
Germany : Global Media Monitoring Project 2010 : National Report

The study is part of a larger international study, the Global Media Monitoring Project (GMMP). 21% of the people interviewed, heard, seen or read about in German mainstream broadcast and print news in 2.000 were female. Nevertheless the figures show slight improvements over the years: from 15% in 1995 to 22% in 2005 and 21% in 2010. Women in the news are still very much underrepresented. As politics is the largest and most prominent news topic, the highest number of female subjects is found in this area. However women appear only in a fraction of the news items when compared to men - 18% versus 82%. Women are still not considered valuable as subjects of the news even if the functions/offices they hold are of increasingly relevant. (abridged version of Summary and Conclusions: GMMP 2010 Germany national report, p. 6)

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