

Monitoring media and advertising for gender equality

In line with the National Action Plan for Prevention and Elimination of Violence against Women (VAW), the depiction of women in the media and advertising is monitored through this method. At the core of this assignment, the presence and the manner in which women are depicted in the media are monitored. Additional indicators related to broader contextual parameters with respect to gender equality are furthermore taken into consideration.

Weblinks

[Website](#)



Aims and objectives

- To monitor media and advertising to determine the manner in which women are depicted

Results and impact

The monitoring activities drew attention and awareness to specific issues (for example, the pay gap, reactions to abortion, violence against women). However, due to the lack of finances it has not been conducted regularly and it was not possible to broaden its scope.

Creator/owner/responsible institution

Department of Gender Equality and Equal Opportunities (within the Ministry of Labour, Social Affairs and Family of the Slovak Republic)/ Odbor rodovej rovnosti a rovnosti príležitostí (v rámci MPSVR SR)

Stakeholder, Firstname: Barbora

Stakeholder, Family name: Holubova

Additional information

Subtype: Other tool for monitoring access of women to expression

Nuts code: SK

Metadata

ONGOING: No

TYPE: Observatory / Monitoring centre

COVERAGE: National

TARGET GROUP: Media company managers

KEYWORDS: advertising, audio-visual, media, press, newspapers, television, broadcasting, print media, journalism, private media organisations, public media organisations, balanced participation, dissemination of culture, monitoring tools, awareness-raising initiatives, stereotyped roles for men and women