

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, across all platforms and countries, as well as part of media content. Media content is not neutral: gender-stereotypical content regarding images of women and men perpetuates gender roles, stereotypes and norms. The rise of digital technology and new forms of communication has further changed and the relationship between women and men in the media and the way in which producers, consumers and content relate to them. Furthermore, types of media are being consumed differently by having new means to act on public feedback.

Conclusions of the Council of the European Union (June 2010)

- Ask a significant investment in research
- Call for further voluntary initiatives by media organisations to advance gender equality
- Support the implementation of self-regulation practices based on clear, transparent criteria, for instance: codes, employee-friendly organisational culture, policies that allow for a better work-life balance and gender-neutral management

Auditorial Media Services Directive (2010/13/EU)

- Based on demand by citizens for the growth of local, national and transnational
- Called on Member States to ensure appropriate means so that audiovisual media services for media providers within their jurisdiction do not contain any of the above

EU initiatives challenging discrimination and gender stereotypes in the media

- The report of EMU Co-ordinator (European Media Monitor) eliminating gender stereotypes in the EU
- The opinion of the Advisory Committee on Equal Opportunities for Women and Men (European Commission) on tackling gender stereotypes in the media

The EU Institutional Gender Equality Committee (European Economic and Social Committee) Network of actions on gender equality and 2014-15-16 joint practice concerning actions for gender equality in audiovisual media sector.

The strategic objectives of the BPfA and the EU indicators

11. Increase the participation and voice of women in important and decision-making areas through the media and new technologies of communication
12. Advance a balance between representation of women and men in the media

During the 10th presidency of the Council of the EU in 2011, indicators covering the view of women and men in decision-making posts and boards were endorsed, as well as an indicator evaluating posts on 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-stereotypical media content.

The Database, Women and men in the EU - Facts and Figures, developed by the European Institute for Gender Equality provides the most detailed information on the indicators available on

http://policies.eige.europa.eu/en/women-and-men-in-the-media-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)



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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 Ι: Γυναίκες και μέσα ενημέρωσης

EL (PDF, 155.73 KB)



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

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

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Metadata

AREAS: Beijing Platform for Action

BPFA AREA: J. Women and the Media