

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-equal but 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. Feedback loops of media are being consumed efficiently including new means to react on 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, e.g. recruitment practices based on clear, transparent criteria; fair internal criteria; progressive diversity organisational culture policies that allow for a better work-life balance and gender-neutral management.

Auditorial Media Services Directive (2018/1808/EU)

- Aimed to demand to focus on the interests of children, religious and minority.
- Call on Member States to ensure appropriate means in their national media services to media provided under this situation to not contain any of the above.

EU initiatives challenging discrimination and gender stereotypes in the media

- The report of FEMM Committee (European Parliament) reviewing 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 'Tackling Social Disruption' Committee's (European Economic and Social Committee) Statement of actions on gender equality and 'tools' to good practice concerning actions for gender equality in auditorial media bodies.

The strategic objectives of the BPfA and the EU indicators

- 4.1. To raise the participation and voice of women in independent and deliberating, in and through the media and new technologies of communication.
- 4.2. Promote a balance and non-discrimination of women in the media.

During the past presidency of the Council of the EU in 2018, initiatives assessing the status of women and their decision-making power and equality were endorsed, as well as an indicator evaluating progress promoting gender equality in media organisations. In the summer of 2020, comparable EU-wide 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 area of the potential impact of women's participation in positions of editorial control on gender-equal media content.

The Database, Women and men in the EU - Facts and Figures, developed by the European Institute for Gender Equality provides the detailed and informative on the indicators available in


EN, FR, BG, and other languages, women and men in the media facts and figures.











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Metadata

AREAS: Beijing Platform for Action

