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## Women and media project

The project Women and Media began in 1996 and was implemented through a number of activities that simultaneously operated on three basic levels: research and analysis (of media texts, media culture, legislation, textbook...); raising the level of media literacy (through lectures, workshops, training courses, texts, films...); independent, gender mainstreaming media production (creating gender-conscious media content such as music videos, social advertising, calendars, documentary films, exhibitions, books...). Through this program the organisation has pointed to the representation of women in media and advertising, has monitored and responded to numerous cases of discrimination against women in the media and has highlighted the harmful effects of sexism in media and advertising campaigns. This has been done through public performances, panel discussions, workshops, presentations, etc. Within the project documentary activity movies were produced and distributed and a radio show was broadcasted. One important result of this project was the manual “The path to your own view - How to read, listen and understand media texts and media culture” (S. Sarnavka; 2 editions) which discusses the relationship between women and the media. The women’s perception of the media content is analysed, as well as the predominant role/image of women in the media, contributing to media literacy and the adoption of a more critical attitude towards the media. The manual is publically available at:

<http://www.babe.hr/hr/put-do-vlastitog-pogleda/>

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## Weblinks

Website



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## Aims and objectives

- To draw attention on the representation of women in the media and advertisement and highlight the consequences of sexist portrayal - to monitor and react on the cases of gender discrimination in the media

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## Results and impact

Through the program gender stereotypes present in the media were analysed, researched and presented; an analytical and critical approach to media content and the media culture was promoted; the level of media literacy of the media consumers and journalists was raised; the level of visibility of women was raised and they were encouraged to participate more actively in public life; non-stereotypical representations of women and men were promoted.

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## Creator/owner/responsible institution

B.a.B.e. (Budi aktivna. Budi emancipiran)

**Stakeholder, Firstname:** Sanja

**Stakeholder, Family name:** Sarnavka

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## Additional information

**Subtype:** User groups regularly watching/listening/reading media outputs in order to evaluate their “fairness” with regard to the presence of women and men

**Nuts code:** HR

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## Metadata

**ONGOING:** No

**TYPE:** Evaluation / Monitoring

**COVERAGE:** National

**TARGET GROUP:** Media company managers, General population, Media professionals, NGO members, Social Partners, Gender equality bodies representatives

**KEYWORDS:** media organisations, media professionals, monitoring tools, gender training, awareness-raising initiatives, stereotyped roles for men and women

