

Beijing+20 factsheet - Area J: Women and the Media



Policy Context

The media plays a vital role in shaping the opinions, attitudes and perceptions of a given society. Women are producers and consumers, as well as part of media content. Media content is not always gender-sensitive, can portray negative images of women and can perpetuate gender roles, stereotypes and norms. The rise of digital technology and new forms of communication has further changed the relationship between women and the media and the way in which producers, consumers and content relate to them. Traditional forms of media are being challenged, offering new means to reach or public feedback.

Conclusions of the Council of the European Union (June 2018)

- Make a significant development in this area.
- Call for further voluntary initiatives by media organisations to advance gender equality.
- Support the implementation of self-regulation practices based on clear, transparent methods for incident control, proportionately organisational culture, policies that allow for a faster work-life balance and gender-neutral management.

Auditorial Media Services Directive (2018/1808/EU)

- Based on demand to be based on the grounds of race, sex, religion and nationality.
- Call on Member States to ensure appropriate measures in their national media services by media providers with their jurisdiction to not contain any of the above.

EU initiatives challenging discrimination and gender stereotypes in the media

- The report of EMMA Coordinator (Bogdan) shall mention eliminating gender stereotypes in the EU.
- The opinion of the Advisory Committee on Equal Opportunities for Women and Men (European Commission) on breaking gender stereotypes in the media.

The EU Action Plan on Gender Equality and the EU Gender Equality Directive (2019/1155/EU) set out the EU's commitment to gender equality and to the goal of achieving gender equality in the digital media sector.

The strategic objectives of the BPfA and the EU indicators

- 11. Increase the participation and voice of women in expanded and decision-making in and through the media and new technologies of communication.
- 12. Promote a balance and non-discrimination of women in politics.

During the 10th presidency of the Council of the EU in 2015, it focused on the issue of women and men in decision-making roles and health care provision, as well as in industry including jobs or promoting gender equality in media organisations. In the summer of 2015, comparable to work data were collected on women's representation in decision-making within public and private media organisations. The study did not address the much more complex issue of the potential impact of women's participation in positions of editorial control on gender-sensitive media content.

The database, Women and men in the EU – facts and figures, developed by the European Institute for Gender Equality provides the most detailed information on these indicators, available at <http://eige.europa.eu/content/women-and-men-in-the-eu-facts-and-figures>.

Read more:

[EIGE's work on the Beijing Platform for Action](#)

Downloads



Beijing+20: The Platform for Action (BPfA) and the European Union Area J: Women and the Media

EN (PDF, 144.79 KB)



Пекин+20: Платформата за действие и Европейският съюз Област Й:

-
-  **Жените и медиите**
BG (PDF, 153.29 KB)
-
-  **Peking+20: Pekingská akční platforma a Evropská unie Oblast J: Ženy a média**
CS (PDF, 149.41 KB)
-
-  **Peking+20: Die Aktionsplattform (PAP) und die Europäische Union Bereich J: Frauen und die Medien**
DE (PDF, 144.62 KB)
-
-  **Beijing+20: la Plataforma de Acción y la Unión Europea Esfera J: La mujer y los medios de difusión**
ES (PDF, 142.02 KB)
-
-  **Pékin+20: Le programme d'action de Pékin (BPfA) et l'Union européenne Domaine J: Les femmes et les médias**
FR (PDF, 143.1 KB)
-
-  **Platforma de acțiune Beijing+20 și Uniunea Europeană Domeniul J: Femeile și mass-media**
RO (PDF, 141.83 KB)
-
-  **Beijing+20: Handlingsplanen (Beijinghandlingsplanen) og Den Europæiske Union Område J: Kvinder og medier**
DA (PDF, 141.47 KB)
-
-  **Πεκίνο+20: Η πλατφόρμα δράσης (BPfA) και η Ευρωπαϊκή Ένωση Τομέας Ι: Γυναίκες και μέσα ενημέρωσης**
EL (PDF, 155.73 KB)
-
-  **Peking + 20: tegevusprogramm ja Euroopa Liit Valdkond J: naised ja meedia**
ET (PDF, 139.83 KB)
-
-  **Béising+20: An Clár Oibre Gníomhaíochta (BPfA) agus an tAontas Eorpach Réimse J: Mná agus na Meáin**
GA (PDF, 136.5 KB)
-
-  **Peking+20: Akcijska platforma (BPfA) i Europska unija Područje J: Žene i mediji**
HR (PDF, 140.93 KB)
-
-  **Pechino +20: la piattaforma d'azione (BPfA) e l'Unione europea Area J — Donne e mezzi di comunicazione**
IT (PDF, 142.38 KB)
-



„Pekinas + 20“. Veiksmų platforma (PVP) ir Europos Sąjunga J sritis. Moterys ir žiniasklaida

LT (PDF, 147.55 KB)



“Pekina+20”. Rīcības platforma (BPfA) un Eiropas Savienība J joma “Sievietes un mediji”

LV (PDF, 147.9 KB)



Beijing+20: Il-Pjattaforma ta' Azzjoni (BPfA) u l-Unjoni Ewropea Qasam J: In-Nisa u l-Midja

MT (PDF, 147.33 KB)



Beijing+20: Het actieprogramma van Peking en de Europese Unie Aandachtsgebied J: Vrouwen en de media

NL (PDF, 138.37 KB)



Pekin+20: Pekińska platforma działania a Unia Europejska Obszar J: Kobiety i media

PL (PDF, 147.26 KB)



Pequim+20: A Plataforma de Ação de Pequim (PAP) e a União Europeia Área J: Mulheres e meios de comunicação social

PT (PDF, 149.67 KB)



Peking+20: Pekinská akčná platforma a Európska únia Oblasť J: Ženy a médiá

SK (PDF, 143.71 KB)



Peking+20: Platforma za ukrepanje in Evropska unija Področje J: Ženske in mediji

SL (PDF, 139.63 KB)



Beijing+20: Pekingin toimintaohjelma (BPfA) ja Euroopan unioni Ongelma-alue J: Naiset ja tiedotusvälineet

FI (PDF, 145.21 KB)



Peking+20: A cselekvési platform (BPfA) és az Európai Unió J. terület: Nők és a média

HU (PDF, 145.29 KB)



Beijing+20: Pekingplattformen och EU Område J: Kvinnor och medier

SV (PDF, 145.21 KB)

Metadata

AREAS: Beijing Platform for Action

BPFA AREA: .J. Women and the Media

