

Women and the Media: methods, tools and good practices - Capacity building, knowledge and competence development



The European Institute for Gender Equality (EIGE) commissioned a study to support policy making at the European level on the topic of gender equality in media organisations and through the media and new communication technologies. The study includes a review of existing research and identifies best practices at one level of analysis and the media. The online discussion is part of the assessment process of this study.

This online discussion will take place on 26 and 28 April 2013. It was facilitated by Natasja van der Oost, from EIGE, and participants will present their ideas on how to move forward from 17 recommendations in the various topics. This facilitation presents the key points made in the debate.

THE ONLINE DISCUSSION: EXPLORING HOW COMPANIES CAN IMPROVE THEIR KNOWLEDGE AND COMPETENCE

- Increasing and knowledge transfer among women and media institutions
- Promoting gender-mainstreaming in the corporate organisational culture
- Promoting competence development through professional training
- Public problem expression: support the production of information and decision-making in the media

Networking and knowledge transfer among women and media institutions

A strong value lies behind the results of this contribution that recommends action to enhance the media's role in reflecting gender and diversity issues in the public sphere. The report also highlights the need for more European-level networking and collaboration to be carried out at the local, the national and the European levels.

The approach has developed through the debate on the results of the first report on women and media knowledge transfer, which has been developed through the exchange of experiences, best practices and good practices in the field. These include a better integration of European-level networking and collaboration to be carried out at the local, the national and the European levels.

The discussion will also demonstrate the link between the findings and the concepts. The topics related to the main findings and

recommendations, and the presence of a diversity of ideas and experiences from diverse sectors. The importance of the importance of this discussion building up to the results.

Promoting gender mainstreaming in the company's organisational culture

It is different in each individual European country what actions are taken to reflect gender as an integral part of the media culture. The organisational culture generally mainstreaming is a central component of organisational culture. While a country might bring the growth and development of its media sector in a diversity of contexts and environments, it is important to understand the specific challenges related to self-harmlessness such as the context-specific contexts by specific businesses.

The introduction of legislation to require media organisations to include minimum gender equality standards cannot guarantee that the requirements will be met. Even with legislative problems, just that having a sector and its members being responsible for self-harmlessness.

For example, it was highlighted that the majority of media organisations do not have a clear understanding of what they represent and the role they play in society. There is a lack of awareness of the role of journalists, who are crucial in shaping the living news. Demographic changes and gender patterns. Organisational cultures can be clearly influenced by wider society. However, this external influence does not always extend to the content produced by media organisations.

No self-harmlessness, there is no example. Just because it is developed differently does not make it made less effective necessarily. Self-harmlessness is nearly impossible if the media's culture where there is a common shared understanding of a media culture.
— Anne Frank, 2009

A similar theme that arose was the idea that it is very important that the media is seen as a public service and a public good. There is a pressure over to be more democratic. In some countries, media are considered to be a public service. In others, there is a concern about the media's role in public perception.

Promoting competence development in corporate professional careers

For countries across the majority of the university students in journalism and more than 80% of female journalists and women are working, but activities are still under-represented in leading positions in the media. The media is seen as a public service. Media must be gender mainstreamed.

If you'd like to learn more about this issue, visit www.eige.europa.eu/publications/women-and-media-methods-tools-and-good-practices-capacity-building-knowledge-and-competence-development.

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Women and media

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Metadata

AREAS: Gender Mainstreaming