

# Ethical Journalism Network

## Media Stereotypes And the Scourge Of Violence Against Women



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# Who we are



A coalition of media professional groups from Europe and around the world committed to building trust in media and promoting principles of ethical journalism, good governance and self-regulation in the digital age

[www.ethicaljournalismnetwork.org](http://www.ethicaljournalismnetwork.org)

# Journalism and Media: Caught Between Image and Reality

Disconnect between  
policy, human rights  
and Cultural Attitudes

Distorted Images and  
Stereotypes Highlight the Weakness of  
Internal Media Culture



# Made to Measure: Media Distortion



# Journalism: Weak Spots

**Don't Focus on looks.**

Sexy is a matter of opinion and media obsession with women as sex objects reinforce all other forms of discrimination.

Ideal female beauty is a construction of advertising and digital manipulation of images.

# Journalism: Weak Spots

## **Beware of Cultural Exceptionalism**

All countries have customs and traditions, but there is no single “European”, “African” or “Asian” culture. In all countries the rights of women and minorities are protected by universal principles.

# Journalism: Weak Spots

**Beware of myths. Don't Blame the victim.**

Some say she is provocative.

But is that an excuse for violent sexual abuse and rape?

Are there two sides to the story?

# Good Governance 1

## Set internal standards:

- Zero Tolerance of Bullying
- Review Editorial Performance
- Remove Glass Ceiling
- Practice Equal Opportunities



# Good Governance 2

- Provide training: law, international standards, newsroom practice
- Set equality standards from top to bottom of the media pyramid
- Internal equality targets for recruitment and promotion

# Quality in Journalism 1

- Establish internal guidelines on use of language and images
- Moderate all user content
- Avoid sensationalism
- Diversity of sources and authentic voice of women

# Quality Journalism 2

- Every story has a gender dimension: seek it out.
- Report in context.
- Do not identify victims.
- Do not use sexualised images.
- Take time and respect victims

# Media Campaigning

- Promote discussion on media coverage of FGM, rape, domestic violence
- Joint approach over safety of media staff, particularly women
- Dialogue with civil and religious community over reporting gender

## ...and more

- Give women a voice either directly or through a trusted source
- Privacy is no excuse for toleration of domestic and violent abuse



**Empower women to tell their story**

