portrayal. They are directed towards the people in production, decision-makers at broadcasting stations and producers of Advertising.

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

Programmes should not reinforce the patriarchal power relation of society where men are seen to be more powerful. The broadcasting media should not over-emphasize certain roles of women, mainly the domestic and sexual roles, and portray them as submissive. Men and women should be portrayed in both public and private spheres.

Key stakeholders mentioned:

men and industry

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