

Global Media Monitoring Project; National Report, Hungary

The report summarizes the Hungarian results of the 2010 Global Media Monitoring Project. Based on the quantitative and qualitative analysis of the most important news reports of one day 10th November in 2009, the research, as part of the largest worldwide gender-based media monitoring project, focused on the patterns of women's representation and the roles of female journalists in the news media. The research findings show that the number of women as news subjects had grown but the portrayal was still overwhelmingly stereotypical. Female journalists were still underrepresented in reports about "serious" events. On a positive note, the proportion of article focusing on gender equality-related issues had grown.

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