

Beijing+20 factsheet - Area J: Women and the Media



Policy Context

The media plays a vital role in shaping the opinions, attitudes and perceptions of a given society, regarding its practices and customs, as well as part of media content. Media content is not always gender-sensitive, can portray negative images of women and can perpetuate gender roles, stereotypes and norms. The rise of digital technology and new forms of communication has further changed the relationship between consumers and the media and the way in which producers, contractors and content creators to them. Technologies and media are being consumed differently, including new means to reach or public broadcast.

Conclusions of the Council of the European Union (June 2013)

- Make a significant development in this area.
- Call for further voluntary initiatives by media regulators to advance gender equality.
- Suggests the implementation of self-regulatory practices based on clear, transparent results for media content, together with organisational culture policies that allow for a better work-life balance and gender-sensitive management.

Audience Media Services Directive (2010/13/EU)

- Member States to take into account the interests, rights and diversity.
- Certain Member States to ensure appropriate means to that audiovisual media services by media providers within their jurisdiction do not contain any other abuse.

EU initiatives challenging discrimination and gender stereotypes in the media

- The report of FEMU Committee (European Female Media Union) challenging gender stereotypes in the EU.
- The opinion of the Advisory Committee on Equal Opportunities for Women and Men (European Commission) on breaking gender stereotypes in the media.

The EU Action Plan (Action Plan) Social Dialogue Committee (European Economic and Social Committee) Network of actions on gender equality and work-life balance practices concerning women's gender equality in audiovisual media bodies.

The strategic objectives of the BPfA and the EU indicators

14. Increase the participation and voice of women in decision-making throughout the media and new technologies of communication.
15. Increase the balance and representation of women in the media.

During the last presidency of the Council of the EU in 2011, indicators assessing the state of women and men in decision-making posts and boards were introduced, as well as gender equality marketing goals by promoting gender equality in media organisations. In the summer of 2012, comparable EU-wide data were collected on women's representation in decision-making within public and private media organisations. The study did not address the much more complex area of the potential impact of women's participation in positions of editorial control on gender-sensitive media content.

The database, Women and men in the EU - facts and figures, developed by the European Institute for Gender Equality provides the most data and information on these indicators available in


http://gender-equality.europa.eu/en/women-and-men-in-the-eu-facts-and-figures

Read more:

[EIGE's work on the Beijing Platform for Action](#)

Downloads

 **Beijing+20: The Platform for Action (BPfA) and the European Union Area J: Women and the Media**
EN (PDF, 144.79 KB)

 **Пекин+20: Платформата за действие и Европейският съюз Област Й: Жените и медиите**
BG (PDF, 153.29 KB)

 **Peking+20: Pekingská akční platforma a Evropská unie Oblast J: Ženy a média**
CS (PDF, 149.41 KB)



Peking+20: Die Aktionsplattform (PAP) und die Europäische Union Bereich J: Frauen und die Medien

DE (PDF, 144.62 KB)



Beijing+20: la Plataforma de Acción y la Unión Europea Esfera J: La mujer y los medios de difusión

ES (PDF, 142.02 KB)



Pékin+20: Le programme d'action de Pékin (BPfA) et l'Union européenne Domaine J: Les femmes et les médias

FR (PDF, 143.1 KB)



Platforma de acțiune Beijing+20 și Uniunea Europeană Domeniul J: Femeile și mass-media

RO (PDF, 141.83 KB)



Beijing+20: Handlingsplanen (Beijinghandlingsplanen) og Den Europæiske Union Område J: Kvinder og medier

DA (PDF, 141.47 KB)



Πεκίνο+20: Η πλατφόρμα δράσης (BPfA) και η Ευρωπαϊκή Ένωση Τομέας J: Γυναίκες και μέσα ενημέρωσης

EL (PDF, 155.73 KB)



Peking + 20: tegevusprogramm ja Euroopa Liit Valdkond J: naised ja meedia

ET (PDF, 139.83 KB)



Béising+20: An Clár Oibre Gníomhaíochta (BPfA) agus an tAontas Eorpach Réimse J: Mná agus na Meáin

GA (PDF, 136.5 KB)



Peking+20: Akcijska platforma (BPfA) i Europska unija Područje J: Žene i mediji

HR (PDF, 140.93 KB)



Pechino +20: la piattaforma d'azione (BPfA) e l'Unione europea Area J — Donne e mezzi di comunicazione

IT (PDF, 142.38 KB)



„Pekinas + 20“. Veiksmų platforma (PVP) ir Europos Sąjunga J sritis. Moterys ir žiniasklaida

LT (PDF, 147.55 KB)



“Pekina+20”. Rīcības platforma (BPfA) un Eiropas Savienība J joma “Sievietes un mediji”

LV (PDF, 147.9 KB)



Beijing+20: Il-Pjattaforma ta' Azzjoni (BPfA) u l-Unjoni Ewropea Qasam J: In-Nisa u l-Midja

MT (PDF, 147.33 KB)



Beijing+20: Het actieprogramma van Peking en de Europese Unie Aandachtsgebied J: Vrouwen en de media

NL (PDF, 138.37 KB)



Pekin+20: Pekínska platforma działania a Unia Europejska Obszar J: Kobiety i media

PL (PDF, 147.26 KB)



Pequim+20: A Plataforma de Ação de Pequim (PAP) e a União Europeia Área J: Mulheres e meios de comunicação social

PT (PDF, 149.67 KB)



Peking+20: Pekinská akčná platforma a Európska únia Oblast' J: Ženy a médiá

SK (PDF, 143.71 KB)



Peking+20: Platforma za ukrepanje in Evropska unija Področje J: Ženske in mediji

SL (PDF, 139.63 KB)



Beijing+20: Pekingin toimintaohjelma (BPfA) ja Euroopan unioni Ongelma-alue J: Naiset ja tiedotusvälineet

FI (PDF, 145.21 KB)



Peking+20: A cselekvési platform (BPfA) és az Európai Unió J. terület: Nők és a média

HU (PDF, 145.29 KB)



Beijing+20: Pekingplattformen och EU Område J: Kvinnor och medier

SV (PDF, 145.21 KB)

Metadata

AREAS: Beijing Platform for Action

BPFA AREA: J. Moterys ir žiniasklaida