

Systemic rules and fantasy language: case study on Cyprus Press

The article examines the usage of professions in their female form in Cypriot newspapers articles (2009-2011). It concludes that there is a qualitative and quantitative difference in the representation of men and women's social function in the Cypriot printed media. There is a scarcity of female professions in the articles examined not reflective of women's representation in society and the labour market. The usage of professions in their female form would ensure a linguistic visibility of Cypriot women and a recognition of their social contribution.

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

Under-representation of women in media, gender stereotypes

Key stakeholders mentioned:

media

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