


Gender inequalities in the area of media

Escaping gender inequalities: a digital focus
on Goal number 5 of the 2030 Agenda



The area of research

Media especially in the 21st century, has become the most important means of communication for 2 reasons. First of all the media are a quick way to get informed and have developed with the growth of digitalization. Media in 2021 means all digital resources of which people use to inform themselves about what is happening in the world culture.



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The issue in our country

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In this area gender inequality is a big problem because it is added to other gender discriminations in other areas, men and women should have the same rights and there should not be inequalities.

For example, in recent television broadcasts the female presence is much lower than the male one.

female presence: 1816

male presence: 3162

In the podcast the female guests were only 987 against 1963 male guests. These data let us know that a male presence is preferred instead of the female one in this field of work, for example.

Laws and regulations passed to improve the situation

In order to respect human dignity and to achieve equal rights, our country have some laws that aim to combat discrimination of the female image, perpetrated in advertising and in the information and communication media, using images that transmit not only explicitly, but also in an allusive and symbolic way, messages that suggest the use of explicit or veiled violence, as well as discrimination, underestimation, ridicule and offense against women. These laws are part of the government bill number 2216, enacted by the italian Senato.



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source:

http://www.senato.it/japp/bgt/s/howdoc/16/Ddlpres/0/00510365/index.html?part=doc_dc-articola_to_ddl



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A victim of gender inequalities in our country

Annalisa Monfreda is the editor of some of the most famous magazines in our country: Donna Moderna and Cosmopolitan. At the beginning of her career she felt out of place when she was working, because she was a woman. But then she finally became the director of the magazine, and reached the top role in the publishing industry of her magazine. In 2018, she published her first book about the issue.



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source:

<http://www.ilducato.it/2019/02/27/annalisa-monfreda-mamma-e-direttrice-di-donna-moderna-allinizio-mi-sentivo-sempre-nel-posto-sbagliato/>

Social network focus on the issue

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Source:

https://www.oecd.org/development/gender-development/DEV_socialmedia-issuespaper-March2015.pdf

Below are three areas identified by the Wikigender online discussion and research where social media has enabled women's political activism:

- **Hashtag activism bringing women's issues to the forefront of political agendas:** Hashtag activism has helped to mobilise public attention on women's rights, increasing the visibility of issues that are under-reported in mainstream media. For example in 2013, the #BringBackOurGirls campaign reached over 1 million tweets, helping to raise awareness of both national and international actors of the need to help rescue the abducted Nigerian schoolgirls (Tomchak, 2014).
- **Tackling violence against women through social media tools:** Social media tools have helped female victims to share their experiences of violence with other victims, creating a space to exchange knowledge and information on their rights, legal processes and welfare services. In 2010, HarassMap was launched in Egypt as an online mapping tool to allow victims to anonymously report cases of sexual harassment directly from their mobile phone.
- **Public accountability towards gender equality:** Social media has been increasingly used by women's grassroots organisations to call for greater public accountability towards gender equality. For example following the 2012 gang rape of a young woman in Delhi, the #DelhiGangRape hashtag campaign brought the scale of gender-based violence in India into the spotlight.

Petition to support the reduction of gender inequalities in Italy

Recently in Italy was born on social networks a petition inherent to the moment of crisis from covid-19 that we are living.

In Italy all the Civil Defence's daily briefings on the crisis are chaired by men, and the group of experts advising the government does not include any women.

In response, Italian women have taken to social media to call for better representation.

"We want to be able to exercise our right to be fairly represented," the Dateci Voce ("give us voice") Facebook page said.

"Reconstruction of the country must be a project shared by women and together."

A petition started by the group has been signed more than 4,500 times and also encouraged Italians to post pictures of themselves wearing face masks with the hashtag Dateci Voce, which was soon trending in Italy.

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Source:

<https://www.bbc.com/news/world-europe-52588862>