

# **Gender Differentiation in Media Industries**

**International Conference, Ljubljana**

**June 14–15, 2018**

Faculty of Social Sciences, Kardeljeva ploščad 5



The conference is organized as part of the research project *Gender Differentiation in Media Industry* financially supported by the Slovenian Research Agency (2016-2018).



Published by the Peace Institute  
Metelkova 6, 1000 Ljubljana, Slovenia  
Telephone: ++38612347720  
E-mail: [info@mirovni-institut.si](mailto:info@mirovni-institut.si)

Edited by Mojca Pajnik and Mojca Frelj

June 2018  
Print run: 100

CIP - Kataložni zapis o publikaciji  
Narodna in univerzitetna knjižnica, Ljubljana

316.346.2:654.1(082)

GENDER differentiation in media industries: international conference, Ljubljana, June 14-15, 2018, Faculty of Social Sciences, Kardeljeva ploščad 5 / [edited by Mojca Pajnik and Mojca Frelj]. - Ljubljana: Peace Institute, 2018

ISBN 978-961-6455-88-6  
1. Pajnik, Mojca  
295275264

## **Contents**

Introduction	4
Program of the Conference	6
Conference Speakers	9
Abstracts of Papers	19

## INTRODUCTION

**Background:** In the last thirty years feminist media scholarship has analysed media systems as environments reproducing patriarchal structures that work against gender equality in the media. Results of research at the national and global scales have reported similar results: women are less likely to work in top managerial positions in the media, on the average women journalists are paid less than male, larger numbers of women are engaged in precarious jobs than their male counterparts. Similarly persistent are inequalities in media representation where portraying women is often rife with stereotypes and pursuant of imaginings of women's domesticity. In addition, studies have shown how audiences have been constructed on perceptions that idealize women's roles in the private sphere, reproducing women as consumers. Feminist media studies have long been based on the idea that women's interests in the media are different than those of males. Consequently, research has demonstrated that women, when in leadership positions, can reform predominately masculine conventions or, in journalistic work, produce "different" news. Recently some scholars have been critical towards such "optimism" arguing that it contributes to naturalization of stereotypical gender roles, and have shown that women can work to reproduce the masculine newsroom culture same as males do.

**Aims of the conference:** This conference is interested to explore various dimensions of gender differentiation in contemporary media industry as they are reproduced at the level of media production, representation and consumption. The aim is in shifting the focus from researching relative underrepresentation of women in the media to analyse structures and practices of engendered media systems - a shift from *what* to *why*. We specifically targeted studies addressing gender in television and online media.

**Organizing committee**

Mojca Pajnik, Associate Professor at the Faculty of Social Sciences,  
University of Ljubljana and Research Advisor at the Peace Institute and

Dejan Jontes, Assistant Professor at the Faculty of Social Sciences,  
University of Ljubljana

Maruša Pušnik, Associate Professor at the Faculty of Social Sciences,  
University of Ljubljana

Mojca Frelih, MSc, Researcher at the Peace Institute

## PROGRAM OF THE CONFERENCE

### Thursday, June 14

8.45–9.15      **Registration**

9.15–9.30      ***Welcome address***

**Monika Kalin Golob**, Dean of Faculty of Social Sciences and **Mojca Pajnik**,  
Conference Chair

9.30–10.30      ***Keynote Speech 1***

**Claudia Padovani** Media Gender Equality Regimes: In Search for Gender-  
responsive Policies

10.30–10.45      **Coffee break**

10.45–12.15      ***Session 1: Gender, Media Work and Policy-making***  
(Chair: Brankica Petković)

**Özlem Danaci Yüce** Gendered Work Environments of Women Television  
Journalists in Turkey

**Ania Ostrowska** “I Felt More Difficulty because of my Class than I have  
because of my Gender”: Intersectional Analysis of Professional Lives of  
British Women Documentarians

**Mojca Pajnik, Majda Hrženjak** Engendering Media Work: Setting the  
Norms for Entrepreneurial Subjectivity

**Violeda A. Umali, Lorenza A. Umali** Policy-making for Gender Parity in  
and through the Media: The Case of the Philippines

12.15–13.30      **Lunch**

13.30–14.30 **Keynote Speech 2**

**Mark Deuze** Understanding #Metoo, Gamergate and #Paygap in the Gendered Context of Making Media

14.30–14.45 **Coffee break**

14.45–16.15 **Session 2: Approaches to Gender in Media and Journalism** (Chair: Maruša Pušnik)

**Çiler Dursun** Gendered Reflections of Women TV Journalists on Working Conditions in Turkey

**Jack Black** “We’re Always Looking for Females”: Gender Disparities and Power Dynamics in the Sports Journalism Industry

**Marko Ribač, Mojca Frelih, Živa Humer** Analysing Gender Differentiation in the Media - Fieldnotes from TV Stations in Slovenia

**Maria João Silveirinha, Paula Lobo, Rita Basílio de Simões** Making News, Doing Gender: An Ethnographic Study

19.30 **Dinner**

## **Friday, June 15**

9.30–11.00 **Session 3: Constructing Perceptions of Gender**  
(Chair: Breda Luthar)

**Dejan Jontes** Housewives, Farmers and “Simple” People: Constructing Television Audiences

**Maja Dolinar** Portrayal of the “Traditional” Moroccan Patriarchal Society in the Moroccan Comedy Series L’Couple and Its Impact on Gender Relationships in Morocco

**Deborah Knowles, Elisabeth Michielsens, Sylvia Snijders, Linda Clarke** Man-made Media? Muted Women

**Mine Gencel Bek** Women Journalists in Conflict

11.00–11.15 **Coffee break**  
11.15–12.15 **Keynote Speech 3**

**Joke Hermes** Framed: Femininity in the Post-television Landscape

12.15–13.45 **Lunch**

13.45–15.30 **Session 4: Norming Femininity and Masculinity: Disparities in Representation** (Chair: Dejan Jontes)

**Breda Luthar, Maruša Pušnik** Exploring Gendered Practices of Intimate Media Technologies

**Alenka Verbole, Igor Davor Gaon** Gender Representation in Media throughout the Electoral Cycle: The Cases of Albania, Bosnia and Herzegovina and Slovenia

**Maida Salkanović** Representation of Women in Online Media in Bosnia-Herzegovina and Serbia: Symbolic Reading of Women in Media Content

**Joana Kosho** Beyond Gender Stereotypes: Women Status in Albanian Media

**Sanja Lazarević Radak** The Victimization Of Women In Everyday Life And Media: a Discourse on the Victim and Gender Differentiation in Serbia

15.30 **Conference ends, Informal get-together**

## CONFERENCE SPEAKERS

**Jack Black** was awarded a PhD in Sociology of Sport at Loughborough University. After teaching at the University of Leicester, Loughborough University and Nottingham Trent University, he joined the Sport Studies teaching team at Sheffield Hallam University in 2014. Since completing his PhD, Jack has published widely within the discipline of media and communications, drawing upon a range of topics, including nationalism/national identity, gender and celebrity.



**Rita Basílio de Simões** is Assistant Professor at the University of Coimbra, at the Department of Philosophy, Communication and Information where she teaches Journalism Studies and Communication Sciences with emphasis in Law. She holds a PhD in Communication Sciences from the University of Coimbra with a thesis on crime, punishment and gender. Her main research areas are journalism and gender representations and media and crime and criminal justice dynamics. She participated in research projects and has published on these domains.



**Özlem Danacı Yüce**, a researcher and a lecturer at the Faculty of Communications, Galatasaray University and coordinator of the MA Program on Media and Communication Studies. She is affiliated to the Communication Sciences Department and her main research interests include political communication, gender and media, public opinion and agenda setting.



**Igor Davor Gaon**, PhD, (France) has been a journalist, university professor, Special Representative of the SG of the Council of Europe to Georgia, first Ambassador of Bosnia and Herzegovina to the CoE, Mayor of the Municipality Centre Sarajevo, and a member of the Parliament of the Federation of Bosnia and Herzegovina.



He has more than 25 years of experience in promoting gender equality in public and political life. He is an author of a book *For Sale Women and Children: Trafficking and Forced prostitution in Southeast Europe*, and several books on elections.

**Mark Deuze** is Professor of Media Studies, specializing in Journalism at the University of Amsterdam's (UvA) Faculty of Humanities. From 2004 to 2013 he worked at Indiana University's Department of Telecommunications in Bloomington, United States. Publications of his work include over ninety papers in academic journals and books, including the monographs *Media Work* (Polity Press, 2007) and *Media Life* (Polity Press, 2012). Forthcoming books: *Beyond Journalism* (Polity Press; co-authored with Tamara Witschge), *Making Media* (Amsterdam University Press; co-edited with Mirjam Prenger). Deuze's work has been translated in Chinese, Czech, German, Portuguese, Greek, and Hungarian. Weblog: [deuze.blogspot.com](http://deuze.blogspot.com). He is also the bass player of post-grunge band *Skinflower*.



**Maja Dolinar**, a PhD candidate in Social and Cultural Anthropology and International Relations at the University of Ljubljana, Slovenia. She is currently a researcher at the Faculty of Social Sciences. Her current research interests include the influence of media content on identity formation, transnational media in the Arab region, popular culture, gender studies and open data science.



**Çiler Dursun** is Professor at the Department of Journalism, Faculty of Communication, University of Ankara, Turkey. Her major interests are on media and gender, news sociology, cultural studies, ideology, discourse theories and psychoanalysis. She was the coordinator of Ankara University for FP7 Genovate Project ([www.genovate.eu](http://www.genovate.eu)) between 2013-2016. Currently she is conducting a national project on working



conditions and self perceptions of women journalists in Turkey funded by TUBITAK between 2016-2018 (see [womenjournalistsblog.wordpress.com](http://womenjournalistsblog.wordpress.com)).

**Mojca Frelj**, MA, researcher at the Peace Institute in Ljubljana. Her research fields and topics include: media and gender (in)equality, sociological phenomena with an emphasis on the feminist theory, gender mainstreaming, equality of gender, equal opportunities and gender relations, (anti)discrimination. She is an author of numerous articles and book chapters as well as an organizer of numerous national and international conferences.



**Mine Gencel Bek** is a research fellow at the University of Siegen. She was dismissed from her position as a Professor at the Faculty of Communication, Ankara University, Turkey, with the decree law in 2017 for signing the petition for peace. She completed her PhD at Loughborough University in 1999. She was a visiting lecturer at MIT Comparative Media Studies, Open Documentary Lab and Civic Media Lab in 2013 and 2014. Her current research and teaching are focused on immigration and exile cultures, memory, journalism, peace and trauma.



**Joke Hermes** is a professor of practice-based research in Media, Culture and Citizenship at Inholland University. Her interest is in everyday media use. As a qualitative audience researcher she has queried practices of media use and representation with a continuing interest in practices of in- and exclusion. Recent work focuses on lifeworlds of young people, inclusive communication and 'post-television'. She is founding co-editor of the European Journal of Cultural Studies.



**Majda Hrženjak**, sociologist is acting as a researcher at the Peace Institute, Slovenia. Her research topics are gender studies and social politics, in particular concept of care and its relations to gender, labour, migration and citizenship. Currently she is conducting research projects about caring masculinities and gender based segregation of labour market. Her bibliography includes monographs *Making Her Up: Women's Magazines in Slovenia* (ed.) (2002) and *Invisible work* (2007).



**Živa Humer**, PhD, researcher at the Peace Institute in Ljubljana where she has been engaged in various projects from 1996 onward, mainly in the fields of gender studies, gender equality politics and social politics. She is an author of numerous articles and published book chapters as well as an organizer of numerous national and international conferences.



**Maria João Silveirinha** is Associate Professor at the Faculty of Letters, Universidade de Coimbra, Portugal, at the Department of Philosophy, Communication and Information. She holds a PhD in Communication Sciences from Universidade Nova de Lisboa. Her research interests are on the issue of relationship between identities and communication with a focus on feminist media studies, communicative rights of women, their media representations and political and social aspects of the media public sphere. She is the author of several books and articles in this field. She is currently vice-president of the Portuguese Women's Studies Association.



**Dejan Jontes**, Assistant Professor in the Department of Media and Communication Studies, University of Ljubljana. His research focuses on popular television and cultural approach to journalism. He co-edited a reader on media and audiences in Slovene and published a book *Journalism as Culture: Myths and Values*. He recently published an article *Ridiculing the working-class body* in



post-socialist sitcom (with A. Trdina, Comedy Studies, 2018).

**Linda Clarke** is Professor of European Industrial Relations at the University of Westminster, Co-director of the Centre for the Study of the Production of the Built Environment (ProBE) and on the European Institute for Construction Labour Research (CLR) board. She has extensive experience of comparative research on labour, equality and diversity, vocational education and training (VET), low energy construction, employment and wage relations, with a particular interest in the European construction sector.



**Deborah Knowles**, a Principal Lecturer in Organisational Behaviour at Westminster Business School, University of Westminster, London. Her research lies in the areas of gender in organisations, women's entrepreneurship, and qualitative research methods.



**Joana Kosho, PhD** is a professor at the Department of Journalism, in A. Xhuvani University and at the Department of Political Sciences in A. Moisiu University. Fields of her research include journalism and media, gender equality, European studies and international relations. She has published several books: Broadcast Journalism (2012), Television Studies (2017), etc., and many scientific papers: Media influence on public opinion attitudes toward the migration crisis, Media impact on the public opinion support for EU, etc.



**Sanja Lazarević Radak**, Graduated Ethnology and Anthropology; master at Interdisciplinary Anthropology; PhD in Anthropology (Cathedra for Interdisciplinary Anthropology, Faculty of Philosophy, University of Belgrade). She is employed at the Institute for Balkan Studies of Serbian Academy of Sciences and Arts, as a senior research fellow. She is the author of four books, co-



editor of scientific magazines, editor in chief of editorial books and the author of numerous articles published in domestic and international journals.

**Paula Lobo** has a PhD in Communication Sciences by Universidade do Minho. Currently, she is an Associate Professor at ESEV-IPV (Portugal). Her work is published in national and international renowned journals. Her research interests include topics related to media and the public sphere, gender studies, advertising, marketing and media literacy. She has several years of teaching experience in marketing and advertising, public relations, strategic communication, intercultural studies, European communication policies and research methodologies. She has participated in research projects related to communication sciences, gender studies, journalism and human rights.



**Breda Luthar** is Professor of Media and Communication Studies at the Faculty of Social Sciences, University of Ljubljana, Slovenia. She has a background in sociology and focus her research on topics in the field of media and popular culture, celebrity culture, consumption and class.



**Elisabeth Michielsens** is a Principal Lecturer at the University of Westminster. Her teaching experience focuses on research methodology in business and management. Her research concentrates on equality and diversity management in the UK, and in a comparative European context, especially in construction and STEMM-related sectors



**Ania Ostrowska**, a PhD candidate at the University of Southampton (UK), researching authorial agency of contemporary British women documentarians as part of government-funded research project Calling the Shots: Women and Contemporary UK Film Culture. She holds a BA (Hons) in International Relations from the University of Warsaw, Poland and an MA in Gender Studies from SOAS, University of London. Since 2011 she has been a film editor for popular British feminist blog The F-Word.



**Claudia Padovani** is Associate Professor of Political Science and International Relations at the University of Padova (Italy) where she chairs the Interdepartmental Centre for Gender Studies (CIRSG). A founding member of the Next Generation Global Studies initiative and of the Mapping Global Media Policy project, Padovani also co-chairs the UniTWIN University Network on Gender Media and ICT and is a member of the Global Alliance for Media and Gender's Research and Policy Committee. Her recent publications include Gender Equality and the Media: A Challenge for Europe (2017, Routledge, co-edited with K. Ross).



See: <https://www.youtube.com/watch?v=SqgTOI2viRw>

**Mojca Pajnik** is Associate Professor at the Department of Media and Communication Studies, Faculty of Social Sciences, University of Ljubljana, and senior research advisor at the Peace Institute in Ljubljana. Fields of her research include gender (in)equality, media, citizenship, migration and populism. She has recently co-edited with Birgit Sauer Populism and the Web: Communicative Practices of Parties and Movements in Europe (Routledge, 2018). She coordinates the project Gender Differentiation in Media Industry (Slovenian Research Agency, 2016–2018).



**Brankica Petković** is a researcher at the Peace Institute in Ljubljana. Since mid-1990s she has been leading dozens of national and regional comparative research and advocacy actions in the fields of media freedom, media accountability, communication rights of citizens and minority groups, public service media, media ownership and media pluralism. She has contributed to the European comparative studies on media pluralism, independence of media regulators and representation of women in the media industry. She is a long-standing defender of human rights and public interest values in media and journalism.



**Maruša Pušnik** is associate professor at the Department of Media and Communication Studies, Faculty of Social Sciences (University of Ljubljana). She teaches history and theory of media, communication and popular culture. Her research interests include cultural history of media, popular culture and everyday life, media and collective memory and women's genres. She co-edited a book *Remembering utopia: the culture of everyday life in socialist Yugoslavia* (Washington, New Academia, 2010).



**Marko Ribač**, MA, young researcher at The Peace Institute in Ljubljana and PhD student at the Faculty of Social Sciences in Ljubljana. He is completing his PhD in the field of social movements and public sphere in Slovenia. His PhD and research projects cover topics of journalism and media field, protests and movements, political theory and communication, alternative media and mediatisation.



**Maida Salkanović** is a journalist and media researcher from Bosnia-Herzegovina, currently residing in Atlanta, Georgia. She has a BA in Psychology from Occidental College in Los Angeles, and MA in Democracy and Human Rights from University of Sarajevo and University of Bologna. At the moment, she is researching participatory mechanisms used by the local public media in Bosnia-



Herzegovina for Sarajevo-based Mediacentar. Recipient of USAID Journalism Award and CEI SEEMO Award for Outstanding Merits in Investigative Journalism.

**Sylvia Snijders** is a Senior Lecturer at the University of Westminster. Her teaching experience focuses on organisational behaviour and research methodology in business and management. Her research concentrates on equality and diversity management in the UK, especially in STEM-related sectors, and on best practice in the agricultural sector.



**Lorenza A. Umali** is a consultant on gender and development of various national and local government agencies in the Philippines. Prior to private practice, she worked for 27 years at the Philippine Commission Women, where she was Deputy Director for eight years.



**Violeda A. Umali** is a Professor of Communication Research at the University of the Philippines. She holds a PhD in Political Science from the University of Vienna, where she was a fellow of the InitiativKolleg Vienna School of Governance.



**Alenka Verbole**, PhD, (Slovenia) has been working for 20 years on different aspects of gender equality and women's rights. She has been working as a journalist with different media. In addition to publishing numerous articles, she has managed extensive programmes and projects, in the area of gender equality, democratization, minorities, elections, multiculturalism, conflict



resolution and confidence building, education, civil society and local development. Dr Verbole has trained and inspired hundreds of European women decision-makers and women aspirants to challenge the existing gender stereotypes, in particular as relevant to the participation of women in political life.

## **ABSTRACTS OF PAPERS**

### **KEYNOTE SPEECHES**

**Claudia Padovani**

#### **Media Gender Equality Regimes: In Search for Gender-responsive Policies**

It is widely recognized that the elaboration of integrated equality strategies, and policy frameworks, constitutes the clearest evidence of institutions' commitment to gender equality, including in the media sector. Formally adopted policy arrangements for the media are core to define equality principles and goals, and to provide frameworks to assess progress and change. Public policies, as well as codes of conduct and support mechanisms, can contribute to making gender mainstreaming in the media a reality.

Indeed, women-empowering media policies, and normative frameworks for gender equality in the media, have been indicated since the Fourth World Conference on Women (1995) as crucial assets towards meeting the goals of Section J of the Beijing Platform for Action. Yet, over the past two decades, recommendations to review existing media policies and to strengthen self-regulatory mechanisms and codes of conduct have not become a priority for governments, media companies, international organizations, and the research community alike.

In today's transforming media environments, persisting gender imbalances and new challenges to different subjects' full participation in and through the media call for a better appreciation, and concrete elaboration of adequate regulatory arrangements, from the organizational to the national and international level. This presentation traces the legacy of policy-related recommendations, clarifies the "what" and "why" of gender-aware media policies, and provides evidence of the limited extent of gender equality policies adoption worldwide, on the bases of recent international research projects. Thus, it makes a case for making policy developments a priority to promote media gender equal regimes across the world.

**Mark Deuze**

**Understanding #Metoo, Gamergate and #Paygap in the Gendered Context of Making Media**

Over the last year, female media makers have used both online and offline networks and professional associations to assert themselves vis-à-vis their generally more privileged male co-workers, as well as the often sexist and sometimes misogynist industry as a whole. Are these cases – from the film, television, games and news industries – examples of a growing power for women in media work, or do they signal a more assertive attitude among media professionals generally regarding an industry that has always been so successful at exploiting and monetizing their passion, love, and commitment to the work? Based on new research among media startups and contributions to a forthcoming edited volume on making media, this presentation articulates potential sources of empowerment in media work.

**Joke Hermes**

**Framed: Femininity in the Post-television Landscape**

With the digitalization of media and the platforms we find media - texts on, television has -in a way- gone into hiding. When asked about watching television, most viewers find it difficult to answer. Notwithstanding this discomfort, television continues to be watched a lot when we define television broadly by its characteristic mode of never-ending, person-focused audio-visual storytelling. The loss of television as an easy to identify public forum or sphere has wide implications. Among these is the self-evident use of television for critics and researchers to identify practices of representation and identity construction that are shared by large numbers of people. Fortunately, it turns out, there remains more than enough to do for a feminist media researcher in the post-television landscape. This talk will use three different examples of televisual texts that made their way across different types of platforms (cable; broadcast television and Netflix) and were (and are) discussed on various social media platforms. They are two long-running drama series and an equally long-running reality show (The Mentalist; Breaking Bad and RuPaul's Drag Race). All three allow for interrogating constructions of femininity from a textual

and an audience perspective; using both the conventional televisual text and discussion on social media platforms. Together they show how the way we frame femininity in the post-television landscape continues to be a matter of broadly shared concern. No matter whether these audio-visual texts are produced by legacy institutions or newer players in the (social) media field, the wider range of discussion today by citizens and professionals alike offers a strong justification for doing feminist criticism in post-television times in order to interrogate current constructions of gender.

## SESSION 1: GENDER, MEDIA WORK AND POLICY-MAKING

**Özlem Danacı Yüce**

### **Gendered Work Environments of Women Television Journalists in Turkey**

“Violence has been going on for a long time. We are pushed out, we are forced out of the area by our male colleagues while we are also chasing the same news.... We will continue to be and to be visible everywhere we are ignored, not seen, not cared about.” These are the words of a woman journalist who was trying to describe the physical harassment she had to face on the field in order to explain the unequal working conditions of the journalistic job. Besides this visible physical discrimination, relatively new terminology in gender studies such as glass ceiling, sticky floor, glass cage or glass escalator which refer to barriers, unequal working conditions and discriminatory treatment of women in their workplace can also be used without no doubt for the women who want to make career as journalists.

Despite the slight increase of the number of women in the news media, there is a valuable amount of research in Turkey showing that half of the population (49.8%) still has less place compared to men both in terms of news production and representation in the contents (Mater 2007, Tahaoğlu 2014, TGS 2014). This paper concentrates more specifically on the working conditions of women journalists instead of quantitative data which is also important as much. Because they have to fight against horizontal discrimination and barriers that are due to structural problems, institutional

mindsets, unconscious bias which usually ignore women or oppress them into narrow boundaries drawn by men.

As Iversen and Rosenbluth (2011) argued “equality is tied to demand for women's labour outside the home, which is a function of structural, political, and institutional conditions”. Women rights and the presence of women in social life in general were and still are a challenge for both modernist and conservative ideologies in Turkey. So this paper sets out to understand, through in-depth interviews conducted with women journalists working in conservative (nationalist/islamist) and non-conservative (liberal/secular) TV channels, the gendered power relations and their influences on the working experiences of women journalists from an ideological standpoint.

### **Ania Ostrowska**

#### **“I Felt more Difficulty because of my Class than I have because of my Gender”: Intersectional Analysis of Professional Lives of British Women Documentarians**

In this paper I argue for applying intersectional analysis when researching women practitioners’ creative labour. I am reporting selected findings from my doctoral research into authorial agency of women documentarians currently working in the UK, both on TV channels commissions and independently. I propose to locate the authoring of documentaries beyond the film text, focusing on the filmmakers’ background and training and the documentary production process itself.

My main research question is whether “gender” is a relevant category when considering British women documentarians’ work, and to answer it I conducted twenty six semi-structured interviews with active women documentarians. To analyse my data I use thematic method as explicated by Braun and Clarke (2006), as it allows me to search for certain patterns across the entire data set. The themes are then grouped into three chapters, covering respectively: my respondents’ education and training; their everyday creative labour; their opinions about themselves as authors of their work.

Although gender is my central analytical category, my work is informed by an intersectional perspective introduced to feminist theorising

by Kimberlé Crenshaw and Mira Yuval-Davis among others. Rejecting the 'additive' model of oppression, intersectional approach investigates the connections between different axes of exclusion, showing that every woman's gender is qualified by other social markers. In my sample I consider especially the effects of social class, race, nationality and motherhood on my respondents' professional careers.

The current paper focuses on two of the themes identified in my interview data: the finding that social class matters more than gender when it comes to getting started in documentary filmmaking; and the finding that the gendered decision to bear children influences most fundamental professional choices of my respondents.

**Mojca Pajnik, Majda Hrženjak**

### **Engendering Media Work: Setting the Norms for Entrepreneurial Subjectivity**

The paper analyses how contemporary processes of media production that introduce the temporary nature of work contracts for journalists, long working hours, the demand for unconditional commitment to work, etc., favors women's work. We will point to the gender bias of media systems that reproduce inequality by integrating gender into the economic formula of "growth and development". Attention is paid to demitologizing work in the media as "de-gendered" work, analysing the rise of "entrepreneurial subjectivity" characterized by precarization of work and the related devaluation of journalism as a profession. Rather than detecting the extent of power and position of women in the media we are more interested to analyse mechanisms that contribute to "capitalizing" gender for the imperative of media productivity, calling for materialist analysis of gender relations in the media. In the analysis, which is based on 21 interviews conducted with journalists on three televisions in Slovenia, public TV SLO and commercial POP TV and Planet TV, we focus on how through the individualization and precarization of working processes in media production the journalists become the motivating force of production and internalizes the disciplining norms of the 'greedy institutions'. Though these processes are often perceived as gender neutral

even among female journalists, we argue that they are masculinized and that they have different effects on men and women.

**Violeda A. Umali, Lorenza A. Umali**

### **Policy-making for Gender Parity in and through the Media: The Case of the Philippines**

As a social institution, Philippine media has proven its capability to contribute significantly towards protecting and strengthening democracy in the country. Thus, it is considered an important partner in advancing gender equality. However, the parameters of this government - media partnership need to be examined to ascertain the extent to which it contributes to correcting gender inequalities in the country. Towards this end, this paper focuses on the gender policy pronouncements articulated in the development plans of the Philippine government. The formulation of these policies was spearheaded by the Philippine Commission on Women (PCW). Using the critical discourse analysis approach, this paper compares the media and gender agenda found in the development plans produced under the administrations of past presidents Ferdinand Marcos, Corazon Aquino, Fidel Ramos, Gloria Arroyo, and Benigno Aquino. Initial findings of this ongoing study (to be completed in April 2018) indicate that there is, conceptually, an appreciation that gender and media agenda should simultaneously cover the media profession, media content production, and public media access/use. However, concrete programs address these dimensions unevenly. For one, public welfare and media's social responsibility have been given more attention than the working conditions of media professionals. Further, the concern for public welfare has given more emphasis on media production and less attention to media access and use; this narrow operationalization of the national media and gender agenda becomes more evident in the counterpart agenda of the local government units. Overall, these findings suggest a rather stereotypical view of the media as an institution and its role in achieving gender parity in the Philippines. The socio-cultural and political factors that could have shaped the gender and media agenda of the different administrations will subsequently be examined, and measures for a more progressive media and gender agenda will be proposed.

## SESSION 2: APPROACHES TO GENDER IN MEDIA AND JOURNALISM

**Çiler Dursun**

### **Gendered Reflections of Women TV Journalists on Working Conditions in Turkey**

(This research is supported as 215K168 number Project by TUBITAK)

Women who work for “new industries” have been researched since the 1980s as news production process has taken more attention after the long period of representation analysis on women in news. Because increasing numbers of women journalists in media industry did not guarantee fair representation of gender on the news, working conditions and the self-perceptions of women journalists in the news industry has started to be questioned, and has been in the focus of research for years. The picture of female underrepresentation in editorial positions is identified as a main determinant in the news industry that still creates ideological representations against women in social life.

Countries all over the world from west to east from north to south, from developed to underdeveloped have been monitored according to the main indicators of the women journalists existence in the industry and their influence on the news agenda. Some researches have deepened the analysis on the women journalists and news professionals in order to grasp their self perception on their professional identity and working conditions from a gender equality perspective. These qualitative analysis has displayed that sometimes women journalists were unaware of gender discriminated dimensions of their workplace and industry and have just interpreted negative conditions as a general characteristic of news industry.

In this field research, women journalists in national and local/regional television news offices have been studied according to the gender equality perspective for the first time in Turkey. Gender equality perspective in media takes gender pay gap and gender-based discrimination in employment as substantial issues and tries to develop equality policies in media industry. This perspective also focuses on media discourses on gender.

68 women journalists were surveyed and 58 of them were interviewed from 30 tv channels all over in Turkey in order to identify their perceptions about working conditions. Rather than just covering socio-

demographical indicators of women journalists background, we have also derived their self-reflections on the current news making process. Comparison between national and local women news makers and between their roles as reporters and key position managers has displayed how "industrial approach" to news making process is dominated although some women tv journalists are aware of gendered dimensions of inequalities in the sector.

### **Jack Black**

#### **"We're Always Looking for Females": Gender Disparities and Power Dynamics in the Sports Journalism Industry**

With regard to the various criticisms which have been levelled at the profession of sports journalism (Rowe 2007), over the past decade little improvement has been made with regards to the gender disparities that continue to exist within the profession, with fewer women reporting on, and writing about sport, compared to men. In fact, while there are numerous opportunities for women to gain employment as political, business, crime or health reporters, sports journalism continues to be dominated by male journalists (Frayse and Mennesson 2016, Strong and Hannis 2007). This disparity bears a semblance with the lack of coverage that is often afforded to female athletes (Black and Fielding-Lloyd 2016).

Indeed, while there is a wealth of work exploring how gender is framed within the media, this paper will seek to examine the media careers of six professional women working within the sports journalism industry. Drawing upon interviews that were conducted with women working for local (Yorkshire, UK) and international (Sky Sports) media organizations, interviewee responses reflected upon the gender dynamics and power relations that structured their working environments as well as the prescribed roles that women inhabited when working in these environments. This included discussions pertaining to the challenges that women face as well as the apparent improvements which have been made for women in the sports media industry.

Furthermore, specific attention will be afforded to exploring how each woman responded to questions relating to their career development, career ambitions and the opportunities available to them to progress within

the industry. In doing so, Elias and Scotson's (1994) 'established-outsider' relations and Matthews's (2014) 'pastiche hegemony' will be used to examine the power relations that frame working environments as well as the potential opportunities which are available to challenge working environments within the media industry.

**Marko Ribač, Mojca Frelj, Živa Humer**  
**Analysing Gender Differentiation in the Media – Fieldnotes from TV Stations in Slovenia**

Presentation will examine the implications of gender differentiation in the production of television news. Authors will present general findings of the anthropological fieldwork (i.e. ethnographic observation) in three largest national TV stations in Slovenia. The paper will underline two areas of inquiry and examine some methodological implications for future ethnographic analysis of media workers' environment. First, it will argue how gender differentiation in the newsroom manifests itself in day-to-day use of (non)gender-sensitive language. The point will be illustrated by examining some grammatical, rhetorical and linguistic conventions of news workers' discursive practices. Second, it will show how generational differences must be included in the ethnographic examination of gender differentiation. Authors will argue how (generational) dispositions in today's newsrooms divide the workers and determine their strategies. They will maintain that generational differences translate into occupational distinctions, class divisions, as well as differences in imagining the journalistic work in general. Third, the paper will draw some conclusions for future observations of journalistic newsrooms and media practices. It will show how technological changes and introduction of digital technologies undermine standard ethnographic methodological approach. Finally, it will describe some necessary methodological revisions and re-evaluations of the approach as well.

**Maria João Silveirinha, Paula Lobo, Rita Basílio de Simões**  
**Making News, Doing Gender: An Ethnographic Study**

The work presented is based on a research project that continues the work developed in feminist media studies which has registered systematic and persistent gender inequalities in the representations of women and men in the content (see GMMP 2015).

Based on a feminist and constructivist approach to gender as “situated doing” (West & Zimmerman 1987, 2002) – i.e., not only as a biological characteristic of individuals but as something we perform or do – we developed a methodological structure to analyze patterns and meanings in gender in professional practices. To this end, we combined two ethnographic methods: in-depth interviews with individual journalists and a participant observation of two national television newsrooms. The data collected was analyzed by the researchers in an interactionist perspective across four emerging main themes: “newsroom environment”; “beliefs and gender behaviors”; “language issues”; and “leadership”.

The analysis of these four clusters of results reinforced the idea that gender is not something merely acquired by male and female journalists, but it is rather an identity dimension with implications in the way individuals play their professional roles. For journalists, gender seems not only to condition labor relations, but also the way these professionals come to see the world and understand themselves, as if the gender was as an internal lens of which journalists rarely seem to be aware of.

Based on these results, we conclude that the newsroom is an arena for the construction and reproduction of unequal gender relations producing concrete effects on how professional practices are developed and, consequently, on the produced contents. The identified gender meanings tend to approach the dominant, patriarchal and shared culture rather than challenge it. This finding corroborates previous ideas that the meanings associated with gender result from “historically specific institutional and collective practices in the ‘natural’ (and thus, ‘rightful’) allocation of material and symbolic resources” (Fenstermaker & West 2002, 213).

## SESSION 3: CONSTRUCTING PERCEPTIONS OF GENDER

**Dejan Jontes**

### **Housewives, Farmers and “Simple” People: Constructing Television Audiences**

The paper deals with the question of discursive production of audiences from the perspective of gender in the Slovenian context where audience fragmentation is at its early stage. As Ien Ang (1991) among others emphasized, our knowledge about television audiences has been colonized by what she calls the institutional point of view, consequently, television audience is taken-for-grantedly defined as an unknown but knowable set of people (Ang 1991, 2) and “the audience was reduced to characteristics, attributes and a narrow set of identities” (Arnold 2016, 49)

The question of audience construction is approached from two vantage points, interviews with media professional and analyses of television ratings where ratings of three Slovenian television channels (POP TV, Slovenija 1 and Planet TV) in the selected period were analysed. The sample of interviews consists of 25 interviews with executives and journalists from three main Slovenian television stations.

The results partially confirmed findings from the literature, namely that there is no “sophisticated public discourse that does justice to the complexity of multiple practices and experiences that television audiencehood involves” (Ang 1991, 1). In our case, there is an evident difference between executives and journalists when defining the audiences and while the question of gender is lacking in the first case, it is one of the most important aspects of audience perceptions within the second group. What is also lacking (among other things) in these discussions is a reflection of the challenges of new interactive technologies. Finally, the paper addresses the question how the recent program shift towards local production, established genres and formats for female viewers on commercial televisions is legitimized through this audience constructions and in what ways the idea of “giving the audiences what they want” is put forward.

**Maja Dolinar**

**Portrayal of the “Traditional” Moroccan Patriarchal Society in the Moroccan Comedy Series L’Couple and Its Impact on Gender Relationships in Morocco**

L’Couple is a Moroccan television comedy series that was produced by Moroccan television channel 2M. It was broadcasted for three seasons (2013–2016) during the period of Ramadan and consisted of 30 episodes of 3 minutes’ comedy per season. The series was a huge success on television and internet and appealed to socially diverse audiences. The main goal of the comedy series was to critically represent the patriarchal system in Morocco and its subordination of women through comedy, focusing on portraying daily life of an elderly Moroccan couple in a rural context. The storyline revolves around a domineering husband and a subordinated, yet intelligent wife. Even though the husband represents the control and power within the family, he is intellectually subordinate to his wife’s intelligence, which in turn prevents him to manipulate over her. The wife’s character in the series plot adopts a clever survival stance and accepts her housewife status, yet she resists the husband’s dominance by exposing his manipulations, lies and tricks. The paper will focus on the influence of the popular comedy series on the vision of the role of women in the Moroccan society and culture and is based on extensive ethnographic work in Morocco in the years 2012–2014. The ethnographic work consisted of watching episodes of the series with Moroccan housewives during Ramadan and later on discussing their content with several Moroccan women activists. The main goal of the paper is to provide insight into how traditional views of the Moroccan society are being transferred and criticized by such television content. The target of criticism is the system that the husband represents, however his character is not portrayed as only manipulative and absurd, but also as humorous, which makes him a sympathetic figure that appeals to the audience.

**Deborah Knowles, Elisabeth Michielsens, Sylvia Snijders, Linda Clarke**  
**Man-made Media? Muted Women**

The paper addresses the problem of why news content is dominated by what men consider to be newsworthy (Melki and Mallat 2013). It builds on research showing how women are stereotyped, rendered invisible, or excluded in the media (e.g. Ponterotto 2014, Fawcett Society 2015). This has become an increasingly relevant subject area, especially following the Beijing Platform for Action launched in 1995 at the Fourth World Conference on Women. Governments then agreed to “support research into all aspects of women and the media so as to define areas needing attention and action and review existing media policies with a view to integrating a gender perspective”, a message reaffirmed in the 2015 twenty-year review (UN Women 2015).

Our study focuses on newspaper letter pages to the editor, with the example of the influential and international Financial Times (FT). Within the theoretical frameworks of occupational gender segregation and intersectionality, the paper represents a critical discourse analysis of letters published in the FT over the past three years (2015, 2016 and 2017). Drawing on this analysis and interviews with a letters page editor and prolific writers of published letters, the study investigates the gendered distribution and content of the different subject matters and the language used.

The FT Letters pages reveal those subject areas that are of interest to women and how they approach them. Initial findings indicate a very low proportion of women writers writing on most of the same themes as those addressed by a larger field of men. The paper will present an evaluation of the language used, the length of letters, relevance to contemporary debate etc.

Research both on letters to the editor and on women’s participation in such letter-writing is generally lacking and the paper shows who actively engages with the media, how and why. The unique value of this data is that, unlike most public online contributors, the writers to hard-copy letters to the editor are not anonymous: their names (revealing therefore their gender), (worldwide) locations and (usually) their affiliations and qualifications (or claims to expertise) are published alongside their

letters. The question raised is why women participate so little in this activity?

**Mine Gencil Bek**  
**Women Journalists in Conflict**

This presentation will be the extension of my previous research on journalism, conflict and trauma and peace journalism. A recent Turkish Journalists Association report on women journalists in the conflict regions, entitled "Namlunun Ucundaki Gazeteciler: Savaş Bölgelerinde Görev Yapan Kadın Gazeteciler Anlatıyor", indicates that women journalists do not want to bring their gender to the fore and even argue that war conditions make women and men more or less equal. However, significant amount of other testimonies, witnesses and reports point out that there is a variety of militarist mechanisms in conflict zones that target women specifically. The reality of masculine violence and harassment is visible in different ways which we can observe in direct and indirect forms in the blogs and columns of the women journalist, Nurcan Baysal.

What I aim to discuss and share in this conference is the specific example of JINHA. JINHA, as the only women news agency in the world, was closed down several times, only to be re-structured and opened under different names. It currently operates with the name of Jin-news. After presenting descriptive information on Kurdish women journalists working for JINHA, I will summarize their perception on the role of journalists in conflict zones which will include, the ways to cope with difficulties; the mechanisms of solidarity within JINHA or any other professional organization and solidarity network, and the meaning of being women journalist under risky conditions. Relying on their specific experience, the presentation aims to contribute to the existing literature through a gender-sensitive analysis.

## SESSION 4: NORMING FEMININITY AND MASCULINITY: DISPARITY IN REPRESENTATION

**Breda Luthar, Maruša Pušnik**

### **Exploring Gendered Practices of Intimate Media Technologies**

The paper is based on the ethnographic study of gender differentiation of the young audiences of new media in the context of everyday life. We assume that social media should be considered as genres with generic mise-en-scène and ideology which frame specific forms of gender-specific sociability and practices of distinction. We conclude that in the modern conditions of naturalization of social media, "constant presence" and "permanent on-line connectedness" traditional differences between male and female users/producers are largely reproduced. Women are more likely to use social platforms for social and emotional integration and for the construction of consumer subjectivity, while men use these media for more instrumental purposes and for the creation of alternative reality through computer games and sport. In this way, the gender dichotomy between "inward-oriented" tastes of women and "outward-oriented" tastes of men, that exist in intersection with class affiliation, and are characteristic for television consumption, is being reproduced in digital culture.

**Alenka Verbole, Igor Davor Gaon**

### **Gender Representation in Media throughout the Electoral Cycle: The Cases of Albania, Bosnia and Herzegovina and Slovenia**

The media play a crucial role in shaping men's and women's interest in, and attitudes about, elections, and in broader sense about politics and men and women politicians. The way the media portray men and women candidates and how they deal with issues of special concern to men and women can have a major impact on candidates' participation in an election as well as their political career and quality of life in a given country. In addition to a concern, whether the media convey effectual messages to the public there is also a question of engendering the very same message.

In general, election as well as media laws provide a framework for the role of media in elections. In most instances, the formal rules governing media coverage of candidates appear gender-neutral. In reality, however,

the media regulations and practices may indirectly disadvantage women. For example, in societies with limited or no rules for the media, women could face with the informal discrimination manifested in their inability to get on the air at all. In Bosnia and Herzegovina, for example, women candidates are not even visible during an election campaign. In some countries, on the other hand, the media provide extra airtime as an incentive for political parties to nominate and support women candidates.

The paper will look at the experiences and practices in Albania, Bosnia and Herzegovina and Slovenia. It will explore the gender representation of candidates in the media, focusing on the role of media (and other stakeholders) in creating, promoting and challenging gender stereotypes and roles in political life, in particular as relevant to the elections. Also, the issue of how gender roles and relations, intra dynamics and politics of a given media impact the women' representation in the domain of political and public life will be addressed. The data have been collected using qualitative methods, monitoring different media in the three countries, i.e. central informative emissions on public broadcasters and private media outlets, news on portals and other electronic media as well as secondary sources such as reports, surveys and similar.

**Maida Salkanović**

### **Representation of Women in Online Media in Bosnia-Herzegovina and Serbia: Symbolic Reading of Women in Media Content**

Representation of women in the media has been a subject of numerous studies in the past several decades, ever since feminist media scholars started to grasp the effects and implications of the portrayal of women in the media, equated with their "symbolic annihilation". Although there has been some amount of research mapping out the place women occupy in the media at the moment, there has been no comprehensive study in the region of Western Balkans which would inquire into the reasons for such representation of women in the media. This study is bridging that gap, by first providing necessary quantitative data about the portrayal of women, and then through qualitative data shedding the light on the reasons for stereotypical representation of women in the media in two countries of Western Balkans: Serbia and Bosnia-Herzegovina. The paper provides data

about representation of women in online media outlets, but contains sufficient data for extrapolations about general media environment. This paper is a potential source of information for activists working in the field, with the anticipation of developing more effective strategies for gender-sensitive reporting. The study was conducted within the framework of liberal feminist media studies, using critical discourse approach, and the methods used were media monitoring and interviews with media professionals. The monitoring sample included three most popular general informative online media outlets in Serbia and four in Bosnia-Herzegovina, for context-specific reasons. The perceptions of media professionals in regard to the gender issue have been collected through interviews with 24 media professionals across the media scene: 13 in Serbia, and 11 in Bosnia-Herzegovina. Data analysis suggested that women are underrepresented in the media, usually presented in limited roles, mostly showing them in relation to a man, or in a role of a victim. Women appeared mostly in news, entertainment, and crime news sections, consistent with the notion that they are delegitimized as autonomous agents by trivialization and victimization. The interview analysis suggested that the main reasons for such depiction of women in the media are the lack of awareness about gender issues among producers of media content, lack of emancipated, gender-aware individuals in high management in the media environment, and the inextricability of the media from the culture surrounding them. Gender-sensitive language is used inconsistently, for a mixture of factors, from the lack of its standardization, to resistance stemming from ideological convictions, or conformism to societal norms.

**Joana Kosho**

### **Beyond Gender Stereotypes: Women Status in Albanian Media**

Gender equality and the women empowerment have been for a long time in the focus of many studies and public debates, for the importance and the impact these issues have on the construction of the social beliefs and behaviors. As we know, media can shape the public opinion, so the right representation of the gender roles, the promotion of the positive examples of successful women and the awareness raising for gender equality and equal opportunities for both men and women in the workplace, can create a

healthy and constructive social environment. In this context, the analysis of the gender issues in and through the Albanian mainstream media, is necessary to understand the approach the Albanian society has toward gender equality. How media represent women, tells the way the society treats women. To describe the connection between media exposure of issues that relate to women and their status in society, I have employed qualitative methodology, with secondary sources as instruments of data collection, including an empirical approach with primary data as media monitoring and interviews. Based on the data analyzed, the findings of the study show that women are often marginalized and mistreated, impacting public opinion perceptions about men and women roles in the society. In this paper I attempt to show the women status in the Albanian society and its correlation with the women representation in the media.

**Sanja Lazarević Radak**

### **The Victimization of Women in Everyday Life and Media: a Discourse on the Victim and Gender Differentiation in Serbia**

In the past five years, statistics show that every other woman in Serbia has been experienced violence in a wider environment, while every third has been exposed to physical violence in the family. The aim of this paper is to answer the questions: 1. In which way the society manipulate gender construct; 2. How it is able to reproduce the pattern of violence; 3. In which way media use the violence to deepen the gender differentiation and reproduce the image of “weaker sex”.

At the beginning of March 2018 in Blic daily, statistics were made with dozens of crimes against women. The direct impulse of such articles gave two murders that took place in Belgrade, in 2016 and 2017. In its diversity they continue to be paradigmatic events which can help understanding how the media control the representation of violence against women; how it maintain a traditional, patriarchal image of a woman in Serbian society making her a part of political discourse. The leading televisions in investigation of these crimes are: The First, N1, TV Pink, TV Happy, with tv shows: Day Live, Live with N1, Life Stories, After Lunch, Traces of Truth, Cyrillic, Direction, Good Morning Serbia and newspapers: Kurir, World and Scandal.

The first decade of the third millennium, introduced “anesthetization” of violence against woman: O. Novkovic, *Normal People*, 2001, Dj Milosavljevic, *Mechanism*, 2000, D. Zecevic, *The Fourth Man*, 2008, G. Paskaljevic, *Honeymoons*, 2010; B.V. Kosovcevic, *Vhirlpool*, 2012. The body of a woman becomes a palimpsest on which society writes historical experiences, political myths, great narratives, economic problems and numerous difficulties which Serbia encounters during transition period.