

**WHO
MAKES THE
NEWS?**



SERBIA

Global media monitoring project 2005

National report: summary



EXECUTIVE SUMMARY

On 16th February 2005 we joined the international teams in systematical monitoring the representation of women and men in news content. We made analyzes of who makes news, in what capacity and with what level of authority.

We monitored 88 news stories on television, radio and newspapers on that day. These news items included 302 persons who interviewed or whom are news about, news subject, presenters and reporters.

Main results are following:

- Only 21% of news subjects – the people who are interviewed, and whom the news is about – are female.
- There are no news topics in which women outnumber men as newsmakers. On stories on politics and government only 10% of news subjects are women, and in social and legal news only 16%. In stories such as gender-based violence women are news subject in 26%.
- Women make the news not as figures of authority but as student (100%), unemployed (100%) or their occupation was not at all stated in the news (83%).
- As newsmakers, women are under-represented in professional category such as – politician (6%).
- Following the function of female and male news subject, men are 75% of experts and 92% of spokespersons. By, contrast, women appear as giving personal views (45%) or as representatives of popular opinion (50%).
- Women are portrayed as victims in 26% of female news subject, compared with 3% of males portrayed in that way.
- In the case of female and male news subjects identified by family status, women are described in 89% as wife, daughter, mother etc.
- Women are in 27% quoted in news subject quoted in newspapers.

Delivering the News

- Female reporters have gained more ground in radio and TV than in newspapers.
- Female reporters dominate in reporting in almost all topics, except sport news and economy.

- There are more female news subjects in stories reported by female journalists (23%) than in stories reported by male journalists (14%).

News Content

- Very little number of news (13%) focuses specifically on women. Topics that focus on women are: crime and violence, social and legal, celebrity and science and health.
- News stories are likely reinforcing (9%) than challenging (3%) gender stereotypes.
- Only 6% of stories highlight equality issues and they are concentrated in areas such as human rights and family relations.
- News on gender (in)equality is almost non-existent.