

POVZETKI POGLAVIJ V ANGLEŠČINI (ABSTRACTS)

Mojca Pajnik, Breda Luthar

The silencing of gender in the media

Due to the lack of suitable epistemologies to adequately address gender differentiation in the media, this chapter introduces theoretical starting points for a feminist political economy of communication. We argue for an analysis of the ways in which gender inequalities are produced at the macro, mezzo and micro levels of media institutions. The basis of our argument is that gender inequalities are not only constituted in relation to the means of production, but also within reproduction, reproductive work, generic conventions, and consumption. We outline a model for the holistic analysis of the “engendered media”, encompassing a policy, structural and institutional analysis. This further includes the gender aspect of textual conventions and the role of gender in the micro-situational experiences of agents who work in the media. In this context the gender differentiation of media consumption and taste, and the intersection of class and gender defining these distinctions, are addressed.

To challenge the statistical reification of the role of gender in the media institutions that reduce the problem to the statistical underrepresentation and misrepresentation of women in the media, we argue for an integrated study of gender and the media based on the integration of different research methodologies. The chapter therefore outlines a methodological approach with the set of different methods used in the GEN-MED project that were selected to investigate the structures, practices and rituals through which gender is reproduced in the media. The research is focused on television in Slovenia and addresses media policy, interviews with television management personnel and journalists, ethnographic research of media production of selected current affair programmes, discourse analysis of selected media news and current affairs programmes, and finally, audience analysis with the use of ethnographic as well as survey-based data.

Majda Hrženjak

Precarization in Journalism: Greedy Institutions, Entrepreneurial Subjectivities and Gender Perspective

Based on twelve interviews with editors and 22 interviews with journalists in the media outlets TV SLO, POP TV and Planet TV, we analyse the precarization of jobs in journalism. In using the concepts of “greedy organizations” (Coser) and “new entrepreneurial subjectivities” (Gill), we argue that commercial and private media organizations in particular respond to changing conditions in media production such as hyper commercialization, digitalization and feminization with the precarization of journalistic work as a business model, which is further legitimized by the state with its tax system and (de)regulation of the labour market. The interviews show that due to anxiety over losing one’s job and attracted by the relatively high salary, journalists internalize and normalize the demands of the greedy institution and self-regulate and self-discipline themselves into entrepreneurial subjectivity of hyper productivity, multitasking, flexibility, long working hours, constant availability for work, and erasing borders between private and professional life. With the view that greedy organizations of the neoliberal labour markets exacerbate masculinized patterns of working cultures, we question the gender neutrality of precarization and the myth of gender equality in journalism. Actors in the media industry, despite the feminization of journalism, do not recognize that greedy organizations and entrepreneurial subjectivities with the norm of total commitment to work exclude social reproduction from the domain of paid work, meaning that social reproduction becomes a private and individual concern. Women’s assimilation into hyper masculinized patterns of work instead of transforming these patterns is perceived as equality. That is why the myth of gender equality in the media appears to be crucial for maintaining individualism and self-disciplining of entrepreneurial subjectivity.

Mojca Pajnik

Pride and prejudice of media routines: domesticated feminism, new sexism and television sex

The study of engendered media systems at the level of media production presented in this chapter is based on an analysis of media routines. We reject the deep-seated notion that there is a “female view of things” as an overly facile assumption reproducing sexual binarism (male-female). Rather, we argue that sexual inequalities in the media are generated through the anchored norms of organizational and professional culture. Studying the routines allows us to recognize sexual typing as embedded practices of media activity through which the male centric norms of journalism are reproduced. This thesis on engendered practices in media production is verified on the basis of 22 semi-structured interviews conducted with journalists from three television stations in Slovenia (TV SLO, POP TV and Planet TV), and on an analysis of the field research of the news programmes. We show how the routinization of the organizational and professional climate in the media is perpetuated through the imaginations of a gender neutral journalistic collective, in which women are assigned the role of a marionette. “Domesticated feminism”, in which women adapt to the prevailing norms, is analysed as a survival strategy, which at the same time reproduces media as sexist environments. As a routine practice, we analyse the so-called “club culture” in the media, in which hierarchized and sexualized relationships are established in the process of the growth of informal relationships and a “relaxed” atmosphere. In such environments what counts is who you know and not what you know. The interpellation of women in typified and stereotyped roles is also addressed, by the analysis of the imagining television, when less prestigious roles in media production are assigned to the “second sex”.

Živa Humer, Mojca Frelih

The journalistic profession, neoliberal labour market and parenting

The authors discuss the topic of work–life balance in the context of gender equality, which affects women and men, and is – with the exception of feminist literature in the media field – rarely discussed within media studies as a topic. In this analysis of empirical material, which consists of 22 interviews with journalists from three television stations (TV SLO, POP TV and Planet TV), they focus on the practices of work–life balance by journalists, their perceptions of motherhood and fatherhood, and their assessment of the impact of parenting (motherhood, fatherhood) on a career in journalism. In interviews journalism is perceived as a mission, as a lifestyle, which creates a sense of superiority of the profession and which requires the subordination of other areas of life. In comparison to fatherhood, which is perceived in interviews as a secondary parental role, motherhood is perceived as a primary parental role. In accordance with the understanding of the primary caregiving role of women, in the interviews the work–life balance is understood to be mostly in the domain of women (the journalist or journalist's female partner). This kind of perception and division of roles and work between genders in the private sphere reproduces the understanding of providing care as a gendered practice.

Breda Luthar, Maruša Pušnik

Infotainment and gender

In the chapter, the authors presuppose that there is no “woman’s perspective” that women journalists would inevitably bring to journalism. The presence of a large number of women in the media industry does not negate the existence of patriarchal structures and gendered journalistic practices or the very secondary position of women in the industry. The question of representation of women in the industry should therefore be considered, firstly, in the context of gender performance, along with the performance of journalistic credibility in spoken discourse on TV. And secondly, the problem of women in the media industry must be considered together with other discourses on differences, especially with the question of age and commercial use of youth. The chapter thus analyses how several axes of social differences (in our case, gender and age) work together – intersectionally – and how they affect one another. The analysis relies on five news and current affairs programmes on three Slovenian television channels, including public television and two commercial television stations. The authors conclude that the relationship between men and women in favour of men is the result of the gendered journalistic standards and practices themselves – in particular, the episodic treatment of reality, the ritual performance of neutrality, and the focus of journalism on the so-called sphere of legitimate contradictions. At the same time, there is a complete lack of older women, so that we can refer to their symbolic annihilation, especially in commercial formats of so-called television infotainment. Youth is an important form of capital, especially for women in the media, and even more so for women in commercial media. The capital of women is almost exclusively the “female capital” associated with their youth, and the loss of this “capital” is not replaced with professional credibility, as in the case of male journalists.

Dejan Jontes

**Housewives, farmers and “simple” people:
Constructing television audiences**

The chapter 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, the television audience is automatically 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 professionals and analyses of television ratings where the 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 34 interviews with executives and journalists from three main Slovenian television stations. The results confirm 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. Finally, the chapter addresses the question of how the recent programme shift towards local production, established genres and formats for female viewers on commercial television is legitimized through this audience construction and in what ways the idea of “giving the audiences what they want” is put forward.

Marko Ribač, Živa Humer

**Androcentrism and gender differentiation in the journalistic field:
An ethnographic study of gender domination in three Slovenian
TV stations**

The authors analyse the differentiation of gender in the production of television news. They demonstrate how various forms of domination become inscribed and persist in media space as well as in the subjective dispositions of journalists. They approach the analysis of gender differentiation and domination empirically, combining quantitative and qualitative data. They use secondary quantitative data on the structural stratification of gender differences in Slovenia and interpret data gathered in an ethnographic analysis of news production at three Slovenian television stations. The first part of the article describes gender differentiation as it is manifested in a general socioeconomic frame: as a gendered division of work generated by the principles of a capitalist mode of production and as part of the neoliberal reorganization of the welfare state. In the second (empirical) part of the article the authors show how sexist and androcentric patterns become embodied in the divisions and practices of the journalistic field, its institutions and dispositions of media professionals. The authors interpret the local ethnographic data gathered and illustrate how the effects of an institutionalized androcentric order structure and reinforce gender domination of editors, journalists, television hosts and other media workers. Finally, the authors illustrate various linguistic and rhetorical conventions of journalists and show how non-reflected linguistic conventions reproduce gender domination.

Brankica Petković, Sandra B. Hrvatin

The lost emancipatory potential of media policy

A historical view of the Slovenian media system provides an important part of the explanation as to why, in Slovenia, the media are as they are, and why the principle of gender equality is marginalized in Slovenian media policy and the industry. The history of the media system and implementation of the gender equality principle did not start with the independence of Slovenia; however, that marked the beginning of comprehensive system reform. In the 1990s, the development of the commercial radio and television sector was left without strategic guidance or regulatory supervision by the authorities. This way of building important elements of the media system has influenced all its subsequent structural developments. These were dictated by powerful actors from the media sector with state authorities constantly lagging behind in policy development by several steps. The key actors in politics, public administration and the media sector have never been ready to implement progressive media policy solutions and to subject particular political and economic interests to the common, public interest. Political vision and determination were missing to refine policy mechanisms for efficient implementation of the emancipatory solutions from the first media regulation, including development of independent institutions with the power to regulate media and to support further media policy development in the public interest. The absence of a democratic media policy inevitably led to the marginalization of the gender equality principle in the media system.