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Republika e Kosovës
Republika Kosova - Republic of Kosovo
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ZYRA E KRYEMINISTRI/ OFFICE OF THE PRIME MINISTER/ URED PREMIJERA

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

Presentation of Women in the Print Media 2010-2011



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GENDER EQUALITY

[PRESENTATION OF WOMEN IN THE PRINT MEDIA]
2010-2011

*“All of us who professionally use the mass media are the shapers
of society. We can vulgarize that society. We can brutalize it. Or
we can help lift it onto a higher level.”*

December, 2012
Prishtina

This research was undertaken by MDA “Management Development Associates”

The research can also be found on the website of the Agency for Gender Equality
<http://abgj.rks-gov.net>

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Abbreviations

AGE	Agency for Gender Equality
CEDAW	Convention on the Elimination of all forms of Discrimination against Women
GWD	Group of Women Deputies
IMC	Independent Media Council
KPGE	Kosovo Plan for Gender Equality
EPAP	European Partnership Action Plan
KWN	Kosovo Women's Network
OPM	Office of the Prime Minister

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Executive summary

This analysis about **“the presentation of women in the print media in Kosovo”** is an assessment done based on data and information collected by the monitoring and analyzing of articles, in which women are represented, during the period 2010-2011, in nine newspapers in the Kosovar press.¹

This study aims to meet the objectives set out in the Kosovo Program for Gender Equality (KPGE), the European Partnership Action Plan (EPAP), as well as the Law on Gender Equality, which clearly define the duties of public institutions and those with mandates which relate to the media and which focus on achieving gender equality.

Improving the image of women in the media is a strategic objective, intending to promote successful women in the media, and simultaneously to overturn gender stereotypes through institutional policies and media productions.²

The goal of this study is to provide an analysis and a report on the portrayal of women in the media, based on an examination of the print media in Kosovo during the period 2010-2011, and so to assist in achieving goals for promoting women and gender issues in politics, decision-making and economic empowerment.

¹ Newspapers: Koha Ditore, Kosova Sot, Gazeta Express, Zëri, Info Press, Lajm Tribuna Shqiptare, Epoka e Re, Bota Sot.

² Kosovo Program for Gender Equality

In addition, the report aims to contribute to ensuring adequate space in the print media for women who are engaged in politics and decision-making, as well as improving in general the image of women in the print media in Kosovo.

Through this research, new data is given regarding trends for media presentation of women. According to preliminary results, it can be noted that:

- ❖ The presentation of men, in relation to women, is considerably higher – men dominate the majority of articles in the newspapers reviewed, or in 63 per cent of cases.
- ❖ Articles in which women are the protagonists, take up **only 10%** of space, whereas articles in which the two genders are present - constitute 25 per cent of space.
- ❖ Men dominate the majority of topics with a high margin, except in show business where women dominate, taking up 55% of space, which is comparatively much higher than men.
- ❖ The presentation and space dedicated to men in politics, in comparison with that given to women in this area, is very unequal. Women occupy just 5.4 per cent of space dedicated to politics, in comparison with men who comprise about 73 per cent of cases.
- ❖ On social topics, the difference is also very apparent, with women represented in just 13 per cent of the space given to these issues, whereas men occupy about 49 per cent. Men also dominate the field of culture, with about 55 per cent of the space, whereas women take up just 5.4 per cent.
- ❖ Sport is another area in which the representation of men is dramatically higher than women, dominating approximately 96 per cent of cases.
- ❖ According to the monitoring of newspapers, men are cited in over 70 per cent of cases, whereas women are cited in only 10 per cent of cases. In about 19 per cent of cases, women and men are both cited in the same article.
- ❖ The monitoring of articles revealed women are present in over 47% of articles, which were written by the newspaper editorial staff, and there were also very few gender distinctions between authors of articles.

- ❖ The newspapers Kosova Sot, Bota Sot, Koha Ditore and Gazeta Express had the greater number of articles in which women are represented, whereas Tribuna Shqiptare, Epoka e Re and Info Press had a lower percentage of articles including women during the period 2010-2011.
- ❖ Based on the material reviewed, a good percentage of articles, or 22 per cent of articles, in which women are presented were about politics, followed by articles about culture (13%), social issues (8.2%) and, show business/entertainment (8.0%).
- ❖ The results show that greater attention in the media is paid to women politicians, including the Kosovo President, Ms. Atifete Jahjaga, who took up about 35 per cent of space. After the Kosovo President, in terms of space dedicated, came the American Secretary of State, Ms. Hillary Clinton (17.3%), while 16.7 per cent was given to the Chief Negotiator, Ms. Edita Tahiri. In addition, considerable space was taken up by two Ministers of the Republic of Kosovo, Ms. Vlora Çitaku (10%) and Ms. Mimoza Kusari-Lila (8 %), as well as by Ms. Angela Merkel (7.3) and Baroness Catherine Ashton (6%).
- ❖ In comparison to their presentation of women politicians in decision-making positions in articles inside the newspaper, much less media attention (30%) is paid to putting them on newspaper front pages.
- ❖ The topics with which women are presented the most in politics relate to: international relations (31 %), European integration (15%), negotiations (14%), an appeal for support for processes in Kosovo (12%), economic topics (8%), gender equality (3%) etc.
- ❖ In the “black chronicle”, women are mostly represented in newspapers as victims of domestic violence, or in over 42 % of cases, followed by attempted murder (22%), as well as reports of women committing suicide in Kosovo (13%)
- ❖ In sport, the presentation of women occurs mostly through the promotion of sportswomen (55.8%) and their achievements or successes, as well as reports of their participation in competitions (32.6%).

Introduction

Without doubt, the media's power across the world is extremely significant and it is one of the key pillars of society, which can influence the creation and changing of convictions and perceptions, and the development of society in general.

As such, the media can play a positive role in improving the image of women, in breaking down gender stereotypes, as well as using its influence and engagement to achieve gender equality.

The media is that which reflects and shapes public opinion; it builds or breaks down prejudices, depending on the role that it plays; and, it constructs or destroys negative stereotypes. We all understand the power of the media; the media is the message and the messenger. Its influence is in politics, and in the national debate, but above all – in the lives and emotions of the people who consume it.³

The media play a decisive role in society. They report on current events, they provide frameworks for interpretation, mobilization of people about various issues, and the reproduction of a society's culture and dominant values. The media can therefore be a crucial actor promoting gender equality, within the working environment (with respect to employment and promoting women at all levels) and by the representation of women and men (with respect to the balanced portrayal of gender and fair use of gender language).⁴

³ Alma Lama, "Për një përfaqësim cilësor në media", Grupi i Grave Deputete, Buletini Nr. 2, Shkurt 2012, Prishtinë, Fq. 2. (Alma Lama, "For a qualitative representation in the media", Group of Women Deputies, Bulletin No. 2, February 2012, Prishtina, p. 2)

⁴ White, A., 2009, 'Getting the Balance Right: Gender Equality in Journalism', International Federation of Journalists, Brussels

The goal of this study is, based on quantitative and qualitative research, to assist in providing a more realistic overview of how much space is dedicated to women in the print media; which of the print media take a more inclusive approach to women; and to identify examples of prejudice and gender stereotypes in the representation of women in the print media in Kosovo.

The study also aims to review visual representation by topic and positive or negative context, as well as to analyze the contribution of journalists themselves in providing space for women in the print media.

Although media programs dedicate space to the promotion of the image of women, it is still necessary for a variety of topics to be addressed on television programs and in the pages of the print media. More still needs to be done about the quality of the presentation of issues, events and individuals; there is a need for reflection about women's problems in rural or peripheral urban zones; and successes, regardless of how small, must be reported, in order to stimulate other initiatives and efforts that could encourage support across society.

Finally, it is very clear that the role played by the media in addressing social problems, with a focus on gender issues, is essential to strengthen the position and image of women in our society.⁵

Monitoring the presentation of women and identifying strategies in order to challenge gender stereotypes in the media, is an objective which should be pursued constantly. Most groups concur that ideas of domination by gender, race or nation, or with regard to other areas of difference between people, are extremely dependent on the press, since the process of representation is at the heart of the media.

⁵<http://abgi.rksgov.net/LajmetAdmin/tabid/81/articleType/ArticleVieë/articleId/51/language/sq-AL/Sot-u-mbajte-tryeza-Roli-i-Medieve-ne-Trajtimin-e-Ceshtjeve-Gjinore-e-organizuar-nga-Agjencia-per-Barazi-Gjinore.aspx>

Why do the media matter?

The media and their influence remain one of the most challenging fields in the commitment to achieving gender equality. The central challenge is still about changing mentalities, constructed over centuries of gender difference and discrimination, shaped by tradition, culture or religion.

The media play a significant role in the “liberation of the mind,” but often they are also more part of the problem, than the solution, because the media have assigned themselves a role as the ‘supervisor’ of society, yet do not easily agree to be ‘supervised’.

What should be done?

Despite establishing a legal basis for achieving gender equality, and thus pushing the Government to implement it, many women still feel powerless with regard to their impact on the media, and improving the presentation of the woman and her role.

Because the media is in a way a mirror of society, efforts to improve it and to increase its professionalism and engagement in achieving gender equality are inevitable. As in the majority of spheres of life, men are the decision-makers and have greater power, and so this is reflected in relations with the media.

If the media are serious about representing women, and dedicating space to listen to their voices in order to promote them, then further steps must be taken. A number of articles about women are not sufficient. The challenge is more about how those articles and headlines are written and what they are about, and whose opinions or statements they use on different issues. Furthermore, the media’s role has much to do with approach, presentation, participation, language and interpretation.⁶

⁶ Everjoyce Win, “Missed Opportunities, An Analysis of Newspapers Coverage of Gender Issues and Women in Zimbabwe, January-December 2000.

Many sociologists, psychologists and activists of women's rights across the world, as well as in Kosovo, have raised their voices about improving the image of women in the media, as well as the need for the media itself to work harder toward achieving gender equality and improving the role of women in society in general.

In Kosovo, despite the improvements over the years, there are still concerns about the presentation of women and their role in the media, and especially the space dedicated to them.

The part played by women in society has changed through the continual efforts of feminist groups over the last decade and some of these changes are reflected in television, films or other media portrayals of the woman. At the same time, it is evident that progress in portraying the woman in the media and in achieving gender equality is not satisfactory.

The media use articles by specific persons and groups to present particular topics, events, and situations. But, although the media have an important role in challenging gender stereotypes, unfortunately they have often been part of the problem, instead of being part of the solution.

"All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level". The latter should be the media's mission, especially in a country like Kosovo, where inequality exists in many areas.

Legal framework

Despite the advancement and democratization of society in recent years, women continue to face the traditional polarization of gender roles, reinforced by dominant gender stereotypes.

However, in the last decade in Kosovo, visible improvements have been made with regard to legislation, which seeks to advance the position of women in society, as well as achieving and securing gender equality.

In 2008, the Government of the Republic of Kosovo, by Decision No. 7/17, approved the Kosovo Program for Gender Equality (KPGE), a decision which obliges the institutions of the Republic of Kosovo to implement this Program.

By approving the KPGE, the Kosovo Government fulfilled its obligation deriving from Article 4.4 of the Law on Gender Equality, and obligations in the EPAP, respectively **Article 39** (to define and adapt Government programs for the promotion of the rights of women in Kosovo) and **Article 116** (to implement the law on gender equality. To ensure the mainstreaming of women's rights in all policies and existing legislation) .

In addition, it is worth mentioning that by this act, the Government of the Republic of Kosovo has met one of the objectives set out in the "Millennium Goals – MDG," a Resolution signed by the Kosovo Parliament, and respectively Action III of the MDG – PROMOTING GENDER EQUALITY AND EMPOWERING WOMEN. The Millennium Goals – MDG and the

CEDAW Convention served as basic documents for drafting the KPGE and the objectives planned in this program.⁷

The Constitution of the Republic of Kosovo⁸ guarantees and promotes principles of gender equality which are internationally approved, as well as prohibiting every form of discrimination, including discrimination on a gender basis.

The Law on Gender Equality,⁹ which particularly aims to protect, address and establish equality between genders, as a fundamental value of the democratic development of Kosovo's society, with equal opportunities for the participation of women and men and their contribution to political, economic, social and cultural development and in all fields of social life. The Law defines a series of legal measures for achieving full equality between men and women in society, which give specific advantages, so that equal access to all areas of life is facilitated for members of particular genders.

The role of the media is also set out in the Law on Gender Equality, which foresees that "through programming policies, all the media (print media, audio-visual media, electronic media) should influence the cultivation of general awareness about equality between men and women: by organizing educational programs; by ensuring opportunities for the equal participation and presentation of women and men; by promoting the equal role of women and men in society, and securing precise and complete information on gender equality.

Furthermore, the publication of material and information on the basis of gender discrimination, as well as the portrayal of any individual in an offensive, humiliating or degrading manner, with regard to gender and sexual orientation is prohibited, according to the Law on Gender Equality.

⁷ www.abgj-ks.org

⁸ Constitution of the Republic of Kosovo, http://assembly-kosova.org/common/docs/Kushtetuta_sh.pdf

⁹ Law on Gender Equality, No. 2004/2, http://assembly-kosova.org/common/docs/ligjet/2004_2_al.pdf

Despite the existence of a legal framework, our society continues to confront challenges on the path toward strengthening gender equality and hence, the role of the media and their activism in this respect – is and remains essential.

Methodology

This monitoring of the presentation of women in the print media in Kosovo in order to identify challenges and how the media is fulfilling the mission of its legal obligations, has been done based on a combined methodology, using quantitative and qualitative methods, as well as using approved international standards of research.

Beginning with the project's goals and aims, the research team analyzed daily news material archived by the Agency for Gender Equality, over the period 2010-2011.

Initially, the research team reviewed the relevant literature on the media and its role in achieving gender equality and breaking down stereotypes about women.

Later, based on the Terms of Reference, a Database was created in the Statistical Package for Social Sciences (SPSS), into which data was entered on the archived articles, thus making possible a descriptive and comparative analysis for various key issues, such as:

- ❖ **Analysis of the presentation of women in the print media, by newspaper** – with the aim of identifying newspapers which set aside more space for the presentation of women.
- ❖ **Analysis of media coverage, by journalist** – to examine whether there is a correlation between the writing of articles, and the gender of the article's author.
- ❖ **Analysis of articles, by topic** – to answer an important question about how the role of women is represented: i.e.: in social, political, entertainment, and advertising topics, etc
- ❖ **Analysis of presentation by visual images** – to identify the ways in which women are visually presented, which have an extraordinary impact on creating positive or negative stereotypes.

Considering as extremely important how much space is dedicated to women in comparison to men, the research team also monitored three newspapers between November 10 and November 14, 2012.

The purpose of this was to examine the presence/absence of one gender, which indicates how the media is contributing to relations and beliefs in a society and who is present or not – it is also associated with the stereotypes constructed by the media themselves.

In addition, to provide readers with more concrete examples, a deeper case study analysis of the selected articles was done, according to various topics, with the goal of identifying ways in which women are represented in the print media, including the positive and negative aspects, prejudices or gender stereotypes. Of the archived material, 10 articles were selected: 8 negative case studies and 2 positive case studies.

Key research findings

Women or men – which get more space?

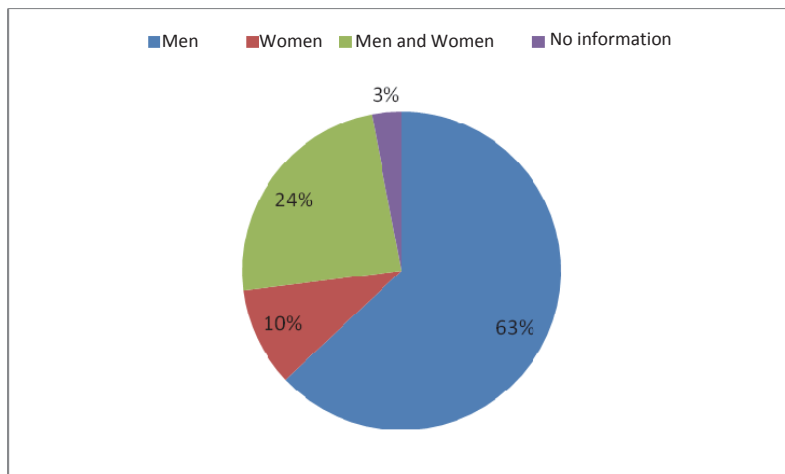
The analysis of articles in three daily newspapers in Kosovo,¹⁰ for a 5 day period, made it possible to compare the approach of the media with regard to the inclusion of women and men in newspaper articles.

The results clearly show that the representation of men, in relation to women, is significantly much higher – men dominate the majority of newspaper articles, or 63 per cent of cases, whereas newspaper articles in which the two genders are present comprise 25 per cent.

The results are also disturbing because the media are still far from achieving equality in the presentation of women, in comparison to men, because articles in which women are represented as protagonist, take up **just 10%** of space in all articles, in the three daily newspapers.

¹⁰ Koha Ditore, Kosova Sot, Gazeta Express

Figure 1: Presentation of women and men in the print media



Presentation of women and men by topic

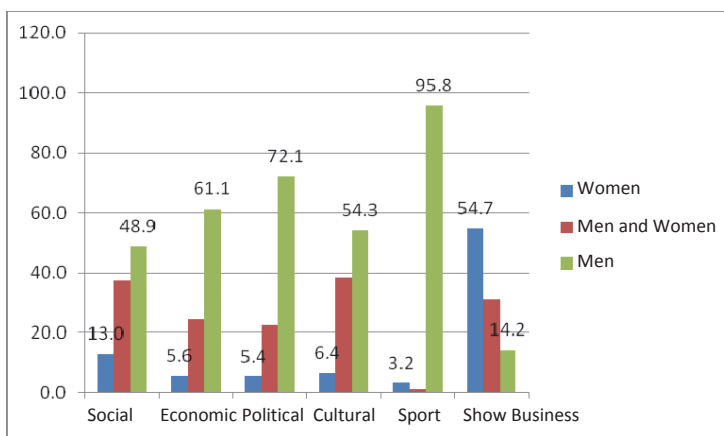
An analysis of the topics of articles and the presentation of women and men in respective fields was done in order to identify gender roles and their relation to particular topics. The comparison of gender groups presented in association with different topics in newspapers, clearly shows that men dominate most subjects with a high margin, except in show business stories, where women dominate, in comparison to men.

The presentation and space dedicated to men in the field of politics, compared with that given to women in this field, is significantly unequal. Women are present in only 5.4% of space, compared to the men who constitute about 73 percent of cases.

The difference is also very evident in social topics, where the presentation of the woman takes up about 13 per cent of space, while that of men, about 49 per cent of space. Men also dominate the field of culture, with about 55 per cent of the space, while women receive just 5.4 per cent.

Sport is another area in which the presence of men is much higher than women, dominating about 96 per cent of cases.

Figure 2: Presentation of women and men by topic



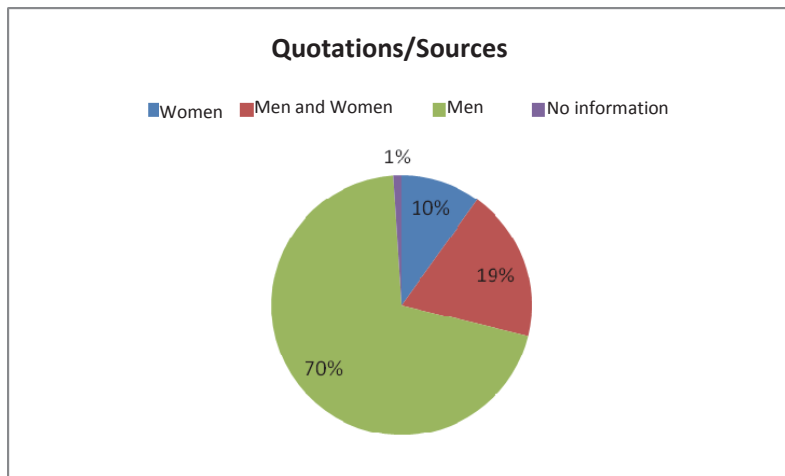
The voice of women and men in the print media

Citations/Sources are another aspect which was analyzed in order to identify the space that the media give to men and women.

The results clearly show that men have greater access to the print media in Kosovo and that the 'voice of men' is listened to more and expressed more in the media, and in a way, this is an indicator of who takes priority, who is considered more relevant and more competent to talk about specific issues.

Based on the monitoring of newspapers, men are cited in over 70 per cent of cases, whereas women are cited in just 10 per cent. In about 19 per cent of cases, women and men are both cited in the same article.

Figure 3: Women and men as sources of information



Presentation of women in the print media

This chapter sets out the results gained from analyzing the material archived by the AGE and this examination serves to identify how democratic, ethical, inclusive and participatory the print media in Kosovo is, with regard to gender.

A very important part of monitoring the print media was analyzing articles based on the author of the articles in which women were represented. Although the influence of women themselves in covering some important issues for the promotion of gender equality has had a global impact within societal changes and development, this does not necessarily mean that gender plays a role in the presence or not of women in the media.

Table 1: Analysis of articles by gender of the author of the article

Gender of author	By percentage %
Editorial	47.6
No information	19.8
Men	13.5
Women	11
Lack of data	8.1
Total	100

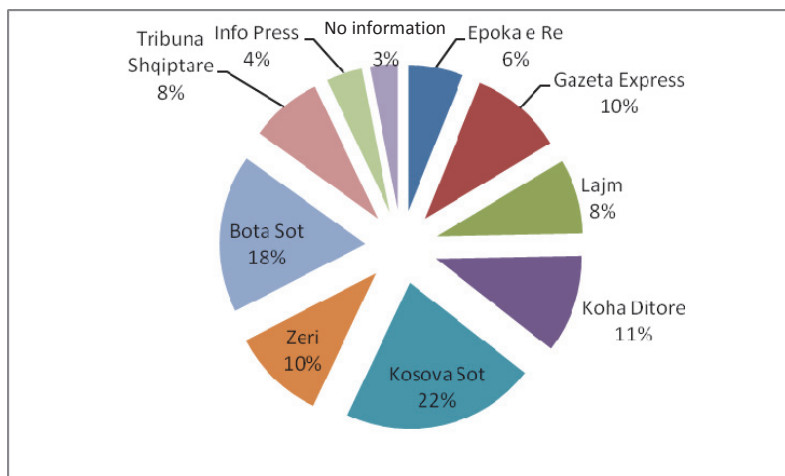
Based on the media analyzed the majority of articles, or over 47 per cent, were written by the newspaper editorial staff, and there was little gender difference of article authors. The editorials mostly concentrated on political topics, and the material analyzed mostly belonged to this category. But, in other fields examined in this study (sport, culture, social, economics, etc) the authors of over 40% of articles were the editorial staff.

Presentation of women in the print media, by newspaper

The review of the presentation of women in the print media, by newspaper, was done to identify newspapers which provide more space for the presentation of women, or which are more inclusive.

The newspapers Kosova Sot, Bota Sot, Koha Ditore and Gazeta Express, had the most articles in which women were represented, whereas the Tribuna Shqiptare, Epoka e Re and Info Press, had a lower percentage of articles in which women were included.

Figure 4: Analysis of articles in daily newspapers

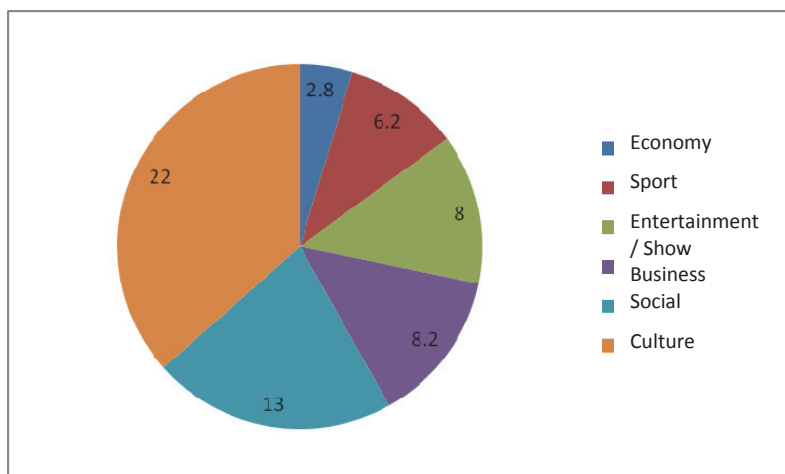


Presentation of women by topic

Despite the much lower presentation of women in relation to men, it is noticeable that media attention concentrates on topics relating to daily and international politics.

According to the material analyzed, a large percentage of articles in which women are presented are about politics, in over 22 per cent of articles, followed by culture (13%), social issues (8.2%) and show business/entertainment (8.0%).

Figure 5: Key topics in which women are represented



Women in politics

The presentation of women in politics is, according to the material analyzed, the area where women politicians are presented the most, or in over 22 per cent of all articles analyzed.

Starting from this outcome, we went a step further, to see which women took up most space in political topics in the print media in Kosovo. The results show that women politicians, in decision-making positions, are those which received media attention.

Without doubt, the election of women to leadership positions in Kosovo, such as the election of Ms. Atifete Jahjaga, President of Kosovo, the Chief Negotiator and Deputy Prime Minister, Ms. Edita Tahiri, as well as the Ministers, Ms. Mimoza Kusari-Lila and Ms. Vlora Çitaku, has focused attention on them and increased their presence, in comparison with

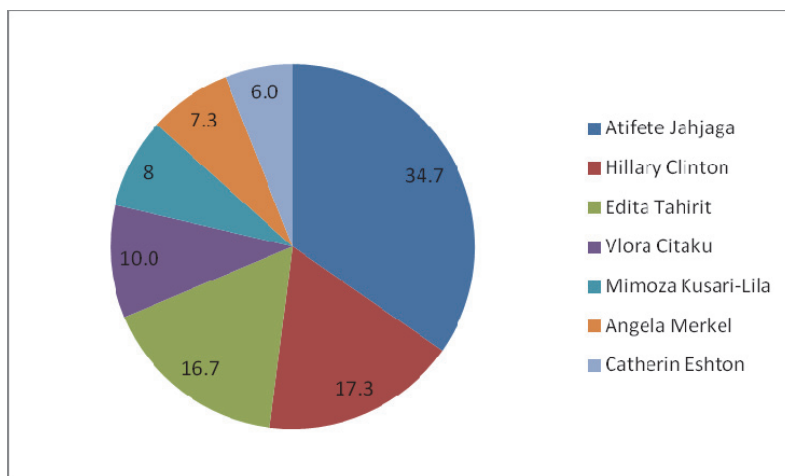
other women in general, as well as with other women politicians, be they deputies of the Republic of Kosovo Assembly, or activists or political analysts.

Furthermore, international women politicians took up quite significant space in the Kosovo media, because of political relations and important processes relating to Kosovo during the years 2010-2011, for example, the American Secretary of State, Ms. Hillary Clinton, the German Chancellor, Ms. Angela Merkel, and Baroness Catherine Ashton.

However, the results indicate that the greatest attention, within this group of women politicians, was paid to the Kosovo President, Ms. Atifete Jahjaga, or in 35 per cent of articles analyzed. After the Kosovo President, the most space was dedicated to Ms. Hillary Clinton (17.3%), and Ms. Edita Tahiri was present in 16.7 per cent.

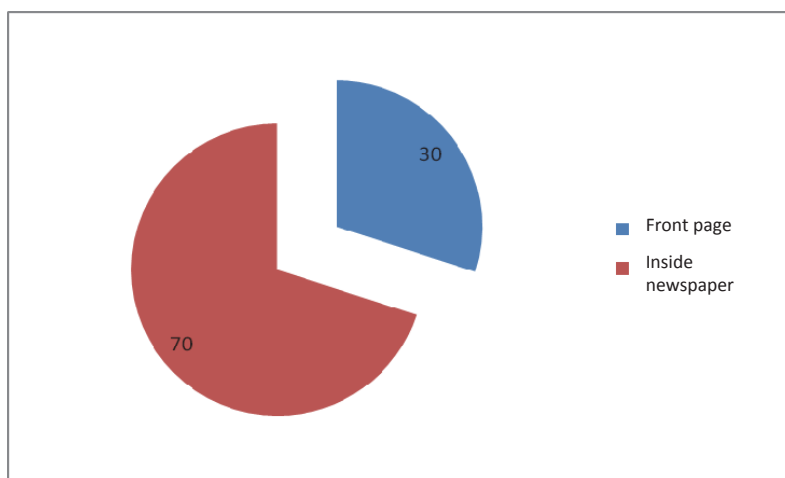
In addition, considerable space was taken up by the two ministers of the Republic of Kosovo, Ms. Viora Çitaku (10%) and Ms. Mimoza Kusari-Lila (8 %), as well as Ms. Angela Merkel (7.3) and Catherine Ashton (6%).

Figure 6: Space given to women in decision-making positions



Nevertheless, even including women politicians in decision-making positions, media interest in putting women on newspaper front pages is much lower (30%), in comparison with their presentation in articles inside the newspaper.

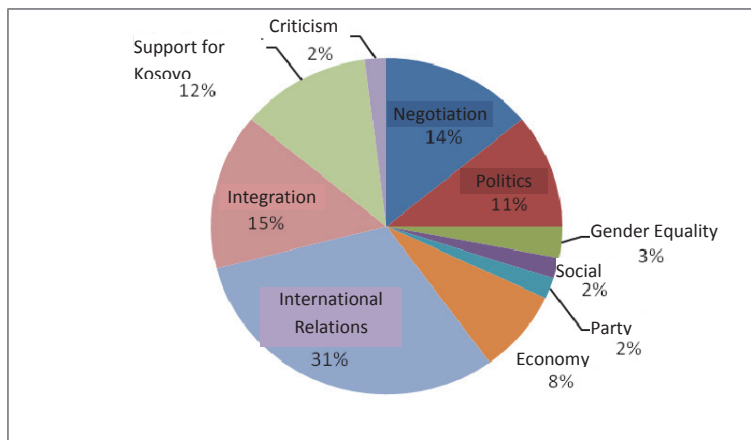
Figure 7: Presentation of women politicians on newspaper front pages



Women's concerns about political topics

The issues about which women are most represented in politics concern: international relations (31 %), European integration (15%), negotiations (14%), appeal for supporting processes in Kosovo (12%), economic issues (8%), gender equality (3%) etc.

Figure 8: Women's concerns about political topics



The print media in Kosovo have provided space for women politicians to express their party political positions or their reasons for changing parties, as is the case with two former deputies of Aleanca Kosova e Re (AKR) who explained their reasons to the media for moving from the AKR to the Lidhja Demokratike të Kosovës (LDK).

Women's voice of criticism within their own parties are not very common in Kosovo and are not presented in the media.

But, when women raise their voices themselves within their parties, the media do offer appropriate space, such as in the



case of the position of the Deputy from Lëvizja Vetëvendosje, Ms. Alma Lama, who in an interview in a daily newspaper expressed different opinions to other members of Vetëvendosje, with regard to non-institutional activities, and criticisms about internal democracy in this subject, all of which was reported in the media.

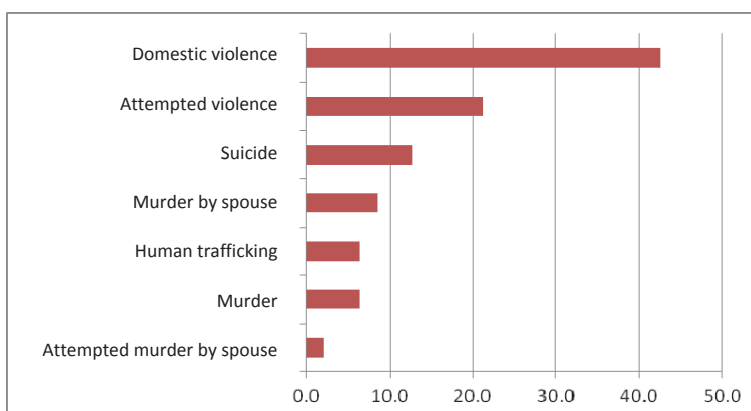
Presentation of the woman in the 'Black Chronicle'

As phenomena like domestic violence, human trafficking, and other crimes occur in our country, they are one of the problems that the Albanian woman faces, and naturally this is reflected in articles in the daily press in Kosovo.

The results show that in the well-known column called 'Black Chronicle', the media cover crimes or incidents occurring in Kosovo, and it is very clear that in most cases, the woman is the victim of crime (90 per cent), and not the criminal.

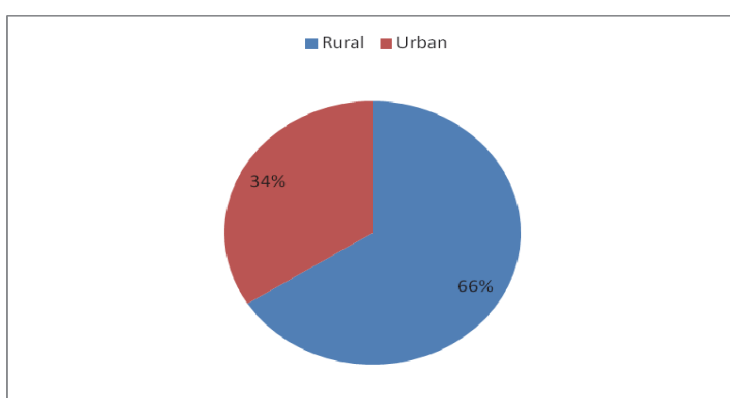
Women are mostly represented in the newspapers as victims of domestic violence, or in over 42 per cent of articles in the black chronicles, following this is attempted murder (22%), as well as reports of suicide among women in Kosovo (13%)

Figure 9: Presentation of women in the black chronicles



The greater number of cases reported by the media in the black chronicle section, are: women from rural areas, presented as victims of different types of crime, or in 69 per cent of cases in the media.

Figure 10: Presentation of women in the urban-rural black chronicle

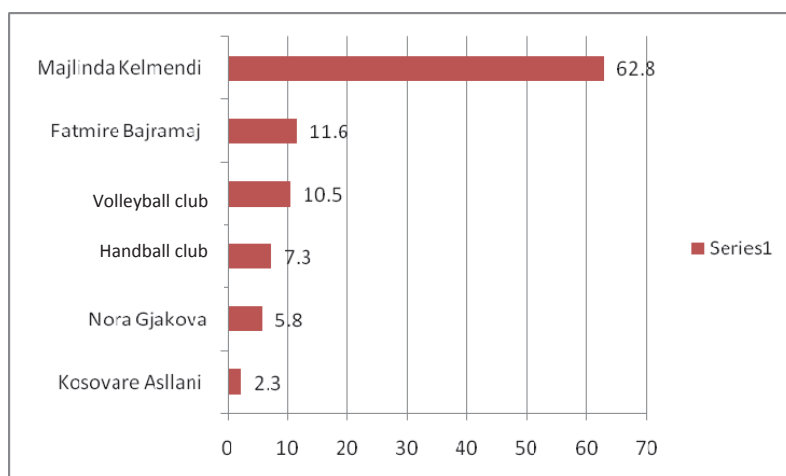


Presentation of women in sport

Print media attention on presenting, promoting or reporting on sport where women or girls are present, takes up 6.2% of articles analyzed in the field of sport.

The famous Kosovar Judoist, Majlinda Kelmendi and the Albanian footballer, Fatmire Bajramaj, are two athletes who are most mentioned in sports articles, which cover their successes in competitions, or in international games.

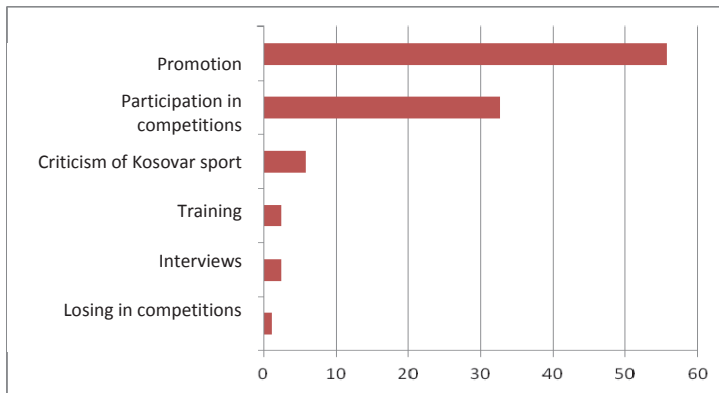
Figure 11: Kosovar sportswomen most present in the media



It is worth mentioning that the visual presentation of women in sports is done positively in about 70 per cent of cases, which means that the article is accompanied by photographs associated with the article, implying a photograph from the competition or during practice etc.

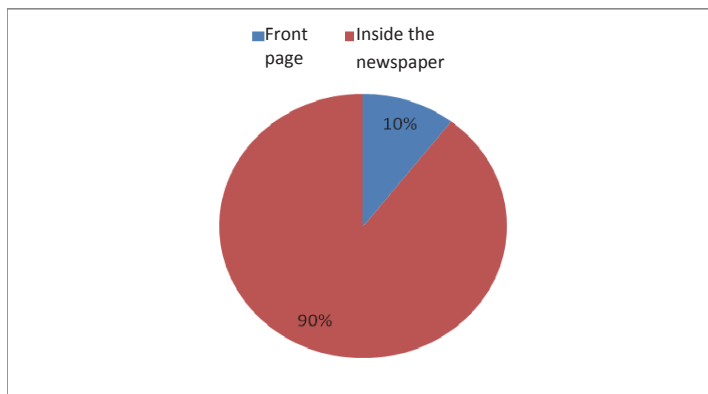
The presentation of women in sports is done mostly by promoting sportswomen (55.8%) and their successful achievements, as well as by reporting their participation in competitions (32.6%).

Figure 12: Space given to Kosovar sportswomen



Sportswomen are cited mainly in reports of matches or competitions and in cases when they are successful. But a similar trend exists for sports in the print media in Kosovo, whereby sportswomen take up just 10% of front page space.

Figure 13: Space given to sportswomen on newspaper front pages

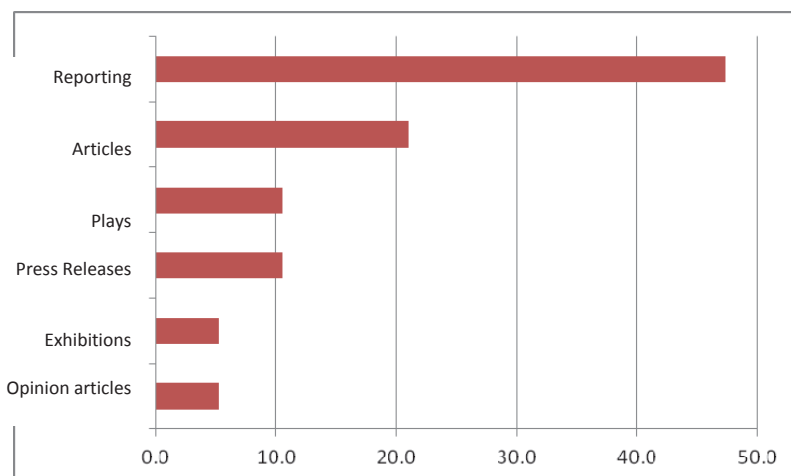


Presentation of women in the media on International Women's Day

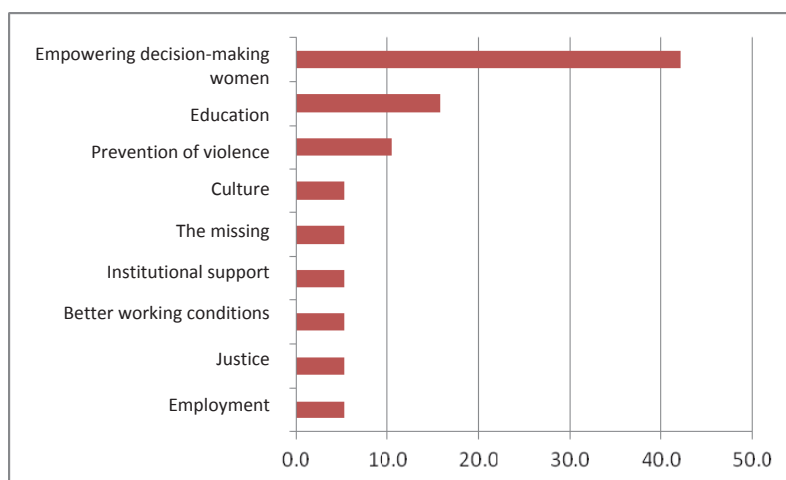
Based on the material analyzed, we have looked at how the media covered International Women's Day and how much space was given to reporting on women. Naturally, coverage space depended on activities that occurred on International Women's Day and that is reflected in the media.

The largest portion was given to media coverage of round-tables organized for March 8, or in 47 per cent of cases, followed by different articles on the topic of March 8 (21 %), reporting on the organization of plays, exhibitions and various press releases, issued mostly by NGOs, presented in the media.

Figure 14: Space given to women on International Women's Day



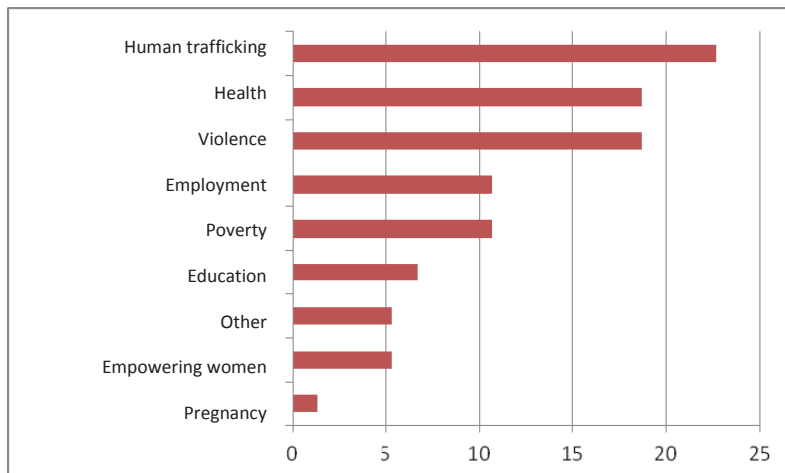
The messages issued on International Women's Day and covered by the media, were in most cases, or 43 per cent, related to empowering women in decision-making, educational advancement (16 %), and prevention of violence (11 %) etc.



Presentation of the woman in social topics

In space dedicated to topics with social content, when women are presented, the articles analyzed reveal that problems affecting women, are of concern to them, such as: human trafficking (23%), health (19%), violence in general (19%), poverty (11%), inequality in employment (10%), and education (7%) etc.

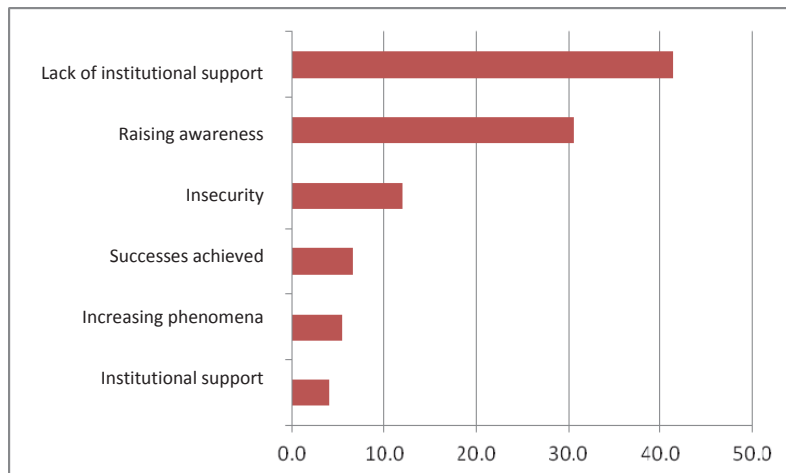
Figure 15: Newspaper articles about social topics



Women's concerns with the above mentioned issues mainly relate to criticisms they make of the lack of institutional support for improving the position of the woman (42%), and their concerns are also about increasing negative phenomena which affect women (5.3%).

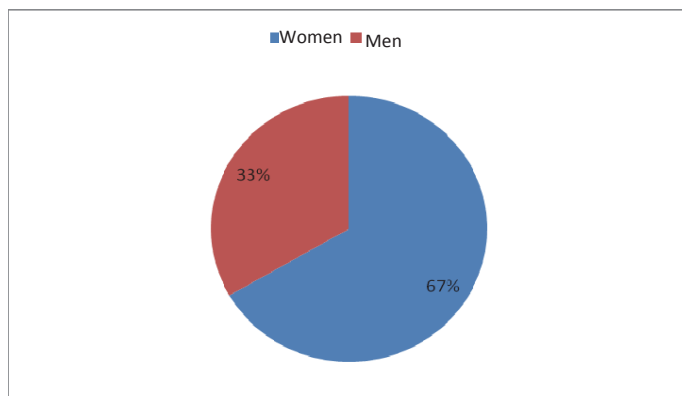
In articles about social issues, women also talked about the importance of raising public awareness about negative phenomena (31%); the importance of achieving gender equality in employment and education; and successes achieved as a result of the work of women, as well as the need for institutional support for women and girls in Kosovo.

Figure 16: Women's concerns about social topics



The analysis of the content of articles brings to light another negative trend regarding the presentation of women as sources of information, or professionals on social issues etc., as the percentage in which they are the primary source – is not very high (67 per cent). Because of the positions men hold in respective institutions (in the police, centers for social work etc.), this means that even in topics which are mostly about women and their social concerns, men who are sociologists or psychologists, are still interviewed in about 33 per cent of cases.

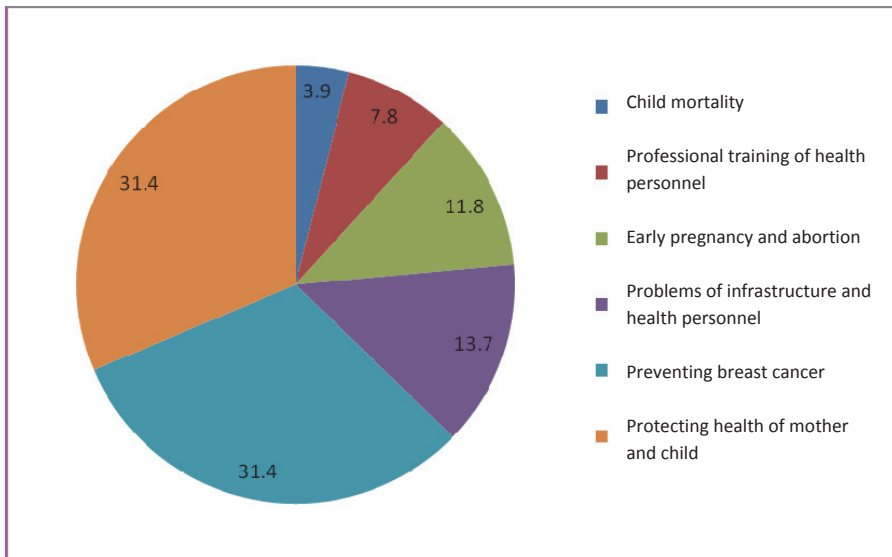
Figure 17: Quoting women on social topics, in comparison to men



Presentation of women in health

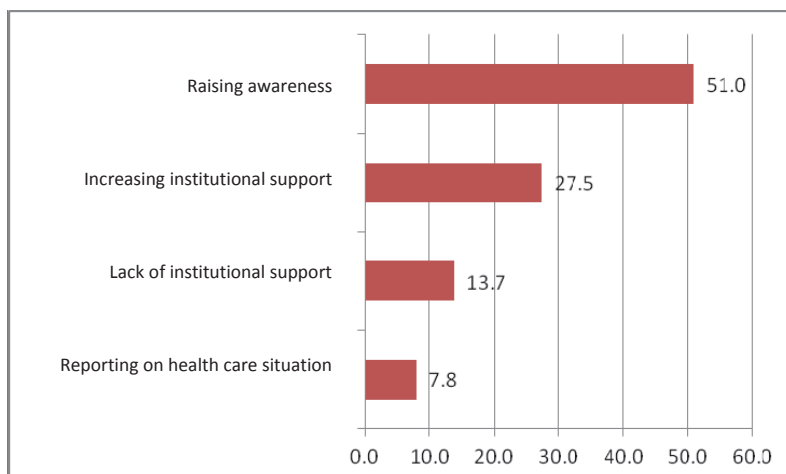
The review of articles about health within the field of social issues comprises 8 per cent of articles. The results derived from these articles on health, analyzed in the Kosovo print media, show that the concerns and problems which are addressed and presented the most are about: preventing breast cancer (31.4%), protecting the health of mother and child (34%), and, early pregnancies and abortion (12%), etc.

Figure 18: Women's concerns about health



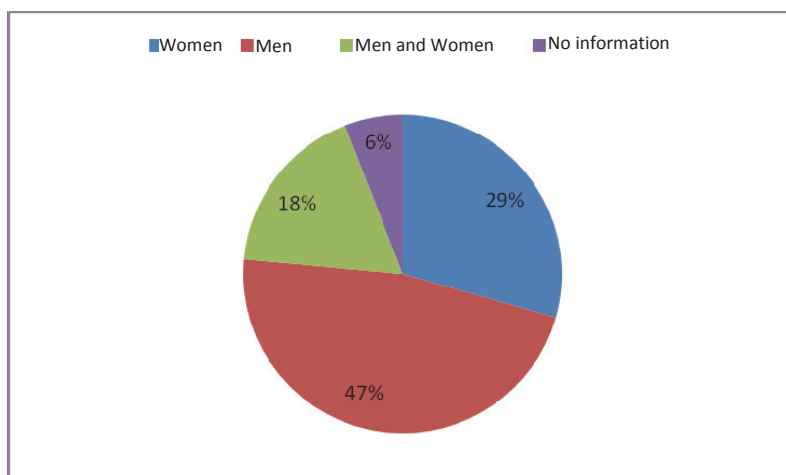
In general, in these articles the messages sent and presented in the media are appeals to raise awareness about health problems, appeals to increase institutional support for health, criticisms about the lack of institutional support, as well as general reports on the situation with regard to health care.

Figure 19: Women's messages about health



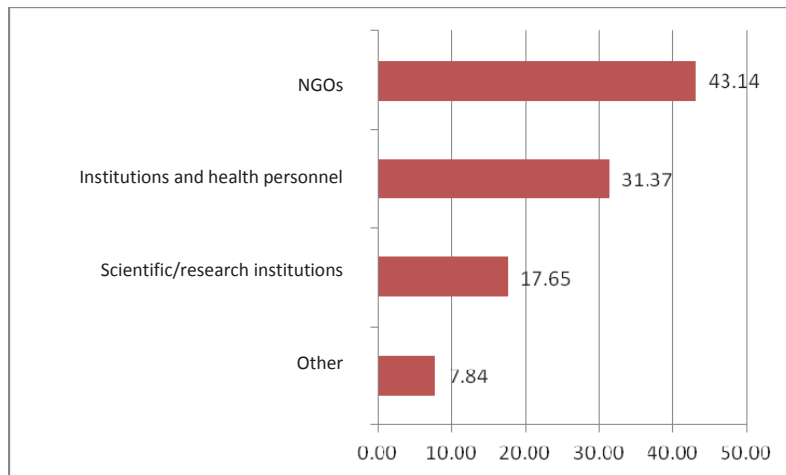
As in the majority of topics, in the field of health, men are given more space to express their opinions (mostly doctors, sociologists etc), than professional women.

Figure 20: Quotes of women and men about health



In addition, the results show that NGOs and institutions or health personnel, are those who raise their voices the most to talk about problems or give advice on health care. Furthermore, articles which refer to sources from scientific and research institutions are also referred to as sources in the print media.

Figure 21: Sources of information about health



Presentation of women in economics

The results extracted from the analysis of archived material indicate clearly that the presentation of women in economics is the area in which women are represented the least, or in 2.8 % of all articles analyzed in this study. This outcome indicates that on economic issues, the woman does not receive the appropriate space to express her ideas or perspective.

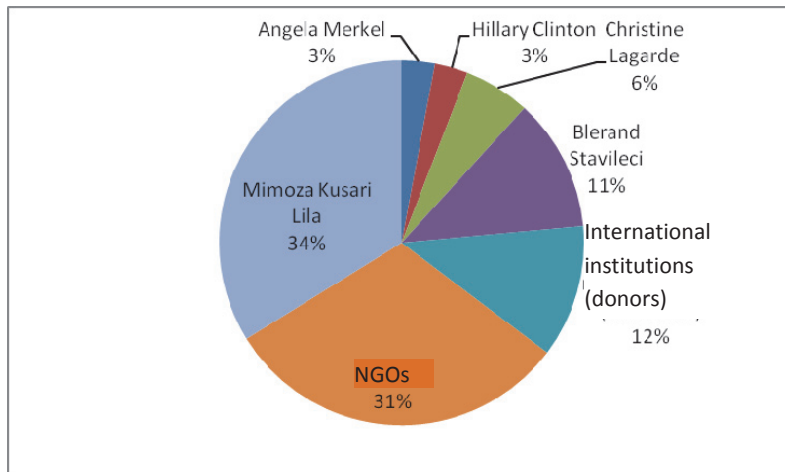
Within articles which address the economy, articles were reviewed to see who was given more space and it can be clearly seen that it is political figures who receive most media attention, even with regard to economic affairs, the economic empowerment of women or economic challenges for women.

Although there are articles about the successes achieved by women themselves in the economic field, it is noticeable that men are more often consulted for their professional opinion on economic issues.

The results show that greater attention in articles on economic issues was paid to: Ms. Mimoza Kusari-Lila (34 %), women's NGOs (31 %), international institutions and donors (12 %) etc.



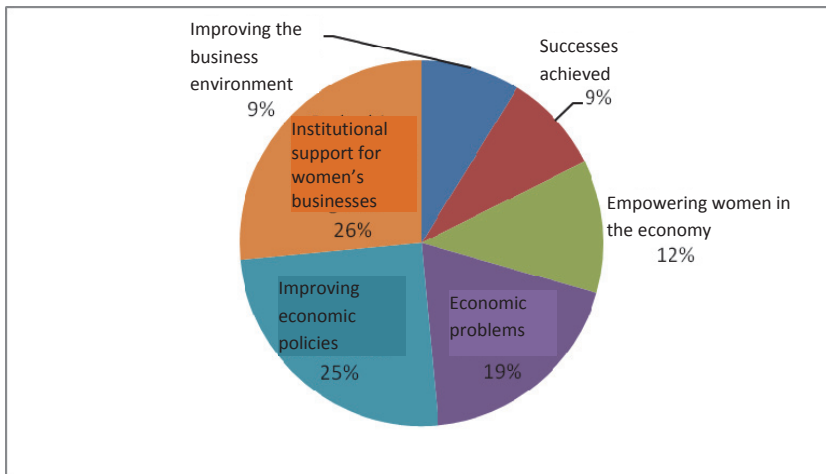
Figure 22: Space given to women on economic topics



Women's concerns about economic topics

Women are most often represented in association with the following economic issues in the print media: need for institutional support for women's businesses (26%), improving economic policies (25%), articles about economic problems (19%), empowering women in the economic field (12%), presenting successes achieved by women in the economic field (8%) and improving the business environment in general (8%).

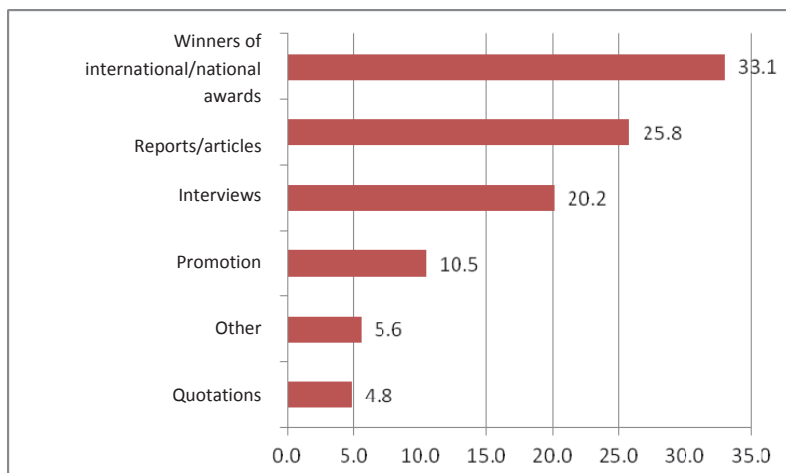
Figure 23: Women's concerns about economic topics



Women on cultural topics

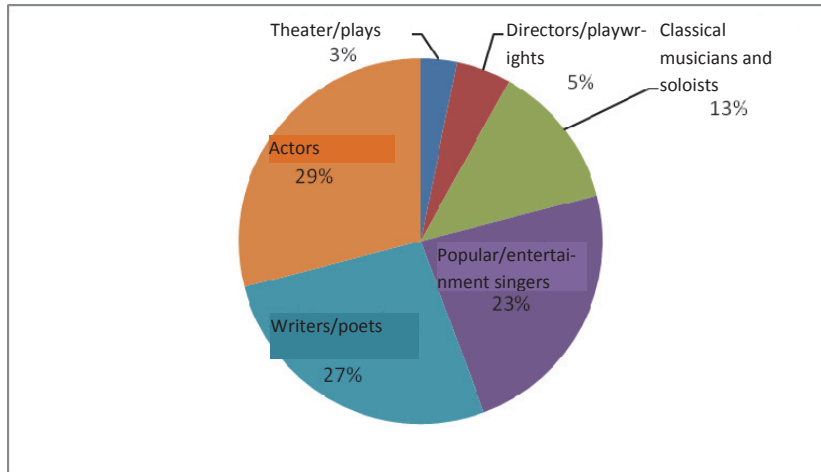
According to the analysis of archived material, the space dedicated to women on cultural issues comprises 13 per cent of total space. The presentation of women in culture, in the print media, occurs through articles (26%), interviews (20.2%), quotations (5%), various promotions (of books and plays) (11%) as well as articles on successes achieved in winning international or national awards (33%).

Figure 24: Ways of presenting women in articles about culture



According to the material analyzed, within different professional groups in the cultural field the greatest space is given to actors (29%) (Albanian and international), writers and poets (27%), singers of popular or entertainment music (23%), classical and soloist musicians (13%), while the least space in comparison to other cultural professions, is given to directors and playwrights (just 5%).

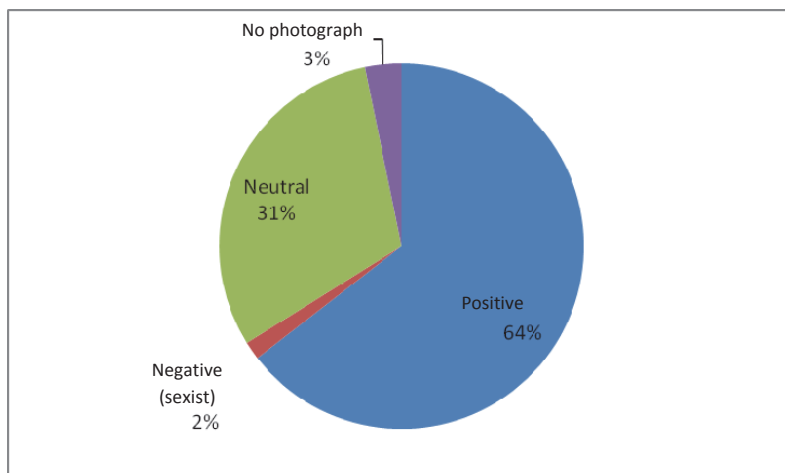
Figure 25: Presentation of women in culture



It is worth mentioning that special attention and a dignified representation in the field of culture is given to celebrities, promoting their work and successes, such as: the soprano, Inva Mula, and Nexhmije Pagarusha; the pianist Lule Elezi; the actresses Arta Dobroshi and Gresa Pallaska and the actress of Albanian origin, Eliza Dushku.

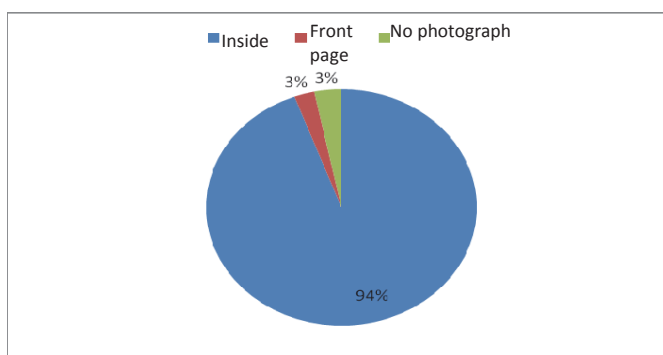
However, most significant in the cultural field, is visual presentation. Although in about 64 per cent of articles, the woman is presented positively, which means that the photograph fits the article and is taken during a play, or acting etc, 31 per cent are neutral, because women are often presented only by (facial) portraits.

Figure 26: The visual presentation of women in culture



It should also be emphasized that although a small percentage, (about 2%), singers are those who are usually presented by sexist photographs. Naturally, the media cannot be blamed for this as often such photographs are taken in agreement with the singers; nevertheless, it is concerning that it is these photographs which are given space on newspaper front pages.

Figure 27: Presentation of women on front pages



Positive and negative photographs about cultural topics



Inva ka arritur majat më të larta të operës botërore

Sopranosja me famë botërore Inva Mula ka korrur përsëri suksessë të madhe me interpretimin në rolën e Violetës, në operën "Traviata" të Xhuzeppe Verdit. Vëllë në skenë nga Teatri Nacional i Artit në Pekin, në një version krejt të ri, nga Hen-

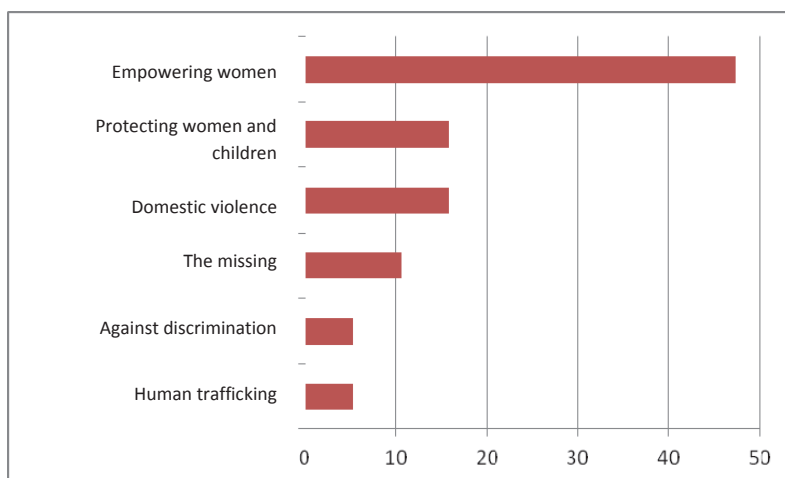
në një prodhim kinematografik, ndërsa një pasqyrë 246 m2 në sfond, siç thotë Inva, për herë të parë i ka dhënë mundësinë që njëkohësisht me spektatorët, të shikojë edhe interpretimin e saj, duke krijuar një kontakt më të afërt me publikun. Por Inva Mula flet me admirim edhe për ni-

Gender equality – what do the media report?

Naturally in the print media in Kosovo articles can be found about gender equality, examining the problems or successes associated with achieving it.

The results below derived from reviewing some articles about this issue clearly demonstrate that in nearly 50 per cent of cases, articles refer to appeals to empower women, or the importance of protecting women and children (18%), and fighting domestic violence (18%) etc.

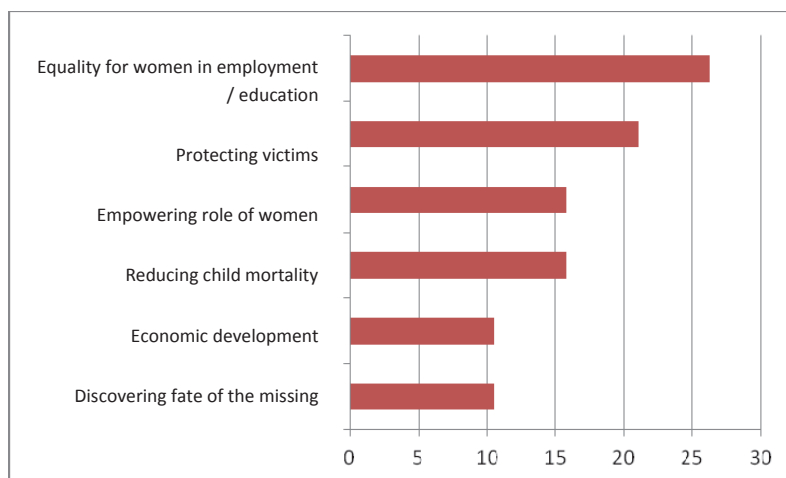
Figure 28: Articles contributing to gender equality



But, the presence of these topics in the print media in Kosovo is an outcome also of society's work on this issue and the media simply report on these activities. Of the articles reviewed, the majority were reports on round-tables held on these topics (52 per cent), reports on various activities (22 per cent), conferences (16 per cent), as well as open letters (10 per cent), written mostly by NGOs to the institutions.

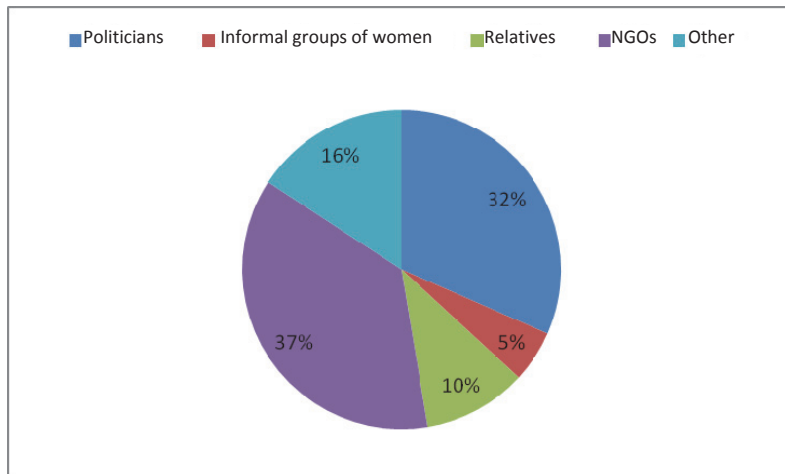
Women's messages to the institutions about gender equality deal in the main with appeals for gender equality for women in employment/education (over 25%), for the protection of victims (21%) and the empowerment of the role of women in general (16%). In addition, the messages presented and sent by the media relate to appeals to reduce child mortality, the importance of economic development and its affect on the position of women in society, as well as uncovering the fate of the missing, as a persistent concern of society.

Figure 29: Women's messages in articles on gender equality



Based on the articles analyzed, women's NGOs (37%) and women politicians (32%), as deputies, and politicians in decision-making positions are those who by their activities mostly address the problem of gender inequality. Other messages presented in the media come from informal groups of women, as well as from family members, as is the case with discovering the fate of the missing in Kosovo.

Figure 30: Addressing gender equality, by groups



Case studies

This chapter contains a deeper analysis of selected articles as case studies of different topics, in order to identify ways of presenting women in the print media, including positive and negative aspects, prejudices and gender stereotypes. Of the archived material, 10 articles in total were chosen: 8 negative case studies and 2 positive case studies.

The goal of a deeper analysis of the articles was to identify and to collect concrete examples of how one should or should not write about a particular issue and how the media can contribute toward breaking down stereotypes, or in negative cases – in consolidating them or in promoting gender inequality.

Besides the content of the articles, the photographs associated with the articles were also examined, to see whether they assist in improving the image of the woman in the media or damage the constant efforts of many actors to this end.

Example 1: Fewer women trafficked in Kosovo?

The article titled, “Fewer women trafficked in Kosovo” is an example of misrepresentative, unprofessional and unfair reporting, using totally gender insensitive language. Initially, the author of the article talks about trafficking as a declining phenomenon, based on a police declaration, but the only source cited in the capacity of victim is, “the case of a 23 year old, who is cited as saying that, ‘she does this job willingly and no one forces her violently to do it’”. Furthermore, the author of the article comes to the conclusion, without factual basis, that, “It is not just a few women who willingly sell their bodies to gain money”.



Example 2: Prejudice toward victims through photographs

One of the articles analyzed relates to the reports/articles of men and women journalists regarding the topic of human trafficking, accompanied by discriminatory and prejudiced photographs. What is initially noticeable is that in the majority of articles examining the theme of trafficking, men and women journalists often do not make a difference between trafficking or prostitution and the stories are more



informative, than seeking to prevent human trafficking.

Furthermore, analyses of media reports about cases of human trafficking clearly show that the material used, especially photographs, is prejudicial toward women as victims of these crimes.

Most articles on this issue are accompanied by photographs, which present stereotypes created for women, since photographs in the majority of articles show women in night clubs, or on the street, thus creating the impression that they are willing prostitutes, and not victims of trafficking. In an article titled, “Police arrest 19 persons for human trafficking and prostitution”, the victims who were among those arrested, were even referred to as “13 women from Serbia”, which is a very unprofessional example of reporting, since it shows no solidarity with the victims of trafficking – as the country from where they come is entirely irrelevant.

Example 3: “Four human traffickers arrested”

The article titled, “Four human traffickers arrested”, which covers the arrest of four persons suspected of being involved in human trafficking and sexually exploiting Kosovar girls, includes a discriminatory photograph of women. It does not correspond at all with the nature of the article, since the photo shows some girls in a public environment, and so has nothing to do with the topic of the article. When photos are used which do not correspond with the topic, and are prejudicial toward women, this reveals an approach which is not serious in the media.



Example 4: Article titled, “Inxhet” in the Assembly!

(Inxhet is a term used to refer to older, women relatives, like aunts)

Often, it is the media themselves which have strengthened gender stereotypes, using unjust language to describe particular problems and in this manner, attributing to women, just because of their gender, the failure or inability to take on a role or do a particular job.

Naturally, the media has a mission to criticize the lack of work of any social group; however they must be careful not to attribute this to gender.

“Inxhet” in parliament is the title of an article which criticizes women deputies for a lack of commitment to their duties. This approach is wrong because the article does not

discuss in general the lack of initiative, or commitment from deputies in general, but separates out women deputies as more passive, even not making any exception for particular women deputies. In this case, the woman journalist, even when citing deputies who did not agree with this assessment, says that, “some of the deputies speak in feminist language”.

Expressions such as, “Inxhet”, or phrases like, “in this lazy paradise, considerable space is occupied by women deputies”, and, “women and ladies outside the Assembly”, are



assessments that should not be used by professional journalists, and even less in cases when this does not help, but instead further damages persistent efforts to achieve gender equality in Kosovo.

Example 5: Article titled, “Atifete and Ilir: Don’t shame us!

Gender differences and stereotypes are quite common in Kosovo. By way of illustration, the Kosovo President has often been the target of media attacks which refer to her ‘gender’.

But, such an approach is not evident in articles criticizing men who are politicians. For example, in the article titled, “Atifete and Ilir: Don’t shame us!”, the author criticizes two political figures for their public appearances, assessing them as unprepared and not capable of doing their jobs.

What is interesting about this article is the fact that the article’s author, when criticizing the President, uses expressions such

as, “the Kosovo President had no idea about what was happening in the Summit, and this was clear from her behavior at the Summit and up to the way she carried her bag as if for a women’s wedding party”. Such comments allow the reader to conclude that the President was not well prepared because she is a woman (and not because she is unaware of protocol in particular meetings) and that ‘women’ know how to get ready only for a ‘women’s wedding party.’ This approach is strongly influenced by mindset, without taking into



account the author's lack of professionalism, making banal and unethical, and even boring, comments.

Example 6: "The President, a "Casanova", the first lady, Russian"

The language used often indicates inequality between women and men in Kosovo, but also a lack of professional ethics in labeling individuals, according to nationality. In the article titled, "President a "Casanova", the first lady, Russian", the language used was offensive, first against Ms. Masha Pacolli – the wife of Mr. Behxhet Pacolli, and in addition, against women in general. For example, when the author writes, he calls Mr. Behxhet Pacolli "the businessman Behxhet Pacolli", or "the President," yet Ms. Masha is described as "the wife of the businessman" and though the author notes that she "directs the Ibrahim Kodra Foundation," nevertheless she is assessed according to her nationality "she is Russian", and it is noted that, "she directs the gallery in her husband's hotel." Such comments are far from the required journalistic ethic of not damaging an individual's image, insulting them or strengthening gender inequality.



Example 7: Article titled, “A boy after 14 girls”

Gender distinctions have been common with regard to childbirth. It is known that in Kosovar society, the birth of a son is greeted by a family with more joy, and the lack of a male child has even often caused problems for women: they are blamed, they are sent away from the house, a family without a son is considered without an heir etc.

But, when such a distinction is supported by the media, this is intolerable, because the media should assist in uprooting such opinions and help to raise public awareness. To illustrate this topic, we have examined the article titled, “A son after 14 years” .

The author writes: “The first wife gave him eleven girls. The second began in the same way, with three more (girls). And when all hopes for an heir were almost extinguished, a miracle occurred for R.K – aged 71, he had a son” .

So, the author described the birth of a son as a miracle, without drawing any attention to the experience of three wives, who were left because they “had not given birth” to a boy and so, reinforcing further the mentality that ‘a boy’ is the family’s heir. Also inexplicable are the comments of doctors, who say that “the arrival of a boy after 14 girls is a miracle that requires no comment”.



Example 8: Advertisement titled, “Another Boy”

Of the same character is the advertisement titled, “Another Boy”, issued by a hospital, which although done for commercial reasons, damages the efforts of our society not to make gender distinctions. The article talks about the joy of a couple at the birth of a child – a boy, after the death of a previous child – also, a boy. The birth of a child was made possible (according to the article) by the in-vitro method. But, in all this tragedy at the loss of a child and the joy at the birth of another, the problem of the article lies without doubt in the way the assessment of despair at the loss of the first child, is expressed and connected to its gender, writing, “they had lost the son, brother, as well as the only heir to their name,” or “the baby was not a child like all others; it was chosen to be a boy”.



Positive cases

Naturally the media also provide positive examples, which aim to improve the position of women in society, or to give examples of success and to send strong messages about the importance of gender equality. For example, it is very important that men and women journalists know how to extract a powerful message about improving the position of the woman, when it comes to women who are achievers or who have influence, such as in the following article.

Clinton: Progress of the woman, progress of humanity

The messages addressed by

the American Secretary of State, Ms. Hillary Clinton, and which are covered in our media, are very influential when she underlines that, "We must unanimously declare that the progress of women is the progress of humanity". The entire article does not contain prejudicial language, but presents the complete message directed by this leading diplomat toward public opinion, emphasizing that, "When women compete for public positions, governments are more efficient and sensitive to their citizens. When women are free to make a living and when they start small businesses, they transform into a key element of economic growth.

Zero tolerance toward domestic violence

Articles using gender sensitive language and which address problems facing women in our country are more positive and very necessary. The article titled, "Zero tolerance toward



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Presidentja e Kosovës, Atifete Jahjaga, gjatë një tryeze që është diskutuar mbi Ligjin për mbrojtje nga dhuna në familje, ka theksuar se dhuna në familje duhet të luftohet me veprime konkrete, për ta grënjosur nga shoqëria, meqë nuk mund të ketë tolerancë ndaj dhunës kundër gruas dhe fëmijëve.

në familje janë bërë hulumtime, janë hartuar ligje dhe janë zhvilluar aktivitete të ndryshme, duhet të bëhet akoma më shumë, megjë ajo është mjaft e pranishme dhe

[illegible]

60

Conclusion

Despite continual efforts by the institutions and society in general to improve the position of the woman and to achieve gender equality, the reality is very far from that which the woman deserves. The woman in Kosovo continues to be challenged by unequal participation in most spheres of life and, depending on her position in society, this reality is also represented in the media.

The monitoring of print media in Kosovo brings to light trends regarding the presentation of women in the media, in relation to men, but also in relation to the space dedicated to women in different fields.

First, women are under-represented in Kosovo's daily newspapers, while men continue to dominate in over 60% of cases, and women who take center-stage in the media occupy just 10 per cent of space.

Second, in comparison with men, women are much less present in important topics like: political, social and cultural issues and priority is only given to women, with regard to men, in the area of entertainment/show business.

This practice of presentation reconfirms the dominance of forms which reflect, support or reinforce existing stereotypes, as well as gender roles defined by society.

Third, the priority given to men, in comparison with women, with regard to citations/pronouncements on different issues, indicates clearly the advantage that men have in relation to women regarding expressing opinions on different issues, although in many areas, such as in politics, health, the economy and business, there are enough successful and professional women who could be sources of information on many issues.

Another problem observed in the monitoring of newspapers, is the space given to the same persons to declare on particular issues, even when it comes to the professional opinions of various experts, like sociologists, psychologists etc.

In addition, space dedicated to women in the daily newspapers in Kosovo is more concentrated in articles inside the newspapers, than on the front pages and this is true of all topics, where the woman is present. This study reconfirms that the woman, in relation to men, is less present and is not offered adequate space representative of her activities.

However, it is worth mentioning that good steps have been made by involving women in politics and electing them to important state positions, as this study confirms that having women in decision-making positions – increases media attention toward them.

Without doubt, this not only affects adequate representation in accordance with the work of women in politics, but it assists in fighting gender stereotypes, as well as in giving space and using these politicians to send messages about empowering the role of the woman and improving her position in society.

Even so, discrimination is present with regard to insensitive language, used in the media, despite the positive examples in various articles. Expressions like: 'inxhet', 'like at a women's wedding party', 'boys – the only heirs of the name' etc., are typical examples of reinforcing prejudice and stereotypes of women and have nothing to do with respect for the ethical code and professionalism of reporters.

Visual presentation in the media, using photographs as illustration – to support an article, in general is positive, which means that the photograph fits the topic of the article and that the woman is presented in a manner which is not sexist or discriminatory.

Meanwhile, bad examples of presentation, and of gender discrimination, are however still present with regard to negative phenomena, such as human trafficking, or domestic violence. Such articles are accompanied by photographs which show women in night clubs and in other styles, which do not match the article's message. It is not uncommon in cases about the arrest of traffickers for the photographs accompanying the article to show women or young girls.

Despite the presence of articles which intend to empower the role of the woman and improve gender equality, the media must do more at its own initiative, to move from

reporting or writing about events, round-tables and different conferences, to articles which aim to provide more information about the problem of a phenomena, and especially to educate public opinion about preventing negative phenomena.

In particular, the media should focus on writing about how to report crimes, and places where help can be sought or support for victims of trafficking.

A positive trend in the media is the presentation of successful women, especially in sport. Naturally, in comparison to sportsmen, sportswomen are considerably less present; however, it is worth emphasizing that the representation of sportswomen was appropriate with regard to the presentation and promotion of their successes achieved in sports. This example should be extended to other fields, which are covered by the media to assist in giving positive examples of women who are successful in their professions.

Recommendations

- ❖ The Kosovo Government must secure funds for periodic research regarding the presentation of women and men in the media – they should be secured from the relevant institutions and be consistently funded in order to follow trends of media presentation according to gender and to improve the presentation of the woman in the print media.
- ❖ In addition, because of the great influence of the electronic media, continual efforts should be made to regularly monitor the media and the space dedicated to women, and in general, the contribution made toward gender equality.

- ❖ The Government and respective institutions should offer sufficient resources to implement programs which aim to secure equal access for women, in relation to men, in the media.
- ❖ The institutions, together with NGOs and the media, should promote debate on the media's social responsibility and to ensure that the ethical code of the print and electronic media in Kosovo is being upheld.
- ❖ The media must pledge to promote gender equality, not just in the space dedicated to women, but through articles to influence the improving of policies and increasing pressure toward the institutions, to implement practices for achieving gender equality.
- ❖ Specialized training should be provided to journalists who report on sensitive topics, such as: human trafficking, domestic violence etc, as part of a sustainable training program.
- ❖ Through their articles, the media should affect the construction of values, norms and positive positions about gender equality and in this way, raise awareness in public opinion about the importance and benefit to society of gender equality.
- ❖ The print media in Kosovo should take special care when they report on various phenomena which concern women, by not undermining their privacy.
- ❖ The media should play a role, not just in informing the public, but also in the space they dedicate to women, to promoting their achievements and successes, with special emphasis on women and girls in rural zones.
- ❖ The media must provide greater space to articles which impact on raising awareness among young women about negative phenomena, in order to prevent them.

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