



**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 RODNO RAVNOPRAVNOST /  
AGENCY OF GENDER EQUALITY

# **WOMEN REPERESNTATION IN THE PRINT MEDIA**

## **2016 – 2019**



Prishtina, 2021





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With the support of the Government of Sweden - Swedish Agency for International  
Development and Cooperation - SIDA



Prishtina, 2021

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## Abbreviations

AGE	Agency for Gender Equality
KJA	Kosovo Journalists Association
EU	European Union
CEDAW	Convention on the Elimination of All Forms of Discrimination against Women
EIGE	European Institute for Gender Equality
EC	European Commission
IMC	Independent Media Commission
KPC	Kosovo Press Council
OUN	United Nations Organizations
KGEP	Kosovo Gender Equality Program
KWN	Kosovo Women's Network
GSIM	Gender-sensitive indicators for the media
UNESCO	United Nations Educational, Scientific and Cultural Organization
OPM	Office of the Prime Minister

## Executive Summary

The research “Women representation in the print media 2016 - 2019” is an assessment and analysis of texts monitored and collected by the Agency for Gender Equality in 5 daily newspapers: *Kosova Sot*, *Koha Ditore*, *Bota Sot*, *Zëri and Epoka e Re*, collected during 2016 -2019. This research aims to assess the quantitative and qualitative representation of women in the print media over the years, analyze and evaluate texts in daily newspapers during this period, which played an important role in educating and informing public opinion, and analyze the role of the media in combating gender stereotypes and the promotion of gender equality, as essential issues for the development of Kosovo society.

The research also aimed to analyze the situation of women and their presentation in the media, presenting facts and other relevant data, including assessments, perceptions, labeling, gender equality background, treatment of gender background articles, provided media space, narrative and visual presentation, as and other issues related to the coverage of women in the print media.

The research was created as a result of the need for periodic monitoring through the implementation of periodic surveys, based on the requirements arising from the legal framework, i.e. the Law on Gender Equality L 05/20. Overall, the results of this research show that the print media has gradually progressed step by step, including some of the key issues and components of gender reporting, which affect the overall development and promotion of gender equality in Kosovo. The research noted the availability and readiness of daily newspapers to offer more space to women and girls in different areas with dedicated spaces on the front pages, as well as the elaboration of success stories and articles. In this regard, the presentation of Kosovo judoist Majlinda Kelmendi and the victory at the Olympic Games in Rio, Brazil as Olympic champion, the first Albanian athlete to reach this stage, is just one of the most common stories through articles that have reserved quite significant space in the daily newspapers.

During this period, culture undoubtedly found space in articles that appear in daily newspapers. These articles spoke in a professional and non-discriminatory manner, focusing on topics related to the success of women and girls in this field. Therefore, during this period, in most cases,

reporting was objective, professional and impartial, in terms of reporting on women and girls from a gender perspective. Increased attention in the field of music influenced by the success of Rita Ore, Dua Lipa and the promotion of the capital of Kosovo Pristina, through the organization of the festival 'Sunny Hill', then soprano Inva Mula, singer Era Istrefi, then women in film industry focusing on Arta Dobroshi, Yllka Gashi, Adriana Matoshi etc.

During this period, women occupied a significant space in the field of politics and decision-making in the country and abroad. In this regard, it is noted that there was a representation of women in politics, including: (former) President Jahjaga, Mayor of Gjakova, Mimoza Kusar-Lila, Edita Tahiri, then MP Flora Brovina, Vjosa Osmani, Besa Gaxherri, Hikmete Bajrami. Although in most texts the narrative part in this area has an objective and professional approach, it still needs improvements, because some articles often lack deeper research with quotations, either by the protagonists of the event or other actors who could contribute to the topics in question.

In general, it has been noted that the structure and approach to representation has improved, but there is still a lack of professional treatment of journalists in terms of gender equality, especially in the case of reports that with or without reason reflect such articles. This is more noticeable when analyzing texts related to the occurrence of negative phenomena, which are domestic violence, violence against women and violence against children.

Women and their activity in public and political life remain underrepresented in the print media, contain gender stereotypes, minimize discrimination and this is worrying because the media form opinions and remain one of the most important allies in the fight against gender inequality.

*Prishtina, 2021*

## Introduction

The development of the media has made the world have a different social orientation, their influence is extremely high on our perceptions and ideas on many social issues, especially the role of women in society. This development has been further strengthened by the advancement of information technology and the widespread use of the Internet, which has imposed the transformation of print and digital journalism. This segment is observed in all countries and societies, including Kosovo. According to global data, “7.75 billion people live in this world, of which 5.19 billion are unique smartphone users, 4.54 billion are Internet users and 3.80 billion are active social media users.”<sup>1</sup> While in Kosovo, according to the Kosovo Agency of Statistics, “the percentage of households that had access to the Internet from home in 2020 was 96.4%, while compared to 2018 and 2019, there was an increase of 3.2 % in 2020. In 2020, households with internet access at home are dominated by the age group 35-44, where 19.5% had internet access at home, from any device, compared to 2019, there is a decrease of 1% . Internet use by men dominates with 57.4%, compared to women with 40.2%. Compared to 2019, there was an increase of 1.6 percent among male Internet users, while an increase of 1.5 percent was recorded among women.”<sup>2</sup> This means that in addition to the changes that have been made globally in terms of increasing Internet use, Kosovo is not excluded from this segment.

On the other hand, television has not lost its social influence either, even according to the information published by Balkan.info, in 2018 it turned out that “television is still an important source of information around the world.” Even in Kosovo, television is watched (there is no house without television). According to this media, referring to the research of the Pristina Institute for the Study of Public Opinion, which produces results that are the most watched televisions in Kosovo. In the research question “Please tell us which TV channel you like the most”, the first place is shared by two televisions, Klan Kosova and RTK with 22 percent each. In second place, as the third television, is RTV Dukagjini with 16 percent. Then follow RTV 21 with 13 percent, KTV with 12, T7 with 5, Tribuna and Rrokum with 1 percent, etc.”<sup>3</sup>

1 <https://wearesocial-net.s3-eu-west-1.amazonaws.com/wp-content/uploads/common/reports/digital-2020/digital-2020-global.pdf>, accessed on 22.06.2021.

2 Kosovo Agency of Statistics: “*Survey on the Use of Information and Communication Technologies 2020*”, Series 5: Social Statistics, KAS, Pristina, 2020, p. 4-6.

3 <https://ballkani.info/hulumtimi-ja-cilat-jane-televizionet-me-te-shikuara-ne-kosove-renditja-foto/>, accessed on 22.06.2021.

Regardless of this fact, it has been noticed that access to the use of the Internet, i.e. social media, has significantly increased, although there is still no measurement mechanism that speaks about the exact percentage of this issue. In any case, looking at the changes and social developments in the world, but also in Kosovo, the print media have gradually moved to the digital world, where some of them offer subscription to the reader through monthly / annual payments. From a practical point of view, this transformation refers to active Internet users, where it can be noticed that daily newspapers have already transformed their readers, who used to read printed newspapers, and now read them through a virtual form (online).

Despite the fact that daily newspapers began to be transformed into digital form, the research conducted in the period 2016-2019 showed that newspapers were still an important source of information for the citizens of Kosovo. The role of newspapers in this regard is quite influential, regardless of how it is offered to readers. This means that through newspapers, citizens and the general public are informed on a daily basis about daily events and current events. In addition, news media outlets have played an important role in professionalizing and promoting competition through building the professional capacity of journalists through training, education abroad, as well as exchanging experiences with journalists in the region and beyond. Journalists also contribute to the development of new staff by providing experience in important social issues.

Therefore, looking at the role of the print media in the period 2016-2019, this research aimed to analyze the portrayal of women in the print media. Moreover, this research describes the factual state of the description of women in the media, as well as the space dedicated to women and girls through published writings, texts and articles.

The analysis also aims to contribute to the issue of gender balance in various spheres of society, combating gender stereotypes, gender inequality in the print media, critical review of the objectivity, ethics and professionalism of journalists in dealing with topics in articles. The data of this research can be used by public institutions in the country, civil society, academia, media, as well as other relevant actors for the public discourse that takes place and topics related to gender, ie for women in the print media.

## 1. Legal and Institutional Framework

Human rights are basic, inalienable and universal principles, which belong to people from birth, they are also natural rights and freedoms, and every human being enjoys them and no one can deny them those rights. Human rights are, therefore, inalienable rights, equally belonging to every person due to the very fact that he is a human being, regardless of race, nationality or belonging to a given social group.<sup>4</sup>

Human rights, including the segment of gender equality as an integral part of them, are guaranteed by universal charters and documents, as well as by the highest acts of states that represent democracy. In Kosovo, human rights, including gender equality, are guaranteed by the highest legal and political act, the Constitution of the Republic of Kosovo.

The Constitution of the Republic of Kosovo guarantees and affirms the principles of gender equality accepted at the international level, as well as prohibits all forms of discrimination, including discrimination based on sex. Article 24 of the Constitution of the Republic of Kosovo, Chapter II, paragraphs 1 and 2 states that “Everyone is equal before the law. Everyone has the right to equal legal protection without discrimination. 2. No one shall be discriminated against on the basis of race, color, sex, language, religion, political or other opinion, national or social origin, belonging to any community, property, economic or social status, sexual orientation, birth, disability or any other personal status”<sup>5</sup>

Although Kosovo is not yet a signatory to major international agreements, all international human rights instruments are directly applicable. These instruments are also presented within the Constitution of Kosovo, Article 22. [Direct implementation of international agreements and instruments] Human rights and freedoms guaranteed by the following international agreements and instruments, guaranteed by this Constitution, are directly applicable in the Republic of Kosovo and have priority, in case of conflict, over the provisions of laws and other acts of public institutions: (1) Universal Declaration of Human Rights; (2) the European Convention for the Protection of Human Rights and Fundamental Freedoms and its Protocols; (3) The International Convention on Civil and Political Rights and its Protocols; (4) Council of Europe Framework Convention for the

4 Mc Lean Iain “*Oxford Political Dictionary*”, House of Books and Communication, Tirana 2001, p. 110.

5 Constitution of the Republic of Kosovo, Chapter II, Article 24, para. 1 and 2.

Protection of National Minorities; (5) Convention on the Elimination of All Forms of Racial Discrimination; (6) Convention on the Elimination of All Forms of Discrimination against Women; (7) Convention on the Rights of the Child; (8) Convention against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment”<sup>6</sup>

Another very important document adopted in 2011 in Istanbul, also known as the ‘Istanbul Convention’, is a legal instrument for the prevention of violence against women, domestic violence and the protection of victims. This Convention, with the constitutional amendment adopted by the Assembly of Kosovo in October 2020, became a constitutional part of the Republic of Kosovo. The Convention states, inter alia, that “as appropriate, the Parties will take necessary steps to include teaching materials on issues such as equality between men and women, pasteurized gender roles, mutual respect, non-violent resolution of conflicts in interpersonal relationships, gender-based violence against women and the right to personal integrity, adapted to the development of students’ capacities in formal curricula and at all levels of education. 2. The Parties shall take the necessary steps to promote the principles referred to in paragraph 1 in the non-formal educational environment, as well as in sports, cultural and entertainment environments and the media.”<sup>7</sup>

Also, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) is part of the Constitution of the Republic of Kosovo, ie Article 22 and in case of conflict, has priority over the provisions of laws and other acts of public institutions. The convention was adopted by the United Nations General Assembly in 1979 and ratified by 190 of the 195 UN member states. The preamble recalls that “the elimination of discrimination against women and the promotion of equality between men and women are fundamental rights enshrined and implemented in the Charter of Human Rights. The preamble states that the full development of a country, issues affecting the whole world, as well as issues of peace require the maximum effort of both sexes, men and women.<sup>8</sup> By accepting the Convention, states can legally apply these principles in practice. They are obliged to take measures to stop discrimination against

6 Ibid., Chapter I, Article 22.

7 Council of Europe: “*Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence*”, EC, Istanbul, 11 May 2011, Article 14.

8 Convention on the Elimination of All Forms of Discrimination against Women, UNFPA, Tirana, p. 11-12.

women in all its forms, such as:

- Integration of the principles and rights of gender equality into the legal system, through the abolition of discriminatory legislation, and the drafting of laws to combat gender discrimination;
- Establishing courts and other institutions to ensure the protection of women's rights and the most effective improvement of their status;
- Designing and implementing public policies that are sensitive to women"<sup>9</sup>

Another important document is the Strategy for Gender Equality 2020-2025 of the European Union, which presents the goals and policy activities for achieving significant progress by 2025 towards a Europe of full gender equality. The goal of the strategy is for women and men, girls and boys to be free to follow their chosen path in life, to have equal opportunities to develop and to participate and lead equally in society. The strategy states that "Promoting equality between women and men is a task of the Union, in all its activities required by the Treaties. Gender equality is an essential value of the EU, a fundamental right and a fundamental principle of the European Pillar of Social Rights."<sup>10</sup> This strategic document covers actions taken by EU institutions, Member States, representatives of civil society, social partners and the private sector. The European Commission is taking steps to meet the objectives of this strategy. In this segment, annual reports are compiled on an annual basis that "include data, including Eurostat and Eurofound, as indicators to measure progress, based on the EU's annual EIGE Gender Equality Index"<sup>11</sup>

The issue of promotion and implementation of human rights and freedoms, as well as equal treatment of all citizens of Kosovo is regulated by a package of human rights laws. Kosovo's legal framework regarding equality between women and men is supplemented by the Law on Gender Equality (No. 05 / L-020), which guarantees, protects and promotes gender equality as a democratic value and requires the participation and

<sup>9</sup> ibid.

<sup>10</sup> European Commission: "Union for Equality: Gender Equality Strategy 2020-2025", see: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52020DC0152&from=EN>

<sup>11</sup> [https://ec.europa.eu/commission/presscorner/detail/en/qanda\\_20\\_357](https://ec.europa.eu/commission/presscorner/detail/en/qanda_20_357), accessed on 19.06.2021.

contribution of both sexes in public, political, economic, social, cultural and other spheres. The law defines “general and special measures for the protection and provision of equal rights for women and men, it also defines the responsible institutions and their competencies”<sup>12</sup>.

The Law on Gender Equality also deals with aspects of gender equality between men and women, equal treatment in the social sphere, gender discrimination, equal opportunities for participation, sexual harassment, measures to be taken to guarantee these rights by domestic institutions, budgeting and gender integration, gender - based violence, sacrifice and gender stereotypes. This law aims to promote the highest democratic standards in the country, promote gender equality, “end gender-based violence, challenge gender stereotypes, close gender gaps in the labor market, achieve equal participation in various sectors of the economy, address the gender pay and pension gap, close gaps in gender concern, as well as achieving gender balance in decision-making and policy”<sup>13</sup> which are also highlighted in the new EU strategy, as an essential value for a democratic society.

The Government of the Republic of Kosovo has adopted the Kosovo Program for Gender Equality 2020-2024. (KPGE), which was drafted under the leadership of the Agency for Gender Equality (AGE), which was adopted by Government Decision no. 01/34 of 23 May 2020, the purpose of which is the full inclusion of gender equality in public policies and programs of the Government of the Republic of Kosovo. This document aims to ensure that gender equality is at the heart of Kosovo’s transformation processes, within all structures, institutions, policies, procedures, practices and programs of government, agencies, civil society, the private sector and the donor community. The document contains: three main pillars: Pillar I - Economic Empowerment and Social Welfare, Pillar II - Human Development, Gender Roles and Relations and Pillar III - Women’s Rights, Access to Justice and Security, the overall strategic goal of the Kosovo Gender Equality Program that ensures that equality gender is at the heart of Kosovo’s transformation process, within all structures, institutions, policies, procedures, practices and programs of government, agencies, civil society, the private sector and the donor community, as well as the three strategic goals: Strategic goal 1: Creating

<sup>12</sup> Law no. 05 / L-020 on Gender Equality, Article 2.

<sup>13</sup> European Commission: “*Union for Equality: Gender Equality Strategy 2020-2025*”, see: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52020DC0152&from=EN>

equal opportunities for contribution and benefit to economic development, increasing inclusiveness and improving social protection, Strategic goal 2: Promoting gender equality, through quality education and health, inclusiveness and use of human resources as a contribution to sustainable human development and elimination of inequalities and gender stereotypes, as well as Strategic Goal 3: Improving the exercise of decision-making, peace, security and justice rights that guarantee gender equality.<sup>14</sup>

The second and third strategic goals of the KPGE emphasize the role and importance in the improvement and promotion of gender equality, through quality education and health, comprehensiveness, use of human resources in sustainable human development. Also, this objective aims to eliminate gender inequality and stereotypes and promote gender equality in decision-making, peace, security, justice, as a key guarantor for achieving gender equality in the country. Within these strategic goals, the KPGE emphasizes the need to contribute to: the promotion of human development through the comprehensive social, political and economic development of girls and women in education, care and health education; transformation of gender-suppressive structures in order to promote equality and social democracy and the establishment of a system of monitoring and reporting on the image of women in the media. In this regard, in a survey conducted by Sinani and Matoshi on the topic of ‘portrayal of women in advertising’, they underline that: “there was a joint participation (presence) of women and men in 14 out of 17 advertisements, or 82.35%, while in 3 ads, ie 27.65% of them, women do not participate at all. In this way, the participation of men is 100% in advertising, and women 82.35%. In 13 of the 14 commercials in which we have a joint participation of women and men, or in 92.85% of them, the image of a man is presented in the main role and a dominant position towards a woman, while a woman is presented in a secondary role and in an inferior position”<sup>15</sup>.

Therefore, looking at the images of women in the media and the portrayal of women today, the KPGE aims to achieve equal decision-making rights through the integration of a gender perspective into laws and policies,

14 Office of the Prime Minister / Agency for Gender Equality: “Kosovo Program for Gender Equality 2020 - 2024”, AGE, Pristina, 2020, p. 10-12, see: <https://abgj.rks-gov.net/assets/cms/uploads/files/Programi%20i%20Kosov%C3%ABs%20p%C3%ABr%20Barazi%20Gjinore%202020-2024%20-%20SHQIP%20-%20FINAL.pdf>

15 Sinani, Resul and Matoshi, Erze: “Portrait of a woman in advertisements for Peja beer”, Euser, Prishtina, 2020, p. 14.

strengthening institutional mechanisms for access to justice and creating a safe and non-discriminatory environment for women and men in security sector and in the processes of negotiation, peace and reconciliation.

Also, the legal and institutional framework that focuses on gender equality and women's empowerment includes primary and secondary legislation. Regarding primary legislation, the following are also included: Law on Protection from Domestic Violence no. 03 / L-182, Law on Inheritance no. 2004/26, Family Law no. 2004/32, Law on Protection against Discrimination no. 05 / L-021, Law on Property and Property Rights no. 03 / L-154 and Labor Law no. 03 / L-212. The development framework for promoting gender equality and women's empowerment also includes strategic documents, such as: National Development Strategy, Economic Reform Program, Strategy for Better Regulation, National Strategy and Action Plan for Protection against Domestic Violence, National Program for Implementation of the Stabilization and Association Agreement, Strategy and Action Plan on Property Rights, Medium Term Expenditure Framework, Annual Budget Circular, Local Government Strategy 2016-2026, Strategy of Economic Local Development 2019-2023 and other strategies.

On the other hand, there are institutional mechanisms that deal with the regulation, monitoring and reporting of the media in Kosovo. Independent Media Commission (IMC) whose responsibility is to "promote and maintain a fair and open system for the licensing and regulation of audiovisual media services and for the management of the broadcasting spectrum in accordance with the best international standards"<sup>16</sup>. This Commission, as an independent body and responsible for the regulation, management and supervision of the media, is also responsible for sanctioning the media in case of violations of the law.

There is also the Kosovo Print Media Council, which is a "self-regulatory body formed for and by the print media sector. Its mission is based on the beliefs of the Kosovo Print Media Code. KPMC was established with the assistance of the OSCE in Kosovo in September 2005, while the KPMC office began its regular activities in December 2005"<sup>17</sup>. This council has also drafted a "Code of Ethics for the print media" which,

16 Law no. 04 / L-44 on the Independent Media Commission, Article 3.

17 <https://presscouncil-ks.org/rreth-nesh/>, accessed on 18.06.2021.

among other things, stipulates that, journalists and editors will respect the ethical principles and protect the professional integrity of journalism. Editors and publishers shall ensure that all relevant staff are informed of this Code. Further, they will ensure compliance with all provisions of this Code.”<sup>18</sup>.

The Kosovo Journalists Association (KJA), as a non-governmental organization covering the issue of media in Kosovo, has “a mission to improve, encourage and promote quality and open journalism in Kosovo, as well as the position of journalists in Kosovo”<sup>19</sup>. This association, among other things, promotes free, independent and professional journalism in order to act in accordance with the code of ethics and raise the awareness of journalists about professional ethics.

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18 Independent Press Council: “*Kosovo Press Code*”, IOBC, see: [http://www.presscouncil-ks.org/wp-content/uploads/2015/04/Press-Code-for-Kosovo\\_alb.pdf](http://www.presscouncil-ks.org/wp-content/uploads/2015/04/Press-Code-for-Kosovo_alb.pdf)

19 <http://agk-ks.org/rreth-nesh/>, accessed on 18.06.2021.

## 2. Previous research and reports

Media are considered agents of socialization who have a great role and importance in the development of society. They are considered the fourth authority after the legislative, executive and judicial branches. The main purpose of the media is to communicate and inform citizens through monitoring events and happenings in society. The massification of the media today has made them a product of globalization and they have a great influence on the development of life itself. There is a relationship between the media and the empowerment of women, because “they play an important role in modernizing society”<sup>20</sup>, and in the stereotyping of society itself.

For all those who think about the segment of gender equality, it is not only a question of how many women are represented in the media or how much they are represented, but also how they are represented. This is because the way women are represented, the space dedicated to them, the content, language, forms and time undoubtedly play an important role and give an overview of the state of the developmental phase of society.

Media “(newspapers, radio, television) and new technologies are part of culture and society. It is generally accepted that the media are followers of culture and engines of globalization of cultures. The media can also be seen as social factors per se that have the power and strength to drive social development. As Amartya Sen said in one of her most famous sayings: “There has never been mass poverty where there is a free media. “Free information providers can be added here, such as the Internet, libraries, archives, museums, etc.”<sup>21</sup>.

Today we can say that the media are “faced with the pressure of stereotypes created by societies themselves, which according to sociologists are formed during the following three phases: a) the first phase is the transmission of gender stereotypes of the environment in which the individual lives and where girls are treated differently from a boy; b) the second phase is the phase of consolidating differentiation skills”, where gender stereotypes

20 Berisha, Ibrahim: “Media - Communication Agencies”, AAB, Pristina, p. 45.

21 UNESCO: “Gender-Sensitive Indicators for Media – Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content” Pariz, 2012, see: <https://unesdoc.unesco.org/ark:/48223/pf0000217831>, accessed on 10.05.2021.

and cultural norms become decisive. Gender stereotypes about gender roles, such as: “Husband - god of family, god of property. Wife - mother, housewife and educator worthy of their children; and c) the third phase includes “social maturity, socialization and separation from stereotypes. An individual, of any gender, thanks to the experience of a person, begins to question all the knowledge gained by trying to adopt behaviors and attitudes different from those previously imposed.<sup>22</sup>

In fact, the role of the media cannot be just ad-hoc reporting on events or accompanying messages, but the media should make efforts to change the general situation in society, in terms of the rights guaranteed by law to participate and adequate representation in all spheres of life from a gender perspective.

Of course, “journalists cannot be solely responsible for reviving gender inequality. Journalists are just one part of the media industry, transmitting distorted or clichéd images of women and men, including commercials, feature films, show business, entertainment, and more. But as informants and overseers of our public life, journalists have an important role to play in changing the situation and improving gender-based reporting.”<sup>23</sup> Therefore, if journalists have adequate training, essential knowledge of guaranteed rights and expertise to represent a balanced and integrated gender perspective in media products, they will be able to apply the relevant legal framework, promote a society based on values and meritocracy, offering a balanced space to citizens women and men.

Therefore, in order for the media to be accurate depictions of our societies and to produce information that is complete and diverse, “it is crucial that news, in particular, reflect the world in a way that goes deeper than a male-centered and stereotypical perspective. All journalists can play a role in broadening the horizons of thinking about gender equality and gender-based stereotypes in the media and which are transmitted through the media. Gender-sensitive media indicators (ROPM), ie the gender portrait indicator in media content, *which includes gender in news and current events and gender portrait in advertising and publicity*, aim to address this gap between women’s empowerment and media development. Their main focus is equality and

22 Mema, Bresida: “*Gender Equality in the Media*”, Gender Alliance for Development, Tirana, 2004, p. 34.

23 Kolgeci, Sulçe Valbona: “*Changing Narratives for Women in the Media*”, FES, Tirana, 2020, p. 12.

the gender dimensions of social diversity in the media.<sup>24</sup>

Global media monitoring in 2015 states that “only 24% of news subjects (people in the news) are women”<sup>25</sup> versus 76% of others dominated by men. Meanwhile, the author Tenzin Norzom in her report dedicated to the “gender perspective in the global media” states that in 2019, 15-30% of the protagonists in the news 6 world countries (United Kingdom, Kenya, USA, India, South Africa and Nigeria) were women<sup>26</sup>. Another study conducted by IMS (International Media Support) states that “most media content portrays women in stereotypical roles such as housewives, role models or victims. Then, women are more often than men referred to superficial attributes such as: appearance, age, clothing and marital status. On the other hand, men are more likely to be portrayed as powerful public figures, and the media focuses on profession, skills and opinions. This maintains a restrictive and unequal perception of gender. Also, their study underlines that “only 4% of all newspaper, radio and television reports worldwide challenge gender stereotypes, 24% of news subjects - those interviewed or referred to in the news - are women. Women are used as experts only 19% of the time and about 16% of news is related to politics and government, women are the subject of narratives<sup>27</sup>.”

Based on these data, it can be seen that despite the fact that the Beijing Declaration and Platform for Action established at the Fourth World Conference of Women, held on 15 September 1995, expressed its determination to promote the goals of equality, development and peace for women everywhere in the world, for the good of all mankind. This statement called for a change in the current presentation of negative and humiliating images of women in media communications - electronic, printed and audiovisual. Nevertheless, reality shows that the situation has not yet improved and that women still have an inappropriate space compared to men, often portrayed in a negative, stereotypical and discriminatory context. Gender equality as a sublime value of even developed European countries

24 UNESCO: “Gender-Sensitive Indicators for Media – Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content”, Paris, 2012, see: <https://unesdoc.unesco.org/ark:/48223/pf0000217831>, accessed on 10.05.2021.

25 GMMP: “The Global Media Monitoring Project”, see: [https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/reports\\_2010/highlights/highlights\\_en.pdf](https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/reports_2010/highlights/highlights_en.pdf)

26 Norzom, Tenzin: „*Global news media lacks women’s perspective: Report*”, published on December 11, 2020, see: <https://yourstory.com/herstory/2020/12/global-news-media-lack-womens-perspective-report/> [amp](#), accessed on 10.05.2021.

27 International Media Support: “Women in media: Balance the imbalance!”, IMS, published in March 2020, see: <https://www.mediasupport.org/publication/women-in-media-balance-the-imbalance/#-main-menu-toggle>, accessed on 10.05.2021.

from an early age finds significant space on this continent, although not to a large extent despite the fact that these countries are gradually developing. An analytical report for 2019 prepared by the Council of Europe entitled “*Gender Equality and the Media*” states that, as the world celebrates the 25th anniversary of the Beijing Platform for Action of the United Nations and ahead of the Global Media Monitoring Project 2020, it calls for greater effort and changes in the media industry that would ensure a balanced and fair portrayal of women and men and provide a non-discriminatory and non-harassing newsroom for all. The report also cites Recommendation Rec / CM (2013), which encourages Member States to support awareness-raising initiatives and campaigns to combat gender stereotypes in the media<sup>28</sup>.

The previous report of the Agency for Gender Equality “Representation of Women in the Print Media 2010-2011” shows that within the articles in which women are represented over 22% in the field of politics, followed by topics in the field of culture (13%) and social issues. 8.2%), while in the field of sports, the representation of women was mainly done by promoting the success of athletes (55.8%). On the other hand, the report emphasizes the fact that in the context of the “local crime news”, women most often appear in newspapers as victims of domestic violence, or in over 42% of cases. In the entire analyzed material, men are cited in about 70% of cases, while men and women are cited together in the same article in 19% of cases<sup>29</sup>.

Also, in the second report published by the Agency for Gender Equality “Representation of Women in the Print Media 2014-2015”, it is stated that women in politics are the topic for which the most space is allocated in daily newspapers in Kosovo, ie 28%. The following is the space set aside for topics related to violence against women (17.4%), sports (12.7%), culture (10.9%), social life (7.5%), justice (4.6%). ), gender equality (4.1%), successful women (3%), health (2.7%), domestic violence (2.6%), economy (2.1%), religious extremism (%), violence against children (1.3%), institutions (0.9%) and corruption (0.4%)<sup>30</sup>

28 Council of Europe: “*Analytical Report Gender Equality Commission Steering Committee on Media and Information Society*”, Council of Europe, Strasbourg, July 2020, p. 19-58.

29 Office of the Prime Minister / Agency for Gender Equality: “*Representation of Women in the Print Media 2010-2011*”, AGE, Prishtina, p. 26.

30 Office of the Prime Minister / Agency for Gender Equality: “*Representation of Women in the Print Media 2014-2015*”, AGE, Prishtina, p. 19.

While, in the report of the Agency for Gender Equality “Representation of Women in the Print Media 2016-2019”, it is stated that the area or topic of politics or women in politics (local and international) also dominates with 24.1%, followed by sports and culture with 17.9% and 17.2% respectively, violence against women 8.2%, social life 8.2%, gender equality 7.0%, elections 3.3%, health 2.7%, domestic violence and violence against children by 1.2%, economic topics 1.3%, successful women 1.2%, judiciary with 1.2%, religious extremism 1.2%, education 1.1%, corruption 0.8% and topics related to institutions 0.2%.

### 3. Quantitative analysis of collected material

#### 3.1. Methodology of work

Given the specifics of this research, three methodological approaches of the research were used: quantitative analysis, qualitative analysis, as well as the analysis of existing documents that dealt with the areas of gender equality. This methodological approach was taken as a basis for the needs of the most representative research analysis, using a combination of quantitative and qualitative methodologies. During the years 2016-2019, AGE collected on a daily basis N = 2,686 articles from five daily newspapers: *Kosova Sot*, *Koha Ditore*, *Bota Sot*, *Zëri and Epoka e Re*, which were analyzed by the research team. Therefore, in order to present data as concisely and fairly as possible, within the quantitative analysis, a database was initially created with coding by categories, which are divided into different topics, such as: politics, economics, health, justice, education, elections, gender equality, culture, sports, etc. The processing of these data was performed by the specialized statistical program SPSS no. 24, which enabled quantitative analysis.

#### 3.2. Findings of the main analysis

The material collected by the AGE for the years 2016-2019, with all articles related to women represented in the print media, served as the basis for this research, which contains articles from various fields, including: gender equality, justice, successful women, health, local and international politics, education, economics, elections, decision-making, culture, sports and other relevant areas, which coincide with the nature of the research. The analysis is based on a review of material identified in daily newspaper articles, including: daily news, columns and opinions, descriptions of events from the country, region and world, stories from culture, art, music, literature and sports in the country and the world, reflection of gender-based violence. The articles and analyzes presented in this newspaper were analyzed from the content and visual aspect, including the background of the front page, the area and the interior of the newspaper.

During this research, UNESCO's Gender Sensitive Media Indicators (GSIM), a gender portrait indicator in media content, which includes a gender portrait in news and current events, and a gender portrait in advertising and publicity, and five strategic goals of gender representation

in the media were discussed. UNESCO, in collaboration with the International Federation of Journalists and many other partners, has developed this global framework for Gender-Sensitive Indicators for Media (GSIM). This is part of a series of indicators being developed in all sectors of the organization to enable effective assessment or diagnostics of areas under UNESCO's mandate for media development.

Within this document, UNESCO presents indicators in two categories:

**Category A:** Actions to promote gender equality in media organizations, which includes 5 goals: Gender balance at the decision-making level, Gender equality at work and working conditions (media), Gender equality in professional organizations, associations, clubs and trade unions of journalists, other media professionals and media self-regulatory bodies, media organizations promote codes and ethical policies in favor of gender equality in media content and gender balance in vocational education and training (media).

**Category B:** Gender presentation in media content, which includes Gender presentation in news and current events and Gender presentation in advertising and publicity"

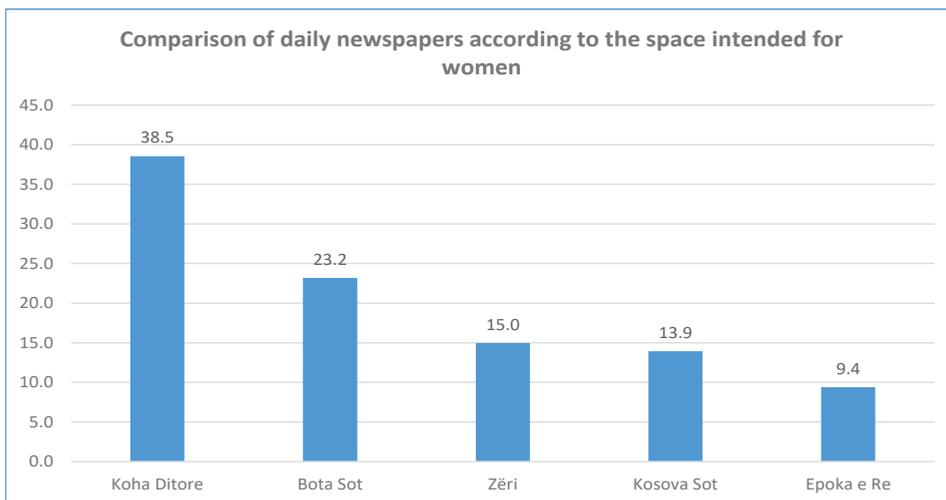
Carefully observing these two categories of UNESCO indicators, an attempt was made to analyze the presented material on the basis of these indicators, although some of the indicators were impossible to take into account, due to the fact that the material collected during the monitoring phase focused entirely on articles dealt mainly with women. For this purpose, only the category of indicator B was taken into account, *which refers to gender representation in media content, which includes gender representation in news and current issues and gender representation in advertising and publicity*, but not with the first category related to analysis of media outlets, staff, training etc.

Therefore, articles with content on the portrayal of men in the print media were not a criterion for selecting articles that were part of the analysis and were not included in the final material. The following data do not represent a comparative analysis of the representation of women in relation to men, but only analyze the representation of women within the total content of daily newspapers.

Within this analysis, the strategic goals of the UNESCO indicators related to the balanced representation and fair portrayal of men and women in the media (press) are not included in the analysis. However, the research team considered other strategic goals, which include:

- 1 Covering gender issues in different types of content (reports, comments, interviews, opinions, etc.), in different areas, such as: gender equality, justice, successful women, health, local and international politics, education, economics, elections, decision-making, culture, sports, as well as other relevant areas, published in various parts of the daily press;
- 2 Data on “gender awareness” presented in different types of content (reports, comments, interviews, opinions, etc.), in different areas presented in the media during the period 2016 - 2019 from material collected by AGE; as well as
- 3 Indicators that reflect how the print media understand and report properly and accurately on violence, participation in decision-making, economics, education, gender identity empowerment, representation in culture, art, film, sports based on gender, etc.

**Figure 1:** Comparison of daily newspapers according to the space intended for women in the print media during 2016 - 2019.



Based on Figure 1, we can see that a comparison of daily newspapers was made according to the space in the print media. These data show that the coverage of texts during 2016 - 2019 in the print media covers the space given to women in the media. In the Figure we see that the newspaper Koha Ditore is the newspaper that had the most articles with about 38.5%, then the newspaper Bota Sot with a total of 23.2%, the newspaper Zeri with 15%, then Kosova Sot with 13.9% and finally, the daily list Epoka e Re with a total of 9.4%.

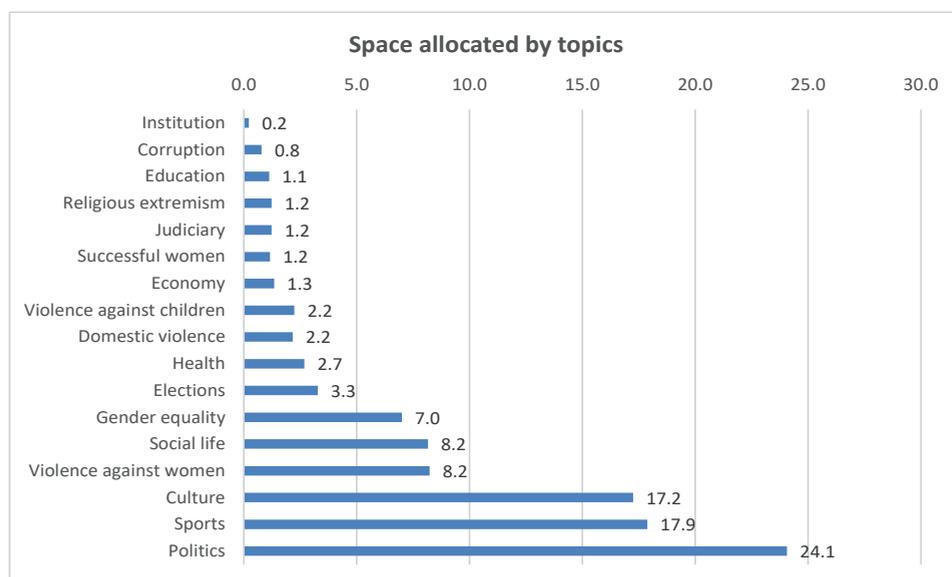
In order to better understand the number of articles in daily newspapers, the data for these newspapers are presented.

**Table 1:** Comparison of daily newspapers by space allocated to women by number and percentage of articles.

Comparison of daily newspapers by space allocated to women by number and percentage of articles					
		Frequency	Percentage	Value of the percentage	Cumulative percentage
Value	Kosova Sot	374	13.9	13.9	13.9
	Koha Ditore	1035	38.5	38.5	52.5
	Bota Sot	623	23.2	23.2	75.7
	Zëri	402	15.0	15.0	90.6
	Epoka e Re	252	9.4	9.4	100.0
	Total	2686	100.0	100.0	

This table shows that according to daily newspapers, a total of 2,686 articles were presented, with Koha Ditore having about 1,035 different articles, Bota Sot 623 articles, Zeri 402, Kosova Sot 374 and Epoka 252 articles. Based on these data, we see that the Koha Ditore newspaper had articles that gave women more space than other daily newspapers.

**Figure 2:** Space in print media by topic.



The following figure reflects the picture of the topics presented in the print media, where it can be seen that the area or topic of politics or women in politics (local and international) dominates with 24.1%, then sports and culture with 17.9% and 17.2% respectively, violence against women 8.2%, social life 8.2%, gender equality 7.0%, topics that mainly deal directly with gender equality in public and institutional life of women, elections 3.3%, health 2.7 %, domestic violence and violence against women and children by 1.2%, economic topics 1.3%, successful women 1.2%, justice 1.2%, religious extremism 1.2%, education 1.1% , corruption 0.8% and topics related to institutions 0.2%.

The data presented in this diagram show that in the print media during 2016-2019, political topics were predominant, in which women found more space either through headlines or various articles reflected in newspapers. This fact correlates with the analysis previously conducted by the Agency for Gender Equality for the Representation of Women in the Print Media for 2014-2015, where the topic of women in politics dominated with 28%, which shows a signal that women in politics print media during these years are more represented in the political space than in other spaces. In any case, unlike previous years, where previous analyzes had less prominent topics, this one raises more topics,

The topic of women in politics, although the trend shows that this is the main topic in which women have found space in the print media in Kosovo, does not mean positive or negative discrimination against women through articles or any indication of a possible increase in the number of women involved in politics. However, these data show that the involvement of women in politics is greater than other topics, because journalists began to give more space to women, the protagonism of women politicians increased, which brought greater representation of women in the media, and political parties began to give more space for women, including participation in decision-making positions.

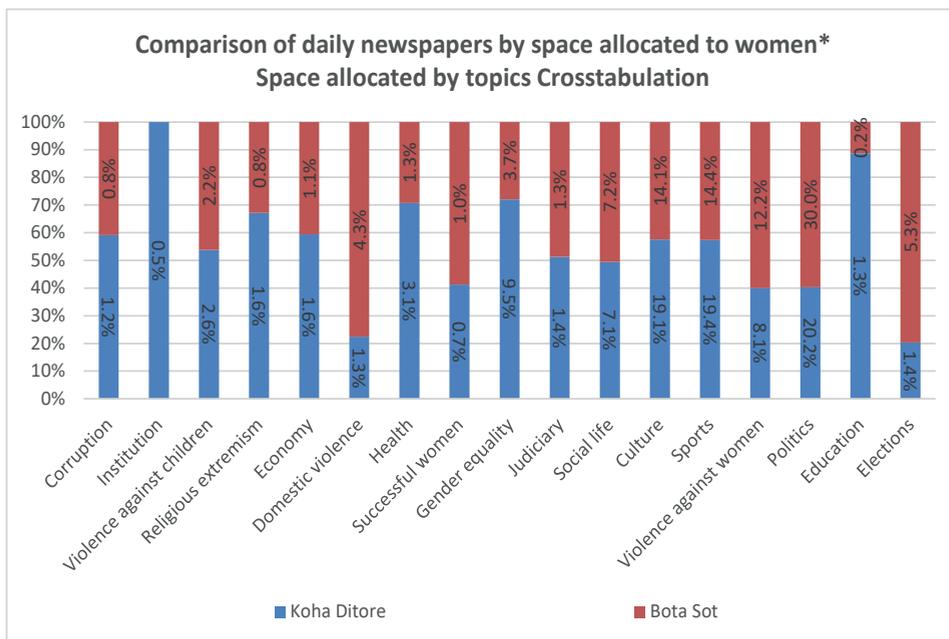
Regarding the coverage of women in the media in the field of elections, although in 2019, general elections were held in Kosovo, the analysis reflects articles on women related to the elections of previous years. The topic of elections was present in other years as well, including 2017 when local elections were held in Kosovo.

**Table 2:** *Space divided according to topics in the print media 2016 - 2019.*

Division of daily newspaper space into topics by years																	
	Corruption	Institution	Violence against children	Religious extremism	Economy	Domestic violence	Health	Successful women	Gender equality	Judiciary	Social life	Culture	SPORT	Violence against woman	Politics	Education	Elections
2016	0.5	0.6	2.8	1.4	0.7	2.0	4.6	0.9	7.2	1.5	6.0	15	18.8	7.5	29.7	0.7	0.1
2017	0.9	/	3.3	1.4	3.3	0.7	2.4	0.5	7.8	2.1	12.5	17.6	17.4	6.8	21.9	1.2	0.2
2018	1.0	/	2.2	0.4	2.2	1.8	2.2	2.5	9.4	1.2	11	20.2	13.7	10.0	19.0	1.6	1.8
2019	0.9	/	0.9	1.5	0.5	3.5	0.5	0.9	4.6	0.4	6.6	18	19.8	8.8	21.1	1.4	10.4

Within this table, the space given to topics written in the years 2016 - 2019 is compared. We see that during these years the largest space in 5 researched daily newspapers was divided into the following main topics: the topic of women in politics (in 2016 it was 29.7% , 2017 around 21.9%, 2018 around 19% and 2019 around 21.1%), sports (2016 around 18.8%, 2017 around 17.4%, 2018 and around 13.27%, 2018 around 13.7 % around 19.8%), culture (2016 around 15%, 2017 around 17.6%, 2018 around 20.2%, 2019 around 18%), violence against women (2016 around 7.5%, in 2017 around 6.8%, in 2018 around 10% and in 2019 around 8.8%).

If we make a more detailed analysis, it turns out that the spaces divided for the subject topics by year are not to have large differences, although the topics presented in the print media are closely related to the development of political, economic, social and cultural events, health and others, which occurred during 2016-2019. In this period, it is noticed that articles with the content of politics dominate, ie women in politics and decision-making, because in this first period the country leader was a woman, and general social movements also refer to issues in the field of domestic policy and foreign policy, as well as the development of two pairs of elections, namely the local elections in 2017 and the general elections in 2019.

**Figure 3:** Comparison of two daily newspapers regarding space divided by topics .

This figure shows the space allocated for these topics in two daily newspapers: Koha Ditore and Bota Sot, for the years 2016 - 2019. The newspapers in question were chosen for comparison because during these years they allocated more space for women compared to other newspapers and at the beginning of 2019, other newspapers gradually began to transform from print media to electronic print (media / portals). From these data, it can be noticed that the topics related to the activities of women in politics in Koha Ditore got 20.2% of the space in relation to the newspaper Bota Sot, which had 30%. Koha Ditore leads in the topic of sports in terms of space division with 19.4% (sports) and 19.1% (culture) in relation to the newspaper Bota Sot, which gave space to 14.4% (sports) and 14.1% (culture).

As in previous research by the Agency for Gender Equality, during this research it was noticed that newspapers generally paid more attention to the amount of texts, especially topics / chronicles related to violence against women. Such trend was followed by the print media during 2016-2019. This is generally observed in articles that refer to domestic violence, ie violence against women, but also to other forms of violence such as: cases of attempted murder and murder, sexual abuse and others. The articles are mostly

presented in 'local crime news', using information from official institutions such as the police and the state prosecutor's office. Treatment of these cases is done in articles in the daily newspaper 'local crime news',

In these cases, there is often a lack of extensive analysis and consultation with experts in the field, such as: doctors, psychologists, sociologists, centers for social work, various NGOs, as well as other actors, who would help achieve the highest quality articles. In some articles, the symbolic image of violence against women takes up more space than the articles focus on the background of a gender perspective and analysis, and in many cases the information provided is more descriptive than adequate. Moreover, services provided by the state or non-governmental organizations for guaranteed rights or even an opportunity for economic empowerment of victims of violence who, in the absence of financial support, remain in the circle of violence. Articles with such examples are presented in the second part of this analysis.

**Figure 4:** *Policy space divided into topics.*

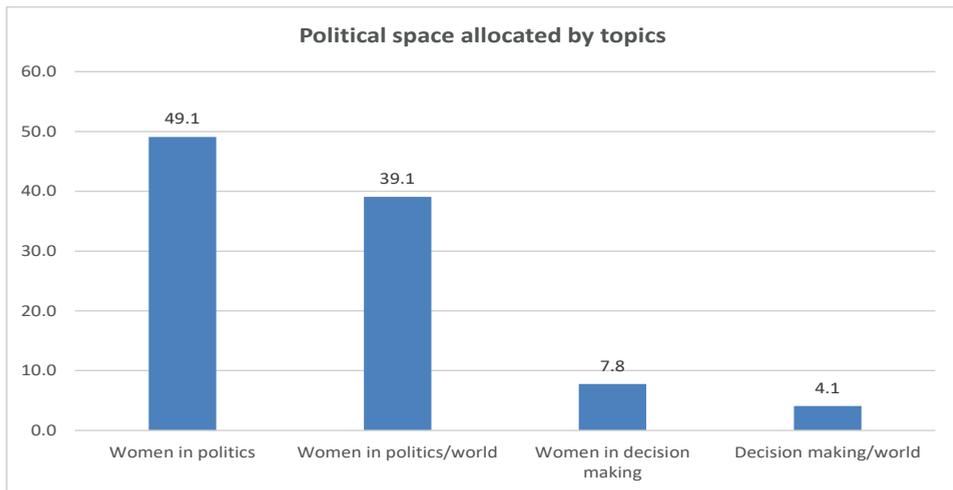


Figure 5 shows the policy space divided into topics, where it is noted that most topics relate to women in politics or expressed as a percentage of 49.1%, then women in politics / world 39.1%, followed by related topics, women in decision-making with a percentage of 7.8% and women in decision-making in the world with 4.1%. During the analysis of the articles, it was noticed that most of the articles were based on direct citations of the actors of the topics. Also, it was noticed that the portrayal of actors through photographs is correct and in accordance with the nature of the specific topic covered in the article.

What is often pointed out in these articles is the fact that articles in the field of women in politics refer to women in decision-making positions, as is the case with: President Jahjaga, Deputy Prime Minister Edita Tahiri, Constitutional Court President Arta Rama-Hajrizi, CEC President Valdete Dhaka, Mayor of Gjakova Mimoza Kusari Lila, and others, as well as women's activities in politics, such as: Vjosa Osmani, Besa Gaxherri, Hikmete Bajrami, Albulena Hadxhiu, Donika Kada - Bujupi, etc.

In the case of articles dealing with women in politics at the global level, the articles speak more about their decision-making power and the influence they have on domestic policy-making and foreign policy relations. In this segment, we see that articles often refer to decision-making and the power of the most influential countries in the world, such as: former Prime Minister Theresa May, Hillary Clinton, Chancellor Angela Merkel and others. While in the case of Kosovo, it is noted that articles on the appearance of women in politics and decision-making are related to the cultural and political context of the country, as well as to the institutional position they occupy. In most cases, articles on women in Kosovo politics are attributed more to formal decisions than to the impact they may have on social change.

**Table 3:** Political space divided into topics according to the daily newspaper 2016-2019

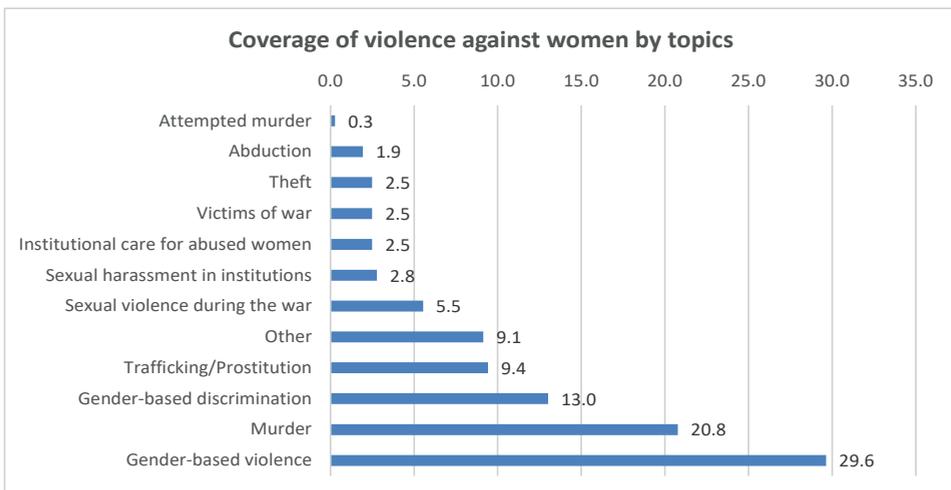
Comparison of daily newspapers by space allocated to women * Policy space divided by topics						
		Decision Making / World	Women in Politics / World	Women in Politics	Women in decision making	TOTAL
Comparison of daily newspapers according to the space allocated to women	Koha Ditore	48,3%	43,3%	21,3%	20,0%	30,9%
	Bota Sot	20,7%	22,0%	38,8%	23,6%	30,3%
	Zeri	20,7%	10,8%	14,7%	18,2%	13,7%
	Epoka e Re	3,4%	6,9%	17,5%	34,5%	14,1%
	Kosova Sot	6,9%	17,0%	7,8%	3,6%	11,0%
Total		100,0%	100,0%	100,0%	100,0%	100,0%

The table reflects the intersection between the newspaper and the topics covered in the background of articles dealing with women in politics. Thus, Koha Ditore devoted about 48.3% of space to women in decision-making positions in the world, 43.3% to women in politics at the global level, 21.3% to women in politics in the country and about 20% to women in decision-making positions in the country. The next paper was Bota Sot,

who devoted 20.7% of space in the field of women in decision-making positions in the world, 22% of women in politics in the world, 38.8% of women in politics (at the national level) and women in decision-making. 23.6%. The newspaper Zëri had a space of 20.7% on topics about women in decision-making positions in the world, women in politics in the world less space than other newspapers with 10.8%, women in politics at the national level 14.7% and women in decision-making 18.2%. The newspaper Epoka e Re, which had a space of 3.4% for decision-making topics in the world, women in politics in the world 6.9%, women in politics in the country 17.5%, while the topics related to on women in decision-making had more space than other papers with a total of 34.5%. Finally, there is the newspaper Kosova Sot, which set aside space for women in decision-making in the world 6.9%, for women in politics in the world 17%, for women in politics 7.8% and for women in decision-making 3.6%.

Most of the texts note that the print media gave space to women in the field of politics and decision-making in the country and abroad, especially in cases where the development of events determined the wider engagement of various actors. This implies that the articles are mainly focused on daily political events and events that have included the country in political events in the country and abroad. It is noticed that the newspapers that dedicated more space to women in politics and decision-making: Koha Ditore and Bota Sot, who in one way or another supported women through reflected articles.

**Figure 5:** Reporting on violence against women by topics in the print media.



Showing violence by topic, daily newspapers reserved more space for: gender-based violence 29.6%, which is less space compared to articles in 2014-2015, which amounted to 39.6%, then thematic space on murder 20.8%, gender discrimination 13.0%, trafficking / prostitution 9.4%, the other 9.1% which is relatively large percentage, as various categories are included, such as: suicide, sexual abuse, threats, etc., sexual violence during the war 5.5% , sexual harassment in institutions 2.8, institutional concern for war victims 2.5%, war victims 2.5%, theft 2.5%, kidnapping 1.9% and attempted murder 0.3.

During this research, topics (articles) related to gender-based violence and the phenomenon of attempted murder and murder against women were significantly noted. Based on the topic of violence against women, it is noticed that the description of cases in these articles is multidimensional. The articles address not only the issue of the killings of women in Kosovo, but also trials related to such cases, protests and various activities. The articles also talk about the steps taken by the country's institutions and civil society to raise civic activism to raise general social awareness for the prevention and treatment of these cases.

Sports and culture are important topics that have followed Kosovo society during these years. Articles related to these topics are reflected in the following way:

**Figure 6:** *Space allocated for women in sports.*

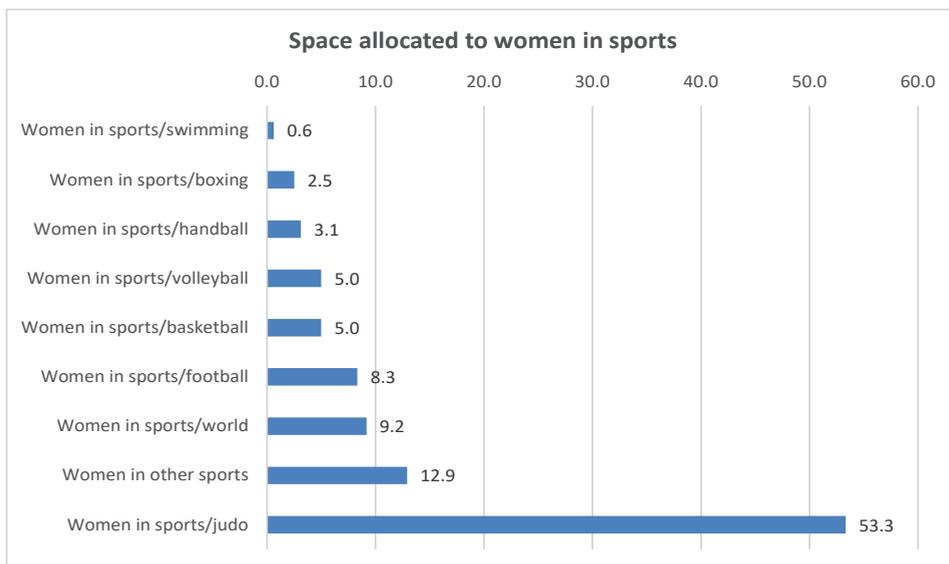
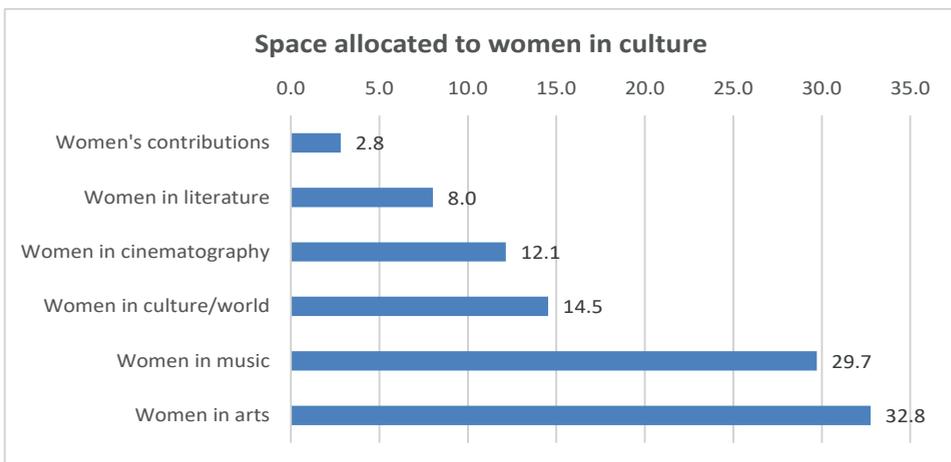


Figure 6 shows newspaper articles reserved for women in sports, where it is noted that over 53.3% of focused articles in this period were dedicated to judo of Kosovo. Other articles that dominated the newspaper space are: women in other sports with 12.9%, women in world sports with 9.2%, in football 8.3%, in volleyball 5%, in basketball with 5%, then women in handball 3.1%, women in boxing 2.5 and women in swimming 0.6%

The fact that the print media paid the most attention to articles about women in judo, refer to the successes of Kosovo judokas Majlinda Kelmendi, Nora Gjakova, Distria and Leutrima Krasniqi in the international arena, especially Majlinda Kelmendi, who was declared Olympic champion in 2016<sup>31</sup> and “influenced” newspapers pay more attention to this sport, representing Kosovo judokas not only in the space reserved exclusively for sports, but also on the front pages of newspapers. Most articles in this area are attributed to this sport more as a descriptive than as an analytical or psychological motivation for women to find themselves in this sport or even in other martial arts that are stereotypical as ‘male sports.’ Although, on the other hand, the very fact of popularizing this sport, especially after 2012 onwards, is a kind of raising social awareness and encouragement, especially among young girls to engage in sports activities that affect their health because they have space to show their skills.

There were also topics related to other sports and the successes of Kosovo athletes, including boxer Doneta Sadika, swimmer Rita Zeqiri and so on.

**Figure 7:** *Allocated space for women in culture.*



31 [https://www.judoinside.com/judoka/42942/Majlinda\\_Kelmendi/judo-career](https://www.judoinside.com/judoka/42942/Majlinda_Kelmendi/judo-career), accessed on 15.05.2021.

Allocated space for women in culture was maintained during 2016 - 2019. In this regard, it is noted that women in art occupy the space with the topics of articles with 32.8%, women in music, 29.7%, women in culture in the world with 14.5%, in film with 12.1%, in literature with 8% and the contribution of women with 2.8%, which are more related to the contribution of women in different cultural spheres, building bridges between cultures and the contribution of women in representation and promotion at various local and international events.

Women in art and music such as: Rita Ora, Dua Lipa, Bebe Rexha, Era Istrefi, Ana Oksa, soprano Inva Mula and others are just some of the Albanian icons that took up space in the print media during this period. Their appearances at major world events, winning international awards in music such as Dua Lipa, organizing international festivals in Pristina such as 'SunnyHill'<sup>32</sup>, Rita Ora's participation in the anniversary of Kosovo's independence, Era Istrefi's participation in the official opening of the World Cup in Russia<sup>33</sup>, together to the names of the international scene such as Will Smith and Nicky Jam, are some of the narrative articles that are focused on these events

Significant space was also occupied by articles related to women's topics in the film, such as: Arta Dobroski, Yllka Gashi and others, related to participation in major world festivals and winning international awards in this field, which testify to the huge contribution of Kosovo women in the field of art, cinematography and their results have taken up space in a significant media presentation.. In a way, their success was imposed by the media space it offered them.

Women in literature have taken up significant space both by publishing books of various profiles (poetry, prose, drama, novels, etc.) as well as by promoting critical discourse on literature.

It is noticed that a significant part of the texts within these topics is described more as a kind of information than elaborated as a model for other girls and women or an incentive to show their talent on the domestic and international scene. The photographs are mostly photographs related

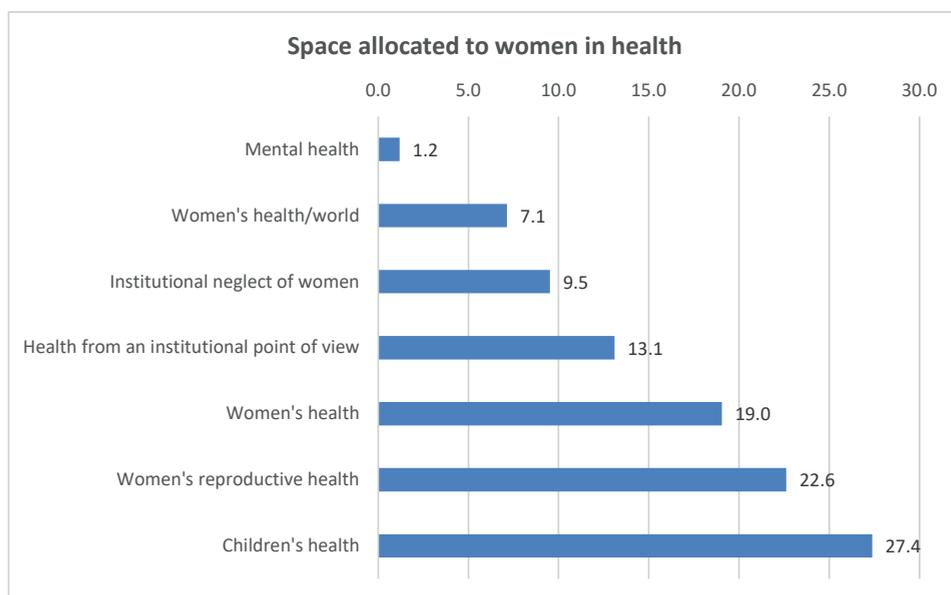
32 <https://sunnyhillfestival.com/>, accessed on 18.06.2021.

33 <https://www.kultplus.com/muzika/era-istrefi-ngjitet-ne-skenen-e-madhe-te-kampion-atit-boteror-ne-rusi-foto/>, accessed on 18.06.2021.

to the actors in question, but which rarely or did not appear on the front pages, they were more presented in the space of culture. Also, in some other articles there is a positive description of the appearance of women in culture, art, music and film, which shows an accurate account of events by presenting events not only in a descriptive context, but also elaborating in interviews, chronicles, scene, where the articles accurately reflect the event and serve as encouragement to other women.

The newspapers that dedicated the most space to women in cultural topics are: Koha Ditore with 38.5%, BotaSot 23.2%, Zëri 15%, Kosova Sot 13.9% and Epoka e Re 9.4%.

**Figure 8:** *Space allocated for women in health care*



Regarding health topics, we see that daily newspapers gave more space to children's health with 27.4%, women's reproductive health with 22.6%, women's health with 19%, health institutions with 13.1%, institutional neglect of women with 9.5%, women's health in the world by 7.1% and mental health by 1.2%.

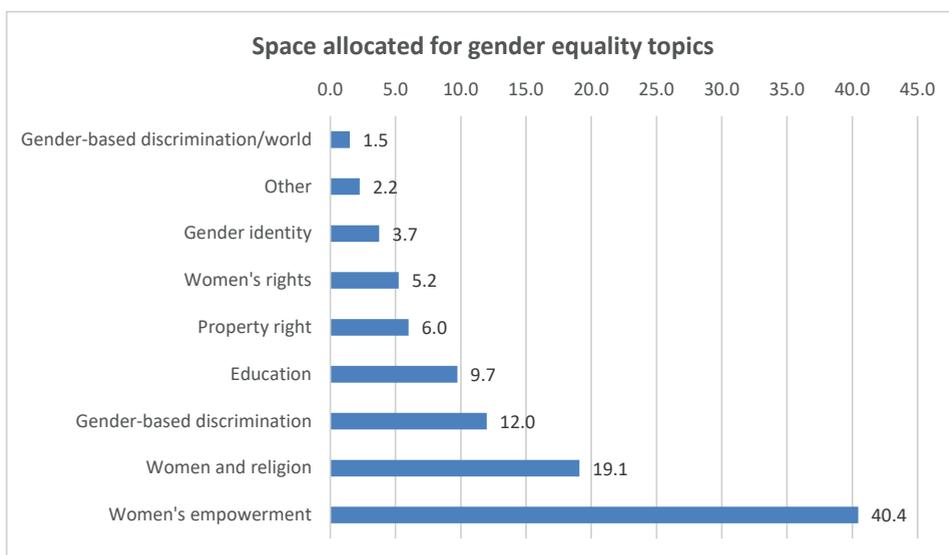
Children's health takes up more space compared to other topics in this area, due to higher demand and sensitivity in society. The presentation is

significantly more focused on awareness-raising campaigns on children's health, women's health and women's reproductive health, campaigns that affect general health, as well as overall physical, mental and social well-being. Regarding health from an institutional point of view, the articles are focused on describing cases of (institutional) care and the development of health problems. As far as institutional care is concerned, the topics are focused on the awareness of the risks of various diseases, including breast cancer, then mobile field teams for mammography, chronic diseases and others. This means that a qualitative step has been taken by giving space in the media for sexual and reproductive health issues, issues that are crucial for the healthy life and well-being of women and girls.

Mental health is reflected with a focus on psychological problems such as: stress, depression, anxiety and others, which affect everyday life. However, the area related to women's health in the world includes the treatment of women's general health in various countries around the world.

In general, the treatment of these topics is an important editorial part of daily newspapers and there is a greater coverage of texts in this area. In terms of professionalism and ethical event management, articles are mostly handled at a professional and ethical level.

**Figure 9:** *Allocated space for gender equality topics.*



Within the space allocated for the topics of gender equality in the print media, we note that in this period the topics that dominated are as follows: women's empowerment by 40.4%, women and religion 19.1%, gender discrimination 12%, education 9.7%, property rights 6%, women's rights 5.2%, gender identity 3.7%, others 2.2% and gender discrimination in the world 1.5%.

The empowerment of women as an important category of topics covered in daily newspaper articles has found a relatively large space for the fact of the development of numerous social, economic, cultural and political activities. Women and religion were also a topic in the print media, due to local and international developments in various religious movements. Regarding gender discrimination, the articles deal with topics in the field of gender discrimination and the obstacles that women face for equal participation in social life. Roughly the same topics are addressed through articles in the context of gender discrimination in the world.

Education as an essential element of social emancipation also had a significant space in the newspapers. Women in this field are represented by their activities, including teaching, youth education, various trainings, emancipation and women's participation in scientific and academic activities. Property rights and women's rights were given space in articles presented during this period, due to affirmative action measures of institutions and other mechanisms for women's rights and property in general. Due to the problems and patriarchal mentality of property management, equal inheritance of property remains a problem in Kosovo. This included amendments to the laws on gender equality, property, inheritance, etc., as well as encouraging the registration of property in the name of both spouses. Gender identity also have space in newspaper articles, where issues related to gender description of women, LGBTI community, their rights, etc. are included.

The fact that the print media devoted space to topics related to women's empowerment has to do with the period of elections in Kosovo in 2019, i.e. the space given by political parties to women, then the appearance of singers and athletes from Kosovo in the international arena and their results, institutional advocacy and civil society organizations related to women's rights and their promotion, the development of the legal

framework and others are some of the factors that have influenced the largest areas that have occupied the topics of women's empowerment.

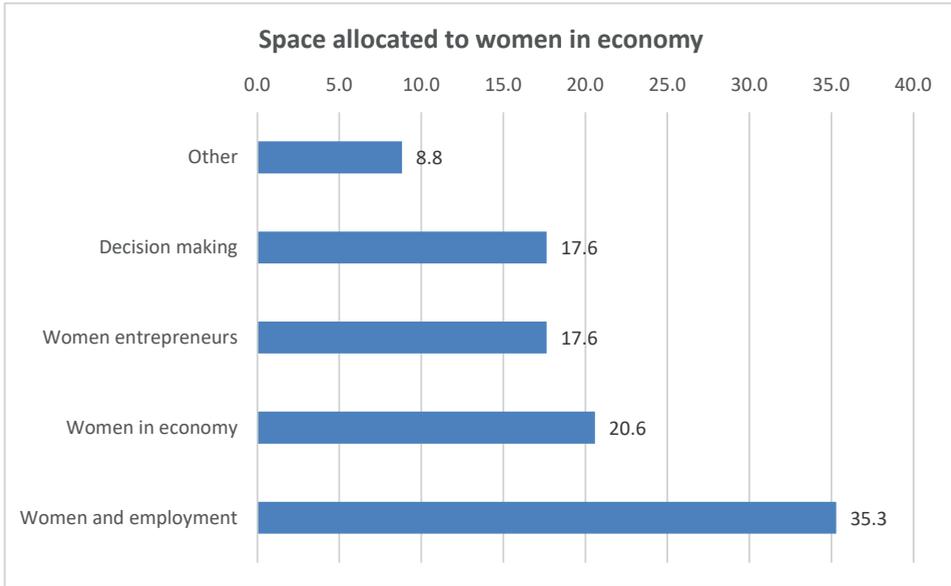
Taking affirmative steps and improving legal frameworks and development policies through the *gender mainstreaming* by state institutions, advocacy and initiatives to support NGOs have contributed to increasing the profile of women in all political, social, economic and cultural areas. This growing profile is imposed on the content of media information as well as the presentation of gender profiles and gender issues, as a numerical display on the pages of newspapers.

Also, the presentation and success of women in sports, music, art, culture, film, etc., has indirectly influenced the media to give more space to women than in the past, including space for women who have had fewer activities in the public sphere. Usually this fact has more to do with quantitative than qualitative representation, because there is a lack of analysis of success stories.

As for the topics related to the space dedicated to women and religion, it was noticed that these topics dominated in this period, due to international events. The development of the conflict in the Middle East, which is directly related to the participation of Kosovo citizens in these conflicts, and then the direct participation of women in these conflicts, although it is worth noting that "no woman from Kosovo emigrated to Syria and Iraq alone, but accompanied by spouses and the family"<sup>34</sup>, but also domestic and international engagement in preventing the participation of citizens in these conflicts, made these topics find a lot of space in the print media. This means that women from Kosovo, under pressure from their husbands, participate in conflicts in Iraq and Syria. Also, perhaps this is an alarm for Kosovo society and the media how important it is to raise the awareness of women, girls and institutions to design prevention policies so that women do not become prey to men who want to drag them into foreign wars (religious) and which directly harm women and children.

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34 Kosovo Center for Security Studies: "Women in Violent Extremism - Lessons Learned from Kosovo", KCSS, Pristina, p.21, [http://www.qkss.org/repository/docs/women-in-ve-alb \(2\) 384205.pdf](http://www.qkss.org/repository/docs/women-in-ve-alb (2) 384205.pdf)

**Figure 10:** *Allocated space for women in the economy.*

In the space allocated for women in the economy by daily newspapers, we notice that the topics occupied by the largest space are women and employment 35.3%, women in the economy 20.6%, women entrepreneurs 17.6%, the decision making % and other topics 8.8%.

During this period 2016 - 2019, the space dedicated to women and employment in the print media was among the topics that took up significant space in the print media. This has to do with the fact that women are supported in job creation through start-ups, as well as with other developments in this area. Also, women in economics, entrepreneurship and decision-making are topics that have occupied a significant space and which relate to the development of institutional policies and programs, programs of international organizations and civil society organizations.

The articles covered various activities of women in the field of economy and entrepreneurship, with the support of domestic and international mechanisms for economic development, women's empowerment, entrepreneurship, employment and social development in general. This fact shows the role and success of women in the economic and social development of the country, maximizing the opportunities offered by

various institutional mechanisms, which sensitized the public about the importance of creating new employment opportunities for women given the fact that Kosovo's women are underrepresented in the labor market and the lack of their integration into employment means the stagnation of the country's economic development.

## 4. Critical discourse analysis and multi-modal semiotic analysis

### 4.1. Quantitative analysis of collected material

Within the qualitative analysis of the collected material, the research will be based on two main methods:

- a) Multi-modal semiotic analysis;
- b) Critical analysis of discourse.

The two methodologies are in fact interconnected and are often used for the purpose of text analysis, content, genre, font background, image analysis and dimensions, and more. Media discourse “refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented towards a reader, listener, or viewer who is not present. Although the discourse is oriented towards these recipients, they very often cannot immediately respond to the producer (producers) of the discourse. The written or spoken discourse itself is oriented towards the reading audience, i.e. listening / watching. In other words, media discourse is a form of public interaction, produced and registered.”<sup>35</sup>.

Multi-modal semiotic analysis refers to the process of interpreting and understanding qualitative data in different projects that intertwine verbal and nonverbal forms of information. It is a broad methodology that includes: analysis of non-verbal communication, image, video, sound and 3-D material, which have already been transformed into a new innovation in the technological sphere. According to Van Leeuwen (2005), multi-modality “means the combination of different semiotic modes - for example, language and music - into a communicative artifact or event. More specific definitions are that multi-modal discourse (in the case of this research text written as a media product, as opposed to music includes language and photography) involves the interaction of multiple semiotic sources such as: language, gestures, clothing, architecture, lighting, movement, view, camera angle, etc.”<sup>36</sup>.

35 O’Keeffe, Anne: Analysis of media and discourse, see: <https://dspace.mic.ul.ie/bitstream/handle/10395/1681/O%20?sequence=2>, pristupačna na 20.06.2021.

36 Jang Jang: “Socio-semiotic approach to the multi-modal discourse of the Badge Si and Jaotong University”, Theory and Practice in Language Studies, vol. 6, no. 8, p. 1596-1601, August 2016,

This implies that in multimodal semiotic analysis, “the analysis and interpretation of language use is contextualized together with other semiotic sources, which are simultaneously used to construct meaning. For example, in addition to language choices and their typographic instances on a print page, multimodal analysis takes into account the functions and meaning of visual images, along with the meaning derived from the integrated use of two semiotic sources.”<sup>37</sup>.

While critical discourse analysis is “a methodological approach to language analysis in order to examine social problems, with a focus on problems in power, especially on issues of abuse of power including discrimination and lack of authority. The analysis considers language in texts, but also texts in relation to the wider social context in which they are produced and received. Van Dijk et al. (1991) argue that newspapers influence public opinion, while Gerbner et al. (1986) argue that the effect of the media on the audience (develops) over time is due to the repetition of images and concepts.”<sup>38</sup> More specifically, discourse analysis focuses on text structure, strategy, quality, other characteristics, conversations, or communication events that play an important role in the way an article or text is realized. Thus, while discourse analysis focuses on the social context in which the article (text) is realized, multi-modal semiotic analysis focuses more on how the article serves the reader..

Critical discourse analysis known as ‘CDA’ is “a type of analytical discourse research that primarily studies and analyzes how dominance, abuse, and inequality of social power are adopted, reproduced, and resisted by text and discourse in a social and political context. “Through such independent research, critical discourse analysts have a clearer picture of understanding, exposing, and resisting social inequalities in society.”<sup>39</sup> The overall values of critical discourse analysis “have a correlation between cognitive and socio-critical approaches, which focus on:

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p. 1-2.

<sup>37</sup> Çoşkun, GülEsra: “The use of multi-modal critical analysis of discussions in media studies”, *The Online Journal of Communication and Media* - July 2015, Volume 1, Number 3, p. 41.

<sup>38</sup> Baker, Paul andMcGlashan, Mark: *CriticalDiscourseAnalysis*, Baker, P. &McGlashan, M. (2020) ‘*CriticalDiscourseAnalysis*’. U: Adolphs, S. &Knight, D. (Urednici) *TheRoutledgeHandbookofEnglishLanguageandthe Digital Humanities*. London: Routledge, str. 2-3.

<sup>39</sup> Ali, Azkiya, Fariza: “Some Fundamental Theories of Critical Discourse”, Department of English, Faculty of Teacher Education, LancangKuning University, p.2.

- Discourse that constitutes society and culture in a dialectical relationship;
- Critical analysis of discourse deals with social problems;
- There is a connection between the text and society that is mediated through discourse;
- “Discourse is a form of social action.”<sup>40</sup>.

To this end, this section uses two methods to analyze the collected articles, which explained the general aspects of representing women in different social areas. Therefore, the interaction between written text, images and other graphic and visual elements within the reflected articles is important for the development of such a critical analysis. Considering the role and importance of the media in Kosovo society, the research is focused on a critical analysis of articles published in daily newspapers during 2016-2029.

To better understand and explain the context of the representation of women in the print media in Kosovo, this research will also take into account the “multi-modality” method developed by researchers Kress and van Leeuwen. According to this method, in addition to basic categories of linguistics such as words, sentences or paragraphs, more general terms are needed that allow a deeper analysis of materials that often contain elements other than these basic categories. Modules in this case are text, photos, illustrations, colors, font size and all other elements that can be found in the article, which directly or indirectly contribute to the presentation of the materia.<sup>41</sup>.

Historically, the media have been known for approaching and using a particular language when presenting various topics in articles. For this purpose, language is often used when developing a context with or without a purpose, which often takes negative connotations, stereotypes, bombastic titles or different titles and different articles and similar approaches to make the article a sensation, to pay more attention to great social event or even to redirect attention from everyday problems to other problems. Therefore, in order to analyze the collected articles in more

40 Anitasari, Deti: „ Critical Discourse Analysis: Mass Media “, Department of English Language Education, Faculty of Teacher Education, LancangKuning University, p. 5.

41 Office of the Prime Minister / Agency for Gender Equality: “Representation of Women in the Print Media 2014-2015”, AGE, Prishtina, p. 27.

detail, the analysis is based on several questions:

1. From what point of view or approach are these names, attributions, and arguments expressed?
2. What qualities and characteristics are attributed to them?
3. What are persons called and referred to linguistically?
4. By what arguments do certain persons or social groups try to justify and legitimize discrimination and exploitation of others?<sup>42</sup>.

The analysis aimed to analyze the details of the articles, information, approaches, titles, images and photographs and their dimensions, the space where the article was placed, how it was treated, how it was focused and what content it had. In this context, articles are analyzed in three parts: a) the title of the article, b) the introductory part, and c) the body (tree) of the articles. However, when analyzing articles, other linguistic elements will be taken into account, such as: thematic structure of the text, focus of information, use of metaphors, verbs, nouns, adjectives, sound quality, lexicalization and others..

Therefore, the research aims to analyze the manner, form and approach of how women presented themselves in the print media in Kosovo, based on collected newspapers, monitored articles and final material submitted by the Agency for Gender Equality - AGE. During this phase, articles from 5 daily newspapers in Kosovo, published in the period 2016-2019, were collected and monitored.<sup>43</sup>

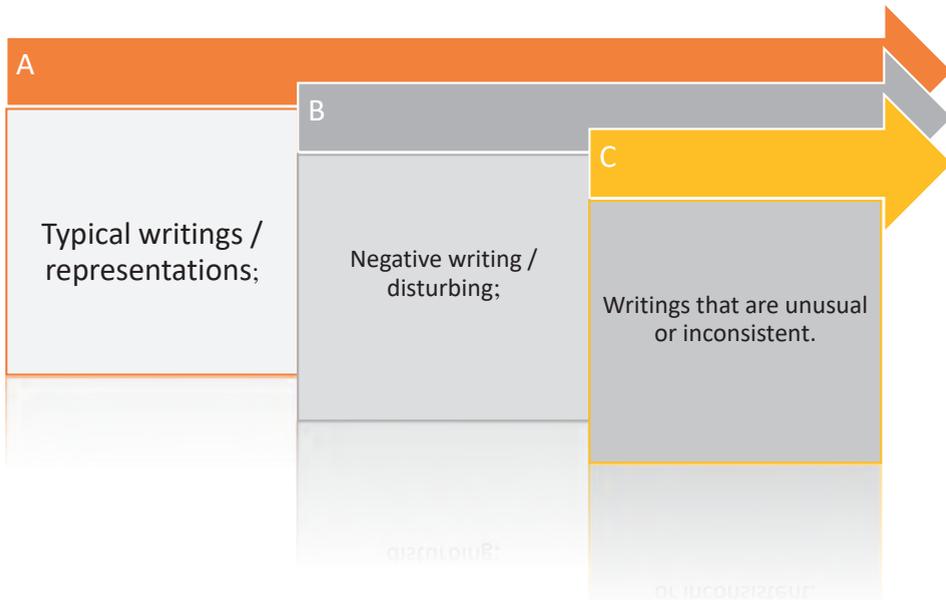
## 4.2. Sample of qualitative analysis

Usually, when presenting women in the print media, quantitative analysis has a great role and significance, followed by a qualitative analysis of articles, which have been previously selected and codified. While quantitative analysis aims to more reflect the quantity (number) of articles that in this case relate to women, areas and spaces in which they are presented, qualitative analysis focuses more on material analysis, way of representing women, situational and temporal analysis, context, the background of the visualization, the form of the articles from the

42 Anitasari, Deti: "Critical Discourse Analysis: Mass Media", Department of English Language Education, Faculty of Teacher Education, LancangKuning University, p. 4.

43 Daily newspaper in 2016 - 2019: Kosova Sot, Koha Ditore, BotaSot, Zëri i Epoka e Re.

gender point of view, as well as the segments that in one way or another give a qualitative meaning to the analysis. Therefore, quantitative analysis focuses more on the numerical approach to articles, and qualitative analysis emphasizes the context and representation of women in the media. In this direction, in order to bring the richest possible results, selected and analyzed items were selected based on the following criteria:



It is worth noting that the analysis of the following articles is comprehensive, which means that all relevant elements that make the article objective and professional, i.e. one-sided and biased, have been considered and analyzed. This analysis was presented by the Agency for Gender Equality during 2014-2015. The focus of the qualitative analysis of the texts was not only the form and manner of portraying women in the print media, but also the positive, negative aspects, the approach of authors / journalists to processed articles / stories, professionalism and adherence to the journalistic code of ethics.

Thus, it should be said that the selection of articles to be part of the qualitative analysis was carefully selected to cover the general areas in which women are represented, including: women in politics, sports, women in music, chronicles of domestic violence, women in health, gender equality and other areas. Articles were selected according to areas (topics), years and a

total of 14 articles were analyzed, which we presented below as follows:

### **Analyzed articles**

As part of the critical analysis of social discourse and the analysis of multi-modality, the following articles were analyzed:

- “Thanks to stomach surgery, she became a different person” article in Kosova Sot.
- “Party Mimosa & CO., MASH Oligarch”.
- “Ferizaj leads in the application of gender equality for real estate.
- “17 years later, no one has been convicted of war rape.”
- KWN: Women underrepresented in MEST.
- “Big Majlinda!”
- “20 cases of violence against women in 5 months”.
- “President; The envelopes”.
- “Women are discriminated against in budgeting compared to men.
- “The Time: Dua Lipa puts Pristina on the map of pop music.”
- “More than 80 percent of women in Kosovo work without employment contracts.”
- “Arta Dobroshi, the best actress of the French festival”.
- “Patients at the Gynecology Clinic are forced to buy an ampoule of Oxytocin themselves”.

“Thanks to stomach surgery, she became a different person”

KOSOVA SOT  
E HENË, 3 PRILL 2017 | 13

**KISHTE PROBLEM ME MBIPESHË, HEQ 60 KILE**



**Falë operacionit të lukthit, tani është bërë tjetër njeri**

I thanë se nuk mund të bëhej nënë, prandaj vendosi të hiqte kilet e tepërta

**Nga 136 kile, sa kishte pasur për një periudhë të gjatë të jetës së saj, pas zvogëlimit të lukthit me operacion, Daniela Beris tani ka vetëm 75 kile dhe ndjehet për mrekulli**

**Ajo ha 6 - 8 shujta të vogla në ditë**

“Dukem tepër e bukur, gjë që kurrë nuk kam mundur ta them den më tani”, deklaroi ajo. “Tani mund të shkoj në dyqane dhe të blej rroba për veten time. Të gjitha trobat që më pëlqejnë, tani më bien tamam”.

Daniela ha 6 - 8 shujta të vogla në ditë.

Kafjallë: Jogurt me muesli.

Zamra: Djathë, bajame, rrush apo perime.

Dreka: Sallatë.

Zamra e pasdites: Një copë peme.

Kur të kthehet nga puna në shtëpi: Çipsa, apo të ngjashme.

Darëa: Peshk apo çonlek.

**Ajo thotë se peshën prej 75 klesh e arriti brenda një viti**

Beris thotë se, që nga fëmijëria, kishte ngrënë sa herë kishte dashur. Kur kishte qenë e gjatë, kishte ngrënë, kur kishte qenë e mërzitur, kishte ngrënë. Ajo vazhdimisht kishte ushtruar, por më kot.

Pra, sikur të mos ishte pamundësia që të bëhej nënë, asaj kurrë nuk do t'i kishin penguar kilet e tepërta.

Ajo thotë se peshën prej 75 klesh e arriti brenda një viti. Tani ajo ha çka t'ia dojë qejfi, por në sasi të kufizuar. Ajo ha edhe çokollata, petulla, çipsa, edhe atë çdo ditë të lumë. Tani, derisa pret ta bëjë IVF-në, për t'u bërë nënë, të gjithëve që kanë problem me mbipeshë, ua preferon operacionin e lukthit.

**Tani, derisa pret ta bëjë IVF-në, për t'u bërë nënë, të gjithëve që kanë problem me mbipeshë, ua preferon operacionin e lukthit**

An article published on April 3, 2017 in the newspaper Kosova Sot (translated article) presented within the “Health” space is an unprofessional title on the topic of health that cannot be translated in terms of health well-being, where being overweight first endangers an individual’s health. At first glance, the title does not reflect a woman’s health, but focuses on the transformation of a woman through physical transformation, presenting the physical appearance as something unnatural and unacceptable. This article also reflects a bad message, showing that it is the best model of physical transformation, despite the health effects it can have. The article significantly reinforces the stereotypical mentality about the appearance of women, in order for it to be acceptable; it must meet the visual criteria through bodily ‘dimensions’. The photo shown measures 9.3x8 cm and focuses on two profiles of the same woman, the first profile showing an overweight woman, and the next subtitle emphasizes that she could not become a mother because she is overweight and the second profile reflects a drastic change, when she had already lost 61 kg.

As can be seen, the article may have been taken from some regional or international media and adapted to the context of the audience, attracting attention with a rather bombastic and unprofessional title. Thus, the article does not reflect any special social, cultural or health value, but presents a description and indirectly promotes the unnatural transformation of a woman’s physical appearance. It also feeds stereotypical norms for an ‘acceptable’ appearance, neglecting the importance it could achieve by talking about the health problems that an overweight individual may have.

## Party Mimosa &amp; CO., MASH Oligarch



The article published on July 22, 2016, in the newspaper Kosova Sot, presents a frivolous and unprofessional headline towards a woman, who was also the president of the municipality of Gjakova, describing her as an “oligarch’s tool”, reflecting her as an accomplice of clan groups. The article also has a very humiliating subtitle for a woman, presenting her as an “exploiter” of others / groups, and not as a successful woman who contributes to the subject she represents and in policy making. Further, on the front page, the article quotes the late former university professor Smak in connection with the scandals of the former president of the municipality of Gjakova, attributing to her a number of legal violations. In a broader legal and social context, such a judgment can only be handed down by a court and not by an individual or a media outlet, suggesting that the media often use their power for propaganda without relying on concrete facts about possible crimes..

The article presents a woman politician, who is also the only woman president of a municipality and (the article) presents her to the reader as a negative image, without giving factual data from judicial institutions, which confirmed her guilt or innocence.

The photo shown on the front of the newspaper measures 9.5x6.5 cm and it can be seen that a fairly large part of the space belongs to the title,





The article also called for raising awareness of the country's institutions and international mechanisms for prosecuting and bringing to justice all actors who were part of these crimes. The article deals with the role of the National Council for Victims of Sexual Violence during the Kosovo War, when for the first time the country's institutions and Kosovo society unanimously expressed their determination to break the taboo that has preoccupied Kosovo society since the war. The headline shows the great concern of Kosovo's institutions and society, that 17 years after the war, there are still no people convicted of rape during the war. The article focuses on President Jahjaga and her commitment to caring for survivors. Furthermore, this article describes the contribution of people from art, music and culture in raising the awareness of the general public for the social and institutional protection of sexual victims of war, as well as that they are not stigmatized in society.

### KWN: Women underrepresented in MEST.

Publikohet raporti "Buxhetimi drejt një arsimimi më të mirë"

## RrGGK-ja: Gratë, të nënpërfaqësuar në MASHT

Rrjeti i Grupeve të Grave të Kosovës (RrGGK), sipas raportit të publikuar "Buxhetimi drejt një arsimimi më të mirë", ka vlerësuar se gratë janë të nënpërfaqësuar në radhët e punonjësve në Ministrinë e Arsimit. Drejtoresha ekzekutive e RrGGK-së, Igballe Rogova, ka thënë se barazia gjinore nënkupton të drejtat e barabarta në mes të burrave dhe grave

për synim ta ndihmojt MASHT-in, sidomos nga perspektiva gjinore.

Koordinatorja për Zhvillim të Kapaciteteve në RrGGK, Donjeta Morina, ka thënë se ky raport është rezultat i punës njëvjeçare. Sipas Morinës, raporti ka pasur dy qëllime kryesore. "Qëllimi i parë i këtij hulumtimi ka qenë që ta arrijmë analizën e parë e të thellë gjinore pushimave të të gjithave departamenteve, divizioneve, institutëve dhe universiteteve publike që janë në kuadër të MASHT-it si organizatë tux

betore. Qëllimi i dytë i këtij hulumtimi është edhe në i rëndësishëm. Përmasë këtij hulumtimi synojmë ta mbështesim MASHT-in në zbatim të barazive gjinore", ka thënë Morina. Ajo ka shtuar se në këtë raport një ndër gjetjet kryesore është se gratë janë të nënpërfaqësuar në radhët e punonjësve të MASHT-it në veçanti në nivelin e

ekzekutive e Rrjetit të Grupit të Grave të Kosovës (RrGGK), Igballe Rogova, ka thënë se barazia gjinore nënkupton të drejtat e barabarta. "Se barazia gjinore nënkupton vlerat e drejtat e barabarta mes grave dhe burrave, ne sot regjistrojmë që nuk e ngjitemi asnjë veprim për të drejtat e grave por edhe për të drejtat e burrave", është shprehur Rogova.

Das Rogovës, udhëheqesi i Zyrës së Agjencisë Austriake për Zhvillim (ADA), Christian Geissler, ka thënë se lloshetimi në baza gjinore është diçka e re edhe në shtetin e vet.

Sipas këtij raporti, Kosova ka një numër shumë të vogël të institucioneve parashkollore dhe të atyre të kujdesit dihor në Kosovë. Duke iu referuar këtij raporti, vërehet ndryja gjinore në edukimin universitar, pra në programet gjinore, ku pak burra punojnë si rekrutimdhënës në institucione parashkollore dhe më shumë vajza jenë në konvikte etj.



An article published on June 3, 2016 in the newspaper Epoka e Re, describes the publication of the report "Budgeting for a better education", an article in which it is assessed that the inclusion of women in the Ministry of Education is insufficiently represented. In this article, the journalist presents the event that took place in this case and the discussion with the participants regarding the findings of KWN regarding the participation of

women representatives in academic institutions and MEST..

According to the article description, the report had two main objectives: a) the first objective of this research was to achieve the first detailed gender analysis of MEST and public universities and b) the aim of this research was to support MEST in reducing gender inequalities.

The article shows a photo of the actors who participated in the presentation of this report, the photo is placed in the middle of the article. The photograph is also covered with text around it and contains the logo of the KWN, but the visibility of the photograph is colorless and not very clear and its dimensions are 10x6 cm. However, it reflects the topic of discussion and actors, where the reader can spot elements of discussion in this event. The article can be considered a positive presentation, because it is a mobilizing event for institutions and society as a whole, based on factual data from the findings of civil society research. The article calls on civil society institutions in the country to address gender issues and do more to include women in the country's decision-making institutions.

## Great Majlinda!



# E madhja Majlindë!

**Driton Kuka, trajneri i cili ka hyrë në histori të sportit shqiptar**

Majlinda Kelmendi u prit si heroinë e vërtetë pas rikthimit nga Rio, ku fitoi medaljen e artë. Ajo i sollti Kosovës medaljen e parë olimpike, por më herët kishte edhe të tjerë shqiptarë që kanë fituar medalje olimpike, por duke përfaqësuar ish-Jugosllavinë apo Gjermaninë. Majlinda do të mbetet në histori të sportit kosovar dhe shqiptar

**M**ajlinda Kelmendi do të mbahet mend si sportistja e parë që i sollti Kosovës medalje olimpike. Kjo ishte pjesëmarrja e parë e Kosovës në Lojërat Olimpike dhe Majlinda arriti të stoliset me medalje të artë. Ajo shkroi historinë e sportit kosovar dhe shqiptar në përgjithësi, pasi as

Shqipëria nuk ka medalje në Olimpiada. Me suksesin e saj u krenuan të gjithë shqiptarët. Kelmendi katër vite më parë kishte përfaqësuar Shqipërinë, por ishte eliminuar në xhiron e dytë. Ajo deklaroi se medalja është e të shqiptarëve dhe është e lumtur që ka sjellë gëzim te populli i saj. Por, më herët

edhe tjerë sportistë shqiptarë kanë fituar medalje olimpike, por duke përfaqësuar shtete të tjera.

## Medalja e të gjithë shqiptarëve

Majlinda nuk bën dallime në mes Kosovës dhe Shqipërisë. "Jam krenare që kam arritur të tregoj që të rinjtë kosovarë mund të arrijnë suksese të mëdha në sport. Faleminderit krejt shqiptarëve për përkrahjen. Katër vjet më parë kam përfaqësuar Shqipërinë, derisa tani Kosovën. Unë gjithmonë kam përfaqësuar popullin tim. Në jemi një popull", ishte shprehur Majlinda. Edhe trajneri i saj, Driton Kuka, i cili ka menta të mëdha në suksesin e saj ka thënë se kjo medalje është e

This article was published on August 16, 2016 in Kosova Sot, on the occasion of winning the Olympic gold medal of Majlinda Kelmendi in Rio, Brazil. The title of the article emphasizes the greatness of the figure of Majlinda Kelmendi as the first Olympic gold medal of independent Kosovo, which reaches the highest peak of Olympic sports, despite the great difficulties of sports in international representation.

The article shows a photo of the main character - Majlinda, with dimensions 16x13 cm at the top of the newspaper page, with a gold medal in her hands, with a smile expressing joy after the triumph at the Olympics.

The article also reflects the welcome as “real heroine” after returning from Rio, the organization in Kosovo and the pride of the sports community and Kosovo society in this achievement. Majlinda Kelmendi will be remembered as the first athlete to bring Kosovo an Olympic medal after independence.

What is noted in this article is the importance and reputation that Majlinda Kelmendi has in representing Kosovo in the international arena, given the difficulties of Kosovo in integrating into international organizations and the obstacles that the state has in representing in international sports organizations. The article is more a description of a sporting event and does not reflect any in-depth analysis involving different actors and connoisseurs of the field.

At first glance, although the fact of winning the gold medal of Majlinda Kelmendi is emphasized, the article also has a descriptive part for her coach, Driton Kuku, balancing her victory with the merits of the coach. The article would be of better quality if it dealt with the description and analysis of winning the gold medal of Majlinda Kelmendi and with special emphasis on the teamwork of the national team in judo.

The article could deal with several elements of Majlinda’s victory in the first person, and then the second article or quite different paragraph, which would deal with the history and challenges in winning an Olympic medal by a representative and her coach.

Twenty cases of violence against women in 5 months

1 shkurt, 15 januar 2016 13

**DUKURI QË KURRESI TË ÇRRËNJOSETI**



"Të gjitha femrave që kanë qenë viktime të dhunës në familje, e që na janë drejtuar për ndihmë juridike, ne ua kemi ofruar atë dhe mund të them se më së shumti ka pasur femra të komuniteteve rom, ashkali dhe egjiptian, por duke mos anashkaluar edhe femrat e komuniteteve të tjera", është shprehur Valbona Doli-Rizvanolli

# 20 raste të dhunës ndaj grave për 5 muaj

**Kristë Gjokaj: Është rritur dukshëm numri i raportimit të këtij lloji të dhunës**

Shumë herë dien më lashtë, në këto 17 vite të pasluftës, është thënë se shoqëria kosovare riuadon të përballot me një dukuri mjaltë të shëmtuar e cila i brengris të gjithë ata që ia duan të mirën Kosovës dhe kosovarëve. Pajala është për dukuritë e dhunës në familje, e cila kurrosit të çrrënjësot! Nga kjo dhunë, e cila, sipas sociologëve, shpesh është edhe pasojë e problemeve, respektivisht krizave sociale e financiare, nëpër të cilat po kalon shoqëria jonë, pesojnë të gjithë, por më të atakuarat janë gratë, ndërsa menjëherë pas tyre vajzë sëmijë dhe të mosmarrurit. Dhe, në ndërkohë që ky problem kurrosit të zgjidhet, as institucionet shtetërore nuk po ia dalin të gjejnë formën se si të luftohen më me sukses kjo dukuri.

**Ka nevojë për ndërjegjësimin personal të femrës**

"Ja kohë që jemi duke hulumtuar, përmes projekteve të ndryshme, këtë dukuri dhe mund të them se kemi ardhur deri të konstatimit se ajo nuk është konstante, bërë ndëron rregjite e herë rregjite, por shpesh më se evidente të erdë nuk është çrrënjësuar. Po ashtu kemi konstatuar se njëra në shumë të endësishëm në luftimin e kësaj dukurie mundet dhe duhet të luajtë një femra, përmes ndërjegjësimit personal se nuk guxojnë të tolerojnë dhunën ndaj tyre, por atë duhet denoncuar me çdo kusht, ndaj edhe nëse femra që e bën këtë do të anatemohet nga familja", ka thënë Valbona Doli-Rizvanolli, drejtoreshë ekzekutive e organizatës "Femrat Aktive të Gjakovës", duke shtuar se nga kësaj shprehje i kanë krahuar shumë shtesë gratë herë kurbes në ngazhimit të tyre. Sipas Doli-Rizvanolli, gratë herë aktivesh të

tyre, është konstatuar se në raste të tilla femrat kanë shumë nevojë për ndihmë juridike, gjë që kjo organizatë e ka marrë në vete. "Të gjitha femrave që kanë qenë viktime të dhunës në familje e që na janë drejtuar për ndihmë juridike, ne ua kemi ofruar atë, dhe mund të them se më së shumti ka pasur femra të komuniteteve rom, ashkali dhe egjiptian, por duke mos anashkaluar edhe femrat e komuniteteve të tjera. Në këtë kontekst kemi përgjiluar edhe përditë ndaj autoriteteve të dhunës kundër femrave, kaptohet në raste kur viktimat kanë kërkuar ndihmën tonë", ka shtuar Doli-Rizvanolli, duke shtuar se në tërë këtë angazhim të tyre kanë pasur një bashkëpunim shumë të mirë me Policinë e Kosovës.

**Dhuna raportohet me shumë vështirësi**

Kur jemi të Policisë e Kojovës, komandantit i stacionit të policisë në Gjakovë, Kristë Gjokaj, thotë se sipas shënimeve të tyre ka rënë të dukuritë së dhunës në familje, por

jo edhe çrrënjësot! "Shumë herë kemi pasur rast të dëgjimit se ka raste të numrit të dhunës në familje, por kjo nuk qendron. Është kjo një përshkrim e gabuar, që sipas analizave tona, është kështu: një fakt se është rritë dukuritë turriz i raportimit të këtij lloji të dhunës. Në të kaluarën, rastet e raportimit të këtij lloji të dhunës kanë qenë shumë më të pakta, pasi dhunat është raportuar në shumë vështirësi, për shkak të raporteve brenda familjeve, sepse nganjëherë ndodh që me shumë vështirësi është raportimi i kësaj dukurie në policinë e saj, pasi me raportim ashpërsisht shumë raportim brenda familjes", ka thënë Gjokaj. Vlerësimi bërëshe ka Saldre Doli-Dobruna, menaxherë ekzekutive e institucionit "Shtëpia e sigurt" ku strejtohen edhe viktimat e dhunës në familje. "Në 5 muajt e parë të këtij viti, në institucionin tonë kemi të raportuar 40 raste të dhunës në familje që kanë ndodhur në tri komuna që ne i mbulojmë, në Gjakovë, në Rahovec dhe në Malishevë. Vetëm në komunën e Gjakovës kanë qenë 20 raste të dhunës në familje, ku, më së shpeshti viktime kanë qenë femrat. Dikush mund të pyet për nuk përshpallin të dhënat tona me të dhënat që prezantohen nga asociacione të tjera? Kjo ndodhë pasi rastet të ne referohen nga Qendra për punë sociale, nga policia, nga shoqatit, por ka edhe raste kur vetë viktimat përmes telefonit e raportojnë rastin në organizatën tonë e mandej ne jemi të obliguar që për këtë të raportojmë Ministrinë e Punës dhe Mirëqenies Sociale. Pra, thënë meq, nuk duhet të mashtrojmë vetën e të them se jemi, dhe çrrënjësot se kësaj dukurie të shëmtuar, pasi, realiteti, jemi njëfar larg arritjes se këtij qëllimi", ka thënë Doli-Dobruna.

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B. Vaj

This article was published on June 15, 2016 in the newspaper Kosova Sot and talks about a phenomenon that is growing in Kosovo society. The article shows the number of cases of violence against women in the first 5 months of 2016, emphasizing that only in this period, 20 cases of violence were recorded. The author of the article points out the lack of awareness in society about the phenomenon of violence and the challenges and difficulties of reporting on this phenomenon.

The article also analyzes the phenomenon, reflecting it through interviews with responsible institutional actors, such as the Kosovo Police, who point out that the number of cases of violence is more about raising women's awareness of reporting than the number of cases. In this article, the journalist also received the opinions of other institutional actors and civil society organizations, emphasizing the other side of this phenomenon, i.e. the increase in the number of cases.

The article was accompanied by a quote from the representative of the Ministry of Labor - Center for Social Work in Đakovica/Gjakova, which talks about the assistance provided and the most common cases of this phenomenon that are from non-majority communities.

The article has a described and professional approach to the topic, is balanced and provides enough information, because, in addition to describing this phenomenon, the journalist took different positions on the topic he dealt with, confronting different arguments of different actors. Victims' opinions could also be given, but the approach remains professional.

# President the "Envelope"

PROFIL I ISH-PRESIDENTES, ATIFETE JAHJAGA

## President "zarfi"

Presidentja Jahjaga e çoi në fund një mandat që e kishte marrë për të ushtruar vetëm për pak më shumë se një vit. Bruçetimit, duke qenë në krye të shtetit, e bëri me autoritet të lënduar brenda Kosovës. Nuk ia lënduan vetëm gafat, por edhe mungesa e fuqisë politike. Jashtë ka pasur tjetër respekt. Eshë pritur nga personalitetet më të larta vendimmarrëse politike, dhe ka qenë pjesë e shumë forumeve ndërkombëtare. Jahjaga do të mbahet në mend më së shumti për avokimin rreth të drejtave të grave

Beatrix Krasniqi

Prishtinë, 7 maj. - Atifete Jahjaga ka përfunduar të shtatë mandatet e shkurtra në shtet, në cilin e çoi në një autoritet të shkurtra brenda vendit, por gjerë respekt jashtë. Në Kosovë ajo u zgjodh si Presidentja "zarfi".

Kurorë për një periudhë të shkurtër mandat e pasqyrore, ndikueshëm dhe të lartë politikisht që, me ndërmjetësim të ambasadorit amerikan të saj, kolon. Christopher Dell, bënte marrëveshjen për Presidentin, pastron hapësirë me këmbë nëntorë gjatë saj. Kur ambasadori amerikan kishte kërkuar nga zjarri meqenë se ajo, përfaqësojë shtetin, Jahjaga, një jurist e diplomuar me një shkollë figurë politike. Kështu grua kolonist dhe ishte zëvendës-drejtore e Policia. Me shkolle e Bashkimit e luftoi një formë që e kishte kryer për një Aliancën, për një një të bërë që, ishte qenë në uniformë, ishte ndërmjetja të bashkuar me Presidentin, Olego W. Bush.



Atifete Jahjaga, ish-presidentja e Kosovës, është shprehur se është e rëndësishme që të gjitha palët të marrin pjesë në procesin e zgjedhjes së presidentit të ri të Kosovës.

Që në rrugën e drejtë të mandatit ajo doli jashtë me Presidentin strukturat, Barack Obama, nga i cili, një mesazh që bëri, ishte përfaqësojë shtetin për shtetin, kështu ishte ndërmjetja me marrësin të shtetit të bashkuar të Evropës Qendrore, që i pati shprehur parimet në Vashington. Pasi mesazh ajo doli me ndërmjetësimin amerikan për të vlerësuar parimet e shtetit të bashkuar, që i rrethonte një hapësirë ndërmjetësimit, në të cilin të ishte përfunduar ndërmjetja me të lirisë meqenë që doli në Kosovë.

Jahjaga është Presidentja e parë femer në rajon, dhe ky fakt ka qenë një një një përfundim të shtetit të Kosovës. Si kryesore ka pasur avokimin e rreth të femrave. Ka marrë pjesë në shumë forume ndërkombëtare dhe përfaqësojë një një një autoritet të shtetit të bashkuar të Kosovës. Në rrugën e drejtë të mandatit ajo doli jashtë me Presidentin strukturat, Barack Obama, nga i cili, një mesazh që bëri, ishte përfaqësojë shtetin për shtetin, kështu ishte ndërmjetja me marrësin të shtetit të bashkuar të Evropës Qendrore, që i pati shprehur parimet në Vashington.

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The article was published on April 7, 2016 in the newspaper *Koha Ditore*, and presents the profile of the former president of Kosovo, Jahjaga. At first glance, the title of the article gives a pejorative connotation of performing the function of a woman at the head of the state, as a woman who came by political compromise. But the media and society as a whole constantly attacked her, violating the political power of the position she held, in terms that were not ethical.

The very title, President the “envelope” and the description at the beginning of the text give a negative message to the reader, a title that is difficult to find for a man in the media, emphasizing that this “envelope” is a compromise for a short period of several months, even though the Constitution regulates the issue of the president’s mandate. The article emphasizes the polarization of the two sides of the same coin, presenting former President Jahjaga as a representative in the international arena, especially in advocating for women’s rights, but not attributing these values to domestic issues.

It is noticed that this article is very described and very contradictory from the point of view of quality, because from the very beginning the manner and form of her election as president are put, then the article focuses on the beginning of performing duties, international meetings, emphasizing the fact that she is the first woman president of country in the region. This fact is underlined in the article that it is no less important in Kosovo’s reputation in the international arena in improving the role of women in decision-making. The article is unbalanced and the author contradicts himself by offering personal opinions, which again denies the facts and achievements of the President at the local and international level, recognizing her contribution that the President has proven the plan and vision in the field of gender equality and internationalization of Kosovo.

Apparently, the author of the article tried to strike a balance between the descriptive approach and the reputation of the former president in Kosovo society. But it is noticed that the article is more stigmatized from the beginning, full of descriptive text, and not professional and ethical settings.

The profile shown through a photo with dimensions 11x5 cm is a clear

signal that the author is trying to connect the title with a photo that reflects coming out of the “envelope”, where its profile is wrongly reflected, since the president should be reflected through a photo of the highest state body. The displayed photo has an asymmetry with the text space, which gives a bad message. The article is more descriptive and does not represent any added value of dealing with this issue, because it is stigmatizing, unbalanced, without supporting meritocratic arguments or facts or vice versa. Also, the article carries a personal message of an individual, unsupported by facts and credible data on the individual performance of the president and as such is considered harmful and unethical.

## Women discriminated in budgeting compared to men

# Gratë të diskriminuara në buxhetim kundrejt burrave

Një raport i publikuar tregon se 72 për qind e buxhetit është harxhuar për punëtorët meshkuj e vetëm 27 për qind për femra pa u përfshirë punonjësit e sektorit Shëndetësisë dhe atij të Arsimit

Agim Ademi

FERIZAJ, 26, KORRIK - Një draft-dokument i përgatitur nga Drejtoria komunale e Buxhetit dhe Financave për harxhimin e buxhetit në baza gjinore për femra i quajtur si buxheti i përgjegjshëm gjinor, ka treguar se gjatë vitit 2016 në Komunën e Ferizajt është harxhuar buxheti në masë më të madhe për pagat e meshkujve në raport me pagat e grave.

Ky raport tregon se 72 për qind e buxhetit është harxhuar për punëtorët meshkuj e vetëm 27 për qind për femra pa u përfshirë punëtorët e sektorit Shëndetësisë dhe të Arsimit.

Ndërsa me përfshirjen e tyre vërehen hapa pozitivë dhe përqindja rritet në favor të kënaqshëm për gratë dhe raporti qëndron 47.34 buxhet i harruar për pagat e burrave dhe 52.66 buxhet i harxhuar për gratë.

Në takimin e organizuar nga organizata e OSBE-së për këtë temë është lavdëruar puna e bërë për një analizë të tillë nga punonjësit e Komunës së Ferizajt, por shfaqet nevoja që gratë të avancohen edhe më tej, veçanërisht nëpër pozitë udhëheqëse për të pasur qasje më të barabartë edhe në buxhet.

Kryetari i Komunës së Ferizajt e ka çmuar lart këtë iniciativë për të parë pozitën e gruas dhe nevojat për ndryshime në këtë aspekt, ndërsa është zotuar se përkrahja për gratë do të jetë edhe më e madhe dhe se do të shtojë kujdesin që ato të marrin sa më shumë pozita udhëheqëse.

"Dokumenti në fjalë na tregon qartë se ne nuk jemi në nivelin që do të dëshironim sa i përket buxhetimit gjinor, prandaj do të rrisim vëmendjen që gratë të kenë sa më shumë hapësirë dhe kompetenca për vendimmarrje.

Përvoja në këtë qeverisje ka treguar se gratë janë treguar



Në një takim, organizuar nga organizata OSBE për këtë temë është lavdëruar puna e bërë për një analizë të tillë nga punonjësit e Komunës së Ferizajt, por shfaqet nevoja që gratë të avancohen edhe më tej, veçanërisht nëpër pozitë udhëheqëse për të pasur barazi edhe në buxhet. E kryetari i Ferizajt e ka çmuar lart këtë iniciativë për të parë pozitën e gruas dhe nevojat për ndryshime në këtë aspekt

shumë të mira në punët dhe përgjegjësitë që kanë pasur posaçërisht në menaxhimin e mirë të parase publike dhe kjo dëshmon se kuotat numerike nuk do të na duhen më.

Analiza e që është bërë nëpër disa drejtori të Komunës tregon se ka mjaft femra të angazhuara, por që nuk kanë pasur shumë pozita udhëheqëse dhe si pasojë paga e tyre mund të jetë më e ulët. Ndërkaq, për të ardhmen do të bëjmë një luftë më të madhe për vënie të sa më shumë grave në pozita udhëheqëse për të ecur drejt standardeve moderne ku nuk diskutohet gjinia në buxhetim apo punësim, por vetëm aftësitë dhe shkathësisë për t'i kryer detyrat e kërkuara", ka thënë kryetari i Komunës së Ferizajt, Muharrem

Svarqa gjatë takimit të sotëm.

Të dhënat e prezantuara sot kanë treguar se Komuna e Ferizajt ka bërë hapa pozitivë viteve të fundit edhe në dhënie e subvencioneve të ndryshme për gratë dhe kjo u konsiderua si një arritje dhe shtytje e mirë për këtë kategori.

Të pranishmit në diskutimin për ndarje të buxhetit në baza gjinore shfaqen nevojën që gratë të jenë sa më aktive në kërkim të të drejtave të barabarta për punë, udhëheqje biznesi dhe nevoja të tjera që mund të kenë.

Ndërsa u shfaq mendimi se barrierat e dikurshme po tejkalohen gradualisht me shkollimin e sa më shumë grave dhe përkrahjen institucionale të treguar së fundi.

© KOHA Ditore

The article was published on July 26, 2017 in the newspaper Koha Ditore, and is a report published by the Municipal Directorate for Budget and Finance of the Municipality of Ferizaj on budget expenditures. With special reference to budget expenditures, mainly for men's salaries compared to women, the report specifies that 72% of the budget is spent on male workers compared to 27% on women.

The title of the article is a reflection of the reality in Kosovo society, and the posted photo of the event, with dimensions 8x10 cm, reflects an event dominated mainly by men, not women, and which reflects the percentage of male dominance in the presented report. The article has a more descriptive approach to the event, which is supported by international organizations in Kosovo, which focus on these topics, but lacks elaboration and detailed analysis of the article. The article does not include any interviews, either with the actors who published this report, with the organization that provides support or with the actors of the local self-government of the municipality of Ferizaj, i.e. the mayor.

The article would be of better quality, if at the beginning the picture more reflects the gender balance, if the photo was more professional and gave the opinions of the actors involved and the civil society that accompanies this municipality. The journalist seems to have focused more on the descriptive than on the investigative point of view of the article. What this text lacks is raising questions at the level of discussion with the reader about the importance of women's active participation in gender budgeting and decision-making positions. The article does not contain an appropriate analysis, does not address the legal obligations for adequate gender representation and the situation on the ground, i.e. the participation of women in decision-making and representation according to the obligations of the Law on Gender Equality.

„The Time”: Dua Lipa puts Pristina on the map of pop music



“Ne jemi shumë krenarë për nga shteti; gjithashtu u tregojmë të tjerëve se jemi nga Kosova”, thotë Dua Lipa në intervencën për “The Times”

Ë PËRDIËTSHMIA BRITANIKE SHKRUAN SE SI KOSOVA PO ARRIN TË NJËRRË VJETË MË TË MIRA FEMRA TË MUZIKËS POP!

“The Times”: Dua Lipa e vë Prishtinën në hartën e pop-muzikës

“Duke ndjekur hapat e Rita Orës, këngëtarja me zë të thellë, Dua Lipa, po e vë Prishtinën në hartën e muzikës pop”, shkruan “The Times”. Dua Lipa thotë për Orën se është inspirim për të, e para nga Kosova. “e cila arriti të bëjë gjëra të mëdha”. “A mundet Lipa të arrijë sukses më të madh?”, pyet gazetari Ed Potton

Pristina. I shtatë - Këngëtarja kosovare, e cila po bën karrierë në Londër nga e përditshja britanike. “The Times” është vlerësuar si një që e vë Prishtinën në hartën e pop-muzikës. Në një intervistë për gazetarin Ed Potton ka rritur për jetën e saj kur ka punuar si model në një klub natë, në kohën kur ishte modele dhe rrugën që ka ndjekur për të arritur aty ku është sot. Në këtë artikull me titullin “Si Kosova po pashkon shtet me të mëta femra të pop-it”, përmendet edhe yllja tjetër kosovare, Rita Ora, e cila ka shprehur si inspirim për Lipën.

Rivellim nis derisa Lipa kërkohet praga në kohë, kur përgjithësisht se iaish mund të hynte në klub.

“E urreja” thotë shumë shpejt 21-vjeçaria. “Nuk kisha edhe as kontratë se kishte të bënte. Kisha një kutje në vesh dhe kamerë, derisa mendohet nga brenda me thoshte: ‘po, jo, jo, jo’, deri në pikën kur më është dashur që të kthej mbresa mëso e më që kishin të veshura tuta. Aqshëherë nuk jam ndier rehat

dulor e herë atë punë”, shton Dua. Ajo thotet se derisa po punonte në klub të natës, ajo është inspiruar për të vazhduar punën si pop-star. Pas orës 3 të mëngjesit, Lipa do të shkonte në shtëpi për të shkruar këngë. “Definitivisht më vendosi në korrizat e dhunara për të shkruar”, thotë ajo. “Gjithmonë kisha shumë stori që mund të rrefejë”. Ajo shkroi shumë këngë, por disa prej këngëve që do të jenë pjesë e albumit të saj të parë, prej “Hotter Than Hell”, në të cilën ajo kërkoi ish të dashurit deri tek “Blow Your Mind”, në të cilën ajo shpall vërtetësimin, ikin kur ajo po bënte punën e modelit si adoloshente.

Vajza e prindërve kosovarë, të cilët ikën nga Kosova para luftës, u lëshoi në Londër shkoi tek familja në Prishtinë në mesin 11-vjeçare, u kthye në Londër pas katër vitësh kur edhe nisi të ndiqte më seriozisht rrugën e muzikës. Kishin lansuar vetëm dy këngë kur u nominua për “BBC Sound of 2016”, derisa një prej këngëve, “Be The One”, ka

qenë e para në top-lista në 15 shtet. Që atëherë profiti i saj u rrit, kështu e saj kanë marrë më shumë se 250 milionë shpërndarje në “Spotify”, ajo ka 15 këngë në “iTunes” në rreth 25-shtet, duke përfshirë bashkëpunimin me këngëtarin xhamajkan Sean Paul dhe njëditrin e muzikës elektronike dhe dance Martin Garrix. Ajo është krahësuar me Lana Del Rey dhe Halsey dhe ka makt të mirë qor jo edhe të dashur, pavarësisht bashkëpunimeve - këtu ndër e ka Isaac Carew, model dhe shëf kozhine nga Britania.

Gazetari më pas e përkshkruan dukjen e saj, punë që janë takuar në zyrat e publicistit të Lipës, teka e cileson si vajzë me “vetebesim”, e po ashtu i përkshkruan edhe duart e saj të vërtetësuara me tanë.

“Në njërin shkruan ‘Sunny Hill’, e cila është lagje në Prishtinë, ku babai i saj, ish-muzikant, i cili tani punon në marketing, dhe nëna e cila punon në turizëm, janë rritur. Dy të tjerat në grashit janë rikrijim

i pikturave të artistit amerikan të viteve ‘60, Keith Haring”, ka shkruar Potton. I cili me pas analizon tekste të këngëve të Lipës, duke u munduar që të nxjerrë edhe rrethim e jetës së saj.

“Poteanca e muziots së Lipës është ndihmuar jo pak nga zëri i saj i mrekullueshëm”, thotë Potton, teka Lipa ka përmendur heronjtë e saj, tek të cilët ka gjetur edhe një pjesë të sajën, posaçërisht regjistrin e shtet të shtet. Ajo përmend Sade dhe Toni Braxton, po ashtu edhe babain e saj, Dajngjini Lipa. Në kuzalin “iAtiTube tashmë ekrizton një lacinim në të cilin Dajngjini i bashkohet. Duan për të kështu se bashku hithi u grupit “Ola” - pesë e se ciles ishte ai: “Besoi në duell” gjatë koncertit të vetit të kështu të mbajtur në Prishtinë, para gati 10 mijë votues.

“Për shkak se Kosova është e vogël, të gjithë njihen mes vete”, thotë Lipa. “Ne jemi shumë krenarë për nga vllmë, gjithashtu u tregojmë të tjerëve se jemi nga Kosova”,

vazhdon ajo. Sipas Potton, krenaria e saj për vendin vetëm se është rritur kur ajo u kthye në Prishtinë. Lipa ishte vetëm 3-vjeçare kur në vitin 1998 nisi lufta në Kosovë dhe aktualisht nga familja e saj nuk peshi, por ajo rrefet se si shtoi e shpogjet e klases kashin humbur abashkëfajet dhe gyshtërit, “Isa shumë e re gjatë luftës dhe në Londër isha e strehuar, por kur u ktheva atje e kuptova realitetin”, thotë Lipa. Sipas Potton, ajo e flet pastër shqipërisht dhe është krenare për Kosovën njëjtë sikur Kosova është krenare me të. Ai flet edhe për Rita Orën, këngëtarin kosovare, të rritur në Londër, e cila sipas tij është një prej yjeve më të mëdha të vendit me lamë ndërkombetare. Lipa thotë se mundet më shumë të suksesit me Orën, por ajo është model për të.

“Di shohesh atë të arrijë ku është sot. Rita është e para, e cila arriti të bëjë gjëra të mëdha”, thotë Lipa. Nëvra Potton përfundon me pyetjen: “A mundet Lipa të arrijë sukses më të madh?”

An article published on February 2, 2017 in the newspaper Koha Ditore talks about the admiration of the famous newspaper “The Times” for the world-famous Kosovo singer, Dua Lipa. The article is a summary of the interview of the singer Dua Lipa for the famous newspaper “The Times”. This article describes the story of the singer’s journey to the top of the world, portraying her as a “model” to other women and girls from a small country like Kosovo. In addition to Dua Lipa, other Albanian artists stand out, such as Rita Ora, who has also reached the top of world music.

The article describes the value of singers, elevating their origins and their pride. They even quote Dua Lipa: “We are very proud of where we come from; we always tell others that we are from Kosovo”.

Although the article was taken from a well-known paper and translated, it in itself reflects a positive dimension and is an article describing the success of the Kosovo artist.

The photo of Dua Lipa, with dimensions 12x21cm on the front of the cultural contribution, reflects the power, reputation, and positivity of the figure of the singer Dua Lipa with a bright look. Also, as a picture, a flower is shown that symbolizes "peace", and the background reflects the picture that gives the country and its origin.

The title of the article reflects the country's good reputation, because, among other things, it represents the capital of Kosovo - Pristina on the world map. This speaks more to the power of representing Kosovo in the international arena by women, challenging policies and stereotypes towards Kosovars.

# More than 80 percent of women in Kosovo work without employment contracts



## Më shumë se 80 për qind e grave në Kosovë punojnë pa kontrata pune

Grate në Kosovë haasin në shumë vështirësi për gjetjen e një vendi pune. Madje, edhe kur e sigurojnë, konkretisht në sektorin privat, shkëlqen të drejtat e tyre. Sipas të dhënave të fundit të Agjencisë së Statistikave të Kosovës, thuhet se vetëm 12.9 për qind e grave punojnë, kurse meshkuj janë të punësuar 45.6 për qind.

Pavarësisht shifrave të ulëta, përfaqësues të sindikatës së punëtorëve, thonë se rreth 80 për qind prej tyre, që punojnë në sektorin privat, nuk kanë kontrata të punës, kurse në sektorin publik 12 për qind nuk e gëzojnë kurrë dokument që siguron qëndrueshmëri në punë.

Blerta Azemi punon në një furçe buke në qytetin e Fushë e Kosovës. Ajo nuk ka kontratë dhe as që e ka kërkuar një dokument të tillë, pasi, siç thotë ajo, as punonjësit tjerë nuk kanë kontratë.

"Unë i kam dy fëmijë, në kompani me orare të zgjatura nuk mund të punoj. Tash kam filluar punën në një dyqan të vogël, me orar të shkurtuar. Kontrata nuk kam dhe as që kam kërkuar, sepse kontratë nuk kanë as punëtorët tjerë", tregon Blerta.

Mungesa e kontratës nënkupton shkelje të të drejtave të punëtorëve, duke filluar nga mospagena e rregullt, orari i zgjatur, punë gjatë vikendit, moshlyerim të pushimit vjetor dhe mjeksuar, thone përfaqësues të sindikatës së punëtorëve.

Kryetarja e Rejettit të Grave në Bashkimin e Sindikatave të Pavarura të Kosovës, Shukrije Rexhepi, thotë për Radion Evropë e Lirë, se të dy gjinitë në këtë sektor kanë gjasa për t'u përballur me punë të paqëndrueshme dhe të pambejtur, mirëpo gratë janë në përvojë më të lartë.

\*Sipas Ligjit të punës, (i punësuar)

dahet të punojnë 40 orë në javë, gjegjësisht 8 orë në ditë. Por, ato punojnë 10-12 orë, punojnë edhe gjatë vikendëve, ditën e shtunë gjithëse, por ka raste edhe ditën e diel. Shumë femra, vijojnë ankoher në BSPK, por gjithmonë në kushte anonimiteti, për shkak të frikës nga humbja e vendit të punës", thotë Rexhepi.

Sektori privat mbetet punëdhënësi më i madh në Kosovë, ky sektor jo në të gjitha rastet zbaton ligjet e miratuara nga Kuvendi i Kosovës dhe zakonisht është kritikuar nga sindikatat e punëtorëve dhe organizatat joqeveritare.

Ditë instituti "Rivres" në raportin e fundit të quajtur "Punësimi i paigurt", thotë se 81 për qind e grave në këtë sektor punojnë pa kontrata të punës, rreth 31 për qind e tyre që punojnë në këtë sektor kanë punuar për 10 ose më shumë orë të vazhdueshme në ditë, 46 për qind kanë punuar gjatë festave zyrtare dhe 66 për qind e grave në këtë sektor kanë punuar gjatë fundjavës.

Nga këto gra, të cilat kanë punuar përtej orëve zyrtare të punës, rreth 60 për qind thuhet se nuk kanë marrë asnjë lloj kompensimi.

Në anën tjetër, Basi Ibrahim, kryespektor i Inspektoratit të Punës që funksionon në kuadër të Ministrisë së Punës dhe Mirëqenies Sociale, thotë për Radion Evropë e Lirë, se në këtë sektor janë vërejtur parregullsi të tilla, por jo në baza gjinisë.

"Punëtorët pa kontrata nuk i kemi ndarë në bazë të gjinisë. Në punën tonë nuk është vërejtur se gratë janë më pak të pajisura me kontratë", thotë Ibrahim.

Edhe shkalla e papunësisë paraqitet më e lartë te gratë. Sipas të dhënave zyrtare, shkalla e papunësisë te gratë është rreth 37 për qind, ndërsa te burrat rreth 32 për qind. (mbj)

**Citat**  
"Unë i kam dy fëmijë, në kompani me orare të zgjatura nuk mund të punoj. Tash kam filluar punën në një dyqan të vogël, me orar të shkurtuar. Kontrata nuk kam dhe as që kam kërkuar, sepse kontratë nuk kanë as punëtorët tjerë", tregon Blerta.

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The article was published on April 24, 2017 in the newspaper Zëri, talking about the lack of employment contracts for a large number of working women. Considering that the Labor Law is not fully implemented, especially in relation to the private sector, where the minimum wage is very low. In the meantime, the article was placed on the same page of the newspaper, where an advertisement of a travel company was presented, which talks about ticket prices, where the minimum price does not reflect the minimum salary of an employee who works without an “employment contract”. Moreover, the ratio of the article to the advertisement is in approximately the same percentage, which undermines the importance of dealing with the topic in the article. An overview of this topic is commercialized by an advertisement on a page that catches the eye and the article would be of better quality if it was placed at the top as a whole, and an additional paragraph was placed at the bottom to compare data with countries in the region.

In the article, on the front page of the paper, there is a photograph measuring 8x15 cm, which focuses on women, where the picture shows her working. This article is also based on relevant research, citing various reports that speak of a large percentage of women working in the private sector without employment contracts and working overtime.

The structure of the text is descriptive with several interviews conducted with relevant stakeholders, but interviews with managers of private sector companies are missing. However, the article quotes women working in these sectors and contentions the lack of implementation of the Labor Law.

Arta Dobroshti, the best actress at the French festival

e martë • 16 tetor 2018 kulture KOHA Ditore • 23

AKTORJA KOSOVARE ME NAM BOTËROR VLERËSOHET PËR ROLIN NË FILMIN "STRAY"

## Arta Dobroshti, aktorja më e mirë në festivalin francez

Elvira Berisha

**PRISHTINE, 15 tetor** — Me rolin kryesor në dramën që shpërfaqet fortin e dy rreptëve të huaj, të cilët në fund të përfutur forcën e mundësitë për shpëtim, Arta Dobroshti u shpall aktoria më e mirë e një festivali francez. Emri i aktorese kosovare me nam botëror ka zënë vend mes fituesve të 'Festival des Antipodes', që mbahet në St. Tropez të Francës. Dobroshti e ka marrë titullin çmim për rolin në filmin "Stray".

Ekipi i filmit nën regji të Dustin Frenley e ka bërë publikim për triumfin e Dobroshtit, nëpërmjet rrjetit social Facebook.

"Urinë për Arta Dobroshti, e cila është shpëtimëse me Çmimin aktoria më e mirë në Festival des Antipodes" në St. Tropez të Francës, për performancën e saj të mrekullueshme në "Stray". Filmi tani është duke u shfaqur nëpër kinema gjithandej Zelandës së Re", është shprehur në ngjarjen e elozhit të filmit që promovim e pati në muajin prill të kësaj viti në Festivalin Ndërkombëtar të Filmit në Moskë. Në festivalet ruse, Kieran Charrock, i cili ka punë në rolin kryesor për herë të parë kosovare. Arta Dobroshti, në filmin "Stray", ka marrë çmimin për aktoren më të mirë. Në festivalet e Moskës, "Stray" ka marrë kritikë pozitive dhe që këmbësive me vepër të filmimit ruse Andrej Tarkovskij dhe Aleksandër Sokolov. Duke u marrë për vlerën dhe audienca.

Festivali francez 'Festival des Antipodes' ka mbajtur edicionin e gjashtë prej 8 e 4 të kësaj mase. Çmimin e shpallur me të mirë e kanë marrë Simon Gual Tier e Ben Spence për rolin në filmin "Breath", ndërsa çmimi kryesor (jean) i ka fituar "Went of Sunshine" nën regji të Jason Padgett. E çmimi në vlerë të ka marrë "There Was Cousins" realizuar nga Scudone Vukobratovic.

Regjisori Dustin Frenley, para për-



**Arta Dobroshti në rolin e Graces, në filmin "Stray", me të cilin mori Çmimin aktoria më e mirë në "Festival des Antipodes" në St. Tropez të Francës**

"Që nga viti 1999, vjetëror e fituar në St. Tropez, në vendin përfundim "Place des Lices", kanë pasur shprehim të taktikës me aktorë si David Wenham, që ishte myshtrë i yri i parë i festivalit për herë të Noëlla Jan dhe Fred Schepisi, si dhe të taktikës me Sam Worthington para se "Avatar" të dërr në ekran, Ben Mendelsohn para se të shpërfaqet në "Rogue One: A Star Wars Story" dhe me të mirë me merrë-hastimë Radha Mitchell. Në St. Tropez kanë ardhur edhe yjet e "The Thren" harshit Bryan Brown e Rachel Ward", deklarim në web faqen zyrtare të festivalit.

Regjisori Dustin Frenley, para për-

masim rolin kryesor në "Hedija e Luvës" të viti 2008, me të cilin morën çmimin për aktorin më të mirë në Festivalin e Filmit në Cannes. Dobroshti u shpall në këtë festival prestigjioz edhe më 2012, kur u dha promovim e filmi francez "Tous Maudes" (Tri botë) nën regji të Catherine Corsini, ku Dobroshti ka rolin e Veris.

Luajti rolin kryesor në filmin e shkurtër "Baby" (2010) nën regji të Daniel Mulloy, që realizoi një sukses të madh duke luajtur në festivalin të ngjarës në mesin e të cilëve dhe në "Sandance Film Festival", në janar të 2011 e. Më 2013, në edicionin e 63-të të Festivalit të Filmit në Berlin u ndoan me çmimin "Shooting Star", duke u shpallur njëra nga dhjetë aktoret më të mirë të rinj nga pjesa e "European Film Promotion". Ishte angazhuar edhe si producente e filmi britanik kosovar "Home" nën regji të Daniel Mulloy, që bëri historinë duke sjellë në Kosovë për të parën herë një trome "BAFTA", për filmin më të mirë të shkurtër.

I gjetit procesi i finalizimit të "Stray" me Dobroshti në rol kryesor ishte zgjedhur dhe vetë. Filmi 104-minutësh është shkruar në Central Ogru dhe sjellë sinan e dërrit në Afet trah-nishtë jagore në Zelandën e Re.

"Në një përvojë të fortë dhe të largët, dy të pangjorë një i ri dhe një grua, gjëje ngjarshëm në ngjarshëm, ndërsa kalonin për të ripartuar të kaluarën e tyre të thyer. "Stray" është një dramë për dy gjëje të huaj, të cilat, nëpërmjet lidhjes së tyre të rrezikshme, në fund të fundit gjëje forcë dhe mundësi për shpëtim", është përshkrimi që i bëhet shpëtimës të filmit. Filmi e ka marrë risur mbare rregullim me promovim në prill, edhe për Dobroshti, "Stray" duket si një nga filmat e fillit.

© KOHA Ditore

The article was published on October 16, 2018 in the newspaper Koha Ditore and presents the role of the Kosovo actress Arta Dobroshti in the film 'Stray', which was named the best actress at the 'Festival des Antipodes' in France. The headline reflected in the Culture Supplement is at the top of the newspaper, representing the power and message of the article, at the top of the Culture Supplement, giving the reader an overall reflection on this article. The displayed photo with dimensions 10cm x 15cm is equal to the space of the article and reflects the image of the actress from the film sequences.

The article also reflects the actress' experience so far, emphasizing the roles and international awards won in her film career. The presented text provides a dimension of artistic added value and a model for other Kosovo actors to follow a path that is not easy, but which with dedication shows the achievement of this phase.

The article also reflects the opinions of other actors involved in various roles in this film about Kosovo actress Art Dobrosa. The presented image of the Kosovo actress, in addition to artistic values, also represents the state of Kosovo as a country where there is human potential in the field of culture, art, film and music..

## Patients at the Gynecology Clinic are forced to buy an ampoule of Oxytocin on their own

e mërkurë • 4 shtator 2019 **arberi** KOHA Ditore • 5

PROCEDURA E LIFERIMIT NË SHËRKËT I LË PACIENTËT PA BARRA

# Pacientët në Klinikën e Gjinekologjisë detyrohen që ta blejnë vetë ampulën Oxytocin

Në Klinikën e Gjinekologjisë në QKUK gratë shtatzëna para se të nënshtrohen operacionit janë të detyruara të blejnë ampulën Oxyton. Me këtë problem ato përballen për disa muaj. Zyra për informim e QKUK-së ka bërë të ditur se është lidhur kontrata e re për furnizim për këtë produkt, porse, sipas saj, operatori ekonomik nuk e ka liferuar ende me arsyetimin e mungesës në stok

**Drenushë Maxhami**



**Prishtinë, 2 shtator** - Rreth pesë muaj pasi që një informimë QKUK-së e ka bërë ngjitur një letër të dorëmuar AA në mesin nga korridorët e Klinikës së Gjinekologjisë, ku kishte kërkuar nga gratë ta blejnë vetë ampulën Oxyton, informim për situatim të dhimbshëm ta lindjes), sërish ky produkt është duke munguar në Klinikën e Gjinekologjisë. Madje, ato kanë Ministrinë e Shëndetësisë dhe Shtetit Spitalor Klinik Universitar i Kosovës (SHSKUK) patën deklaruar se kanë shpërndarë furnizimin me barrë dhe material shpërndarës në klinikat e QKUK-së.

Sipas burimeve të gazetës, ampula Oxyton ka dy muaj që është duke munguar në këtë klinikë. SHSKUK-ja nuk ka treguar se sa kanë mungon ky produkt, ndërsa taji ta të procedurave të liferimit.

Një paciente e shtetit në Klinikën e Gjinekologjisë i ka treguar gazetës letër në të cilën i është shkruar nga infermierja që ta blejë ampulën Oxyton.

"Unë tash do të lind me operim. Infermierja erdhi në dhoma dhe më tha që duhet ta siguroj vetë këtë ilaç para se të hyj në sallë. Më thanë se mungon në klinikë" ka treguar ajo.

E dhe R.M. e cila është e shtetit në këtë klinikë, ka treguar se si e ka përvojën tash e sotë që i ka shpallur të ashpër bur. Ka thënë se ka qenë në dhoma të mungesës së këtij produkti pasi që këtë e ka bërë kuptuar nga një familjare e saj.

"Edhe një familjare e imja, e cila ka lindur para dy muajsh, e ka bërë këtë ilaç para se të hynte në operacion. Prandaj nuk më erdhi çudi kur më thanë edhe mua që ta bleja", ka treguar ajo.

Zyra për informim në QKUK ka ngritur se është lidhur kontrata e re për këtë produkt.

"Zyra për informim ja njoftoi se është lidhur kontrata e re për furnizimin me këtë produkt të kësaj ampule Oxyton. Por, siç është bërë, por operatori ekonomik nuk e ka liferuar ende produktin me arsyetimin e mungesës në stok dhe jemi në pritje të liferimit të produktit në fuqi", thuhet në përgjigjen e QKUK-së. Ata nuk kanë dhënë më shumë detaje për këtë problem.

Sipas Besim Haxhiu, nga Shoqata për Mbrojtjen e Pacientëve (PRAK), kompanitë në Kosovë janë të kontraktuara për të siguruar një produkt të kësaj ampule në rast të mungesës në stok dhe jemi në pritje të liferimit të kësaj ampule Oxyton.

"Ne s'kemi degjuar ndonjë praktikë që është dënuar nga kompanitë ose është futur në listën e zezë për shkak që i ka votsuar burimet. Këto praktika janë të shprehura nga kompanitë në Kosovë. Përgjegjës për këtë nuk janë infermierët apo mjekët, por ata që janë kompetentë për zbatimin e kontratës", ka thënë Haxhiu. Sipas tij, dyë pacientë duhet t'i sigurohen barrat që janë pjesë e Listës Esenciale. "Institucionet duhet të marrin përgjegjësi për çfarëdo blerjeje që bëjnë pacientët e saj me tëpër kur këto blerje janë nga gratë shtatzëna e të cilat i kanë shërbimet pa pagesë", ka deklaruar ai.

Ndërsa ka thënë se QKUK-ja duhet të sigurojë një ngjashmëri që ampula Oxyton të mos mungojë në Klinikën e Gjinekologjisë dhe të mos detyrohen gratë shtatzëna ta blejnë këtë produkt.

© KOHA Ditore

The article was published on September 4, 2019 in the newspaper Koha Ditore, which deals with a health topic that focuses on the lack of essential medicines for the treatment of patients. The article talks about the problems and challenges that women face in this clinic, among other things, about the lack of essential medicines. Based on this article, it can be seen that women's reproductive health, as a responsibility, is not addressed at the appropriate level, but the article focuses on the relativization of problems within the UCKK, and not on solving this problem as a national issue. The problem should first of all be treated as a woman's well-being, and then her reproductive ability, which is missing in the article.

In the structure of this text, the journalist focuses on the description of the lack of essential medicines and the problems faced by the patients treated in this clinic, emphasizing more the physiological role than the health and well-being of the woman. The dimensions of the photo 10 x 16 cm shown

in the middle of the article are in line with the writing of the text, although the photo has a poor background color which would reflect the reader's greater interest in reading.

The article can be assessed as deficient, because in addition to dealing with the problem, it also contains several interviews with various relevant actors and patients, but not with higher instances such as the Ministry of Health. The way in which the values of this text are reflected in the description of the general state of health, best reflects the shortcomings and problems that this sector has.

Although the text focuses on addressing a specific issue, there is ambiguity in dealing with the phenomenon of lack of essential drugs, touching on the reader's emotions in relation to the trust and humanity that health professionals should have. The article gradually and indirectly launches an analogy of the need for reflection and state intervention in this sector, in order to provide services and restore image and trust.

## 5. In-depth semi-structured interviews with the chief editor

### 5.1. Research methodology

Research should include a clear, disciplined and systematic approach to achieve the desired results. In this regard, qualitative research is of an inductive nature, because it investigates meanings, attitudes or knowledge about situations, i.e. certain problems. Qualitative research, as well as quantitative research, encompasses a wide range of methods, instruments and techniques, which are necessary to achieve the goals. The analysis also used research with in-depth semi-structured interviews with the chief editor the print media. The main criterion for selecting participants for the interview was experience in the print media, i.e. position of editor and chief editor.

The interviews were attended by: 2 chief editors and 1 editor out of a total of 5 interviews planned for the interview<sup>44</sup>. The participants in the interviews were journalists who, after a long experience in the field of journalism, performed the function of chief editor, ie editor in the relevant newspaper.

### 5.2. Research main findings

During the research, regarding the role of journalists in the image of the media in Kosovo and the expertise in the field they cover, the participants pointed out that in performing everyday duties there is no difference in terms of gender when dealing with different topics. The print media have enough capacity to cover topics in general, but they lack the profiling of sensitive topics. According to them, when preparing the texts and the actors involved in them, there are no specific criteria, but in the case of hiring women, "women who are in important positions" are taken into account more. Also, according to them, "usually attention is paid to the topic of the case". Based on this, the characters are chosen, of course, a lot of attention is paid to the truth of the case, the contact of the parties involved, etc. This means that the print media took into account the success or political position of women in the realization of the texts. During the interview, they said that in this regard, "their work and success (women)

<sup>44</sup> Participants in the interviews were: former chief editor and editor of the Bota Sot newspaper, as well as chief editor of the Epoka e Re newspaper.

shown during the activity in question”, then the professional criteria that play a role in how the article is reflected and “Every woman who held high public office “.

Regarding the role of journalists in the media, i.e. the image in the media, the respondents believe that the role of journalists in general is very important in the media image. According to them, “The role of journalists in the media image is very important. However, it is very difficult for journalists to focus only on a certain area, considering that in most cases the media scene is dominated by politics and its development.” Other respondents believe that “professionalism is what distinguishes journalists, according to them, the role of journalists is the same for both sexes.” However, here the sector differs more from what journalists actually transmit or write. Otherwise, “the job and the scope of work are the same.” As for the image, they believe that “training of journalists raises or reduces the image of the media.” Although, during the interviews, it was noticed that the participants were of the opinion that often in cases when women moderate or interview, “they value physical appearance more than elaboration of topics, i.e. processing of topics”. On the other hand, there are opinions that “journalists are, in general, ready for what they write or say in the television media.” However, many online media, journalists are those who do not have any specialized field, because they deal with politics and economics, and even other things. And that pales a journalist to be a professional in a field. “On the other hand, it has its positive side, because they are more familiar with many areas and maybe someone needs more knowledge.”

The issue that took up significant space during the interview was dealing with daily topics on a gender basis, i.e. a discriminatory context (positive or negative). Regarding this issue, the participants said that “in the period and when they were journalists, but also now, they showed care in dealing with such topics, especially towards women, taking care to treat them based on the sensitivity they have.” While, another respondent, on this topic, among other things, states that “in the media in which I worked, we dealt with topics related to gender equality.” But that happened almost only in cases when the topic was women in politics. Even in terms of discrimination, topics in which women were insulted in various ways were addressed. For example, “a case where a member of the Kosovo Assembly was against recognizing the status of women sexually raped during the war”.

However, during the analysis of the articles, the treatment of these topics from the context of both positive and negative discrimination was noticed. Regarding this issue, the interviewer states the following “of course we dealt with gender-based topics, but I do not believe we have ever had cases of treatment in a discriminatory context. If we talked about a successful woman, it was positive for her professionally, but if the opposite happened, it does not mean that we discriminated against her, but it happened because of the negative effect during her work”.

During the interview, participants pointed out the fact that in most media, not only print but also electronic, “mostly women and girls ran the administration, marketing, but also worked as journalists in various fields”, but senior editorial positions are mostly dominated by men. Of course, this position differs from the positions of other interlocutors, and at this point they say that “the majority is in good positions. None of them take a position they don’t deserve.” In our newspaper, “we currently have a female director and chief editor. Therefore, the role of women in the media is great and positive”, which means that the progress of women is reflected in the print media, i.e. in the positions of editor and chief editor. Regarding the portrayal of women in the print media, participants commented on the topic, noting that women are generally portrayed in a way that reinforces gender stereotypes, portraying them according to “their appearance, communication style and media presentation”. Also, on this topic, a similar opinion is expressed by another respondent, who states that: “it seems that the development of technology and social networks has influenced women to be portrayed in the media and become a topic only in terms of their physical appearance. However, the fact that we have a woman president at the head of the state has changed this perception a little”.

An essential part of news / stories sources and promotion of women in the media, was an important point in these interviews, where participants generally emphasize that women are an essential part of dealing with the topic / topics, but it can be noticed that they are mostly dominated by men. As for promotion, it mostly happens when women are in the highest stages of affirmation, fame or social prestige and often due to the dynamics of time, men are the ones who accept to be a part of stories or articles. But lately, there has been a balanced change in the willingness of men and women to be part of discussions on certain topics or articles. According

to the respondents, today “we have many women representing various institutions and organizations. This makes their voice quite present in the media, as a source of information” and that “the media did not give enough space to every woman in Kosovo “.

As for the internal mechanisms in the media to select individuals to realize a particular story that would reflect gender balance, the media do so mainly based on the significance of the story and do not have any regular mechanism to analyze and recommend the selection of individuals to deal with topics, as meaningful as possible. In this case, the respondents state that: “there is no such mechanism. But journalists and editors, based on the topics they cover, know which character is invited to speak”, as well as the fact that the media do not write and make stories just because they should, or why a woman or a man is in public office. There is no need to choose who should be in certain stories. It depends on the current political situation, and not on who wants to promote in different stories“.

In general, during in-depth interviews, the need and necessity of training young journalists was noted. Also, organizing joint round tables with editors and chief editors of the media is very important for editorial policies in order to increase the quality of texts / articles, in order to be as objective, professional and, above all, gender balanced.

## Conclusions and recommendations

Based on the findings of the research and analysis of the collected material for the representation of women in the print media for 2016-2019, as well as the findings of interviews conducted with the chief editors of the print media, the following recommendations are given:

- Establish internal media mechanisms (print and electronic) to balance gender reporting, based on UNESCO's International Gender Sensitive Media Indicators (GSIM).
- It is necessary to profile journalists in certain areas for reporting, with special emphasis on specialized training in this area.
- The Press Council of Kosovo, the Association of Journalists of Kosovo and the media, to prepare an annual training plan by specific areas, for the integration of gender indicators to monitor global and local development trends.
- The Agency for Gender Equality can be a partner in building the capacity of media professionals for gender balanced information and reporting in the spirit of the Law on Gender Equality, in order to implement gender sensitive standards and indicators.
- The Agency for Gender Equality should improve cooperation with the media and civil society, to discuss derogatory and stereotypical language, which ignores and creates a negative gender image.
- The media regulatory body should monitor the language used in the media, with gender sensitivity in the spirit of the principles of the Constitution of the Republic of Kosovo and the Law on Gender Equality.
- The media should be committed to the most balanced gender representation in the entire media hierarchy, including the editorial levels.

- The media should include as a source of information media and gender experts to deal with various topics, especially topics related to the representation and presentation of women in the media, and for UNESCO's media gender indicators to be part of journalism studies, in order to have an appropriate training curriculum.

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