



AGENCY FOR AUDIO AND
AUDIOVISUAL MEDIA SERVICES

Gender on television

Gender on television

A collection
of annual surveys on
the treatment of gender
issues and the way **women**
and **men** are depicted
by the national
TV stations
(2012 - 2016)



- including comparative indicators -



GENDER ON TELEVISION

A COLLECTION OF ANNUAL SURVEYS ON THE TREATMENT OF GENDER ISSUES AND THE WAY WOMEN AND MEN ARE DEPICTED BY THE NATIONAL TV STATIONS (2012 – 2016)

- including comparative indicators -

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INTRODUCTION

Once a year, the Agency for Audio and Audiovisual Media Services prepares analyses of the treatment of gender issues and the depiction and portrayal of women and men in the programming concepts and contents of the broadcast media outlets, over which it is competent, publishes the same on its website (www.avmu.mk) and submits them to the Parliament of the Republic of Macedonia and the Ministry of Labour and Social Policy, so that the latter could use them in the creation of policies.¹

This publication includes the first five analyses (2012-2016) of the treatment of gender issues and the depiction and portrayal of women and men in the television programmes. The analyses were prepared by several research teams engaged by the Agency, in cooperation with its Programme Affairs Department.

The conducted surveys included both quantitative and qualitative analyses of the daily information programmes (newscasts and journals), as well contents of entertaining nature or spots aired by the national TVs free of charge or as commercials. In order to ensure representativeness, the samples used for analysis throughout the five years were taken from the national televisions airing programme via digital terrestrial multiplex – MRT 1, MRT 2, Alsat-M, Alfa, Kanal 5, Sitel and Telma TV. These are the programming services with the largest viewerships and/or reach, i.e. the majority of citizens are exposed to the media image of gender conveyed by these media outlets. The time periods that yielded the seven-day samples of prime-time newscasts and entertainment shows and commercials that were analyzed, covered one month of each particular year, by random selection.

The analyses were scientifically based and performed applying a communicological research methodology. The findings presented were a result of the combination of both quantitative and qualitative indicators, as this was the only way to obtain the complete picture about media outlets' attitude towards gender equality and gender issues in general. For this purpose, the data were gathered by means of specially developed instruments, i.e. questionnaires, with content analysis and discourse analysis being implemented as methodological techniques. The questionnaires were designed in such a way that they provided answers to the UNESCO's gender-sensitive indicators for media regarding gender portrayal in media contents (Group B1 – for the news and information programmes and B2 - for the commercials)².

1 The Agency's obligation arises from Article 17 of the 2012 Law on Equal Opportunities for Women and Men (*Official Gazette of the Republic of Macedonia*, No. 6/2012).

2 Available at: <http://www.unesco.org/new/en/communication-and-information/crosscutting-priorities/gender-and-media/gender-sensitive-indicators-for-media/>

At the beginning of this publication, a meta-analysis is presented as an introduction to the specific surveys. It conveys the comparative indicators obtained from the five surveys (wherever comparison was possible) so as to see the trends in the treatment of gender issues and the depiction and portrayal of women and men in the programmes of the national televisions throughout the years. A cross-comparison was performed also using indicators from other surveys and analyses conducted by the Agency, with the aim of placing within a broader context the importance that gender issues are given within the media landscape. These were the analyses of the employee structure in the audiovisual sector and the surveys of the audience's stands regarding the radio and television programmes, which the Agency prepares on an annual basis. For the first time, added to this collection of surveys are data about the gender structure of the television stations' ownership.

GENDER AND TELEVISION: TRENDS AND CONTEXT
2012-2016

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The analyses of the way television stations in Macedonia reported on and depicted gender, which the Agency for Audio and Audiovisual Media Services conducted over the period 2012-2016, reveal a trend of low presence of gender-related topics and issues, as well as absence of the gender perspective from televisions' reports about important social, political, economic and other developments. In order to identify the possible explanations about some of the factors influencing this situation, the regulatory authority used data from other surveys it had conducted as well, in order to be able, through their cross-comparison, to present the context that conditions televisions' functioning.

The Agency prepares annual analyses of the employee structure in the audio and audiovisual media sector based on the data it receives from the broadcasters each year. These analyses contain data about the total number of employees in the public broadcasting service, as well as the commercial television and radio stations that air programme at state, regional and local levels. These data are analyzed in terms of the employees' employment status (regular or part-time employment), sex and level of education. The Agency has a legal obligation to maintain a broadcasters' register, which, among other things, incorporates data about the ownership structure of each of them. The data on the employee structure used in this meta-analysis are for all five years (from 2012 to 2016), while the data on ownership structure reflect the situation at the end of 2017.

DECISION-MAKERS AND WORKERS – THE CONTEXT OF GENDER STRUCTURE AT THE DECISION-MAKING AND EXECUTING LEVELS IN THE TELEVISION STATIONS

The data the Agency has at its disposal – which refer to gender ratio in the ownership structure,³ and of the employees at the various decision-making and executing levels in the television stations in the Republic of Macedonia⁴ – indicate the existence of a “glass ceiling”, i.e. the fact that women are scarcely represented at the higher decision-making and ownership levels. In the television industry in Macedonia, the ratio between employed men and women

³ The Broadcasters' Registers are available on the Agency's website www.avmu.mk.

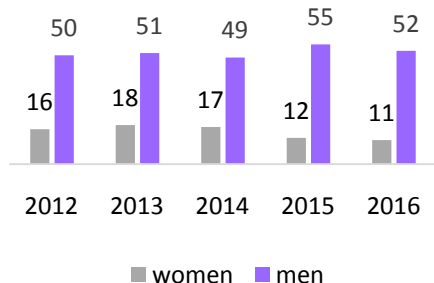
⁴ At the end of this meta-analysis, Annex 1 presents tables with detailed data about the employees' structure (gender, education, employment status) both in the overall audio and audiovisual industry, in the television stations airing programme via digital terrestrial multiplex and in the Public Broadcaster, separately, and to complete the picture, tables are given presenting the employee structure of the radio stations only, although this meta-analysis refers to the televisions solely. All data are divided by years – from 2012 to 2016.

continuously reveals male domination, regardless of how much the number of employees in this sector has risen. Thus, in 2012, there were 688 women as opposed to 1076 men; in 2013 – 754 women and 1187 men; in 2014, there were 822 women and 1347 men; in 2015, the ratio was 926 women as opposed to 1635 men, while, in 2016, there were 956 women and 1548 men. As can be seen below, their positions indicate that men are present to a much higher extent in the ownership structure and among the management staff. They are more present at the editorial level as well – female editors outnumbered male editors by four in one of the years only, while in another, their number was virtually the same. Women are more numerous among the journalists, in the marketing field and among the other personnel, whereas they are far less represented as technical and production staff.

The Council of Europe's Recommendation on Gender Equality in the Audiovisual Media Sector,⁵ adopted in 2017, points out that one of the monitoring indicators of gender equality within the organizational structure of the audiovisual sector is the representation of each of the sexes in the ownership structure. In the television industry in the Republic of Macedonia at the end of November 2017, women appeared as owners (fully or partially) only in nine of the television stations, which constitute one-fifth of the entities with physical persons as their owners. Of a total of 62 trade and broadcasting companies owning a television broadcasting service, 17 are owned by legal persons only. Consequently, data about gender ratio in the ownership structure were drawn on the basis of the details about the remaining 45 television stations. Among these, men appear as owners of 100% of the shares in 34 televisions, while women – in four. In addition, women own portions of five other media outlets. In these, their share ranges from 0.07%, to 10%, 33%, 50% and 66%, respectively. The ownership structure of the two remaining television stations is a combination of legal entities and men.

⁵ Recommendation CM/Rec(2017)9 by the Council of Europe's Committee of Ministers to the member-states on gender equality in the audiovisual sector, adopted on 27 September 2017, available in the Macedonian language at: avmu.mk/wp-content/uploads/2017/12/Recommendation-CM-Rec20179-MAKEDONSKI.docx.

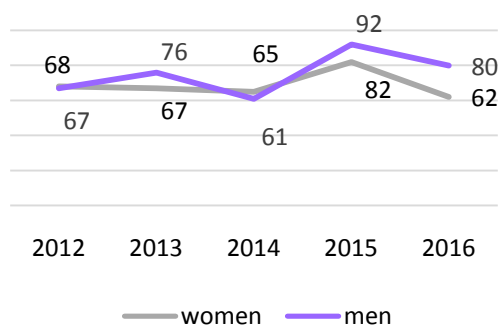
Picture 1: No. of male/female managers and directors in all TVs



Going down the ladder of power and decision-making, the next level comprises the male and female managers and directors in the audiovisual sector. Throughout all five years, men were considerably more present at these positions than women, whose number marked a minimum growth back in 2013, followed by a steady decline (Picture 1). In this, there were 3.5 times more men than women on the average, the difference being the largest in 2016, when there were 4.7 times more male directors and managers.

The total number of male and female editors has constantly been fluctuating throughout the years, with women being less numerous more often. The largest number of editorial staff was registered in 2015 (174), and the smallest – in 2014 (126). In 2016, there was a drastic drop in the number to 142 editors, i.e. the figure decreased to the level of 2012, when there were 143 editors. Participation of women at editorial position was larger only in 2014 – 65 female editors, as opposed to 61 male editors. Compared to 2013, this year saw a drop in the number of male editors by 15 persons, and in the number of female editors – by two. In 2015, this advantage was annulled, with 31 additional male editors, as opposed to the additional 17 female editors. In 2016, the number of male editors dropped by 12, and that of the female editors – by 20, making this the lowest representation of women at this decision-making level in all five years (Picture 2).

Picture 2: Number of female and male editors in all TV stations



The category of employees in which women are regularly more numerous than men is that of the journalists. Here, too, the number of employees fluctuates, but is regularly in favour of female journalists.

The year 2015 saw the highest number of employed male and female journalists (481 women and 369 men), whereas 2012 – the lowest (272 women and 218 men). As can be seen from the data in Picture 3, 2016 saw the biggest fall in the total number of journalists, with 50 male and 27 female journalists fewer. The year 2016 saw the greatest gender gap in the journalist staff as well – there were 135 women more than men. The smallest gender gap was marked in 2012, when female journalists outnumbered male journalists by 54. As for their educational attainment, female journalists are highly educated more often (Table 1).

Picture 3: Number of female and male journalists in all TVs

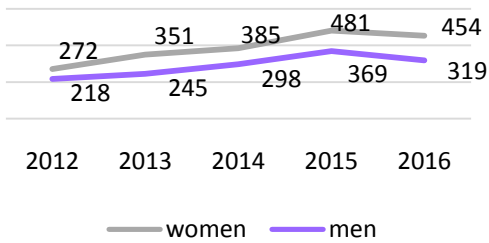
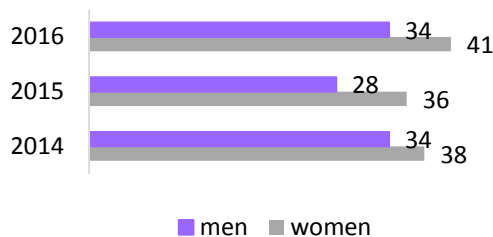


Table 1: Educational attainment among journalists in all TVs

	Bachelor's degree		High-school graduate		Other	
	w	m	w	m	w	m
2012	193	144	73	71	6	3
2013	264	175	81	66	6	4
2014	308	225	71	71	6	2
2015	402	262	74	95	5	12
2016	375	223	76	91	3	5

Another category of employees where women outnumbered men in all five years is the marketing sector (Picture 4)⁶. Although the total number of employees in the marketing sector in 2015 indicated a decrease, and in 2016 – an increase, higher-educated women regularly outnumbered men.

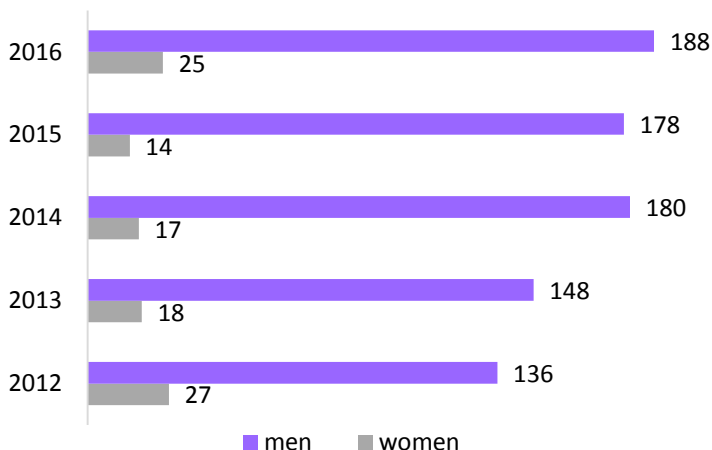
Picture 4: Number of employees in the marketing sector in all TVs



⁶ Data about employees in the marketing sector appear as a separate category, starting from the 2014 analysis, due to which, the comparison refers to these three years.

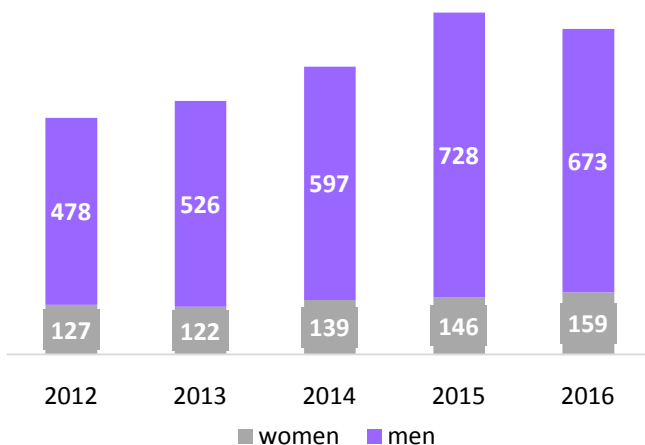
The employee structure analysis covered three more categories. In two of these (technical and production staff), men were always more numerous.

Picture 5: Number of technical staff in all TVs



Among the technical staff, which hires male and female engineers and technicians, men are far more numerous than women (Picture 5). In the first four years covered by this analysis, the gap has been constantly on the rise, ranging from five times more men back in 2012, to 12.7 times more men in 2015, whereas in 2016 this difference dropped to 7.5 times. The number of men increased each year, (except in 2015, when it went down by two). Only in 2016 did women see more new employments, still not reaching the level of 2012.

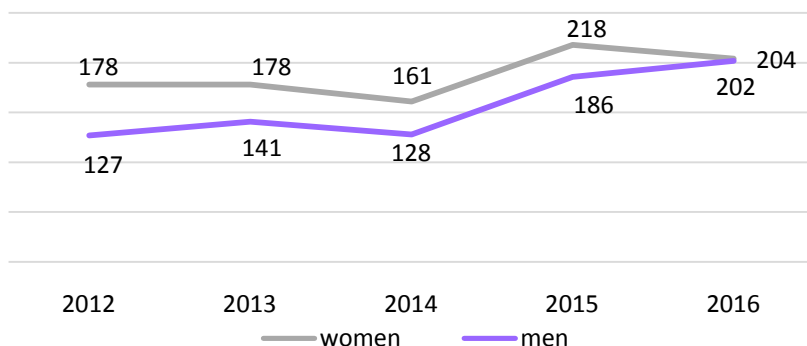
Picture 6: Number of production staff in all TVs



Production staff is a category that includes male and female directors, camerapersons, sound recordists, audio engineers, video/sound editors and other production personnel. It manifests the widest gender gaps between men and women (Picture 6). In 2012, there were 351 more men, in 2013 – the difference was 404, in 2014 – 458, in 2015 it rose to 582, while in 2016 – it fell to the rather large difference of 514 men more than women.

The category of “other personnel” is extremely heterogeneous, as it includes male and female drivers, cleaners, secretaries and all other employees. In this category, back in 2012, women started as more numerous, to see their number nearly leveled to that of men in 2016 (Picture 7).

Picture 7: Other personnel in all TVs



Analyses of the treatment of gender-related issues in the news programmes are made using samples of the programmes of the television services of the MRT and the five terrestrial national televisions.

Starting from 2014, these analyses have been providing data about the sex of the authors of the news items as well. For instance, in 2014, 406 of the items analyzed were created by male journalists, while 328 items were created by female journalists. In 2015, the ratio was 254 items by 73 male journalists, and 291 by 84 female journalists, while in 2016 – 197 items were signed by 66 male journalists and 361 by 95 female journalists. This a detail shows that this variable does not play a part in the tackling of gender topics or implementation of the gender perspective.

Therefore, we consider it would be good to present the gender structure context in which news are created also at the level of employees in the TV stations covered by the surveys, i.e. the Public Broadcasting Service, Alsat-M TV, Alfa TV, Kanal 5 TV, Sitel TV and Telma TV.

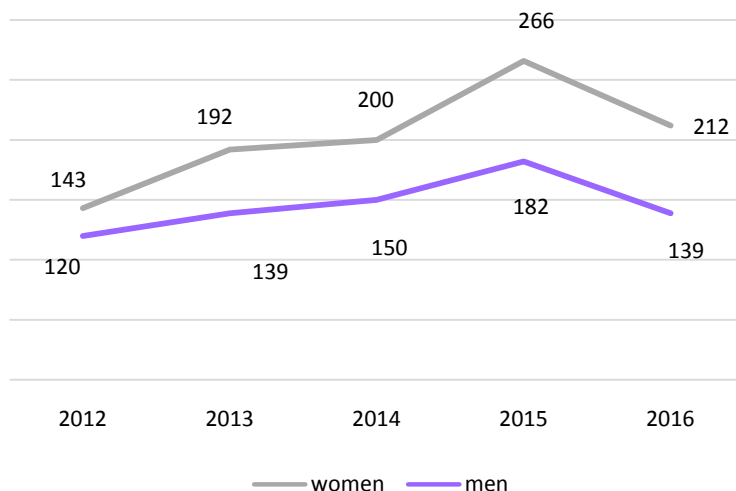
The data on women’s participation among those practicing journalism as a profession in the national television stations are in accord with the situation at the level of the entire audiovisual sector. Journalism is a female profession. This is shown by the data collected for all of these years: from 2012, when 143 female and 120 male journalists were registered, through the peak registered

in 2015, with 266 female and 182 male journalists, to 2016 which saw 212 female and 139 male journalists registered. (Picture 8)

Bearing in mind that it could be argued that employees at this level are above all implementers of the already adopted editorial decisions, it is important to have insight into the sex ratio within the ownership structure and at the management and editorial positions.

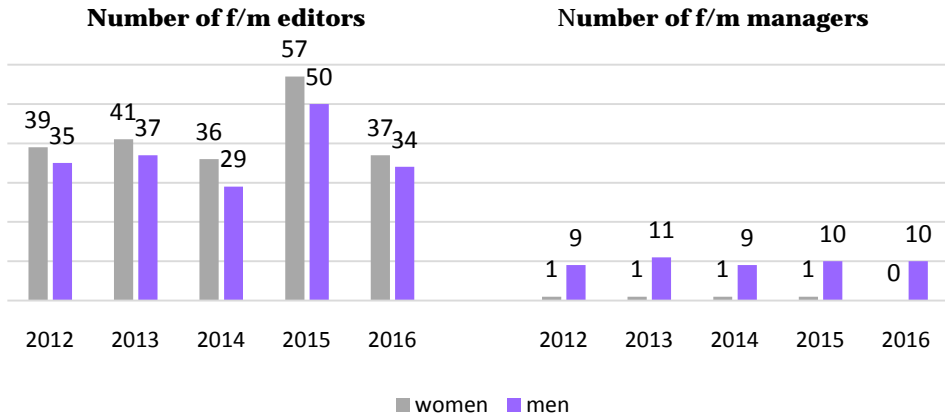
The ownership structure of four of the national television stations could not be analyzed in terms of gender because one of these entities constitutes public property, while the three others are founded by companies. Physical persons appear as owners in the two remaining television stations, but only one of these has a woman participating in its ownership structure, by owning 0.07% of it.

Picture 8: Number of male and female journalists in the national TVs



The distribution of women at the levels of power and decision-making within the national televisions differs from the audiovisual sector as a whole in one aspect (Picture 9).

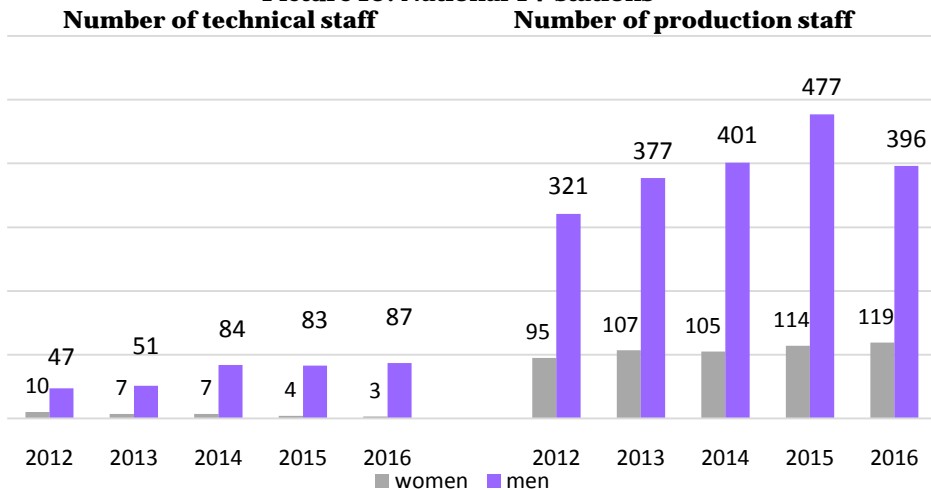
Picture 9: National TVs



The word that adequately describes women’s representation among male and female managers and editors is – absence. Namely, in the period 2012-2015 there was only one woman and, as of 2016, none.

On the other hand, regardless of how the total number of editorial staff engaged moved, female editors regularly outnumbered men at least by a few (in 2012 and 2013, there were four more women, in 2014 and 2015 – the difference was seven, while, in 2016, it fell down to three). These data, compared to the trend of low presence of gender-related topics or perspective in the news, speaks about the worrisome absence of awareness among the male and female editors about the need to tackle the relevant social and political issues from a gender aspect as well.

Picture 10: National TV stations



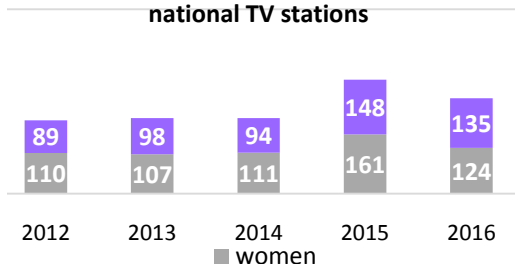
In the national television stations as well, production and technical staff are categories of employees in which men are traditionally multiple times more numerous than women (Picture 10).

It is noticeable that male and female engineers and technicians, i.e. the technical staff, marked a continuous decline in the already low representation of women, from 10 back in 2012 to 3 in 2016. At the same time, the number of men nearly doubled. The ratio of male and female participation among the directors, camerapersons, sound recordists, sound engineers, video/sound editors and other production staff was constantly changing in the period from 2012 until 2015, in a way that, at the beginning, men outnumbered women 3.4 times, and in 2015 – 4.2 times, whereas, in 2016, this figure fell to 3.3 times, above all as a result of the decline in the number of employees by 81 men (Picture 10).

Table 2: Number of employees in the marketing sector of the national TVs

	women	men
2014	17	16
2015	14	13
2016	19	14

Picture 11: No. of other personnel in the national TV stations



Women are more numerous among the employees in the marketing sector (Table 2), replicating the general situation present in the audiovisual media sector. As for the other personnel, women outnumbered men during the first four years, the smallest difference in their favour being 9 in 2013, and the largest – 21 in 2012, whereas in 2016, there were 11 men more than women (Picture 11).

GENDER ISSUES IN THE NEWS OF THE NATIONAL TELEVISION PROGRAMMES

In order to be able to comprehend the way in which media treat gender issues in the life of a society, conducting analyses of media content from the gender aspect imposes itself as a necessity. Gender analyses of programme contents offer answers on whether there are movements and trends in media professionals' attitude towards the topics that need to incorporate, or may be treated from, the gender aspect, and whether the latter may recognize these topics as important to tackle, in the first place. In addition, the programme content analysis in terms of gender provides answers to the question if media workers use female knowledge and experience as sources of information and expertise, and data on the (non)use of gender-sensitive language in the media sphere.

The selection of media outlets the contents of which were covered by the analyses underwent changes throughout the five years. The first channel of the Public Broadcasting Service (MRT1) was analyzed from the gender aspect in all five years, along with Alsat-M TV, Kanal 5 TV, Sitel TV and Telma TV. The second channel of the Public Broadcaster, MRT2, was subject to gender analysis in 2013, 2014, 2015 and 2016, respectively,⁷ while Alfa TV was covered by the gender analyses of 2013, 2014, 2015 and 2016⁸. The gender analysis of these media was conducted over a representative sample of the prime-time news and journals of each of the media outlets, aired on 7 days which were randomly selected from a time span of one month in the year at issue.

It is important to note that the research conducted over these five years suffered certain changes in terms of the principles of selecting the samples subject to gender analysis. Starting from 2012, and its first survey on how the media depicted gender and covered gender issues, the Agency laid down the principles according to which samples to be subject to gender analysis would be formed. The surveys incorporated two samples, where the first one consisted of programmes of informative content and function (newscasts and a selection of information shows) and was primarily used to analyze the reporting on gender issues. The second sample consisted of shows of

⁷ In 2015 and 2016, despite all the efforts, the attempts to find an analyst who speaks Albanian and, at the same time, has gender research experience, were futile. Due to this, MRT2 was not included in the sample, whereas in the case of Alsat-M TV, the analysis included only news in the Macedonian language.

⁸ Alfa TV became part of the sample for analysis after it became a national television station that aired its programme via digital terrestrial multiplex. Previously, it had a license for satellite broadcasting.

entertainment nature and was primarily used to analyze the depiction and portrayal of women and men in the media.

In the 2013 analysis, taken as samples were editions of the daily information programmes, while the entertainment shows were replaced by 30 spots, two-thirds of which were commercials, while one-third consisted of spots marked as 'free broadcasting'.

Later on, research done in 2014 and 2015, respectively, took as samples for its gender analysis editions of the daily-information programmes and 33 commercial advertising spots. The latest research, in 2016, again used a sample comprised of news editions and 30 commercial advertising spots.

Because of the differences in the samples used during the first two years, with regard to the remaining three, it is important to mention that, while comparing the results of the analyses, different data were obtained, and these were classified and presented differently. The data acquired give a clear picture of the trends in terms of the media and media workers' attitude towards the news and programmes (potentially) containing topics of gender-related character.

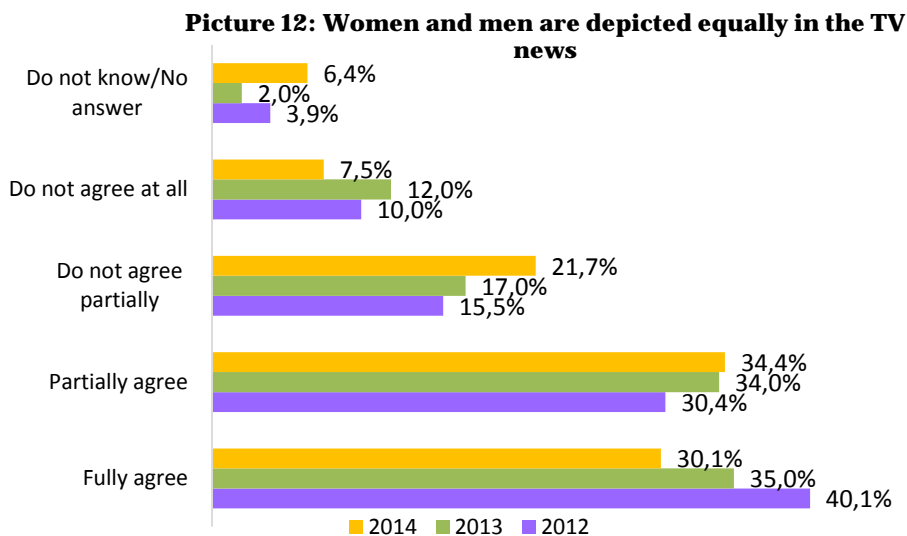
HOW MANY ITEMS TACKLED GENDER TOPICS?

As regards the number/percentage of items aired in the news and journals that tackled gender issues, data about 2012 are missing, because, apart from the news, the sample also included other information shows. On the other hand, quantitative data about the percentage of items dealing with gender issues in the period from 2013 until 2016, clearly indicate a declining trend in the already low presence of such items with each of the media outlets analyzed. One can also notice that, in 2013, each of the media outlets had a certain number of items dedicated to gender-related topics, whereas, in 2016, only two out of six media outlets aired such items (MRT1 and Kanal 5 TV). The media that aired most of the items tackling gender-related issues were Sitel TV and Kanal 5 TV. However, these quantitative data do not say anything about the quality of the items, to which this meta-analysis dedicates a special part at the end. In Table 3, the number of items dealing with gender are presented in both percentage points and figures (in those cases where there are data about the figures available), with the aim of yielding a more realistic presentation of the actual situation in the media sphere, and depicting the meaning of the percentages realistically.

Table 3: Presence of items tackling gender topics in the TV newscasts and journals														
Media outlet	MRT 1		MRT 2		Alsat-M		Alfa		Kanal 5		Sitel		Telma	
Year	%	no.	%	no.	%	no.	%	no.	%	no.	%	no.	%	no.
2013	5.2%	/	4.8%	/	4.2%	/	8.6%	/	9.0%	/	5.7%	/	7.4%	/
2014	0.7%	1	0%	0	0.7%	1	0.7%	1	3.1%	3	10.1%	9	4.7%	5
2015	0%	0	No data	/	0%	0	1.1%	2	0.9%	1	1.3%	2	0.6%	1
2016	0.6%	1		/	0%	0	0%	0	0.7%	1	0%	0	0%	0

The above data point to the fact that not only is there a trend of low representation of gender-related issues and problems, as well as failure to recognize the topics that may be analyzed from a gender aspect, but the already low level of representation of gender topics in the news is declining continually throughout the years.

When analysing media contents, the question that always imposes itself is 'what consequences does media contents' influence have on the public?'. In this concrete case, the indications about the possible consequences are obtained by means of opinion surveys conducted among the radio and television programmes' audience, which the Agency conducts every year. In the period 2012-2014, one of the questions posed to the respondents was on whether they thought women and men were depicted equally in the TV news. As can be seen from the results (Picture 12) for all three years, about two-thirds of the respondents agreed fully or to a certain extent with the claim that women and men were depicted equally, with the percentage of those fully agreeing with this opinion declining and the percentage of those supporting this stance to a certain extent increasing. At the same time, the number of respondents who did not agree with the position that news portrayed both sexes equally was on the rise as well.



It is obvious that the audience's perception and the real presence of gender-related topics and the gender perspective in the news are diametrically opposite, which rightfully opens room for the dilemma if the absence of gender from daily information shows is the cause for this perception.

WHAT WAS THE RATIO OF MALE AND FEMALE INTERLOCUTORS?

Statistical data about male and female interlocutors in the (daily) information shows, who appear in their capacity as experts on certain topics, yield the picture about the women and men's presence in the public discourse and in the decision-making processes in the social sphere (Table 4).

Table 4: Male and female interlocutors in the news				
Year	Men		Women	
	Number	%	Number	%
2012	732	81.6%	165	18.4%
2013	/	71.2%	/	28.8%
2014	637	75.3%	208	24.7%
2015	819	83%	169	17%
2016	621	75%	202	25%

The data presented for each of the years analyzed clearly reveal gender asymmetry between the presence of women and men in the public sphere. In each of the years analyzed, the presence of men as experts and interlocutors in the news was three times higher than that of women as experts or interlocutors on the topics of interest. This phenomenon can be explained to a certain extent as being a result of the 'glass ceiling' in politics, because the majority of functions and offices in the state are performed by men. Thus, for instance, the President of the State, the Prime Minister, as well as most of the ministers and members of the Parliament are men. The situation with chairpersons of the political parties, directors, etc., is similar. On the other hand, women are present in all the professions in the public sphere and are relevant sources of information and expertise. Consequently, the small number of women occupying decision-making positions should not be perceived as a sufficient excuse not to invest efforts in placing their knowledge within the focus.

Starting from the first gender analysis of the news contents, there has been a trend of absence of female experiences and expertise even from cases where issues related to women have been tackled, such as the right to abortion, family issues or information concerning female politicians.

There was an illustrative example in the 2013 survey, when one of the topics of interest at the time of research were amendments to the Law on Termination of Pregnancy. The analysis of the treatment that this topic received indicated low representation, or even absence, of female experiences, standpoints and needs, although these were decisions that directly affect women's health and condition. Kanal 5 TV and Telma TV were an exception, as they consulted more women, as was MRT1, which ensured balanced representation (Table 5).

Table 5: Male and female interlocutors in the news about the Law on Terminating Pregnancy (2013)

Media outlet	Statements by men	Statements by women
MRT 1	50%	50%
MRT 2 (news in the Albanian language)	100%	0%
Alsas-M TV	66.7%	33.3%
Alfa TV	84.6%	15.4%
Kanal 5 TV	37.5%	62.5%
Sitel TV	54.5%	45.5%
Telma TV	43.8%	56.2%

In the comparative analysis of the gender surveys throughout the years, starting from 2014, information also appear about the profile of female interlocutors in the news. Thus, in 2014, most present were the female interlocutors who spoke about the culinary specialties as part of the “Gourmand Fest” festival in Dojran, relatives of deceased persons and girls at events of entertaining nature. An interesting fact from the gender analysis of 2014 is that, during the period that yielded the sample, the Gender Studies at the Faculty of Philosophy, *Ss Cyril and Methodius* University in Skopje, were put on hold and replaced by the Family Studies. Also, the State Statistical Office issued information about the demographic balance in Macedonia in 2013 and 2014, respectively. The former topic, which refers to putting gender studies on hold an opening family studies, was tackled by Kanal 5 TV and Telma TV, which placed the accent of their reports on the public’s reactions to this news. The items aired by both media outlets contained comments on the statements by one of the female professors at the impending family studies department, who had been prominent in the public during the analyzed period.

In 2015, the majority of female interlocutors in the news spoke on topics such as health, education, urbanism, crime, business, culture, agriculture and economy. They spoke on these topics in their capacity as doctors, directors, spokespersons of certain institutions, politicians (the Minister of Culture and some foreign politicians), producers, actresses, etc. Of relevance for the gender analysis of 2015 was the appearance of a female Special Public Prosecutor, Ms. Katica Janeva, who was present in the programmes of all media outlets during the period under analysis.

In 2016, the female interlocutors in the news spoke in their capacity as citizens taking part in a survey, politicians (such as the Minister of Culture and some foreign politicians), managers, film directors and actresses. In this year, too, Special Public Prosecutor Katica Janeva provoked the interest of nearly all media outlets. What differed in the gender analysis of 2016, compared to the analyses conducted on the other years, was the intensified reporting about the successes of women’s sports clubs and female athletes. In all items related to

the success of female athletes and women's sports clubs, one can notice the use of a gender-affirmative language. These examples are a significant milestone in the gender sensitivisation of media and their audience with regard to women's sports, and this trend should continue to develop.

WHAT DOES THE COMPARISON OF QUALITATIVE INDICATORS LOOK LIKE?

As an addition to the quantitative data obtained from research on the treatment of gender-related issues in the news of the media outlets surveyed throughout the five years, a need occurred for a more profound qualitative analysis during the research, so that the picture of the way media reported on the topics that were in some way related to gender issues could be complete. For this purpose, it was decided to single out, within a separate chapter, and present comparatively the findings about how national televisions had been reporting on certain selected events related to gender issues, in the previous five years. These events had taken place in the days that produced the samples.

Gender analyses throughout the years had covered a number of gender-related events and topics in the news; however, the media outlets had not tackled them from this perspective. Thus, the items dedicated to traditions, family and home could have raised the question about gender roles in society or the identification of women with the home and the family. Still, gender issues were avoided and these topics were covered superficially. Women's opinions and viewpoints were often left out, with the exception of the items dedicated to religious holidays, where women appeared in the leading role as the ones who made sure that traditions were observed in their homes. In these items, the patriarchal positioning of women in the home and the family was particularly rather conspicuous.

Furthermore, in the items reporting on the female politicians in the country and abroad, one could also notice throughout the years an absence of their statements and opinions, although the items' purpose was to inform the audience about their meetings with other politicians and representatives of various institutions and organizations.

As regards national televisions, one can notice that the news about medical achievements or opening of new wards in the clinics concerning women's reproductive health were presented without conveying women's personal experiences, needs or opinions. There were also items that spoke about medical cases in which women had suffered damage or had even lost their lives during child delivery, and yet, most of the media did not convey any additional information about the frequency of such cases, in terms of statistical data, or qualitative analyses of the problem. For instance, there were items aired by certain media outlets reporting about the opening of a new "in-vitro" fertilization laboratory, but these news were not placed within the gender context, nor was the topic analyzed thoroughly.

The approach to the topic of sexual abuse – of women mostly - was similar. Although this topic raises important gender issues in the most direct way, the editors in most of the media outlets did not consider it necessary to provide additional elaboration of the topic. A deeper analysis of this topic would have offered statistical data about the dimensions of this problem, the reasons for its occurrence and the possible solutions.

For better insight, the more important topics and events analysed from a gender aspect in the five years under analysis will be classified by the year when they took place and were analysed. In the analyzed samples of 2012, one cannot determine a single dominant event that was subject to gender analysis.

In 2013, the main event that was relevant for gender analysis was the amendments to the Law on Termination of Pregnancy, as well as the public's reactions to this issue. In this period, protests were held by discontent male and female citizens outside the Parliament of the Republic of Macedonia, who were trying to prevent the amendments to the Law. Certain media outlets (Sitel TV and MRT 1) reported on this event by presenting only one of the sides to the issue, airing statements in support of the amendments to the Law. These media did not show the statements of the male and female citizens who were against the amendments and who protested on the streets. This way of reporting is contrary to the basic principles of journalism, the purpose of which is to convey the viewpoints of both sides. The remaining media outlets also excluded women's statements from their reports on topics that directly concerned the female body. The majority of media outlets presented women's standpoints only if they were in accord with the stance of the supporters of this Law's amendments.

In addition, in 2013, Sitel TV even aired sexist speech in one of its news items, titled "Sexy nurses go into history! No more short skirts or low necklines." The item spoke about the changes to be introduced to medical staff uniforms, with this outlet's editors choosing to frame this topic within a sexist context.

Gender analysis of the news content in 2014 noted the event where the Gender Studies at the Faculty of Philosophy, at *Ss Cyril and Methodius* University in Skopje, were put on hold and replaced by Family Studies. A common trait in the media outlets' reports on this topic was that they informed about this because the topic was present in the audiovisual and social media. In this, they mainly placed the accent on the public opinion, i.e. the comments and heated discussions led in the social networks, virtually totally neglecting the context where family studies curriculum was taking the place of the gender studies curriculum (except by Telma TV). The items covering this topic aired statements by a female professor who spoke in defence of the new department, but these statements were commented on differently by different television stations. Thus, Telma TV offered a critical review of the professor's statements, whereas Kanal 5 TV placed them within a

positive frame. Nevertheless, both media outlets that tackled this topic lacked a more profound analysis of the gender aspect and social consequences arising from this topic.

The second event of gender-related relevance in 2014 was the demographic balance report issued by the State Statistical Office. The female journalist who reported on the birth rate decline in the Sitel TV's news item, stated that "this tendency of turning towards one's personal, instead of family, values and building one's own future destiny is of key interest for the public in this period, but for the future as well" (the news announcement aired on 22 May). Thus, the item juxtaposed the family values to "the urban environments and women's emancipation (which) are a relevant factor in the divorce procedures" (the female journalist's conclusion). She further related the drop in the birth rate directly to the increased number of divorces in Macedonia, and the emancipation of women and men who opposed the traditional values, which the editors of this media outlet subtly advocated.

The year 2015 was particularly interesting in terms of the currency of issues related to gender equality. In this year, a female public prosecutor was appointed through agreement reached by the four most influential political parties in the country. Appointed to this office was Ms. Katica Janeva, a prosecutor previously unknown to the public. Due to the specific function and role in the resolution of the political crisis in the country, during the period under analysis the media presented only basic bio data and information about her function. The media's confusion regarding the use of grammatical gender when introducing her to the audience was obvious⁹. In most of the cases, her title was mentioned using the masculine grammatical gender form, but at times it even happened that different grammatical genders be used for the same title and person in one and the same sentence. Also, when introducing the prosecutor, the media dedicated much space to the statements given by male experts and interlocutors, as dominant in the country's political sphere.

The second gender-related event in the 2015 analysis was the speech of the then Prime Minister Nikola Gruevski at the UN Summit, a part of which was dedicated to the status of gender equality in the country and the further steps planned to improve the same. Sitel TV and Kanal 5 TV reported about this event. Their reporting was based on information and excerpts of Nikola Gruevski's speech, without any additional analysis of the topic from a gender aspect.

Gender analysis of newscast content aired by the national television stations in 2016 was again marked by Special Public Prosecutor Katica Janeva. However, in 2016, media's approach to her work and personality were

⁹ Translator's note: in the Macedonian language, nouns have gender markers, i.e. their gender can easily be determined according to their endings; consequently, they were in a dilemma whether to use the feminine or the masculine suffix of the noun denoting her profession.

different from that seen in 2015. With some of the media, the attempts at discrediting the prosecutor and her work as part of the political processes in the period under analysis were evident in their reports on her activities. In these media's view, the prosecutor was responsible for the crisis situation in the country, with some of them even manifesting a tendency to accuse her directly for the death of the protected witness Kosta Krpach. These media aired statements by male interlocutors (e.g. a professor), in support of these claims. The remaining media outlets reported objectively on the work of the Special Public Prosecution Office and Prosecutor Katica Janeva.

In 2016, there were a number of items in the news portraying the traditions related to the religious holidays of Maundy Thursday and Easter. The interviewees in these news items were women who nurtured the traditions related to these holidays in their homes. They were portrayed as housewives who cared about preserving their home traditions. They spoke about the tradition of dying eggs in the early morning hours of Maundy Thursday and the religious symbolism of this custom. In this way, the media conveyed only the patriarchal position of women within the home and the family, which is considered as traditional portrayal of women. None of them even considered the possibility to speak about this custom from a non-traditional perspective (for instance, buying of already decorated eggs).

What was particularly interesting in the gender analysis of 2016 was the currency of the news about the 2016 Skopje Marathon, at which a so-called guerilla action was carried out in support of gender equality, with men and women dressed in gender-neutral costumes running through the streets of Skopje. A part of this event was the address by the UN Resident Coordinator in Macedonia. The MRT1 aired a complete report on this event, while the other media outlets only mentioned it in their prime-time newscasts. None of the media offered an additional analysis of the gender-related situation in the country; however, media's eagerness to report on this event did set a positive example.

In this context, the year 2016 saw a large number of items informing about the success of female athletes and women's sports clubs. These reports were done in virtually the same way as those dedicated to the achievements of male athletes. In the period under analysis, rather current were three sports events: the Women's Handball Team (WHT) *Vardar's* participation in the League of Champions, the participation of the Macedonian female tennis player Lina Gjorchevska in the Futures Tournament, and the success of the female judo athlete Arbresha Rexhepi, who won a bronze medal at the Cadet European Judo Cup in Romania. Similar items could be noticed with all analyzed media: seven news items were registered on MRT1; Alsat-M TV and SITEL TV had three each, while Alfa TV and Kanal 5 TV – two each. All items related to the success of female athletes and women's sports clubs used a gender-affirmative

language – a trait that should continue to be developed and expanded onto other topics as well.

Based on the comparative analysis of results obtained from the gender analyses of media contents throughout the five subsequent years, one could conclude that, in most of the cases, although male and female editors and journalists had an opportunity to analyze the topics from a gender aspect, they decided to avoid this as a concept in their reporting.

TO WHAT EXTENT WAS GENDER-SENSITIVE LANGUAGE PRESENT?

One of the qualitative indicators about the situation regarding gender and gender issues in the news is the issue of the language used when reporting.

The 2012 gender analysis revealed a trend of gender neutralization in the language, which meant erasing the visibility of women's participation in the public sphere as their human right and masculinization of the concept of public social and political positions. In practice, this neutralization was the most conspicuous when introducing women's professions, as they were conveyed using the masculine grammatical gender¹⁰.

This trend of using gender-blind language when it comes to nouns, particularly those referring to the professions and titles of men and women in the public sphere, continued in the gender analysis of 2013. In this way, instead of affirming women's participation in politics, an opportunity was missed to give women visibility in the public discourse – particularly women who took part in the creation of policies in society.

In the gender analysis of 2014, the gender-sensitive language was absent, but the sexist discourse in the media sphere was fully abandoned as well. Nearly without exception, all analyzed items used a gender-neutral or gender-blind language. None of the television services had accepted the feminitives, so women holding offices continued to be introduced using the masculine grammatical gender form, without any exception.

This trend continued into the gender analysis of 2015, where masculine gender was used as a gender-neutral form even in situations where the only grammatically correct form was the feminine one.

The conclusion drawn from the 2016 gender analysis regarding the gender-(in)sensitive language, indicates that the trend of using the masculine grammatical gender form when presenting the professions and functions of women professionally engaged in the media, and female interviewees in the daily information editions of the news, continued.

¹⁰ Translator's note: Again, despite the fact that, in the Macedonian language, the nouns denoting professions have feminine forms, apart from the masculine ones, e.g. minister-ka, kancelar-ka, etc.

WHAT DID THE COMPARISON SHOW?

The common denominators resulting from the comparison of the five surveys revealed a devastating picture about gender's treatment in the news:

- Quantitative data about the frequency of items tackling gender issues in the period 2013-2016, brought to the surface the falling trend in the number of such items, with each of the media outlets analyzed;
- Another constant was the lower presence of women's knowledge, expertise and experiences, as the number of female interlocutors was regularly smaller than that of the male ones; collocutors;
- Women's standpoints were less present even in those items that tackled gender topics and issues, and even when they were closely related to their health;
- Even in the cases where television stations reported on gender issues, there was a difference in the manner of tackling the topic, which resulted from their differing editorial policies. Namely, with some of them one could notice a professional critical attitude, while others manifested traditional positions more frequently;
- Throughout all of the years under analysis, there was a trend of gender neutralization in the language, where nouns denoting the professions and titles of women were used in their masculine form instead of the feminine one. This reduced the visibility of women's participation in the public sphere and masculinized the notion of public social and political positions.

The general recommendation drawn from the above indicators is that it is necessary to change the way that editors perceive gender issues. It is crucial to abandon the fortified position of (un)professional shutdown of one's consciousness before the fact to which the Agency has been pointing ever since its first survey back in 2012 – that media workers play a significant part in, and share responsibility for, the process of ensuring equality between men and women in Macedonia.

WOMEN AND MEN IN THE COMMERCIALS (COMPARATIVE FINDINGS 2014-2016)

The objective of advertising is to achieve a certain effect on the audience (provoke a certain behaviour, activity, etc.), i.e. make them feel the need for certain goods or services. This explanation is contained in each of the definitions about advertising. However, apart from causing an effect on people, advertisements also exert influence because (as a form of media content) they are one of the factors in the social learning process. It would be exaggerated to claim that they are omnipotent and can provoke the same behavior by themselves, at once and with everyone; however, they do attain indirect influence, strengthening the cultural values of the predominant social ideology, here also including the stereotypes and prejudices.

The influence of these well-packed spots that carry a message, results, among other things, from the fact that they offer the audience a fantasy, an opportunity to draw pleasure from their identification with some other people from another world in a different situation, people who own all that they need to be happy. In order to be successful, the commercial has to convey the message it carries within a short time span, due to which it is concentrated, i.e. designed and produced in such a way that it can exert the most influence within the shortest time. In this, the shortness of the time left to the viewer to perform the process of interpreting and producing the meaning, is compensated for by its repeated broadcasting. Thus, the viewer has more opportunities to derive a number of meanings, but also a greater pleasure from the commercial.

It is precisely because of these characteristics that commercials are considered as television content suitable for analysis from the gender aspect, and are as such used as samples in the surveys of the depiction and portrayal of women and men in 2014, 2015 and 2016, respectively. The similarity of the samples makes comparison possible, therefore, the data given below refer to the findings of the analyses conducted in these three years (each year's sample contains some thirty commercials which had been aired most often in primetime on the national terrestrial television stations. Comparison with the first two analyses is impossible because, back in 2012, the survey included the programmes of entertaining nature, while, in 2013, two thirds of the sample consisted of commercial ads while one third included spots labelled as "free broadcast").

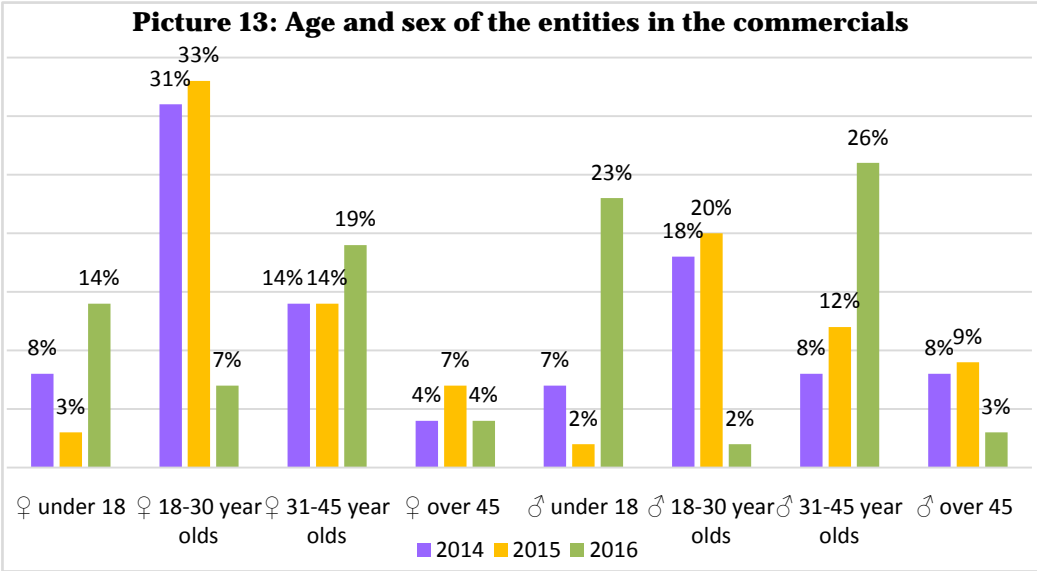
The presence of women and men as leading roles and carriers of the action in the commercials has been fluctuating throughout the years, with 11 women

more in 2014 – a difference that rose to 27 in favour of women in 2015, whereas in 2016, there were 18 men more (Table 6).

Table 6: Total number of women and men in the commercials		
	women	men
2014	41	30
2015	111	84
2016	92	110

These entities' age is one of the variables that is always present when analyzing depiction and portrayal of genders in the media content. As is evident from Picture 13, in 2014 and 2015, the most represented were younger women, i.e. women between 18 and 30 years of age (some one-third), while in 2016, the most numerous were women between 31 and 45 years of age (about one fifth of the total number of represented women), followed by the age category below 18.

It was characteristic that the majority of women depicted in the commercials intended for the domestic and regional markets were aged 18 and below (24 women), whereas this age category was not much present in the commercials made for the foreign market (5 women). As regards the category of 31 to 45 year olds, the target markets did not manifest any difference, i.e. there were 18 women in the domestic commercials and 21 in the foreign ones. In the analyses of 2014 and 2015, the geographic factor did not play a significant role in the distribution of women by age groups. As for men, in 2014 and 2015, the most numerous were young men, between 18 and 30 years of age, while, in 2016, men were virtually equally distributed between the groups of 31-45 year olds and under 18 year olds. In this, similar to women in the first two years, the market the commercials were made for did not make any difference, whereas, in 2016, the commercials intended for the domestic and regional market included 34 men from the under 18 category, while the ads meant for the foreign market – 12. The distribution of men of the age group of 31-45 year olds was almost equal (25 and 27 men, respectively).



Considering that the subject of this analysis is the way of depicting women and men, one of the aspects surveyed was if they were objectified and how much, i.e. to what extent men and women were portrayed as (sexual) objects in the commercials. In 2014, women were objectified in 8 of the analyzed commercials, and men – in six. In this, in the foreign ads, men were objectified more often than women (the former – in six and the latter – in four), while those intended for the domestic market did not contain any ad depicting men as sexual objects. In 2015, a total of four women and one man were depicted as sexual objects, while objectification was present in the portrayal of six more women. In 2016, there was objectification in the depiction of a total of four women and two men. Actually, one can notice a prevailing patriarchal approach to gender equality in the advertising spots of all the years under analysis, but no conspicuous sexism.

The speech in television commercials, regardless of whether it is the entities acting in them or the male or female narrators speaking, serves to identify, describe and affirm the product, i.e. to achieve closeness with the viewer. Usually, the voice of the male or female narrator is considered to be “the voice of authority”, and those of the actors and actresses – the “voices of experience or knowledge”. The 2014 and 2015 analyses revealed a balanced presence of women and men among the voices of authority, while, in 2016, there were three women less than men (Table 7).

Table 7: Male and female narrators in the commercials

	women	men
2014	12	12
2015	13	14
2016	9	12

Table 8: Voices of the entities in the commercials		
	women	Men
2014	9	2
2015	13	8
2016	13	8

In all the three years analyzed, women were more numerous among the voices of the entities, with the difference being larger in 2014, when there were seven women more. The difference in the other two years was five in each (Table 8).

The comparison of the qualitative indicators for the three years, revealed as a common thread the fact that women were depicted as carriers of the traditional values in the majority of examples, often located within their homes, playing the role of mothers, wives and housewives. If they were presented outside the home, then they were committed to their physical appearance. Traditional roles were the most frequent as part of the food and household products commercials, as well as in those intended for children.

IN A NUTSHELL...

The conclusions drawn from the quantitative and qualitative analyses of the ads' content indicate that the world of commercials is inhabited by women and men between 18 and 45 years of age, with women being more numerous and often presented in their traditional roles or as conscious about the importance of their physical appearance. Most of the advertisements are gender-neutral; those with emphasized sexist or patriarchal messages appear as rarely as the ones that are exclusively gender-affirmative. Nearly all commercials that send out expressly sexist or patriarchal messages are intended for the audience of this region.

Annex 1

STATISTICAL DATA ABOUT THE EMPLOYEE STRUCTURE IN THE AUDIO AND AUDIOVISUAL MEDIA SECTOR

**OVERALL EMPLOYEE STRUCTURE IN THE AUDIO AND AUDIOVISUAL MEDIA SECTOR
(all radio and TV stations)**

Table 1: The situation in 2012												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	373	297	265	184	101	107	7	6	291	232	82	65
Editors	101	103	83	73	16	29	2	1	93	94	8	9
Managers/Directors	33	100	19	41	14	57	0	2	31	91	2	9
Technical staff (engineers and technicians)	36	200	13	34	22	163	1	3	24	162	12	38
Production staff (directors, camera operators/recording engineers, video/sound editors, etc.)	161	562	46	90	99	445	16	27	143	500	18	62
Other personnel	224	149	70	40	130	84	24	25	196	136	28	13
TOTAL	928	1411	496	462	382	885	50	64	778	1215	150	196

Table 2: The situation in 2013													
Staff	Total number		Education						Employment status				
			University graduates		High-school graduates		Other		Regular		Part-time		
	w	m	w	m	w	m	w	m	w	m	w	m	
Journalists	475	328	346	221	123	101	6	6	319	221	156	107	
Editors	101	137	84	85	15	51	2	1	88	110	13	27	
Managers/Directors	39	96	21	50	17	46	1	0	36	90	3	6	
Technical staff (engineers and technicians)	26	219	6	54	19	163	1	2	17	143	9	76	
Production staff (directors, camera operators/recording engineers, video/sound editors, etc.)	151	610	42	88	95	496	14	26	146	526	5	84	
Other personnel	232	168	77	55	135	89	20	24	176	134	56	34	
TOTAL	1024	1558	576	553	404	946	44	59	782	1224	242	334	

Table 3: The situation in 2014												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	525	415	422	309	96	102	7	4	365	256	160	159
Editors	102	113	78	69	21	41	3	3	94	92	8	21
Managers/Directors	38	91	17	52	19	39	2	0	33	81	5	10
Technical staff (engineers and technicians)	31	239	11	42	20	194	0	3	17	171	14	68
Production staff (directors, camera operators/recording engineers, video/sound editors, etc.)	167	690	48	117	102	545	17	28	152	592	15	98
Marketing	52	39	31	15	20	24	1	0	33	22	19	17
Other personnel	196	148	60	55	118	71	18	22	139	103	57	45
TOTAL	1111	1735	667	659	396	1016	48	60	833	1317	278	418

Table 4: The situation in 2015												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	584	463	480	323	94	122	10	18	419	291	165	172
Editors	100	122	79	82	21	36	0	4	92	106	8	16
Managers/Directors	31	93	17	54	13	39	1	0	27	84	4	9
Technical staff (engineers and technicians)	31	233	12	48	19	178	0	7	16	179	15	54
Production staff (directors, camera operators/recording engineers, video/sound editors, etc.)	149	752	40	133	104	586	5	33	142	665	7	87
Marketing	50	37	33	19	16	18	1	0	33	23	17	14
Other personnel	224	193	84	65	117	107	23	21	185	168	39	25
TOTAL	1169	1893	745	724	384	1086	40	83	914	1516	255	377

Table 5: The situation in 2016												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	608	438	491	298	111	130	6	10	446	280	162	158
Editors	103	127	87	80	15	45	1	2	90	115	13	12
Managers/Directors	26	93	18	56	7	37	1	0	21	83	5	10
Technical staff (engineers and technicians)	37	249	12	61	25	180	0	8	22	197	15	52
Production staff (directors, camera operators/recording engineers, video/sound editors, etc.)	167	755	53	141	112	590	2	24	144	658	23	97
Marketing	54	41	35	22	18	19	1	0	37	26	17	15
Other personnel	254	244	93	58	145	164	16	22	202	212	52	32
TOTAL	1249	1947	789	716	433	1165	27	66	962	1571	287	376

OVERALL EMPLOYEE STRUCTURE IN THE AUDIOVISUAL MEDIA SECTOR (ALL TV STATIONS)

Table 6: The situation in 2012												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m										
Journalists	272	218	193	144	73	71	6	3	218	175	54	43
Editors	68	67	57	46	11	21	0	0	64	61	4	6
Managers/Directors	16	50	10	28	6	22	0	0	16	47	0	3
Technical staff (engineers and technicians)	27	136	10	22	16	111	1	3	20	116	7	20
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	127	478	37	78	75	378	15	22	113	426	14	52
Other personnel	178	127	58	34	102	75	18	18	157	118	21	9
TOTAL	688	1076	365	352	283	678	40	46	588	943	100	133

Table 7: The situation in 2013												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	351	245	264	175	81	66	6	4	242	171	109	74
Editors	67	76	56	50	11	26	0	0	61	60	6	16
Managers/Directors	18	51	12	33	5	18	1	0	17	48	1	3
Technical staff (engineers and technicians)	18	148	4	35	13	111	1	2	15	101	3	47
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	122	526	33	77	76	428	13	21	118	454	4	72
Other personnel	178	141	60	45	104	78	14	18	139	119	39	22
TOTAL	754	1187	429	415	290	727	35	45	592	953	162	234

Table 8: The situation in 2014												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	385	298	308	225	71	71	6	2	284	201	101	97
Editors	65	61	52	38	12	21	1	2	63	50	2	11
Managers/Directors	17	49	9	35	6	14	2	0	16	41	1	8
Technical staff (engineers and technicians)	17	180	7	33	10	144	0	3	12	133	5	47
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	139	597	41	106	82	467	16	24	126	510	13	87
Marketing	38	34	21	13	16	21	1	0	28	20	10	14
Other personnel	161	128	52	47	94	64	15	17	109	90	52	38
TOTAL	822	1347	490	497	291	802	41	48	638	1045	184	302

Table 9: The situation in 2015												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	481	369	402	262	74	95	5	12	386	267	95	102
Editors	82	92	69	68	13	20	0	4	79	83	3	9
Managers/Directors	12	55	8	37	3	18	1	0	11	48	1	7
Technical staff (engineers and technicians)	14	178	5	39	9	132	0	7	9	138	5	40
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	146	728	40	130	101	565	5	33	142	650	4	78
Marketing	36	28	24	15	12	13	0	0	30	20	6	8
Other personnel	218	186	81	59	114	106	23	21	181	166	37	20
TOTAL	989	1636	629	610	326	949	34	77	838	1372	151	264

Table 10: The situation in 2016													
Staff	Total number		Education						Employment status				
			University graduates		High-school graduates		Other		Regular		Part-time		
	w	m	w	m	w	m	w	m	w	m	w	m	
Journalists	454	319	375	223	76	91	3	5	358	229	96	90	
Editors	62	80	53	56	8	24	1	0	57	75	5	5	
Managers/Directors	11	52	9	36	1	16	1	0	8	45	3	7	
Technical staff (engineers and technicians)	25	188	10	46	15	138	0	4	17	153	8	35	
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	159	673	53	132	104	523	2	18	140	588	19	85	
Marketing	41	34	28	19	13	15	0	0	32	24	9	10	
Other personnel	204	202	78	41	116	147	10	14	155	177	49	25	
TOTAL	956	1548	606	553	333	954	17	41	767	1291	189	257	

OVERALL EMPLOYEE STRUCTURE IN THE NATIONAL TELEVISION STATIONS

Table 11: The situation in 2012													
Staff	Total number		Education						Employment status				
			University graduates		High-school graduates		Other		Regular			Part-time	
	w	m											
Journalists	143	120	99	87	39	30	5	3	138	117	5	3	
Editors	39	35	34	31	5	4	0	0	39	34	0	1	
Managers/Directors	1	9	1	8	0	1	0	0	1	8	0	1	
Technical staff (engineers and technicians)	10	47	4	8	5	38	1	1	10	47	0	0	
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	95	321	25	58	57	243	13	20	95	314	0	7	
Other personnel	110	89	30	19	65	52	15	18	109	87	1	2	
TOTAL	398	621	193	211	171	368	34	42	392	607	6	14	

Table 12: The situation in 2013												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	192	139	145	100	42	36	5	3	163	126	29	13
Editors	41	37	36	31	5	6	0	0	41	36	0	1
Managers/Directors	1	11	1	10	0	1	0	0	1	11	0	0
Technical staff (engineers and technicians)	7	51	2	11	4	39	1	1	7	51	0	0
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	107	377	30	53	64	304	13	20	106	362	1	15
Other personnel	107	98	34	28	62	53	11	17	104	95	3	3
TOTAL	455	713	248	233	177	439	30	41	422	681	33	32

Table 13: The situation in 2014												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	200	150	159	110	36	38	5	2	178	137	22	13
Editors	36	29	32	25	4	4	0	0	36	27	0	2
Managers/Directors	1	9	1	9	0	0	0	0	1	9	0	0
Technical staff (engineers and technicians)	7	84	2	17	5	66	0	1	7	72	0	12
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	105	401	31	62	61	320	13	19	101	370	4	31
Marketing	17	16	11	5	6	11	0	0	17	14	0	2
Other personnel	111	94	35	38	66	42	10	14	84	76	27	18
TOTAL	477	783	271	266	178	481	28	36	424	705	53	78

Table 14: The situation in 2015												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	266	182	232	135	31	40	3	7	250	166	16	16
Editors	57	50	52	41	5	6	0	3	57	49	0	1
Managers/Directors	1	10	1	10	0	0	0	0	1	10	0	0
Technical staff (engineers and technicians)	4	83	1	22	3	57	0	4	4	70	0	13
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	114	477	27	75	84	381	3	21	113	457	1	20
Marketing	14	13	12	9	2	4	0	0	14	12	0	1
Other personnel	161	148	61	37	83	90	17	21	144	139	17	9
TOTAL	617	963	386	329	208	578	23	56	583	903	34	60

Table 15: The situation in 2016													
Staff	Total number		Education						Employment status				
			University graduates		High-school graduates		Other		Regular			Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m	
Journalists	212	139	190	105	21	29	1	5	185	122	27	17	
Editors	37	34	32	31	4	3	1	0	37	33	0	1	
Managers/Directors	0	10	0	10	0	0	0	0	0	9	0	1	
Technical staff (engineers and technicians)	3	87	2	27	1	58	0	2	3	84	0	3	
Production staff (directors, camera operators/sound recordists, video/sound editors, etc.)	119	396	30	86	87	296	2	14	108	358	11	38	
Marketing	19	14	17	9	2	5	0	0	18	14	1	0	
Other personnel	124	135	57	30	60	93	7	12	103	125	21	10	
TOTAL	514	815	328	298	175	484	11	33	454	745	60	70	

OVERALL EMPLOYEE STRUCTURE IN THE AUDIO MEDIA SECTOR (ALL RADIO STATIONS)

Table 16: The situation in 2012												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	101	79	72	40	28	36	1	3	73	57	28	22
Editors	33	36	26	27	5	8	2	1	29	33	4	3
Managers/Directors	17	50	9	13	8	35	0	2	15	44	2	6
Technical staff (engineers and technicians)	9	64	3	12	6	52	0	0	4	46	5	18
Production staff (directors, recording engineers, sound editors, etc.)	34	84	9	12	24	67	1	5	30	74	4	10
Marketing	46	22	12	6	28	9	6	7	39	18	7	4
Other personnel	240	335	131	110	99	207	10	18	190	272	50	63

Table 17: The situation in 2013												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	124	83	82	46	42	35	0	2	77	50	47	33
Editors	34	61	28	35	4	25	2	1	27	50	7	11
Managers/Directors	21	45	9	17	12	28	0	0	19	42	2	3
Technical staff (engineers and technicians)	8	71	2	19	6	52	0	0	2	42	6	29
Production staff (directors, recording engineers, sound editors, etc.)	29	84	9	11	19	68	1	5	28	72	1	12
Marketing	54	27	17	10	31	11	6	6	37	15	17	12
Other personnel	270	371	147	138	114	219	9	14	190	271	80	100

Table 18: The situation in 2014												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	140	117	114	84	25	31	1	2	81	55	59	62
Editors	37	52	26	31	9	20	2	1	31	42	6	10
Managers/Directors	21	42	8	17	13	25	0	0	17	40	4	2
Technical staff (engineers and technicians)	14	59	4	9	10	50	0	0	5	38	9	21
Production staff (directors, recording engineers, sound editors, etc.)	28	93	7	11	20	78	1	4	26	82	2	11
Marketing	14	5	10	2	4	3	0	0	5	2	9	3
Other personnel	35	20	8	8	24	7	3	5	30	13	5	7
TOTAL	289	388	177	162	105	214	7	12	195	272	94	116

Table 19: The situation in 2015													
Staff	Total number		Education						Employment status				
			University graduates		High-school graduates		Other		Regular		Part-time		
	w	m	w	m	w	m	w	m	w	m	w	m	
Journalists	151	125	117	81	27	37	7	7	81	55	70	70	
Editors	41	49	32	27	9	20	0	2	36	42	5	7	
Managers/Directors	21	39	11	18	10	21	0	0	18	37	3	2	
Technical staff (engineers and technicians)	17	65	7	12	10	51	0	2	7	51	10	14	
Production staff (directors, recording engineers, sound editors, etc.)	8	75	0	6	8	62	0	7	5	66	3	9	
Marketing	14	9	9	4	3	5	2	0	3	3	11	6	
Other personnel	52	41	17	17	30	17	5	7	50	36	2	5	
TOTAL	304	403	193	165	97	213	14	25	200	290	104	113	

Table 20: The situation in 2016												
Staff	Total number		Education						Employment status			
			University graduates		High-school graduates		Other		Regular		Part-time	
	w	m	w	m	w	m	w	m	w	m	w	m
Journalists	154	119	116	75	35	39	3	5	88	51	66	68
Editors	41	47	34	24	7	21	0	2	33	40	8	7
Managers/Directors	15	41	9	20	6	21	0	0	13	38	2	3
Technical staff (engineers and technicians)	12	61	2	15	10	42	0	4	5	44	7	17
Production staff (directors, recording engineers, sound editors, etc.)	8	82	0	9	8	67	0	6	4	70	4	12
Marketing	13	7	7	3	5	4	1	0	5	2	8	5
Other personnel	50	42	15	17	29	17	6	8	47	35	3	7
TOTAL	293	399	183	163	100	211	10	25	195	280	98	119

GENDER ON TV PROGRAMMERS:

**REPORTS FROM THE ANALYSIS
OF GENDER ISSUES**

**AND OF THE PORTRAYAL OF WOMEN & MEN IN THE
PROGRAMMING CONCEPTS AND CONTENT AND CONTENT OF
THE MEDIA
(2012)**

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The Law on Equal Opportunities for Women and Men ("Official Gazette" No. 6/2012), Article 17, lays down an obligation on the Broadcasting Council to produce an annual report on the manner of portrayal and representation of women and men in the programs and also to prepare on an annual basis an analysis of gender issues in the programming concepts and content of broadcasters, as a regulatory body competent to conduct supervision of electronic media programs.

In order to deliver on these obligations, the Council, through public procurement, hired professor Katerina Kolozova, PhD, to produce an analysis of both issues.

Two different samples of television shows were defined and two different instruments (questionnaires) were produced to be used in conducting content analysis and discourse analysis regarding the contents of the sample.

Samples were drawn from the programs broadcast in the course of May 2012 on the national terrestrial television, MTV 1 and MTV2 public broadcaster and TV Alsat-M TV Kanal 5, Sitel TV and Telma. These services were chosen because together, they have the largest share of viewing audience, or in other words, they have the greatest potential to have an impact on the public. The first sample consisted of shows of informative nature (news and current affairs programs) and was primarily used for the analysis of gender issues. Another sample consisted of shows of entertaining nature that were primarily used for the purpose of analysis of portrayal and representation of women and men.

In outlining the research, Professor Kolozova started from the assumption that the issue of representation and treatment of gender issues should be analyzed both in informative and in entertainment programs, and that questionnaires appropriate for both categories of programs should be drafted that would yield relevant data for both research topics. Accordingly, for the needs of both analysis, the one concerning the treatment of gender issues and the one addressing the portrayal and representation, data was drawn from both questionnaires. Some data reflect the general situation in the area of gender equality in the media, and as such, they appear in both analysis as an empirical support of the context in the situation represented in the analysis can be understood. Given the fact that one of the key findings pertinent to both research exercises is actually the absence of gender (or gender sensitization) perspective, sometimes arguments in both studies overlap.

Therefore, in order to avoid repeating the same information in both exercises, since it would create an unwarranted tautology that would dilute the reading of the reports and would have one's the attention turned away from the significance of the findings and the conclusions, the need of a single introduction arose as a necessity.

BASIC INFORMATION ON THE RESEARCH

The two simultaneous research activities which were carried out under tender no.02-3420 / 1 issued by the Broadcasting Council of the Republic of Macedonia conducted as a result of the obligations arising from the Law on Equal Opportunities, were realized on two samples.

One sample consisted of seven issues of the central news programs of each of the TV stations and the choice of their news programs. The news were drawn from different days of the four weeks of the month so that a week would be covered by putting them all together. As for information programs, this sample covered all May program features "If ..." and "Without pardon" on MTV 1 "Tears and joy" on MTV2, "The road to" and "In the center" of Alsat-M, "X / O" and "Code" on Channel 5, "Circle" Sitel and "Money market" Telma.

The second sample consisted of "Sidewalk News" MTV1, "Seven" on MTV2, "Pizzicato" Alsat-M, "Exclusive Extra" on Channel 5, "Backstage" on Sitel, and "The Sixth Day", Telma, cuts of all their editions aired in May 2012, except in the case of "The Sixth Day" which lasts significantly longer than other programs in this sample, which is why two news programs were analyzed.

The sample of programs of informative nature was primarily used for the analysis of gender issues, focusing on ten strategic areas identified in the National Action Plan for Gender Equality 2007 - 2012: human rights, decision making processes, health, social care, education, employment, violence, media, peace activities and the environment. The second sample was used primarily as a reference source of data for analysis concerning the ways of presenting a gender. Of course, the information obtained in the first and in the second sample that were relevant to each of the analysis were used respectively.

PRESENTATION OF THE MOST IMPORTANT AGGREGATED DATA

The methodology which underpins both research activities is primarily based on qualitative analysis (ways of expression and ways of representation as methodical approach). Needless to say, certain quantitative data were necessary to establish the context in which the qualitative analysis were being developed, relevant to both. Aggregate data are related to the fundamental question of gender representation and consist a single context in which questions from both analysis can be put. The most important quantitative data show that the total number of monitored programs provides disproportionately greater presence of men as opposed to women. The total

number of men shown on camera was 1733 against 682 women, or expressed in percentages: 71.8% men versus 28.2%

Presence of women as actors in the public political, cultural and social discourse speaks volumes of the central question of this research, the treatment of the core values of gender equality. Equal gender representation in public discourse is a direct picture, but also a generator of participation of women in the public sphere (which primarily includes the professional and political life and civil society). Namely, 732 men versus 165 women appear in the total of all monitored programs (in May 2012) as guests in the shows and as people who make statements in their capacities of professionals and political authorities.

For example, of the total number of monitored entertaining and informative programs shown on Sitel and MTV 1, we noted occurrences of 638 men and 271 women. In the illustrative, visual foundation there were 118 men and 80 women. In the role of experts and authorities of whatever public nature, women's appearance is profoundly asymmetrical with that with men. The ratio is 61 women versus 315 men. On Kanal 5 and Telma, of the total number of analyzed shows, 158 men and 61 women appear with their expert statements or statements from a position of authority (political, journalistic, etc.). In entertainment shows on Channel 5 and Telma, we see a stronger presence of women compared to men. Of all analyzed news programs on MTV2 and Alsat-M during May 2012, we found 208 men as opposed to only 21 women appear in the capacity of persons providing professional or political statements. Unlike the asymmetry in information programs, the ratio in entertainment programs is lower and in addition to women, 28 men provide statements as opposed to 21 women, while more women than men (38 vs. 27) are visually represented.

Intertwining of the essential themes of gender issues and the issue of gender representation is most clearly recognized in a unifying realization that emerged in both analysis. Namely, the increasing disappearance of the use of female suffix to nouns, especially those relating to significant social and political functions, is both a gender issue as a matter of presentation. The trend of gender sensitization of public discourse, which flourished during the second half of the first decade of 2000s, has been replaced with the opposite tendency of gender neutralization. Gender neutrality also means removing the visibility of women's participation in the public sphere as a human right of women and masculinisation of the notion of public, social and political positions. In this case, the question of representation and the human rights issue of participation of women in public life are inseparable, essentially embedded into each other. Sensitization of the public speech from a gender perspective is increasingly stronger and more pronounced trend in the languages of the European Union have gender-specific inflexions, since it ensures visibility of women's participation in the public arena and sends the

message that significant social positions can and should be held by women as well. Here, although this rule was established for a certain period of time ("Minister", "Chancellor" sounded quite natural when you heard in the media), in recent times, it is being increasingly abandoned and is replaced with the neoconservative trend of masculinisation of nouns that refer to public functions. This masculinization presents itself as neutral, without having in mind that neutrality means neutrality also means neutralization of one of the genders. This question is more closely analyzed and illustrated below in the individual analysis.

ANALYSIS OF GENDER ISSUES IN THE PROGRAMMING CONCEPTS AND CONTENT ON THE MEDIA - INDIVIDUAL FINDINGS

EXPLANATION OF THE METHODOLOGICAL APPROACH AND PRESENTATION OF THE MOST IMPORTANT QUANTITATIVE DATA

Two common questionnaires designed to provide data both on the manner in which gender was presented in the programming concepts and content, as well as on gender issues, were used in the two parallel studies. One questionnaire was designed specifically for news programs while the other concerned the entertainment program content. Data relevant to both analyzes were collected from both, but the one designed for news programs was used primarily for the analysis of gender issues in the concepts and content, while the other was the source of most data on the analysis of the presentation in the concepts and content of television programs.

The questionnaires were designed in a way that includes both quantitative and qualitative approach to research. The quantitative part of the research brings data on the total number of features in the monitored show, the number of analyzed features, as well as their duration, and the number of occurrences of women and men writers, editors, journalists, reporters, guests in the features as experts or as part of a representation illustrative background. Because in this study we relied primarily on data from the questionnaire concerning information programs (ie, news) we will describe it in more details. In addition to the just mentioned quantitative data, the questionnaire made room for recording of all occurrences in the monitoring shows regarding the following few issues from among the gender relevant topics: human rights, health, decision-making processes, social protection, education, employment, violence, media, peace activities, environmental environment and opportunity for reporting on other topics important from a gender perspective. However, given that the analysis is discursive and representative, the focus in the questionnaire was on qualitative data. Namely, observing the speech: whether it was affirmative in terms of gender equality or whether it was sexist, whether established stereotypes were used and whether it reinforced the existing and produced new stereotypes, classification was made of the types of prevailing statements (descriptive, suggestive, prognosticating, etc.). Attention was paid to the visual portrayal: how the the body is shown, facial expression of journalists and guests in the features (eg authoritative expression of the person, with an intention to be nice and pleasant) and arrangement of male and female figures and characters in the footage of the features.

Expressed in percentage terms, the proportion of women versus men as factors in the public political and social arena on TV is as follows:

Guests in informative programs and news:

male: 67.9% female: 23.1%

Statements in informative programs and news:

male: 80.8% female: 19.2%

Men and women in the features / footage, informative programs and news:

male: 65.5% female: 34.5%

Men and women in polls in news programs and news:

men: 66,4% women: 33, 6%

PRESENCE AND METHOD OF TREATMENT OF GENDER ISSUES

The analysis of informative contents shows that even when it comes to topics which are commonly, in gender conscious journalistic approach, addressed from a gender perspective, in most cases in Macedonia it is fully absent. For example, in the news on Sitel covering topics from the field of human rights and violence, specifically reporting on the "Monster" linked to the murder in Smiljkovci and protests in support of the suspects, shown on 04.05.2012 a woman does not appear in a single shot or feature, whether actively, as someone making a statement or as part of the visual support of the feature.

On the other hand, the news which does not open a theme or a problem of any gender relevant issues listed in the questionnaire, but which portrays women in political decision-making processes, women politicians are reduced to invisibility in the visual material. Namely, in the news of Sitel presented on 07.05.2012, the first feature covers the visit to Macedonia's by EU Commissioner Stefan Fule, where not only was a statement not taken from the Deputy Prime Minister Teuta Arifi, but she did not appear for a moment as an active figure in the recorded material. For example, we see footage of the Commissioner shaking hands with members of the government, but not his foremost host in the country, Deputy Prime Minister Arifi.

Particularly striking is the absolute absence of women's issues, gender perspective and representation of the position of women in one of Sitel's features broadcast on 15.05.2012 relating to the issue of family and parenting. The feature addresses the International Day of Families and quite openly promotes the value of family with many children in Macedonia, without any statement taken from a woman, nor was there a statement on the status of women in the contemporary Macedonian society and the challenges facing the

working mother. On the other hand, given that Macedonia is a country where workers' rights are conditional on parental rights (pregnant mothers are dismissed or new female workers with employment contracts are discouraged from becoming pregnant),¹¹ the question of motherhood becomes even more relevant in terms of coverage. Nevertheless, in this feature, statements of only two men, i.e. a father and the Minister of Labour and Social Policy were aired.

These are just illustrations of the same exclusive gender "blind" paradigm that appears on all television stations whose programs were included in this study. Sitel is no exception in this regard, and the examples from the news of the channel were highlighted one after the other precisely because they thus constitute a kind of a case study the in structure of which we can recognize a paradigm common to all TV stations in Macedonia. The differences come down to nuances. For example, the news feature on MTV 1 aired on 07.05.2012, dedicated to the case of employees of OHIS, which addresses the theme pertaining to social protection and employment, did not cover even slightly gender aspects of the problems presented. When it comes to issues of social vulnerability, gender perspective is especially important to address as it relates to a dual vulnerability. However, the feature failed to address the gender perspective. Another confirmation that the presented examples from Sitel are paradigmatic for all televisions channels in the country (specifically, for those covered by this study) is that an feature aired by Channel 5 dedicated to the affair "Monster" shows the same lack of gender sensitivity and „invisibility“ of women as the one shown on Sitel on the same date (04.05.2012).

THE PROBLEM OF "GENDER INVISIBILITY" OF WOMEN AS A REFLECTION OF MARGINALIZING THE ISSUE OF GENDER EQUALITY

Just like in the analysis devoted to the manner of portrayal, the analysis which relates to issues concerning the status of women in society united around the central question of gender equality, we can identify and point out to complete invisibility of a gender. This is a problem that we noticed in the analysis devoted to manner of portrayal. In news programs, it was particularly important to note the discursive invisibility or voice "neutraliziranost" of the gender. Gender insensitive speech is directly related to the issue of gender equality, the foundation of which is the presence of women in the public sphere.

Regarding the issue of the presence of women in politics, it appears the gender "neutral" speech is used in order to relativize it, and erase the fact of participation of women in politics. Namely, if the message of the speech of

¹¹ Marija Tasev and Ljubica Balaban „It is difficult to be pregnant,“ News (24.09.2012) <http://www.dnevnik.com.mk/default.asp?ItemID=BFBB9A059B440249B7F9DBA640812B6D>

gender neutrality is that the gender of a politician is irrelevant, then it implicitly means that the very question of the presence of women in politics is also irrelevant.

The use of nouns to refer to universal human categories ("tourist", "student", "doctor", etc.) exclusively in the masculine gender is form of a discursive exclusion of women.¹² The very pretense of universality or universal representation of one grammatical gender versus the other is form of subjugation to hierarchical relationship, and socially exclusive speech. Namely, the fact that it is understood that the masculine (but not feminine) gender can lay a claim to universal validity, and, include, and refer to the feminine as well, which is "represented" by universal = male denominated notion is already an apparent form of gender asymmetry .

The conclusion of our analysis on gender representation is confirmed here: failure to use suffixes denoting feminine in public offices ("Director", "minister", "President", etc.) is a form of gender-insensitive speech because despite being a form of exclusion in the form of cancellation of gender differences and reducing the gender of a male / female official to an irrelevant data, it also suggests that the term contains dimension of dignity and universality only if is used in the masculine, so that it would appear that a feminine suffix would diminish the dignity of the office. It is interesting that this practice for a period (from the early 2000s until almost a year ago) disappeared in Macedonia only to come back again last year.¹³ We can ascertain certain some neo-conservative reversal and a process of reinstating the nouns that refer to social functions in "gender neutral gender", respectively - in the masculine.

¹² For example, the show "If it is..." with Alexander Chomovski as the host (shown on MTV 1 on 24.05.2012, in which, incidentally, only one of 5 interlocutors (including Chomovski) was a woman, mention was made of the following "universal" concepts used only in the masculine: disciple, student, key players, citizens, Macedonian minority, Serbs, Croats, Bulgarians, Greeks, politicians, politician, Macedonians, Prime friends, sacrifice, Greeks, enemies, leaders, partners, constituents, colleagues, Albanians , actors, citizens, allies, neo-fascists, fascists, Americans, Turks, columnist, Macedonians, people, official, man, aliens, Director, MP, readers, etc..

¹³ Needless to say, we can talk about these processes in relative rather than absolute terms. For example, in the coverage of the protests on the occasion of the action "Monster" shown on 12.05.2012, Telma TV announced that a photoreporter was attacked and it uses the feminine suffix: "In Skopje, the Government of the Republic of Macedonia today held protests in response to yesterday's demonstrations that resulted in violence in which a cameraman of TV Telma was injured, as well as members of MoI. Our channel, as we announced yesterday, as a sign of protest did not attend these protests where today a photo reporterf was attacked, and as a sign of protest, the other cameramen withdrew from recording the event. Telma will not report in the future on such cases which are not duly announced with a clearly designated organizer who will be responsible for any incidents. We demand that competent authorities clear yesterday's incident and find the perpetrators as soon as possible "(presenter's statement at the beginning of the item)..

Apparently, the "neutrality" of the discourse is only applicable when reference is made to the dignity of a certain hierarchically superior social function. On the other hand, when reporting on vulnerable and socially marginalized groups, gender and other specifics (especially age) become significant to the point that not only would one insist on gender denoting inflexions, but also on stereotype nouns. Namely, classic speech of "boiling down to" a gender and / or age, in its use as in insisting on "old woman" and "old man." The person of a certain age that some would classify as a senior person is and adult of a certain gender, name and surname with or without profession. This speech, which certainly is not "neutral", demonstrates arbitrariness in the discourse that is supposedly neutral with respect to certain social categories. The fact that this was not a deliberate act of an individual journalist, but it was rather resorting to some established and generally widespread practice is no reason to refrain from calling it politically incorrect. Of course, the problem is in the structure of the prevailing discourse, rather than in individuals.

CONCLUSIONS AND RECOMMENDATIONS

As are other social and cultural values, so is the commitment to gender equality implemented by means of raising public awareness. It goes without saying that the key part of the general public are the electronic media. Despite the single directedness of the message, which is the determining uniqueness of television media, however, there nonetheless forms inside the medium that allow interaction. Moreover, in the era of mass internet use, interaction with the TV media in the country is also made possible through TV channels' internet fora. In such a dynamic exchange between the media and their audiences, the mission of constant awareness regarding gender issues can be implemented in a much faster and more efficient fashion.

Undoubtedly, the media are not a passive, uninteresting mirror of reality but also its active creators. The public speech they generate produces or excludes certain values. The precise, accurate reporting is not the only activity of the media. Media also make choices about what and how much will be reported. So, choosing to cover gender-relevant topics listed at the beginning of this analysis is a matter of conscious decision of the media. In other words, proactive involvement of television channels in promoting the values of equality between men and women, and in turn overcoming the gender asymmetry in public discourse is highly warranted.

Namely, what we would recommend more specifically is the following:

- Increased presence of at least 30% of women in the role of expert and political authorities, which would reflect the minimum threshold of the state ensuring women's participation in political life.
- Introduction of topics that directly affect the issues of equal gender representation in decision-making structures in the social and political spheres and the issue of overcoming gender stereotyping in culture and in public discourse.
- Introduction of topics of essential interest concerning gender equality in Macedonia: economic equality / inequality (wage differentials between men and women, from around 27% in favor of men)¹⁴, domestic violence against women and trafficking in under aged girls (in particular when it comes to minority communities).¹⁵

Accompanying recommendation:

In order to increase the competence of journalists and editors in terms of the topics of gender equality and to raise their awareness of the importance of these issues, we recommend that training events and public debates be organized. We recommend that the contents of these events and the methods of transmitting them be designed in such way that corresponds to the needs of the target group to which they are intended.

¹⁴ Milka Kazandziska, Marija Risteska and Verena Schmidt, The gender pay gap in the former Yugoslav Republic of Macedonia (Budapest: ILO), 2012

¹⁵ Katerina Kolozova et al. "Intercultural gendered violence in SEE," достапно на <http://www.gemic.eu/?cat=18>, пристапено во јули 2012.

ANALYSIS

OF THE STYLE OF PORTRAYAL AND REPRESENTATION OF WOMEN AND MEN IN THE PROGRAMMING CONCEPT AND CONTENT – INDIVIDUAL FINDINGS

DESCRIPTION OF METHODOLOGICAL APPROACH AND QUANTITATIVE DATA

Two common questionnaire were used in the surveys carried out simultaneously in order to collect data both on the manner of portrayal of gender and on gender issues addressed in the program concepts and content. Both questionnaires provided sufficient insight both in terms of portrayal of genders as well as in terms of coverage of gender issues. Both questionnaires reflect the paradoxical picture of gender asymmetry in the representation: the female gender is often not portrayed at all, almost deleted, with minimal visibility or with visibility that leads to subordination and marginalization.

The questionnaire designed for entertainment programs brings the highest level of understanding of the style of portrayal that prevail in our country. Qualitative issues prevail, although there is a part that contains questions of a quantitative nature (such as the number of hosts and hostess, number of men and women involved in an feature, duration of airtime, etc.). However, crucial to this analysis are the qualitative issues, for example: (a) "How are gender roles shown in the appendi feature (active / passive, traditional / non-traditional, victim / perpetrator, power / powerlessness, decoration, attracting attention to physical appearance)?; (B) What is not included in the features? (Eg. Old, unattractive, with disabilities); (C) Do the themes of appearance and sexual desirability prevail and what language is used in when they are addressed (objectivizing, sexist or affirmative in terms of gender equality) ?; (D) How are bodies shown; (E) Is the portrayal of the body / overall physical appearance of women objectivizing (reduced to sexual objects)?.

As stated above, the analysis of the observed materials confirmed that the portrayal is imbued with deep gender asymmetry, gender invisibility (insufficient and rear portrayal) of women or marginal and marginalizing visibility. The picture of women that prevails in entertainment shows is objectivizing and sexist, while the one shown on news programs is a picture of social passivity, helplessness, absence of authority and subordination. Where we come across authoritative presence of women in politics or women with specific expertise, gender is relativized, "neutralized" rather than affirmed.

Questionnaires relating to entertainment programs carry the most important qualitative data on the issue of representation of gender. Quantitatively, however, we received the following data which only confirm the picture obtained by means of qualitative analysis:

Statements of the men and women in entertainment shows:

male: 62.5% female: 37.5%

Men and women in polls in entertainment shows:

male: 59.5% female: 40.5%

Images / footage of men and women in entertainment shows:

male: 39.6% female: 60.4%

Obviously, women's appearance is reduced to decorative or to a status of a passive agent, because the visual presentation of women in percentage terms far exceeds the presentation of male faces and bodies. On the other hand, even in entertainment shows, men making statements far outnumber in percentage terms women's representation.

THE PROBLEM OF INVISIBILITY IN GENDER ASYMMETRY OF THE REPRESENTATION

The general assessment of the overall content analyzed is that gender asymmetry in the representation is extremely high. Its original feature is the "invisibility" of women versus prevailing visibility, presence of men. Experts, editors, and analysts dominate in debate shows either as guests in news or in entertainment shows. Where women appear, they are usually shown in a passive or subordinate role (primarily in news programs) or as objectivized and sexualized body, beautiful face no opinion (except for the romantic-sexual issues). Invisibility is thus literal: the number of screenings (visual or verbal) of women versus men is incomparably lower in news feature. For example, even the number of respondent male citizens was significantly higher than that of respondents female citizens. The inquiries from the news programs confirm that the situation is identical in the media in both Macedonian and Albanian.

Or, let us take as an example the features relating to health: doctors, officials of institutions, directors, experts presented in the features are, with rare exceptions, almost always men, while women appear in the illustrative visual material as nurses or patients .

Discursive invisibility is achieved not only by avoiding topics relating to women, not only with their simple absence, but also through the use of supposedly gender-neutral language. The use nouns which are meant to refer to universal human categories ("director", "professor", "doctor", etc.) are exclusively in the masculine gender, which is a form of a discursive exclusion of women.¹⁶ The very pretense of universality or universal representation of one

¹⁶ For example, the show "If it is..." with Alexander Chomovski as the host (shown on MTV 1 on 24.05.2012, in which, incidentally, only one of 5 interlocutors (including Chomovski) was a

gramatical gender versus the other is a form of subordinatio or hierarchical relationship, and socially exclusive speech. Not using the feminine inflexions when referring to offices ("the Minister", "President" and so on.) Is a form of gender-insensitive speech because, despite being a form of exclusion in the form of cancellation of gender differences and reducing the gender of male / femal official to data of no irrelevance (which it certainly is not), it also suggests that the term contains dimension of dignity and universality only if used in the masculine gender. As if tne intention is to imply that female inflexion reduces the dignity of the office. Fortunately, this practice for a period entirely disappeared in Macedonia, but lately we have noted some neo-conservative tendency of a comeback of nouns pertaining to social functions in "gender neutral gender" (the contradiction is apparent in the formulation, and it is a symptom which calls for analysis.)

On the other hand, a classic speech of "boiling down to " gender and / or age, and in insisting on "old woman" and "old man."¹⁷ A person of a certain age that some would classify as old age is an adult of a gender, with a name and a surname, with or without a profession. This speech whic most certainly is not "neutral" indicates arbitrariness in the use of the discourse that is supposedly neutral with respect to certain social categories. The fact that this was a deliberate act of an individual journalist, but resorting to some established and generally widespread practice is no reason not to call it politically incorrect. Of course, the problem is the structure of the prevailing discourse, not the individuals. Defending certain values of politically correct speech is addressed to the public as a whole, not to individuals. Therefore, "boiling down" speech (speech reductionism) and stereotyping that is found in the terms "old" and "old woman" should be done away with by finally starting to refer to persons of a certain age and not the "old men" and "old women". (Just as no one can speak of "blacks", nor refer to the color of a particular person, if that data is not important for the content of the article). On the other hand, gender-neutralizing discourse where that feminine inflexions are not used when

woman, mention was made of the following "universal" concepts used only in the masculine: disciple, student, key players, citizens, Macedonian minority, Serbs, Croats, Bulgarians, Greeks, politicians, politician, Macedonians, Prime friends, sacrifice, Greeks, enemies, leaders, partners, constituents, colleagues, Albanians , actors, citizens, allies, neo-fascists, fascists, Americans, Turks, columnist, Macedonians, people, official, man, aliens, Director, MP, readers, etc..

¹⁷ In the news on Channel 5 aired on 12.05.2012 the item begins with the following announcement: "He served a prison sentence for raping an old woman, and escaped from prison to repeat the offense," while the caption reads: "fled again to rape an old woman." Then, just when stating the age of the woman, the expression "old woman" is needlessly repeated: "The arrest was preceded by a police pursuit in which on same day at noon in Stip settlement Jakupino a juvenile committed a rape of a seventy-old woman who lived alone in one of the retreat homes. After the filthy act the juvenile fled, and the case was reported to police by the doctors from the Stip Clinical Hospital after examination of the old woman confirmed that it was a case of rape.."

denoting functions such as a minister, the chancellor and the like, should be replaced with gender-sensitive language.

STEREOTYPING AS A PROBLEM OF LOW AND MARGINALIZED VISIBILITY IN THE PUBLIC ARENA OF PRESENTATION AND DISCUSSION

The low visibility of gender in Macedonia is reduced to stereotyping of women as socially inferior, placed in positions with less decision making power or less authoritative professional roles. The portrayal of women in news programs as subordinated combines the discursive and representation (visual) registry: the statement "doctors" is accompanied by an illustration of primarily doctors who are men while any mention of "support staff" is visually enhanced by pictures of female nurses and cleaning staff. Low social visibility is a term that is often used in gender analysis. We conclude that low visibility in television programming content (low representation and portrayal of marginal social roles) comes down to design and / or image reflecting low social visibility of women in society.

We could identify an almost identical situation in the informative programs in Macedonian and Albanian. It is remarkable that in the shows "Road to" and "In the center" Alsat-M in May 2012, one in Albanian and one in Macedonian, no woman's face was presented in the show. Otherwise, women's issues appear marginally and there is no direct or indirect coverage of women specific topics. In entertainment shows on MTV2 and Alsat-M we identified a greater presence of women than in news programs, which in itself speaks of the use of women in "entertainment content". The ratio expressed in figures is as follows: 32 women in the capacity of experts or people with political authority in news programs, as opposed to 234 men; in entertainment shows, however, 86 males appear.¹⁸ as opposed to 81 females.

- Taking into account all obtained data, we come to the basic insight that the public media space establishes a general division (visual and discursive) that can be described as follows:
- - Informative contents are generally devoid of sensitivity in relation to gender issues, except for information on certain events (promotion of programs on gender issues)
- - In entertainment shows, presence of bodies of women (but not as active agents of action) is almost automatically expected, as are sexist statements and objectivizing ways of displaying the female body as entertainment content.

Stereotypes cuts equally through information programs, but is more pronounced in entertainment programming content where starlets or stars

¹⁸ By „total “ we mean both in terms of a capacity of a person making statements and in terms of presence in visual portrayal.

whose fame is closely related to their highly sexualized appearance prevail. Portrayals of famous women as sexually objectivized, in a passive position of the body are dominant. Sometimes they appear as mothers who are struggling to get back into shape after childbirth (to be re-objectivized as they usually are) with the audience invited to take voyeuristic delights in their no longer so glowing appearance.

Sexual objectivization is not only a visual and discursive strategy of entertainment shows, but it is also so in the news. For example, in the feature on the occasion of the visit of Svetlana Ceca Raznatovic, which is part of the news on Channel 5 aired on 31.05.2012, the singer is presented in an objectivized fashion. Scenes are shown from a movie where the body of the singer prevails, accompanied by sexist speech by the author of the feature, which consists in presenting Raznatovic as a "star" that will "ignite" the audience. It is remarkable that despite the fact that the feature is about a star, a message to be sent about "her essence" is the properties of her body and the possibility for her to be reduced to a sex object. Exclusionist logic here refers not only to a displayed person but also to a large portion of the audience: female heterosexual audience is treated as non-existent because the portrayal of the star complies with phantasies of the heterosexual male part of the audience.

In the entertainment show broadcast in Albanian, "Seven" on MTV2 on 03.05.2012, the host is insistant on the question that the guest (singer of traditional songs) must be engaged in something else in her life, for example household duties as a housewife. Stereotyping by reducing the woman to her roles in her private sphere, i.e. her role in the family, is not the only one in the show. Somewhat later in the same show, the host implicitly promotes a stereotype of female occupations by asking the question: "Does the fact that you are a singer affect your authority as a (female) teacher?" Obviously the occupation in the area of entertainment is inferior to the ocupation in education. The question of the dignity of the profession, is thus associated with the question of the imaginary "morality" of of the entertainment profession. The fact that the media representation of women in this profession is so highly sexualized that a women working in the entertainment industry has been reduced to a sexual object is not recognized as a stereotype which the media produce. On the contrary, it is presented as a norm and women in this profession internalize it, and so the issue of seriousness or its absence in the two professions in which the guest of the show is simultaneously engaged becomes possible.¹⁹

¹⁹ In the entertainment show "Pizzicato" shown on Alsat M 09.05.2012, although the topic is from the field of fashion and addresses the issue of using red lipstick, the visual backround is filled with half-naked objectivizing representations of a female body which obviously, remains unrelated to the topic of styling of the face, or more specifcly, the lips..

CONCLUSION AND RECOMMENDATIONS

Gender equality is a value that should be built by raising the awareness of the public, which includes the media and their audiences. The media are never a passive, uninterested mirror of reality but also its active creators. The public speech they produce includes or excludes certain values. Precise, accurate reporting is not the only activity of the media. Media also make choices about what and how they will report, how something will be shown and what perception they will create, whether through speech or visual portrayal.

Therefore, in order to promote the value of gender equality, we recommend that electronic media proactively approach the issue of gender asymmetry in representation.

Namely, our specific recommendations would be as follows:

- Increased presence of women in the shows by way of portrayal which will be based on sensibility in terms of gender equality as a social value.
- Increased presence of women in active and authoritative role in the area of visual surface and in the capacity of persons who provide professional or politically significant statements.
- Avoidance of sexual objectification of women in the visual portrayal. Specifically, it should be completely excluded wherever a theme does not refer explicitly to issues of sexuality.

Accompanying recommendation:

To achieve the commitments underlined in the recommendations, it is necessary to organize training events for journalists, but also, public debates, such as symposia, panels, conferences and the like where there will be discussions about the value of gender equality and the need for promotion of the associated rights.

**GENDER IN TELEVISION PROGRAMS:
REPORTS
ON THE RESEARCH ON GENDER ISSUES
AND PORTRAYAL AND REPRESENTATION OF WOMEN AND
MEN ON THE PROGRAMS
OF BROADCASTERS FOR 2013**

**The research was conducted by the Institute of Social Sciences and Humanities
- Skopje, for the needs of the Broadcasting Council (Public procurement br.02-
3336 / 1 dated 25.07.2013).**

BASIC INFORMATION ABOUT RESEARCH

Under the Equal Opportunities for Women and Men ("Official Gazette" No. 6/2012), the Broadcasting Council is obliged to submit an annual report on the manner of portrayal and representation of women and men in the programs and also, prepare on an annual basis an analysis of gender issues in the program concepts and content of the media, as a regulatory body competent to supervise broadcasters' programs (Article 17).

In order to implement these commitments, the Council, through public procurement br.02-3336 / 1 dated 25.07.2013 year, commissioned the Institute for Social Sciences and Humanities - Skopje to prepare two types of analysis, one of the content of the television services of the Public broadcasting and another one of commercial broadcasting companies nationwide, in respect of which the Council is obliged to conduct supervision as follows:

1. Research on gender issues in the program concepts and content of the media and
2. Research on the manner of portrayal and representation of women and men in the program concepts and contents of the media.

This year, for the purposes of realization of the objectives, the Broadcasting Council defined and selected two different samples of television content: for the the first research activity, central daily information programs - news, and for the the second - commercials and videos spots marked as "free airtime ". For these two types of samples various instruments were used (2 types of questionnaires) to conduct the analysis of the said research.

Samples were drawn from the programs broadcast during the months of May, June and July 2013 on television channels at the national level that are broadcast over digital terrestrial multiplex, or in other words, MRT1 and MRT2 (Albanian) of the Public Broadcast Service and Alsat-M TV Channel 5, TV Alfa, TV Sitel and Telma from the commercial sector. These services were chosen because they together have the largest share of viewing, and therefore the greatest potential for impact on the public.

The analysis of gender issues in the program concepts and content of the media, is expected to provide greater comparability of data with those from last year's analysis. Therefore, in the choice of samples the same method as in 2012 was used, although the sample was smaller, i.e. it did not include current - affairs programs. Namely, this year's sample consisted of seven issues of the central - news programs of each of the selected TV stations in the period from the last two weeks of May and the first two weeks of June. To provide insight into topics that were current for a long period of four weeks, a day or two were selected (Monday of a week on Tuesday from another, etc.). Thus, the analysis is conducted on a total of 49 features of news programming broadcast on

seven services: June 10 - Monday, 21 May-Tuesday, May 29 - Wednesday, June 6 - Thursday, May 31 - Friday, June 8 - Saturday and 19 May - the week.

To create conditions for a greater level of comparability with last year's data two other aspects were echoed: the same questionnaire was used in the analysis (with minimal modifications), and emphasis was placed on these strategic areas that are now defined in the National Strategy for gender equality 2013-2020: human rights, processes of decision-making, health, social care, education, economic empowerment, women and violence, women and media, women, peace and security. Issues of gender aspects of health and social care were directly addressed through the themes of demography and abortion, which were prevailing in the period in respect of which the sample was taken. Given that these two issues were practically the only concrete coverage of the topics of health and social protection viewed from a gender perspective, they were treated as separate issues in the instrument of analysis.

The choice of the second sample was motivated by the National Action Plan for Gender Equality 2013 - 2016 which provides for a selection of the best tv commercial that most effectively fights sexist stereotypes and promotes equality between men and women. To gain insight into the genre context in which, in 2014, tv commercials will be selected, the sample for analysis of the manner of portrayal and representation of women and men in the program concepts and contents included 30 commercials and video spotys marked as "free airtime", shown in May, June and July 2013, on the seven national television channels (MRT1, MRT2, Alsat - M TV Alfa, TV Kanal 5, Sitel TV and Telma). The selection criteria were based on them being aired in prime time (from 17 to 23 am), the videos have men and women appearing in the primary role (close ups / or speaking), and they are usually repeated on most television channels. Thus a sampe was secured of two-thirds of tv commercial spots and one third of sposts designated as "free airtime". This sample was used as a reference source of data for analysis concerning the ways of portrayal and representation of gender in advertisements, and in it almost 80% is accounted for by the themes of demography, family values and abortion, which is why the questionnaire was made for this analysis, with special attention paid to the foregoing.

Part of the team at the Institute of Social Sciences and Humanities - Skopje last year had the honor to conduct research for the Broadcasting Council which referred to the treatment of gender issues in the media, and the portrayal and representation of men and women in the program content. As already mentioned above, both samples differ from the samples taken in the last year research on gender issues broadcasters. In 2012, the sample of informative programs included information programs in addition to the news ("If..." and "Without pardon" on MTV 1 "Tears and joy" on MTV2, "The road to" and "in the center" Alsat-M, "X / O" and "Code" on Channel 5, "Circle" Sitel and "Money market" helma). Also, the contents which last year served to analyze

the portrayal and rerepresentation of men and women in the programs of broadcasters on entertainment shows ("Sidewalk News" MTV1, "Seven" on MTV2, "Pizzicato" of Alsat M "Extra exclusive" on Channel 5, "Backstage" on Sitel, and "The Sixth Day" Telma). Given these differences, when comparing the results from both studies, it is expected, to a degree, that a different type of research results would be generated, which would be due precisely to the change in research samples.

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ANALYSIS OF GENDER ISSUES IN THE PROGRAM CONCEPTS AND CONTENT OF BROADCASTERS (IN THE NEWS) - INDIVIDUAL FINDINGS

METHODOLOGICAL APPROACH TO THE ANALYSIS OF GENDER ISSUES IN THE NEWS

For this study, conducted on a sample of seven issues of news on seven television channels (MRT1 and MRT2 in Albanian TV Alsat-M TV Channel 5, TV Alfa, TV Sitel and Telma) a questionnaire was used which was intended to provide data on the presentation of gender issues in the central news of TV stations nationwide, and the manner in which TV stations address the topics from the strategic areas identified in the National strategy for gender equality 2013 - 2020: human rights, decision-making processes, health , social care, education, economic empowerment, women and violence, women and media, women, peace and security, supplemented by topics demography and abortion.

The questionnaire was designed specifically for the sample of the central issues in the news, incorporating in itself most of the questions used in the research on gender issues carried out in 2012, which enables comparison of the data with the last year.

It was conceived in such way that includes both quantitative and qualitative approach to research. The quantitative part of the survey generates data on the total number of features in the news, about the number of analyzed features from a gender perspective, their duration, and the number of occurrences of women and men writers, editors, journalists, reporters, guests attachments etc. Besides quantitative data, the questionnaire provide discursive analysis with qualitative data. Namely, the method of speech was analyzed: whether affirmative in terms of gender equality or sexist, whether it used established stereotypes and whether it reinforces and produces new, the types of statements that dominate were classified (descriptive, suggestive, prognosticating, etc.). Also, questions of a qualitative nature could be translated into quantifiable way through encoding.

Sports news, which by their very content do not address these topics, were analyzed in terms of the terminology used to display male and female sports and the number of features that refer to male and female sports.

PRESENCE AND AND THE METHOD OF COVERAGE OF GENDER ISSUES (QUANTITATIVE AND QUALITATIVE DATA)

The analysis of the information content shows that even when it comes to issues that are common in gender conscious journalistic approach, addressed from a gender perspective, in Macedonia they are often fully absent. What can be seen from the analysis of gender issues this year is the minimum presence of topics that could be addressed from a gender perspective, and even more so the minimum percentage of use of gender-sensitive and gender affirmative approach in terms of equality between men and women in these features.

Expressed in percentages, the representation of the features that were analyzed from a gender perspective of each of the television media is as follows::

TV Channel	Analyzed features (of the foregoing strategic areas relevant to gender issues) of the total number of features (%)
MRT1	5,2
MRT2 (news in Albanian)	4,8
TV Alsat-M	4,2
TV Alpha	8,6
TV Channel 5	9,0
TV Sitel	5,7
TV Telma	7,4

The above percentages show that in principle TV channels dedicate little room to topics that are considered important for gender issues, or to topics that are part of the strategic areas defined in the Strategy for Gender Equality 2013-2020. The percentage of analyzed features that relate to those topics does not mean their treatment in gender terms, i.e gender sensitive position, using speech that would be considered affirmative to gender equality, or gender-conscious speech.

In this respect, a clearer picture is obtained when comparing the percentages of the results of the type of language used by the authors, as well as with respect to the position concerning genders and on the way a topic is covered by a TV station in features falling in the group "strategic areas" ..

TV channel	Gender blind and gender neutral approach to a topic (%)	Gender sensitive and affirmative approach to gender equality (%)	Sexist, objectivizing approach to a topic(%)
MRT1	83,3	16,7	0
MRT2 (news in Albanian)	60,0	40,0	0
TV Alsat-M	66,7	16,7	16,7
TV Alpha	100	0	0
TV Channel 5	72,7	9,1	0
TV Sitel	42,9	14,2	42,9
TV Telma	66,7	28,6	0

These data indicate that those features relating to strategic areas important for gender equality or topics that are important for gender issues are not generally addressed from a gender perspective, that is, they exhibit a "gender-blind" approach.

Randomly selected sample of the central issues of the news, with the period corresponding to the last year's (selected in May and June) overlapped with the events and the news about the draft law on termination of pregnancy, and now the official law on termination of pregnancy (Off. Gazette 87/2013). In fact, more than half of all analyzed features related to these topics (features on the bill on abortion, the adopted law on abortion with embedded amendments, statements by the Bishop Peter about abortion, etc.). As regards this topic, which directly affects women's rights and health, attitudes of the government and the church were contrary to the views of some of the NGOs and male / female activists whose mission is the promotion of gender equality and women's rights and those of the parliamentary opposition. The way in which the television channels reported about this showed marked differences in treatment by them, or some of them (TV Sitel and MRT1) did not show both sides, but only statements which supported the bill on abortion. Such reporting is contrary to the basic principles of news reporting which is under the obligation to present the positions of both sides. This way disallowed not only impartial but also gender-sensitive approach to news.

In view of this news in some TV broadcasters, there was a notable omission of statements by women, an issue that directly affects the autonomy of the female body. The following table presents quantitative involvement of men and women interlocutors, i.e. those who give a statement about the news regarding the bill on abortion. Qualitatively speaking, the statements coming from women who were screened in the features in general were in the interest of the party supporting the new law on abortion, in other words, in general,

women were included with statements if their attitude was consistent with the views of supporters of the law - again talk about policy of taking sided regarding women's issues, and not by applying a gender sensitive approach to the issue.

TV channel	Statements by men (Law on abortion) (%)	Statements by women (Law on abortion) (%)
MRT1	50,0	50,0
MRT2 (news in Albanian)	100	0
TV Alsat-M	66,7	33,3
TV Alpha	84,6	15,4
TV Channel 5	37,5	62,5
TV Sitel	54,5	45,5
TV Telma	43,8	56,2

Exclusion of the views of women (such as women MPs from the ruling party and the opposition, women protesters, gynecologists, women activists, women dealing with issues of women's human rights and gender rights, etc.) from these features by some television broadcasters (MRT2 news in Albanian, TV Alfa), in addition failing to promote gender equality, puts women in marginalized childish position of a person who is not of a "working capacity" to make a decision and have an informed opinion and stance on an issue that directly concerns women. At the same time, this process reinforces passivity and exclusion of women in public life and decision-making processes, even on issues that concern them.

The reason the Broadcasting Council of the Republic of Macedonia has an obligation to make an analysis of gender issues and the portrayal and representation of men and women in the broadcasters' programs stems from the power of electronic media to influence the public and the building of public opinion. It is this power of the media that imposes a greater accountability concerning the way in which these topics are treated and the manner of portrayal and representation of men and women and their involvement in public life.

Despite the numerical account of the involvement of men and women in the statements on the subject of abortion, a general analysis was also made of the involvement of men and women in the features that were germane to gender issues (the above mentioned strategic areas), which were more or less treated from a gender perspective.

TV channel	Statements by men (%)	Statements by women (%)
MRT1	71,4	28,6
MRT2 (news in Albanian)	90,9	9,1
TV Alsat-M	62,5	37,5
TV Alpha	89,3	10,7
TV Channel 5	72,2	27,8
TV Sitel	58,8	41,2
TV Telma	52,4	47,6
Total	71,2	28,8

Data from the randomly selected sample of issues of central news show a picture of a strong gender asymmetry (with the exception of TV Sitel and TV Telma) in terms of the opinions that are regarded as relevant by the television houses. Cumulatively speaking, other than the male or female reporte, in the features analyzed men were represented by making statements with 71.2% and women with only 28.8%.

This year's analysis of news concern the existence, the method of coverage and general treatment of the news which are considered important for gender issues, but the general absence of women was notable (both physical presence and as interlocutors through given statements) in the news features, of whatever type they may be. This picture can be said to correspond to social reality and the position of women in society, but the TV stations are precisely those that the have influence to change this image through the inclusion of women (of particular area) in statements and through the use of gender sensitive approach to the themes that are emerging as strategic areas for gender equality, or simply events with outcomes that carry different social implications for both men and women.

In addition to the theme of the Law on abortion, other topics were treated as well in the areas that concern gender roles. The results of this analysis indicate that some of these issues were addressed in a generic imperceptible manner with the use of sexist or objectivizing speech in the announcements. For example, regarding the news on new code of conduct for health professionals and workers, Sitel TV announcement at the beginning of the news was the following: "Sexy nurses will remain history! No more short skirts and cleavage."

On the other hand, important statements or topics related to gender issues were completely ignored by most TV stations, or were represented without gender sensitive and affirmative approach. For example, an important statement in terms of gender issues, the news of June 6, 2013 MRT1, showed the US Ambassador Wohlers talking about the "Regional Conference on networking mentors":

"If we want to leave a prosperous and just world, we cannot leave of half the population behind us, we cannot successfully face the challenges relating to security, education, the economy, development and everything else, if women

are not involved in every segment of society. And this is as true for Macedonia, as well as the United States and other countries. "

This statement was aired only by MRT1, but the news presented went without any comment or treatment of gender issues by the journalist. Other TV broadcasters did not even air this statement of the Ambassador in their features on the Regional Conference of mentor networking. The central and the only statement, which did not refer to gender issues at all, and was reported by all the TV stations that broadcasted this news, was the statement of the President.

MRT1 stands out as a positive example for including gender issues in the feature on the position of women in certain religious communities, whereby the subject was addressed with the use of gender-responsive approach and treatment of news from several perspectives.

News concerning a gender issue has also been neglected by all TV broadcasters, apart from the news in Albanian language on MRT2. Namely, on 19.05.2013 no other TV station covered the possibility of using maternity (or paternity leave) by husbands, whose wives can experience complications with serious health problems after childbirth, or whose wives are employed in specific jobs. The statement by the Health Insurance Fund representative, Arben Saliu, was as follows "There are cases where unfortunately the mother during childbirth could die or her job is such that she cannot be absent, and in this case, the leave is the entitlement of her husband." was shown only on MRT2.

News in Albanian language on MRT2 stand out as a positive example with another gender sensitive news, shedding light on an important issue of women's representation in local government institutions. On 29.05.2013 only this TV channel (mixed gender composition of editors) released the news of representation of women in institutions, indicating that after 12 years of the framework agreement, in only 3 municipalities was women's representation higher than 30%. This news, in addition to highlighting the issue important for women's rights in terms of economic empowerment, takes into account the neglect of the issue at hand, specifically in the "smaller communities" the interviewed person stated, "the gender issue is neglected and usually smaller communities do not take seriously into account the needs of their specific groups. " These rare examples of gender-aware news and editorial approach are unfortunately the exception in the media practice.

As a special category of analysis, which did not refer to the strategic areas and topics relevant to gender issues, was the representation of information in the news about sports for women. In last year's gender analysis of the news noticeable was the minimal presence or complete absence of features on women's sports and in particular the descriptive of female athletes with the terms "women", "gentler gender" and so on. as something normative in terms

of sports. Reference to male sports in general did not have the adjective "male". This year there is a slight improvement of this picture in terms of the increased number of features on women's sport, particularly on television channels in Macedonian language and in terms of categorizations that hint of "weaker, gentler sex".

TV channel	Men's sport (%)	Women's sport (%)
MRT1	67,6	32,4
MRT2 (вести на алб. јаз.)	96,3	3,7
ТВ Алсат-М	93,7	2,7
ТВ Алфа	72,7	27,3
ТВ Канал 5	91,8	8,8
ТВ Сител	77,8	22,2
ТВ Телма	79,3	20,7

As regards the nouns used for universal human categories, the picture obtained in the last year's analysis for the needs of Broadcasting Council about this issue, as prepared by Katerina Kolozova, PhD. remains identical:

„ Discursive invisibility is achieved not only by avoiding topics relating to women, not only with simple failure to portray them, but also through the use of supposedly gender-neutral language. Use of nouns to refer to universal human categories ("director", "professor", "doctor", etc.) exclusively in the masculine gender is a form of discursive exclusion of women. The pretense of universality or universal representation of one grammatical gender versus the other constitutes a form of subordination or hierarchical relationship, and socially exclusive speech. Failure to use inflexions in feminine gender when referring to offices ("Minister", "President" and so on.) Is a form of gender-insensitive speech because, in addition to being a form of exclusion in the form of cancellation of gender differences and reducing the gender of a male / female official to irrelevant data (which certainly it is not), suggests that the term contains dimension of dignity and universality if used in the masculine. As though it is implied that female inflexion reduces the dignity of the office. Fortunately, this practice disappeared in Macedonia for a period, but lately we have noted some neo-conservative tendency of a come-back of nouns pertaining to social functions in "gender neutral gender" (contradiction is apparent in the formulation, and it is a symptom which calls for analysis.) “²⁰

This year there also gender-neutral language and nouns were used, such as students, doctors, teachers, teacher, messenger, messengers, citizens, president ... this type of gender-neutral language is used in public discourse, so for those to which the law on termination of pregnancy (women) pertains the

²⁰ Excerpt from the analysis of gender issues in the program concepts and content of the media, in 2012, prepared by prof. Katerina Kolozova, PhD. available on http://www.srd.org.mk/images/Izvestai_od_analizi_na_rodovi_prasanja.pdf, p. 17-18

term citizens was used, which further contributes to the invisibility of women in this society. Also, in terms of gender neutral categorization, we can point to an example of a statement made by a journalist on MRT1 reporting on the position of MP Ljiljana Popovska, President of the Parliamentary Committee on Equal Opportunities for Women and Men, about the bill on abortion, whereby she was presented as follows: "the law sparked an outcry from some Members of Parliament." (our italics) - with this comment and where we come across an authoritative presence of women in politics with a particular expertise, gender is "neutralized" by avoiding the use of the feminine suffix and by announcing the name of the female MP. So instead of noting and promoting the participation of women in politics, an opportunity was thus missed to give visibility to the MP to which the news concerned.

These illustrations of exclusionist and gender "blind" paradigm that appears not only on television channels with news programs covered by this study, but also in public discourse used by representatives (mostly men) of state institutions is a form of discursive exclusion of women. And as pointed out in the last Kolozova's analysis of gender issues in the media:

„The very pretense of universality or universal representation of one grammatical gender versus the other is a form of subordination and hierarchical relationship, and socially exclusive speech. The fact that it is implicit that the masculine gender (but not the feminine) can lay claim to universal validity, and include, and refer to the feminine gender "represented" by universal = male designation is already an apparent form of gender asymmetry.“²¹

Singling out statements only or with a strong predominance of male interlocutors produces a kind of erasure of women in public life and their participation in politics. This picture (alleged absence of women from public and political life) instead of further asserting the need for inclusion of gender issues in media content of news programs (news), turns out to be supported by the media with "facilitation" of its further definition and reinforcement, in their presentation of asymmetric positioning of genders in the statements aired, and in their neglect of gender issues and usage of gender sensitive treatment..

CONCLUSIONS AND RECOMMENDATIONS

Raising of public awareness regarding gender issues is crucial in terms of improving the conditions with equal opportunities for men and women and

²¹ Excerpt from the analysis of gender issues in the program concepts and content of media, for 2012, part 3. the Problem of "gender invisibility" of women reflecting the *marginalization of the issue of gender equality*, prepared by prof. Katerina Kolozova, PhD. available on http://www.srd.org.mk/images/Izvestai_od_analizi_na_rodovi_prasanja.pdf, стр. 12

promoting gender equality and rights. The need to introduce a gender perspective in the coverage and placement in the news broadcast on the media appears as a necessity for achieving the commitments and objectives arising from the National Strategy for Gender Equality 2013-2020, as well as the Law on Equal Opportunities for Women and Men .

Frequently used expression in gender analysis - low social visibility of women, is unfortunately the final outcome of the analysis of the treatment of gender issues in the news on national TV broadcast via digital terrestrial multiplex. Taking into account all obtained data, we come to the basic insight that the public media space, which is dominated by men, establishes a general division (visual and discursive) that can be described as follows: The contents of the news are generally devoid of sensitivity in terms of gender issues. Overall, certain subjects or events that carry different implications for gender are presented in a gender blind or gender-neutral language.

Regarding the creation of opinion and awareness raising, the media are in a position of being a deeply influential social force that can support and help in achieving these goals. In addition to the precise, accurate and impartial information, they are able to make a choice, how and in what way they will report, what kind of statements will be aired, what language will be used in the presentation of information, moreover, they can recognize what kind of social implications will an event or news on men and women bring. Simply put, the media not only depict, they actively participate in the creation of reality, not only in terms of discourse, but also in terms of visual presentation. And hence their ability to take proactive action aimed at a much faster and more efficient implementation of the mission of constant awareness raising regarding gender issues.

Along these lines are the recommendations provided in this analysis, which refer to the proactive attitude and involvement of television channels in promoting the values of equality between men and women. The fact that the recommendations that follow do not show significant differences from last year, talks about the status quo and a picture (or minimally changed in some media) transmitted by the television in terms of gender issues. With the hope that this report will reach the media, especially television, what we would recommend is the following:

- Introduction of topics that directly affect the issues of equal gender representation in decision-making structures in the social and political spheres and the issue of overcoming gender stereotyping in culture and public discourse.
- Increased presence of women in the role of expert and political authorities, especially on issues that directly or exclusively affect women.

- Introduce topics of essential interest for gender equality in Macedonia, for example, the percentage of participation of women in state institutions, visible and invisible forms of discrimination (the lowest wages in sectors in which the primary workforce is female - such as the textile industry) various social implications that certain events have on men and women and so on.

Supporting recommendation:

In order to increase the competence of journalists and editors in terms of the topics of gender equality and to raise their awareness of the importance of these issues, we recommend that training events and public debates be organized. We recommend that the contents of these events and the methods of transmitting them be designed in a way that corresponds to the needs of the target group to which they are intended.

ANALYSIS

OF THE MANNER OF PORTRAYAL AND REPRESENTATION OF WOMEN AND MEN IN THE PROGRAM CONCEPTS AND CONTENT OF BROADCASTERS (IN COMMERCIALS AND CLIPS SPECIFIED AS "FREE AIRTIME") - INDIVIDUAL FINDINGS

DESCRIPTION OF METHODOLOGICAL APPROACH AND QUANTITATIVE DATA

For the research regarding the portrayal and representation of men and women in the program concepts and content of the media which the Broadcasting Council is obliged to supervise, a sample of 30 advertising spots and spots marked "free airtime" was used. They were analyzed on the basis of a specially designed questionnaire.

The questionnaire designed for the commercials brings knowledge of the manner of portrayal that prevails in our country. The questionnaire used issues of qualitative and quantitative nature. As an illustration, for quantitative questions were asked the following quantitative indicators: the proportion of male and female voice as narrators, the representation of men and women as voices of actors in the commercials, the number of appearance of men and women in commercials was then calculated. However, crucial to this analysis are qualitative questions, for example: (a) "How are gender roles in the feature (active / passive, traditional / non-traditional, victim / perpetrator, smart / lightheaded, woman as a problem / man as a problem, tender and delicate / rough and less sensitive, power / powerlessness, decoration, attracting attention to physical appearance) ?; (b) In what social role do men and women appear in commercials; (c) whether topics that relate directly to gender roles in family life and in terms of sexuality are present and what speech prevails in their coverage (patriarchal, objectivizing, sexist or affirmative in terms of gender equality) ?; (d) How much importance is attached to the physical appearance of women and men and how it is relevant to the situation; (e) Is the showing of body / overall physical appearance of women and men objectivizing (reduced to a sex object) ?; (f) What is the positioning (dominance) of the bodies in space?

Questionnaires concerning the commercials gave qualitative and quantitative data on the portrayal and representation of men and women. We will start with the presentation of quantitative data. What can be observed in the data is a generic asymmetric representation in favor of man, in the form of: the voice of the narrator, the voice of the character, as well as number of men in advertisements (whether it is a commercial advertising or the spots marked "free airtime").

Men and women characters in commercials and spots:

men: 62,5% women: 37,5%

Men and women narrators in commercials and spots:

men: 72% women: 28%

The voice that is heard most often in the form of character or female/male narrator is a male voice. The message that these data carry is that the active subject, one whose voice is heard, is that of a man. The woman is mostly "absent", i.e. the representation of women in the commercials portrays them in a subordinate position in relation to men. Men in turn are the authority that has the right to speak, and whose voice can convince us, assure us, deliver a message.

Similar is the situation with the presence of men and women in advertisements. But in terms of whether it is about commercial ads or spots tagged with "free airtime" there is little difference. The data are presented in the table below:

Type of advertising message	Presence of men(%)	Presence of women (%)
Commercial advertising	66,7	33,3
Spots tagged as „free airtime“	56,7	43,3
Aggregate result of the two types of commercials	64,3	35,7

It is noticeable that in both types of advertisements men dominate with their physical presence in terms of numbers. In addition to men dominating by voice, they dominate in terms of visibility, as physical bodies. This disparity is identified as equivalent to disparities in the involvement and presence of men and women in the news, which shows the analysis of the day - information programs conducted in parallel with this research.

Despite the presence of men and women in advertisements, their positioning in space, ie what kind (of the main female/male actors in commercials and music videos) has a dominant, central position is important. In this respect there is no difference as to whether it is for commercial advertising or a spot tagged "free airtime".

Dominant position in space of female/male actors	Man (%)	Woman(%)
Commercial advertising spot	45,5	54,4
Spot tagged „free airtime“	70	30
Aggregate result of the two types of advertising	53,1	46,9

Greater symmetry of showing the main actors and actresses is seen in commercial advertisements, unlike non-commercial, where we have a pronounced male dominance in space. The cause of approximately identical dominance in the space of the main actors / actresses in commercial spots is also due to the fact that commercial advertisements attach more importance to physical appearance of women than of men. Also, showing the physical appearance of women in commercial advertisements more frequently (five ads) is objectivizing (reduced to decoration or sexual object), versus the appearance of men (in one commercial). Women's appearance in commercial advertisements boils down to decoration, but with the status of a passive agent, because the voice heard is predominantly male.

GENDER PORTRAYAL AND REPRESENTATION – QUALITATIVE DATA

What speaks volumes about the portrayal and representation of men and women are the social roles assigned to them and the promotion of gender roles. Noticable is the usual representation of women in the spots marked "free airtime" as mothers, wives and housewives third. In contrast, commercial advertisements normally portray women as housewives (one is responsible for the cleanliness of laundry, cooking, hygiene in the home, while expressing pleasure and amazement as soon as she finds the means that would better clean stains and dirt). The message these ads are sending in terms of portrayal and representation of gender roles indicates that the area in which women "rule" is the home, and the only "authority" enjoyed by women is the one in terms of household chores.

Unlike them, men usually appear in the commercials outside their home, in a cafe, in their car, in the office building - they are active players in public life. In commercials when they are in the role of fathers and husbands, they are usually clumsy and incapable of housework (cleaning, laundry), making these activities stereotypically presented as "women's work" and duty. This representation of men puts them in a childish position of "adult children" that need to be taken care by women's maternal figure.

The videos that are marked as "free airtime" are mostly part of the Government's campaign to strengthen family values and for large families. In these ads men are commonly found in the role of "the problem", one must be convinced that marriage and family are the right options for him. These spots are strongly colored by patriarchal elements in convincing the partner not to have abortions, so that he would be more pleased with "preferred" gender of the baby, the spouse speaks to him the following words: "I feel that the boy will be just like you ". Similarly, the visual portrayal of the video named "Jana's husband," shows a man in a dominant position, someone who decides, someone who speaks, authority, while "Jana" has been marginalized as a silent figure. The video ends in a scene replicated from the old black and white

photographs of couples where the husband - authority is sitting in a chair, and the woman is standing beside him. Also, in terms of family duties the spots and commercial advertisements usually send a message and show men and women in a stereotypical form, of a clear division of household and parental responsibilities, with men as passive subjects in the home (eg. in the video named Both family and school, the husband is in a typically patriarchal position of someone who sits and reads the newspaper, while the woman is in the kitchen and serves the children). Departure from the stereotype of women's role can be found in the commercial with the doctor who is a mother of 4 children, as well as the spot named "pregnant while studying" where the lead character, in addition to the role of a mother stresses that she is employed and that the decision for marriage has been shared with her partner, but hidden visual message in this video is that in the achievement of this "family values" in rearing three children the grandmother (second female subject) was also involved, suggesting that growing more children is hardly likely if left only to two parents who are both employed, and even more of parents who have low incomes and whose everyday life is not even close to idyllic, meaning that these messages do not operate with all categories of families.

THE PROBLEM OF STEREOTYPING GENDER ROLES AND LOW VISIBILITY OF WOMEN IN TV COMMERCIALS

The results of the analysis of commercial advertisements and spots marked as "free airtime" present a paradoxical picture of gender asymmetry in portrayal on television: female gender is often not shown, or with a minimum visibility, and most often the visibility leads to subordination and marginalization. A conclusion offers itself of low social visibility, which in the commercials boils down to stereotyping of women as socially inferior, placed in positions of lower decision making power, a less authoritative role, and in several cases they are objectivized or reduced to decoration or sexual object. Findings show predominant leaning towards the other extreme, which is equally dangerous, brining dow the role of women exclusively in the private sphere, family and close within the home. The effects of such campaigns that reduce women to a mother, housewife and wife, were typical of the 50s and 60s of last century in the United States, a period identified by the degradation of the status of women and women's rights.²²

²² American feminist writer Betty Friedan writes about this, calling this widespread condition of dissatisfaction and depression in women, "the problem with no name". It refers to women who seemingly had everything: marriage, family and home, but deep down they were unhappy with their own lives, but the American culture and campaigns that went in the form of advertisements insisted that women can experience their fulfillment and happiness only in their roles at home: Friedman, B. (1963) *the Feminine Mystique*, Norton, New York

Men on the other hand, dominated visibility in advertisements, and in the overall media space²³. They have the roles of "heads" in the family, authority, public figures, leaders, decision-makers.

In fact, the visual and discursive portrayal and representation of women and men in commercial advertisements and non-commercial videos, the trend of stereotypical presentation of gender roles, reducing women to two roles (mother and housewife) which operate exclusively in the home, while male subjects are agents who are active, authoritative and whose principal area of activity is outside the home. The differences between commercial advertising and music videos marked as "free airtime" is that in commercial advertisements women are used to attract attention to physical appearance, highlighting their decorative function.

Stereotyping is pronounced in commercial and non-commercial advertising spots marked "free airtime" where mothers and housewives prevail. Where a woman is an active and dominant personality, it refers to domestic chores such as hygiene, cleaning, cooking. The most graphic example is the commercial named: CIF - Knight and cauldron in which the knight eventually revealed his identity to a woman, she is in a superior position relative to the male actors, but only in terms of cleaning efficiency, for which men (according to this ad, and in other advertisements) do not have ability. The end conclusion is that the kitchen, the home is the only "kingdom" where a woman "reigns" supreme. “

CONCLUSIONS AND RECOMMENDATIONS

Raising awareness of gender equality is not only a commitment to women's non-governmental organizations or groups of activists, but it is also a legally prescribed duty of the country, and a value to which that democratic societies aspire. The media certainly have a responsibility in terms of the reality that they create with their daily editorial decisions and that they convey to the audience / citizens. The situation in terms of advertising is somewhat different, because television does not produce advertisements. The argument in favor of the private TV stations is that they are financially dependent on the number of TV commercials and commercial content aired . However, in broadcasting commercial content, they have legal obligations which they must not neglect, including those that ads must not endanger human dignity, nor be based on highlighting gender differences. Therefore, in order to promote the value of gender equality, we recommend electronic media to proactively approach the issue of gender sensitivity in screening.

²³ *Such dominance is reflected in the analysis of the news, moved ahead in this report*

In terms of commercials and spots marked as "free airtime" we would recommend:

- If TV channels get advertising or non-commercial spots (marked as "free airtime") whose content violates the dignity of women and men and creates a discourse that threatens the rights of women and men, as specified in international documents ratified by the Republic of Macedonia (for example, the international Convention on the elimination of all forms of discrimination against women-CEDAW), they should refuse to air or they should demand that corrections be made;
- They should act proactively: through their programming content, for example in entertainment shows, or shows advertising is broadcast, they should introduce content that would be "neutralizing" to unwanted hidden messages and stereotypical objectivizing representation of men and women in TV commercials.

GENDER IN TELEVISION PROGRAMS:

**RESEARCH REPORTS ON GENDER ISSUES
AND POERTRAYAL AND REPRESENTATION OF WOMEN
AND MEN IN PROGRAMS OF BROADCASTERS
IN 2014**

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INTRODUCTION

This report is a result of the analysis of the treatment of gender issues and the manner in which women and men are portrayed and represented by the broadcasters which was carried out in the period September-November 2014 for the Agency for Audio and Audiovisual Media Services by the research team University "Euro-Balkan". The research was initiated pursuant to the obligation laid down in Article 17 of the Law on Equal Opportunities for Women and Men ("Official Gazette" no. 6/2012), according to which the Agency is responsible to provide an annual report on the manner of portrayal and presentation of women and men in programs and to prepare the analysis of gender issues in the program concepts and content of the media.

EXECUTIVE SUMMARY

RESEARCH OBJECTIVE

Ова истражување, како дел од системот за периодично следење на медиумите, има за цел да согледа со колкава застапеност во медиумите се јавуваат прашањата релевантни за односите меѓу родовите, на кој начин се третираат и какви се претставите на мажите и жените во содржините презентирани на телевизиите. Воедно, каде што е можно, овој извештај нуди компаративна согледба на состојбите во однос на претходните години.

Part I Methodology

The research analyzed two types of media products including a copy of the 49 issues of the central - information programs and 33 commercial advertisements aired on seven national television program services (both channels of the public broadcaster MRT 1 and MRT 2 and five commercial TV stations covering the entire territory of the state: Alfa, Telma, Channel 5, Alsat-M and Sitel) in May and June 2014.

Given that it is a periodic research, for the purposes of the analysis minimal upgrade was made if the two previously developed tools (questionnaires), designed so as to provide quantitative and qualitative data. Content analysis and statistical analysis is used in the data processing . Quantitative data are mostly presented in tables or through visual aids, and qualitative, except in cases where additional quantified, are presented narratively.

Part II Report of the analysis of the manner in which gender issues are covered in the news of broadcasters

A. Quantitative results: general observations

Several important observations arose from the quantitative analysis of the material. Generally, the informative programs of all television service providers completely abandoned the sexist discourse, though gender-sensitive language is still completely missing. Furthermore, almost no gender-relevant topics are covered, and when covering those issues that are of interest to the entire population none of the TV channels applies gender perspective, nor

does it take into account any differences between the genders in terms of the needs of specific groups of male/female citizens. Particularly striking is that during the production of such gender-blind content, the women authors participate almost as much as the men, and they are even more numerous in editorial positions..

B. Qualitative results: gender relevant topics and their coverage

Statistical analysis is complemented by analysis of several individual features that deal with two essential topics related to gender issues and comments on the start of Family Studies at the Faculty of Philosophy of the University "Ss. Cyril and Methodius "and the information of the State Statistical Office of the demographic balance in Macedonia in 2013 and the first quarter of 2014. The topics were analyzed for their social relevance and its intrinsic connection with the issues that are the subject of this research, and not because in the coverage or in their editorial approach the media treated them as gender-relevant topics..

CONCLUSIONS

1. Women create the media content, and yet they are completely absent from them, both in terms of physical presence and as interlocutors. This absence at the same time points to gender insensitivity of male and female authors of content, but also to the unequal distribution of decision-making positions in society.
2. In information programs there is a lack of reports covering problems in the area of gender relations. Only 2% of the analyzed features covered gender issues. Of those, more than a third informed about violence against women..
3. There is full absence of gender perspective in the treatment of topics that equally affect the entire population - topics addressing the economy or political participation, for example..
4. Gender-blind speech is used, while masculine forms are used as universal. Although sexist speech is abandoned, feminine gender is totally absent.

Part II Report on the analysis of the manner of portrayal and representation of women and men in TV commercials

A. Quantitative results: general observations

The results were obtained by adding the geographical parameter, i.e. data on the market for which the commercials were intended, whether global or our

regional market, and the results were crossed referenced with all other parameters analyzed..

The quantitative analysis showed visual dominance of women and equality in the representation of women's voices against men, both as narrators and actors speaking in ads. There are differences in terms of the market for which the commercials are intended: those intended for the global market are dominated by male narrators, while in those for the regional market - female. As speaking characters, women are prevalent in both groups. Also, in both groups women aged 18 to 30 are dominant, and characters older than 45 are the least present. Both women and men are portrayed as sex objects in the TV commercials, and in that category women have a significantly lead. The geographical parameter further explains that in the commercials for the global market, men are more objectivized than women, while among those intended for the domestic market there are none that objectivize men. As to women, there is no difference between the two groups..

B. Qualitative results

Qualitative analysis was made through two broad divisions: the first in terms of the message (visual or verbal) of sexist or pronounced traditionalist / patriarchal and commercials with gender-affirmative and inclusive message. The second division imposed the category of products advertized. Information on the type of product advertized was not taken into account in the statistical analysis, which led to a somewhat pronounced asymmetry in numerical values. Therefore in this section TV commercials are also analyzed according to the groups the products target. Commercials are generally divided into three categories: for specific sex (only for men or only for women) for the family and for all consumer categories.

CONCLUSIONS

1. Women are present in the ads as physical bodies and speaking characters more than men.
2. There are differences in the manner of portrayal and representation of men and women depending on geographic, gender or age group the commercials target. In both groups, the most common characters are women aged 18 to 30 and men as subjects and as narrators are more prevalent in advertisements intended for the audience in this region..

3. Most of the ads are gender-neutral, those with stressed sexist or patriarchal message appear as infrequently as those that are extremely gender-affirmative. Almost all that sent emphasized sexist or patriarchal message are intended for audiences in the region..
4. In the commercials intended for the global market men are portrayed as sex objects more often than women. Among those intended for the regional market, there isn't a single one that represents men as sex objects. As to women, there is no difference in terms of geographical parameters.
5. With a few exceptions, the videos that advertise household products for household often portray traditional division of gender roles.

PART I METHODOLOGY

RESEARCH OBJECTIVES AND RESEARCH QUESTIONS

The Law on Equal Opportunities for Women and Men and the National Strategy for Gender Equality 2013-2020 have established the efforts of the Republic of Macedonia for the implementation of gender equality in all spheres of society. In doing so, the media cover an area of great impact which at the same time it reflects the social conditions and creates norms of behavior. This research, as part of the periodic monitoring of the media, aims to see to what extent issues relevant to gender relations are covered by the media, how they are addressed and how men and women are portrayed in the contents presented on TV. Also, where possible, this report will offer a comparative observation of the situation in the previous years.

METHODOLOGICAL APPROACH IN THE ANALYSIS

Research scope and framework

The research covers material aired on 7 national television program services (MRT 1 and MRT 2 from the public service broadcaster) and five commercial broadcasters: Alfa, Telma, Channel 5, Alsat-M and Sitel, over period of two months in 2014.

Material for analysis

Two types of media products that attract the largest audience were analyzed, and hence, they have with the strongest impact on most people: central news programs on seven listed media services and commercial spots aired during the same period as the news programs, i.e. prime time viewing..

Sample

The requirement for comparability predicated upon the definition of the sample for analysis on the news, which this year consists of seven issues of the central news programs (which are in terms of time equivalent to a weeklong informative material) of specified TV stations conducted in May and June 2014, a total of 49 news issues. To allow coverage of a longer period, the seven issues of each broadcaster are divided into two or three consecutive weeks, while for each of the television stations all days of the week are covered. The second sample consists of 33 commercials aired during the same period. In the second type of material for analysis two minor changes were made in terms of the research that was conducted last year: while part of the sample for analysis of advertising spots last year was taken from those designated for free airtime,

this year the entire sample is formed by commercial spots which, in May and June were broadcast on the seven national television channels. At the same time, the sample contained 30 TV commercials last year, while it now contains 33 commercials.

Instruments

The two different types of material, the central issues of daily news programs on seven national television stations and commercial advertisements broadcast on the same broadcasters, were analyzed with the same two specifically developed instruments (questionnaires) with which the research of the media was conducted in the previous two years, with two minor interventions. Namely, the same two questions were added in both questionnaires : the question of the age group of interlocutors in news / characters presented in the TV commercials, and, if relevant, their presumed or presented background (religious, ethnic, gender). The first questionnaire, developed for the analysis of the information programs, retained the areas referred to as strategic for gender relations in the National Strategy for Gender Equality 2013-2020: human rights, processes of decision-making, health, social care, education, economic empowerment, women and violence The woman and the media, women, peace and security..

Types of data

The instruments are designed to provide two types of data for analysis - qualitative and quantitative. Quantitative analysis has been made of the number of features that deal with gender issues against to the total number of features, duration, percentages of men and women editors, journalists and interlocutors. Qualitative data, which are drawn from the so-called open questions, provide a picture of type of speech prevailing in the material and the manner in which the topics relevant to gender issues are presented. In some places, where statistically relevant, qualitative findings are expressed numerically or quantitatively.

Data processing

In the processing data content analysis and statistical analysis were made. Quantitative data are mostly presented in tables or through visual aids. Qualitative data, except in cases where further quantified, are presented in a narrative in the fourth chapter of the second part.

PART II REPORT ON THE ANALYSIS OF THE MANNER IN WHICH GENDER ISSUES ARE COVERED IN THE NEWS OF BROADCASTERS

The above described sample of 49 central daily news programs includes 823 individual features for a period of 26 hours, 30 minutes and 8 seconds. The analyzed material includes sports news, thematic wholes taken separately from the central news (such as "Business News" on Sitel) and articles taken from foreign media..

A. Quantitative results: general observations

The quantitative analysis of the body of material has led to several general conclusions:

There is absence of gender-sensitive language, but also sexist discourse is completely abandoned. Almost without exception, all analyzed features use gender-neutral or gender-blind speech. None of the television channels has accepted feminine gender designation, so for example, women who are office holders are without an exception referred to in masculine gender (MP, director, journalist, editor). On the other hand, the two extremes - sexist and gender affirmative speech, if they appear at all, have no statistical significance.

Furthermore, **absence of coverage of gender-relevant topics is striking.** The news, in general, are characterized by superficial and informative reporting on daily events, in depth analysis of the socially significant themes is completely lacking. Therefore, it is not surprising that the analysis of the features shows no presence of any gender pertinent topic, and the assessment of the features, which the next section discusses as gender relevant issues, does not reflect either the editorial intention or the way of journalistic coverage of topics. Several features deal with issues traditionally linked to women and hence qualify as gender-relevant content: an article on domestic violence shown on Telma (May 31), report on sexual violence against two girls from India, released on Telma (May 31) and Channel 5 (May 31), the feature on sexual assault of a girl (Channel 5 (May 31), a feature reporting on the middle aged female marathon promotes gender equality shown on Alsat-M (June 3) and the feature on environmental action of the female caucus of the Socialist Party in Kratovo in urban arrangement of green spaces in the city (Sitel June 13), information on homicide and suicide due to a love quarrel released by several of the analyzed broadcaster. This group includes even a thematic block consisting of two reports ("How difficult is it to prove sexual harassment" and "Legal experiences with sexual abuse," June 4)

on Sitel dedicated to sexual abuse, which in an attempt to provide an in depth analysis addresses the problem by talking to the experts, without mentioning the immediate motive and without ever addressing the gender aspect of the issue. Consistent with the last year's research, in which special emphasis was laid on the coverage of female athletes, we have here a feature by the sports editor of TV Channel 5 in which on the occasion of the start of the World Cup there is an interview by the journalist Miomir Sermafimovikj with Mirka Arsova, "assistant coach of women's national team of up to 18 years old." The announcement of the presenter of the news Tatjana Stojanovska, however, explained that "Football is equally followed by women and men" and that through this interview with the female soccer player we will "Remind ourselves that women's soccer is also played in Macedonia " (sports news on Channel 5 June 13).

In the categorization, some other features were added to the aforementioned which, while not explicitly dedicated to gender issues, are gender-relevant or content that promotes gender equality, covering topics that have direct implications on the perception of women, their role and position in society, women's human rights and gender relations. In this group the key are those whose more detailed analysis follows in the second part, as content which addressed the then popular theme at the opening of Family Studies at the Faculty of Philosophy (here represented by the articles of Telma and Channel 5) and reactions to information about the demographic balance of the State Statistical Office and commented on Channel 5 and Sitel..

Despite this broad definition, the features that deal with gender-relevant topics account for a negligible percentage of the body of analyzed material. The table below shows the ratio of gender-relevant articles in relation to the total number of processed items for each TV separately.

	Total number of analyzed features	features covering gender relevant topics
MRT 1	131	1
MRT 2	122	0
Channel 5	96	3
Алcat-M	139	1
Alfa	140	1
Sitel	89	9
Telma	106	5
total	823	20

Табела 1: Features covering gender relevant topics

Or, expressed in percentages

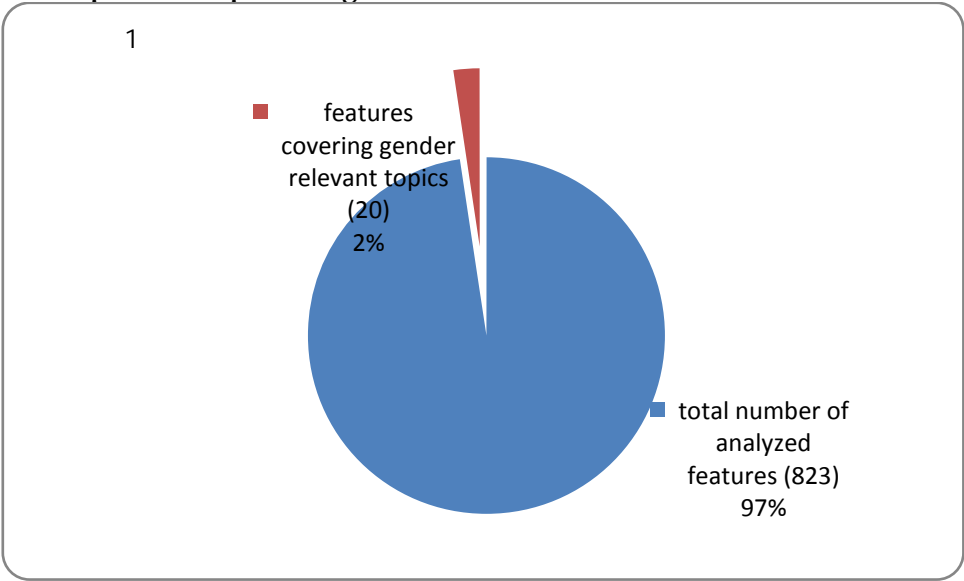


Figure 1: Features covering gender relevant topics

In addition, notable is also complete absence of gender-sensitive coverage of those topics that are of social importance and that would be expected to include the gender perspective. Such neutrality actually reflects the absence of

general gender aware journalists, while the superficiality with which the themes of immediate relevance to the quality of life of all citizens testifies about gender blindness of journalists even more than the absence of features dedicated to the treatment of gender issues or gender-neutral speech.

It is important to point out the fact that ***in the production of such content women participate significantly***, in some cases, not only as a reporters, but as editors as well, ie designers of editorial approach. Thus 328 female journalists appear as authors of features against male 406 journalists, while the editorial policy of informative programs is in 27, or 51% of cases, has been designed by women. Or presented graphically:

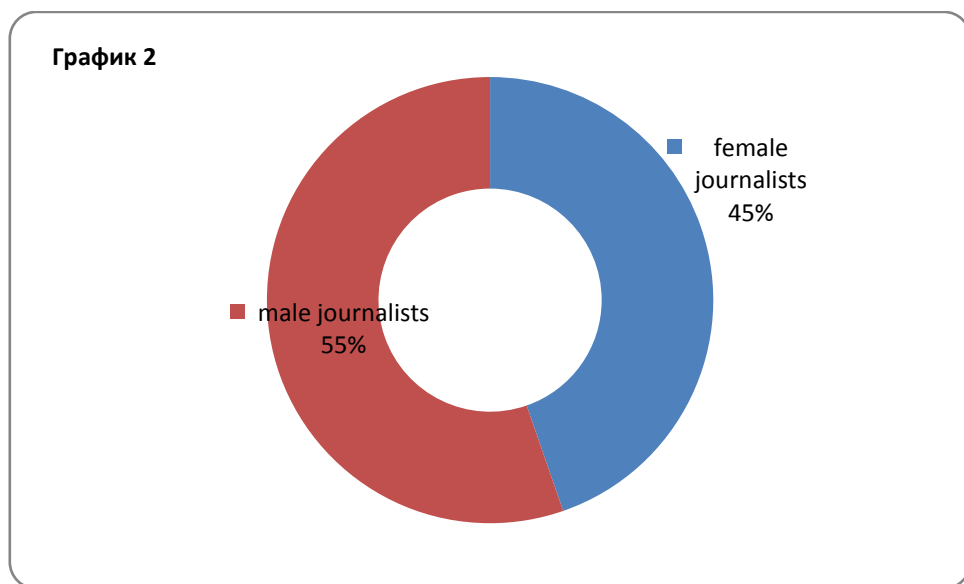


Figure 2: Female/male authors of features analyzed

It should be borne in mind that in the analyzed sample, women journalists were not represented in the sports block of the news, where due to the number of short features authored by men, the participation of men as journalists has grown statistically somewhat unrealistically against the participation of women. On the other hand, in the analysis of the messages conveyed by the foreign media, the said names were registered as copyright, although they rarely contribute in the manner in which a topic is covered.

3

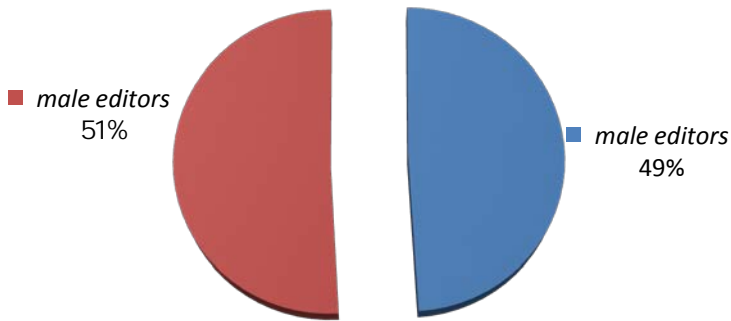


Figure 3: Percentage of female editors vs. male editors

Although they create more than half of the media content, women, in terms of their physical presence, voice or attitude, are almost completely invisible in news programs. Quantitative data on the number of women who appear as interlocutors in news is probably the most devastating figure, considering that this disproportion is not just a reflection of gender insensitive editorial board or of journalists, but also to a large extent it reflect the real positioning of women in influential social positions.

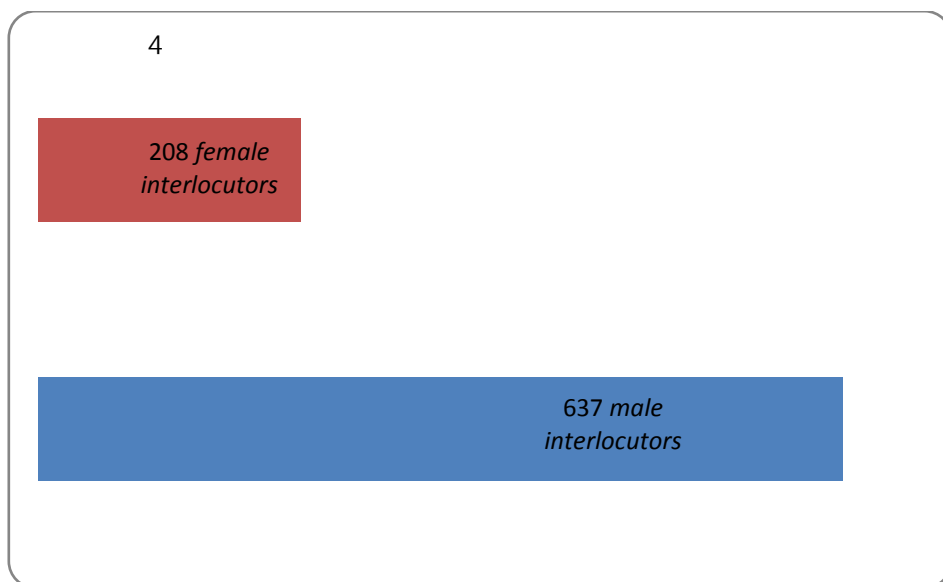


Figure 4: Presence of women and men as male/female interlocutors in information programs

The graphic presentation of women in the news appears to be even more dramatic if the individual profile of female interlocutors is analyzed and the reason for their presence in the news. In Features aired on TV Channel 5, for example, 3 of the 35 female interlocutors talk about the culinary specialties of "Gurman Fest" in Dojran, 6 are bereaved close kins to the tragically deceased Angel Petkovski, 2 girls who attend the event entertainment, etc. . The impression is even that women are underrepresented in the background videos, even as a passive physical presence.

B. Qualitative results: gender relevant topics and their coverage

In our attempts to detect in the analysis content with direct or indirect relevance for gender issues, two topics, that are coincide with the randomly selected sample, are particularly important for this meta-analysis, i.e for the manner in which they were analyzed in news programs.

Statistical indicators for the processed sample, which were outlined above, provide a convenient introduction to the manner in which two important topics were presented in four of the seven analyzed media - the start of Family Studies at the Faculty of Philosophy of the University "Ss. Cyril and Methodius" and the information of the State Statistical Office about the demographic balance in Macedonia in 2013 and the first quarter of 2014. While quantitative data provide a picture of the asymmetry of presence of gender in media

content which could be impacted by active measures to integrate both genders in media content in a way it was done with the decision making structures, the manner of coverage of issues that go deeper into the context that depicts gender relations in society reflects a deeper, fundamental value systems and norms.

Family studies

In the analyzed sample we covered the two features that deal with the introduction of Family Studies. Telma news in the June 8 issue of dedicated a feature which was 3:50 minutes in duration, entitled "Flawed family studies?" while Channel 5 in the feature lasting 6:22 minutes on June 4 issue commented by short notice and interview with Assoc. Proff. Tatjana Stojanovska Ivanova, PhD. For Two things are common to both features: the topic is covered because it is interesting and commented on other media ("Why such a fuss raised around Family Studies at the Faculty of Philosophy, what will these family studies mean, what will be studied and why such noise on social networks where there were various comments ... "(announcement on Channel 5, 4 June) and in both features the emphasis is laid on public opinion, ie over the comments and heated discussions during the broadcast of the features taking place on social networks. Full neglect is demonstrated of the context indicating that the curriculum of Family studies replaces the curriculum of Gender studies (though Telma it mentions it by the way) at the expense of clearing the alleged popular misconception that the new program will treat divorce as a deviant phenomenon (which is the main topic of the interview on Channel 5) or raising the alarm about it (Telma). Both television channels cautiously refrain from expressing their editorial stance on the subject, Telma, through presentation of facts and interrogative formulation of the headline of the article, and Channel 5 through a witness in favor of one of the sides or through a female interlocutor who defends only one of the positions. So while in the feature on Channel 5 the manner in which the topic is covered leaves no room for conclusions on the discourse regarding gender issues, the female interlocutor speaks in defense of the studies ("Family studies will train people who will contribute to reducing these social deviations we are discussing ") she cites an anonymous scientific authority and in favour of traditional values (" globally the recognized and renowned sociologists ... divorce is studied within the sociology of social deviations "), while sharply rebuking the abstract enemy who is unrepresented in the feature ("on and the same apologists , the same people who are constantly of a critical mindset, endeavor to attach a negative connotation....to each positive, noble idea")

We can conclude that in both articles there is no deeper analysis of the effects of the topic covered and its relation connection to the wider social context. Editorial boards do not recognize it as explicitly linked to the issue of gender relations, nor do they analyze it as such.

Demographic balance

In terms of contextualized interpretation, the way in which data from the State Statistical Office are interpreted provides a different picture showing of the demographic balance of ethnic communities in Macedonia (Sitel, June 13 and May 22, and Channel 5 from June 13).

In two successive features, Sitel, in the news on May 22, analyzes the consequences of the demographic balance of Macedonians in 2013 and the first quarter of 2014, of which the State Statistical Office provided information..

The feature in which the journalist presents the data without making correlations between different statistical categories, and without conclusions drawn by the editor of the news Dragan Pavlovic-Latas was announced with the question "which municipalities are winners and which municipalities are losers?" (Latas, Sitel May 22). The transition between the presentation of statistical data without and analysis and conclusions concerning the consequences of the demographic situation are announced by the editor with "Forget that we are not doing well with fertility - at all, but we have a lower number of people getting married, and an increasing number of people who dissolve their marriages "(intro, Sitel May 22). The introduction at the start of the news is more suggesting in terms of the thesis at which the journalist will only hint: "This tendency to turn toward personal rather than family values and building your own destiny is a central public interest in this, but also in future periods as well" (announcement of the news, Sitel May 22). Thus, the feature posits that family values are irreconcilable with "urban areas and empowerment of women [who] are an important factor in divorce proceedings" (conclusion of the journalist, Sitel May 22).

This tension is mitigated by a female interlocutor, who, without moralizing, supports the correlation urban environment / emancipation - divorce: "If that is a conservative environment, a closed environment, everyone will have a similar attitude towards marriage, quite patriarchal, unfulfilled dreams, unrealized expectations, increasingly less valuable than staying in the marriage "(female interlocutor MA Mirjana Jovanovska Stojanovska, a psychologist).

In the feature on Channel 5 the female journalist draws a direct correlation between divorce and low fertility: "In municipalities with the best birth rate statistics rate of divorce is the lowest, i.e. 16%, in those with the worst birth rate, divorce rate of 25% is registered. Skopje municipalities Saraj and Chair as municipalities with the best fertility statistics show the lowest rate of divorce - 9%, while in Kisela Voda and Karpos, municipalities with the lowest number of babies, the divorce rate is 27% Karposh and 38% in Kisela Voda (sic!)."

Illustrative is also the fact that in the features shown on the two television stations axiological (or ideological) rather than statistical or mathematical

category was used in the ranking of birth rate, so the highest is the best and lowest is the worst birth rate..

All five features, two on Sitel and Channel 5 each are dedicated to issues of birth rate and the one on Channel 5 which comments the introduction of family studies draws a direct correlation between what they label as deviant (conformism, divorce, personal needs) and the decline in the birth rate, and empowerment (of women, and in the latest case of men), confronts the traditional values that are covertly or overtly advocated.

CONCLUSIONS

1. Women create media content, and yet they are fully absent from it, both in terms of their physical presence and as interlocutors. This absence at the same time points to gender insensitivity of male and female authors of the content, but also to the unequal distribution of decision-making positions in society.
2. In the informative shows there are no features covering issues in the area of gender relations. Only 2% of the analyzed features address gender issues. Of those, more than a third inform about violence against women.
3. Complete absence of gender perspective in the treatment of topics that equally affect the entire population - topics in economics or political participation, for example.
4. Gender-blind speech is used and masculine forms are used as universal. Although sexist speech is abandoned, inflexions denoting feminine gender are completely absent.

PART III REPORT ON THE ANALYSIS OF THE MANNER OF PORTRAYAL AND REPRESENTATION OF WOMEN AND MEN IN TV COMMERCIAL SPOTS

The second segment of the research, which gave us a picture of the manner in which men and women are portrayed in the media, was conducted by analyzing a sample of 33 commercial advertisements aired on seven national television services in May and June 2014.

For the analysis of this material and in favor of comparability of results of this year's survey with those conducted in 2013, the same tool was used - a questionnaire of 16 questions designed to collect information about the verbal and visual portrayal and representation of men and women.

The questionnaire was analyzed in terms of quantity and quality of verbal and visual aspect of the videos. Thus, in terms of verbal aspects, quantitative analysis was made of the representation of male and female voices as narrators and characters in the commercials, while the qualitative analysis was made of the discourse (whether it is patriarchal, sexist or affirmative in terms of gender equality). In terms of visual aspects, we analyzed the manner in which genders are represented (active / passive, traditional / non-traditional, victim / perpetrator, smart / careless and so on.), their projected social role, the importance attached to physical appearance (whether they are reduced to a sex object or objectified), their positioning in the frame (who dominates). The coding, or in other words additional quantification of qualitative results is graphically presented below in the report.

A. Quantitative results: general observations

Geographic distribution of potential consumers of products advertised or the market for which they are intended, is included as an additional parameter in obtaining the quantitative results. Thus, additionally comparative analysis was made of the characteristics of advertisements appealing to consumers from Macedonia and the region, as opposed to those made for the global market. This additional parameter is cross-referenced with each of the analyzed categories. The results are presented in figures that follow.

Quantitative analysis showed that, unlike the results from the last year's survey, which highlighted the absence of women's voices or physical bodies in the commercials, in the sample analyzed this year we observed visual dominance of women and equality in the representation of women's voices, both as narrators and actors speaking in the commercials.

Figure 5 shows visual representation of women in advertisements that were analyzed:

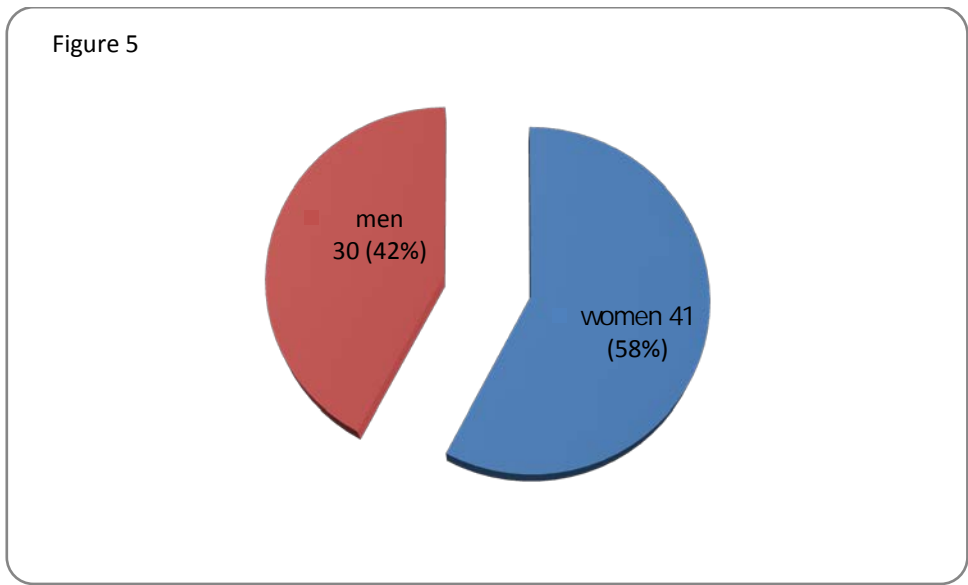
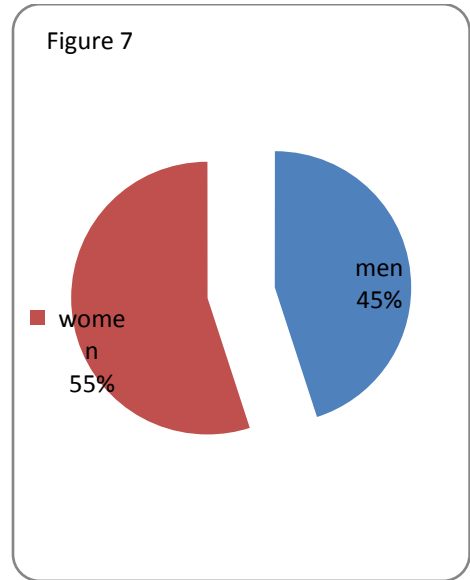
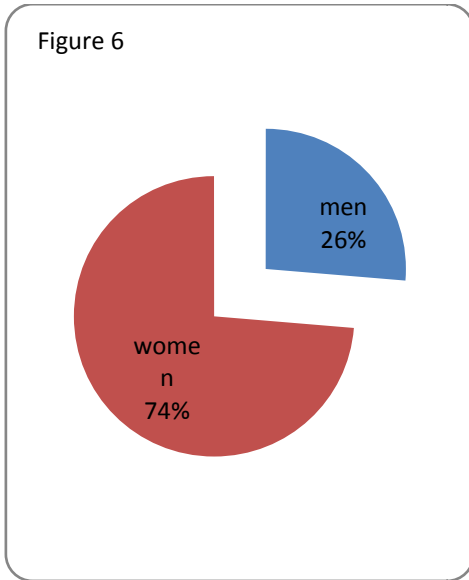


Figure 5: Visual presence of women and men in TV commercials

Differences in this category are in advertisements intended for the domestic or regional market and those intended for the global market, but in both groups women's physical presence in commercials is stronger than that of men.



Figures 6 and 7: Visual presence of women and men commercials of foreign and local / regional production

Female voices dominate the ads processed from the sample. As narrators, women appear in the same number of commercials as men (Figure 8), as characters speaking in advertisements women are even in a slightly higher number than men (Figure 9). Predictably, the videos that advertise products for sexually differentiated targets are accompanied by narration from the respective group and the color and intonation appeal to targeted consumer. For example, advertising for Fa shower gel features a cheerful female voice that suits the young woman depicted as a gentle, care free and self-aware, advertising deodorant for men, Straight features a cheeky, daring and provocative male voice corresponding to the visual content of the commercial and to the superior male customer profile. Similarly, commercials that appeal to families relating to repetitive homework (food, clothing, hygiene) usually feature women, and those relating to the financial side of the family, such as advertising credit on Sparkasse or of Alfa Bank, feature male voices, regardless of the fact that commercials are either gender neutral or, in the case of ad Sparkasse, extremely gender affirmative. 16% of the ads include both male and female narrators, and 3 ads (9%) are without narration.

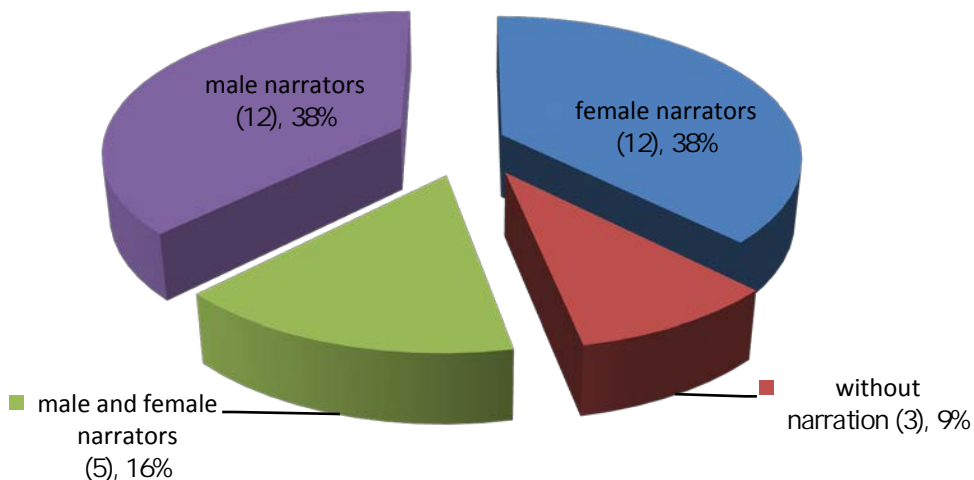


Figure 8: Ration of male.female voices in TV commercials

Results which show the voices of male and female chracters in TV commercials are interesting, because although in most of them (42% or 14 commercials processed) depicted characters do not speak, while in the rest of them either only women speak (29% or 9 ads) or both men and women (24% or 8 ads) and in only 2 (6%) only male characters speak.

Figure 9

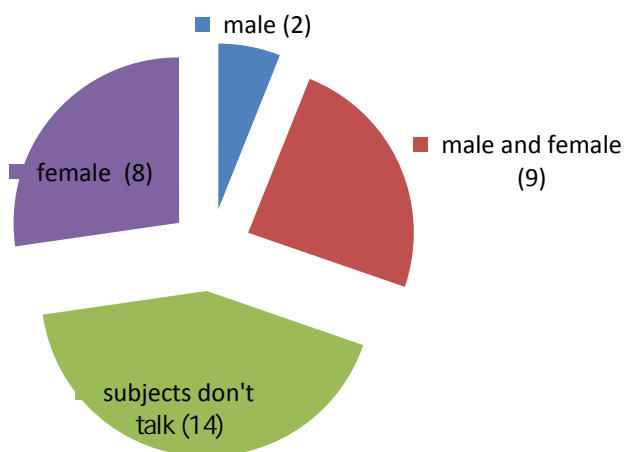
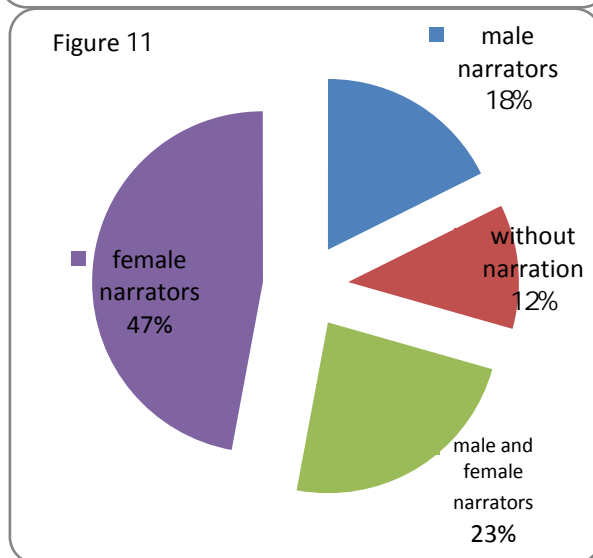
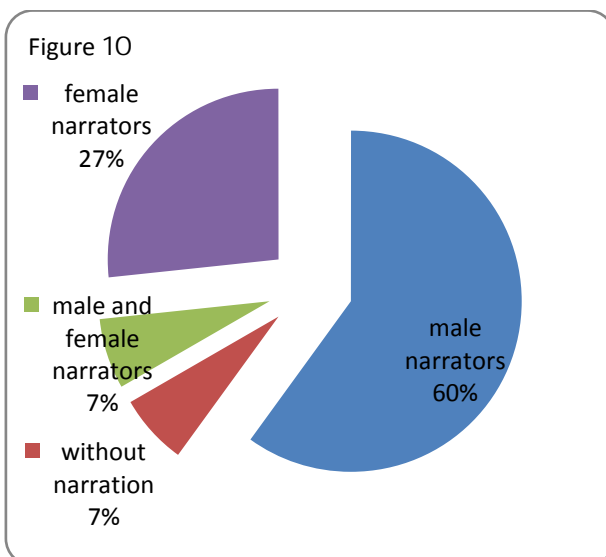


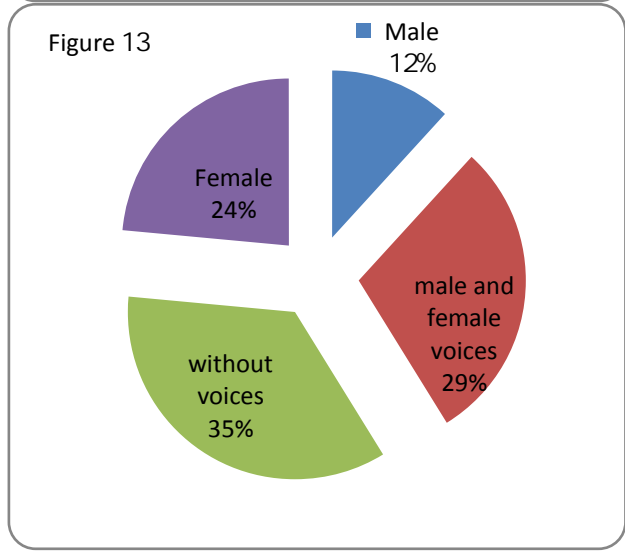
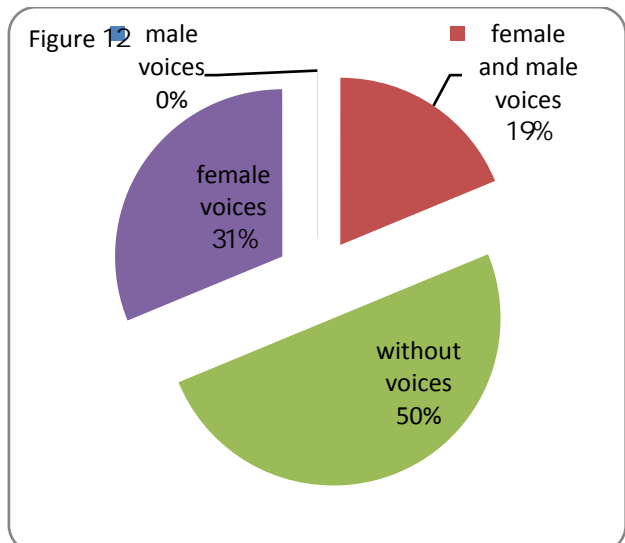
Figure 9: Ratio of male and femal characterrs in TV commercials

The results differ slightly when they geographical parameter are added. For example, there is a difference in terms of voices who as talk as narrators consumers. In TV commercials intended for the global market, men dominate as narrators, occurring in 60% of TV commercials, in those intended for regional market women's voices are assessed as more credible in 47% of TV commercials, compared to men's voices in only 3 (18%) of TV commercials.



Figures 10 and 11: Female.male narators in TV commercials of foreign and domestic/regional production

The subjects are mostly silent in the two categories of commercials, but in those 58% of the spots where the subjects speak, women's voices are much more prevalent. In TV commercials intended for the global market, male and female characters speak in 19% of TV commercials, but there isn't a single commercial in the analyzed sample in which only male subjects talk. .



Figures 12 and 13: Representation of the voices of the subjects in TV commercials from foreign and local / regional production

Quite predictably, the analysis of the gender of presented characters showed that the most convincing or likeable group are (attractive) women aged 18 to 30 who make up nearly a third of all characters in TV commercials of the analyzed sample. As seen on Figure 14, the next most common group are men of the same age with 18% then women in next age category (31 to 45) represented in 14% of the videos. As the least effective promoters of advertising products are considered women aged over 45, occurring in only 4% of TV commercials in the processed sample, ie only 3 of commercials. In contrast, men in this age group are twice the number.

Figure 14

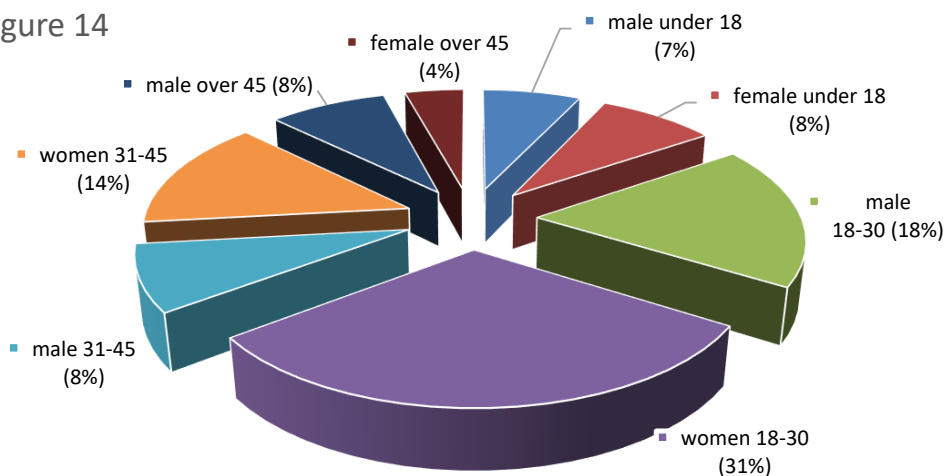
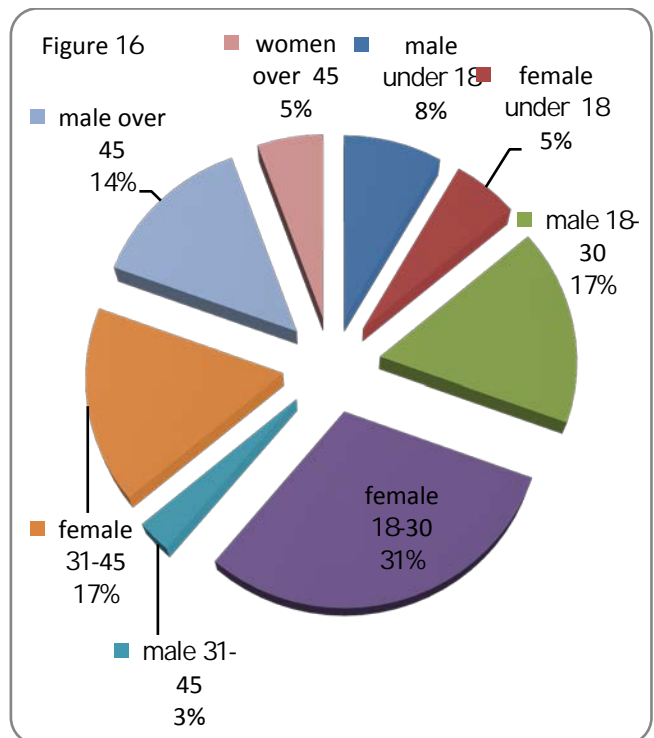
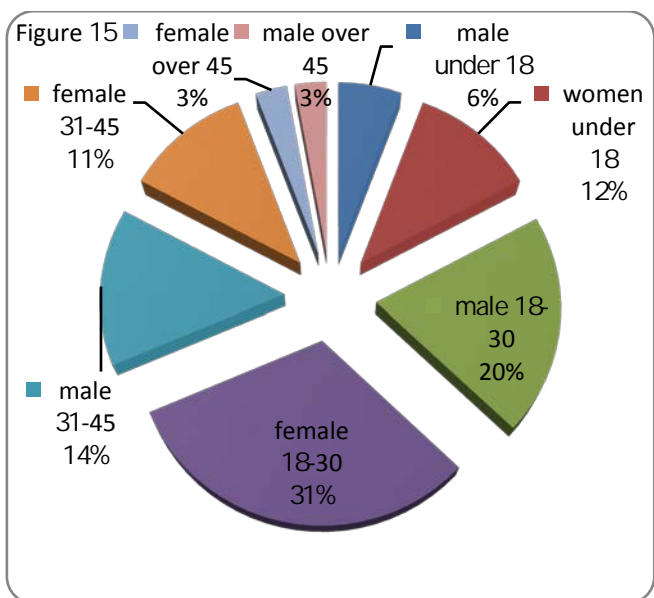


Figure 14: Age and gender of characters presented in TV commercials



Figures 15 u 16: Age and gender of characters presented in TV commercials of foreing and domestic/regional production

We noticed several differences in the age category in terms of whether TV commercials are for our region or for the global market. First, among consumers in the regional market women and men older than 45 years are more common characters (appearing together in up to 19%) than the TV commercials from the other group, where they are present in only 6%. A second interesting observation is that the percentage reserved for male characters in TV commercials in the region is moved to one age group than that in TV commercials for the global market, ie, those 14% of male characters present in one group are at an estimated age of 31- 45 years, while in the second, the one that talks to consumers from this region, elderly population are in higher number, with an estimated age of more than 45 years. This discrepancy is largely due to the fact that TV commercials for products intended for the care of men in which this age group dominates, are exclusively designed for global market, but it is worthwhile to note the difference.

Finally, by far the least represented group are women aged over 45 years. The sample of analyzed commercials shows that they are in only 4%, or in only 3. The estimate of age was made according to their projected role, rather than by physical appearance, which normally sets unrealistic standards. On the other hand, men of the same age are represented twice as much, with 8%, and their physical appearance fits into the realistic expectations for people of that age.

The last category which we represent numerically and graphically is objectivization, or in other words, the data about the extent to which men and women are represented as (sex) objects in TV commercials that we analyzed. In the total sample, women have the lead with almost two thirds of this category, i.e. they were presented in TV commercials as sexual objects almost twice more often than men.

Figure 17

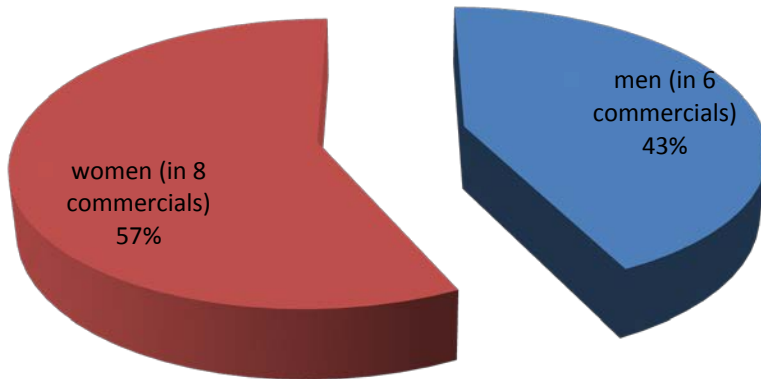
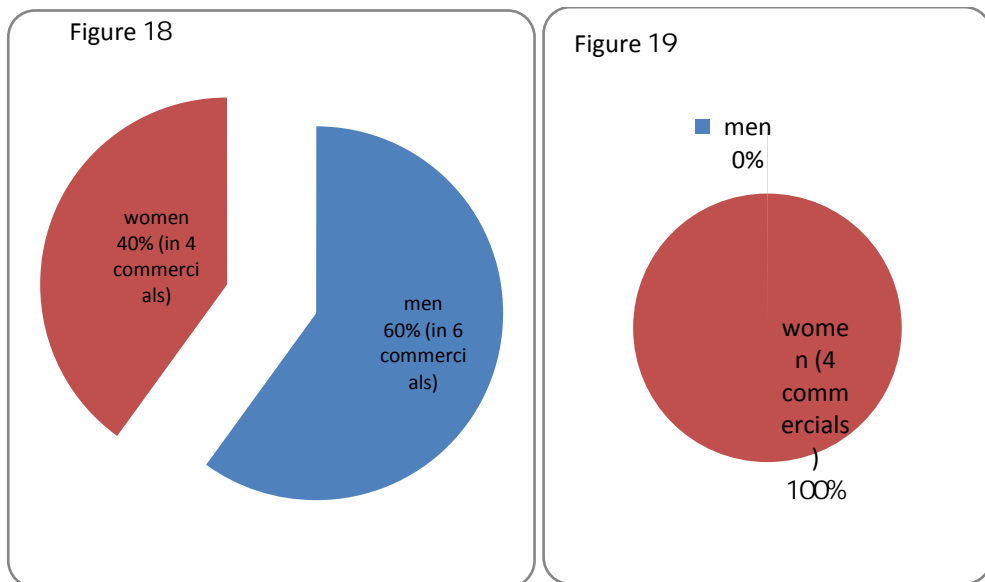


Figure 17: Representation of men and women as sex objects

The cross-analysis with the added geographical parameter, however, further explains this category. In foreign commercials, men were more objectivized than women (the former in 6, the latter in 4 ads), but in those intended for the domestic market there isn't a single commercial where men were portrayed as sex objects..

Again, although the data is impressive, We noticed almost immediately that this picture is mainly due to the types of products marketed in TV commercials.



Figures 18 u 19: Representation of women and men as sex objects in TV commercials of foreign and local / regional production

Although we added in few places additional parameters to derive as much as we can from the quantification of results, statistical reviews often swallow the most striking examples. Some are qualitatively processed in the next section.

B. Qualitative results

The statistical representation of the results of our research requires further explanations of some conclusions we arrived at in the analysis of TV commercials. For easier presentation of the findings, TV commercials are categorized on the basis of several criteria, so we will present qualitative results as well.

The first division, guided by the the purpose of this research, was made in terms of the message, visual or verbal, conveyed by advertising, while putting emphasis on both end values - of sexist or exclusively traditionalistic or gender affirmative and inclusive message.

The second division was warranted by the category of products marketed by the TV commercials. Given that the information about the type of product being advertised was not taken into account in the statistical analysis, which led to a somewhat pronounced asymmetry in numerical values, this section will also analyze TV commercials according to the target audience. TV

commercials are generally divided into three categories: specific sex (only for men or only for women) for the family and for all consumer categories.

These two classifications intersect in several individual examples and together they exhaust the entire analyzed sample.

Sexist (pronounced traditionalist or patriarchal) as opposed to gender-affirmative TV commercial spots

Several of the analyzed TV commercials deserve a special mention as representatives of two extreme positions in relation to the manner in which women are portrayed: TV commercials that promote gender equality and non-traditional values and TV commercials that depict extreme gender insensitivity or pronounced sexism.

In the first group singled out the commercial for Maestro dedicated to the family, the commercial for Sparkasse credit and the commercial for Coca-Cola - this is the hub for all of us. In the second, TV commercials of Bekament-wall doctor, one for Elit coffee, as well as for Gazoza, which offers an alternative aspect of reading.

Traditionalist and sexist TV commercials

All three spots highlighted as examples of gender-insensitive representation of men and women are part of the domestic or regional production addressing only the adequate audience. All three also reconstruct a known or desired setting, drawing associations of rooted projections and fantasies. For example, the commercial for Bekament-wall doctor is a short scenario in which women appear in several roles. First is the group of women which is represented in the apparent position of powerlessness faced with a problem tied to home / house while the solution of the problem is in the hands of the powerful male-director. Similar is the role of the woman represented as the wife of the director. The man finds solution and calls another man for help - a wall doctor who from the position of full power comes to solve the problem followed by several female assistants presented as nurses in attractive appearance and provocative clothing contributing to the position of the doctor. The commercial accurately reflects patriarchal matrix in which the male tandem has the power that renders them responsible for the protection of powerless, funny noisy women tied to a limited area of society (home, office) and whose dominance is manifested through a woman represented in the permitted form away from home - like voiceless decoration.

Similarly, although without the male element, are presented female characters in the commercial for **Elit coffee** - as an allusion to the male harem fantasies. Three voiceless, naked girls have fun indoors in their innocent pastime of drinking coffee and playing a winning game of Elite, while quite out of context sending seductive glances at the camera.

The third ad from this group, that of **Gazoz** gives a picture of home environment in which the father has full control of the family and all the resources in the family. The father transfers some power to his son, to whom he entrusts the management of the vehicle and his son mocks him because he watches Turkish TV soap opera which is an activity inappropriate for a man. The humorous twist (the powerful head of the family alone transforms into a guy flooded with emotions) confirms the framework for expected behavior of men and women.

Women are marginalized in the commercial, though under control - the daughter is allowed to go out (unlike the son who receives the status of power in the form of a car). Ironically, the slogan *Connects and brings closer* leaves the father alone in the house, because that is the only way he can depart from the expected behavior and afford some pleasure..

An alternative aspect of reading this commercial comes from the fact that patriarchal relations of power in the family are shown with some caricature of the character of the father whose importance has vanished as as an airless balloon at the moment of humorous twist when his son 'catches him in the act' of watching a soap opera. Accidentally or intentionally, the commercial while depicting a situation of classical patriarchal division of power - with a witty twist provides an alternative reading - of the social character of gender roles.

Gender affirmative TV commercials

The three commercials selected for presentation in this group in different ways promote diversity, non-traditional values and affirm gender equality.

The advertising spot for **Sparkasse** underlines modern values in a family and gender affirmative way. The screenplay shows a joyfull three-member heterosexual family who had just raised the loan from their bank and now has a clean and pleasant home. A similar young and cheerful couple (husband and wife) comes at the door in the cut perfectly evenly divided to include both characters. The absence of a male child is supplemented by projected wish of the daughter of the owners of the apartment ("I would like to get a brother"). The male narrator is complemented by three female voices of the characters, and the final scene, in which an adult man and a woman sit around a small children table on small chairs indicates to full equality of gender roles in the family.

TV commercials for **Coca-Cola** are recognizable by mass scenes that represent young people in perfect joy and care free activities regardless of which part of the world the are presented and whether they reflect the reality of the place. The commercial analyzed for this study retains the distinctive features of Coca-Cola - inclusiveness in terms of race and presumed ethnicity and acute discrimination based on age and physical appearance. It won its place among TV commercials highlighted as an example of gender affirmative deserved with the slogan "This is the hub of all of us!" And narration "Some

think that soccer is only for men ..." followed by a scene of girls stereotyped as Muslim who train on the ground in an environment implicit of countries where women have limited rights and traditional social roles. Although in all other segments it is shallow and open to analysis, the commercial which was aired as a prelude to the World Cup contributes to some extent to the change of perception of sport as exclusively male domain.

Finally, the most striking and the least typical in terms of the research questions is the commercial for Maestro accompanied by the slogan "Dedicated to the family," even more so in that it comes from the Balkan region and it targets local consumers.

The commercial shows an atypical family of two women and two children engaged in activities that reflect the autonomy, pro-active approach and emancipation of women represented, keeping at the same time the warmth and joy of relationships which is projected on TV commercials dedicated to families. The roles of women are not unambiguously clear, because they can be interpreted as two mothers, mother and grandmother (one woman is older), or as partners.

Narration "families spend their rare shared moments modern at the table" describes the modern family in which mothers are economic pillars of families and the fact that the table in the message is presented as a picnic table placed outdoors departs from the picture of a mother placed in the home and family bound for indoor and limited space. Accidentally or intentionally undefined roles of women single out this ad as most pronounced gender affirmative.

TV commercials targeting a specific group against TV commercials for a wide audience

TV commercials intended for a specific group

Videos for products intended for sexual / gender-defined group articulate in the most graphic fashion the unrealistic standards of physical appearance and success which gender analysis and feminist critics have condemned as one of the key features of the advertising industry. These features are visible in TV commercials intended for the care of men and women making up 18% of all TV commercials analyzed and 30% of TV commercials intended for the global market, given that they all belong to the latter group.

These TV commercials are characteristic in that they all, without exception, are accompanied by narration corresponding to the sex targeted by the all product and show an idealized image that the potential buyer would have to project as desirable. In this sense, the exception is only the TV commercial for sanitary towels Helen Harper, which stands out in a negative sense, and the quality of production and accuracy of the message, showing average, but active "girls next door" about whom we should think that they acquire additional freedom through the use of the product. All other TV commercials of this

group use a subtle (Fa Straight, Nivea, Garnier) or open sexual allusions (Malicija, Invictus). Most accept traditionalist framework, so Invictus and Straight portray powerful, independent, super-men, with some autoeroticism, since women in both TV commercials are portrayed almost like an apparition and in no case as a reason for the actions in the commercial taken by the lead character. On the contrary, in TV commercials for Nivea and Fa, women, painted as soft, groomed, attractive, but rather clean than seductive, are shown in activity of almost ritual cleansing and nourishing in anticipation of a meeting with the husband. Although marginal, as are women in TV commercials for Invictus and Straight, here the male subject is positioned as a teleological reason for the care of women.

Exception from this most common scheme is the commercial for hair dye Garnier and the commercial for the male deodorant Malicija. The latter inverts the roles, so here the woman is the seductor and active, while the husband is the passive actor, although the sexual connection through which the tension builds remains schematic. The commercial for Garnier departs from this scheme and talks only to women with no other connotation other than the expected standards of appearance, so in this company it sounds and looks emancipatory.

Interesting for analysis are TV spots marketing products needed in the *household*, because in this group projected gender, social and family roles are most pronounced. Of the analyzed sample, it includes TV commercials for products for cleaning and laundry (Ariel Savex, Ferry, Kalgon), food products (Maestro, two TV commercials), care for babies (Chanbebe diapers) and financial services (TV commercials for loans of Alfa Bank and Sparkasse and the commercial for Eurolink insurance).

Ariel TV commercial stands out in this group of TV commercials for cleaning, which portrays two young parents with 3 children, who are positioned in the cut in a way that symbolically classified the woman as the one in the house who makes the decisions, while her husband, show as being of extremely youthful appearance, childlike, is sitting on the floor under the feet of his cheerful wife and playing with their children. The impression of mild domination of women is highlighted with the answer "Well, not exactly?" The husband sighs, "It is good that there are only three [children]." The other three TV commercials in this group are more suited to the traditional distribution of roles - productive work for men, repetitive for women. Women are symbolically defined with the space (dining room and kitchen), the scope of responsibilities and interests (in the Savex commercial they talk washing, expensive perfume and diamonds - which is a shortened formula for women's responsibilities and women's entertainment) and the company (three women advertising Savex, two, wife and mother- in the commercial for Fairy washing up liqzuid). When the confused housewife in the commercial for Kalgon leaves the allowed space and comes accross a problem with the washing machine, she

receives a rebuke from the ruler of the realm of machinery, the master technician- the man, who teaches her how to use Kalgon and returns to his symbolic kingdom.

TV commercials for financial products of Alfa Bank, Eurolink and Shparkasse, although stylishly executed and in principle gender-neutral, in the case of Sparkasse even marked gender-affirmative also subtly confirm the stereotypical division of responsibilities at home by used a male narrative voice as a direct association of authority when it comes to financial resources. The manner in which the profile of customers to whom they speak is conceived gives hope that messages like "Stan, woman, car ...", in which a man lists property items to insure, no longer have an audience.

TV commercials intended for a wide audience

TV commercials intended for wide audiences as a rule tend to integrate gender inclusiveness, but it seems this group mostly highlights the differences that exist between TV commercials intended for the global market and those who are talking to the buyers from the region. Thus, from those intended for the region, the commercial for VIP free facebook is pronounced sexist, as are as already mentioned TV commercials for Elit coffee and the two TV commercials for Bekament, while the commercial for Gazon pictures a patriarchal family in which the father has the final say. Gender-neutral and gender affirmative are the spots that market products for health promotion, as are both TV commercials for Balans, and the two TV commercials for Natural and the commercial for Pelisterka. The latter puts in the focus an authoritative man, but like the other four TV commercials, it promotes healthy, active and self-conscious women.

CONCLUSIONS

1. Women are present in TV commercials as physical bodies and speaking entities more than men.
2. There are differences in the manner of portrayal and representation of men and women depending on which geographic, gender or age group TV commercials are intended. In both groups, the most common characters are women aged 18 to 30 and men as characters and as narrators are more prevalent in TV commercials intended for audiences in this region.
3. Most of the TV commercials are gender-neutral, those with pronounced sexist or patriarchal message appear equally rarely as those that are extremely gender-affirmative. Almost all who sent pronounced sexist or patriarchal message are intended for audiences in the region.

4. In TV commercials intended for the global market, men are portrayed as sex objects more often than women. Among those intended for the regional market, not even one that represents men as sex objects. As for women, there is no difference in terms of geographical parameter.
5. With rare exceptions, the TV spots that market products for household often portray traditional distribution of gender roles.

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Табела 1: *Features covering gender relevant topics*

Figure 1: *Features covering gender relevant topics*

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Figure 9: *Ration of male and female characters in TV commercials*

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Figure 19: *Portrayal of men and women as sex objects in domestic/regional production TV commercials*

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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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 selected²⁴ 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..

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– M	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
Total	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.

²⁴ As explained in general notes, Alsat - M news in Macedonian were analyzed.

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.

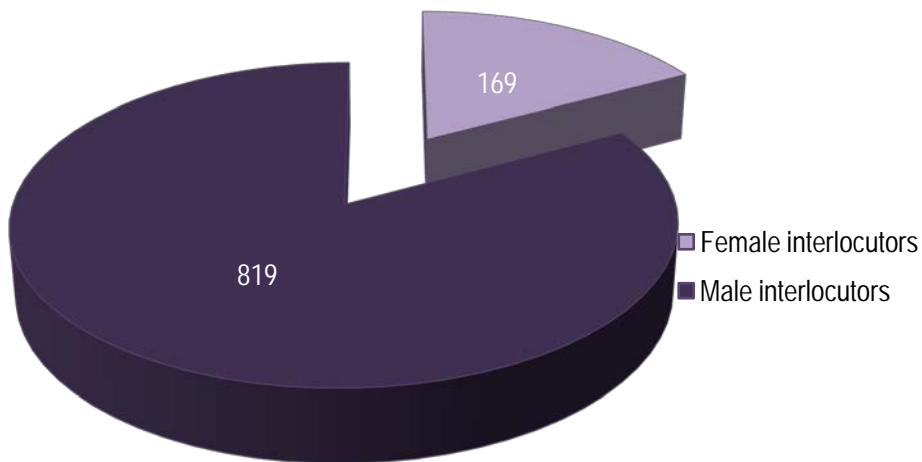


Chart 1: Representation of male and female interlocutors

The disconcerting picture of susceptibility 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..

TV Station	Total number of features prepared by female journalists	Total number of features prepared by male journalists
MRT 1	59	30
Alsat-M	16	42
Telma	44	34
Alfa	44	25
Sitel	60	90
Channel5	68	33
Total	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 FINDINGS²⁵

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.

²⁵ 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 Katika 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.

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 number 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 features 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 underrepresented 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 unmasculine 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 athleticism.

In the beginning 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 looking 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.

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, then 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 there 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. Even 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 projected 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 object.

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 woman 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 interlocutors 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 about 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 feature 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 speaks 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 110 other 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 features authored by male journalists. The topics of the articles usually covered by female journalists are: 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 masculine 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 medium 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 features 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.

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 features by female journalists. Female journalists commonly report: politics / parties, economics, refugee crisis and crime / incidents and male journalists 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 programs 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 interlocutors in 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 Special 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 noticeable. 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 habits, 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 identified 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 journalists covered 44 items, male journalists 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 the 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 capacities 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 ordinary 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 fetus. 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 masculine 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 immanent 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 insistence 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 do 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 persons appearing 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 interlocutors 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 nominated 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 as 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 but 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 noticeable 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, but yet reference to this office continued to be made with the of

masculine gender, 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 about 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 Prime 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 (Alsats 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:

- 2The trend of gender insensitivity of media professionals and TV channels concerning the treatment that should be given to gender issues continues;
- 2Gender perspective in the coverage of topics of social significance remains unrecognized;
- 2Gender stereotypes are still in use;
- 2Women 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;
- 2Female journalists are in higher numbers among media professionals engaged in the preparation of the features;

- 2 Masculine gender is used as gender neutral in situations where it is only grammatically correct to use feminine gender;
- 2 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;
- 2 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;
- 2 The practice of failure to recognize and / or cover gender sensitive topics still persists.
- 2 Sexism appears rarely in the news, but there are still examples of the use of gender stereotypes.

REPORT:
ANALYSIS OF THE MANNER 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 they 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 amenable 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 programs at the state level that are broadcast over digital terrestrial multiplex: Alsat - M, Alfa, Channel 5, Sitel and Telma,²⁶ 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 arrived 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, Gazona, Macedonia insurance, Dove, Golden oak, Olimpeja, Rosa, Savex, Theo Shvarckof Dr. Scholl.

²⁶ On the first program service of public service broadcaster MRT1m on the days reviewed there were practically no commercial advertisements.

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 cross referenced with whether the TV commercial is intended for the local/regional 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.

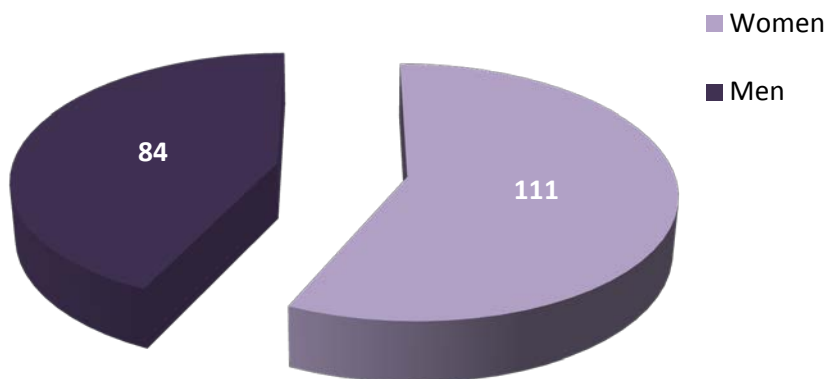


Figure 1. Representation of men and women as subject in TV commercials

Women most often appear in videos intended for a gender-defined group, i.e. those intended for women. Their presence is less when the video displays 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 without 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.

Age

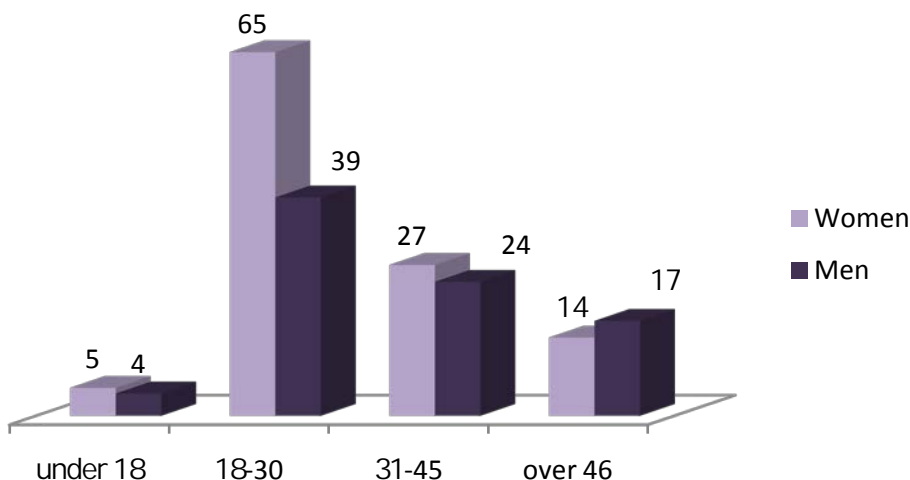


Figure 2: Distribution of women and men by age

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 teenagers (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 appearing 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..

Narators

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 narrators 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 than 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 following 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 nourishing 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 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 lunch 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 it 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 telephone 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 man 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 who takes care of cleaning and exchanges opinions with her friends and neighbors 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 device 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 portraying herself as an object, and her 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 remembered that she wore the dress at their first date), with mocking tone and expression of people that say, "*Men ...*".

The commercial for the beer **Golden Oak** (Zlaten Dab) is intended for the Macedonian market. It addresses both men and women, or different 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 powerful 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 favored a traditional approach to gender roles, the commercial 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 fun 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 male 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.

GENDER IN TELEVISION PROGRAMMES:

**RESEARCH REPORTS ON THE TREATMENT OF GENDER ISSUES
AND THE PORTRAYAL OF WOMEN AND MEN
IN BROADCASTERS' PROGRAMMES
IN 2016**

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INTRODUCTION

For the fifth time since the Law on Equal Opportunities for Men and Women was adopted in 2012, the Agency for Audio and Audiovisual Media Services conducted an annual analysis of the treatment of gender issues in daily information programmes and of the way of portraying women and men in the programmes of the national television services in the Republic of Macedonia. This year too, the regulatory body summed up and presented the indicators obtained from the two analyses in its *Report on Gender in Television Programmes*. The realization of these analyses stems from Article 17 of the Law on Equal Opportunities for Men and Women, i.e. its consolidated version (*Official Gazette of the Republic of Macedonia*, No. 201/15), which obligates the regulator to submit annual reports to the Parliament of the Republic of Macedonia on the manner of portraying and presenting women and men, as well as on the gender-related issues in the programme concepts and contents of the broadcasters.

The Report was prepared by following the same principle as the year before: three female analysts were engaged through a temporary employment agency (selected by way of public procurement) – analysts Silvana Petrevska, PhD, Teodora Ristovska, M.A., and Marina Trajkova, who have degrees in gender studies – while the final text was composed in coordination and cooperation with employees of the Programme Affairs Department of the Agency.

ANALYSIS REPORT ON THE WAY GENDER ISSUES ARE TREATED IN THE NEWS OF THE NATIONAL TELEVISION PROGRAMMING SERVICES

WHY IS THIS RESEARCH CONDUCTED?

In a world where we comprehend reality through the media, any effort to provide equal opportunities for women and men necessarily implies equal treatment and portrayal of gender and gender issues by the media. In order to be able to understand the picture of (gender) reality that television stations render to us while, in the comfort of our own homes, we are watching their news to get informed, it is necessary to conduct regular analyses of the programmes from a gender perspective. These insights into the programmes should provide answers on whether there has been a shift in the media professionals' attitude towards the topics that need to be addressed and analysed from a gender-related aspect, if they recognize the existence of such topics and aspects at all, if and how much the editorial and journalist staff are aware of the possibility to use female knowledge and experience when choosing the source of information and/or expertise, if any attempts/efforts are being made to avoid stereotyping (among both the authors of the news items and the interviewees) in terms of their attitude towards the topic, the positions presented and the viewpoints advocated, and the language that they use.

The combination of quantitative indicators (number of items on gender-related topics/aspects, participation and representation of women and men as interviewees, number of male and female editors, number of news items by male and female journalists), and qualitative indicators (use of a grammatically correct language in terms of gender, specific aspects of some of the topics/items), illustrates the attitude of the national television services towards gender and gender-related topics in 2016.

METHODOLOGY

Sample

In their programmes, mass media can contribute to developing and raising awareness of the need to balance up opportunities between women and men, as well as ensure equal participating conditions for women and men in the programmes' creation. In order to see what media picture the majority of

population has been exposed to, the regulatory body focused its annual analysis on the treatment of gender-related issues and topics in the news programmes of the television stations with the largest viewership. This is a relevant factor that requires the sample of analysis to consist of the newscasts and journals produced and aired by the television services at the national level, as follows: The First Programming Service of the Public Broadcasting Service (MRT1), Alsat-M TV, Alfa TV, Kanal 5 TV, Sitel TV and Telma TV. The seven-day samples for each of the above media outlets consisted of newscasts aired in the weeks between 15 April and 15 May 2016.

The 'week' analysed was methodologically composed of the following days: 18 April – Monday, 3 May – Tuesday, 11 May – Wednesday, 28 April – Thursday, 15 April – Friday, 23 April – Saturday and 8 May – Sunday. The analysis of each of the TV stations took the central daily information programmes aired on these days, as follows: MTV1's *News Journal 2* at 19:30 hrs and its *Sports News*; Alsat-M TV's *News in the Macedonian Language* at 22:00 hrs; Alfa TV's *News* at 17:30 hrs and its *Sports News*; Kanal 5 TV's *Journal* at 18:00 hrs; Sitel TV's *Journal* at 19:00 hrs and the *Business News*, and Telma TV's *News* at 18:30 hrs and *Telma Sports*.

Research instrument and techniques

In the research, every item aired in the daily information programmes that were selected to be part of the sample, was processed and analysed individually and answers were provided to the questions contained in the questionnaire prepared in advance for the purposes of the analysis. The questionnaire was designed so as to provide answers to the UNESCO Gender-Sensitive Indicators for Media, which refer to gender portrayal in media contents (Group B-1 for the news and information programmes). The quantitative and qualitative results were obtained by implementing contents analysis, i.e. discourse analysis.

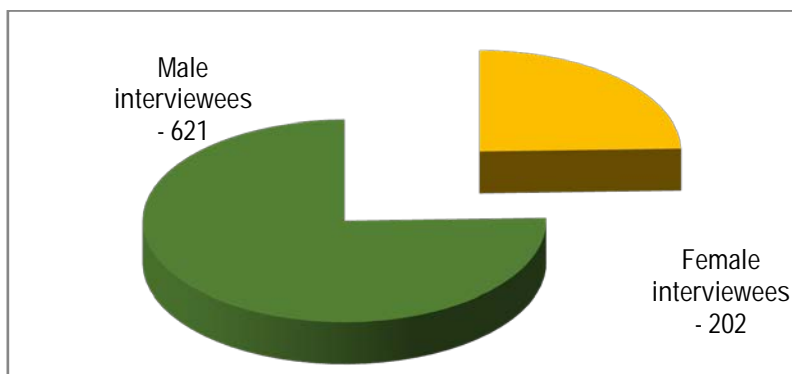
OVERALL QUANTITATIVE INDICATORS

The gender analysis of the daily newscasts by the national television stations covered news items at the length of 21 hours, 16 minutes and 13 seconds, distributed into 42 news editions. A total of 876 news items were aired in the daily news within this time period. Of the total time, 5 minutes and 7 seconds were distributed allocated to items that treated gender-related issues, i.e. a total of 2 items on gender topics were analyzed within this time period.

TV Station	Total duration of the news items	Duration of gender-related news items	Total of news items analysed	News items on gender-related topics
MRT1	03:16:03	0:01:40	186	1
Alsat-M	02:32:02	/	105	/
Alfa	03:29:20	/	184	/
Kanal 5	04:57:31	0:03:27	133	1
Sitel	03:37:46	/	153	/
Telma	03:17.26	/	115	/
Total	21:16:13	0:05:07	876	2

Table 1: Number and duration of the news items analysed as opposed to the duration and number of news items on gender-related topics

The imbalance depicted in the devastating statistics about the lack of news items on gender-related topics is complemented by the indicators concerning male and female interviewees appearing in the items. A total of 823 interviewees appeared in the 42 daily editions of the news. Of these, 621 were men (75%) and 202 were women (25%).



Graphic presentation 1: Representation of female and male interviewees

V Station	Total number of news items prepared by female journalists	Total number of news items prepared by male journalists
MRT1	46	34
Alsat-M	14	30
Alfa	62	13
Kanal 5	116	17
Sitel	77	76
Telma	46	27
Total	361	197

Table 2. Gender and authorship of the news items

The news items prepared by female journalists outnumber the ones created by male journalists (Table 2), which, just as in the previous analyses, unequivocally indicates that (un)awareness of the importance of bringing up gender-related topics and gender aspects of the topics, or the attitude towards women and men's equality in general, does not depend at all on the gender of the journalist staff.

A similar large difference may also be noticed among the staff editing the news. Men prevail considerably as news editors (here also including the editors of the sports and business news), i.e there are 16 male and 8 female editors, or, stated in percentages, their ratio is 67% : 33%.

What this analysis differs by from the previous analyses is the larger presence of information about the achievements of female athletes and women's sports teams, and the similar way of reporting on these accomplishments as on the sports achievements of men. In the period under analysis, it was noted that the following sports events were rather present in the media: the participation of the "Vardar" Women's Handball Team (WHT) in the League of Champions, the participation of the Macedonian tennis player Lina Gjorchevska in the Futures Tournament and the success of judoist Arbresha Rexhepi, who won a bronze medal at the European Cadettes' Cup in Romania. All the media under analysis reported about the sports accomplishments of the Macedonian female handball players, on 15 April and 8 May, respectively. On 8 May, the MRT1 aired 2 items about female handball, including the Macedonian female handball players, unlike the other media which had one item each on this topic.

On the other hand, the news about female tennis player Gjorchevska were aired by the MRT1, Telma TV, Kanal 5 TV and Sitel TV, whereas Alsat-M TV and Alfa TV did not air any news item on this topic. The analysis registered 4 news items on MRT1 on the topic of female tennis, including Gjorchevska's success (on 15 and 18 April, and on 11 May). The Telma TV, for its part, aired 3

items on the topic of female tennis and the success of tennis player Gjorchevska (on 15 and 18 April, respectively). Kanal 5 TV and Sitel TV aired one item each on this topic, on the same date – 15 April.

Additionally, on 11 May, Alsat-M TV aired an item about the sports achievements of the Macedonian female judoist Arbresha Rexhepi in Romania.

What can be noted in all the news items related to the accomplishments of women and women's sports teams is their gender-affirmative language. These examples constitute an important milestone in making media and the audience gender-sensitive with regard to women's sports, and should be developed further.

INDIVIDUAL FINDINGS²⁷

In this part of the Report, individual indicators are given for each of the media under analysis, which speak through the prism of gender about who prepares the daily information editions and how.

MRT 1

During the period under analysis, a total of 186 aired news items were registered in the newscasts of the First Television Programming Service (MRT 1), i.e. the *News Journal 2* and the *Sports News*. Of all news items analysed, there was one that was prepared from a gender-related aspect. It was the item dedicated to the guerilla action organized as part of the Skopje Marathon held on 8 May, directed at raising public awareness of the importance of gender equality. Contrary to this item, there was one piece in the news that depicted the traditional role of women in the context of Easter and the traditional customs and symbols related to it. The examples will be analysed in more detail later in this Report.

As regards the statistical indicators, what can be noticed among the (fe)male authors of the news items is the difference between the numbers of female and male journalists – in favour of the former. In all editions of the newscasts, female journalists prevailed, i.e. there were 24 female journalists who were authors of 46 items, and 14 male journalists, who were the authors of 34 items (the remaining 106 information were read by the newscaster or aired as statements by the interviewees). The female journalists most often wrote items on the following topics: world news, culture, agriculture/stock breeding, religion, as well as topics related to the 2016 early parliamentary

²⁷ A section of this Report titled "Three Case Studies of Qualitative Comparative Indicators", presents in more detail the news items referring to the Special Public Prosecution, Easter and the 2016 Skopje Marathon, which were aired by all TV stations covered by the analysis. In the individual findings, these are only mentioned, where necessary.

elections, the protests, the political crisis, economy, healthcare, etc. The male journalists most often reported on topics in the sphere of sports, the 2016 early parliamentary elections, the political crisis, the abolition, the portests, education, media and other topics not related to politics.

Although the presence of female journalists in the news was larger, yet, the *News Journal* was more often edited by men. There were two male editors who edited five editions of the news, and one female editor who edited two out of the seven editions analysed. As regards the sports news, men prevailed. Four male editors appeared as both the creators of the sports news and as authors of the news items, along with two other journalists. There was no female editor in these news, but only one female journalist.

A drastic difference in the ratio between men and women may be spotted when it comes to the presence of interviewees in the news items. In the news items analysed, there were 60 female interviewees, as opposed to 137 male interviewees.

The female interviewees appeared in the news items as polled female citizens, a minister of culture, single mothers, female handball players, a co-chair of an EU Commission, a museum director, students, a film director, an actress, a producer, the manager of the Film Agency, a co-chair of the Mission of the Council of Europe. The male interviewees who appeared in the news items included the President of the Republic of Macedonia, the Prime Minister, political party leaders, members of political parties, managers, professors, mayors, ministers, experts, lawyers, athletes, a film director, an actor, etc.

As regards gender and the language used in the newscasts, it could be concluded that six of the news items used an affirmative language with regard to gender equality, while one news item used a gender-blind language. However, in most of the cases, the telops that introduced the profession of the female interviewees used male grammatical gender, with the exception of the Minister of Culture, whom the telop announced correctly in terms of gender, as a female minister [translator's note: in the Macedonian language, the grammatical category of gender in both nouns and verbs is expressed by adding gender-specific suffixes; thus, in this case, the noun 'minister' had a suffix denoting female gender]. Also, in all the news items, female journalists and correspondents were announced using the male form of the nouns [translator's note: i.e. without adding the female suffix to the noun, the general form of which is the male form].

In the sports news included in the sample, there were seven news items dedicated to women's sports – handball and tennis. The items dedicated to the female handball players used correct language in terms of gender – e.g. 'Women's Champions League', 'Vardar female players' [translator's note: which in the Macedonian language is expressed through suffixes added to the nouns and not by adjectival forms]. In the period covered by the analysis,

there were three news items dedicated to women's tennis and these employed a gender-correct language. Also, there was an equal amount of information about both the male and the female marathon runners who took part in the Skopje Marathon held on 8 May. In their reporting, the authors used an affirmative language in terms of gender equality.

What can be concluded from the newscasts of the Macedonian Radio and Television is that, apart from the fact that there was a news item specifically dedicated to a gender-related topic, in most of the cases the authors of the news items used an affirmative language regarding gender equality.

Alsat-M TV

The Alsat-M TV newscasts that were analysed included a total of 105 items. None of them was specifically focused on a gender-related topic. Out of the entire sample, one could single out several news items which were, in a way, related to gender, or, would have gained more quality if they had addressed the topics from a gender perspective. The fact that this media outlet did not do this speaks about its editors' lack of awareness of the importance of gender-related issues and reporting on the same.

Male journalists prevailed as authors of the news items. There were a total of 18 male journalists who created 30 items, and 7 female journalists who prepared 14 items (the remaining 61 items were conveyed by the newscasters or by airing the interviewees' statements). The female journalists of Alsat-M TV were most often the authors of items on topics related to the 2016 early parliamentary elections, the protests, the abolition, the Special Public Prosecution, agriculture, economy, judiciary, curiosities, etc. The male journalists most often signed items on topics such as: the political crisis, the 2016 early parliamentary elections, education, media, judiciary, sports, protests, etc.

Male domination is noticeable in the editorial segment as well, where male editors prevailed: a total of five male editors and one female editor. The six editors were deployed in such a way that three out of the seven editions of the news had two editors each.

A similar disparity is present among the interviewees in the aired news items. During the period under analysis, there were a total of 21 female interviewees and 96 male interviewees. The female interviewees appeared in their capacity as a polled citizen, an activist, a representative of the State Department, a prosecutor from the Special Prosecutor's Office, a member of the State Election Commission, a judoist, a student, an executive director of the Helsinki Committee, etc. The male interviewees spoke in their capacity as leaders and spokesmen of political parties, analysts, polled citizens, university professors, managers, lawyers, state presidents, ambassadors, ministers and other professions.

As regards the language used by the authors of the news items and the newscasters (as most of the items were read by newscasters), it can be concluded that the language was correct in terms of gender. As regards the telops, in three news items, the professions of the female interviewees were given using the feminine grammatical form of the noun, while in two – the male form was used. Nevertheless, in all news items one could see that the telops introduced the female journalists using the male form of their profession 'reporter'. Only in one of the items, the female noun was used – *novinarka* (a female journalist).

The sports news contained 3 items that were dedicated to female athletes – two information about the female handball players of the "Vardar" Women's Handball Team and their matches in the Women Champions' League, and one news item about the female judoist Arbresha Rexhepi, who had won a bronze medal at the European Judo Cadets' Cup in Romania. The news item dedicated to the Skopje Marathon informed equally about both sexes, i.e. both the men and women's competition. In all news items on sports, the authors or the newscasters used an affirmative language in terms of gender equality.

Although there were news items the contents of which needed to be and could have been elaborated more from a gender-related aspect, the media outlet did not do so.

For instance, during the period under analysis, there were information that were only read by the newscaster, although they could have been analysed and elaborated much more profoundly.

Such a news item was aired on 28 April, in which the female anchor only read the information that, in the Bulgarian town of Pazardzik, women had been banned from wearing veils that covered their faces completely. This decision had been reached with the aim of reducing tensions existing among the population. The item lasted 33 seconds.

On 3 May, an information was also read by the female anchor, for the duration of 21 seconds, about the case of a woman who had died at childbirth in the Gevgelija hospital, stating that the Veles Public Prosecution had filed charges against one anesthesiologist and two obstetricians as the persons allegedly responsible for the woman's death.

The news of 23 April contained a piece about the female prisoners of Idrizovo Penitentiary who sought amnesty by President Ivanov following his decision to pardon 56 politicians. In the item, in their petition addressed to the President, the women themselves referred to their traditional roles as mothers and sisters who raise children, and appealed to the President's traditional male role as a gentleman. Interviewed in the news item was their lawyer, who said: "The female prison in Idrizovo sends this request because they are all mothers and sisters who have children at home and ask the President to be a gentleman and a politician, but he is obviously neither a politician nor a gentleman...".

As regards the journalistically analysed events, the section of this Report dedicated to comparative qualitative indicators titled “Three Case Studies of Qualitative Comparative Indicators”, analyzes the manner of reporting about the Special Public Prosecutor’s Office.

Of all that was analysed in this period, one could conclude that, in the newscasts of Alsat-M TV, the authors used affirmative speech about gender equality more often, however, there were items that were related to gender equality, yet the editorial board had not realized they could have been analysed more profoundly had gender perspective been implemented.

Alfa TV

In the period under analysis, in its *News* at 17:30 hrs and the subsequent *Sports News*, the Alfa TV aired a total of 184 items, of which 133 were on various topics, while 51 were about sports. None of these had a gender-related character, or a topic that was analysed from a gender-related aspect. This speaks about the fact that the editors of this media outlet are unaware of the need to report on gender issues or analyse certain topics through the prism of gender.

Out of the total of 133 items, 13 were prepared by five male journalists, while 62 were prepared by a total of 17 female journalists. The remaining 58 items included in the analysis were read by the male editors/newscasters, the female editor and female presenter. In this television station, the daily news editions were prepared by four male editors and one female editor, who also appeared as newscasters in one edition of the news each, while two editors prepared two news editions each and these news editions had male or female newscasters. The seven editions of the sports news were prepared by one editor. Three of these were ran by one female journalist/presenter, whereas in four news editions, the sports information were conveyed by two male journalists/presenters.

The analysis also took as a parameter the number of (fe)male interviewees present in the news, in order to obtain concrete indicators about the social evaluation of women’s, i.e. men’s opinion. The total number of interviewees on this TV was 129, of whom 94 were men and 34 were women. Of the latter, presented most often as an interviewee in the News was the spokeswoman of the European Commission, followed by the female representatives of the “Vardar” Women’s Handball Team, female doctors, professors, the female Ministers of IT Society and Culture, respectively, the Chairwoman of the Commission for Relations with the Religious Communities and Groups, the Interior Ministry Spokeswoman, the Secretary²⁸ of the Red Cross Organization, a high-school graduate, a director, women who had been given

²⁸ Ms Suzana Tuneva Paunovska, Secretary of the Red Cross Organization of the City of Skopje.

apartments through social welfare, a nun, some religious believers, a co-rapporteur of the Council of Europe's Parliamentary Assembly (PACE), a woman who had taken part in the cleaning of the monuments, a housewife and a representative of the Red Cross. As regards the number of male interviewees, which is obviously much higher than the number of female interviewees, it is noticeable that some of them appeared in the majority of analysed editions. Such was the case of the President of the Republic of Macedonia and the VMRO/DPMNE party president.

As regards the profile of the male interviewees, there is a heterogeneous structure that looks as follows: managers, professors, the EU Commissioner on Economic and Financial Affairs, a spokesman, the Head of the Pre-Election Monitoring Mission of PACE, the Technical Minister of Interior, the Chairman of Trade Unions' Association, the Chairman of the Association for Protection at the Workplace, the Prime Minister appointed for holding elections, a social welfare apartment beneficiary, doctors, a GDOM activist, political party leaders, a bank owner, the Health Minister, the President of the Bankers' Association, a representative of the VIP Mobile Operator, the Spokesman of the Government of the Republic of Macedonia, a mayor, the Governor of the National Bank of RM, migrants, an athletics national team member and professor, the winner of the Skopje Marathon, etc. Based on the data obtained, it is evident that the degree of education of the women consulted was not lower than that of men, however, it is indisputable that their opinion and viewpoint regarding the topic analysed in the news item was sought in fewer cases.

Despite the fact that no news item addressing gender issues or gender equality was spotted in the editions analysed, there were several news items interesting to look at from the gender perspective. Some of these are analysed in this part of the Report, while others are explained in more detail in the chapter titled "Three Case Studies on Qualitative Comparative Indicators".

A news item that was not analysed from a gender-related aspect although it was necessary to do so in the interest of women's rights protection and their psycho-physical integrity, here also including the issue of influencing male and female citizens' awareness about this form of discriminatory phenomena, was aired in the 8 May edition of the News. This item informed about the incarceration of a 35-year-old male due to abuse of personal data, or, more precisely, theft of 68 photographs of girls aged between 18 and 20 on the part of the detainee, who had then distributed the same through pornographic Internet sites. Despite the fact that this news item could have entered a more thorough analysis of this kind of problems, it was only read by the female news anchor, while the message and moral addressed to the viewers was sent through the title: *"Be Careful with Facebook – Photos Get Stolen, Too"*.

One more news item in this edition of the News could have received a gender-related character, especially because the journalist is among the few ones who used affirmative speech and dedicated the item to the "Vardar"

Women's Handball Team. It was about the handball match in Budapest as part of the Champions' League, between the women's handball clubs of "Vardar" from Skopje and "Buducnost" from Podgorica.

On 11 May, there was a news item titled: "Mob of Citizens Gathered to Clean *Makedonija Arch*", which informed that a group of female citizens had organized themselves with the intention of cleaning the facilities that had been sprayed with paint by the protesters of the so-called Colourful Revolution. Apart from using the expression 'mob', which has a derogatory meaning and designates a mass of people, unorganized group, no man could be spotted among those who were cleaning the Arch, although the title used the word 'citizens' [translator's note: the general/masculine form of the noun, i.e. no feminine suffix was used]. It is also symptomatic that the monuments were being cleaned solely by women (in their traditional female role as those in charge of cleaning), who stated they were worried about the devastation of the historical and cultural heritage.

This research necessarily includes an analysis of the nature and type of language used by the authors of the news items and their interviewees in terms of gender.

Based on the analysis conducted, one could perceive the use of a gender-blind language, except in the news item of 8 May, dedicated to the Macedonian female handball players of the "Vardar" Women's Handball Team, in which the journalist uses a gender-correct, affirmative speech, just as in the news item of 11 May, which was about three Macedonian male swimmers and one female swimmer.

As regards the topics most frequently represented in the daily information programmes, if one excludes the sports news items which are the most numerous and which are followed by the world news, prevailing in the News on Alfa TV in terms of number are the news items about the economy. Topics such as healthcare, education and early parliamentary elections appeared as frequently. Judiciary, culture and the migrants shared the same number of news items, followed by the protests, the political crisis and violence – topics covered in an identical number of news items.

Several deductions could be drawn from the sample used in the analysis for this research, leading to the conclusion that this media outlet continues to lack full awareness and has no intention to analyse the topics from a gender aspect. Also evident is the lack of use of a gender-affirmative language. Thus, both in the verbal and in their written use (in the telops), women's professional engagements, i.e. professions, are introduced using the masculine, instead of the feminine forms, e.g. spokesman instead of spokeswoman, "special public prosecutor" instead of the feminine form of the Macedonian word for 'prosecutor' [denoted by adding the feminine suffix '-ka' to the noun in its general/masculine form], minister (instead of adding the feminine suffix to the noun in the case of the Belgian female minister), president, and many others.

The analysis of Kanal 5 TV's *News at 18:00 hrs* covered a total of 133 news items, of which only one item had gender-related content. This fact points to the low awareness of the editorial board of this media outlet about gender-related topics, which is supported by the fact that gender-related issues were raised in nine other items, however, the editors did not recognize the opportunity to add quality to the same by analyzing the topics from a gender perspective.

Out of the total of 133 items analysed, 116 were prepared and presented by 17 female journalists, while the remaining 17 – by 6 male journalists. The female journalists in this media outlet most often prepared and presented news stories on the following topics: the political crisis, early parliamentary elections, health/healthcare and protests. The male journalists, for their part, prepared and presented news items on the following topics: sports, economy and the VMRO/DPMNE projects.

Gender differences may also be noticed in the number of male and female interviewees, who took part in the newscasts' items. The total number of male and female interviewees was 140, of whom 40 were women, whereas the remaining 100 were men. The women who appeared as interviewees most often held high offices or were experts, such as: directors, a spokeswoman, politicians, ministers, doctors, and polled citizens. The female interviewees most often spoke about topics in the sphere of culture, health, sports and the political crisis. The male interviewees, for their part, most often occupied the following positions: a party president, directors, foreign politicians and polled citizens. They most often spoke about the political crisis, the protests, the 2016 early parliamentary elections and the economy.

What is noticeable with regard to this media outlet, just as with the others, is that it uses gender-blind language rather than speech that is affirmative in terms of gender equality. Nineteen news items in the period under analysis used gender-blind language, while 13 items used speech that was affirmative in terms of gender equality. Taken as a whole, this difference is not drastic, however, it points to the need for gender sensitization in terms of the language used when presenting the news stories. When introducing the male and female interviewees (both verbally and by the telops), the male and female journalists most often presented the professions of the female interviewees using the masculine grammatical gender. On the other hand, in the daily news of this media outlet there was no sexist speech.

The item that tackled gender-related contents was about the 2016 Skopje Marathon. It was titled "The Skopje Marathon Participants' Record Broken" and aired in the *News Journal* on 8 May. It briefly mentioned the initiative to support gender equality, held within its frameworks. This item, along with a

few others that are relevant to this research, will be explained later in this Report's chapter dedicated to qualitative analysis.

In the central news editions of Kanal 5 TV that were analysed, on one could also notice the news item titled "Man Abuses Girls' Facebook Photos", which was aired on 8 May and spoke about a man who had been downloading photos of women from the *Facebook* social network and attaching the same on websites with pornographic contents. The news item consisted of a short information about the committed act and did not give any additional information on the topic. The item did explain that the man had been using women's photos in a pornographic context, however, although this kind of abuse constitutes a gender-based criminal act, it was not recognized as such by the media outlet. The topic of sexual objectification of women was not elaborated in this case, although research into this issue and elaboration of such topics is essential to understanding sexual objectification of women and is a precondition for its prevention. The media outlet had an opportunity to make such an analysis, which would have been socially useful, but in this case, the Kanal 5 TV chose to only convey the information.

In the period under analysis, many media aired the news about a group of women who had gathered voluntarily to clean the paint off the *Makedonija* Arch, which had been sprayed on its walls during the protests in Skopje. The news item was titled "Stop Vandalizing our State – A Message from the Women in front of *Makedonija* Arch". The news item mentioned that a group of women had gathered before the *Makedonija* Arch to clean the paint and they had sent a message to "stop vandalizing our state". Although this news item conveyed information about the gathering of a group of women and no discriminatory narrative was used, yet it objectified women as housewives taking care of the cleanliness – in this concrete case, of the monuments. The information was not accompanied by an editorial/journalistic commentary that would analyse the gender-related dimension of this event.

Among the news items conveying information from around the world, an item was aired on 11 May, titled "Six Thousand People Invited to the Wedding of Erdogan's Younger Daughter", informing about the wedding of the younger daughter of the President of Turkey, Rexhep Taip Erdogan. The news item conveyed information about how many people had been invited to the wedding, spoke about the life of Erdogan's daughter and stated the profession and wealth of her fiancé. In this way, the girl was given the role of a public figure only for being the daughter of a renowned politician. Presented in this way, the news constituted intrusion into the privacy of the woman in question and the privacy of her fiancé. Conveying the information about her fiancé's wealth left room for various interpretations on the part of the audience. Namely, the woman was portrayed as an object, by being placed in the context of her soon-to-be-husband's wealth. In this news presentation, the

information about the man's wealth was irrelevant, if the aim was to report objectively.

In one of the analysed news items that were aired during this period, this media outlet reported about an incident in which the victim was a woman who had died at childbirth. The item titled "Charges Filed Against Three Doctors for the Death of the Woman at Childbirth" referred to the three doctors who had, with their negligence, contributed to the death of the woman and against whom charges had been filed. This item was aired in the Daily Journal on 3 May.

In the period under analysis, this media outlet presented news about the accomplishments of the female athletes and the women's sports teams: apart from the news item dedicated to the Skopje Marathon, there was also an item dedicated to the Macedonian female tennis player who is successful internationally and another one that spoke about the sports successes of the Vardar women's handball team players. In both items, one could identify a language that was affirmative in terms of gender equality.

There were other news as well on the Kanal 5 TV that left an impression that many of the topics could have been assigned a gender-related aspect, if one had added statistical data sorted by gender, e.g. the number of male and female patients, the number of men and women who had decided to undergo aesthetic surgery, etc., as well as qualitative indicators – e.g. the reasons for aesthetic surgery among women and men, respectively, etc.

Sitel TV

The total number of analysed news items aired in the 7 editions of the Sitel TV's *News Journal* at 19:00 hrs and *Business News*, covered by this research, was 153. Not even one of these tackled gender-related contents, which speaks about the low gender sensitivity of the editorial board of this media outlet. Gender issues were hinted at in four of the news items, however, the editors did not recognize this, i.e. gender topics and the importance of these issues were ignored.

Of all the news items, 77 were prepared and presented by 13 female journalists, while the remaining 76 items were prepared and presented by 14 male journalists. Topics such as economy, world news, political crisis and foreign policy were most often reported on by the female journalists of this media outlet, while the male journalists most often prepared items on topics such as sports, the 2016 early parliamentary elections and the political crisis.

The total number of male and female interviewees that appeared in the daily news items under analysis was 131. Of these, 26 were women, while the remaining 105 were men. The female interviewees who appeared in these news items were most often high-office holders or experts, i.e. female managers, politicians, ministers, doctors, as well as polled female citizens. They most

often spoke on the following topics: sports, economy and early parliamentary elections. The male interviewees, for their part, most often occupied the following positions: party presidents, managers, ministers, political party representatives and polled citizens. The male interviewees in the news items most often spoke on topics such as the political crisis, economy, elections and sports.

In the case of Sitel TV, the difference in the numbers of news items that used gender-blind language and those that used affirmative speech towards gender equality is not considerable. Gender-blind speech could be noticed in 10 news items, while affirmative language towards gender equality was used in 9 news items. This difference is, however, an indicator that this media outlet needs to develop gender sensitivity with regard to the discourse it uses in presenting the news. Gender-blind speech (both verbal and in the telops) was mostly noticed in male and female journalists introducing the professions of their female interviewees by using the masculine grammatical gender. On the other hand, there was no sexist language used by this media outlet.

In the editions of the Sitel TV's central newscasts subjected to this analysis, one news item was dedicated to "a group of citizens who started a self-initiative to clean the *Makedonija* Arch". While reporting on this topic, the other media outlets stated that a group of women had gathered voluntarily to clean the paint off the *Makedonija* Arch, which had been thrown at it during the protests in Skopje. Although this media outlet did not state the above, the recorded scenes of the event it aired showed that this was a group of women who had gathered to clean the Arch. In this way, although there was no editorial/journalistic commentary on the topic, women were presented visually as housewives taking care of the monuments' cleanliness. The absence of a commentary about the event leaves room for all kinds of interpretations, but also prevents any further gender-related analysis of this event.

On 3 May, this media outlet reported about an incident in which a woman had died (at childbirth). The title of the item conveying the news was "Charges against the anesthesiologist and two obstetricians for the death of the woman who died at childbirth in Gevgelija", and referred to the three doctors whose negligence had contributed to the woman's death and against whom charges had been filed.

In the period under analysis, three items were noted among the sports news that spoke about women's achievements in the field of sports. One of the items was about a female tennis player from Macedonia, informing that she had not succeeded in winning a certain sports award. The other two news items dedicated to this topic were about the sports achievements of the women players of the "Vardar" handball team. All three items used an affirmative language towards gender equality.

The Sitel TV daily news items analysed leave an impression that many of the topics and items could have been approached from a gender-related

aspect. Such were several news items that would have received a gender-related character had statistic data been added as part of them, divided by gender, such as, for instance: the number of male and female patients, or the number of male and female victims in certain accidents.

Based on the gender analysis performed, one could notice that the editors of this media outlet do not dedicate significant attention to gender issues in society. This may also be concluded from the fact that gender issues were raised at certain events, however, the media outlet decided not to inform about them. Such a striking example was the report on the Skopje Marathon, during which a guerilla action was held in support of gender equality. Certain media did report about it, however, the Sitel TV editorialship did not consider it should air an information on this topic in its *News Journal* of 8 May.

Telma TV

A total of 115 news items were registered in the *News* at 18:30 hrs and *Telma Sports* on Telma TV. Among these, there were no items that addressed gender issues, although five news items offered an opportunity for analysis from a gender perspective.

The analysis of the seven news editions showed that they had been prepared by two female editors (five by one of them and two by the other), who at the same time appeared in the role of newscasters. The ratio of news items prepared by male journalists, as opposed to the number of news items prepared by female journalists, indicates that, out of a total of 94 news items on the current social and economic topics in the country and around the world, 27 were prepared by 11 male journalists, while 46 were prepared by 17 female journalists, with 21 items being read by the female editors who were at the same time the news anchors. As regards the *Sports News*, two male journalists were identified as the authors, who were at the same time presenters of the news. One of them also appeared as the author of the news item that contained gender elements, but still cannot be characterized as an item explored from a gender aspect.

The analysis of the presence of male/female interviewees in the news items aired in the central news editions in the period covered by the research produced negative indicators concerning the equal treatment of women and men on the part of the media. The total number of interviewees in the sample analysed was 110, of whom 90 were men and 20 were women. Among the male interviewees were the President of the Republic of Macedonia, political party leaders, university professors, international political representatives, including the US and UK ambassadors to Macedonia, security experts, journalists, the Mayor of Bitola Municipality, the Spokesman of Tetovo Department of Interior, representatives of the Students' Plenum, the Minister of Interior, directors of various institutions, lawyers, the Supplementary Deputy Minister

of Agriculture, a businessman, citizen activists, the winner of the Skopje Marathon in the men's competition, a handball team coach, and the Governor of the National Bank of the RM. The structure of female interviewees was the following: three representatives of the "Vardar" Women's Handball Club, two special prosecutors, citizen activists, students, a doctor and director of the Clinic of Pulmology and Allergology, a university professor, an ambassador, the winner of the Skopje Marathon in the women's competition, a representative of the ethnic Albanians' Opposition Council and a public procurement councilor.

Several news editions contained news items that could have been treated from a gender aspect. On 15 April, a news item titled "Elections scheduled on 5 June" reported that the Speaker of Parliament of the Republic of Macedonia had signed the decision to announce early parliamentary elections. In this news piece, the female journalist mentioned that at least 40% of the candidates on the MP candidate lists should be women. Had the item elaborated more extensively on this provision of the Code, and on the need for women's representation in the legislative body and for their political action, then it would have been categorized as an item that explored the topic from a gender aspect.

One more news item in this edition of the news, titled "Macedonia marks its third triumph at the Fed Cup" could have been given a gender-related character, especially because the male journalist used gender-correct language and informed about the Macedonian female tennis players Elena Jankulovska and Nora Hristovska, i.e. reported on their sports accomplishments.

In the newscast aired on 18 April, an item titled "Gjorceska's best WTA rank in her career so far – the 277th place" was analysed. It was about the success of the Macedonian female tennis player Lina Gjorceska. The news item started with the information about Gjorceska's achievements and her 277th place in the WTA rankings, to continue by presenting information about the female tennis players at the top of this list, as well as the male tennis players occupying the first four places in the ATP rankings. It is worth noting that the male reporter used a gender-affirmative language.

On 3 May, a news item titled "Heavy crime charges against the doctors of the Gevgelija hospital" was aired, reporting about a woman who had died at childbirth, during a cesarian section surgery in the Gevgelija hospital, for which charges had been filed against three doctors – two obstetricians and one gynecologist – for heavy crimes against people's health, whereas the proceedings against the fourth doctor, an anesthesiologist, had been halted because, in the meantime, he had passed away. What attracted attention and required commenting on the item's contents was that the female journalist did not apply the same discrete approach she manifested in revealing information about the doctors, their names, age and work experience, to the deceased woman. Namely, in her news story, she announced the name of the woman

who had died at childbirth, and her age. The question imposes itself why did the female journalist have respect for the integrity and privacy of the doctors, but did not manifest the same degree of respect towards the victim – the woman who had lost her life at childbirth, and towards her family.

Also aired during this period were news items about the Special Public Prosecution and the Skopje Marathon, which are analysed in more detail further in this Report.

As regards the language used by the male and female authors of the news items and their interviewees, it was concluded that, in one of the items, the interviewee used an insulting, discriminating language; in four other – a gender-affirmative language was used, while all the remaining items used a gender-blind language.

In the news editions analysed, the most frequently tackled topics (here excluding sports and events from around the world, about which there was the largest number of items), were the political crisis, the protests, economy and the abolition. Three of the items spoke about the judiciary, as many referred to local governance and the media, two spoke about the Special Public Prosecution, while another two were dedicated to the topic of agriculture and stock breeding.

The analysis of the daily information editions – the *News on Telma TV* – which were part of the sample used in this research, showed that the editorial board of this media outlet lacked awareness of the manner of analysing the topic (the gender aspect) and of the active use of a gender-affirmative language.

THREE CASE STUDIES OF QUALITATIVE COMPARATIVE INDICATORS

As an addition to the quantitative data obtained from this research into the treatment of gender issues in the newscasts of the media covered by the analysis, a need appeared during the research for a more profound qualitative analysis, with the aim of creating a complete picture of the reporting manner of the media on the topics that are in a certain way related to gender issues. For this purpose, it was decided to single out in a separate section and present comparatively the findings about how the six media outlets were reporting on three separate events during the period under analysis. These three events had to do with gender issues and took place in the days covered by the sample. The news items at issue were dedicated to the Special Public Prosecution (presented separately and in relation to Kosta Krpach's death). The second event was Easter and the customs and traditions considered as part of this religious holiday, and the third event, which was the only one treated from a gender aspect by some of the media outlets, was the 2016 Skopje Marathon.

Katica Janeva and the Special Public Prosecution in the context of the social situation and problems in the RM

The Special Public Prosecution and Special Public Prosecutor Katica Janeva were the topic tackled in a large number of news items aired by all broadcasting services covered by this research. Hence, it was interesting to analyze this group of news items separately, considering the fact that we have a woman holding an important office and leading a team of (fe)male prosecutors, and an institution that has been assigned one of the key roles in the current social and political developments in the Republic of Macedonia. This is even more important considering the fact that the sample used in the analysis of gender issues treatment conducted during the previous year, 2015²⁹, included news items that referred to Janeva's appointment to the special public prosecutor office and the resulting report gave a cross-section of the manner in which media treated and portrayed her before she started her work. The then news and reports (the majority of (fe)male authors of which found it "difficult" to use the female grammatical gender to report about an obviously important office) either presented the basic data about Janeva, who had been unknown to the public before she took office, or spoke about the role of the politicians – party leaders – in selecting her. Unlike in 2015, in 2016 their attitude was rather different.

Certain media portrayed her as responsible for the crisis situation in the state, the misunderstandings and disputes among the citizens and certain political parties, as well as the main culprit for the death of one Kosta Krpach, in this often identifying the special public prosecutor with the institution of the Special Public Prosecution (SPP). These finds have proof in the separate news items aired by each of the television stations, presented below.

In the period under analysis, the Sitel TV aired three news items related to the Special Public Prosecution and Katica Janeva. In all news items on this topic, one could notice attempts at discrediting the SPP and Katica Janeva in different ways.

The first news item that dwelled on this topic was presented on 23 April, as follows: *"VMRO-DPMNE: the SPP is the SDSM's extended arm"*. The item conveyed a stance about the SPP and Katica Janeva's work. In this case, Katica Janeva was presented as a woman holding a high public office, but the media outlet interpreted her work in a way that the public could obtain an impression that her activities and actions were orchestrated by an opposition party.

The second news item that spoke about the SPP and Katica Janeva referred to the SPP's influence in the case related to Kosta Krpach and his death. This news item was titled *"Oliver Andonov: Kosta Krpach's death is at SPP's*

²⁹ Available at

http://www.avmu.mk/images/Rodot_vo_televiziskite_programi_vo_2015_godina.pdf

expense”, and was aired on 28 April. In this piece of news, both the media outlet and the interviewee, who was an academic professor, gave their own conclusions that the SPP and Katica Janeva were directly responsible for the death of the deceased. Janeva, at the helm of the SPP, was portrayed in this item as an indirect perpetrator of an act, because the item presented suppositions that she and the SPP had exerted pressure on Kosta Krpach and were, as a result, guilty for his suicide. Although it did not have any official information from the competent authorities, the media outlet presented a news based on suppositions and on conveying the facts in a way that shed negative light on certain political entities. The outlet’s stance concerning this topic was most visible in the following statement by the female journalist: “Such claims have raised a dilemma among the expert public: Why did the SPP need to conduct a search of a person who had been voluntarily collaborating, and is Kosta Krpach the first victim of the unlawful operations of Janeva’s team?”.

The third news item on the SPP and Katica Janeva’s work was aired on 3 May, as follows: “*The Prosecution seeks from the SPP, Interior Ministry and the Court to hand all information about Kosta Krpach*”. Although the item’s title did not contain the media outlet’s supposition regarding the involvement of the female special prosecutor in Kosta Krpach’s death, further through the item’s report one could spot the same suppositions that has been presented in the second item.

The Kanal 5 TV aired 2 news items related to the Special Public Prosecution and Katica Janeva. In this media outlet, too, in the news items on the above topic, one could notice an attempt at discrediting the SPP and Prosecutor Janeva, in different ways.

The first news item that dwelled on this topic was aired on 23 April, and was titled “*NETPRESS: SDSM orders Katica Janeva’s press conferences*”. In the item’s title, the Kanal 5 TV indicated the *NETPRESS* Internet portal as the source of this news, thus wanting to locate the responsibility for the contents it conveyed with another medium. In the news item it was explained that the SPP’s operations were dictated by the SDSM, claiming that certain people of the SDSM had known which case had been initiated even before the SPP’s press conference took place. Katica Janeva, as the Special Public Prosecutor, was portrayed as a woman holding a high office. On the other hand, through the information conveyed, her work and the work of the SPP were assessed as conditioned by the opposition party.

The second news item on the SPP and Katica Janeva referred to the SPP’s influence in the case related to the death of Kosta Krpach, and was aired in the news on 28 April. The news item was titled “*SPP: Kosta Krpach was a witness in a preliminary investigation*”. In this news item, the interviewee was an academic professor, who, just as in the case of Sitel TV, expressed his own supposition that Katica Janeva was directly involved in the death of Kosta

Krpach. In this piece, Kanal 5 TV did not comment on the professor's stance, nor did it dissociate itself from the same. Thus, in this news item information that were suppositions were framed in such a way that they were presented as facts.

Several of the news items aired in the *News* on Alfa TV need to receive special attention.

In the news item titled "*Janeva will not get [the] Magyar Telecom, Bribe, Spy and Hope [cases]*", aired in the newscast of 15 April, the way the reporting was done leaves an impression that the Special Public Prosecution was actually Katica Janeva. Namely, the journalist stated in the introduction: "It is not enough for Special Prosecutor Katica Janeva to only state declaratively that the cases named Bribe, Magyar Telecom and Hope are under her competence, but she should also explain that these cases arise from and are related to illegal monitoring of communication. This is what the Public Prosecutors' Council decided and has informed the Skopje Criminal Court about this, they say. According to their Decision, in order to take over the cases, Janeva should state what she founds her jurisdiction on in all the cases that have been claimed, i.e. to state which talks this arises from, when these talks were held, among whom, and to provide a description of the talks' contents." In the continuation, the male journalist states: "Katica Janeva's Prosecution Office informed today that the Apellate Court had rejected the decision of the Criminal Court on the "Putsch" case as well. The Special Public Prosecution will be able to obtain the evidence and look into it outside the court building".

In the context of the work of Special Public Prosecutor Katica Janeva and the work of the Special Public Prosecutor's Office in general, it is necessary to also mention two news items that were aired in the 28 April edition of *the News*. One of the news items was titled "*Fear or pressure – what broke Kosta Krpach and made him take his own life? SPP produces a statement with many contradictory elements*". The other item was titled "*An open dilemma: Is Krpach the first victim of SPP's unlawful operations?*". Apart from informing about the death of the above-mentioned person, in the first news item the media outlet also embarked upon an analysis of the reasons for his suicide, to then allude in its next item that the incident had taken place as a consequence of the work of the Special Public Prosecution, which was again identified as "Katica Janeva's Prosecution".

A news item in which similar allusions were made was aired on 3 May. Titled "The Public Prosecutor seeks from Janeva, Interior Ministry and the Court to submit all evidence on Krpac," it reported extensively about the request from the Public Prosecutor's Office addressed to the Special Public Prosecutor's Office to submit all evidence related to Kosta Krpach's case. In it, the female journalist leads the viewer on to think that the person had committed suicide due to being pressured by the Special Public Prosecution.

The three remaining media outlets covered by the analysis also aired items about the Special Public Prosecution and Katica Janeva, but their approach was of different nature and had different intention.

Telma TV aired several news items about the Special Public Prosecutor's Office.

On 23 April, an item titled "*VMRO-DPMNE accuses the SPP*" was aired, conveying the VMRO-DPMNE's criticism against the Special Public Prosecution and Katica Janeva. The female journalist communicated a statement by this party, which said the following about Katica Janeva: "She can be expected to act as prosecutorial inquisition and become politically engaged in Zaev's campaign". In these statements there were evident offensive, objectifying and discriminating messages addressed to the Special Public Prosecutor. The same news item aired the statement by Antonio Milosheski, who said: "We can see that the SPP acts as a political, unprofessional and biased institution that evades the laws and acts along party lines following a previously defined agenda. It is becoming clear that due to a number of political acts, beyond any legal context, the SPP is losing its credibility among the public."

In its 28 April edition of the *News*, this same television station aired a news item titled "*SPP: Krpach was under pressure*," which, despite its suggestive title, did not point at the Special Public Prosecution as the party responsible, but conveyed the SPP's statement that Krpach had been the witness in a preliminary investigation run by this prosecution, and that he had been exposed to an extreme pressure. The same news item reported that Kosta Krpach had not been in the position of a suspect, due to which it was unusual that he had been on the list of persons abolished by the President of RM.

One more news item aired by the Telma TV was about the SPP, however, this time it was not about Janeva, but about female Prosecutor Fatime Fetai. Namely, on 15 April, in an item titled "*Taleski: Bitola residents demolished the Municipality building because of SPP*", the media outlet conveyed the statement by Bitola Mayor Vladimir Taleski, which he had made at a press conference, and in which he openly and directly reacted against the accusations against him on the part of the Special Public Prosecution. In this, he manifested an objectifying attitude, also using an insulting, discriminating language towards one of the female special public prosecutors. The news item communicated his message as follows: "When I felt in how many ways she uttered my name, my title as the 'father of the consuls' city, the mayor who has been abolished" – by the way, she has been pardoned, abolished, and so on and so forth, too – I do not know why, but for a moment I thought of the "Witches of Eastwick" and Jack Nicholson. That was my first impression...". The insulting words addressed to the Special Public Prosecutor also included the claim that she was lying.

The Alsat-M TV had a similar approach to conveying information about the SPP and Kosta Krpach's death.

In a news item aired on 28 April, under the title "SPP: Krpach was under pressure; SPP: He was not a suspect; The Court: A suspect", the Special Public Prosecutor's Office was identified with the subject, in this case Special Public Prosecutor Katica Janeva, with the male journalist using expressions such as "*Katica Janeva's team*" and "*that was said by Katica Janeva's [office]*."

The news item aired on 3 May also spoke about Kosta Krpach's case, presenting information from the Public Prosecutor's Office and other institutions. It stated that one portion of the public advocated the thesis that Janeva's team was the one having exerted pressure on Kosta Krpach, as he had been their witness.

A news item also related to the Special Public Prosecutor's Office was aired on 28 April. It included a segment of the interview with the Head of PACE Delegation, Stefan Schennach, in which he spoke about the political situation in Macedonia, stating that President Ivanov should withdraw the abolition and let the Special Public Prosecution do its job. "We met a very brave woman who is under a lot of pressure and we can only call on all sides in the state to let the woman do her work", he said.

Unlike these television services, the MRT1 national television service did not air any news item that linked the Special Public Prosecution to Kosta Krpach's death. It did air an item in which a VMRO-DPMNE representative uttered direct accusations against the Special Public Prosecution for encouraging SDSM President Zoran Zaev to "organize violent protests".

This comparative presentation of the news items about the Special Public Prosecution and Katica Janeva in her capacity as Special Public Prosecutor, depicts media's differing approach in treating certain topics, in how they present data, and the whether they convey information related to crucial social issues, problems and situations from an objective or subjective perspective. In this, one could notice the difference in the editorial policies with regard to the intention and goal of reporting – an objective presentation or a suggestive and propagandist influence on the perception and understanding of everyday developments on the part of the audience. In any case, unlike the previous year, this time the news items analysed were focused on the SPP's work (and the reactions to it), and not on the person or the men who had selected/supported her.

Easter, customs and traditions presented by the Macedonian women

Due to the fact that, during the period that was analysed for the purposes of this research, 28 April coincided with the religious holiday of Maundy

Thirsdlay, there were also news items related to this holiday, aimed at informing the (fe)male citizens about it.

The samples of Telma TV and Alsat-M TV did not contain any contents related to the holiday, whereas the remaining four media outlets aired items that reported on this holiday in a similar way.

The Alfa TV's newscast of 28 April included an item titled "*According to the centuries-old tradition, the housewives dyed the first eggs before sunrise*", in which the reporter paid a visit to the home of a woman from Skopje who explained the traditional dyeing of Easter eggs. In her words, or according to tradition as she interpreted it, the first three eggs dyed were dedicated to God, the house and the husband. In her conversation with the female journalist, she put a special accent on the fact that she had been paying special attention to this 'traditional norm' since she had become married. Apart from the woman's explanations about the traditional way to dye eggs, the news item was supplemented by information provided by the female journalist about the church ceremonies and religious rituals related to this holiday.

The news items of the remaining television stations, such as the MRT1, Sitel TV and Kanal 5 TV, dedicated to Maundy Thursday and the tradition of dyeing eggs, were virtually identical. The news items included women as interviewees, depicted in their traditional role as housewives who spoke in their homes about the tradition and customs related to this holiday. The wife is expected to be the first to wake up and dye the eggs while the other family members are still asleep. It is believed that this custom will bring health and happiness into the home. The news items aired by the Sitel TV and Kanal 5 TV presented women, one each, who explained the ritual of dyeing eggs, while the MRT1 TV presented a group of women gathered in a home, where five of them explained the symbol of the red-dyed egg, why eggs needed to be dyed, what followed after the dyeing of the eggs and the customs related to Easter.

In the news items dedicated to Easter that were analysed, one could notice the patriarchal position of women in the home and in society, i.e. the traditional portrayal of gender roles. Namely, they accentuated the role of women as housewives and their obligation to dye eggs on the occasion of the holiday. On such occasions, women are perceived only as mothers who give new life, and as wives who should take care of their home and the family. This positioning portrays the real picture of gender equality in the country and women's role in society.

On 28 April, one could also spot news items that conveyed the doctors' recommendations to adhere to the healthy and right eating habits during Easter, addressed to the (fe)male citizens. Similar items were aired by both Kanal 5 TV and Alfa TV.

One of the conclusions of the analysis that imposes itself is that there were topics that could have been analysed from a gender-related aspect, but this was avoided. The most illustrative example was the way of reporting about the 2016 Skopje Marathon and the guerilla action in support of gender equality, which was held as part of the Marathon. In this action, a group of people, dressed in pink costumes, with their faces covered so that their sex could not be determined, ran together with all the participants in the Marathon in order to contribute to raising public's awareness about the need for greater equality between women and men. With the aim of stressing the importance of gender issues and the guerilla action, an integral part of the event was the statement that Ms Luisa Winton, UN Resident Coordinator in Macedonia, made to the media.

On 8 May, different media outlets reported in different ways about this event, stressing different aspects of the same.

The only media outlet that aired a special news item about this guerilla action was the MRT1 TV. The item was titled "*Support to gender equality*". In it, the female author promoted gender equality stating that a nice action in support of equality between sexes had been held during the Skopje Marathon – "*Gender equality between men and women, so that we shall all be treated equally*". The interviewees's statements contained affirmative speech, such as, for instance, the statement made by the marathon runner who was part of the guerilla-action group: "What does gender equality mean? It means that men and women should have equal access to education, health services and good jobs." The news piece interviewed women who spoke of whether there was gender equality. At the end of the item, the UN Resident Coordinator in Macedonia, Ms. Luisa Winton' statement was aired, speaking about the conducted action.

In the news item that Alsat-M TV dedicated to the Skopje Marathon, no guerilla action was mentioned as having taken place within the frameworks of the Marathon. The item informed equally about the accomplishments of the participants in both men and women's competition. In it, one could notice the use of affirmative speech towards gender equality. Nevertheless, the action aimed at promoting equality between sexes, or the participation of the UN Resident Coordinator in Macedonia, were not considered to have sufficient informative value to find their place in the news.

Despite the fact that this was a sports event, Telma TV incorporated the related news item within the regular items of its *News* and not in the separate section, *Telma Sports*. "*Kenya's domination at the 12th WizAir Skopje Marathon*" was the title of the item that assigned equal importance to both the male and female marathon runners, presented the statements of both the male

and female winners of the Marathon, used a gender-affirmative language and was the first of all items analysed to use the feminine grammatical gender form of the Macedonian word for 'winner' under the interviewee's name. Nevertheless, the extensive elaboration of the event and the accentuation of its importance did not give it a gender-related character, i.e. the television station did not consider it important to report on the guerilla action as well, even though Luisa Winton was a part of it.

The Sitel TV presented the Skopje Marathon news at the beginning of its *News Journal*. The news item, titled "*More than 8,000 participants from 46 states ran at this year's Skopje Marathon*", aired the statements of five women and five men, as well as the Mayor of the City of Skopje. As regards the accomplishments achieved at the marathon, the news item presented the successes of male and female marathon runners equally. However, this item did not mention the guerilla action in support of gender equality or the participation of the UN Resident Coordinator in it either.

The Kanal 5 TV news item dedicated to this event was titled "*Participants at Skopje Marathon break the record*". It presented information about the successes of women and men who participated in the Marathon. Its female author did not mention the guerilla action, but did convey the statement of the UN Resident Coordinator in Macedonia. The media outlet stopped at this, i.e. did not continue to give any additional information about gender equality in the country or any information related to this topic whatsoever.

Based on the analysis conducted, it could be noted that different media outlets (certainly) had different approaches in their reporting on a particular event. Although this was due to the editorial policies, it should be noted that the majority of editors/media did not perceive the need to report on activities related to the gender equality issue, not even when an unusual intervention into an event that regularly attracts attention was at issue. Not even when it included an appearance by the UN Resident Coordinator in the country, with the aim of accentuating the topic and (probably) ensuring greater media coverage.

CONCLUSIONS

Research into the daily editions of the central newscasts in 2016 gave the following results:

③ Evidently, the topics that can be treated from a gender-related aspect are not recognized as such by the broadcasters or the persons professionally engaged by them;

③ Gender-related issues and problems have a low level of presence in the daily news editions;

- ③ One could notice that, although the gender-related aspect could be inserted in the treatment of certain topics, the editorial team decides not to place the accent on the gender-related issues;
- ③ The participation of male and female journalists and editors in the newscasts' realization continues not to have any influence on the interviewees included, due to which women are much less present as interviewees compared to men;
- ③ Although there is greater presence of female journalists in the media, no positive trend could be seen in the treatment of gender by the media;
- ③ The number of male interviewees in the news items analysed is drastically larger than the number of female interviewees, which becomes evident from the analysis on a daily basis as well;
- ③ Men who hold high public offices appear in a greater number of various news items aired in the daily newscasts, most often in the role of interviewees, and
- ③ The trend of using the masculine grammatical gender when introducing the professions and offices of women professionally engaged by the media and women who appear as interviewees in the daily information editions of the news, has continued.

REPORT ON THE ANALYSIS OF THE MANNER OF DEPICTING AND PORTRAYING WOMEN AND MEN IN COMMERCIALS AIRED BY THE NATIONAL TELEVISION PROGRAMMING SERVICES

WHY IS PORTRAYAL OF WOMEN AND MEN ANALYSED?

In order to obtain a complete picture of media's attitude towards gender-related topics and issues when analyzing television as an audiovisual medium, analysis of the way in which women and men are portrayed is equally important as is the insight into who speaks, on what topics and how. In this, it is necessary to fathom out not only the ratio of present women and men (in terms of their visibility to the audience), but also the character of their portrayal, the basic physical characteristics, the nature of the social setup, whether the entities are presented as active or passive, whether they are objectified and whether the manner in which they are positioned points to the presence of certain gender stereotypes and discrimination.

METHODOLOGY

Sample

Commercials are a reliable sample for analysis from a gender-related aspect and for determining the way in which women and men are portrayed and treated within society, primarily because they have a tendency – through conveying short and clear messages – to convince (fe)male television viewers to act in a certain way, i.e. buy certain products or services. Such condensed audiovisual pieces strive to communicate their messages in an impressive way, so, as can be expected, they contain the essence of what the consumers (are expected to) consider attractive, interesting, acceptable and useful.

The research sample consisted of a total of 30 commercials, and was formed through following the programmes of the national television stations that broadcast programme via digital terrestrial multiplex – MRT1 TV, Alsat-M TV, Alfa TV, Kanal 5 TV, Sitel TV and Telma TV – which were aired during prime times in the period from 15 April until 15 May 2016. A number of advertising spots were analysed with the aim of establishing which of these were aired by the majority of the above-mentioned media outlets and which had the character of latest production and were aired most frequently, as this would mean that they were being watched by the largest number of (fe)male viewers. The commercials that were included in the analysis were the ones of *Honda*, *Linex Junior*, the *Euro 2016 Panini Sticker Album*, the *Persil gel*, the

Silan softener, the *Fructal* juices, *Orbit*, the Nivea deodorant, *Bref Blue Active*, *Nesquick*, *Europcar*, *Merix*, the *Kinder* chocolate, the *Dolcela* Pudding, the *Gjorgjevi* dairy products, *Schweppes*, the *VIVA* juices, *Espumisan*, *MoneyGram*, *Ariel*, *Teta Violeta*, *Gastro Guard*, *Telecom*, *Maestro*, *Vegeta*, *Ekstra* flour, the *Hit 73* Dairy, *Amstel*, *Stobi Flips* and the *Metropoli* icecream.

Research instruments and techniques

In the research, the methodological procedure applied was content analysis, so that every advertising spot was analysed individually, as a way to obtain answers to the structured questionnaire prepared for the analysis based on UNESCO's *Gender Sensitive Indicators for Media*, which refer to gender portrayal in media content (Group B2: gender portrayal in advertising).

The analysis obtained answers to several questions: the total number of women and men, girls and boys present in the commercials; the visual presence of women as opposed to that of men – both in the international ads and in regionally/domestically produced ads; the level of representation and the ratio of male and female narrators in the advertising spots; the number of subjects that verbally express themselves in the adverts; who a particular commercial is intended for, what its target group is (is it intended for women, men, the family, or all categories of consumers); the age of women and men, girls and boys included in the commercials; the way of portraying women and men in the advertising spots (as objects, sexual objects, or as persons whose psychophysical integrity is respected); presentation of the gender traits; the speech style (discourse) used in a particular commercial, i.e. if it is gender affirmative, sexist/discriminatory, patriarchal/traditional or the neutral speech prevails.

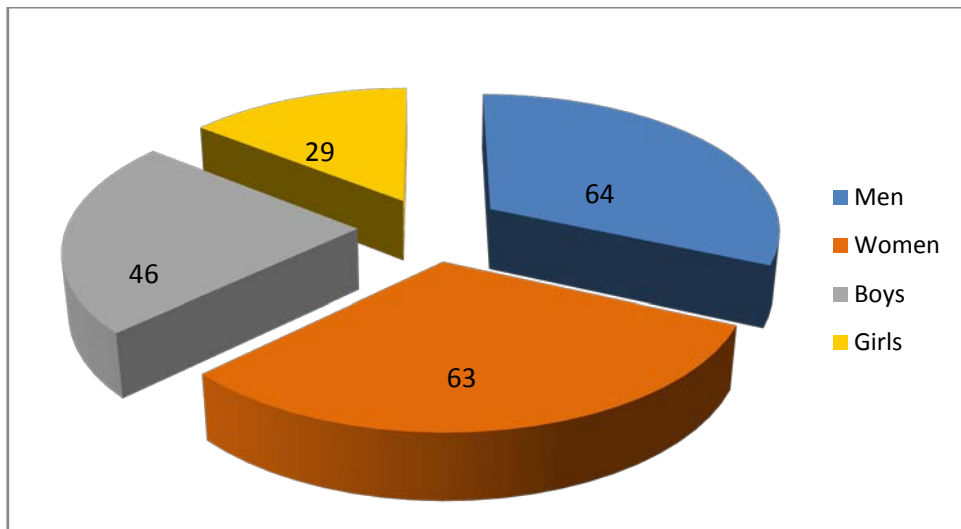
Quantitative indicators

The thirty advertisements analysed as part of this research offered certain products or services intended for a certain type of (fe)male consumers. Out of the total number of ads, 19 advertising spots were intended for the international market, while 11 were intended for the regional market and Macedonia. The results obtained yielded the following data: six of those made for the international market and one of those made for the regional/domestic market were intended for women. Two of the ads made for the international market were intended for men, as were two of those made for the regional/domestic market. Children, too, were represented in the advertising spots that were analysed, as follows: four of the ads made for the international market were intended for children, as was one of the ads made for the regional/domestic market. Among the advertising spots intended for all categories of consumers, three were placed on the world market, and two – on the regional/domestic market. As regards the 'family' category, there was no

ad intended for the world market, while the regional/domestic market had two. Certain ads had the so-called “both men and women” category as their target group, which was represented in four ads intended for the world market and two advertising spots intended for the regional/domestic markets.

Total number of women and men in the commercials

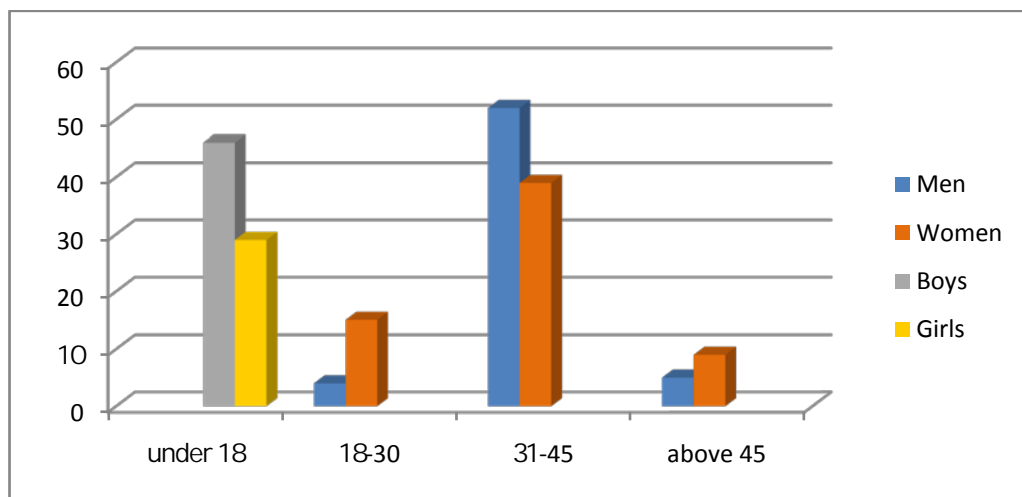
The structure of persons present in the advertising spots was a relevant element in this research, because it provided an opportunity to cross data and draw conclusions about the visual presence of men and women in the ads. In this research, apart from the presence of men and women, also given were data about the visual presence of boys and girls, due to the fact that their significance and influence on the contents of the advertising spots analysed, i.e. on the presentation of the product and/or service on the market, was noticeable. In the thirty advertising spots, a total of 202 subjects were registered (Graph 1); of these, 64 were men, 63 were women, 46 were boys and 29 were girls. Evidently, there was no considerable difference between the number of men and women who were visually present in the ads, however, there was a difference between boys and girls' visual presence. In the advertising spots intended for the world and the regional/domestic markets, the ratio was the following: there were 35 women in the commercials intended for the world market and 28 in the ads intended for the regional/domestic market, as opposed to 30 men present in the commercials intended for the world market, and 34 in the ads made for the regional/domestic market. The visual presence of boys and girls shown in figures formed the following picture: 12 boys and 5 girls were visually present in the ads intended for the world market, while 34 boys and 24 girls were visually present in the advertising spots intended for the regional/domestic market.



Graph 1. Representation of women, men, boys and girls as subjects in the advertising spots

It is important to stress that the presence of women and men in the advertising spots is determined by the nature of the product/service that is being advertised, i.e. which group of consumers it is intended for. It is indisputable that women appear in commercials for products that the manufacturer deemed are/would be used by women, whereas the ads for products they assume are/would be used by men, have men as their central characters. Boys and girls appear both in commercials promoting products that may be used exclusively by them, but they also appear in commercials advertising products designed for another category of consumers, with the aim of augmenting, in most of the cases, the patriarchal/traditional depiction of the family concept. Women present in the ads are most often portrayed as housewives, wives and mothers, however, in the commercials subjected to this research analysis, men, too, were often presented as husbands and fathers. Women and men appearing together could be spotted in the *Fructal*, *Merix*, *Kinder Chocolate*, *Maestro* and *Stobi Flips* commercials.

Age



Graph 2: Proportions of men, women, boys and girls by age

Men between 31 and 45 years of age appeared to be the most represented group in the commercials (52), followed by teenagers, boys in particular – a total of 46. The next most represented group were women aged between 31 and 45 (39), followed by girls – a total of 29. Prevailing in the category aged between 18 and 30 were women, as there were a total of 15 women and 5 men. In the group of persons above 45 years of age, men and women's presence was nearly equal, i.e. there were a total of 7 men and 9 women (Graph 2).

Age	Men		Women		Boys		Girls	
	dom./reg. market	world market	dom./reg. market	world market	dom./reg. market	world market	dom./reg. market	world market
under 18					34	12	24	5
18-30	4	1	4	11				
31-45	25	27	18	21				
above 45	5	2	6	3				
To- talling by market	34	30	28	35	34	12	24	5
To- talling by gender	64		63		46		29	
Total	202							

Table 1: Detailed data about the ratio of men, women, boys and girls by age and by the market the commercials were intended for

As regards which market the commercials were intended for, the most represented group were the boys in the ads intended for the domestic and regional market, followed by men aged between 31 and 45, in the ads for the international market, and the girls in the ads made for the regional market and for Macedonia (Table 1).

The placement of men and women in space

In order to obtain a complete picture of the way of portraying and depicting women and men in the programming concepts and contents, it is necessary to also look into the way they are positioned/arrayed in space (who is in the forefront, who is in the background, who is at the centre and who stands on the side).

Out of a total of 63 women who appeared in the advertising spots, 44 occupied the central position in the ad's space. This feature was more frequent in the ads intended for the world market (29), than in the ads intended for the regional market and Macedonia (15). As regards the total number of men and their placement in space, out of a total of 64 men, 46 were positioned centrally in space. This trend was more present with the ads intended for the regional market and Macedonia – 27, than with the ads intended for the international market – 19.

The placement of persons of different sexes in space reflects the attitude towards genders, particularly in various situations in which products of all kinds are advertised.

Women were most often placed centrally in space in the commercials advertising household products, food and clothes. More specifically, women were positioned centrally in space in seven ads that were intended for women exclusively, six advertising spots intended for both men and women and five advertising spots that were intended for all categories of consumers.

Men were placed centrally in space mostly in the commercials that advertised telecommunication products, food, cars and motorbikes. There were five ads intended for men exclusively, four advertising spots intended for both men and women and five advertising spots intended for all categories of consumers.

A specific trait of the sample used in this year's research was that children appeared in a large number of commercials. Due to this, it is important to present the placement of boys and girls in the advertising spots as well. The total number of girls shown in the advertising spots was 29. Of these, 25 were positioned centrally in the ads – three in the ads intended for the world market, and 22 in the ads meant for the regional market and Macedonia. The girls were centrally positioned in space in four advertising spots intended for children, four ads intended for all categories and two ads intended for the families.

The total number of boys shown in the advertising spots was 47. Of these, 24 were centrally positioned in space, as follows: eight in ads intended for the world market and 16 in ads intended for the region and for Macedonia. Boys were centrally positioned in space in four commercials intended for children, another four intended for all categories and two intended for the families.

The subjects' voices

The verbal expression of the subjects present in the commercials is considered to be determining their active or passive status, so that, apart from men and women's physical presence and age, one of the key parameters subject to measurement is the number of subjects whose voices can be heard in the commercials. The data obtained from the commercials that were analysed did not confirm that the subjects' verbal expression indicates their active or passive status. Namely, there were ads in which the subjects had an active status despite the fact that their voices could not be heard. As regards the number of subjects whose voices were not heard, the analysis showed that, out of 63 women involved, the voices of 11 could be heard, while, out of a total of 64 men, six expressed themselves verbally. Out of 46 boys, the voices of two could be heard, while out of 29 girls, two expressed themselves verbally as well. The conclusion is that, in most of the advertisements, the message was conveyed by the (fe)male narrators.

Narrators

A relevant segment in any commercial is the voice of the narrator, because it promotes the product or the service. In the sample analysed, there were a total of 21 narrators and 8 advertisements without any presence of voices promoting the ad. There was one ad in which a man and a woman appeared together as narrators. A total of 9 women appeared as narrators, while, as regards which market the ad was intended for, women were more present as narrators in the ads intended for the world market. The voices of men were more present than those of women, i.e. there were a total of 12 male narrators, most frequently in the ads intended for the regional market.

Out of a total of 30 commercials, seven were intended solely for women. The number of male (2) and female (2) voices presenting the product intended for women was the same, while three spots did not have any narrator whatsoever.

The voices of the female narrators appeared in commercials that were intended for children and their health, the family, as well as in ads promoting sweets and dairy products. What was interesting was that men appeared as narrators much more often than women in commercials promoting household and cooking products, as well as in the ads intended for the family.

Objectifying women and men in the commercials

The placement of women and men as objects, as sexual objects in particular, is an issue the consideration of which is of special importance in the gender analysis of the advertising spots. The sample of this year's advertising spots proved to be insufficiently supply for drawing conclusions about this issue, because a total of 4 women and 2 men were objectified in their depiction. In the advertising spots, one could notice a predominantly patriarchal approach to gender equality, but no striking sexism.

Attitude towards gender

As regards whether there was patriarchal/traditional, affirmative/non-traditional, sexist or neutral attitude towards gender in the advertising spots, the following results were obtained:

- There were 15 commercials with patriarchal or traditional attitude towards gender equality, eight of which were intended for the domestic or the regional market, while seven were made for the international market.
- Affirmative attitude was present in seven ads, four of which were intended for the international market, while three for the domestic or the regional market.

- Neutral attitude was present in three commercials intended for the international market.
- In one ad, also intended for the international market, there was a stereotyped portrayal.
- Four adverts intended for the international market included topics that were related to sexuality.

Based on the results obtained, one could conclude that, in the advertising spots, the patriarchal or traditional attitude towards gender equality was still the most frequently represented.

Qualitative results

In addition to quantitative representation of the data, figures and facts obtained, it is necessary to give additional qualitative explanations of certain advertising spots with the aim of ensuring objective, trustworthy and comprehensive presentation of the research results. In order to present data more easily, the commercials were categorized based on several predefined criteria, which ensured the possibility and the room for qualitative presentation of the findings.

Sexist or strikingly patriarchal, as opposed to gender-affirmative advertising spots

In order to penetrate into the essence of varying treatment of gender and illustrate more easily the importance of how gender and gender roles are portrayed on television, given below is a more detailed description of several of the analysed commercials representing the two opposite extremes in portraying women and men. On one end, there were the ads displaying extreme gender insensitivity or striking traditional values, whereas, on the other, there were the ads asserting gender equality or promoting non-traditional values.

Singled out as commercials that manifested gender insensitivity were: **LINEX Junior** – Mothers Know What Helps; **Panini** – the sticker album; The Best **Persil Gel**; Fall in Love with the Feeling **Silan** Offers; Together We Are Stronger with **Fructal Classic**; The Gentlest **NIVEA** Deodorant; Eat, Drink, Chew **Orbit**; Always Clean and Fresh – **BREF BLUE ACTIVE**; **Nesquik** – Mom Knows How Important Breakfast Is... Enrich the Cup of Milk; **Kinder Chocolate** – the Best Time of Our Lives; **Dolcela** – Sweet Touch of Fantasy; **Gjorgjjevi** – Cheeses That Know No Bounds; **Schweppes** – For Women, Not for Girls; **VIVA Juices** – Natural is Natural; **Espumisan** – Against Bloatiness!; **MoneyGram** – Closer to Your Loved Ones; **Maestro** – Refined Taste for Superb Pleasure; **Vegeta** – Cook Freely; **Hit 73 Dairy** – Nature Spread on Your Table; **Teta Violeta** (Aunt Violeta) – Fantastic;

Amstel – Quality Requires Time, and A World of Tastes – 60 Years of **Stobi Flips**.

Among the advertising spots that portrayed women physically in a sensual and sexualized way were the following: Fall in Love with the Feeling **Silan** Offers and **Schweppes** – For Women, Not for Girls.

The woman depicted in the **Silan** commercial was placed centrally and barely dressed. This ad put a special accent on the physical looks and the body of the woman, which was sexualized as an allusion to the message about the sensuality of the product being sold.

The **Schweppes** ad showed a female and a male bodies, both sexualized. The accompanying text in the ad stated: Girls wear ribbons. Women play with them. For women, not for girls” [translator’s note: one of the ads of Schweppes’ “Separating Women from Girls” campaign]. In this way, the advert alluded to women’s sexuality and to their age, with which, according to the author, women gain greater sexual power. This ad depicted gender roles non-traditionally, because, in it, the woman did not play a passive role – on the contrary, she played the role of a woman aware of her sexuality and independence in choosing her sexual partner. This advert sent out a subversive message about gender roles, stressing the importance of a woman’s independence, as well as awareness of her own sexuality and needs.

An advert depicting patriarchal attitude was the **Vegeta** ad, with its slogan *Cook freely*. It showed four men, each doing his part in preparing a barbeque. However, although these men were cooking, they were portrayed as aggressive and rude. The narrator’s speech also conveyed a patriarchal message: “Show your barbeque who the boss is”.

The advert left the impression, both visually and verbally, that men needed an alibi to do a ‘female’ chore – cooking – even though the preparation of barbeque meat is something that is often considered as men’s department in cookery. Moreover, the narrator’s message plays with the ambiguity of the word ‘boss’ in the Macedonian language [translator’s note: Macedonians have one and the same word denoting both ‘boss’ and ‘chef’ – ‘шеф’ [shef] – which can, therefore, be used as a pun in this case), referring to the top position in a restaurant’s kitchen, but at the same time conveying a sexist message that the man is the “boss”, and accentuating men’s domination. This advert assigns importance to the physical looks of men, as a way to emphasize masculinity and strength.

One more commercial where traditional roles prevailed was the ad promoting the **Gjorgjievi** dairy products, and its slogan “Cheeses That Know No Bounds”. The ad depicted three women from different countries – France, Italy and Macedonia. Each was shown preparing the most famous dish of the country she represented, to be pushed aside rudely by the next woman so the latter could prepare her dish. This created the picture of a contest going on among them about who was a better cook. The three women in this advert

were portrayed as housewives, manifesting a certain amount of aggressiveness in their fight over the title of 'the best female cook'.

The **Stobi Flips** ad, with its slogan "A World of Tastes", depicted an idyllic family atmosphere, followed through time, since years ago, including the Stobi Flips products. Although this commercial was pleasant to watch precisely because of the nice family atmosphere, the traditional roles in it prevailed, portraying the woman, above all, as a housewife, then as a mother, wife and grandmother, while the man was shown as a father, husband and grandfather. There was one more segment in this ad that referred to the traditional division of the roles – at one point it showed two kids cooking together with their mother, as the narrator stated: "We remember the moments spent with mom in the kitchen."

The **BREF BLUE ACTIVE** – *Always Clean and Fresh* commercial was also interesting to analyse from a gender aspect, as it intertwined and mixed the gender roles. For a few moments, the man took over the traditional role of the woman in the house, but the rest of the ad presented the woman in her traditionally-set role as a housewife advising the man on how to clean efficiently. Namely, at the beginning, the man was shown cleaning the toilet bowl in the bathroom. Such portrayal of men in adverts is rare, because, nearly always, it is the woman who is shown doing these chores around the house. The man was cleaning when the woman showed up in the bathroom and gave him instructions and advice on how to clean more efficiently, stressing the high quality of the product. In this way, the woman was again portrayed as the expert in doing domestic chores, responsible for the hygiene in the home, which is considered to be her obligation, and as a result of which she gave the man advice on cleaning.

Possibly the best symbolic portrayal of intertwined and mixed traditional roles was the one given in the **Teta Violeta** (Aunty Violeta) commercial advertising a fabric softener. It showed a man in the bathroom, sprucing up in front of the mirror. When a woman entered and asked him what he was doing, he said he was grooming himself and putting on fabric softener as perfume. In the conversation, he told the woman: "The softener contains all the best French perfumes. A real woman would certainly recognize it." This advert presented the gentle and caring side of men, who care about how they look and smell. Traditionally, commercials most often depict women in this way. On the other hand, in the conversation in this ad the man set the parameters of the 'real woman', thus maintaining the patriarchal attitude towards gender equality. Moreover, he sent the message about the 'real woman' to a woman from the same household, who was obviously the one taking care of the home – including the choice of the softener – and whose role in the household was not hinted in any way, however, she was the same age as the man so she might have even been his partner. Hence, the male character in this commercial actually insulted the woman at a certain level.

The second group of advertising spots included adverts with affirmative contents, i.e. the gender-affirmative advertising spots. Such were **HONDA** – The power of Dreams; **Europcar** – Moving Your Way; **Merix** – Washes a Lot, Costs a Little; **Ariel** – Spottless Stain Remover with Just One Wash; **MAGENTA ONE** – For #1 Dads and **Zhito Luks** – For Creating Masterpieces in Your Kitchen.

A particularly interesting advert – which was gender-affirmative – was **MAGENTA ONE** – For #1 Dads. This advert was dedicated to men in their role as fathers. It showed several fathers with their kids. It depicted a dad fixing his vehicle, while his daughter was repairing her bicycle; a father teaching his daughter some maths, a father teaching his son various sports, a father taking his kid to a concert, etc. All gender roles – both those of the fathers and those of the children – were presented non-traditionally. Owing to this fact, the advert had an affirmative attitude towards gender equality. In the advertising spots, men are rarely depicted at home or with their families, and even more rarely in their role as fathers and husbands taking care of the house, who consider their involvement in the home as something natural. But, the creators of this commercial (quite correctly) did not see a need to add a tone of excuse or comicality to the manliness portrayed like this.

An ad that also manifested an affirmative attitude towards gender equality was the **Merix** – *Washes a Lot, Costs a Little* commercial. It depicted a large number of subjects – men, women and children – on the streets of a little town. The ad showed both women and men caring for the cleanliness of the clothes, and washing their clothes with the washing powder that was being advertised in the ad. Traditionally and most frequently, it is women whom adverts show as the ones taking care of the clothes and their whiteness. Precisely due to this, this commercial, in which both men and women are equally seriously involved in this household activity, was taken as an example of an ad with affirmative attitude towards gender equality. An existence of a greater number of such commercials would manifest a different attitude towards the household chores, which are most often presented as typically women's tasks, and would show the need to redefine household chores as common tasks in the house, as well as to change the division of labour between genders.

CONCLUSIONS

The equal presence of women and men in their capacity as central characters was typical of the 2016 advertising spots analysed, as was the noticeable presence of girls and boys in them. In three of the commercials, girls and boys were independent bearers of the content, while in the other ads in which they were present, their goal was to augment the family atmosphere and/or suggest a family, traditional atmosphere;

Women occupied the key place in the commercials promoting products intended for women exclusively, as well as in the ads promoting products used by the remaining categories of consumers;

Regardless of whether they played the key or supporting roles as subjects in the commercials, in most of the cases women were held the traditional roles and values. There were a number of examples where women appeared as housewives, wives and mothers; in some ads they had neutral roles; in others they were shown as decoration; ads were spotted where they attracted attention with their physical looks and acted as femmes fatales (the SCHWEPES and SILAN SOFTENER commercials). In certain cases, they were spotted in a workplace ambience, manifesting striking devotion to their physical appearance (the NIVEA DEODORANT ad), while in two of the analysed ads, women played an affirmative role (the HONDA – THE POWER OF DREAMS and EUROPCAR – MOVING YOUR WAY ads);

Noticeably, even when women, even had neutral roles in the advertising spots, the content, narrative and story of the same happened to have an affirmative attitude towards gender equality;

The most represented age group in these commercials were women aged between 31 and 45, followed by those aged between 18 and 30. In the ads analysed, men, just like women, were most often between 31 and 45 years of age, followed by those in the category above 46 years of age. This indicates that the category of (fe)male citizens aged between 31 and 45 is the one supposed to potentially include the greatest consumers of the products/services advertised;

Traditional portrayal of gender roles was the most frequent in ads advertising food products, home cleaning products and in the commercials aimed at children.

Published by:
AGENCY FOR AUDIO AND AUDIOVISUAL MEDIS SERVICES OF THE
REPUBLIC OF MACEDONIA

address: Makedonija St. No. 38, 1000 Скопје
tel. ++389 2 3103-400
fax. ++389 2 3103-401
http: [www. avmu.mk](http://www.avmu.mk)
e-mail: contact@avmu.mk

For the publisher:
Zoran Trajchevski, Director of the Agency

Prepared by:
Emilija Petreska-Kamenjarova, M.A.
Marina Trajkova

Printed by:
Mar-Sazh

Skopje,
2018

CIP - Каталогизација во публикација

Национална и универзитетска библиотека "Св. Климент Охридски", Скопје

316.774:305(497.7)"2012-2016"

GENDER on television : a collection of annual surveys on the treatment of gender issues and the way women and men are depicted by the national TV stations : (2012 - 2016) : including comparative indicators.

- Skopje : Agency for audio and audiovisual media services the Republic of Macedonia, 2018. - 207 стр. : граф. прикази ; 30 см

Фусноти кон текстот

ISBN 978-608-4605-11-9

а) Медиуми - Родова застапеност - Македонија - 2012-2016 б) Родови истражувања
COBISS.MK-ID 106522890