

# **Women and News Media in Global Perspective: Reflections on the Global Media Monitoring Project 2009**

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# The Greek case

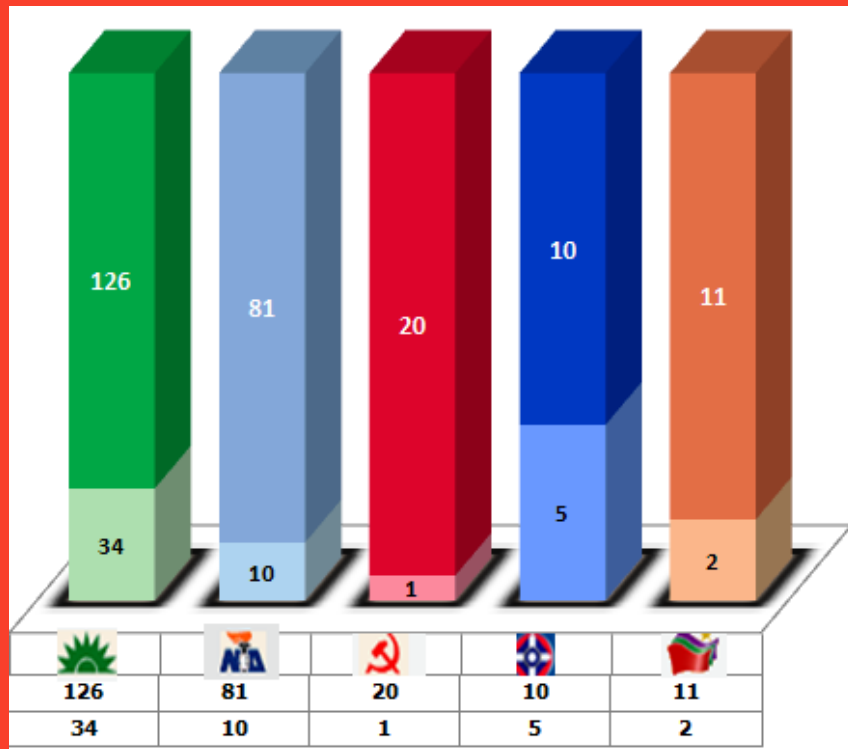
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] first time involved [

# ] Coded media organizations [

| Nr. of media          | Nr. of monitors |
|-----------------------|-----------------|
| 8 newspapers          | 7               |
| 7 television stations | 7               |
| 3 radio stations      | 1               |

# ] Women & public life [



- **Limited** representation in the Parliament since 2009 – however higher than previous elections
- **Reluctance** of Greek media to cover gender issues
- **Focus** on celebrity news, lifestyle agenda

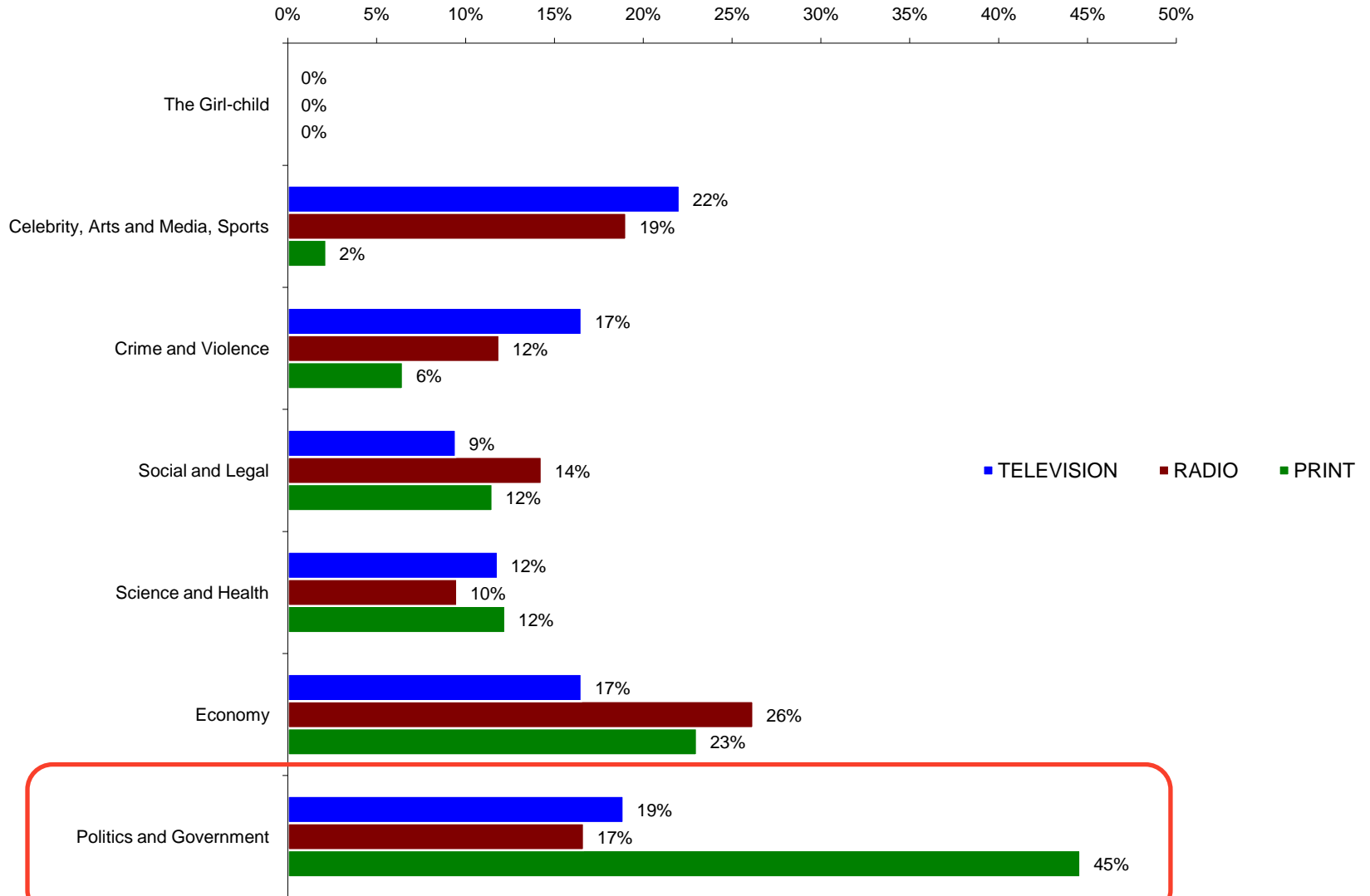
# ] Greek peculiarities [

- The monitoring day: few weeks after Greek national elections
- Loss of elections by previous government (right-wing conservative party)
- Reelection process between two candidates
- Candidate: Mrs. Dora Bakoyianni, Previous Minister of Foreign Affairs and daughter of a former Greek Prime Minister
- Internal conflicts in the party as a result of the polarization between the candidates
- Focus: Mrs Bakoyianni's candidacy, her political achievements and qualities

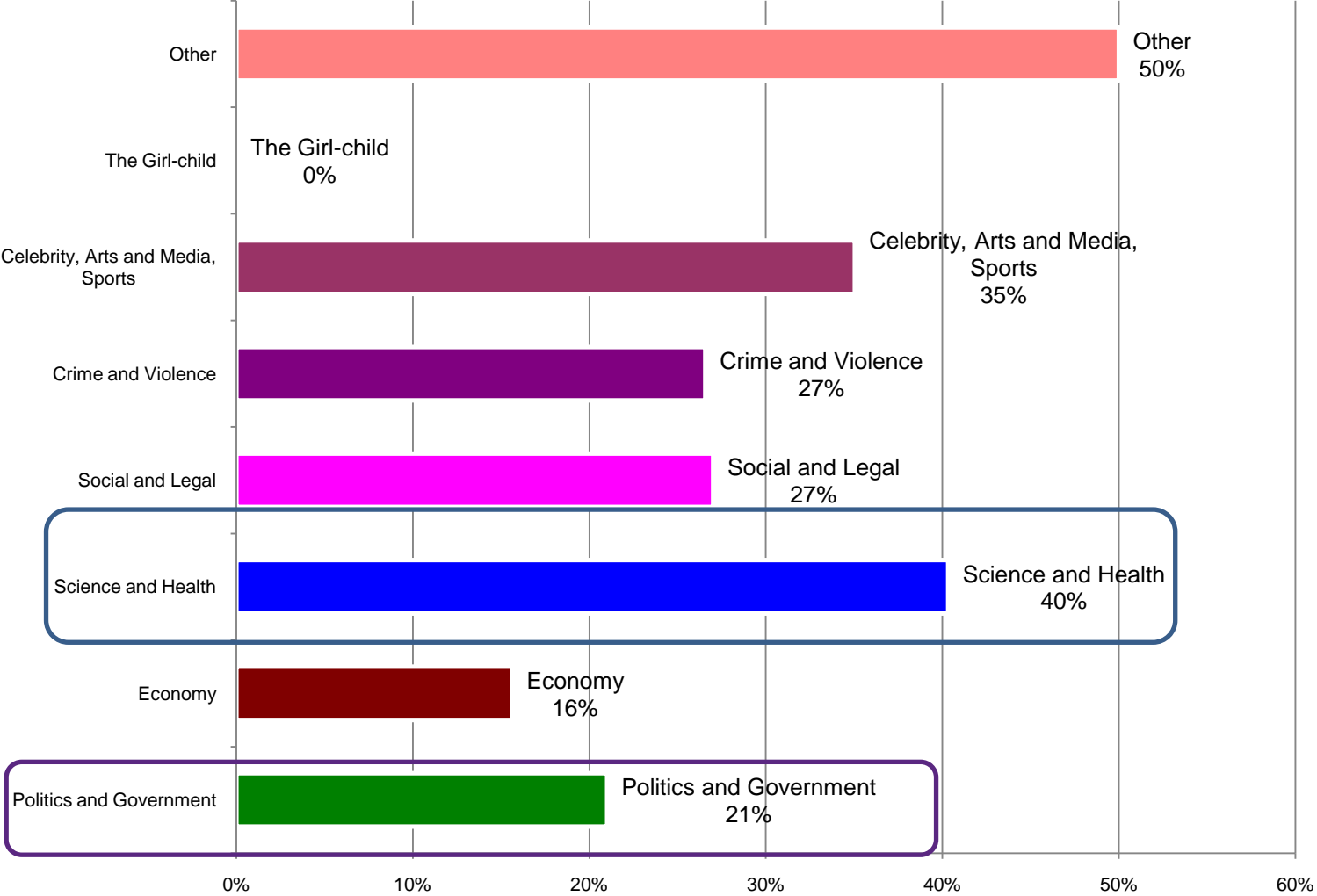
**Selected results**

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# Topics in the News



# Presence of women as subjects in the news



## Sex of news subjects (sources)

|                    | F   | M   |
|--------------------|-----|-----|
| Local              | 23% | 77% |
| National           | 25% | 75% |
| National and other | 24% | 76% |
| International      | 38% | 62% |
| Total              | 26% | 74% |

## Stories where stereotypes are challenged/ supported by news topic

| Topic                             | Disagree | Agree | Neither |
|-----------------------------------|----------|-------|---------|
| Politics and Government           | 62%      | 11%   | 26%     |
| Economy                           | 84%      | 1%    | 15%     |
| Science and Health                | 87%      | 0%    | 0%      |
| Social and Legal                  | 73%      | 10%   | 17%     |
| Crime and Violence                | 80%      | 11%   | 9%      |
| Celebrity, Arts and Media, Sports | 97%      | 0%    | 0%      |
| The Girl-child                    | 0%       | 0%    | 0%      |
| Other                             | 100%     | 0%    | 0%      |
| Total                             | 80%      | 5%    | 15%     |

## News subject's function in news story

|                       | F   | M   |
|-----------------------|-----|-----|
| Subject               | 34% | 66% |
| Spokesperson          | 16% | 84% |
| Expert or commentator | 24% | 76% |
| Personal experience   | 28% | 72% |
| Eye witness           | 18% | 82% |
| Popular opinion       | 31% | 69% |
| Other                 | 47% | 53% |
| Total                 | 26% | 74% |

# ] Future plans [

Synopsis of national results accompanied by press release to Greek media

Conferences & national/international publications (*comparative study within network*)

Presentation of results to women and human rights NGOs

Further research for longer periods using the variables

Thank you for your attention!

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