



Republika e Kosovës
Republika Kosova – Republic of Kosovo
Qeveria – Vlada – Government

ZYRA E KRYEMINISTRIT / OFFICE OF THE PRIME MINISTER / URED PREMIJERA

AGJENCIA PËR BARAZI GJINORE
AGENCIJA ZA RAVNOPRAVNOST POLOVA
AGENCY FOR GENDER EQUALITY

PRESENTATION OF WOMEN IN THE PRINT MEDIA 2014-2015

March, 2017.





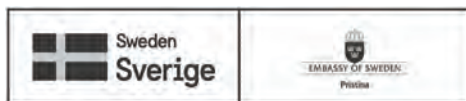
Republika e Kosovës
Republika Kosova – Republic of Kosovo
Qeveria – Vlada – Government

ZYRA E KRYEMINISTRIT / OFFICE OF THE PRIME MINISTER / URED PREMIJERA

AGJENCIA PËR BARAZI GJINORE
AGENCIJA ZA RAVNOPRAVNOST POLOVA
AGENCY FOR GENDER EQUALITY

PRESENTATION OF WOMEN IN THE PRINT MEDIA 2014-2015

March, 2017





STRATEGY &
DEVELOPMENT
CONSULTING

This report is prepared by the Strategy and Development Consulting by the support and funding of the Swedish International Development Cooperation Agency (SIDA). All rights of this report are reserved for the Agency for Gender Equality (AGE), Office of the Prime Minister of the Republic of Kosovo.

CONTENTS

Abbreviations	5
Summary	6
1. Introduction	9
2. Legal and institutional framework	11
3. Previous reports and research	14
4. Quantitative analysis of the collected material	17
4.1 Methodology	17
4.2 The findings of the quantitative analysis	17
5. Quantitative analysis of the collected material	27
5.1 Critical Analysis of the Discourse and Multimodal Semiotics Analysis	27
5.3 Analyzed articles	31
6. Focus group with journalists	58
6.1 The methodology	58
6.2 Main findings of the focus group	58
Conclusions and recommendations	62
References	64

Abbreviations

AGE -	Agency for Gender Equality
EU -	European Union
CEDAW -	Convention on the Elimination of all forms of Discrimination against Women
GSIM -	Gender Sensitive Indicators for Media
NATO -	North Atlantic Alliance
UN -	United Nations Organizations
OSCE -	Organization for Security and Co-operation in Europe
KPGE -	Kosovo Program for Gender Equality
UNESCO -	United Nations Educational, Scientific and Cultural Organization

Summary

This research is based on the assessment of collected articles of seven daily newspapers during 2014-2015, that elaborate topics dealing with girls and women. The aim of the research was the assessment of the quantitative and qualitative presentation of women in them, and the role that daily newspapers writings play in creating a favourable climate for combating gender stereotypes and in promoting gender equality.

Furthermore, this research aims to meet the strategic objectives of the Law on Gender Equality, the Kosovo Program for Gender Equality (KPGE) 2008-2013, and the European Union Action Plan 2016-2020, which clearly define the obligations and liabilities of public institutions, and institutions whose mandate coincides with the media, in relation with the promotion of gender equality.

The results of this research indicate that print media have made progress on some of the key components of reporting on gender issues, which contribute to the overall promotion of gender equality in Kosovo. In this regard, it is worth mentioning the willingness of daily newspapers to give space to successful women in various fields. The case of judoka Majlinda Kelmendi and Nora Gjakova, and fair portrayal of their successes in the international arena is a clear indication of the positive, non-discriminatory and promotional approach of daily newspapers to successes of Kosovo women and girls. On the other hand, it is encouraging fair and non-discriminatory journalists' reporting about successful projects of women in the field of culture. Whilst in sport it is noted a great desire of the newspapers to promote the success of women and girls in Kosovo, especially in the international arena, in the field of culture we encounter a very objective reporting in terms of gender perspective, where the quantity of stories results in a promotional presentation of successful women in this field.

On the other hand, during the research it is noticed a positive tendency in the selection of photos and images in articles where the protagonists are women. It is worth noting that whilst the visual appearance of athletes and artists is always correct and adequate, such a positive tendency noted also in the pictures that accompany articles in which the main protagonists are women politicians. Women, who generally occupy most of the space of representation in the field of politics and decision-making, are: President Atifete Jahjaga, Gjakova's Mayor, Mimoza Kusari-Lila, Edita Tahiri, who led the negotiations process of Kosovo with Serbia. Even in the textual part of these articles in the field of politics, but also in that of economy and gender equality, there are significant improvements. In this regard, it can be distinguished the willingness of journalists to take into account and to present in an objective manner the views of the protagonists of these articles, as well as the drafting of articles based on direct citations.

Despite these positive elements, there are fields in which is noted the need for further improvements. Lack of knowledge about the basic concepts of gender equality and reporting through a gender perspective is still pronounced among journalists. As a result of this, most of the articles dealing with the negative occurrences, which threaten women's security and integrity, such as those on domestic violence and violence against women, primarily have informational character, where the information provided is of descriptive level, and do not make efforts, first to understand and then to elaborate the complexity of such topics through an analytical approach. For more, articles of this field are characterized by a pronounced lack of gender sensitivity, which often results in the presentation of girls and women exclusively through the victim's prism, not making efforts to analyse the causes, wider consequences and implications of these cases. In this regard, an increased attention should be paid to improving the approach of journalists in relation to the writings which include in it complex concepts, such as morality, sexuality and significant social and cultural norms.

Also, during the research is noted the need to improve the approach of daily newspapers towards promoting gender equality in general. It is important that such a thing should be done not only through the provision of sufficient space, but also through qualitative writings which have as a final goal have citizens awareness and education about the role and contribution of women in different spheres of society.

Whilst it is encouraging the fact that many of the daily newspapers have female editors, and some even female chief editor, as well as women in leading management positions, such a thing not necessarily translate into more gender-sensitive approach in relation to newspapers where men hold key positions.¹ Therefore, it is important to note that the gender of individuals in key editorial positions is not an indicator of the high quality of reporting from a gender perspective. On the other hand, during the work on this research, it was noticed that, unlike the editors and chief editors, the gender of journalists affects directly in the manner of reporting of topics where the main protagonists are women. However, in this case, lack of knowledge for the coverage of gender implications topics, plays a key role in determining the quality of writings.

In conclusion, it is worth noting that in Kosovo there are competent women and professionally prepared, that can and should be involved more in the role of experts in various articles. However, during the material and discussions analysis with the journalists, it was noted that they are rarely given the opportunity to cooperate. Given that the media have, to some extent, a monopoly on the promotion of certain persons in society, and their mission goes beyond the daily

¹ Despite efforts to interview two female editors and a female chief editor, such thing was not possible due to the unwillingness to cooperate.

news reporting, it is important that a gender perspective to be an inseparable part of editorial policy with the aim of the presentation and affirmation of women and its multiple roles in society.

1. Introduction

According to a survey conducted by INDEX Kosova in 2009, television remains the main source of information in Kosovo. About 86% of respondents to this survey stated that are informed from television, 5% stated that they are informed from the radio, and 7% from newspapers. Although lack of fresh data made this research difficult to conclude the exact level of impact of each medium, nevertheless it can be said that newspapers position in this ranking has been steadily declining.

With the growth of Internet use worldwide, people more and more are informed from different platforms of digital media, compared to traditional media. Only in the United States, about 62% of adults receive information from social networks.² Kosovo is no exception to this global trend. In 2013, internet penetration in Kosovo was 84.8% for households or 76.6% per capita.³ Although there are no accurate data, the number of Kosovars who are informed exclusively from online media is growing very fast.

Most of daily newspapers that are part of this research were adapted to this trend by publishing their writings also on the internet, and distributing them through social networks. Such a trend, followed by increasingly low level of newspapers sold, indicates that the print media no longer represent the primary source of information through which Kosovars are informed. Therefore, it is important to note that the purpose of this research is the assessment of presentation of women in the print media, and not the level of impact that these writings have among readers. However, any future research, which will deal with the impact assessment, whether positive or negative, of newspapers to readers, should take into account the evolution of the media landscape, as in the world as well as in Kosovo, and changes and continuous reformation in relations between producers and consumers of information.

According to an OSCE report of 2010 on the circulation and politicization of the print media in Kosovo, all daily newspapers which have been operational that year, together have had a daily circulation of 25 thousand to 35 thousand copies. According to this report, such a low circulation of daily newspapers occurs because most newspapers are focused mostly on simple protocol reports, and often superficial, rather than focusing in investigative journalism and analytical writings. In addition, the report notes that newspapers chief editors mention the poor distribution system as one of the causes of such level of newspaper

² Jeffrey Gottfried and Elisa Shearer, *News Use Across Social Media Platforms 2016*, Pew Research Center. 26 May 2016. <http://www.journalism.org/2016/05/26/news-use-across-social-media-platforms-2016/0/>

³ Fazliu A. (2013). *Internet penetration and usage in Kosovo*. Kosovo Association for Information and Communication Technology (STIKK): http://stikk.org/fileadmin/user_upload/Depertimi_dhe_perdorimi_i_internetit_ne_Kosove_01.pdf

circulation. The existing distribution model is not based on the concept of offer and demand, but uses static quotas for the distribution of newspapers in sales points throughout Kosovo. As a result, the number of copies of a newspaper that is available to readers remains always the same, despite the demand for a particular newspaper.⁴

Despite all the factors mentioned above, newspapers remain an important factor for the production of information. Despite low circulation and the fact that Kosovars more and more choose digital platforms to get informed, journalists are the ones who produce the news, they publish it and, therefore, contribute to the creation and shaping of the public discourse in Kosovo. It is important to mention that the role of journalists in this regard has the same weight, regardless of the type of media, through which they make their writings and opinions public. Another factor that explains the importance of the role of journalists is the fact that most of them have started their career in daily newspapers. The daily newspapers are producers of information, but at the same time they serve as a platform to bring young journalists in the market, which then engage in other media, including electronic and audiovisual ones.

The purpose of this research is firstly to assess in what way women are presented in the print media, and to what extent are fed or fought existing stereotypes about the role of women in Kosovo society. But on a broader level, data from the following research can be considered useful for the fact that they provide a clear overview of the approach of the print media on sensitive political, social and cultural issues, as well as a critical view on objectivity, ethics and mentality of journalists, as the main carrier of information and key actors in shaping the public discourse.

⁴ OSCE (2010) *Circulation and Politicization of the Print Media in Kosovo* <http://www.osce.org/sq/kosovo/67791?download=true>

2. Legal and institutional framework

The fundamental human rights, including gender equality as an integral part of them, are guaranteed by the Constitution of the Republic of Kosovo. The Constitution⁵ guarantees and promotes internationally recognized principles of gender equality and prohibits any form of discrimination, including discrimination on gender basis.⁶

The Constitution provides that, although Kosovo is not a signatory party of the main international agreements, all international instruments on human rights are directly applicable. Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) is also an integral part of the Constitution, namely its Article 22, and in case of conflict, has priority over provisions of laws and other acts of public institutions.⁷

CEDAW was adopted by the General Assembly of the United Nations in 1979. The Convention has been ratified by 190 of 195 UN member states. The goal of CEDAW is to eliminate all forms of discrimination against women, and to achieve full human freedom and rights for women under equal terms with men. Convention reiterates that discrimination against women violates the principles of equality of rights and respect for human dignity, it is an obstacle to women's participation in political, social, economic and cultural life in their countries on an equal footing with men, it prevents the growth of society prosperity and hampers full development of women's potential in the service of the country and humanity.

Promotion and enforcement of human rights and freedom, as well as equal treatment of all citizens of Kosovo also is regulated by the legislation package on human rights. Kosovo's legal framework regarding the equality between women and men has also been improved with the adoption of the new law on gender equality.⁸ The Law on Gender Equality (no. 05 / L-020) guarantees, protects and promotes gender equality as a democratic value, and requires the participation and contribution of both genders in the political, economic, social, cultural, public and other spheres. Gender-based discrimination is prohibited by Article 1 of the Law on Gender Equality. Furthermore, equal treatment without direct or indirect discrimination based on sex, as well as the promotion of gender equality

⁵ Constitution of the Republic of Kosovo (2008). <http://www.kryeministri-ks.net/repository/docs/Kushtetuta.e.Republikes.se.Kosoves.pdf>

⁶ Agency for Gender Equality (2012), Presentation of women in the print media 2010-2011 <http://abgj.rks-gov.net/Portals/0/ABGJ-Hulumtimi%20Grat%C3%AB%20n%C3%AB%20Mediat%20e%20Shkruara%20%202011-20012.pdf>

⁷ Constitution of the Republic of Kosovo (2008). <http://www.kryeministri-ks.net/repository/docs/Kushtetuta.e.Republikes.se.Kosoves.pdf>

⁸ Law on Gender Equality (2015), <https://mapl.rks-gov.net/getattachment/165dc3a6-5295-4d24-8437-a50f8ed4e237/LIGJI-NR--05-L-020-PER-BARAZI-GJINORE.aspx>

is mandatory.

Law on Gender Equality defines gender stereotypes as “views or general prejudices concerning the features or characteristics that belong or should belong, or roles that are performed or should be performed by men and women”.

The achievement of gender equality is of great importance for the protection of human rights, for the functioning of democracy and respecting of the rule of law, economic growth and competitiveness.⁹ However, despite the advancement and democratization of Kosovo’s society in recent years, women continue to face traditional polarization of gender roles, reinforced further by the dominant gender stereotypes.¹⁰

The new EU’s action plan on gender equality (2016-2020), “Gender equality and empowerment of women: the transformation of the lives of girls and women through the EU’s external relations 2016-2020”, represents an ambitious approach to gender equality, as well as to the promotion, protection and realization of human rights of women and girls. The new action plan on gender equality aims to concentrate the efforts of all EU actors in three thematic areas: in the physical and psychological integrity, economic and social rights, and in equal participation of girls and women.¹¹

With the aim of gender equality integration in public policies and programs of the Government of the Republic of Kosovo, the Agency for Gender Equality (AGE) has prepared the Kosovo Program for Gender Equality (KPGE) which was approved by the KPGE’s Steering Committee on 19 March 2008. This document includes eight strategic objectives: 1) Spreading of values and practices that promote gender equality, protection of the rights and empowerment of women; 2) Increasing the access of women and girls to quality education; 3) Access and quality of health services for women and girls; 4) Economic empowerment of women; 5) Improving the social situation of women at risk; 6) Improving the employment for women and girls; 7) Improving the image of women in media, culture and sport; and 8) Participation and equal representation of both genders.

The seventh objective, “Improving the image of women in media, culture and sport”, explains the importance of improving the image of women in culture, sports and media. Within this objective, KPGE draws attention to the important role of the media in changing and improving public opinion about the image of women and their role in society. The program also stresses that journalists and

⁹ Council of Europe (2014), *Gender Equality Strategy 2014-2017* <https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=0900001680590174>

¹⁰ Agency for Gender Equality (2012), *Presentation of women in the print media 2010-2011* <http://abgj.rks-gov.net/Portals/0/ABGJ-Hulumtimi%20Grat%C3%AB%20n%C3%AB%20Mediat%20e%20Shkruara%20%202011-20012.pdf>

¹¹ O’Connell H. *The European Union’s new Gender Action Plan²⁰¹⁶⁻²⁰²⁰: Gender equality and women’s empowerment in external relations*. <https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/9926.pdf>

the media have an obligation to not reproduce sexist and exclusionary social experiences, to not allow discriminatory practices that follow hierarchical relations on the basis of male domination, to not accept norms that support female inferiority and which legitimize the male domination, and to participate in creating a new vision for the division of gender roles.¹²

¹² Agency for Gender Equality (2008), Kosovo Program for Gender Equality 2008-2013. [http://abgj.rks-gov.net/Portals/0/ABGJ%20Programi%20i%20Kosoves%20per%20Barazi%20Gjinore%20\(2\).pdf](http://abgj.rks-gov.net/Portals/0/ABGJ%20Programi%20i%20Kosoves%20per%20Barazi%20Gjinore%20(2).pdf)

3. Previous reports and research

There is a clear compliance point between women's empowerment and media development. The media, regardless of the applied technology, remain one of the main sources of information, ideas and opinions for the majority of people worldwide. Although there are inequalities and gender stereotypes in social structures and in people's mentality, media have the potential to spread and to perpetuate them, or at least to mitigate their impact.¹³

If the media are intended to accurately reflect our societies and provide coverage that is full and diverse, it is of great importance that news in particular, to reflect the world in a way that is deeper than a world with the men in the centre and with stereotypical views.¹⁴

The Gender Sensitive Indicators for Media (GSIM) UNESCO intend to elaborate on this accordance of women's empowerment and media development. Their main focus is equality and gender dimensions of social diversity in the media.¹⁵ Gender indicators for media place gender equality at the very forefront of UNESCO's global priorities.

The previous report of the Agency for Gender Equality "Presentation of women in the print media 2010-2011"¹⁶ shows that within the articles where women are presented, over 22% are in politics, followed by the topics in the field of culture (13%) and social issues (8.2%), whereas in the field of sports presentation of women is mostly done through the promotion of successes of athletes (55.8%). On the other hand, the report highlights the fact that in the context of the "black chronicle", women are mostly presented in newspapers as victims of domestic violence, or in over 42% of cases. In all analysed material, men are cited in 70% of cases, while men and women are cited together in the same article in 19% of cases.

Global Media Monitoring in 2010 has shown that 76% of what people have heard or read in the world news dealing with men. Hence, the news on media mainly presents the world as the world of men. Unfortunately, the Global Media Monitoring Report of 2015¹⁷ states that women still compose only 24% of persons for whom is heard, read or who are seen in newspapers, on news in television and

¹³ UNESCO (2012), *Gender-Sensitive Indicators for Media: Framework of indicators to gauge gender sensitivity in media operations and content*. <http://unesdoc.unesco.org/images/0021/002178/217831e.pdf>

¹⁴ The same source

¹⁵ The same source

¹⁶ Agency for Gender Equality (2012) *Presentation of women in the print media 2010-2011* <http://abgj.rks-gov.net/Portals/0/ABGJ-Hulumtimi%20Grat%C3%AB%20n%C3%AB%20Mediat%20e%20Shkruara%20%202011-20012.pdf>

¹⁷ The Global Media Monitoring Project (2015), *Gender inequality in the news 1995-2015* http://cdn.agilitycms.com/who-makes-the-news/Imported/reports_2015/highlights/highlights_en.pdf

radio, the same percentage as that of 2010.

The Beijing Declaration and Platform for Action¹⁸ was established at the Fourth World Conference on Women, held in September 1995, the year of the fiftieth anniversary of the founding of the United Nations. The Beijing Declaration expresses the commitment to advance the objectives of equality, development and peace for women everywhere in the world, for the benefit of all mankind.

Among other things, the Declaration states that with the advancement of technology over the last decade, Media exert influence on public policy, in private attitudes and behaviours, especially on children and young people. The declaration states that there is a potential for the media to make a greater contribution to the advancement of women¹⁹.

The declaration further calls for changing the constant presentation of negative and degrading image of women in the media communications – in electronic, printed and audiovisual media. Given the fact that the print and electronic media in most countries do not present a balanced picture of the diverse life of women and their contributions in a dynamic world, they almost automatically limit women in their traditional roles. The declaration states that “the worldwide trends towards consumerism have created a climate in which advertising and commercial messages often portray women primarily as consumers and targets girls and women of all ages in inappropriate way”.

Given the important role the media have in shaping the mentality, one of the objectives of the declaration is the promotion of balanced and non-stereotyped portrayal of women in the media. Actions to be taken in this regard are: encouraging of gender trainings for media professionals, including their owners and managers, in order to create and use non-stereotyped, balanced and diversified image for women in the media.²⁰

Nevertheless, 20 years after the Beijing Platform for Action, the review conducted in 2015 by the European Women’s Lobby²¹ associated with the EU’s activities in this regard, shows that the situation has not been improved significantly. Considering that media shape and will continue to greatly influence our view over the world, media worldwide have provided and continue to provide an important contribution to advancing the status of women. However, women in the European Union (EU) continue to suffer from a severe lack of media vis-

¹⁸ Beijing Declaration and Platform for Action (1995)

¹⁹ Beijing Declaration and Platform for Action (1995), *Women and the media*, p. 100
<http://www.un.org/womenwatch/daw/beijing/pdf/BDPfA%20E.pdf>

²⁰ Beijing Declaration and Platform for Action (1995), *Women and the media*, p. 102
<http://www.un.org/womenwatch/daw/beijing/pdf/BDPfA%20E.pdf>

²¹ European Women’s Lobby. From Words to Action – Beijing+20 Report
<http://www.womenlobby.org/From-Words-to-Action-Beijing-20-Report>

ibility. Moreover, the continuous presence of stereotypes and gender discrimination hinders the realization of equality between women and men. Therefore, it is important to note that in the EU, only 24% of stories in the news deal with women.²²

Gender equality is at the core of European values and is included in the EU's legal and political framework. The EU and its member states are at the forefront of the protection, fulfilment and enjoyment of human rights by women and girls. The EU also strongly promotes these rights in all its external reports.²³ Moreover, the first objective of the Gender Equality Strategy of the Council of Europe (2014-2017)²⁴ is "fighting of gender stereotypes and sexism". The strategy sets out practical measures to promote a positive and non-stereotyped image of women and men in the media, eliminating the image of women as inferior and submissive and stereotypes for the manhood of men, and even more balanced participation of women and men in decision-making positions in the media, with special emphasis on managerial, programmatic and regulatory bodies.

²² The same source

²³ Council of the European Union (2015). *Council Conclusions on the Gender Action Plan 2016-2020* <http://www.consilium.europa.eu/en/press/press-releases/2015/10/26-fac-conclusions-gender-development/>

²⁴ Council of Europe (2014), *Gender Equality Strategy 2014-2017* <https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=0900001680590174>

4. Quantitative analysis of the collected material

4.1 Methodology

Based on the specifics of this research, we decided to apply three methodological approaches: quantitative analysis, qualitative analysis, and analysis of the existing documents. This decision was taken because together, these three methods enable complete research of data and a more realistic and concrete reflection of the presentation of women in daily newspapers in Kosovo.

During the period 2014-2015, AGE has selected and collected on a daily basis 1765 articles from seven (7) daily newspapers²⁵ which were analysed by the S & D Consulting team.

With the aim to present as accurately as possible the data, as part of the quantitative analysis, it is created a database with coding of categories, which are divided into various topics, such as politics, economy, health, culture, sport, etc. The processing of these data is done through a specialized statistical program SPSS 19, which has enabled descriptive and comparative analysis.

4.2 The findings of the quantitative analysis

The material selected from AGE, which served as the basis of this research, contains articles from various fields, including politics, economy, culture, sports, health, gender equality, violence against women, etc. Furthermore, analysed material includes articles of various types, such as daily news, analytical articles, descriptive writings, opinions, columns, world stories, etc., as published on the front page, as well as inside the newspapers.

During the research were taken into consideration Gender Sensitive Indicators for Media (GSIM) of UNESCO, namely the five strategic objectives of gender presentation in media content. Although every effort was made to analyse the material presented below on the basis of these indicators, some of it has been impossible to be taken into consideration, because the material collected during the monitoring phase is focused entirely on the articles that have been dealing exclusively with women. Articles with contents related to men were not a selection criterion of articles and are not included in the final material. Consequently, the following information does not represent presentation comparative analysis of women versus men, but they analyse the presentation of women in the context of the overall content of the specific newspapers.

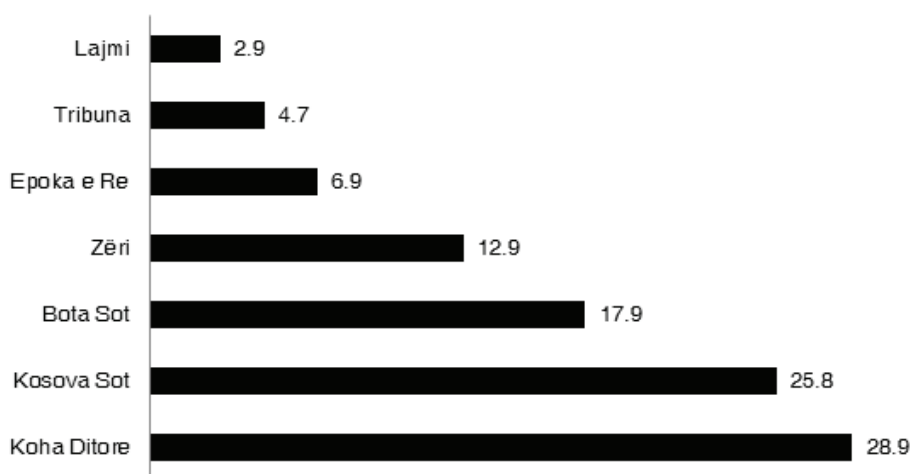
Consequently, the first and second GSIM strategic objectives dealing with the

²⁵ Bota Sot, Epoka e Re, Koha Ditore, Kosova Sot, Lajmi, Tribuna, Zëri

balanced presentation and fair portrayal of men and women in the media are not taken into account. However, while working on the quantitative analysis but also on the qualitative analysis of specific articles, the research team has taken into consideration three other strategic objectives, which include:

- coverage of gender equality issues in different types of contents (reports, reviews, interviews, etc.), in various fields (politics, economy, health, etc.), published in different parts of the newspaper (pages separated for daily news, analytical articles, descriptive writings, opinions, columns, world stories, etc.);
- evidence on “gender awareness” presented in different types of contents (reports, reviews, interviews, etc.), in various fields (politics, economy, health, etc.), published in different parts of the newspaper (pages separated for daily news, analytical articles, descriptive texts, opinions, columns, world stories, etc.);
- elements that indicate that the print media understand, in a correct and holistic manner, gender-based violence in all its forms as a violation of human rights, internationally recognized under the UN 1993 Declaration on the Elimination of Violence against Women of 1993.

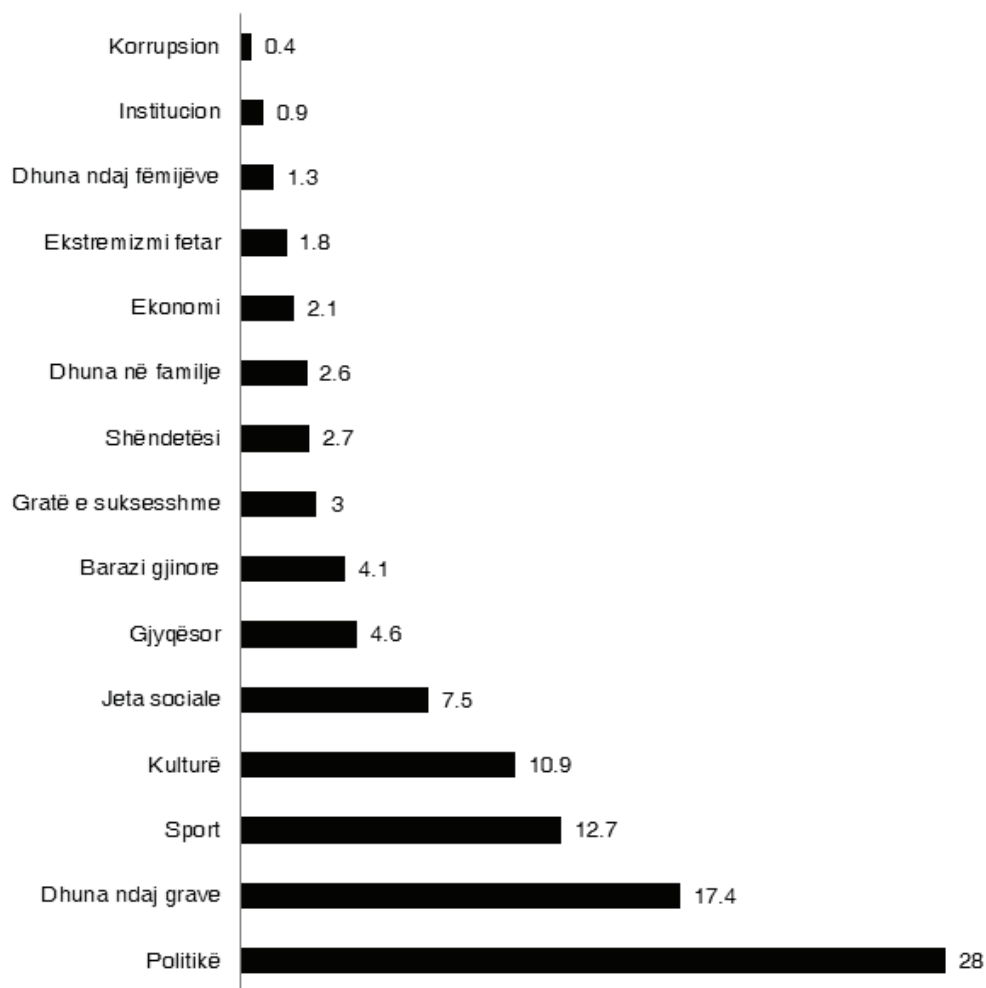
Comparison of daily newspapers according to the space separated for women



In the chart above, it is made a comparison of daily newspapers and the space that they give to women, based on the collected material. This measurement shows that Koha Ditore with 28.9% is the newspaper with the most articles that deal with women, followed by Kosova Sot 25.8%, Bota Sot with 17.9%, Zëri with 12.9%, Epoka e Re with 6.9%, Tribuna with 4.7% and Lajmi with 2.9%. News-

papers with the highest circulation, Koha Ditore and Kosova Sot²⁶ give more space to articles that deal with women, compared to other newspapers with low circulation.

Space separated by topics



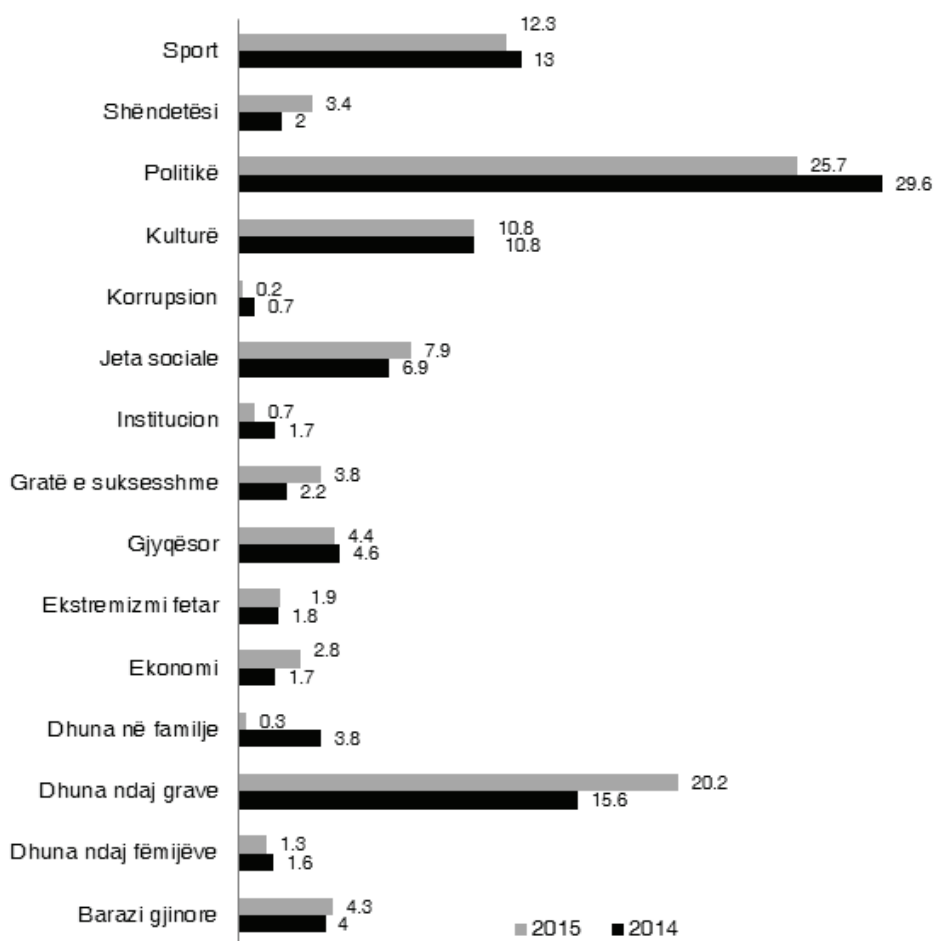
Women in politics, is a topic for which is separated the most space in daily newspapers in Kosovo, namely 28%. Next in order comes the space separated for topics dealing with violence against women (17.4%), sports (12.7%), culture (10.9%), social life (7.5%), judiciary (4.6%), gender equality (4.1%), successful women (3%), health (2.7%), domestic violence (2.6%), the economy (2.1%), religious extremism (1.8%), violence against children (1.3%), institutions (0.9%) and

²⁶ IREX Media Sustainability Index 2016, *The Development of Sustainable Independent Media in Europe and Eurasia*, p. 70 <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2016-full.pdf>

corruption (0.4%).

From the above data, it is clear that politics is the main topic in which women have the greatest space in the daily newspapers in Kosovo. However, it should be noted that such thing does not imply neither as a positive discrimination of women, nor increase of the number of women involved in politics in 2014-2015, compared with previous periods. These data indicate that the field of politics is the most covered field in the daily newspapers, and as a consequence, women's activities in politics virtually automatically enjoy greater space compared to other topics.

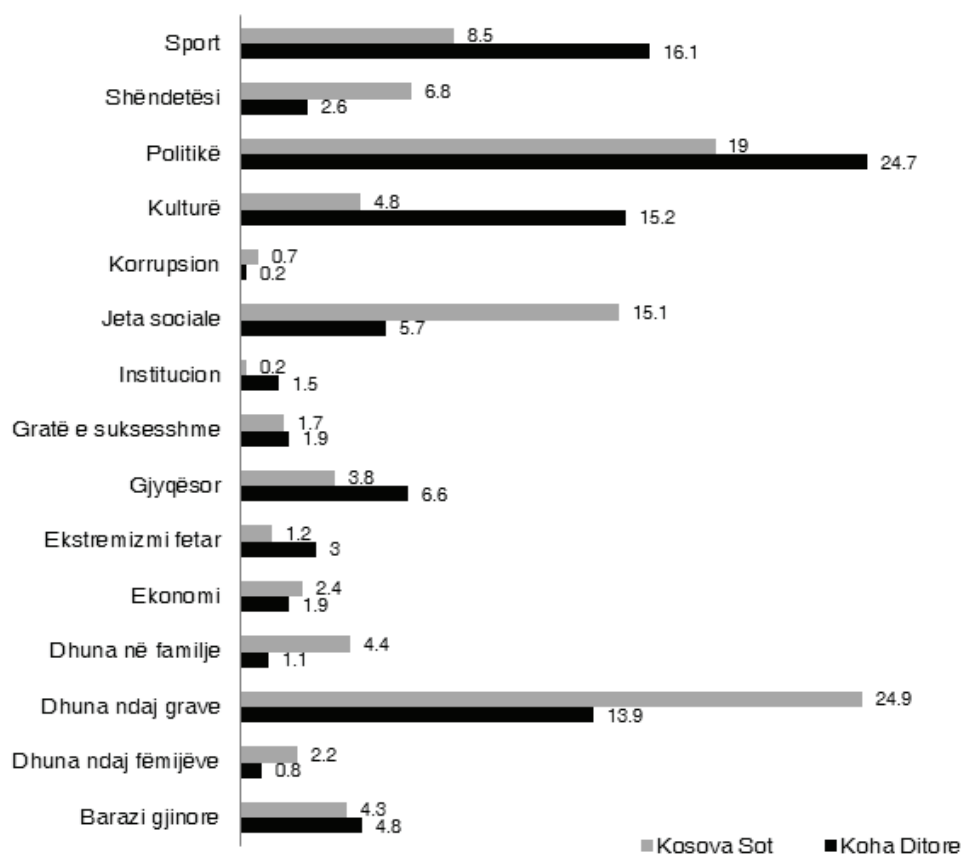
Comparison of space separated by topics over the years (2014-2015)



In this chart it is compared the space that is given to topics outlined above in 2014 and 2015. In both years, the largest space in all surveyed newspapers is sep-

arated for the following topics: politics (29.6% in 2014; 25.7% in 2015), violence against women (15.6% in 2014; 20.2% in 2015) and sports (13% in 2014; 12.3% in 2015). The data shows that in most of the topics differences between these years are small. If space given to different topics is an indicator of the incidence of events dealing with these topics, then we can say that almost the same issues have characterized the years 2014 and 2015. However, in 2015, articles on violence against women have been given more space. This not necessarily implies better quality of reporting, but nevertheless it proves that there is a greater awareness among the print media to address this negative phenomenon. The correct pictures which accompany the articles represent another positive element in the coverage of this topic.

Comparison of space separated by topics in two newspapers during the period 2014-2015



In this chart it is presented the space separated for these topics in two daily newspapers, Koha Ditore and Kosova Sot, for the years 2014-2015. These news-

papers were selected to be compared, because during these two years they have separated greater space for women, compared to other newspapers. According to these data, Koha Ditore has given more space (24.7%) to the topics dealing with women's political activity. On the other hand, Kosova Sot separates its largest space (24.9%) for articles dealing with violence against women. In Kosova Sot, the space separated for women in politics is smaller (19%), while Koha Ditore separates only 13.9% of its space for articles dealing with violence against women. Koha Ditore gives significantly more space to sports (16.1%) than Kosova Sot (8.5%).

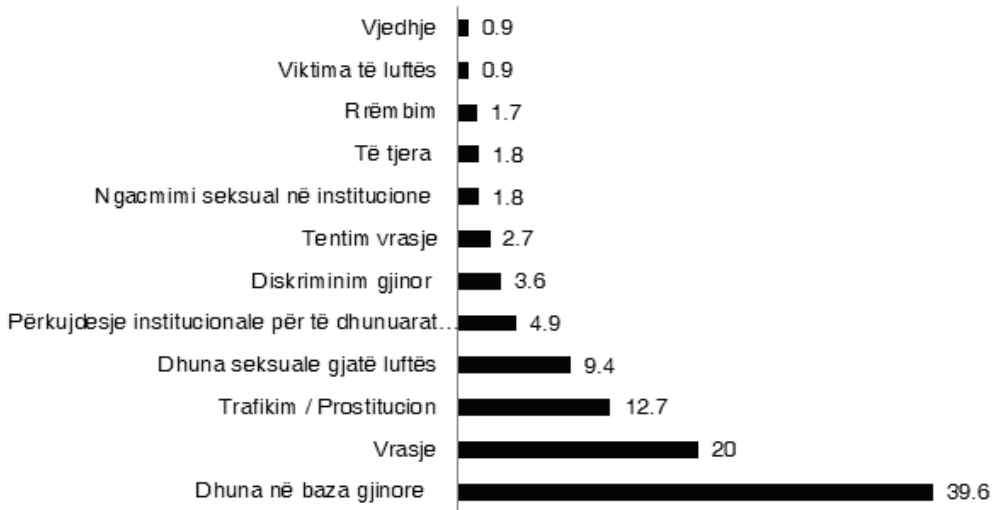
It is worth mentioning that this research has not intended to assess the quality of each article separately for each topic. Therefore, although the data in the above chart provide a clear picture of the number of articles for each topic, they do not represent their professional level. This distinction is particularly important in the topic of violence against women and the space given to this topic in Kosova Sot, where it is noticed a tendency to favour the quantity of articles before their quality. In these articles it is noticed a significant lack of gender perspective and objective analysis and in most cases the information provided are only of the descriptive level. Analysis of such article is found on page 48.

The space of politics divided by topics



Within the space separated for politics, most part occupies the topic for women in decision-making with 65.8%, followed by women in politics by 21.8%, while for both, women in politics and decision-making in the world, the daily newspapers have separated 12.4% of their space. All articles of this field are mostly based on direct citations of the topic protagonists, whereas their appearance through photos is always correct and in accordance with the nature of the specific topic elaborated in the article.

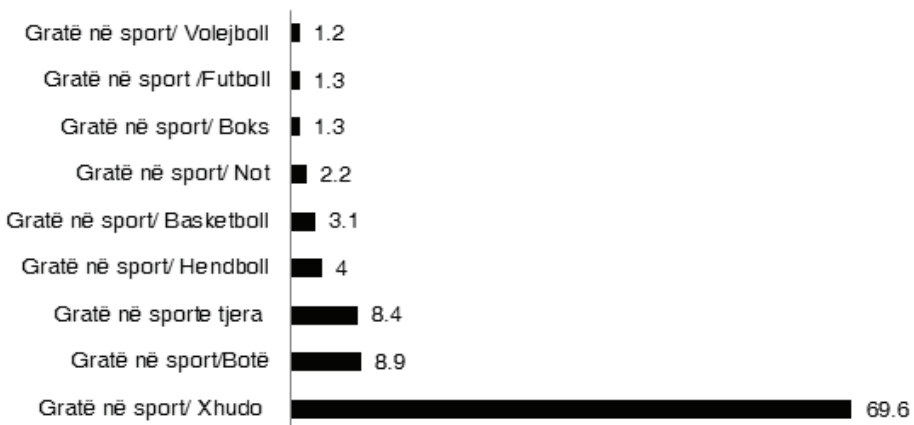
Presentation of the violence against women by topics



Within topics that elaborate the violence against women, daily newspapers have separated the largest space for the following topics: gender-based violence (39.6%), murders (20%), trafficking/prostitution (12.7%), sexual violence during the war (9.4%), institutional care for the raped during the war (4.9%), sex discrimination (3.7%), attempted murders (2.7%), sexual harassment in institutions (1.8%), kidnappings (1.7%), victims of war (0.9%) and thefts (0.9%).

It should be mentioned that the percentage for the topic “murders” (20%) includes articles from Kosovo and Albania, which are collected during the monitoring phase. Articles from Albania represent the largest part of this space.

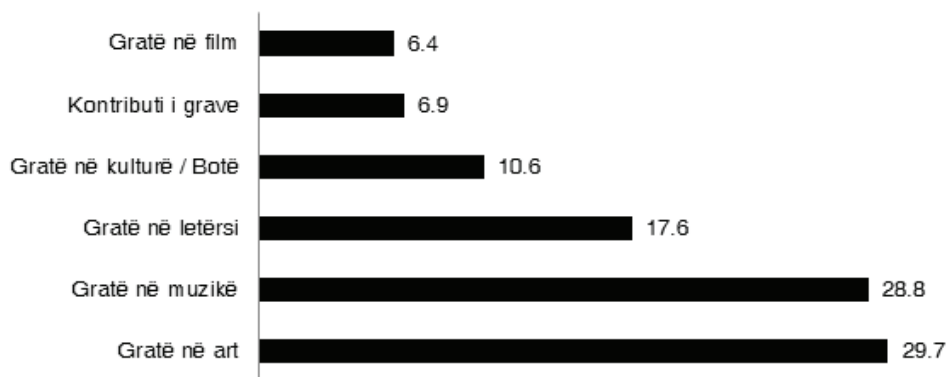
Space separated for women in sport



More than half of the space for sport is separated for judoka (69.6%). The rest of the space contains articles about women athletes in the world (8.9%), women in other sports (8.4%), handball players (4%), basketball players (3.1%), swimmers (2.2%), boxers (1.3%) and football and volleyball players with 1.3% each. In addition to text, the articles in this field have always been accompanied by adequate and correct pictures.

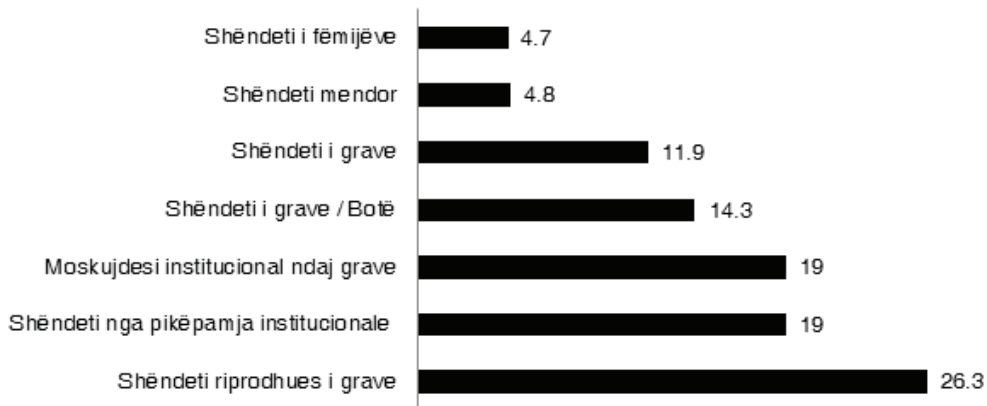
Consecutive successes of judoka Majlinda Kelmendi and Nora Gjakova in the international arena made the topic of judo to occupy most of the space. Although none of the articles in this field do not bother to directly encourage young girls to orient in sports which are normally attributed to manly features, the examples of Majlinda Kelmendi and Nora Gjakova, however, affect indirectly in encouraging young girls to play sports, and in particular sports which are traditionally considered as manly.

Space separated for women in culture



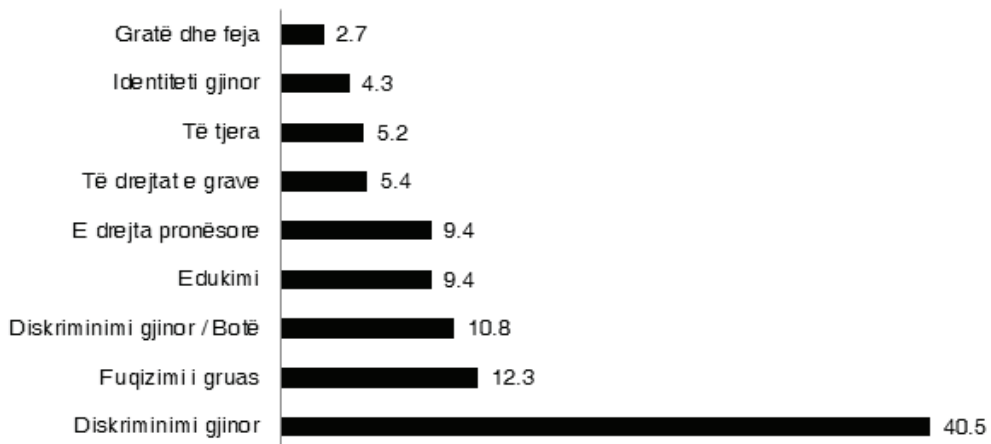
Within the space separated for culture, most of the space is occupied by the following topics: women in arts (29.7%), women in music (28.8%), women in literature (17.6%), women in culture/world (10.6%), contribution of women (6.9%) and women in film (6.4%). In this field, pictures used are qualitative and they represent in a fair and adequate manner the protagonists of cultural events.

Space separated for women in health care



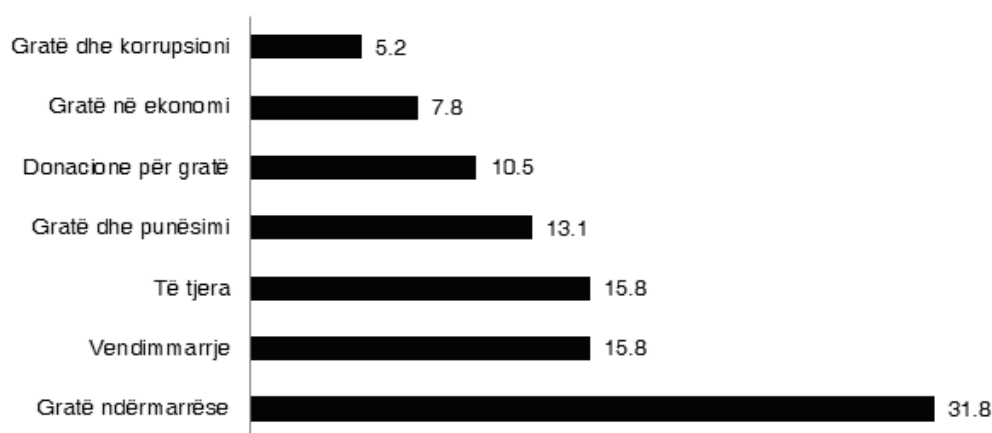
Regarding the health care, the largest space in daily newspapers is devoted to reproductive health of women (26.3%), health in the institutional point of view and institutional negligence for women with 19%, health of women in the world (14.3%), women's health (11.9%), mental health (4.8%) and children's health (4.7%). Although most of the articles contain the correct photos, there are times when photos that are used constitute a potential violation of patients' privacy rights. Such examples may be found at part of analyzed articles in page 38.

Space separated for topics on gender equality



In the space where are placed articles that deal with gender equality, greatest space occupies gender discrimination with 40.5%, women empowerment with 12.3%, gender discrimination in the world with 10.8%, education and property rights with 9.4%, women's rights with 5.4%, gender identity with 4.3%, and women and religion with 2.7%.

Space separated for women in economy



In the economy sector, daily newspapers give special space to women entrepreneurs (31.8%). Newspapers which lead in providing space for women entrepreneurs are Bota Sot with 30%, Koha Ditore, Kosova Sot and Epoka e Re with 20% each, and Zëri with 10%. Other categories which are given space in the daily newspapers within the sector of economy are: women in decision-making (15.8%), women and employment (13.1%), donations for women (10.5%), women in economy (7.8%), and women involved in corruptive affairs (5.2%). All articles are accompanied by adequate photos.

5. Quantitative analysis of the collected material

5.1 Critical Analysis of the Discourse and Multimodal Semiotics Analysis

Within the qualitative analysis of the collected materials, this research will be based on the two main methods: the Multimodal Semiotics Analysis compiled and developed by researchers Kress and Van Leeuwen, and Critical Analysis of Discourse based on the approach of the researcher Van Dijk. It is worth mentioning that these two methodologies do not exclude each other, and in many points they have same approach. For example, while Critical Analysis of Discourse focuses more on the social context in which the text is produced, or in our case, an article in the newspaper, Multimodal Semiotic Analysis is focused on how such material is served to the reader. The combination of the two methods will make the selected article analysis below to be comprehensive and shall explain all aspects of women's presentation in various social fields.

Critical Analysis of Discourse aims to show how reports in newspapers, government publications, social sciences reports of many other types of writings, although at first seem impartial and simply informative, may, and in fact often, convey to readers ideological positions.²⁷

According to Van Dijk, critical analysis of discourse is a type of analytical research of the discourse which, first of all, aims to study how they get shaped and how is reproduced abasement of their social power, domination and inequality, and the manner of how they resist to the same through texts in the social and political context. Furthermore, according to Van Dijk, such analysis is not objective in the strict meaning of the word, because its ultimate goal is "clearly dissident positioning", while its mission is to understand and expose the gender inequality, and to oppose the same.²⁸ Hence, critical analysts of the discourse play the role of a researcher of certain social ideologies that promote inequality and abuse of power at the expense of social, cultural, political minorities and of discriminated people in society.

The main part of Van Dijk's methodology, which will be used in this research, is the one dealing with the building of discourse. Consequently, the analysis of articles will include not only the description of the writings, but it will try to explain how to build a certain discourse and how this building of discourse relates to the values of the society in which it operates.²⁹

It should be mentioned that the critical analysis of discourse is an appropriate

²⁷ Anthonissen, C. (2001), On the effectiveness of media censorship: An analysis of linguistic, paralinguistic and other communicative devices used to defy media restrictions, PhD Dissertation, University of Wien, p.300

²⁸

²⁹ Same source

method to analyze the content of the daily newspapers, because they present information both in linguistic form (the text), as well as in the non-linguistic form (photos, illustrations, charts, etc.), influencing this way the readers mind.³⁰ Interaction between the written text, images and other graphical and visual elements is very important and constitutive part of any such analysis which aims the interaction between the media on one hand, and the readers on the other hand be understood. Although measurement of the impact of print media among readers is beyond the scope of this research, this research however takes into account the fact that the media are social and political organization which, consciously or unconsciously, push forward a certain agenda or ideology.

To understand and explain the presentation of women in print media in Kosovo, this study will also take into consideration the "Multi-Modal" method, developed by researchers Kress and van Leeuwen. According to this method, apart from the basic linguistic categories such as words, sentences or paragraphs, broader terms are necessary which enable deeper analysis of the materials, which often contain other elements outside these basic categories. Modules in this case are the text, photos, illustrations, colours, font size and all other elements that can be found in the article, which directly or indirectly contribute to the presentation of the material.

Newspapers are known for the use of a certain language while presenting various issues, especially the social ones. Despite the professional norm of objective reporting, embraced even just nominally, by every journalist as a key element of the profession they exercise, the use of this "journalism language is contrary to the objective writing, which includes "reporting of something called 'news' without commenting, distorting or formulating it in a certain way."³¹

Moreover, journalists who have full control over their writings, have the power to use this language for the promotion or degradation of a particular ideology, thus affecting directly the subjectivity of the reader's view. Such trend is best noticed in the organization of each article in the newspaper, main parts of which are: title, introductory part / explanation of the key points and the body of the article (the text).

Considering that headlines, by definition, must be short and should draw readers' attention, the journalists tend to use headlines to express their views on the content of the story. Even more worrying is the fact that many readers remember only the title, thus making it a very important part, and at the same time sensitive to the creation of public discourse. In a study on the titles of newspapers

³⁰ Kress G. R. dhe van Leeuwen T. (1996). Reading images: The grammar of visual design. [Google Books version] https://books.google.com/books?id=vh07i06q-9AC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

³¹ Schudson, M. (2001:150). The objectivity norm in American journalism

of 2011-2012 regarding Pakistan's budget, researchers M. Mahmood, Javed and R. Mahmood found that the titles are representative of the editor's ideology and their political affiliation.

Introductory part, on the other hand, serves to explain further the contents found in the text. Depending on the title, this part almost always serves to further strengthen the message conveyed in the title. The body of the article (the text) consists of a set of information, details, and examples statistics that serve as concrete illustrations and justification amplifiers of the ideology presented in the title.

Considering these, each article analyzed below will take into account the three main elements of journalistic writing, to explain the interconnection between concepts and possible bias of the article's author on one side, and on the other side, the social, cultural and political context, which enables the creation of a particular public discourse regarding the role of women in society. As needed and depending on the type and format of the article in question, within this analytical framework, it will be taken into account linguistic keys elements presented below.

- Pronouns - as a key marker of the meaning of texts
- Adjectives - that are used during descriptions, whether positive or negative, which give indications about the position of a journalist
- Metaphors - implicit comparison of two persons or things that are not inter-related, but have common features
- Verbs - whether if they are active or passive?
- The narrator - is an article written in the first person, second or third person?
- The quality of "voice" - is the "voice" of the article's author aggressive, sarcastic, and emotional, etc.

In addition to these elements, when analyzing the articles shall be taken into account images, photos and the space where the article is placed, aiming to provide a clear overview of the editorial priorities.³²

This research aims to analyze the way how women are presented and appear in the print media in Kosovo, based on the selected newspapers, articles monitored and the final material submitted by AGE. During the monitoring phase, articles from seven (7) daily newspapers in Kosovo have been collected, printed and published during the years 2014 and 2015.

5.2. The sample of qualitative analysis

In order to show the presentation of women in print media as full and as complete as possible, it is of particular importance that quantitative analysis is followed by a qualitative analysis of the selected articles during the codification

³² Bota Sot, Epoka e Re, Koha Ditore, Kosova Sot, Lajmi, Tribuna, Zëri

process. Whilst quantitative analysis aims to show when and where is encountered greater volume of articles that deal with women, and thus to provide indications with regards to how much readers are exposed to these articles, nevertheless rarely is sufficient enough to understand and explain how women are presented in these articles.

Therefore, unlike quantitative analysis that provides a numerical overview of the material in question, the qualitative analysis deals with the need to respond conceptual questions which are considered important to be answered, and not with the need to be as representative as possible.

With the purpose to get results as rich as possible, the selected and analyzed articles are selected based on the following criteria:

- 1) Typical/representative writings
- 2) Negative/disturbing writings
- 3) Extraordinary or inconsistent writings

It is worth mentioning that the analysis of the following articles is comprehensive, which means that they are considered and analyzed all relevant elements which make an article objective and professional, or biased and tendentious. In this regard, women are part of all the articles analyzed below, but their analysis goes beyond the narrow evaluation of the presentation of only women in those articles. In contrary, the analysis seeks to highlight all the positive and negative aspects of reporting and journalistic writings of each article, which directly contribute to positive or negative presentation of women. The articles are divided into positive and negative examples, since such division would not be natural and would hamper the analysis of nuances within articles. In contrary, each article is analyzed as a whole, including all relevant constituent elements, both positive and negative.

5.3 Analyzed articles

- "Penitents" of AAK
- Gjakova, the love and dedication of Mimoza
- Albanians hookers, waiting in line to get married to older single Serbian man (Photo - Belgrade)
- Like boys!
- The center in which over 100 mentally ill people are treated
- Teuta brings votes and values in LDK
- Emira Mehmeti requires more attention to Macedonia from Tirana and Prishtina
- Kadriu says that she joined PDK to bring back the smile to citizens
- Jahjaga: Women do not have equal treatment in society
- Wife beaten by her husband ENDS UP IN HOSPITAL
- Only 16 percent of women own properties

“Penitents” of AAK

04 E enjte, 26 maj 2015
Zëri | www.zeri.info

Ditari



Citat

“Deputetët ndonjëherë mund të gabojnë” e arsyetonte ndryshimin e qëndrimit për Specialen deputetia e AAK-së, Teuta Haxhiu, e cila në mandatin e kaluar kishte votuar pro Speciales. Ajo thotë se e ka analizuar mirë procesin e tanishëm të Gjykatës Speciale dhe ka ardhur në konkludim se kjo Gjykatë është në dëm të Kosovës dhe se ka për qëllim që ta rrijlosë luftën e drejtë të UÇK-së.



“Pishmanët” e AAK-së

Lumturie Blakaj/Pristinë

Deputetët e Aleancës për Ardhmërinë e Kosovës (AAK) nesër pritet ta japin votën kundër themelimit të Gjykatës Speciale, ndonëse një qëndrim krejt të kundërt kanë mbajtur në legjislaturën e kaluar.

Derisa disa deputetë të këtij subjekti politik ndryshimin e qasjes rreth Speciales e arsyetojnë, siç thonë ata me “gabime teknike”, analistët politikë vlerësojnë se ky ndryshim i konceptit, sidomos i AAK-së rreth Gjykatës Speciale, nga mandati i kaluar ka të bëjë pikërisht me vazhdimin e qëndrimit të saj në opozitë.

Në legjislaturën e katërt të Kosovës, pro Gjykatës Speciale kishin votuar këta deputetë të AAK-së: Donika Kadaj-Bujupi, Ardian Gjini, Burim Ramadani, Teuta Haxhiu, Kymete Bajraktari, Elbert Shala, Bledi Muharremaj dhe Xhevdet Neziri, përderisa kundër saj kishin votuar vetëm Daut Haradinaj, Ahmet Isufi dhe Time Kadriaj.

Haxhiu: Deputetët ndonjëherë gabojnë

“Deputetët ndonjëherë mund të gabojnë” e arsyetonte ndryshimin e qëndrimit për Specialen deputetja e AAK-së, Teuta Haxhiu, e cila në mandatin e kaluar kishte votuar pro Speciales. Ajo thotë se e ka analizuar mirë procesin e tanishëm të Gjykatës Speciale dhe ka ardhur në konkludim se kjo Gjykatë është në dëm të Kosovës dhe se ka për qëllim që ta rrijlosë luftën e drejtë të UÇK-së.

Edhe shefja e Grupit Parlamentar të AAK-së, Donika Kadaj-Bujupi, thotë se e ka ndryshuar pozicionin, duke u arsyetuar se “shumë gjëra janë ndryshuar nga iniciativa që është marrë në fillim”.

Por, transkripti i seancës plenare të Kuvendit të Kosovës i datës 23 prill 2014, kur ishte votuar për ratifikimin e marrëveshjes ndërkombëtare ndërmjet Kosovës dhe BE-së mbi Misionin e EULEX-it shihet se qëndrimi i GP-së të AAK-së ka qenë që të votohet Gjykatë.

Deputeti, Ardian Gjini, në atë kohë, sipas transkriptit, kishte deklaruar se beson se është në të mirën e Kosovës që të votohet hapja e dyerve për krijimin e këtij gjyqi. “Nëse nuk e bëjmë ne, atëherë do të krijohet një Tribunal ndërkombëtar për krimet në Kosovë”, pati deklaruar Gjini.

Në bazë të një transkriptit që ka siguruar gazeta “Zëri” shihet që edhe 4 deputetë të PDK-së kishin votuar kundër Gjykatës.

Shefi i Grupit Parlamentar të PDK-së, Adem Grabovci, kishte thënë se partia e tij përkrah formimin e Gjykatës për disa arsyeje, duke thënë se “beson fuqishëm në përmirësimin e obligimit për të mbrojtur dhe dëshmuar kudo që kudo para kujt që lufta jonë ka qenë e drejtë dhe çlirimtare”. Konsistent në qëndrime qëndron edhe partia e Isa Mustafës, LDK-ja. Ismet Beqiri sikur atëherë edhe tash deklaroi se deputetët e partisë së tij do të votojnë pro themelimit të Gjykatës Speciale, duke qenë të bindur se lufta e UÇK-së ka qenë e drejtë.

Ndërkaq, Jakup Krasniqi sa kishte qenë në krye të Kuvendit të Kosovës e kishte kundërshtuar Specialen gjatë fjalimeve të tij, ndërsa në procesin e votimit kishte abstenuar.

Ndërkaq, deputeti Fatmir Limaj, i cili nuk ka marrë fare pjesë në procesin e votimit të Gjykatës, por në fjalën e tij kishte thënë se “një Gjykatë, e cila do të ishte e verbër nga përkatësia nacionale e atyre që supozojnë që kanë kryer krimet, por përderisa në Parlamentin e Kosovës nuk shtrihet si çështje për të pasur një Gjykatë e cila gjykon, i procedon të gjitha krimet e supozuara, në detyrohemi të abstenojmë”.

Muhaxhiri: AAK-ja ndryshoi qëndrim pas mbetjes në opozitë

Analistët politikë vlerësojnë se ky ndryshim i konceptit, sidomos i AAK-së, rreth Gjykatës Speciale nga mandati i kaluar në këtë mandat ka të bëjë pikërisht për shkak të mbetjes së saj jashtë pushtetit.

Artan Muhaxhiri thotë se deputetët e Kuvendit të Kosovës shpeshherë kanë dëshmuar se nuk mund të jenë konsistentë në qëndrimet e tyre. “Edhe GP-ja e AAK-së qëndrimin ndaj Gjykatës Speciale në këtë mandat e kanë ndryshuar për shkak të mbetjes në opozitë, duke synuar që të përfitojnë politikisht me këtë lloj kundërshtimi. Ndërkaq, në mandatin e kaluar ishte pajtuar për krijimin e Gjykatës

Citat

“Edhe GP-ja e AAK-së qëndrimin ndaj Gjykatës Speciale në këtë mandat e kanë ndryshuar për shkak të mbetjes në opozitë, duke synuar që të përfitojnë politikisht me këtë lloj kundërshtimi. Ndërkaq, në mandatin e kaluar ishte pajtuar për krijimin e Gjykatës me shpresë se mund të vijë në pushtet, meqenëse pritej që të mbaheshin zgjedhjet nacionale”.

Oka thënë Artan Muhaxhiri.

me shpresë se mund të vijë në pushtet, meqenëse pritej që të mbaheshin zgjedhjet nacionale”, ka thënë ai. Sipas tij, deputetët kanë dëshmuar se nuk janë parimorë në qëndrimet e tyre dhe gjithçka funksionon mbi interesat momentale.

Ndryshe, Kuvendi i Kosovës këtë të premtë do t'i ketë para vetes amendamentet për ndryshime kushtetuese që i hapin rrugë Gjykatës Speciale dhe Draft-ligjit për Gjykatën. Koalicioni qeverisës PDK-LDK bashkë me minoritarët thonë se i kanë siguruar votat, derisa tri partitë opozitare janë deklaruar kundër Speciales.

Selia e Gjykatës Speciale për Krime Lufte pritet të jetë jashtë Kosovës, gjegjësisht në Hagë, kurse në përbërjen e saj do të jenë vetëm prokurorë e gjykatës ndërkombëtare dhe asnjë vendor.

The article above, published on 26 May 2015 in Zëri newspaper, speaks about changes in the position by some of the members of parliament of one of the opposition parties with regards to voting for the establishment of the Special Court. Firstly, it is not clear why the word “penitent” is put under quotes. The article in fact speaks about changing the position on a particular issue by the members of parliament, and the word “penitent” in this case describes them as unstable and undetermined in their positions. Whilst the word “penitents” could be the choice of the journalist, putting of the word under quotes seems to be either editorial choice, to mitigate a not very positive connotation of the word, or it was an error by the responsible technical editors as a result of non-recognition of the function of quote. Despite this, the article speaks for the positions of political changes, and as such, it is characterized by a quite judgmental and critical tone, which can be best noted in the very title of the article.

Although the article speaks about members of parliament, women as men, in the article are placed two photos, and both of them show the two women, namely MP’s Donika Kadaj-Bujupi and Teuta Haxhiu. Such editorial decision, seen along with its title, gives a not very clear impression of the topic elaborated. While the term “penitents” in the title may be considered as descriptor of male gender or even of that neutral, the pictures of the two MPs are quite clear. In the best case scenario, article readers may feel confused by a dissonance pronounced between these two key elements of the article, and in the worst case scenario, to understand it as an article which shows how women MPs of this political party are the one changing their positions, and conditionally, damage their political party or certain political processes.

It is well known that most readers while browsing the newspaper decide to read a certain article based on the title and picture. But it is also true that most readers stop only at the title and pictures, and are not necessarily interested in understanding the essence of the article by reading it entirely. For the first ones, the article can be misleading and unclear, whereas those who do not hesitate to draw conclusions only based on the title and pictures, the article puts all women MPs in a certain category, from where to the reader it becomes very easy to validate and further reinforce existing prejudices that women are biologically more inclined not to take decisions, or even to often change their mind, as compared to men, who on the other side, according to the same stereotypical logic, are considered determined and stable.

In the article are mentioned a total of nine MPs of this political party who have changed position with regards to voting of the Special Court. Out of those nine, five are men and four are women. Nevertheless, the article is accompanied only by the pictures of the two women MPs and no pictures of men MPs.

In the “Quotation” part, the article contains quotes from the MP Teuta Haxhiu and analyst Artan Muhaxhiri. Whereas the picture of Donika Kadaj-Bujupi can be justified by the fact that at that time she held an important position in the political party, namely that of the head of the parliamentary group, the picture of Teuta Haxhiu in this case can be considered as hasty editorial decision, or a failure to take into consideration the need for balanced representation of both genders in the article. This because on the other hand, no picture of the sociologist Artan Muhaxhiri’s quote has been attached, in which case the article loses the opportunity to give a clear, balanced and equitable overview in the gender aspect.

Gjakova, the love and dedication of Mimoza >

14 E martë, 12 maj 2015
Zëri | www.zeri.info

Intervista

Gjakova, përkushtimi
e dashuria e Mimozës

Salih KABASHI / (Gazetar i pavarur)

Mimoza Kusari Lila është shembulli i rrallë, ndoshta dhe i vetëm i vetëinvestimit total në ngritjen e përparimin e komunës në ballë të së cilës qëndron "Kryetaria që beson në rikthimin e lavdisë së dikurshme ekonomike të komunës së saj". Një qeverisje krejt ndryshe nga qeverisjet e kaluara, moderne dhe efikase, "Gjakovës po i kthehet nami e shkëlqimi i dikurshëm kulturor Fadil Hoxhës do t'i ngritet shtatorja, pos tjerash edhe sepse për këtë kishte marrë vendim ansambleja e mëparshme komunale".

Gjakova në një të kaluar jo shumë të largët, edhe pse brenda një sistemi politik e ekonomik të ngurtë e jo shumë të favorshëm, megjithatë ka pas arritur një zhvillim i cili ishte model jo vetëm për Kosovën, por edhe më gjerë në bashkësinë e atëherëshme...

KUSARI LILA: Kam besimin se mund të përsëritet perspektiva ekonomike kur Gjakova përsëri do të bëhet shembulli i një zhvillimi të qëndrueshëm ekonomik.

Deri me tani Komuna e Gjakovës ka ndërmarrë disa hapa konkret në këtë drejtim, siç janë:

- Zona e lirë ekonomike, parashtrimi i kërkesës Bordit të AKP-së për Parkun e Biznesit;

- Interesimi i investitorëve për të investuar në Komunën e Gjakovës;

- Aeroporti i Gjakovës;

- Përpjekjet e vazhdueshme të komunës sonë, si komunë kufitare, me Fondin zhvillimor shqiptar për projekte të përbashkëta me bashkitë veriore të Shqipërisë, përmirësimi i infrastrukturës, zhvillimi i bujqësisë, potencialet turistike etj...

Të gjithë e kanë të qartë se në ç'gjendje e kemi gjetur qytetin dhe komunën pas fitores suaj në zgjedhjet e fundit. E kemi të vështirë të ngritni një qeverisje ndryshe, me cilat rezultate mund të mburret se i kemi arritur dhe cilat janë problemet që ju presin?

KUSARI LILA: Sfidat më të mëdha dhe problemet e trashëguara pothuajse kemi arritur t'i tejkalojmë, edhe pse ende përballlemi me pasojat e një keqmenaxhimi të gjatë në Komunën e Gjakovës. Se kemi ngritur një qeverisje ndryshe, kjo është e dëshmuar tashmë edhe nga vlerësimet që Komuna e Gjakovës merr pothuajse çdo muaj, si:

- komuna e parë e certifikuar për menaxhimin ISO 2001:2008;



- komuna më transparente nga humnitimet e organizatave të ndryshme;
- komuna e cila për një vit ka arritur 100% të përbush zotimet për administratë efikase të digjitalizuar, duke përfshirë këtu edhe digjitalizimin në arsim;
- komuna me performancën më të mirë në menaxhimin e buxhetit, ku hyn edhe pagesa e mbi 4 milionë eurove borxhe të trashëguara;
- Komuna e cila në mars të këtij viti ka dëshmuar frytet e angazhimit një vjeçar të hapjes së vendeve të reja të punës. (Fabrika Intertex).

Gjakova është një vend i historisë. Një vend i artit dhe i kulturës. Një vend me tradita i piktorëve, muzikantëve dhe poetëve. Ia njihni asaj nevojat për mbështetje materiale e morale?

KUSARI LILA: Aktivitetet kulturore dhe artistike nga vitit 2014, megjithë vështirësitë financiare, tashmë janë rikthyer në Komunën e Gjakovës. Në çdo muaj publikojmë dhe planifikojmë aktivitetet e ndryshme, thjeshtë dhe përfundimisht nami kulturor i Gjakovës po rikthehet.

Një debat shumë i zhurmshëm është duke u bërë rreth ngritjes së përmendores së Fadil Hoxhës në vendlindjen e tij. Ju shohim midis dy sjarresh të fuqishëm: njërit për ndërimin e tij, tjetrit për mohimin dhe kategorizimin e Fadil Hoxhës ndër armiqtë e popullit shqiptar. Një se duhet ta keni vështirë që të kënaqni të dyja palët në kohën kur në krah të Kosovës ende nuk ka një konsensus shoqëror lidhur me të kaluarin tonë jo aq të largët dhe figurat e historisë së saj...

KUSARI LILA: Ne si qeverisje lokale kemi trashëguar një vendim nga ansambleja e kaluar për ngritjen e lapidarit të Fadil Hoxhës. Debatin dhe politizimin e kësaj çështjeje e shoh të panevojshëm, për faktin se kemi historianë të cilët mund ta japin vlerësimin për figurën e tij. Pavarësisht komenteve ne si Komuna do të respektojmë vendimin dhe shtatorja e Fadil Hoxhës do të ngritet.

Figura juaj politike, karakteri që ju shquan ka bërë që ju të konsideroheni ndër politikanët më të ndër-

shëm e të karaktershëm në skenën tonë politike, disa zëra ju shohin udhëheqësen e ardhshme të partisë... Kini ndërmend të përqëndroheni edhe në ndonjë mandat në qeverisjen e Gjakovës, apo ambiciet tuaja janë më pretenduese...

KUSARI LILA: Unë postet më të larta i kam lënë për Komunën e Gjakovës, dhe pretendimet personale nuk i radhis përpara interesit të qytetarëve të komunës së Gjakovës. Unë kam fituar besimin e qytetarëve për të bërë ndryshimin, andaj përpara se të vendosi për një kandidim timin të ri apo diçka që ndërldhet me të ardhmen time në skenën politike, më duhet të përbush detyrimet e marra përsipër për ndryshimin për Gjakovën.

Gjakova ka një mërgatë të shumtë dhe të kahershme. Këni nisur të nxirrni investimet e saj këtu?

KUSARI LILA: Kam vizituar qytetarët në diasporën tonë në shumë vende. Atje kam nxitur interesimin e tyre. Ata atje janë bërë faktorë ndërmjetësimi me shumë kompani serioze të huaja. Me to tashmë kemi filluar negociatat.

This article, published on 12 May 2015 in Zeri newspaper, is an interview of the journalist with the Mayor of Gjakova, Mimoza Kusari-Lila. The interview, as such, does not represent any change or deviation which could be related to the respondents' gender. This analysis does not intend to assess the quality of journalist's questions or of the interview in general. It should be mentioned that questions are professional and in them can not be noticed any type of gender-based prejudice. Questions exclusively deal with the work of Mimoza Kusari-Lila in the position of Mayor.

Nevertheless, slightly more problematic is the title and the introductory part of the text, which briefly describes the interview. Article "Gjakova, the love and dedication of Mimoza" has patronizing tendencies and at the same time it is flattering. It is hard to find any such title for a man Mayor, to whom the title would refer by name and not by name and surname or only by surname. The facts that the main character of this article is a woman makes the author consciously or unconsciously take paternalistic role and bypass the already established practice of referring by name and surname of persons holding such decision-making positions. On the other hand, while the word "dedication" is an objective term in itself, combined with the preceding word "love" makes the whole title get completely different connotation. Firstly, it is worth mentioning that it is difficult to find any such article where the word "love" would be used as the attribute of the commitment and work of any Mayor, or any man politician. In this case, the "dedication" describes Kusari-Lila more like a selfless mother, rather than a professional politician in the service of citizens. Even though the article promotes a woman politician and is served to readers as a success story, it nevertheless does not manage to escape attributes and certain prejudices that fade primarily the positive and professional content of the interview itself.

Albanian hookers, waiting in line to get married to older single Serbian man (Photo - Belgrade)>

Kurvat e Shqipërisë, në radhë për tu martuar me pleqtë beqar të Serbisë (Foto-Beograd)

Dhjetëra vajza nga Shqipëria, në Rashkë që të njihen me serbë Agjencionet "Merli 2008" nga Shkodra dhe 'Stara Rashka' nga Beogradi kanë organizuar gjatë festës së Vidovdanit një udhëtim për dhjetëra vajza nga rajone të ndryshme të Shqipërisë, të cilat kishin mbërritur në krahinën e Rashkës, në trekufirin Serbi - Mali i Zi - Repu-



blika Srpska me qëllim që të njihen me djem të pamartuar serbë nga kjo trevë. Vajzat e

ardhura nga Shqipëria kanë deklaruar se do ta provojnë fatin që të lidhen me ndonjë

djalë serb, nëse ai është ashtu siç duan ato, njoftojnë mediat serbe. Kjo njohje në mes të vajzave nga Shqipëria dhe djemve serbë ka traditë mbi tetë vjeçare dhe për këtë kujdesen agjencione dhe sekserë të specializuar, të cilët menaxhojnë udhëtimet, takimet dhe lidhjet, kuptohet, në kundërvlerë të shumava të caktuara të parave. ■

Article above, published in July 2014 in Bota Sot newspaper, can be considered as typical misogyny, violent writing which openly incite hatred. The title of the article suggests that the topic elaborated is important for the reader. In this case, the title takes the obligation to attract the reader, to read about a topic which by the editorial staff of the newspaper is considered unethical, disgusting and inappropriate. Moreover, the title requires from the reader almost automatic confirmation of the position of the compiler of this title. In other words, the title's author assumes that the reader necessarily agrees with the position of the article's writer that marriage between the girls from Albania and boys from Serbia is undoubtedly reprehensible and unacceptable.

Initial analysis of the title can be done by dividing it into three constituent parts, which can stand as independent coordination sentences. The first part, "hookers of Albania", refers to Albanian women by a very contemptuous term. Denomination "hookers" in this case is a woman's appearance as an unreasonable person, wicked and aggressive. In most flagrant case, which is used in this case, the term "hooker" is associated with stereotypical concept of morality, where title's author gives himself the right to assess which actions of women and girls are moral and which immoral.

The second part of the title, "in line to get married", sets the institution of marriage at an economic level, striped from other attributes related to the development of relations between two persons who manage such a contract. In this sense, waiting in line gives the impression that the person or persons wait in line for a certain contractual service, which usually deals with transaction of goods or services. Moreover, waiting in line means the desire or the need of the individual to get what he wants. In this case, waiting in line is associated by a picture that shows girls as desperately hopeless, who can find the only hope at

“the older single Serbian men”.

The third part of the title, “older single Serbian men” is also burdened by prejudices, where it is noticed a double discrimination - by age and ethnicity. It is also expressed an almost organic refusal against men in old age and unmarried. Such impression is expressed openly, despite the fact that article does not give any information to elaborate further this position. No part of the article says that these persons are in old age. The real purpose of such a superstitious categorization can be easily understood as analyzed along with the rest of this part of the title, which refers to Serbia, and which is loaded with nationalistic prejudices. Title’s author does not hide at any moment his disagreement with marriages of Albanian women with Serbian men, by even using ethnic background to denigrate and humiliate a particular private relationship between two persons, such as marriage.

The fact that article was placed at the bottom of the page and is very short, contradicts directly with the “importance” given to this topic through the title. In other words, considering the space separated for the article, it can be concluded that the editorial board of the newspaper was not interested to catch reader’s eye. Moreover, title sets the picture of young women in a clearly negative context, but it does not stop with that. Considering that the title along with the picture make up almost 50 per cent of ‘modules’ of this material (title, text, picture), it can be concluded that author’s intention is so that the reader sees the title and the picture almost at the same time, and to come to his/her conclusion without needing to read the text of the article.

While Multi-Modal is a completely normal practice in the media, where each of the modules, title, text and images give meaning to material presented, in this case the image is entirely at the service of the title, and does not bring any new information for the reader, except that it strengthens unveiling position in the title. To make the entire article further more instigating, the girls in the photo are seen laughing and generally in a good mood. It is important to mention that the images used alongside text are chosen to convey a specific message in accordance with the interest and conscious or unconscious purpose of the article’s author. In other words, the decision to use a certain image is determined by the interest and understanding of the person who decides on this issue, as well as the professional judgment of the person for the photo, which will resonate best with the values and understanding of the targeted reader. Given that the content of the title resonates with the values of a hardly contestable particular social and cultural understanding, photography is placed in a narrow judgment space, where the position on the morality of action of these girls is created before the reader has the opportunity to see the image closely. As a result, girls in this picture are judged as individuals, actions of which are beyond the acceptable social

norms and moral, while the fact that they appear in good mood creates space for strengthening of prior prejudices and causes hatred. Furthermore, the photo itself, showing the faces of these girls, is direct damage of their image.

As conclusion, we can say that the fact that the article was placed in a corner of a newspaper's page lets us understand that the editorial does not aim this article to be read much. On the other hand, by nature of the title, it would almost be natural to expect that the article constituted an easily noticeable place in the newspaper's pages. And finally, the text of the article which does not elaborate the subject of marriages between girls from Albania and arrangement of such marriages through private agencies, makes the article to be at best biased and unprofessional, and in the worst case scenario, to nurture further moral prejudices made within a certain system of cultural values, and to cause hatred towards a certain category of marital status, respectively of unmarried girls and women. It is obvious that the author of the article did not take the effort to interview women for which is written, and although present, the text of the article describes only a small part of the overall situation. It is most obvious lack of serious attempt by the author to elaborate the complexity of the phenomenon of the arranged interethnic marriages and the reasons that push girls and women to such marriages. Considering all the elements of the article described above, it can be concluded that the article is totally unprofessional and unethical, and furthermore, it fulfils all the criteria for pressing criminal charges for denigration of the image, as well as for gender and ethnic basis discrimination.

SPORT

Nga Madridi në Berlin

Page 25

Futboll

Zor për Prishtinën

23

Sport

Në Baku me 23 sportistë

23

Basketboll

Në finale për gjyshen

23

22

Si djemtë!

Dhuna në sportin kosovar ka ndërruar gjini. Dy ndeshje, njëra në basketboll e tjetra në futboll, janë ndërprerë brenda më pak se një jave, shkaku i përlëshjes ndërmjet sportistëve. Palët e akuzojnë njëra-tjetrën, për shkaktimin e dhunës. E njohësit e sportit, kalimin e dhunës nga meshkujt tek femrat, e konsiderojnë dukuri mjaft shqetësuese

The article above, published in Zëri newspaper, makes a direct correlation be-

tween violence and gender background of the perpetrators. Although it deals with the violence in sport, judging by the title, this article goes into generalizations and reinforces gender stereotypes, where men (in this case referred as boys) are considered the only ones who are capable of violence. Or explained otherwise, the article implies that women should not behave the same as men, further reinforcing gender stereotypes, as sensitivity and restraint are exclusive features of women as biological and social beings, and aggressiveness and impulsiveness are exclusive features of men. In doing so, the journalist of this article not only fails to explain to readers this particular phenomenon from an objective point of view and not necessarily comparative, but reinforces even more the stereotypes that only men are or have the “right” to be aggressive and violent. While violence in the sports field for girls clubs is an exclusive news and as such is worth reporting, judging by the title, the article’s author failed to report objectively without giving this article negative gender connotations.

Finally, it should be mentioned that the analysis of this article is incomplete due to the fact that the full text of this article is not included in the material collected by AGE, and consequently was not available to researchers of this research. The text of the article can be balanced and correct in presentation of women and men and of their roles in the society, defined by specific gender and social norms. However, if the title of the article presents the essence of the full text of the article, then we might say that it falls into the trap of presenting women based on stereotype and social norms, for braking of which media and journalists should contribute mostly.

The center in which over 100 mentally ill people are treated >

Rajoni

Jane mbi
100 të sëmurë
mentale në gjithë
rajonin e komunës
së Skenderajt, të
cilët trajtohen në
Qendër.

E mërkurë, 17 qershor 2015
Zëri | www.zerl.info 09

Qendra ku trajtohen mbi 100 të sëmurë mentalë

Në Qendrën e Shëndetit Mendor në Skenderaj thonë se 12 deri në 15 të sëmurë mentalë kanë qëndrim ditor në qendër, ndërsa të tjerët, rreth 90, marrin terapinë (injeksion) një herë në muaj. Në qendër trajtohen persona të moshave dhe profesioneve të ndryshme.

Kajtas Gecaj / Skenderaj

Ishte mësuese me nam, por vrasja e vëllezërve të saj gjatë luftës e kishte tronditur thellë. E luajtur mendsh, Hyrë Zeka bën një jetë ndryshe nga të sëmurët e tjerë mentalë që trajtohen në Qendrën e Shëndetit Mendor në Skenderaj.

Përdërisa të tjerët mbledhen për çdo ditë në një vend, për ta kaluar ditën dhe për t'u relaksuar dhe për t'u shoqëruar mes vete, mësuesja që e donin të gjithë, rri vetëm. Ata që shkojnë mësojnë edhe për shumë gjëra, nga programet e ndryshme dhe aktivitetet relaksuese, që zbatohen me ta.

Fjala është për rreth 100 të sëmurë mentalë, njerëz me precedentë skizofrenie, nga moshë 18 deri në 65 vjeç, të cilët kanë kaluar nëpër faza të ndryshme të trajtimit në Klinikën Psikiatrike në QKU, e të cilët tani trajtohen në Qendrën e Shëndetit Mendor.

Mbi 100 të sëmurë mentalë, kryesisht skizofrenë, të cilët lirohen nga Klinikë Psikiatrike në QKU, vazhdojnë trajtimin në Qendrën e Shëndetit Mendor në Skenderaj, e cila menaxhohet direkt nga Ministria e Shëndetësisë. Sipas stafit të saj, Qendra ofron kushte jashtëzakonisht të mira të trajtimit për ata persona të cilët janë të regjistruar për qëndrim ditor aty. Por, edhe për të tjerët ka përkujdesje maksimale. Për ata persona me të meta mendore, të cilët trajtohen me qëndrim ditor në Qendër, sigurohet edhe një racion ushqimi.

Të sëmurë që më parë janë trajtuar në QKU

Shqipe Feka, një prej infermiereve që punojnë në këtë Qendër, dhe e cila ka detyrën e përgjegjëse, thotë se për personat e sëmurë mentalë janë siguruar ekepe mobile, të cilat dalin në terren dy herë në javë dhe i takojnë të gjithë të sëmurët mentalë. Ajo shton se me personat me qëndrim ditor, krahas aktivitetit të ndryshme, organizohet edhe shoqërimi në grup dhe me ta dilet edhe jashtë objekti të Qendrës.

Me të sëmurët mendore zbatohen aktivitetet të llojeve të ndryshme. Ata mësojnë edhe për shumë gjëra nëpërmjet



Qendra e Shëndetit
Mendor në Skenderaj



Mësuesja Hyrë Zeka,
tani e sëmurë mendore

Fakte

Shqipe Feka, një prej infermiereve përgjegjëse në Qendrën e Shëndetit Mendor në Skenderaj, thotë se për personat e sëmurë mentalë janë siguruar ekepe mobile, të cilat dalin në terren dy herë në javë dhe i takojnë të gjithë të sëmurët mentalë. Ajo shton se me personat me qëndrim ditor, krahas aktivitetit të ndryshme, organizohet edhe shoqërimi në grup dhe me ta dilet edhe jashtë objekti të Qendrës.

programit psiko-social, të cilën e zbatojnë njerëz profesionalë që vijnë nga qendra në Mitrovicë, pjesë e të cilës është Qendra e Shëndetit Mendor në Skenderaj, por edhe stafi i Qendrës përkujdeset për aktivitetet relaksuese me të sëmurët mentalë, thotë Feka. Sipas saj, ata janë të sëmurë, të cilët më përpara janë trajtuar në klinikë, janë të sëmurë që janë trajtuar nga skizofrenia dhe tani trajtimin e vazhdojnë këtu.

Jane mbi 100 të sëmurë mentalë në gjithë rajonin e komunës së Skender-

ajt, të cilët trajtohen në Qendër. Derisa 12-15 prej tyre, e nganjëherë edhe më shumë, sidomos në ditët kur vijnë për ta marrë terapinë, të tjerët rreth 90, marrin terapinë këtu në qendër, një herë në muaj, thotë infermierja Shqipe Feka, e cila shton se ata marrin terapinë në formë injeksioni.

Ajo nuk ka veçuar ndonjë rast të pakëndshëm, pasi që Qendra ka të bëjë me njerëz që edhe mund të jenë të rrezikshëm, para së gjithash për stafin, por ka ripërsëritur se trajtimi i të gjithë të sëmurëve mentalë në komunën e Skenderajt bëhet në mënyrë profesionale.

Për mësuesen Hyrë qytetarëve u dhemb shpirti

E të sëmurët janë të moshave dhe të profesioneve të ndryshme. Në mesin e atyre, për të cilën qytetarëve të Skenderajt u dhemb shpirti, është edhe një mësuese me nam, te e cila mësynin pothuajse të gjithë prindërit për t'i regjistruar fëmijët e tyre. Dhe nuk e kishin të gjithë fatin që fëmijët t'i regjistronin te mësuesja Hyrë,

sepse në një paralele, atëherë mund të mësonin më së shumti 40 nxënës.

Fati i keq ka dashur që ajo të sëmurë pak kohë pas përfundimit të luftës, si pasojë e traumave të mëdha gjatë luftës, sidomos pas vrasjes së vëllezërve të saj në luftë. Shenjat e para të çrregullimit psikik kolegët e mësueses Hyrë i kishin vërejtur menjëherë, por ajo vazhonte t'i edukonte nxënësit në shkollën "Shaban Jashari" edhe për gati dy vjet pas përfundimit të luftës. Drejtorja e Arsimit në Skenderaj ishte detyruar që t'ia ndërpriste marrëdhënien e punës, por pagën ia dërgonin. Komuna u përkujdes që t'ia jepte edhe një banesë, por kjo ishte e tëra. Për shërimin e saj, nuk ishte përkujdesur askush. E lënë krejtësisht vetëm, sëmundja e mësueses Hyrë bëhej gjithnjë e më e madhe. E tani, kur sëmundja e rëndon, mësuesja Hyrë nga ballkoni i banesës së saj, i thërret nxënësit e vet, madje edhe kolegeve të dikurshme të saj u sugjeron se çfarë të bëjnë me nxënësit. E gjithë kjo gjendje e saj, shkakton dhembje te qytetarët e Skenderajt, sidomos te ata që mësuesen Hyrë e kanë njohur ndryshe nga që është sot.

This article was published on 17 June 2015 in Zëri newspaper, it talks about the Mental Health Center in Skenderaj, and according to the article 100 mentally ill persons are treated in this center. Unlike above analyzed articles, in this article the title and introductory part perform their function in an objective and informative way. In the title is shown that in this center are treated more than 100 mentally ill persons, while at the introductory part are given some key details about the number of patients, as well as the fact that in the center are treated people of different ages and occupations.

In this article, it is clear that the journalist has decided to tell the story through one of the patients, which in this case is a woman. Explanation of a general phenomenon through a specific case is a known technique in journalistic writings and quite effective in explaining the complex social phenomena and subjects. Such articles have the power to create emotional relationship between the reader and the protagonist of the story, making the reader analyze the matter in question from the perspective of the protagonist. However, in such articles, it is equally important that appropriate space is given to the protagonist so he/she tells the story. In other words, such articles are successful when journalist is almost invisible, and the reader has the feeling that is in direct conversation with the protagonist, uninterrupted by the presence of journalists in the role of mediator.

In the article in question, the journalist begins by describing the main protagonist, Hyrë Zeka. Journalist explains that the protagonist of this writing was a teacher before showing first signs of mental illness, which according to the author came as a result of the murder of her brothers during the war in Kosovo. It should be mentioned that the journalist not even close is qualified to certify that the murder of her brothers was the cause of her sickness. Such a clarification would be reliable and valid only if it would be given by an expert of the field, namely the doctor of the protagonist, who would be quoted in the article.

Initially, it is important to note that in such articles it is under the discretion of the journalist to decide which individual is more convenient to explain a general phenomenon through his or her personal story. The problem with this article is that the chosen protagonist is not illustrative example of the subject that is being elaborated and the only criterion it fulfils is the fact that she is one of the 100 patients that is treated regularly at this center. Moreover, it is not clear if the journalist wants to write about the need for the provision of psycho-social services to treat traumas of the war survivors, or whether he wants to present to us a unique story of a certain individual. Whatever is the purpose of the journalist, in both cases it can be said that his attempt was incomplete and the article does not call for improvement of psycho-social assistance by the institutions, nor does he presents a unique story of the article's protagonist. Judging from the content of

the article, it can be concluded that the story of the protagonist is chosen only as an addition to the reporting on the work of the center, and not as the main element which gives direction and effective explanation of the mentally ill treatment of people in this institution.

The journalist describes the protagonist of the article as a former “notorious” teacher, now “gone mad”, for whom “the soul of citizens hurts”. But all these conclusions are drawn by the author himself, not including in the article people who could tell her story directly (family, friends, former colleagues), and the type of illness (doctors). Even more worrying is the fact that the protagonist does not speak not even once throughout the article. This gives the impression that the author writes for her based on his general knowledge and circumstantial and subjective information, without taking the effort to provide the necessary space to the person who bears the main burden of this article to tell her story. Eventual non obtaining of the consent to be part of an article in the newspaper from the person presented in the story, and the use of name and surname and of picture without his/her consent, is a serious bypass of basic principles of objective reporting and professional ethics.

In general, the article has notable tone of descriptive reporting, which above all is based on the journalist’s perceptions and not in serious reflection of physical, mental and spiritual condition of a mentally ill patient. On the other hand, her picture is described as follows: “Teacher Hyrë Zeka, now a mentally ill person”. Besides that it does not provide any specific detail about the specifics of her illness and its impact on the patient’s life, this description is unprofessional and exclusionary, as it reduces the protagonist in only two roles - either as a teacher or as mentally ill person - which, according to the author, exclude each other. In this case, the author reflects highly subjective approach and significant impact by certain social norms, which on one hand they see teaching profession as something noble, while on the other hand they stigmatize mental illness. The journalist unfairly places protagonist’s personality in between these two extremes, in which case does not leave space for the creation of an objective and unaffected opinion by the reader. The article also violates the principles of the Law against Discrimination, as well as the patient’s right to privacy.

Teuta brings votes and value in LDK>

KOMBËTARE 12 maj 2014 13:00
WWW.BOTASOT.INFO

AKTUALE

Jehona e kandidimit të Teuta Rugovës në LDK



Teuta në LDK sjell vota dhe vlera

"Unë them që të paktën 20 apo 25 mijë vota do i marr zonjusha Teuta Rugova dhe gjithësi në përqindjen gjenerale do të ndikoj në ngritjen e LDK-së", thotë për "Bota sot", analisti Jeton Kelmendi.

do të ndikoj pozitivisht për vet faktin se është bija e një personaliteti shumë të fuqishëm dhe natyrisht se do të ndikoj që të marr vota. Unë them që të paktën 20 apo 25 mijë vota do i marr zonjusha Teuta Rugova dhe gjithësi në përqindjen gjenerale do të ndikoj në ngritjen e LDK-së", thotë për "Bota sot", analisti Jeton Kelmendi.

Kelmendi, vlerëson se kontributi i Teutës është shumë i madh për LDK-në dhe ngritjen e elektoratit të saj. "Se pari duhet përsëritur sepe është gjoci e në dhe kyçja në politikë sigurisht është pozitive aq më tepër kur ajo është përgatitur sepse ka mbaruar edhe studimet. Ndë duhet të merret nga ato taktikë moniste që i kanë disa familje të mëdha, se nuk duhet të marr pjesë në politikë se jam i të gjithëve, sepse partitë janë të gjithëve. Kështu që mendoj se është një kontribut jashtëzakonisht i madh për LDK-në dhe natyrisht do të ndikoj në ngritjen e elektoratit të LDK-së", shprehet ai.

Sipas tij, politika e presidentit Rugovës dhe vlerat e tij për ta prezantuar kandidimin e forcën bindjen se LDK-ja do të fitojë në këto zgjedhje.

"Duhet mbështetur edhe iniciativë e kryetarit Mustafë për të shpallur në shërbim e zonjusha Rugova dhe aderimi që u bë në mënyrë solemne në LDK. Kështu mendoj që po e përforcoon bindjen e fitueses në këto zgjedhje të qershorit. LDK-ja pa Teutën sigurisht që do të fitonte një përqindje më të ulët dhe natyrisht tani Teuta do të ndikoj sepse politika e presidentit Rugovës dhe LDK-ja shfaqen politike e presidentit Rugovës dhe vlerat e presidentit sigurisht se do të ndikoj shumë pozitivisht", thekson Kelmendi.

në ulët dhe natyrisht tani Teuta do të ndikoj sepse politika e presidentit Rugovës dhe LDK-ja shfaqen politike e presidentit Rugovës dhe vlerat e presidentit sigurisht se do të ndikoj shumë pozitivisht", thekson Kelmendi.

Sipas tij Teuta do të jetë më e mirë se vëllai i saj Uka, i cili nuk ishte aktiv aq sa duhet në Kosovën e Kosovës.

"Unë jam shumë i bindur që do të jetë shumë më e mirë se sa i vëllai sepse ndoshta shpeshkush mund të jetë abuzgjyer me glosësit të drejtë sepse Uka ka qenë deputet jo aktiv gjë që është konstant nga shumë OJQ. Kjo nuk ka arsyë që të marr molet nga Uka, ajo duhet më dinamike më e gjallë dhe më e urtë. Kështu duket se i ka ngjarë më shumë president Rugovës", përfundon Kelmendi.

Gjatë prezantimit të saj si kandidat për deputet, Teuta Rugova tha se LDK-ja që nga fillimi i saj është bërë sinonim për liri dhe parvartësi.

"LDK-ja ka lindur në Kosovë të vështitë, kur Kosovës i nevojitej forca dhe artikullonte qartë dhe fuqishëm përpjekjet e popullit për liri, parvartësi dhe demokraci. Por LDK-ja që nga fillimi i saj është bërë sinonim i lirisë parvartësi dhe demokracisë. Ajo siç ka thënë

babai im, LDK-ja për popullin është shpresë dhe besë", këto ishin fjalët e saj gjatë konferencës për media ku Teuta Rugova, si prezantues i kandidatit për deputet në Kuvendin e Kosovës nga radhët e LDK-së.

Ajo tregoi se tashmë ka mbaruar studimet universitare dhe sipas saj, tani është shumë e nevojshme që tina të përfaqsohen në mënyrë të denjë krahas për krash me vlerat dhe civilizimin evropian.

Ajo ka vendosur që t'i bashkohet LDK-së, veçanërisht për të përfaqësuar të rinjtë dhe femrat e Kosovës.

"Tani që e kam mbaruar universitetin, mendoj që është më se e nevojshme për tina dhe popullin e Kosovës, që të këtë një përfaqësues të denjë në Kuvendin e Kosovës, sepse segmenti i shoqërisë shpesh edhe është anashkaluar në planin e brendshëm, dhe i harrohet i lloshar në planin ndokombëtar. Të rinjtë tanë duan, të jenë krash për krash me moshatratë e tyre evropian, t'i ndajmë dhe t'i gjejmë vlerat e tyre të civilizimit evropian", thekson Teuta.

Kandidimin e saj për deputetë e kanë mirëpritur edhe kreert e LDK-së, të cilët kanë thënë se Teuta do të jetë përfaqësuese e denjë e të rinjve të Kosovës. ■

Mimozë Lakna

Kandidimi i Teuta Rugovës për deputet në Kuvendin e Kosovës po konsiderohet si hap pozitiv për Lidhjen Demokratike të Kosovës. Përveç se është ndër kandidatët më të rinj për deputet, Teuta Rugova është edhe vajza e presidentit Ibrahim Rugova i cili themeloi Lidhjen Demokratike të Kosovës. Si subjektin e parë politik në Kosovë i cili u bë shpresë për të ardhmen e shqiptarëve.

Teuta Rugova iu bashkua LDK-së, për të përfaqësuar të rinjtë e Kosovës. Përveç kësaj, me kandidimin i saj për deputet po vlerësohet si gjë pozitive edhe sa i përket numrit të votave që mund t'i arrij LDK-ja në këto zgjedhje.

"Mendoj që çdo ardhje citësore në LDK ka një luptim pozitiv për këtë subjekt politik, sepse në këtë mënyrë shihet edhe rritje në elektorat. Kështu aderimi i gjosit të presidentit Rugovës në LDK mendoj se

Kombëtare 12 maj 2014 13:00
AKTUALE
A do t'hyjë AKR-ja dhe PD-ja në koalicion me LDK-në?
FOTO: VLS

KATER RISITË E LDK-SË TË HËNËN DORËZOHEN EMËRAT E KANDIDATËVE PËR DEPUTET
Kandidimet për Kuvendin e Kosovës, 12 maj 2014
Lidhja Demokratike e Kosovës (LDK) ka dorëzuar emrat e kandidatëve për deputet në Kuvendin e Kosovës. Në mesin e tyre shihet edhe Teuta Rugova, vajza e presidentit Ibrahim Rugova.

Teuta rrugës së babait, 'LDK-ja për popullin është shpresë dhe besë'

Teuta Ibrahim Rugova, hyn në parën zgjedhore. **Foto: OJQ**

The article above, published on 12 May 2014 in Bota Sot newspaper, deals with membership of Teuta Rugova, the daughter of the late former-President of Kosovo and former head of the Democratic League of Kosovo (LDK), Ibrahim Rugova, in LDK. The picture and headline used are objective and they represent the protagonist in an objective and positive way.

One of the major problems of this article is provision of a large space for one of the political analysts. In fact, the article is based almost entirely on the position and opinions of this analyst to give the news for the membership of the protagonist in LDK. Moreover, the article aims to explain how LDK would benefit from Rugova's membership in its ranks. "[...] the accession of President Rugova's girl in LDK, I think it will have a positive effect for the fact that she is the

daughter of a very powerful personality and naturally will have an effect in getting votes". Then the political analyst continues by stating: "I can say that Miss Teuta Rugova will get at least 20 or 25 thousand votes and certainly in the general population percentage will affect the growth of LDK". In the first part of this quote, political analyst addresses to protagonist by the term "girl" and her ability to win votes he directly links to the fact that she is the "daughter" of former President Rugova. In the first part of the quotation, Rugova is described by the term "girl", which in general has flattering connotation and depicts a young girl, while in the second part he used the word "daughter", which compared to the term "girl" emphasizes more the family aspect, the "father - daughter" relationship described with a dose of consideration for the values of the family and the role of women within it.

The article continues further with the analyst quote, stating that "[...] it should be welcomed [her membership] because she is a new girl and involvement in politics is certainly positive, moreover when she is prepared, because she has completed studies". In this point, the analyst in question mentions the fact that the protagonist has completed studies, revealing a subtle dose of gender discrimination, where completion of studies suddenly is considered as important criterion for political activity. In terms of providing additional information, such a thing is completely acceptable and correct, but considering it as a criterion, rarely, or maybe never is considered as important or commented for the young men in politics, shows that the analyst feels the necessity to prove that the protagonist, although a young girl, is worthy of membership in the party. Such a double standard is observed in the other part of the article, where the analyst says that the protagonist of the article will be "much better than her brother", referring to Ukë Rugova who joined the LDK few years ago, "because Uka was a passive member of parliament [...] She [Teuta Rugova] seems more dynamic, more lively, and more wise. So it seems that she is like president Rugova". In the first sentence the analyst places the protagonist in a comparative level with her brother, although to reader is not provided any information about her brother based on which it could be drawn a conclusion on why she is likely to be more successful than her brother. In addition, she is considered as someone who is like her father, trying to convince the reader, especially the LDK supporters that she greatly deserves their vote precisely because of this fact. To the protagonist is not given the opportunity to express her preparation as future candidate, or her political programme. She is discriminated right at the beginning, because she is not given the opportunity to express her background of personal knowledge, but he puts her in a comparative position with her father and brother. It is important that even to individuals who participate for the first time in the election race, to give the opportunity to express their personal and academic potential, whether they are men or women, regardless of their family, national, social

origin, etc. By not doing so, this article contributes to the damage of personal political profile of the protagonist, as a new candidate who can offer a new vision.

The article is also biased because it tries to present the protagonist in the best possible way, although that author along with analyst interviewed, consciously or not, not always give positive assessments. Moreover, it is worrying the fact that in addition to the analyst and protagonist, whose quotations appear only in the end of the article, the article does not have a third voice, not even of the journalist herself, which would provide a balance between reporting on her membership in LDK, on the one hand, and the growth of LDK as political party on the other hand. In other words, the article has much more in common with a personal view, than with independent and objective reporting.

Emira Mehmeti requires more attention to Macedonia from Tirana and Prishtina>

e mërkurë • 28 maj 2014

arbëri

KOHA Ditore • 7

DEPUTETJA E BDI-SË KA FOLUR PËR GJENDJEN E SHQIPTARËVE NË MAQEDONI PËR STUDENTËVE TË UNIVERSITETIT TË PRISHTINËS "HASAN PRISHTINA"

Ermira Mehmeti kërkon më shumë vëmendje për Maqedoninë nga Tirana e Prishtina

"Duhet një vëmendje më e madhe nga ana e Kosovës dhe e Shqipërisë për politikën, por edhe ngjarjet në Maqedoni, në veçanti nga Shqipëria si shtet amë, sepse shqiptarët në Maqedoni me kushtetutë përcaktohen si pjesë e popullit shqiptar që jeton në Maqedoni", ka thënë Ermira Mehmeti

Uran Krasniqi

PRISHTINE, 27 MAJ - Deputetja më e votuar shqiptare e Kuvendit të Maqedonisë, Ermira Mehmeti, ka kërkuar vëmendje më të madhe për shqiptarët e Maqedonisë nga ana e Tiranës dhe e Prishtinës.

Teksa e ka mbajtur një ligjëratë, të martën, në Fakultetin Filozofik të Universitetit të Prishtinës "Hasan Prishtina", ku temë diskutimi ka qenë pozita e shqiptarëve në Maqedoni, deputetja e Bashkimit Demokratik për Integrim, ka thënë se për vëmendje megjithatë Tirana ka më shumë obligim sesa Prishtina. "Duhet një vëmendje më e madhe nga ana e Kosovës dhe e Shqipërisë për politikën, por edhe për ngjarjet në Maqedoni, në veçanti nga Shqipëria si shtet amë,

sepse shqiptarët në Maqedoni me kushtetutë përcaktohen si pjesë e popullit shqiptar që jeton në Maqedoni. Shqiptaria duhet të jetë pak më e pyetur, Kosovës nuk besoj që i takon në të njëjtin nivel, por gjithsesi vëmendja na nevojitet", ka thënë ajo.

"Pra, raportit duhet të jetë nga i madhi drejt të voglit dhe nuk besoj gjithashtu anasjelltas".

Mehmeti e ka pranuar që subjekti politik shqiptarë nuk kanë vetëdije për t'u bashkuar rreth një interesi të përbashkët të tyre. "Pyetja që më së shpeshti na parashtrohet është pse nuk është e mundur që të arrihet konsensus? Unë besoj që kjo ka të bëjë me faktin se në Maqedoni ndoshta për shkak të natyrës së funksionimit e organizimit të shtetit kjo është më e theksuar. Kemi një zbrastësi mes

politikaneve të një brezi pak më të shkuar dhe atyre që vijnë", ka thënë ajo.

"Për fat të keq, edhe këta të fundit, politikanët që duhet t'i përkasin brezi që vjen, zgjedhin të mësojnë nga liderët e tyre jo anë të pozitive, por anë të konfliktoze". Sipas saj, mos të qenit në një linjë në situata të caktuara është për keqardhje. "Nuk mund të them se vetëdija jonë politike ka arritur deri në atë nivel të përgjegjësisë sa që të kuptojmë që për tema të caktuara ne duhet të gjejmë guximin dhe të sillmi në përgjegjësi dhe të jemi të bashkuar dhe të bashkëpunojmë. Paradoxet dhe absurditetet në sistemin tonë politik janë gjithandaj dhe vijnë në shprehje në vazhdimësi, por disi gjejmë mënyrat e mekanizmat për të funksionuar në emër të ruajtjes së stabilitetit dhe moslejimit të konflikteve", ka thënë deputetja shqiptare.

"Unë besoj se Maqedonisë i duhet një freskim në kuptimin e liderëve politikë shqiptarë, sepse është e pampranueshme që në erën e evropianizimit në akoma të shprehurimi me retorikën e viteve nëntëdhjetë, të merremi me atë se kush ka qenë spini i UDB-së, kush kujt ia ka bërë gropën e varrit e kështu me radhë". Sipas saj, këto lloj arkaizmash politike i përkasin një kohe të shkuar me të cilën ajo nuk identifikohet. "Sot politika, të bërit politike, imponon dhe kërkon prej nesh disa vlera të tjera që disa politikanë në

Maqedoni nuk i kanë", ka thënë Mehmeti.

Deputetja e BDI-së duke u ndalur tek urrejtja nëdritenike tensionet mes grupeve etnike asnjëherë nuk do të zhduken tërësisht e kështu nuk bën përjashtim as Maqedonia. "Prandaj klasa politike, elita politike, partitë në qeveri, kanë përgjegjësi dhe detyrë parësore që në vazhdimësi të punojnë në alomodimin e tensioneve, meqë duhet të dimë që nuk mund të eliminohet në tërësi fenomene të tilla. Ajo çfarë ndodh në Maqedoni në pjesën më të madhe ndërlikohet apo varet nga vonesa që ne po përtojmë në rrugën e integritimit të Unionin Evropian dhe në NATO", ka thënë ajo.

"Për fat të keq, për maqedonasit fakti që duhet ta ndajmë shtetin me shqiptarët nuk është një çështje, por një handikap i Maqedonisë, dhe shprehëse duhet që ata përpiqen që të shfrytëzojnë institucionet e shtetit për të penguar procesin e natyreshmë të ndërtimit të institucioneve të përbashkëta dhe për pasojë tensionet etnike në vend se të vijnë duke u pakësuar e qetësuar, ka momente kur ato, për fat të keq, shprehëse arrijnë kulmin e tyre, përplasen e bëhen incidente rrugëve". Sipas saj, pika e mosdurimit të marrëdhënieve nëdritenike në Maqedoni klasën politike e drejton paraç.

Teksa e ka mbajtur një ligjëratë, të martën, në Fakultetin Filozofik të Universitetit të Prishtinës "Hasan Prishtina", ku temë diskutimi ka qenë pozita e shqiptarëve në Maqedoni, deputetja e Bashkimit Demokratik për Integrim, Ermira Mehmeti, ka thënë se për vëmendje megjithatë Tirana ka më shumë obligim sesa Prishtina

Foto: Driton Paparada

Jes që vërtet nëse dëshirojnë që të shpëtojnë vendin nga situata të tilla që mund të bëhen më dramatike, të ulen dhe të punojnë më seriozisht në agjendën integruese, gëgjeshat në zgjidhjen e çështjes së emrit të shtetit të kontestuar nga Greqia.

Mehmeti ka thënë se ndër problemet kryesore të shqiptarëve në Maqedoni është përdorimi zyrtar i gjuhës shqipe.

Ajo ka thënë se fuqitë e mëdha pavarësisht pengesave të shumta nga shtetet e tjera përreth nuk do të lejojnë që shteti i Maqedonisë të prishet, meqë, sipas saj, me atë rast do të hapej "Kutia e Pandorës".

The article above, published on 28 May 2014 in Koha Ditore newspaper, is a positive example of the objective, independent and professional reporting. The

main protagonist of the article is Emira Mehmeti, Albanian member of the Macedonian Parliament. The article covers a lecture held by Mehmeti in the Faculty of Philosophy of the University of Prishtina "Hasan Prishtina".

The title of the article explains without any coloration or tendentious purpose the essence of the lecture, introductory part, through direct quotation, further expands the key issue discussed by the protagonist of the article while holding the public lecture. In the beginning of this article, as part of the provision of basic information herein, the journalist informs the readers that Mehmeti is the most voted Albanian Member of Parliament. Picture used is an original photo which presents the protagonist during her public lecture. In general, the article is a good example of balanced and objective reporting, which does not get into irrelevant and tendentious assessments, which could be related to the fact that the article's protagonist is a woman. In contrary, through impartial reporting, this article presents Mehmeti in its natural position in public life, in that of a politically successful woman in Macedonia's political scene, and the Albanian political scene in general. Through this article, the protagonist is given the opportunity to express her political background, as well as the professional knowledge on the political scene in Macedonia. Furthermore, the article presents her as a politician with a clear vision for the future of Macedonia, and he does so by presenting the opinion that she provides on the role, position and political possibilities of Macedonian, its path to EU membership and NATO, as well as the role of Kosovo and Albania in relation to Albanian citizens living in Macedonia.

Kadriu says that she joined PDK to bring back the smile to citizens>

DREJTORESHA DHE KRYEREDAKTORJA E "KOSOVËS SOT", MARGARITA KADRIU, ADERON NË PDK

Kadriu thotë se hyri në PDK për t'ua kthyer buzëqeshjen qytetarëve

Uran Krasniqi

PRISHTINË, 14 MAJ - Margarita Kadriu nuk është më drejtore dhe kryeredaktore e gazetës "Kosova Sot".

Këto pozita ajo i ka zëvendësuar me atë të nënkryetares së Partisë Demokratike të Kosovës.

Kadriu, si prurjen më të re të PDK-së, e ka prezantuar të mërkurën kryetari i kësaj partie, njëherësh kryeministër në detyrë, Hashim Thaçi.

"Sot kam kënaqësinë e veçantë që të mirëpres në ekipin fitues të PDK-së zonjën Margarita Kadriu. Margarita është një vlerë intelektuale, që i bashkohet PDK-së dhe politikës shtetërore të vendit jo për t'i marrë, por për t'i dhënë asaj përvojën e suksessit të saj. Zonja Kadriu i bashkohet misionit të ri fitues, misionit për zhvillim ekonomik dhe punësim", ka thënë Thaçi. "Zonja Kadriu do ta ketë hapësirën e mjaftueshme edhe si nënkryetare e PDK-së, ashtu edhe në ekipin e ardhshëm qeverisës në funksion të zhvillimit ekonomik dhe krijimit të vendeve të reja të punës, si dhe rritjes së mirëqenies sociale të qytetarëve të Kosovës".

Ai ka treguar se si ka ndodhur që Kadriu të bëhet nënkryetare e par-

tisë. "Ne e kemi edhe në statutin tonë të drejtën e kooptimit, kështu që ka qenë vendim i organeve drejtuese të partisë", ka thënë Thaçi. Ai e ka quajtur PDK-në lëvizje që, sipas tij, është më shumë sesa parti. "Ardhjet dhe prurjet në PDK nga shoqëria civile, komuniteti i biznesit, mediat dhe partitë e tjera politike, janë realisht prurje të pastra të forcimit të PDK-së dhe nuk janë rrikime sikur që po ndodh me subjektet e tjera, ku edhe kanë librezë e edhe shkojnë e dalin në konferencë për shtyp", ka thënë Thaçi. "Kështu që, ardhjet dhe prurjet tona janë substanciale nga bota civile, akademike, e biznesit dhe mediale".

Kadriu në fjalën e saj ka thënë se nuk po hyn në PDK për fotele, por për qytetarët e Kosovës. "Arsyeja që po hyj në politikë nuk është që unë ta kem një fotele, se fotelen e kam pasur mbi shtatëmbëdhjetë vjet. Unë po hyj për qytetarët e Republikës së Kosovës. Unë po hyj, po e sakrifikoj pjesën e karrierës sime në biznesin privat, për të kontribuar. Nuk po hyj që të marr një fotele, të cilën veç e kam, e të cilën po e dorëzoj", ka thënë ajo. "Prej sot unë nuk jam pjesë e stafit të gazetës "Kosova Sot". "Kosova Sot" nuk është hapur para gjashtëmbëdhjetë vjetëve që të hyjë Margarita Kadriu në politikë,



Margarita Kadriu ka thënë se nuk po hyn në PDK për fotele, por për qytetarët e Kosovës

"Kosova Sot" e ka misionin e vet, informimin e mirëfilltë, gjithmonë do të jetë opozitë dhe kritike e institucioneve pavarësisht se a do të jetë Margarita Kadriu në të ardhmen".

Sipas saj, qytetarët me gjithë një progres tepër të vogël, po vazhdojnë të vuajnë mungesën e politikave dhe të politikave të mirëfillta në interes dhe dobi të tyre. "Përmes angazhimit dhe punës sime aktive në politikë, hapësirë që më është ofruar nga kryetari i Partisë Demokratike dhe nga kryesia e saj për të marrë përgjegjësi konkrete, për të kontribuar në cilësinë e nënkryetares brenda partisë dhe njëkohësisht edhe në Qeverinë e re

pas zgjedhjeve të qershorit, duke sjellë dhe duke bërë ndryshimin përmbajtësor, por gjer më tani të munguar, dua t'ua kthej shpresën dhe besimin bashkë me buzëqeshjen në fytyrat e qytetarëve të Kosovës", ka thënë ajo. "Pra, fokusi im kryesor do të jetë zhvillimi i hovshëm ekonomik bashkë me sigurinë dhe sundimin e ligjit në Republikën e Kosovës", ka shtuar ajo. Kadriu ka thënë se arsye tjetër është që ajo po synon të ofrojë një model të ri të politikantit, që, sipas saj, konkretisht i përveç mungës dhe jep maksimumin e aftësive që i ka, që përdor kokën e dijen e vet.

© KOHA Ditore

This article, published on 15 May 2014 in Koha Ditore newspaper, talks about the accession of Margarita Kadriu, former chief editor of Kosova Sot newspaper, in the Democratic Party of Kosovo (PDK). The title of the article paraphrases a quote which appears at the end of the article. Editorial decision to tackle the meaning of all the quotation through this title, does not take into consideration the other part of the quote, where Kadriu says "I want to restore the hope and confidence", before continuing with "along with the smile on the faces of the citizens of Kosovo". In a country like Kosovo, where social and economic problems are so significant, editorial decision to present the "smile" instead of "hope and confidence" can be regarded as an attempt to promote a certain reaction from readers, who largely hold political figures as responsible for the very bad economic situation of Kosovo. But, on the other hand, the title may be considered correct if viewed from the perspective of compiling the headlines in the daily newspapers, where the decision always varies between the description of the content as true as possible, and achieving immediate effect to readers, with a view to encourage the readers to read the article.

In general, the text of the article is correct and objective description of the event in question. However, the fact that Hashim Thaçi, head of this political party which the protagonist joins, is the first person who was quoted in the article, it is a clear indication that in this case the journalist gives priority to chronological description of the event, and not necessarily ranking in for their importance. From the article it can be clearly seen that Thaçi is the one who opens the press conference and the first to speak, before presenting Kadriu as the youngest member of the party. But on the other hand, one can argue about whether it is more important to describe the event in chronological order, or to start the article with Kadriu, considering that the press conference itself was called because of her. There is a temptation that such reporting be regarded as tendentious and presented as a case where a man in politics has always priority over a woman politician. However, looking more closely, to be correct, our assessment should take into account not only this newspaper practice, but almost all daily newspapers in Kosovo, that such protocol events are reported chronologically, and not by its importance that certain information has for the reader. The article gives space to presentation of the protagonist's political program, but does not deepens in this subject beyond what is stated by the protagonist in her speech before the reporters. On the other hand, the picture presents correctly the protagonists of the event, in this case according to the importance of information - Kadriu speaking to reporters, and Thaçi listening her pronunciation in the secondary role.

Jahjaga: Women don't have equal treatment in society >

06 **EPOKA E RE** E MARTË, 21 PRILL 2015 **AKTUALE**

Presidentja Atifete Jahjaga ka marrë pjesë në konferencën "A jam e barabartë në shoqërinë kosovare?"

Jahjaga: Gratë s'kanë trajtim të barabartë në shoqëri



Presidentja e Kosovës, Atifete Jahjaga, ka thënë se gratë dhe vajzat ende nuk kanë trajtim të barabartë në shoqëri. Sipas saj, Kosova ka hedhur hapa të konsiderueshëm në avancimin e rolit të gruas në shoqëri, por ky progres ende mbetet i ulët

dhe si shoqëri që t'i jetësojmë ato në praktikë dhe vetëm atëherë ne mund të themi se gratë dhe vajzat janë të barabarta në shoqërinë tonë", ka thënë Jahjaga të hënën në hapjen e konferencës "A jam e barabartë në shoqërinë kosovare".

Jahjaga ka shtuar se iniciativa, si kjo e sotmja, janë më se të nevojshme për t'i nxjerrë në sipërfaqe barrierat dhe sfidat e shumta me të cilat përballen gratë si në jetën private ashtu dhe në atë publike. "I përgëzoj organizatorët e kësaj konference, duke shprehur bindjen se ky projekt do të arrijë të mbledhë rreth vetes edhe më shumë përkrahës për t'i shfrytëzuar përparatë dhe nevojshme që do ta garantojnë respektimin e të drejtave të barabarta të grave dhe vajzave. Kam qenë dhe mbetem i thartë e fuqishme e një krijimi të mekanizmave institucionale, ligjorë e shoqërorë, të cilët e shohin

garantinë e përmbytjes së të drejtave të grave dhe vajzave si të pakontestueshëm. Pra, jo vetëm si një zgjedhje individuale, por si obligim e përgjegjësi qytetare dhe institucionale", ka deklaruar Jahjaga.

Ajo ka shtuar se mospjesëmarrja apo pjesëmarrja e ulët e grave është në çdo fushë të jetës. "E vëmë re çdo ditë. Gratë përballen me sfida në fusha të ndryshme të jetës, të cilat krijojnë një efekt zinxhir në gatishmërinë apo jogatishmërinë e saj për t'i kërkuar të drejtat e veta", ka thënë Jahjaga. Ajo ka deklaruar se mohimi i të drejtave të grave nuk është çështje private, dhuna në familje mbi baza gjinore nuk është çështje private, dhuna seksuale si mjet lufte e ushtruar mbi qindra mijëra gra nuk është çështje private, por është çështje që ne duhet të organizohemi si shoqëri për adresimin e duhur të tyre. "Na takon të gjithëve ta dënojmë dhe të parandalojmë dhunën e ushtruar mbi gruan, si anëtarë të shoqërisë dhe si institucione, duke ofruar mekanizmat e duhur për t'i ndëshkuar abuzuesit dhe për t'i rehabilituar viktimat e saj, me ndihmë e medieve, duke pasqyruar e dënua krimet e tilla. Krimet mbi baza gjinore nuk janë krimet më pak të rëndësishme, andaj duhet t'i trajtojmë ato me seriozitetin dhe me fuqinë që parashihet edhe ligji", është shprehur presidentja Jahjaga.

Ajo ka thënë se ne si shoqëri kemi hedhur hapa të konsiderueshëm në avancimin e rolit të gruas në shoqëri, por ky progres mbetet ende i ulët, veçanërisht kur kthehemi dhe shohim shifrat që vijnë nga pjesëmarrja e gruas në tregun e punës, pjesëmarrja në arsim, në politikë, qasja në shërbimet shëndetësore apo në drejtësi.

"Përkundrejt tyre, ne po bëhemi gjithmonë e më të ndërgjegjshëm ndaj realitetit se avancimi i rolit të gruas, si gjysma e shoqërisë, është i lidhur me avancimin e gjithmbarshëm të shoqërisë që prek secilin qytetar. Po bëhemi gjithmonë e më të ndërgjegjshëm që aleatët tanë në vendosjen e rendit dhe ligjit, në luftën ndaj fenomeneve negative të shoqërisë si korrupsioni, duhet të jenë pikërisht gratë, të cilat kanë dëshmuar se janë shumë më pak të korruptuara, si dhe shumë më të përgjegjshme ndaj detyrave që ato marrin përsipër t'i kryejnë, fakte të mbështetura edhe nga hulumtime të ndryshme vendore dhe ndërkombëtare", ka thënë Jahjaga.

Presidentja Jahjaga ka bërë me dije se do t'i drejtohet Qeverisë së Kosovës me kërkesë krijimit e një fondi të veçantë për edukimin dhe shkollimin e vajzave dhe të grave.

EPOKA E RE **Lirije KLAJQI**

PRISHTINE, 20 PRILL - Presidentja Atifete Jahjaga ka thënë se gratë dhe vajzat ende nuk kanë trajtim të barabartë në shoqërinë e vendit tonë. "Gratë dhe vajzat ende nuk kanë trajtim të barabartë në shoqëri. Është e vërtetë, kemi ndërtuar një infrastrukturë ligjore të avancuar, por kemi ende shumë punë për të bërë si institucione

This article is another positive example of objective and professional presentation of women in the print media in Kosovo. Published on April 21st, 2015 in the Epoka e Re newspaper, the main protagonist of the article is the Kosovo President, Atifete Jahjaga, at the opening of the conference that deals with the topic of women's rights "Am I equal in Kosovo's society?" The title of the article clearly portrays the essence of the article, which provides an overview of the current state of women's rights and thus Jahjaga calls for their further advancement. The introductory part of the article supports the title by giving more information about the need to improve the rights of women and girls.

In no part of the article you can notice any affirmative or discriminating tone against President Jahjaga's figure, nor to the topic of women's rights. As such, the article is very objective and impartial. However, in this case, the journalist chooses almost the entire article to be based on direct quotations of Jahjaga.

Viewed from this perspective, it can be concluded that while the article presents the article's protagonist very objectively, the fact that the article in the greatest part is based on her statements, makes the article to not provide a comprehensive overview of the elaborated topic. This happens for two reasons: firstly, the article does not provide context in which the statements of Jahjaga would be more powerful. Putting it in time context and the description of past developments on the subject in question makes the reader understand the issues discussed and consequently create an informed and sound opinion. Moreover, such an approach makes the ordinary reader feel as part of the public discourse on the issue of women's rights, and not see it as a topic which must be addressed exclusively by the political and social elite. Secondly, in addition to Jahjaga, the article does not quote any other person, whether man or woman. In this case, the journalist loses the opportunity to introduce other women participating in this conference, whose thoughts may have been just as valid and relevant as Jahjaga's. But in this case, more important may be considered the lack of quoting of men participating in the conference, although from the picture is clearly seen that the panel of speakers is moderated by a man. Such approach strengthens even further the stereotype that on the topic of women's rights, only women discuss, and that with these problems only they should deal.

Viewed as a whole, the article can be considered as a positive example of presentation of women in print media. The writer of the article is objective, impartial and does not get into the tendentious categorizations and labels. However, the article loses the opportunity to initiate a more shaped debate with readers about the importance of equal rights for girls and women, due to lack of context and non inclusion of the opinions of other participants in the conference, whether they are men or women.

Wife beaten by her husband ENDS UP IN HOSPITAL >

KRONIKA

GAZETA BOTA SOT
E MARTË, 24 MARS 2015 11

Burri e bën gruan PËR SPITAL

Një burrë nga Lipjani, duke menduar se është burrëri të rrahësh gruan, ka përdorur dhunë fizike ndaj gruas së tij, dhe për pasojë viktima ka përfunduar në spital. Sipas një njoftimit të policisë së Kosovës, një qytetare e Lipjanit ka pësuar lëndime trupore pasi është sulmuar fizikisht nga bashkëshorti i saj. Sipas Policisë së Kosovës, është arrestuar i dyshuari mashkull K-Shqiptar pasi që i njëjti për arsye të pa njohura ka sulmuar fizikisht bashkëshorten e tij-viktimën femër K-Shqiptare. Viktima ka pësuar lëndime trupore dhe e njëjta ka pranuar tretman mjekësor. Me urdhër të prokurorit i dyshuari dërgohet në mbajtje, thuhet në njoftimin e policisë.

Grushta edhe në Prishtinë

Prona u bë shkak që dy persona të grushtohen mes vete, dhe pastaj përfunduar të arrestuar. Në njoftimin e policisë së Kosovës thuhet se në rrugën

"Ilas Agushi", në Prishtinë, janë arrestuar dy të dyshuar meshkuj shqiptar, pasi që të njëjtit pas një mosmarrëveshjeje rreth një kontesti pronësor janë rrahur në mes veti. Me urdhër të prokurorit të dyshuarit dërgohen në mbajtje.

Alkooli e qoi në burg

Gjykata Themelore në Prizren i ka shqiptuar Shefki Hal-laqit-Shekrit masën prej 3 vjet e dy muaj burg efektiv dhe 4.000 euro gjobë pasi që u gjet fajtor për sulmin ndaj Stacionit të Policisë Alfa në Prizren në tetor të vitit të kaluar. Gjykimi i Shekit kishte filluar në shkurt të këtij viti kur prokuroria kishte provuar ta arrijë një marrëveshje për pranim të fajësisë me të dyshuarin, por e cila nuk ishte pranuar nga gjykata.

Mjete të pashpërthyer

Në Fshatin Zhur në Prizren të dielën rreth orës 13:00, ka pranuar një thirrje nga një qytetar mashkull shqiptar, i cili

ka raportuar se ka gjetur disa mjete te pa shpërthyer ne një fushë. Rreth orës 15:00 njësitë EOD-së nga FSK kanë tërhequr pesë predha (Bomba kasetë) pa i eksploduar dhe një kokë të raketës e cila ishte e eksploduar që dyshohet të jenë mbetje nga lufta e fundit në Kosovë. Njësitë EOD-së rreth orës 16:00 është larguar nga vendi i ngjarjes duke i marr me vete municionin, dhe sipas tyre dyshohet se në atë sipërfaqe ka ende mjete të tilla të rrezikshme të pashpërthyer. Thuhet në njoftimin e Policisë.

Po ashtu Policia e Kosovës ka njoftuar se të dielën në fshatin Kostrec në Skenderaj rreth orës 13:50, ka pranuar një ankesë nga një mashkull shqiptar ka raportuar se në oborrin e shtëpisë së tij ka gjetur një mjet të dyshuar. Njësia për deminim e FSK-së ka dalë në vendin e ngjarjes dhe i ka tërhequr dy mjete të dyshimta (predha) me gjatësi rreth 30cm në mënyrë të sigurt thuhet në njoftim.

The article above, published on 24 March 2015 in Bota Sot newspaper, is a typical example of unprofessional reporting on the topic of domestic violence and violence against women in general. Firstly, the headline of the article “Wife beaten by her husband ends up in hospital” is biased and contributes to strengthening the social attitudes of prejudice, where wife beaten by her husband in the best case scenario is considered as something usual, and in the worst case scenario, is something that shows the “manhood” of the perpetrators. Wanting to justify the use of this title, the article begins with this sentence: “A man from Lipjan, thinking that for a man it is appropriate to beat the wife, he physically assaulted his wife, and consequently the victim ended up in the hospital”. It is difficult that in this description of the event to not notice a tendency however small it is to justify the action of the perpetrator, describing it as a mistake or inadvertent action, not as reprehensible act which deserves a psychosocial treatment and punishment under the penal code. However, it is clear that the text that follows this sentence is taken from the daily police reports and contains no reporting by the journalist. However, the most worrying fact is that the whole event is shown as part of the black chronicle, where this case of domestic violence is just one of the reported events. As can be seen from the above scanned article, three other stories have nothing to do with domestic violence or gender-based violence, but with different cases of mostly minor crimes. Despite this, the editorial board of this newspaper has decided to present all the topics through a headline and photography which speaks about domestic violence and which presents women as victims of this violence. As if the article in question was deepened in the explanation of this subject, although biased, the title could be justified as a tool used to attract the attention of readers. But in this case, it is clear that the article does not provide any added value through the discussion on this topic from a gender perspective, but confines itself to providing descriptive information, thus making clear the purpose behind the decision to use the title in question.

Only 16 percent of women own properties>

KOSOVA SOT
E MARTË, 15 SHKURTOR 2015 | 9

TË DREJTAT PRONËSORE NË KOSOVË



Vetëm 16 për qind e femrave kanë prona

Prona e paluajtshme duhet të regjistrohet edhe në emër të grave

Me qëllim të inkurajimit të femrave për të gëzuar këtë të drejtë, çështjen e regjistrimit të pronës në emër të gjinisë femërore e ka vënë prioritet Agjencia Kadastrale e Kosovës

E drejta në pronë është e drejtë themelore që garantohet nga Kushtetuta e Republikës së Kosovës dhe ligjeve ekzistuese në fuqi

familjare. Problemet e shumta në këtë rrafsh, kanë detyruar organizatën joqeveritare "Aureola" që të zhvillojë një hulumtim për këtë çështje, publikimi i të cilit pritet shumë shpejtë. Drejtoresha ekzekutive në këtë organizatë, Sanije Grajçevci, ka thënë se gjinia mashkullore duhet të vetëdijësohet se regjistrimi e pronës në emër të nënës, gruas apo motrës nuk falet, por është diçka që u takon në bazë ligjore. "Ka gra të cilat e gëzojnë pronën, por për në kjo nuk është e kënaqshme, pasi kryesisht kemi hasur në raste që, për të marrë ndonjë kredi apo për t'u linuar prej tatimeve, pronat regjistrohen në emër të tyre dhe jo pse u takon", tha Grajçevci.

Regjistrimi sipas mentalitetit
Arianit Morina, student në Fakultetin Juridik në Universitetin e Prishtinës, pohon se regjistrimi i pronave të paluajtshme, varet edhe nga mentaliteti i familjes në të cilën jetojnë grujat. "Prona e paluajtshme duhet të regjistrohet edhe në emër të grave. Por, sidoqoftë kjo varet edhe nga traditat që kanë familjet ku jetojnë gratë", thotë Arianiti. Pavarësisht asaj se a regjistrohen pronat e paluajtshme në emër të të dy bashkëshortëve, me rastin e marrjes së ndonjë kredie në bankat komerciale dhe lëries në hipotekë të pronës së paluajtshme, të dy bashkëshortët janë të obliguar të nënshkruajnë për atë pronë. Ky veprim i bankave, sipas Murat Mehës, duhet të shfrytëzohet si vetëdijësim i femrave se prona duhet të jetë e regjistruar në emër të përbashkët të dy bashkëshortëve dhe jo vetëm për raste të caktuara.

/rel/

Në shumë raste, sipas përfaqësuesve të shoqërisë civile, tradita sfidon ligjet

Shoqëria civile hulumton situatën
Por, përfaqësues të shoqërisë civile konsiderojnë se në shumicën e rasteve prona e paluajtshme regjistrohet në emër të gjinisë femërore për interesa të ngushta

The article above, published on 15 December 2015 in the Kosova Sot newspaper, talks about the low level of registration of real estate on behalf of women. This article is a good example of fair, balanced, and professional reporting. Through the title, the article highlights the most worrying element related to this topic, the fact that only 16 percent of women in Kosovo have properties. The wording of the article is balanced and includes the opinions of representatives of institutions, civil society and ordinary citizens. Structurally, the article is divided into three parts, which accommodate the views of the representatives of these categories.

Firstly, the article quoted Murat Meha, Chief Executive Officer of Kosovo Cadastral Agency, which explains that the institution headed by him has as a priority the issue of property registration on behalf of women. In the article, Meha mentions specific projects through which it is aimed to achieve such a thing.

In the second part of the article, representatives of civil society are presented through statements of which, the article manages to accurately and concisely articulate the main problems related to the property issue in the ownership of women. The article also included a woman, Sanije Grajčevci, executive director of a non-governmental organization, who according to the author of the article, when the article was published, she has been working on a research about this topic. The author of the article quotes Grajčevci explaining how, despite positive changes, registration of properties on behalf of women often is done in order to obtain credits or in order to be exempt from taxes, and not as a result of respect for the right of women to ownership.

In the third part, the article includes opinions of a Law Faculty student, who says that the issue of property registration on behalf of women depends on the mentality of the family where the woman lives. In the end, the article states that regardless whether the immovable properties are registered on behalf of both spouses, on the occasion of receiving a loan at commercial banks and leaving the immovable property on mortgage, both spouses are required to sign for the property. Even though such a thing is done by banks in order to decrease the risk for not returning the debt, the article paraphrased once again Meha, who states that such a thing could be used to raise awareness of girls and women about the importance of property registration in the joint names of the spouses.

As a conclusion, it can be said that the article gives a real picture of the problem which the article elaborates. Although short, it manages to give space to all opinions related to this problem, starting from the representative of the institution that deals with the registration of property, representative of a non-governmental organization and of the Law Faculty student. Moreover, in the end, the article also points to areas which can be used to address the low level of registration

of property on behalf of women. The only mistake in the article is the fact that there is no difference between the term “female” as a biological term, and the term “woman” as a socio-cultural notion. Unfortunately, this misunderstanding of terms can be found in the Law on Gender Equality, but also in broader public discourse in Kosovo.

It should be noted that the article is a product of Radio Free Europe and not of the Kosova Sot newspaper. However, it is important to note and assess the fact that the editorial board of the newspaper decided to publish it, and therefore, affect the right information of the citizens about this issue.

6. Focus group with journalists

6.1 The methodology

The main criterion for selecting participants in this focus group was the active practicing of the profession of journalist in print media.³³ Also, additional criterion for participation in this focus group was addressing by journalists of topics dealing with women. This focus group was attended by two portal journalist and a journalist of the only public television in Kosovo, so that the outcome of the discussion to be more inclusive. Most of the journalists who participated in the discussion are not specialized in a specific field. Only two of the nine participants stated that they cover a certain area, respectively political developments. All other participants have stressed that they cover two to three different fields during their work, including politics, education, economy, health, public procurement, corruption, etc. Only one of the participants was a field correspondent, and the same noted that correspondents are not specialized, but they cover all areas depending on developments in the settlements from where they report.

6.2 Main findings of the focus group

Majority of the focus group participants stated that during their work and in dealing with topics on a daily basis they do not discriminate positively or negatively based on gender. According to them, during the preparation of stories and contacting the persons involved in them, women are not favoured, solely because of the gender, and in almost all cases, professional criterion is the one used to make the selection of persons who are called to be part of a certain article.

Regarding the role that journalists play in Kosovo's media landscape, with particular emphasis on television, many of the participants said that they are lacking in some key positions. According to one of the participants in the discussion, women are often considered more as an object rather than as a subject. According to her, in almost all serious shows, especially in political debates, guests are mostly men. Moreover, there are a few cases where a program of this type is moderated by women. In the role of a moderator, women can be found mainly in programs "where the appearance is evaluated more than the substance", or in programs that talk about family and entertainment topics. However, the same discussion stated that this is due to a kind of self discrimination, as well as due to lack of ambition and assertiveness by women to be part of these shows. "I think no one discriminates us, if we are willing to discuss and debate. I don't think anyone has said 'don't come [to the show], or come because you are a

³³ Participants in the focus group were journalists of these media: Epoka e re, Koha Ditore, Kolona.info, Kosova Info, Periskopi, RTK, and Zëri.

female', said this speaker. But one of the participants pointed out that in Kosovo, in general, there are many female journalists, and that in the only public television, there are many women in the position of news editor. "At one point, women were the majority", said this participant. However, the same participant stressed that men have the decision-making power, since in the higher positions, such those of chief editor or responsible editor, are mainly men, with the exception of a responsible female editor for minority programs, and a female former director.

In relation with the presentation of women in the print media, some participants noted that women are often attacked in the media. This speaker has mentioned the political scene, where a woman is attacked for something very small, and men only when are involved in a scandal of enormous proportions. As an illustrative example is mentioned the case gas throwing in parliament by opposition MPs, as part of the blockade of parliament's work, the media for four days were trying to figure out how women MPs have put the gas cylinders inside the hall of the assembly. According to the speaker, no one has discussed how men MPs brought the gas in the assembly room. Such an approach, according to participants, has shown pronounced gender discrimination. But one of the participants said that Prime Minister Mustafa has often been commented and mentioned for his appearances during negotiations in Brussels. According to him, although former President Jahjaga has mostly been in the focus of the media, there are many others, both women and men, whose actions have been commented in a mocking way.

Another problem that was mentioned during the discussions was that the lack of women as source of stories or news. During the preparation of articles, in almost all cases, journalists themselves are the ones who decide who they will interview. In most cases, the stories protagonists are men. Participants in the discussion were divided with their opinions about why such a thing happens. According to a discussion group, this happens because "there is no offer" to provide an opinion by women and that often they are not sufficiently cooperative. According to this group, there are numerous cases where women who are part of political parties, perhaps even in high leadership positions in party structures, refuse to answer the calls of journalists to comment about specific political issues. One of the participants pointed out that there were times when one of them said she could not pronounce without consulting the head of the political party, even though itself was in the high leadership position in that party. On the other hand, the same participant said that, in general, men are more likely to cooperate. Although they may or may not be the most qualified persons to give a certain statement, according to participants, journalists work in a very dynamic environment and as a result, they tend to contact people who think they will not hesitate to cooperate. One of the journalists has shown that

attempts whenever possible to include professional women in her stories, but that such a thing is not always easy. She explained a case when she tried to get a statement from some of her former professors, but all of them hesitated, asking for questions to be sent in advance, before they decide whether they want to be part of the story or not. Furthermore, all participants have confirmed that in any medium where they work, there is no internal mechanism or specific criteria regarding the selection of individuals for a particular story, and which would regulate gender-balanced representation.

The other group of participants stated that there are many women who are competent in their field and are prepared professionals, but they are rarely given the opportunity to cooperate. "The media have a responsibility to bring to the fore these women", said one of the speakers. Moreover, one of the journalists stated that media have a more important task than just reporting, and that is to educate people. According to her, through publishing trivial articles without any value, media affects the readers negatively. "The media teaches the reader. The media can educate the reader", said this journalist.

One of the discussants said that there are areas in which there are no women experts. However, such an assessment by the participant in question can be considered more as a stereotypical statement, based on personal opinion. While there is no database at national level that would identify professionals by expertise and gender, such an attitude can be seen as problematic, because it represents an unnecessary obstacle to raising the level of representation and involvement of expert women through written newspaper articles as a result of an entirely subjective and factually incorrect belief. The same discussant has emphasized that security is such an area where almost all experts are men. However, it is worth noting that unlike the case where it is estimated that there are areas in which there are no women experts, in the case of the security sector, the fact that experts are men does not have any particular impact, since regardless of gender, security experts recognize the effects that security cases have in men as well as women, children and elders. The same speaker pointed out that there are too many occasions where for a particular area there are no experts at all, either women or men. According to her, majority of experts and analysts in Kosovo are general, rather than specialized for a particular area.

Regarding the promotion of women in the print media, the majority of participants were of the opinion that this does not depend only on journalists. Although willing to do so, they have emphasized the need to have a reason to promote a certain person. As an example, the speakers have mentioned sport as an area in which female athletes recently have achieved successive successes and are therefore constantly promoted. One of the journalists said that "Majlinda [Kelmendi] is covered because she is successful, but we do not cover many [oth-

ers] that are not known to the public". Some participants stated that it is the duty of the media to promote those women who are successful, but for which the general public has not yet been informed. One of the journalists mentioned when he insisted to promote a successful woman in the police department, just because he considered that this institution almost always is identified with the masculine gender. However, the same speaker explained that this article has been part of the New Year's edition when stories are published with an approach "slightly different than during the year". This makes us understand that such promotion is more an exception than a rule, and that the promotion of women is not part of professional practice in the daily reports.

One of the speakers stated that she is willing to promote the female politicians "if they would have successes". "Our sacred duty is to promote the ones that deserve, not the ones who don't", added the speaker. However, she did not elaborate further on the basis of what criteria is determined whether a politician is successful or not. Moreover, from this attitude we can understand that journalists, consciously or unconsciously, make important decisions on a daily basis regarding the promotion or non-promotion of a particular person. Since people are promoted by the media, but the media does not promote unknown people, it can be concluded that there are mainly individuals and people already known to the public, whether they are politicians or experts, as women as well as men, those who continue to dominate the creation of a public discourse in Kosovo. One such vicious circle does not leave enough space for promotion, not only of successful women, but even of different ideas and opinions in general. Moreover, during the discussion it was noted the need for the provision of specific trainings, through which journalists would be equipped with the necessary knowledge to design objective, professional and balanced writings in terms of gender.

Conclusions and recommendations

The following recommendations are based on the above analysis of the material collected for the presentation of women in the print media for the years 2014-2015, and based on the findings from the focus groups and identifying the overall need for further improvements in this area.

Decision-making bodies of the print media should establish mechanisms that allow balanced reporting on gender in all areas. A special attention should be paid to the need of journalists to be trained and equipped with adequate knowledge on gender sensitive indicators for media (GSIM) of UNESCO.

Editorial boards of print media should create conditions for the provision of adequate and specialized trainings for their journalists, with the aim of professional and quality reporting in all areas, especially those where girls and women are the main protagonists, such as articles dealing with violence against women, domestic violence and women in politics. In this context, an increased attention should be paid to improving access of journalists in relation to the writings that include within complex concepts such as morality, sexuality and social and cultural pre established norms.

The Kosovo Government, along with the editorial boards of print media and civil society should work in the education of citizens, especially of young people regarding perception, as realistic as possible, of writings and images that are served in the media, in order to reduce the impact that they have on strengthening of the existing stereotypes.

Print media should provide enough space for promotion of successful girls and women, especially in areas that are mainly considered as manly.

Print media should be more careful so journalists' reports, particularly those dealing with violence against women, are subject to strict criteria of an objective and sensitive reporting. It is disturbing the fact that violence against women is often reported as part of the black chronicle or protocol events, where there is a lack of awareness and analytical approach to the readers in order to prevent this negative phenomenon.

Print media should improve their approach to promoting gender equality, not only through the provision of sufficient space, but also by raising the writing quality which will affect citizens' awareness about the negative effects of these phenomena in society and will encourage decision makers to initiate and implement appropriate policies and practices that ensure gender equality.

Media institutions should ensure that their management and editorial boards have balanced gender representation.

Academic institutions that prepare future journalists and beyond, should consider the creation and inclusion of modules on gender equality in the academic curriculum.

Avoiding the patronizing language either ignores the female gender from the language that strengthens gender inequality stereotypes and images, for both men and women.

The media should bring the voice of the expert in a balanced form, by presenting as men experts also women experts. Creation of a database or a list of experts on gender basis from the media institutions, would be a helpful factor in this direction and would create a gender balance, but would also be expanding the representation of different social and ethnic groups and classes, by providing a comprehensive representation of the society on pages of print media.

Mandating of media regulatory for monitoring, analysis and reports on gender sensitivity of media, as well as to establish more specified sanctions.

References

Jeffrey Gottfried and Elisa Shearer. "News Use Across Social Media Platforms 2016," Pew Research Centre, 26 May, 2016. <http://www.journalism.org/2016/05/26/news-use-across-social-media-platforms-2016/0/>

Fazliu A. (2013). Internet penetration and usage in Kosovo. The Kosovo Association of Information and Communication Technology (STIKK). http://stikk.org/fileadmin/user_upload/Depertimi_dhe_perdorimi_i_internetit_ne_Kosove_01.pdf

OSBE (2010). Circulation and Politicization of the Print Media in Kosovo. <http://www.osce.org/sq/kosovo/67791?download=true>

Constitution of the Republic of Kosovo (2008). <http://www.kryeministri-ks.net/repository/docs/Kushtetuta.e.Republikes.se.Kosoves.pdf>

Agency for Gender Equality (2012). Presentation of women in print media 2010-2011. <http://abgj.rks-gov.net/Portals/0/ABGJ-Study%20Grat%C3%AB%20n%C3%AB%20Mediat%20e%20Shkruara%20%202011-20012.pdf>

Law on Gender Equality (2015). <https://mapl.rks-gov.net/getattachment/165dc3a6-5295-4d24-8437-a50f8ed4e237/LIGJI-NR--05-L-020-PER-BARAZI-GJINORE.aspx>

Council of Europe (2014). Gender Equality Strategy 2014-2017. <https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=0900001680590174>

O'Connell H. The European Union's new Gender Action Plan 2016-2020: Gender equality and women's empowerment in external relations. <https://www.odl.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/9926.pdf>

Agency for Gender Equality (2008), Kosovo Program for Gender Equality 2008-2013. [http://abgj.rks-gov.net/Portals/0/ABGJ%20Programi%20i%20Kosoves%20per%20Barazi%20Gjinore%20\(2\).pdf](http://abgj.rks-gov.net/Portals/0/ABGJ%20Programi%20i%20Kosoves%20per%20Barazi%20Gjinore%20(2).pdf)

UNESCO (2012). Gender-Sensitive Indicators for Media: Framework of indicators to gauge gender sensitivity in media operations and content. <http://unesdoc.unesco.org/images/0021/002178/217831e.pdf>
The Global Media Monitoring Project (2015). Gender inequality in the news

1995-2015.

http://cdn.agilitycms.com/who-makes-the-news/Imported/reports_2015/highlights/highlights_en.pdf

Beijing Declaration and Platform for Action (1995).

<http://www.un.org/womenwatch/daw/beijing/pdf/BDPfA%20E.pdf>

European Women's Lobby. From Words to Action – Beijing+20 Report.

<http://www.womenlobby.org/From-Words-to-Action-Beijing-20-Report>

Council of the European Union (2015). Council Conclusions on the Gender Action Plan 2016-2020

<http://www.consilium.europa.eu/en/press/press-releases/2015/10/26-fac-conclusions-gender-development/>

Council of Europe (2014). Gender Equality Strategy 2014-2017.

<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=0900001680590174>

IREX Media Sustainability Index 2016. The Development of Sustainable Independent Media in Europe and Eurasia, p. 70.

<https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2016-full.pdf.pdf>

Anthonissen, C. (2001). On the effectiveness of media censorship: An analysis of linguistic, paralinguistic and other communicative devices used to defy media restrictions, PhD Dissertation, University of Wien, p.300.

Van Dijk, Teun A. (1998), Discourse and power, fq. 85. [Google Books version]. <https://books.google.com/books?id=OwwdBQAAQBAJ&printsec=frontcover&dq=inauthor:%22Teun+A+Van+Dijk%22&hl=en&sa=X&ved=0ahUKewJpNu80MDSAhXIBSwKHTYIDV8Q6AEIKjAD#v=snippet&q=dissident&f=false>

Kress G. R. dhe van Leeuwen T. (1996). Reading images: The grammar of visual design. [Google Books version].

https://books.google.com/books?id=vh07i06q-9AC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

Schudson, M. (2001:150). The objectivity norm in American journalism.

Katalogimi në botim – (CIP)
Biblioteka Kombëtare e Kosovës “Pjetër Bogdani”

305-055.2: 659.3(496.51)2014/2015”

Prezantimi i grave në mediat e shkruara : 2014-
2015 / Agjencia për barazi gjinore . – Prishtinë :
Agjencia për barazi gjinore. - 68 f. : ilustr. ; 21 cm.

Referencat : f. 64-65

ISBN 978-9951-545-12-9



ISBN 978-9951-545-12-9



9 789951 545129