

The Role of the Mass Media in the (Re)distribution of Power: A Comparative Report

This study made use of various media texts, as well as interviews with female politicians and media experts. The study correlates the positioning of gender in the media with manifestations of gender equality in the world of politics, analyzing the way in which the media portray female politicians.

Key information on EU or National policies/legislation on women's' representation on the Media:

Gender stereotypes, decision-making in the media professions

Key information on EU or National policies/legislation on women's' representation in advertisement:

Community Framework Strategy on Gender Equality (2001-2005)

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

Women's representation and advancement as part of media organizations

Key stakeholders mentioned:

media practitioners, policy makers and general society

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