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| **Gender in television programs :** |
| **Research reports on gender issues and on the portrayal and representation of women and men in programs broadcast in 2015** |
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| Skopje  12/1/2015 |

**General notes**

The Agency for Audio and Audiovisual media services publishes for the fourth time the report on gender in television programs, which contains the results of analysis of the treatment of gender issues and the portrayal and representation of women and men in television programs. This article is the result of the obligations of Article 17 of the Law on Equal Opportunities for Women and men- revised text ( "Official Gazette" no. 201/15), under which the regulatory authority submits an annual report to Parliament on the manner of portrayal and representation of women and men, and of gender issues in the program concepts and content of broadcasters.

This year's research were conducted by Silvana Petrevska, PhD, Marina Trajkova and Theodora Ristovska in cooperation with employees from the program activities of the Agency. The team was hired through the temporary employment agency, all three have completed gender studies, one of them is a PhD in Peace and Development and two are graduate students in human resources management. Unfortunately, the attempt to find and someone who speaks the Albanian language and also has experience in gender research was unsuccessful, which is why it was necessary to make certain adjustments to the sample for survey of gender issues in the news so that Alsat - M, instead of news in Albanian, analyzed the news in Macedonian language, and MRT2 news were not included in the sample.

Another specificity of the report for 2015 is that research instruments - questionnaires for content analysis and discourse analysis that were upgraded and perfected through the previous processes were this time reviewed in terms of UNESCO gender sensitive media indicators relating to gender portrayal in the media content (group B1 - for news and informative programs and group B2 - ads). It was found that the content of the questionnaire is quite adequate to provide answers to these indicators, which is reflected in the structure of this year's report, or schedule of the findings in it.

**Report:**

**Analysis of how gender issues are treated in the news on national television broadcasting services**

# Objective of the research

# The treatment of gender issues in the media is analyzed in order to see what is the level of awareness among female and male journalist and editors in that gender is a legitimate position for critical journalistic treatment of social and economic issues. The analysis determines to what extent gender issues are addressed, but also whether there is an understanding in the media that political, economic, security, social, educational, health, environmentalists and all other social issues have a gender perspective. And it is so not only when it is obvious. One of the important indicators that are derived from the research is the representation of women and men in the role of interlocutors / interlocutors in features in the news shows, and the structure of a female and male journalists and editors curators participating in the preparation of news. The analysis regularly shows what is the gender sensitization of the media professionals in terms of the language used, or whether and how there is an awareness that the use of grammatical masculine gender as neutral and comprehensive should not serve as an excuse not to use feminine where it is not only necessary, but also the only grammatically correct procedure. This analysis shows that use of gender stereotypes and prejudices which are forever perpetuated their internalization, or their true nature is exposed and thus support is lent to overcome them and remove them from the media content.

# Methodology

**Sample**

The Law on Equal Opportunities for Women and Men provides that analysis conducted by the regulatory body relate to the media whose program content it is competent to supervise - meaning the broadcasters.

When formulating a sample for analysis, as has always been the case, efforts were invested to include media that can be expected to have the largest share of viewing, and therefore the greatest potential to influence the general public. Therefore, the contents were chosen from the nationwide television program services and the first programming service MRT1 public broadcaster and television stations at the national level that broadcast over digital terrestrial multiplex, Alsat - M, Alfa, Kanal 5, Sitel and Telma. Of the program broadcast during September 2015, a week was put together and thus one or two days of each week were chosen - so the sample was drawn from the following days: September 28 (Monday), September 15 (Tuesday) September 16 (Wednesday), September 3 (Thursday), September 11 (Friday) September 26th (Saturday) and September 6 (Sunday). Seven daily information programs were selected[[1]](#footnote-2) of each TV station, including: News 2 and subsequent Sports News MRT 1; news in Macedonian language at 22:00 on TV Alsat - M; The news at 17:30 and the subsequent News Sports on TV Alpha; News at 18 pm on Channel 5; News at 18:30 and then Business Sitel TV news; and news at 18:30, and then Telma sport on TV Telma..

**Research instrument and techniques**

In each issue of the news of this sample, all the features were analyzed iwht the use of the questionnaire for news analysis. With the use of content analysis and discourse analysis quantitative and qualitative data were obtained to provide answers regarding UNESCO gender sensitive indicators for media relating to gender portrayal in the media content (Group B1 - for news and current affairs programs).

# Total quantitative indicators

The analysis was conducted on a sample of about 24 hours and 12 minutes of news broadcast in 42 issues of informative programs on six national television channels from the sample. Of these, only thirteen and a half minutes of news features address gender issues..

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| **TV station** | **Total duration of news features** | **Duration of gender related features** | **Total analyzed features** | **Features with gender related topics** |
| **MRT1** | **3:37:33** | **0:00:00** | **152** | **/** |
| **Alsat– М** | **3:27:31** | **0:00:00** | **140** | **/** |
| **Alfa** | **3:29:06** | **0:02:11** | **180** | **2** |
| **Channel 5** | **5:28:08** | **0:03:00** | **101** | **1** |
| **Sitel** | **4:22:37** | **0:05:46** | **150** | **2** |
| **Telma** | **3:46:51** | **0:02:36** | **153** | **1** |
| **Вкупно** | **24:11:46** | **0:13:33** | **876** | **6** |

Table 1. Ratio of duration to the number of analyzed features versus duration and the number of features on gender issues.

This is certainly reflected in the ratio of the number of articles, the total number of articles 876, only six have a gender theme, with MRT 1 and TV Alsat-M, in the analyzed period do not have a single feature in which the emphasis is placed on this topic (Table 1).The ratio of female and male interlocutors in analyzed features shows a drastic discrepancy between the presence of men versus women in news. 819 male interlocutors (83%) versus 169 female interlocutors (17%) appear in the features.

Chart 1: Representation of male and female interlocutors

The disconcerting picture of succeptibility of women as credible sources of information and statements shown on Chart 1 is created through 291 features by female journalists and 254 - by male journalists, with this ratio of authorship reflects on most televisions except for Alsat-M Sitel, where male journalists prepared more features compared to female journalists (Table 2). This finding suggests that the reluctance to inform on gender issues, as well as to enrich the information capacity of information that will be addressed from a gender perspective, does not depend on the gender of the reporter..

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| **TV Station** | **Total number of features prepared by female journalists** | **Total number of features prepared by male journalists** |
| **MRT 1** | **59** | **30** |
| **Alsat-М** | **16** | **42** |
| **Telma** | **44** | **34** |
| **Alfa** | **44** | **25** |
| **Sitel** | **60** | **90** |
| **Channel5** | **68** | **33** |
| **Вкупно** | **291** | **254** |

Table 2. Gender and authorship of features

Regarding the gender of the persons who edit the news - in the production of informative programs (including sport and business news) 23 male and nine female editors were engaged..

# Individual findings[[2]](#footnote-3)

**MRT 1**

The sample for analysis on the first television program service of the public service broadcaster (MRT1) consisted of 152 features (three and a half hours and 37 minutes) aired in September within the 2nd News program and the subsequent sports news. The research notices the absence of treatment of gender-relevant topics or topics directly related to gender issues, although the analyzed news programs features seven topics that are susceptible to such treatment. The examples that illustrate in ore details this attitude of the journalists will be analyzed later in the report.

There is a noticeable difference in the proportion of male and female journalists participating in the preparation of reports on the central issues of the news. In all analyzed issues female journalists prevail, or a total of 21 female journalist worked on 59 features and 12 male journalists worked on 30 features (the remaining 63 pieces of information were read out by a presenter or only the statements of people were given). Female journalists prevailed as the authors of the features, but still informative programs are often created by men - there are two editors who edited five and one female editor of two of the seven analyzed issues. Also in sport news the reporters are almost invisible because only two in reports the information was transmitted by a female journalist.

In terms of the topics covered, female journalists often report on the refugee crisis and news of the world, but also on issues related to health, education, urban planning, politics, social security, decision-making processes, crime and culture.

The numbr of interlocutors shows a drastic difference in the representation of the two genders. In the news analyzed only 26 interlocutors are women and 170 are men. The women consulted frequently talk in featrues about: health, education, urban planning, crime, business, culture, decision-making processes, agriculture and economy. They appear primarily as office holders or professionals such as: physician, director of administration, spokesperson, Minister of culture, producer, special prosecutor and others. In addition to being underepresented as active agents in the total reflection which MRT1 projects to society, it is striking that women do not appear even as passive persons present in the background of the videos.

One of the qualitative indicators of gender and gender issues in the news is the question of language. It can be concluded that in cases when you need to refer to women, the authors used eight times the female gender, thus using gender affirmative language, and six times they used gender blind speech. In the features where there were female interlocutors, journalists and authors by and large used gender-correct speech. However, where caption shows the profession of a female interlocutor, in most cases umascuile grammatical gender is used, and the same happens with the introduction of a female interlocutor by a male/female journalist. In sport news covered by the sample there are no features dedicated to women's sports, and therefore it is quite logical that the vocabulary of journalists does not feature gender sensitive speech. For illustration purposes rather interesting is the feature (shown on 26 September) reporting on the match of the handball club Metalurg where the male journalist used opinionated speech, he said the players played in a "male" fashion demonstrating experience, thus using gender stereotype to pay credit to the readiness of athletism.

In the beggining of the analysis of MRT1, it was stated that several features on seven topics were analyzed which could have, although they did not, offered to the viewers a gender perspective of the issues covered. One of them relates to information concerning the incident with the nanny that treated the child she was lookng after in a violent fashion (11 September 2015). In addition to this, the question arises of whether children would be more secure if they are cared for in kindergartens or if they by another person in their home. The journalist has objectivizing attitude to women and to the professional childcare because from her speech it can be concluded that children can only be cared for by women, nannies, and that it is exclusively a female profession. This attitude, other than displayed by the journalist, was obvious in her male interlocutor. It would not be wrong or contrary to the linguistic norms, rather than use the noun nanny to use the formulation "person responsible for the care of children" or otherwise mention that children can be cared (and are cared) by men too. In this way, the stereotype that caring for offspring is women's work is perpetuated and at the same time men who exercise their right to participate equally in child care are indirectly stigmatized .

In the second and third analyzed issue of News 2 there are several features on the election of Katica Janeva as the special public prosecutor, but more details are provided in a separate chapter of the report, and here I will only mention that there are no discriminatory or sexist terms, there is hesitance in the use of grammatical gender and there is no gender perspective.

An issue that is certainly a part of gender issues, though it is not addressed in the analyzed news (September 16), is the opening of a laboratory for in vitro fertilization. Information on the opening of the laboratory is conveyed by showing the statement of Prime Minister Nikola Gruevski that it is a worthwhile investment, as evidenced by the fact that its services have been used by hundreds of people. This report is followed by the information to build a home for the elderly. Both subjects can be directly linked to women, but it has not been done either by ensuring the presence of female interlocutors, displaying statistics or deeper analysis (the first theme is related to women's reproductive rights and the latter offers opportunities to depict the life of men and women in their tender age).

In the news shown on September 28, there is talk about the participation of Prime Minister Nikola Gruevski at the Summit of the United Nations. There he talks about the 17 development goals to be achieved by 2030, including gender equality, but the author mentions this only at the end of the feature, thus giving the impression that the subject is not so important.

In two reports, women appear as perpetrators of crimes- one as an accomplice, and in the latter case as an offender. The features would be considered alanytical if they had contained information about the level of criminal activities in Macedonia carried out by women, or about the crimes commonly committed by women, which would open room to offer an answer to the question - why ?

The period of analysis marks the presence of features related to refugees and the refugee crisis. The remark, which applies not only to MRT1 but all analyzed television stations is that the features were in no case aired with gender perspective in mind, and told the journey exclusively from a male perspective. Namely, one of the largest sources of finance of the Islamic State's is sex trade, and hence the question why no woman is included in the features so that she could express her opinion about her situation on an equal footing to men.

**Alsat-М**

The segment of the news in Macedonian language in 22 on Alsat - M Television, which was analyzed within this research, consists of 140 articles, lasting 3 hours and 27 half minutes and none of them will a gender perspective even when it comes to topics which are obviously related to women. There are examples of objectivizing attitude to women, then ignoring women, and it is interesting that in addition to the celebration of the birthday of TV Alsat M - the female interlocutors are invisible.

This medium too shows a a drastic difference in representation of male and female interlocutors : a total of 15 female against 121 male. Female interlocutors speak from the position of a former MP, stockholder, a teacher, a spokeswoman for the European Commission, the special prosecutor, head of the Supreme Court, a member of Madrassa "Isa Beg" a representative of the Student plenum, schoolgirls, a grandmother (looking after grandchildren), ie both from a position of an office holder and from a position of sharing experience. Female interlocutors speak in features that cover topics of environment, interesting items, economy, politics, refugee crisis, decision-making processes, education and judiciary. And in Alsat - M women are hardly present in the background of videos, and if they are, it is as passive figures.

There is a noticeable difference in the participation of male/female journalists in the preparation of features. Male journalists are better represented - 12 who are the authors of 42 articles, than female journalists - only three who are authors of 16 features (what is striking is that the remaining 82 features were delivered by the host / hostess or only the statements of people are given). The female reporters on analyzed news on Alsat-M are most often the authors of the featured related to urban planning, the refugee crisis interesting items, economy, health and education.

Also, the seven issues of the news are edited by four male editors (three of them edit two issues each), and there isn't a single female editor. This statistical indicator is evident in sports where there are no female reporters.

In the features where there are female interlocutors, the authors use the gender-correct speech (with one exception).

The choice of the special public prosecutor is present in the news from the 11th, 15th and 16th September and we need to point out that grammatically correct gender is always used, but no deeper elaboration on this topic from a gender perspective (details in a separate chapter) In the news from September 15 theree is a feature on the celebration of 10th anniversary of Alsat M TV. What can be noted is that female interlocutors are excluded from this addition or there are only men interlocutors (6). On the other hand, worth mentioning is the example of affirmative language on gender equality used by the author in the feature (28 September) where the President of the Supreme Court was the "first woman on the highest instance court" and it uses for her profession the correct grammar form, as it does when referring to the special prosecutor.

Blocks of sports information as an essential part of the daily news do not pay attention to any news related to a female athlete or sports team. All analyzed features from sports related only to men, and this is mostly information about football, basketball and handball. Event when there is an opportunity to say something about a female athlete, it is not used, which is noticeable in the feature which speaks about the award for the best male/ female soccer player, whereby only male players nominated for the prize are singled out, but not female players .

Two articles projectd an objectivizing attitude to women, and one ignores women. In one feature (shown on September 3) the male interlocutor talks about the opposition (when in power) using the money from the state for their female ministers and said: "... (citizens) remember spending of budget money for pearls for their female ministers, " or in other words, he uses an objectivizing language, with prejudice against women. In the other feature the journalist of TV Alsat-M appreciated that the audience would be interested to know about the American student who instead of paying rent at the boarding built his own house, but thereby he used objectivizing attitude to women, and with the praise for the student for his effective invention, he said "... in addition, there is space in it (meaning house, NB) for his girlfriend," which portrays the student's girlfriend as an objecdt.

Refugees and refugee crisis are treated in several features, but always ignoring women - without their statements, and located together with the children, for example in the feature on September 6, when a journalist talking about the number of refugees in Macedonia lays emphasis on men and says: "For a little less than three months about 62 thousand 600 refugees entered the country, of which about 42 thousand 500 were men and the rest - women and children."

Also interesting is the choice of the foreign media to convey the feature on South Korea concerning the introduction of courses for grandparents, who will learn how to care for their grandchildren (11 September). This can serve as a window to the treatment of gender issues by the foreign media because, even though the course is designed for grandparents, i.e. it affirms a stereotypical approach to caring for children, it has only female interlocutors, and thus it is in line with the stereotypical portrayal of women as (more) competent for this engagement.

**Alfa**

In the period chosen for the research, the news at 17:30 and in sports TV shows on Alfa TV 180 features were broadcast, two of which have gender theme and one is analyzed from a gender perspective.

The indicators for gender structure of media professionals engaged in the creation of informative programs and features provided the following picture: not a single women has the role of editor, in the overall analysis of the seven news items, only one woman appears as a presenter, 44 features were prepared by 14 female journalists, while 25 features - by 8 male journalists. Sports news is prepared by an editor, while men appear as presenters in four news issues, and one female is the presenter in three news issues. Only in two issues of the news a sports reporter appears with their own separate features.

The number of male/female interlocutorsis an intent to obtain data and facts about what gender structure of social life is represented in the news. On TV Alfa 34 out of 173 interlocutors are women and 139 - men. Women interviewed and surveyed are in the position of a mayor, spokeswoman for the European Commission, a doctor, a journalist, a female MP (s) and, psychologist, special public prosecutor, writer, awarded student, secretary of the Red Cross, a minister, a spokeswoman for the Ministry of Interior. In terms of this indicator, it should be pointed out that some of the men, sometimes acting as interlocutors, sometimes as people involved in certain actions and activities, are portrayed in several features in one daily issue of the news. Such is the case with the Prime Minister of the Republic of Macedonia. The daily news is seen showing a woman twice, only when she is portrayed in a feature announcing later broadcast of a pre-made interviewed. These data are a direct indicator of how valued are the opinions, attitudes and actions of women compared to those of men, with the evident fact that female interlocutors whose opinions are presented in the articles are no less educated and competent than men .

Of the two features on Alfa TV that relate to gender issues, one is aabout gender equality, entitled EU support for gender equality in the country, presented in the news on September 16. Although it is a topic that requires and allows a more comprehensive and detailed analysis, it is only vaguely addressed, and in addition to the feature, relevant statements by the two ambassadors in Macedonia were presented.

The news broadcast on 28 September contain the second featrue with a gender issue. It is about information that talks about the proliferation of third born children in some municipalities, and it shows an excerpt from the speech of the Prime Minister from September 8, 2015. The change in the demographic structure of the population in Macedonia as a result of a national project to encourage couples to have a third and fourth child leads the news anchor who is also a presenter to conclude that it is - a fashion trend. It is questionable why the increase in the number of newborns at the municipal level is commented and treated as a fashion trend, but not analyzed and explained in terms of the question of creation of opportunities for achieving gender equality.

Given that language is a social category that features an abstraction, durability and social character derived from its standardization, and that it is strongly influenced and subject to changes in social events, this study draws attention to the question of how journalists use gender affirmative language, and what is the nature of their language.

On Alfa TV, in the total number of analyzed features, gender affirmative language is recorded in five features, and in one, entitled Who should take care of our children - a licensed nanny only through an agency, presented on 11 September, has characteristics of discriminatory stereotyping speech. Namely, it is notable that throughout the feature the female journalist speak with her interlocutor about women as nannies while men, or at least the right for this profession to be performed by men is not mentioned within the overall context of this issue, nor as an opportunity for them to submitted requests for licenses for the profession.

**Channel5**

With the analyzed sample of the news at 18:00 on TV Channel 5, a total of 101 features were covered. Of these, one has a gender content that clearly points to the low gender sensitivity of the editorial board in this medium. It is recognized in the fact that 11other features impose gender issues, although the editorial board does not recognize that the features show a gender perspective. Thus ignoring gender issues and the importance of this subject area is visibly ignored.

Of these features, 68 are made by 17 female journalists, while the remaining 33 - by 8 male journalists. This difference is evident on a daily basis, where the number of features processed by female journalists is always slightly higher than the number of featues authored by male journalists. The topics of the articles usually covered by femal journalists is: politics / parties, economics, refugee crisis and crime / incidents.

In terms of female and male interlocutors in the features, the total number of interlocutors is 130 of which 22 are women, while the remaining 108 are men. Women who appear as interlocutors are in most senior posts or professionals, such as directors, spokesperson, politicians, doctors, MPs, ministers and female judges, but mention must also be made of the special public prosecutor who ever present in the news. Female interlocutors often speak on the topic: politics / parties, decision-making processes, health and refugee crisis.

A characteristic of this medium, as well as the other media,is that generally gender blind language is used. In presenting the interlocutors (orally and in captions), male and female journalists most often refer to professions of female interlocutors in masculin grammatical gender. This feature is especially visible in articles where the report on the election of the special prosecutor. Sexist public speech in the news in this medium is absent.

The feature which deals with gender content refers to the address by the Prime Minister Nikola Gruevski at Summit for Sustainable Development of the United Nations. Both the author and the Prime Minister promote commitment to gender equality and use language that is affirmative to gender equality. This text notes the gender sensitivity of the author, and what is positive is that in some features shown on medium one can observe gender-sensitive approach and language in presenting professions of women, yet those features are not numerous.

In analyzed issues of central news a number of stories is dedicated to the notices of the election of the Special Public Prosecutor. The features on Channel 5 often used gender-blind speech where the profession of special public prosecutor is expressed and written in masculine grammatical gender, and in one feature we can notice a specification of the age of the special public prosecutor.

Four features superficially treated topics related to reproductive health and demographics, but there was no presence of interlocutors, although these issues directly affect the rights, freedoms and choices of women. Overall, the medium appears to lack the voice of women on these topics that directly affect quality of life.

Also, a topic covered in this period on the news are reports on the refugee crisis in Europe. In the features on this issue, Channel 5 fails to mention the presence of women in these migration flows, and their physical presence in shots from the field is rarely seen. The features intended for refugees do not cover the topic of human trafficking present in the Islamic state, nor the reasons why refugees leave their countries and move to Europe.

Reports covering that local policies and issues and the views of local people, which are recorded on the ground, do not present the views and concerns of women in urban and rural areas. Their physical presence in the groups of people that are shown in the shots cannot be seen .

In analyzed news from this period, this medum reported on three incidents in which the victims were women.

Features in which a woman is portrayed as a perpetrator of an offense are those dedicated to the nanny who acted violently towards a child she was looking after and about the woman suspected of selling narcotics. All features were made in the context of this event with the nanny discuss whether recordings showing violence can be used as evidence in court. These featrues are actually presented as gender neutral, though deeper analysis could lead to the reasons for such actions.

News on Channel 5 give the impression that many of the topics could be given a gender perspective, if statistics would be added divided by gender. Such is the case with the number of men and women retirees, the number of men and women refugees, the number of men and women, employed and unemployed, etc.

**Sitel**

In the news at 18:30 pm and the Business news on TV Sitel, broadcast on days of the research, a total of 150 (one hundred fifty) features were analyzed. Of these, two items covered gender related content, and 11 others warrant coverage of gender issues, but they are not addressed, indicating low gender sensitivity in the media house.

Females authors of 60 articles are 15 female journalists, while 90 are created by 19 male journalists - a difference that is evident on a daily basis, where the number of items handled by men is always somewhat higher than the featues by female journalistste. Female journalistste commonly report: politics / parties, economics, refugee crisis and crime / incidents and male journalistste for: sports, politics / parties, urbanism and health.

The world of personalities whose statements are broadcast on the news consists of 148 people of which 20 are women and the remaining 128 are men. Female interlocutors draw their authority to appear in informative programmes from the fact that they hold an office or are experts in some area covered: directors, spokesperson, politicians, doctors, MPs, as well as special public prosecutor. They often speak on topics: decision-making processes, health, environment and refugee crisis.

A characteristic of this medium is that generally gender blind language is used both in oral presentation by male interlocutors and in captions or male journalists most often present the professions of female interlocutorste i n the masculine grammatical gender. This feature is especially visible in stories reporting on the selection of the special public prosecutor.

Sexist speech in analyzed news items from this period is detected in the opening section on the report on election of Katica Janeva as the 0special public prosecutor, where the host and news anchor says, "Gruevski was of a political, legal and even man's, if you will, virtue to vote for the public prosecutor to investigate the talks Zaev played against him and his co-workers, friends, etc. ". In this way, he attributed his prime characteristics that are stereotypically "male" traits of the person and, indirectly suggesting that his political opponent possess opposite qualities, which in this case would have applied to "female." Thus, the editor and anchor sets gender roles between the two men, showing that the roles need not always be placed only between different poles.

One of the two features with gender content is interesting for consideration and because the male journalist covering the gender theme shows incorrect gender approach to gender equality in a way that excludes groups of women across the spectrum of other marginalized communities.In the other feature there is an affirmative approach to gender equality.

The first feature refers to the event that promotes a twinning project on Gender Equality of the Ministry of Labour and Social Policy, supported by the European Union. It is interesting that this feature is prepared by a male journalist and that all speakers in it are men. Speaking women are not included in this feature, although the theme directly relates to the promotion of women's rights and freedoms. The presenter and the male interlocutors use gender-sensitive language. They in their speeches recognize gender inequality that exists in our society and talk about the efforts that are undertaken and will continue to be taken to resolve the inequality. In their statements, the ambassadors of the EU - Orav and the UK - Charls Beret prognosticating attitude towards project results, and believe that it would have an effect on resolving the situation of discrimination against women in Macedonia.

In addition to this generic designation, the host uses language that is seemingly affirmative of gender equality, but in reality, it uses exclusive approach in the introduction to the feature. In it, he highlights the discrimination only against women from the Roma and Albanian population saying: "Women Albanian and Roma in Macedonia still face barriers and prejudices that do not allow adequate education and employment ... Women in Albanian and Roma communities are faced with mistreatment and discrimination" alerted the EU Delegation in Macedonia. Families do not allow Albanian and Roma women to be employed, and the tradition undermines their dignity and they have to be obedient to their husbands. " In fact, the author of the feature discreetly displays a gender-insensitive approach to the subject, so in the feature which covers non-discrimination and combating social exclusion of women, he does exactly that - putting emphasis only on women from the Roma and Albanian population, thus excluding women from other marginalized groups and women in Macedonia in general.

The second feature with gender content on the news on Sitel aired in this period is the feature which presents the address by the Prime Minister Nikola Gruevski at the Summit of the United Nations on Sustainable Development, in which both the author and the Prime Minister use language that is affirmative of gender equality and promote commitment to gender equality. The newscast quotes the Prime Minister without further coverage or research about the real situation of gender equality in the country.

Much of the stories of the sample were dedicated to the selection of the special public prosecutor, and are characterized by gender-blind speech where function is expressed and written in masculine grammatical gender, and once her origin was mentioned.

In this medium, in three features topics related to reproductive health and demography are superficially treated, presence of female interlocutors is not noticable. The woman and her attitude is not taken into account, although her opinion on these issues is essential for the quality not only of her personal habitus, but also of overall social life.

The series of features on the refugee crisis on TV Sitel as well has the same features as the other television channels - no mention of the participation of women in these migration flows, physical presence in shots from the field rarely seen, and the question is not put as to whether fear from the sex trade practiced by the Islamic state is one of the reasons for leaving their country.

When reporting on the issues, attitudes and local policies, women are absent both in terms of their attitudes and problems through physical (non) presence in the group of people in the photos.

In analyzed Sitel TV news there are reports on three incidents in which victims are women, while in one case the woman is presented as a perpetrator of a crime. One feature is about a woman who was run over in a car race in Spain, where the one of the victims was identifed as a woman. In the other feature the report is about a triple murder in Kavadarci where the husband killed the parents and the sister of his wife. Although it is domestic violence in which two of the victims were women, the feature does not present any gender perspective. The third feature reports about the woman who was run over while standing on a pedestrian crossing in Skopje. The feature on a woman perpetrator of a crime refers to a violent nanny, and it is discussing whether recordings showing violence can be used as evidence in court.

News sports are characterized by a total absence of the achievements of women and women's sports teams. In only one case showing sporting success of a woman can it be concluded that, as before, the sport in the media field remains dedicated to men.

Telma

Of the total of 153 items presented on TV Telma on the news at 18:30 and Telma sport in the analyzed days of September, only one covered gender issues.

Analyzed news issues of this TV station without exception are edited by women who are at the same time the presenters.At the level of total number of features, their preparation involved 14 female journalists and an equal number of male journalists. Female journalistste covered 44 items, male journalistste 34, and only one man appear in his capacity as editor / presenter of sports news.

The question of the representation of male interlocutors / female interlocutors in the total number of features shown in the research period on he central news, gives a more recognizable picture, which is that men as male interlocutors prevail in comparison with women. Among 205 interlocutors there are 52 female interlocutors in their respective capacites as a mayor, deputy - chairman of a party, manager, minister, special public prosecutor, deputy - Ombudsman, awarded student, a spokeswoman for the European Commission, migrants / refugees, former employees -bankruptcy workers, and women oridnary citizens, some of them are simply presented as mothers. In total there are 153 male interlocutors who prevail as experts as a source of statements, opinions, attitudes and beliefs associated with everyday events.

What certainly requires attention and comment is a feature that relates to gender issues (shown on September 28), which identifies obstacles faced by women as a result of the applicable law to terminate the pregnancy. Associations are indirectly made suggesting discriminatory solutions contained in this legislation with respect to women. The woman in the article is presented as a person who is in a passive position, powerless to decide on termination of pregnancy, even when it comes to malformed or dead foetus. The state plays the role of powerful entity, active decision-maker on the issue of termination of pregnancy through doctors and social workers.

Seen in terms of the language used by the male/female journalist(s) on TV Telma, 11 articles have gender-sensitized language, there are no sexist, discriminatory elements in a single feature which means that 142 features used gender blind speech or maculine grammatical gender.

# Two cases of qualitatively comparable indicators

With quantitative data set, as well as reports which make the total data concrete at a level of individual medium talk a lot about what situation is regarding the treatment of gender issues in television news. However, it is generally known that every portrayal receives additional nuances and enhances integrity reflecting the analyzed phenomenon when upgraded with the findings of a qualitative analysis. To this end, it was decided in a separate part to single out and compare the findings presented on how the six media reported on two events with imanent gender concerns which happened in the days covered by the sample. It is about the features dedicated to the election and appointment of Katica Janeva as the special public prosecutor and the address by the Prime Minister Nikola Gruevski at the Summit on Sustainable Development of the United Nations.

**Election of the special public prosecutor**

The sample for analysis included informative programs aired on September 15 and 16, when Katica Janeva was nominated and appointed to the post of special public prosecutor.

This topic is particularly interesting to analyze in terms of reluctance in the use of grammatical gender, i.e. it reflects the fact that insistance cannot (and should not) be made on the use of masculine grammatical gender as gender neutral. Broadcasters generally have a similar approach and method in covering and disseminating information related to this subject, and specifics are described below.

The features intended for the special prosecutor broadcast on MRT1 use no discriminatory or sexist terms, but they to not provide an in depth coverage from a gender perspective. The features broadcast on September 15 open with information regarding the special prosecutor, initially talking about her position, using male grammatical form, as well as presenting her career where they talk about a (male) judge, prosecutor, public prosecutor and special prosecutor . In fact, of all 5 features only in two cases gender-correct speech was used. The next day, there was one article on the subject and it used feminine gender, so that starting from the opening of the feature by the host, and then in the story by the journalist and on the title, Katica Janeva is referred to as the "special (female) prosecutor". On both days one of the articles is intended for presentation of the special prosecutor and her biography, and all the personsappearing as male interlocutors in the features on the theme "election of the special (female) prosecutor," for example members of the Council of Public Prosecutors, the President of the Republic of Macedonia , the prime minister, the presidents of the four main parties, a spokeswoman for the European Commission lend support for her appointment. The fact that among male interlocutorste men dominate men reflects the real picture in the world of high offices, which actually is one of the possible gender aspects of the treatment of the subject.

The special (female) prosecutor is a present theme in the news of Alsat-M TV on the 11th, 15th and 16th September. At 11:00 o'clock news, given that we still do not know which will be person nominated, the author talks about the choice of a special prosecutor by using neutral language. News from the 15th and 16th are those interesting for the analysis primarily in terms of the language used. Namely, correct gender speech denoting the profession of the special prosecutor is used in the female grammatical form by the authors and the presenter of news and on the captions. In terms of presentation and characterization of the prosecutor - there are no specifics to attribute to this television channel. All television personalities who appear as male interlocutors in the feature provide support for the election of the special prosecutor, the members of the Council of Public Prosecutors, the President and Prime Minister of the Republic of Macedonia, the presidents of four main parties and a spokeswoman for the European Commission (practically the same figures as in MRT1). Certainly from a news point of view it is important for viewers to have the person being nominatedm and then chosen for the position of the special prosecutor presented to them, but the question is how much of are the phrases "unknown prosecutor" "Gevgelija prosecutor" and "50 - year old prosecutor" important with regards to her expertise and ability to perform the office .

One of the examples which best depicts the "anguish with language" is the issue of the news on TV Sitel on September 15. The editor and presenter, begins the announcement trying to use gender neutral / gender blind speech, but the efforts to ensure that the speech is in a grammatically correct gender towards the end of the news are abandoned an masculine gender prevails. It is about the following statement: *„Election has been made of the SPECIAL PUBLIC PROSECUTOR ( male gender used) from among the existing public prosecutors (male gender again). HE will have assistants who will not have executive power but they will only serve as HIS assistants in some procedures and the choice of those assistants will be made by THE PROSECUTOR HERSELF, who was elected today in a fast track procedure by the Assembly.“*

We cannot by highlight that on this television medium, on this particular topic, Members of Parliament, the President and the Prime Minister of the Republic of Macedonia, as well as representatives from Brussels speak in five features, and all in their statements they use gender-blind speech, so the special public prosecutor is represented as the "(male) special public prosecutor" and "senior (male) professional".

Such an approach in covering the topic of election of the special public prosecutor is noticable on the news on Channel 5, which have nearly identical content with the features broadcast on TV Sitel. The only thing that makes a substantial difference in the way of information coverage on the two television channels is that the editors of Channel 5, including the associate, do not use a gender-exclusive speech.

In issue of the news delivered on 15 September, five articles which are dedicated to the election of the special public (female) prosecutor use gender blind or neutral speech, and a "special (male) prosecutor" is used. However, another point is worth commenting, which is the emphasis on the age of Katica Janeva by the presenter, although that information is of no relevance to the topic.

A spokeswoman for the European Commission is the only woman whose statement was presented both on Channel 5 and Sitel regarding the election of Katica Janeva as the special public (female), and in this feature it was pointed out that the statement was made by the "spokeswoman".

Further issues of the news covering this theme on the two media continue to present information in the same way, using gender-blind speech, except that in the text of the caption of the feature by Sitel gender sensitive language in the title is noted.: „*The Special public (female) prosecutor gave her oath - in one month she will form her team ", while the caption in the feature on Channel 5 uses shows the headline:" Jane was sworn in and took the office a special public prosecutor“*.

The election and appointment of the special public (female) prosecutor is a topic covered in the news on Alfa and Telma as well. At first no gender connotation was made, which by itself is not surprising, because it was not clear who will be elected and appointed to this office. But the problem in terms of the use of gender affirmative language was when a woman was elected to this office, buand yet reference to this office continued to be made with the of masculine geder, i.e. they continued to speak about a special (male) public prosecutor. This can be supported with a few examples. In one feature on Telma TV on September 15, the female journalist talks about the special public (female) prosecutor referring to her as "*the special (male) prosecutor*" while she refers to a former colleague of hers as "*female prosecutor*". Then another in issue shown on September 16, the same television journalist says: "The first to congratulate her on her appointment were the members of the Council of Public Prosecutors, following which she gladly stood in front of photographers and cameramen," and it further says: "*Nobody took the floor to talk under "miscellaneous" , but before the vote, several of them spoke about their experience in working with the Gevgelija (female) prosecutor*. To depict with more color how language is used we must mention the following example recorded in the feature on Alfa TV:" *Katica Janeva, (female) prosecutor from Gevgelija will be the special (male) public prosecutor.* "

Certainly, we should not ignore stories that analyze her personality, as well as her competence, and interlocutors of of male / female journalistste in most cases are men. As with MRT 1, the feature where several members of the Council of Public Prosecutors make statements about the personality and professional qualities of the special public prosecutor.

The general conclusion from the analysis of the news on national television services on this issue is that almost all media report abut her in the same way. In none of the reports on the election and appointment of Katica Janeva as the special (female) public prosecutor is there a gender perspective, although there is a basis and an opportunity for that. Hence the conclusion that the male and female editors, as well as male and female journalists from the analyzed media do not recognize the opportunity to give this topic a gender specific character..

**2: The speech of the Primer Minister NIkola Gruevski at the UN Summit on Sustainable Development**

One of the conclusions that emerges from the analysis is that there were themes that could be covered analytically as issues from a gender perspective, but this fact was ignored. Particularly illustrative and susceptible to comparatively display is the participation of the Prime Minister Nikola Gruevski at Summit for Sustainable Development of the General Assembly of the United Nations, where he talks about the 17 developmental goals to be achieved by 2030, including gender equality, where the Republic of Macedonia actively participates.

He said at the summit: "*We strive to eliminate all forms of violence against women and girls, especially to stop human trafficking, for which we receive top ratings from relevant international institutions. We promote the economic status of women through special programs and funding, incentives for employment of single mothers, extending maternity leave and special protection of working mothers, and promotion of increased participation of women in political life*."

Two televisions - Sitel and Channel 5 covered this part of his speech, in which he talks about gender equality and providing equal opportunities for women and men.

The Alfa broadcast his speech, though in another context. This TV channel on September 28 showed a feature that puts special emphasis on the presence of the Prime Minister at the Summit on Sustainable Development and the speech he delivered, though it chooses not to present the section concerning the creation of equal opportunities for women and men in the Republic of Macedonia, but one in which he talks about Macedonia having prepared a national strategy for sustainable development, which should provide support to socially vulnerable groups and tackling unemployment. Also,he informs about the regional commitment to the implementation of the agenda for sustainable development.

MRT 1 has a similar approach, very short, reports with a single sentence on this part of his speech: *"Among the new sustainability objectives are gender equality, clean water, sustainable cities and communities, responsible production and consumption and climate action, Macedonia is one of the Member States which has adopted these development goals.* "

On two televisions (Alsat M and Telma), this content is generally not covered, with Telma showing a feature concerning the Regular Assembly of the UN, but also mentioning the political representatives of other countries regarding the war in Syria.

The basic characteristic of the features covering this topic is to be informative, with no further and deeper treatment of the subject or any research about the real situation with gender equality in the country..

**Conclusions**

Research results show that in 2015:

* + The trend of gender insensitivity of media professionals and TV channels concerning the treatment that should be given to gender issues continues;
  + Gender perspective in the coverage of topics of social significance remains unrecognized;
  + Gender stereotypes are still in use;
  + Women are far less represented as female interlocutors in the news than men, while the presence of female/male journalists and editors in the realization of informative programs does not play any role;
  + Female journalists are in higher numbers among media professionals engaged in the preparation of the features;
  + Masculine gender is used as gender neutral in situations where it is only grammatically correct to use feminine gender;
  + If the Macedonian society was as shown through the lenses of daily news programs on national television stations, then it would have far more men than women;
  + There is obviously presence of one and the same men in the role of male interlocutors in various features at the level of daily news, and according to their professional profile they are usually holders of a high public office;
  + The practice of failure to recognize and / or cover gender sensitive topics still persists.
  + Sexism aoppears rarely in the news, but there are still examples of the use of gender stereotypes.

**Report:**

**Analysis of the maner of portrayal and representation of women and men in tv commercials shown on national television program services**

# Objective of the research

# The issue of portrayal and the representation of women and men on television is analyzed in order to see, first of all the number and the ratio of presented persons of both genders, with what physical features and in what social setting, whether theyt are portrayed as active or passive, whether they are portrayed as objects and whether their appearance and behavior convey gender stereotypes.

# Methodology

**Sample**

TV commercials are one of the contents which are amenabe to the analysis of aspects of the portrayal and representation of women and men because by their nature they represent short messages trying to convince viewers to behave in a certain way - i.e. make a purchase. They are the essence of the what is intended to be painted, but also sold as lovable, nice, socially acceptable.

The programes at the state level that are broadcast over digital terrestrial multiplex: Alsat - M, Alfa, Channel 5, Sitel and Telma,[[3]](#footnote-4) shown in the course of September 2015 were reviewed in order to determine which tv commercials are shown most often and on all ( or on most of them) to establish a sample of TV commercials that are likely to have been viewed by the majority of viewers. We thus arived at thirty three commercials that were the subject of analysis. These were the following TV commercials: Kalgon, Silan, Coca-Cola (Share Kiss), Lenore, Discreet pads, Neotel, Transmet, Ferry (Family Petrov) Lepten, Nesti, Telecom, Coca-Cola (birth), King Mark Beer Wang (Mile), Chamber of Commerce, Schweppes, Skopje, CIF, Cevitana, VIP, Ideal Bar, Montenegro, Fiat, Gazoza, Macedonia insurance, Dove, Golden oak, Olimpeja, Rosa, Savex, Theo Shvarckof Dr. Scholl.

**Research instruments and techniques**

Each of the commercials was subjected to content analysis, on the basis of which answers were received to the questions structured in questionnaire for analysis which was this year was aligned with UNESCO's gender sensitive indicators for the media relating to gender portrayal in the media content (Group B2 - for advertising).

The Analysis provided answers to the following questions: prevalence and proportion of female and male narrators in commercials; total number of women and men in advertising spots; visual presence of women versus men in the commercial world and domestic / regional production; target group of the commercial (whether it targets women, men, family or all categories of consumers); age of women and men involved in the commercials; manner of representation of women and men in commercials (such as objects or sex objects, or a commercial respects the psychological and physical integrity of the person / persons who are shown); introduction of gender values; style of speech (discourse) used in the ad, whether it is gender affirmative, sexist / discriminatory, patriarchal / traditional or neutral.

The results, where it was interesting or important, were croos referenced with whether the TV commercial is intended for the local/ regionalniot market or the global market.

**Quantitative indicators**

Products or services offered by the 33 analyzed commercials in most cases were intended for women - 12, then in terms of numbers come commercials ads intended for all categories of consumers - 9, and those designed for men - 5 women and men - 4 and last are those intended for the family - 3. It is interesting that during the implementation of the analysis, women were more likely to order products from TV commercials intended for the global market - of the total of 12 spots, 11 are about products / services sold in the global market . Of the nine advertisements intended for all categories of consumers, seven were for the local / regional market.

**Total number of men and women in the TV commercials**

One of the first things to be ascertained with the analysis in order to be able to cross reference data and draw conclusions - is the number and gender structure of the persons appearing in the commercials or how many women and how many men are visually present. In total analyzed thirty three commercials, there are 195 entities with women being more common, i.e. there are 111 women and 84 men (Graphic display 1). Moreover, in TV commercials intended for the local / regional market there are 69 women and 55 men, and in those intended for the global market there are 42 women and 29 men.

Figure 1. Representation of men and women as subject in TV commercials

Women most often appear in videos intended for a gender-defined group, i.er those intended for women. Their presence is less when the video display business environment and office space. They are often presented in their home or outside, but in the role of mothers. Men are commonly represented in a business and office atmosphere, or partying, though ithout women. Most women and men appear together in TV commercials for big companies such as Coca Cola, Skopje Brewery, Stopanska Banka, Macedonia Insurance and Telecom.

**Возраст**

Figure 2: Distribution of women and men by age

Cross referencing of data on gender and age of the portrayed subjects showed that the world of advertising finds as the most convincing the group of women aged 18 to 30 (65 women). The next most represented group are men of the same age group (39 men), followed by women aged 31-45 years (27), so men of that category (24). In the commercials, there is roughly the same presence of women and men who were put in the methodological category of over 46 years, and most rarely encountered persons of both genders are teenages (Figure 2)..

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Age group** | **Women** | | **Men** | |
| **Dom/reg** | **global** | **Dom/reg** | **global** |
| **below 18** | **4** | **1** | **3** | **1** |
| **18-30** | **43** | **22** | **26** | **13** |
| **31-45** | **14** | **13** | **13** | **11** |
| **over 46** | **8** | **6** | **13** | **4** |
| **Total by market** | **69** | **42** | **55** | **29** |
| **Total by gender** | **111** | | **84** | |
| **Total** | **195** | | | |

Table 1: Detailed data on women and men by age category

There are no major differences between the age of the characters in the commercials for the local / regional and global markets, with the exception of the presence of young women, those 18 to 30 years at home commercials that are visibly in highest numbers (Table 1).

Women of all ages are more represented than men in the group of advertisements for products / services for the domestic and regional market and those for the "global products"..

**Positioning of men and women in space**

In order to get a full picture of the manner of portrayal and representation of women and men in the program concepts and content of television, it is necessary to consider the distribution of gender in the space, as an additional category. Of 111 women, 92 are centrally placed in advertisements in that this is a feature common in domestic advertising - 54 women than foreign - 38. As for the 84 men - actors in the commercials, 75 of them are centrally located in that here as well the central placement of characters is more common in commercials intended for the local / regional market (51 men) than those for the global (24).

Distribution of individuals of different gender in space reflects the attitude towards gender, especially in situations where different products advertised.

Women occupy a central place in the space in TV commercials most commonly advertising products for the female population, such as detergents, fabric softeners, sanitary towels, dyes, shower gels and beauty products. Specifically, women are placed in the center of the space in 10 commercials that are intended only for the female audience.

Women and men occupy a central place in the space in 16 commercials which most commonly recommend products for both women and men, for family and for all categories of consumers, such as juices, telecommunication services, beers, banks and the like. Most of the advertisements in which female and male characters are placed in the center of the area categorized as gender affirmative (five) and neutral (also five).

**Voices of characters**

After determining the parameters related to the physical presence and age of characters in the commercials, it is important to see if they appear as active or passive in terms of verbal expression. It is characteristic that in the ads characters generally speak little, and the message is transmitted mostly by a male or female narrator. Namely, of 111 women apperaing in the commercials, 13 of them speak, while out of 84 men - eight. Also,it is interesting that even when speaking, characters tend to have short lines..

N**arators**

In analyzing the verbal expression in the commercials - other than the voice of the characters (the experience), the voice of the narrator is considered very important fact because s/he is perceived as the voice of authority, the one who convinces or recommends the product / service. In this sense the sample analyzed this year shows almost no differences - speaker's voice is present in 27 commercials 13 female and 14 male narrators. It is interesting that female narators appear more frequently in advertisements for the global market (eight women to four men), and in commercials for the domestic and regional market situation is reversed (ten men and five women).

In the ads which target women, women's voices are more common in the role of a narrator, with three of the twelve spots intended for women showing narrators. Female narrators appear in commercials intended for household, for example advertising detergent, body and facial care and commercials intended for the family where the female narrator's voice is gentle, pleasant and matches the visual content of the commercial. Men like narrators appear in advertisements intended only for men, such as advertisements for beer and cars, but also in many commercials intended for all categories of consumers. It is notable that the voices of the narrators are bolder, confident and with a convincing tone.

**Objectivizing men and women in TV commercials**

The issue of representation of women and men as objects or as sex objects is one of those regularly reviewed in the analysis of advertising spots. This year's sample has proved insufficiently amenable for drawing conclusions on this issue for a total of four women and one man are portrayed as sex objects, and objectification is present in the portrayal of six more women.

**Attitude to gender**

Regarding the question of whether the content of the themes present in advertisements conveys patriarchal / traditional, sexist, neutral or affirmative attitude towards gender equality the following information was obtained:

There are 18 commercials with patriarchal / traditional concept of which 11 are for the global market, and seven for the local / regional market.

Neutral approach to gender equality is present in seven commercials, among them five are intended for local / regional market.

In five ads there is an affirmative attitude with four of them intended for the local / regional market.

Three of the advertisements show sexist content (two of them are intended for the global market.

These indicators provide important information - that in producing TV commercials for the market in Macedonia and the region, at least in the analyzed period, there is a certain equilibrium between traditional and sexist, as seen in eight domestic / regional ads and those with neutral and affirmative attitude to gender equality - nine.

**Qualitative results**

The need for full, objective and credible presentation of the results of this research, other that the quantitative presentation of the received data and facts additional explanations are warranted as provided by the qualitative findings.

**Sexist or patriarchal and traditional**

**against gender-affirmative TV commercials**

Several of the analyzed commercials deserve a special mention as representatives of two extreme positions in relation to the way women and men are portrayed: commercials that show exceptional gender insensitivity or with pronounced traditional values and commercials that promote gender equality and non-traditional values.

The folowing commercials were highlighted in the first group : ***Kalgon****- Inorganic debris circulating through the machine-dramatization,* ***Silan****- Love is the feeling that offers the strength,* ***Lenor****- It's more than a softener. He is more than a scarf. He is my connection to memories* ***Discreet Inserts*** *- Beauty starts with a sense of freshness,* ***Fairy*** *- lasts incredibly long,* ***Lepten****- slogan for men: For every man who knows what he wants and slogan for women: For every lady who considers works on her looks,* ***Coca Cola*** *- Open for joy,* ***King Mark Beer*** *- Valuable tradition and quality:* ***Cevitana*** *- for ordinary superheroes;* ***Ideal Sipka*** *- Taste our home,* ***Montenegro****- We are expecting you;* ***Fiat*** *- Larger, more powerful and always ready for action,* ***Prilep Gazoza*** *- refreshes and brings,* ***Dav****- softer and smoother skin after the first shower,* ***Olimpeja****- Women victorious,* ***Saveks****- Incredible against stains, new theories gel with nurishing oils:* ***Dr. Scholl*** *- Gentle and smooth feet for a moment*. Of those five commercials were analyzed that are the most explicit and specific to the message they want to convey.

Of all the commercials with prevailing patriarchal or traditional attitude toward gender**, Fairy** washing up liquid may be singled out as as more impressive. This commercial shows Petrovic family, i.e. the husband and wife and their neighbors who come to lunch. The two women wash dishes after the luch in the kitchen with the item that is advertised, which emphasizes the traditional role of women as housewives who care about hygiene and tidiness of the home, while their husbands are still at the table and relaxing after the meal. What in particular draws our attention in this commercial is the words of one of the husbands, spoken to the woman who washes dishes, to whom he says, "I need just a little to be completely happy." Thus, through this ad a message is sent that men are happy if women seamlessly take care of home and cleanliness, especially if they use the advertised product.

The TV commercial for **One** is one of the more striking advertisements where sexist attitude towards gender can be seen, as well as non-traditional gender roles. The slogan for the advertising spot is *Everywhere together*, and according to the content i is intended for both men and women. In the commercial an Italian couple is presented in their pizza restaurant, and the plot of the action is the result of linguistic misunderstandings - his wife causes a jealous scene because of the numerous calls that her husband had received on his mobile telefon by person named Mile and who she suspects is mistress of her husband. At the middle of the shot we learn that the calls come from his business partner Mile from Macedonia. The woman in the ad is shown as a jealous, superficial and aggressive person who in a moment of doubt in the loyalty and commitment to the marriage by her husband, throws objects at him. In this situation, the man is a victim of jealousy and aggression of the woman. This media presentation of gender roles is very rare, and because of this, it can be concluded that this commercial portrays non-traditional, yet negative gender roles.

One of the commercials that are significant to address is the one for the *Nestea* known by its slogan *Moment for enjoyment*, intended for the global market. After a few properties and characteristics, this ad deserves special attention. Although given that the product advertised is tea, one would expect that it is intended for all categories of consumers, and yet the video is intended for women, especially young girls as a category of consumers. Namely, a young attractive female office worker, sipping tea at her workplace, turns reality surrounding it into fantasy, so that she pictures her old and rough boss as a young, attractive and sexy men whom she observed while enjoying the beach, so that roughness and stern look mean nothing to her. What is distinctive about this commercial is that it flipped gender roles portraying the young and seductive man as a sexual object that is watched, and the woman placed in the role of one who watches someone and scans him on the basis of his sexuality. The commercial presents stereotype of a boss as a more mature and conservative man.

Another promotional video that needs to be singled out for its structure, content and message, is the one made for washing powder **Saveks** with a slogan - *Incredible against stains*. In this video there are several traditional images and messages. First - it advertises the powder for washing as a means used by women which goes directly in line with traditional gender roles: the woman is a housewife, the one wh takes care of cleaning and exchanges opinions with her friends and neighbours about the topic, and her husband is a business person who returns from work. The speech used in the commercial is gender discriminatory towards women and towards men. After the sentence at the beginning of the video, "*What are the things women know*?" their top range of *"knowledge"* is associated with knowledge of a dvice for skillful removal of stains. The statement of the woman - housewife: "*I managed to get into the dress that I wore on the first date with my husband. Will he remember*? ", thus indirectly portrayng herself as an object, and he physical appearance and is the most important thing for her. In addition, her friends, neighbors comment that the dress has a stain, but it can be solved by using washing powder Savex. In this advertising spot, in addition to women treating women in discriminatory fashion, as objects that should appeal to men, at one point a sexist attitude of women to men can be seen when the three female characters featured in the commercial, hearing the compliment that the husband pays to his wife (and who shows that he has not remebered that she wore the dress at their first date), with mocking tone and expression of people the say, "*Men* ...".

The commercial for the beer **Golden Oak** (Zlaten Dab) is intended for the Macedonian market. It addresses both men and women, or diffrent categories of consumers. In it, gender roles are mixed and portrayed alternately. Men are presented as light headed, having fun with the beer, and besides them there are women who serve for their entertainment, doing belly dancing. However, the commercial also shows another group of women, feisty, strong and powerful, who are trying to physically fight with men. The powerfull aspect of this advertising spot is the display of women and men with combat characteristics, intentions and actions. This is precisely what makes this ad differ from the other beer ads, because they usually focus on the role of men and their consumption of beer as a product. In terms of portrayal of sexuality of persons, some women are treated as sex objects who entertain men during their meal, while the rest of the women have powerful physical properties of women fighters venturing into combat against men. The manner in which women fight against men is particularly represented in the ad. In fact, they are trying to enter the fortress where the men are using a column which has a phallic shape. After this attempt to enter by force failed, they enter the fortress with wisdom, through the idea of "*Trojan horse*", but in this case they are hiding in a barrel of beer, and in their fight against the men they use typical male symbols.

The second group are those commercials with affirmative content, and for the purposes of this research there are: **Skopsko beer** - For us, **Komercijalna Banka** - On your side, **Coca Cola** - Share a Kiss; **Telecom** - Share experiences and **Macedonia Insurance** - For 70 years you have not been alone - here we are. All 5 ads are designed for all categories of consumers or for the family.

If you beer commercials preferred men as a target group, aimed and designed for men as potential consumers of beer, which means that the content favoured a traditional approach to gender roles, th ecommercial for **Skopsko** beer speaks otherwise. The slogan for this advertising spot Skopsko for us shows that the product is intended for all categories of consumers, but also the commercial portrays as equal men and women as consumers of beer in the beautiful moments shared with a male/female. The scenario represents the common life of a couple from the moment of their introduction through to their wedding, where beer is an integral part. In this advertisement there are more characters of both genders equally, both friends of the two main characters. No presence of a narrator.

The advertising spot for **Stopanska Banka** is intended for all categories of consumers, and the slogan is *On your side*. It is important to highlight that there is no presence of traditional roles, on the contrary, all the characters involved in the commercial are presented in a contemporary urban environment, and of different ages. Starting from young couples having fun on the beach, couples beginning to live together and building new home, a father buying a pet as a present for his children, a mother who is having fund with her children in an amusement park, two business partners who rejoice their success on the job, two children playing in the pool, through to the couple at getting married at a tender age.

**Coca Cola's** commercials are recognizable by the fact that there is no discrimination based on sex, race, age or ethnicity. So this ad retains the distinctive features: it shows young people and an elderly person, positive, smiling, active, dynamic and friendly.

The commercial for **Telecom** deserves attention, in which gender roles are presented in an untraditional fashion. It is intended for all categories of consumers, and sends the message through the slogan *Share your enjoyment* - through the visual part. It is the father who teaches his daughter to ride a bike, then the mother is shown watching a handball match with their children, which is unusual, positive and certainly affirmative portrayal of women in the role of a mother, especially as this is something not shown in in other commercials because it is stereotypical to present watching a match as being reserved for men or fathers. Furthermore, colleagues are shown who celebrate the birthday of their female colleague and her two best female friends. The commercial is an example of the embodiment of the intent to bring the advertised product or service closer to any potential ale or female consumer, and in an affirmative fashion.

What is interesting in the commercial for **Macedonia insurance**, despite the introduction of two workers who collegially help each other, is a mother helping her child with the injury to his leg, also showing a business woman who works from home on the computer, while her husband brings her lunch that he himself prepared and cooked. It is a scene in which men and women are fully represented in non-traditional roles, or at least unusual, and overall the commercial is reinforced with the slogan Sometimes all we need to know is that we are not alone.

**Conclusions**

* Women are more often the main characters and they convey the content of advertisements, not only when the product and / or service is intended exclusively for women as consumer, but also when it is intended for various categories of consumers.
* Portrayal of women as major actors in commercials, whether intentionally or accidentally imposes on them their traditional roles and values, in the context of modern social life as well; so that women are usually placed in the home, they are presented as housewives, mothers and wives in or outside the home and / or women who are careful and are dedicated to their physical appearance.
* The most represented age group among women in advertisements is that of 18 to 30 years of age. This is the largest age group in men, with the youthful slender women significantly outnumbering young men because the ratio is 65 women against 39 men. Based on this we can conclude that the trend continues according to which - for women it is socially preferable to be / look younger, but that the myth of youth and beauty extends to men as well.
* It is interesting to note that the in commercials with affirmative gender-neutral positions, men and women are positioned together in the center of the space.

1. As explained in general notes, Alsat - M news in Macedonian were analyzed. [↑](#footnote-ref-2)
2. In order to show a comparative picture of the qualitative traits of the treatment of gender issues in the analyzed news programs, two of the topics (one for special public prosecutor Katica Janeva and the one on the address of Prime Minister Nikola Gruevski at the Sustainable Development Summit of the United Nations) are treated in detail in a separate section. [↑](#footnote-ref-3)
3. On the first program service of public service broadcaster MRT1m on the days reviewed there were practically no commercial advertisements. [↑](#footnote-ref-4)