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
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

True fact: Almost 100% of the images you see of models and celebrities are altered.

Before

After
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.
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