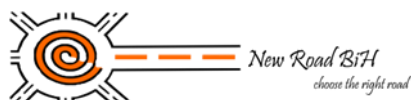


**WHO
MAKES THE
NEWS?**



**Gender Portrayal and Monitoring of Media
in
Bosnia and Herzegovina
2015**



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Introduction

This report is the outcome of media gender portrayal and representation in stories about gender-based violence and stories about the economy published in two mainstream newspapers in Bosnia and Herzegovina: Dnevni list and Dnevni avaz, also selected because of their high daily distribution (Dnevni- Daily) and the insistence of each on ethnic predominance, Dnevni list in parts with Croatian-Catholic majority and Dnevni avaz in parts with Bosniac-Muslim majority. It is the part of the project whose purpose is to monitor media gender portrayal and representation in stories about gender-based violence and about the economy in major B&H print, radio, television and internet news media aimed at collecting in-depth qualitative and quantitative data on the said thematic areas and applying the monitoring findings to inform actions for change. The collected evidence will be used for designing of advocacy and awareness raising materials that will be used for discussions at the workshops and applied to build critical media literacy of media audiences to enable them effectively engage with media on gender issues in content. All the findings will be used to achieve more targeted media advocacy aimed at overcoming the existing gender stereotypes and enhanced demonstration of sensibility regarding gender equality in the work of B&H journalists.

I Country background

1. General Situation

Bosnia and Herzegovina is a heavily divided society. The war 1992-1995 ended with a complex peace agreement, negotiated in the US military base of Dayton, Ohio, USA (Dayton Peace Agreement - DPA), which introduced territorial divisions and complex power-sharing arrangements to tame the conflict and keep the country together. The country now consists of two entities: The Republic of Srpska, which is administered by the Serbs and covers some 49% of the territory and the Federation of Bosnia-Herzegovina (FB&H), administered by the Croats and Bosniacs, covering 51% of the territory. The Federation B&H entity consists of 10 cantons, of which have a Croat majority, four a Bosniacs majority, and two are evenly mixed. Additionally, there is also the District of Brcko, which is an independent unit that does not belong to either of the two entities. The Dayton Peace Agreement granted a broad set of powers to the Office of the High Representative for B&H (OHR), which has a mandate to impose laws and intervene in any sphere of the country's political or economic life (including media), in order to ensure the implementation of the peace agreement.

Bosnia and Herzegovina faces many challenges regarding both human rights and the protection of minorities. The legal and institutional framework for the observance of human rights requires substantial improvements and the adopted legislation needs to be effectively implemented, notably regarding anti-discrimination aspects. The conditions for the exercise of the freedom of expression have deteriorated.

Although there is some level of preparation in this area with legal provisions generally in place, the institutional and political environment is not conducive to creating the conditions for full freedom of expression.

With regard to the economic criteria, Bosnia and Herzegovina is at an early stage in developing a functioning market economy. Some progress has been made on improving the business environment; however, difficult labor market conditions have remained largely unchanged, with unemployment at 27.6%, rising to 62.7% among youth.¹

Media outlets have been facing political and financial pressure, as well as intimidation and threats against journalists and editors and polarization of the media along political and ethnic lines are still evident. The transparency of media ownership remains limited and is partly ensured through the court registration of businesses that own the media. Full information is not easily accessible due to problematic legal provisions hampering systematic insight into the ownership structure. This is especially problematic for online media, which are often not registered as media businesses. There is a lack of rules governing government financing of the media. Public broadcasters that are not part of the public broadcasting system are financed from municipal and canton budgets and remain under strong political influence.²

Despite the fact that Bosnia and Herzegovina is a signatory to numerous international conventions, protocols and treaties that articulate and require actual application of principles of prohibiting gender based discrimination, and that the legal framework and public policies that guarantee equal rights for women and men is in place, women in Bosnia and Herzegovina are still not equal to men in exercising their rights in neither public nor private sphere. Thus, women have been excluded from all the important processes regarding a series of reforms that Bosnia and Herzegovina has lately launched, their attitudes have consequently remained invisible, and the trend of having a rather small number of women participating in decision-making bodies and management has continued. Bosnia and Herzegovina has significantly improved in this area over the past ten years by establishing a framework of government institutions, and adopting the Law on Gender Equality in 2003 and its amendments in 2009, as well as the Anti-Discrimination Law in 2009, but governmental institutions' failure or avoidance to harmonize laws at state, entity and cantonal levels in order to ensure equal rights and treatment of women before the law remains a concern.

Stereotypical and traditional attitudes, customs and cultural practices are deeply rooted in the collective awareness of the role of women in the society, who are primarily seen as mothers, wives and housekeepers, as they are generously granted the role of the guardians of the family. Such understanding strongly influences the attitudes and actions of women and men within the government institutions at all levels in B&H which do not support the fundamental and systematic changes aimed at realizing women's human rights in practice.

Economic and political participation of women in B&H

Participation of women in labor force is still at a very low level. Bosnia and Herzegovina has indeed adopted measures aiming to provide gender equality in employment policies.³ However, these policies have not led to a more significant change in this regard.

¹<http://legislationnet.com/european-legal-bosnia/>

²http://ec.europa.eu/enlargement/pdf/key_documents/2015/20151110_report_bosnia_and_herzegovina.pdf

³Employment Strategy in Bosnia and Herzegovina 2010-2014, Employment Strategy of the Federation of Bosnia and Herzegovina 2009-2013, Employment Strategy of the Republic of Srpska 2010-2015

Even when employed, women are facing discrimination on more than one ground. The most concerning problem is related to violations of workers' rights of pregnant women, particularly in private sector, especially when they have temporary engagement contracts which are often not extended by employers in order to avoid its legal obligations toward the future mothers. There is no adequate data on these violations since these cases are rarely reported and discovered.

Also, women in Bosnia and Herzegovina are evidently not equal with men in the area of political life. In general, Bosnia and Herzegovina has a small number of women political leaders, on both national and local levels.

There is 9 (21.4%) female representatives in the House of Representatives of the Parliamentary Assembly of Bosnia and Herzegovina, out of 42 members, and 2(13.3%) female delegates in the House of Peoples of the Parliamentary Assembly of Bosnia and Herzegovina, out of 15 members.⁴

When engaged in politics, women are often stereotyped by the media, thus invisible in the pre-election campaigns despite being very active in the election process and despite having promotional campaigns well elaborated by the civil sector and gender mechanisms. It is not rare that women are nominated for the positions to which they would not be elected, given that political parties are very experienced and acquainted with methods on how to put candidate lists complying with quotas system with minimal representation of women.

An additional obstacle is the fact that women are minority also in the bodies of political parties where they can hardly manage to put in focus gender equality since political parties programs often do not include gender equality principles.

This is particularly worrying since political parties are the policy creators and they are responsible for keeping or changing traditional attitudes and stereotypes concerning women's political engagement, but are also in charge for empowering and educating women and providing support for women elected, which can by all means increase the number of women in political life.⁵

Violence against women

There is no adequate statistical data on violence against women due to lack of unified methodology and database which leads to poor policy planning, implementation and budgeting. Women victims of violence are often afraid to report these incidents, especially when the perpetrator is a family member. Besides that, women victims of violence do not have confidence in the State institutions for various reasons, but mostly because social workers are not using sensitized approach to victims, processing and resolution of cases by the courts is slow, and because women victims of violence are frequently threaten and continuously intimidated by the abuser. Additional problem is the fact that physical violence with visible physical injuries is predominantly recognized by government institutions as the main and only form of violence against women, while sexual, psychological and economic abuse of women is neglected and under-recognized in practice.

⁴<https://www.parlament.ba>

⁵http://tbinternet.ohchr.org/Treaties/CEDAW/Shared%20Documents/BIH/INT_CEDAW_IFN_BIH_13699_E.pdf

Despite the fact that the new legislation on protection from domestic violence was adopted in 2012 in both of Bosnia and Herzegovina entities⁶, failing to harmonize provisions of these laws and to provide legal security, unequal treatment and low level of implementation of laws treating violence against women by the responsible officials are still key issues in Bosnia and Herzegovina. Systematic co-ordination is still missing between the relevant authorities in cases involving gravest criminal offences or murders where women are mostly victims and sometimes perpetrators after the years of being subjected to violence.⁷

Media in Bosnia and Herzegovina

A complex political structure, and the slow post-war recovery, has determined the structure and the nature of the media landscape of the country. Between 1995 and the early 2000s, the media development was primarily guided by large international development and cooperation agencies and donors, who have invested significant amounts of money to help reconstruct, diversify, democratize and professionalize media outlets in BiH.⁸

Journalists are subject to the pressures of the political parties and media owners (many of whom are political figures or affiliates). Ethnic and political pressures and loyalties influence media reporting and editorial decisions. Media has a strong influence on the Bosnian population, and many lack the tools necessary to approach the information they receive via the media critically and objectively. Ethnicity strongly influences the way people in Bosnia consume media: many Bosniacs rely on Sarajevo-based TV, radio and print media; the majority of Bosnian Serbs are geared towards RS- and Belgrade-based media; and Bosnian Croats tend to lean towards media from Croatia.⁹

Analysis of Media Reports on Violence against Women and Women in the World of Business

Monitoring of print media in Bosnia and Herzegovina (B&H) was carried during April and May 2015 for the purpose of reviewing the media coverage on these two topics:

1. Successful women
2. Women and Violence

Sixty editions of each “Dnevni list” and “Dnevni avaz” published were monitored. The data was collected using a methodology adapted from the Global Media Monitoring Project (GMMP), the world’s largest and longest running initiative on gender equality in and through the news media.

⁶The Law on Protection from Family Violence of the Republic of Srpska (Official Gazette of RS, number 102/12), the Law on Protection from Family Violence of the Federation of Bosnia and Herzegovina (Official Gazette of FBiH, number 20/13)

⁷http://tbinternet.ohchr.org/Treaties/CEDAW/Shared%20Documents/BIH/INT_CEDAW_IFN_BIH_13699_E.pdf

⁸ http://ejc.net/media_landscapes/bosnia-and-herzegovina

⁹ <https://rising.globalvoices.org/>

Besides that, the Monitoring Team carried out a qualitative analysis of some additional media reports on females aimed at obtaining an overall picture of gender portrayal in B&H.

During the Gender Portrayal and Monitoring in B&H Media in total 432 newspaper articles were analyzed.

Methodology

A quantitative and qualitative research methodology was applied to monitor reporting patterns, coverage and other features of content published in newspapers. The data collected enables an objective review of news media reporting through statistics. The research depends on close-ended questions listed in a newspaper's monitoring coding form. The monitors needed to read, understand and analyze the news articles selected, using the indicators and measures in the coding form as a guide. The objective was to detect features and characteristics of the news coverage and draw conclusions on implications for gender equality and respect for the women's fundamental rights. The indicators are part of those standardized and recognized internationally in research on gender and women's portrayal and representation in the media.

Research Indicators

The research helped reach conclusions on several indicators and/or questions, including:

- Representation of women and men in daily news. Are they evenly represented?
- What is the occupation of women and men represented?
- The way in which women and men are represented. Are women more than men represented as victims?
- The function of women and men in the news. Are they evenly represented as subjects, spokespersons or experts?
- Does sex of the journalists has importance in choosing the subject of the news?
- What stories about women tell us?

Major Monitoring Findings

1. Topics in the news

416 articles of both newspapers were analyzed. Most of the stories, 18,27% was about *Economic policies, strategies, modules*, followed by *Violent crime, murder, abduction, kidnapping, assault, drug-related violence* with 14,66% and *Gender violence based on culture, family, inter-personal relations, rape, trafficking, FGM* with 9,37%. *Employment and Other labor issues, (strikes, trade unions, etc.)* are both represented with 7,45%. 6,49% stories was about *Rural economy, agriculture, farming, land rights* and 6,25% was about *Economic indicators, stats, stock markets, etc.* and *Consumer issues, consumer protection and fraud*.

Regarding representation of women and men in the topics of the news, the results show that men are much more mentioned as a source in topics related to the economy. Exception is in the topic 12 concerning poverty and social assistance, while women are more often subjects in issues of violence. Men are generally more mentioned, in both newspapers women with 28,19% and men 61,26% in “Dnevni list” and 35,32% women and 62,61% of men in “Dnevni avaz”.

Table 1 Representation of women and men in the topics of the news

Topics	Dnevni list			Dnevniavaz			Total
	Žene	Muškarci	Drugüzvori	Žene	Muškarci	Drugüzvori	
9. Economic policies, strategies, modules, etc.	18	43	6	13	48	0	128
	3,65%	8,72%	1,22%	2,98%	11,01%	0%	13,78%
10. Economic indicators, stats, stock markets, etc.	2	26	13	2	0	0	43
	0,40%	5,27%	2,64%	0,46%	0%	0%	4,63%
11. Economic crisis, state bailouts of companies, company takeovers and merges	4	27	3	0	14	1	49
	0,81%	5,47%	0,61%	0%	3,21%	0,23%	5,27%
12. Poverty, housing, social welfare, aid, etc.	25	22	2	2	1	0	52
	5,07%	4,46%	0,40%	0,46%	0,23%	0%	5,60%
13. Employment	5	16	8	2	9	0	40
	1,01%	3,25%	1,62%	0,46%	2,06%	0%	4,30%
14. Other labor issues, (strikes, trade unions, etc.)	4	22	2	2	25	0	55
	0,81%	4,46%	0,40%	0,46%	5,73%	0%	5,92%
15. Rural economy, agriculture, farming, land rights	4	15	3	2	15	0	39
	0,81%	3,04%	0,61%	0,46%	3,44%	0%	4,20%
16. Consumer issues, consumer protection, fraud	2	12	11	3	5	0	33
	0,40%	2,43%	2,23%	0,69%	1,15%	0%	3,55%
17. Transport, traffic, roads	2	11	3	2	1	0	19
	0,40%	2,23%	0,61%	0,46%	0,23%	0%	2,05%
18. Other stories on economy (specify in comments).	4	20	0	10	5	2	41
	0,81%	4,06%	0%	2,29%	1,15%	0,46%	4,41%
42. Non violent crime, bribery, theft, drug dealing, corruption(incl.	0	6	1	1	2	0	10
	0%	1,22%	0,20%	0,23%	0,46%	0%	1,08%

political/malpractice)							
43. Violent crime, murder, abduction, kidnapping, assault, drug- related violence	37	46	0	43	69	0	195
	7,50%	9,33%	0%	9,86%	15,83%	0%	20,99%
44. Gender violence based on culture, family, interpersonal relations, rape, trafficking,	12	19	0	40	53	0	124
	2,43%	3,85%	0%	9,17%	12,15%	0%	13,35%
45. Gender violence perpetuated by state	1	2	0	0	0	6	9
	0,20%	0,40%	0%	0%	0%	%	0,97%
46. Child abuse, sexual violence against children, neglect	2	2	0	26	19	0	49
	0,40%	0,40%	0%	5,96%	4,36%	0%	5,27%
47. War, civil war, terrorism, state based violence	4	5	0	1	1	0	11
	0,81%	1,01%	0%	0,23%	0,23%	0%	1,18%
48. Other stories on crime and violence	13	8	0	5	6	0	32
	2,64%	1,62%	0%	1,15%	1,38%	0%	3,44%
	139	302	52	144	273	9	929
	28,19%	61,26%	10,55%	35,32%	62,61%	2,06%	100%
493 mentioned				436 mentioned			
100%				100%			

Of the total number of women mentioned as a source, in Dnevni list there were 139 women, which amounts to 14.96% of all mentioned in both newspapers (929). Number of men mentioned as a source was 302, or 35.50%, which is more than twice as much.

Of the total number of these women, in Dnevni Avaz there were 154, which amounts to 16.58% of all mentioned as a source in both newspapers. Men is mentioned almost twice as much, 273 or 29.39%.

If we look at the total number of women in both of newspapers, 293 or 30.79% and the total number of men mentioned as a source in both papers 575 or 62.57%, we can come to the conclusion that men, mentioned twice as often as women regardless of the context.

Table 2 Topics in the news

Topics	Dnevni list		Dnevniavaz		Total	
	N	%	N	%	N	%
9. Economic policies, strategies, modules, etc.	46	19,57%	30	16,57%	76	18,27%
10. Economic indicators, stats, stock markets, etc.	25	10,64%	1	0,55%	26	6,25%
11. Economic crisis, state bailouts of companies, company takeovers and merges	20	8,51%	10	5,52%	30	7,21%
12. Poverty, housing, social welfare, aid, etc.	10	4,25%	1	0,55%	11	2,64%
13. Employment	22	9,36%	9	4,97%	31	7,45%
14. Other labor issues, (strikes, trade unions, etc.)	14	5,96%	17	9,39%	31	7,45%
15. Rural economy, agriculture, farming, land rights	12	5,11%	15	8,28%	27	6,49%
16. Consumer issues, consumer protection, fraud	20	8,51%	6	3,31%	26	6,25%
17. Transport, traffics, roads	8	3,40%	1	0,55%	9	2,16%
18. Other stories on economy (specify in comments).	6	2,55%	9	4,97%	15	3,61%
42. Non violent crime, bribery, theft, drug dealing, corruption (incl. political/malpractice)	3	1,28%	2	1,10%	5	1,20%
43. Violent crime, murder, abduction, kidnapping, assault, drug-related violence	30	12,77%	31	17,13%	61	14,66%
44. Gender violence based on culture, family, inter-personal relations, rape, trafficking, FGM	11	4,68%	28	15,47%	39	9,37%
45. Gender violence perpetuated by state	0	0%	0	0%	0	0%
46. Child abuse, sexual violence against children, neglect	2	0,85%	16	8,84%	18	4,36%
47. War, civil war, terrorism, state based violence	2	0,85%	1	0,55%	3	0,72%
48. Other stories on crime and violence	4	1,70%	4	2,21%	8	1,92%
TOTAL	235	56,49%	181	43,51%	416	100%

2. Reporters by sex

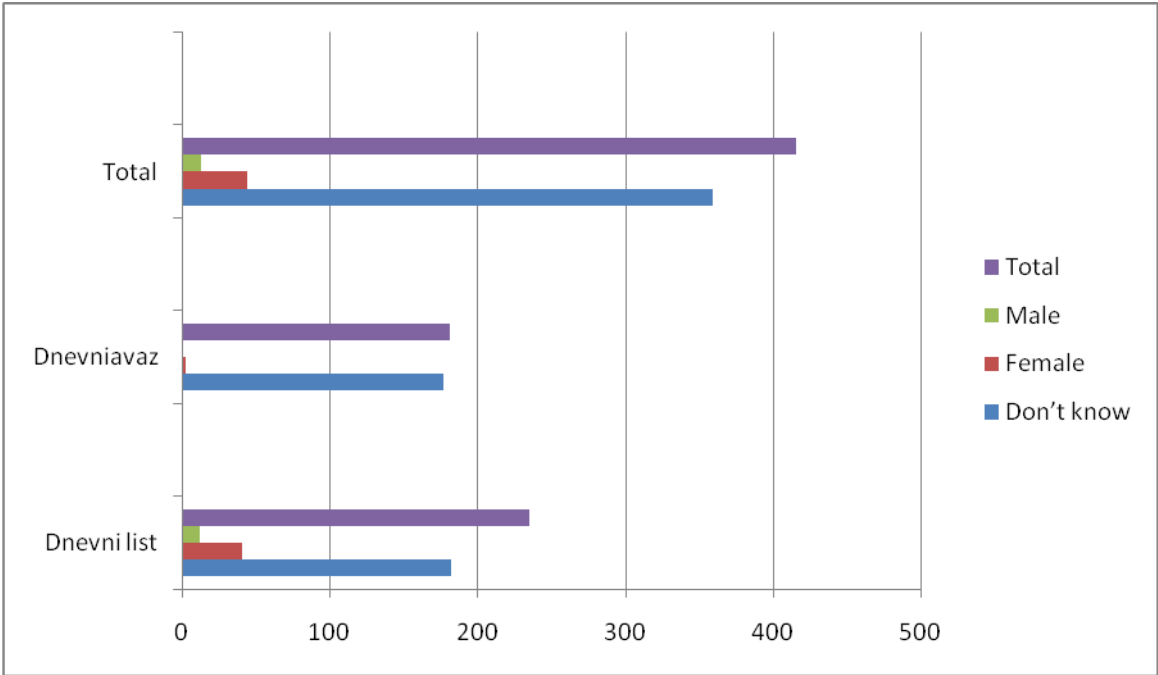
In the Dnevni list, the number of articles with unknown sex of the journalists was 182 or 77.45%, while in Dnevni avaz that number was 177 or 97.8%. In total the number of articles with unknown sex of the journalists was 359 out of 416, which is 86.30%.

In Dnevni list, the number of articles signed by female journalists was 41 or 17.45%, and by male journalist 12 or 5.10%.

In Dnevni avaz, the number of articles signed by female journalists was 3 or 1.66% and by male journalists only one, which is only 0.54% of analyzed articles of this newspapers..

The total number of articles signed by female journalists, in both papers was 44 or 10.58% and 13 by male journalists, which is 3.12%. see table 3.

Table 3 Sex of the reporter



3. Topics in the news by the sex of the journalist

Despite the fact that men are overrepresented in almost all topics it seems like the majority of those news was written by female journalists.

In Dnevni list, even though the topics Economic, politics, strategies and modules was dominated by men (43 men and 18 women were mentioned), none of the articles (0%) was signed by male journalists. Out of 46 stories about this issue, 11 (23,91%) were signed by female journalists and 35 (76,09%) were signed only with initials or not at all. The majority of stories about economy and politics in Dnevni list follows the same pattern. This can mean two things: Either female journalists choose men as sources of their news or important social spheres such as economy and politics doesn't have female representatives who could offer their expertise.

It is also interesting that only 4 stories about different forms of violence werw signed, 3 by female and 1 by male journalist.

In Dnevni avaz, only 4 stories out of 181 was signed. Female journalists signed 2 stories about economy and 1 about violence. Only 1 male journalist signed the story about economy.

Table 4 Topic of the news by the sex of the journalist

Dnevni list newspaper

Subject	Don't know	Female	Male	Total
9. Economic policies, strategies, modules, etc.	35	11	0	46
	76,09%	23,91%	0%	100%
10. Economic indicators, stats, stock markets, etc.	18	6	1	25
	72%	24%	4%	100%
11. Economic crisis, state bailouts of companies, company takeovers and merges	15	3	2	20
	75%	15%	10%	100%
12. Poverty, housing, social welfare, aid, etc.	5	2	3	10
	50%	20%	30%	100%
13. Employment	16	5	1	22
	72.73%	22.73%	4.54%	100%
14. Other labor issues, (strikes, trade unions, etc.)	9	3	2	14
	64,28%	21,44%	14,28%	100%
15. Rural economy, agriculture, farming, land rights	7	4	1	12
	58,33%	33,33%	8,34%	100%
16. Consumer issues, consumer protection, fraud	19	1	0	20
	95%	5%	0%	100%
17. Transport, traffics, roads	6	1	1	8
	75%	12.5%	12.5%	100%
18. Other stories on economy (specify in comments).	4	2	0	6
	66.66%	33.34%	0%	100%
42. Non violent crime, bribery, theft, drug dealing, corruption(incl. political/malpractice)	2	1	0	3
	66,66%	33,34%	0%	100%
43. Violent crime, murder, abduction, kidnapping, assault, drug-related violence	29	1	0	30
	96,66%	3,34%	0%	100%

44. Gender violence based on culture, family, inter-personal relations, rape, trafficking, FGM	10	0	1	11
	90,90%	0%	9,10%	100%
45. Gender violence perpetuated by state	0	0	0	0
	0%	0%	0%	0%
46. Child abuse, sexual violence against children, neglect	2	0	0	2
	100%	0%	0%	100%
47. War, civil war, terrorism, state based violence	2	0	0	2
	100%	0%	0%	100%
48. Other stories on crime and violence	3	1	0	4
	75%	25%	0%	100%
	182	41	12	235
	77,45%	17,45%	5,1%	100%

Table 5 Topics in the news by the sex of the reporter

Dnevni avaz

Subject	Don'tknow	Female	Male	Total
9. Economic policies, strategies, modules, etc.	30	0	0	30
	16,57%	0%	0%	16,57%
10. Economic indicators, stats, stock markets, etc.	1	0	0	1
	0,55%	0%	0%	0,55%
11. Economic crisis, state bailouts of companies, company takeovers and merges	9	1	0	10
	4,97%	0,55%	0%	5,52%
12. Poverty, housing, social welfare, aid, etc.	1	0	0	1
	0,55%	0%	0%	0,55%
13. Employment	9	0	0	9
	4,97%	0%	0%	4,97%
14. Other labor issues, (strikes, trade unions, etc.)	17	0	0	17
	9,39%	0%	0%	9,39%

15. Rural economy, agriculture, farming, land rights	14	0	1	15
	7,73%	0%	0,55%	8,28%
16. Consumer issues, consumer protection, fraud	6	0	0	6
	3,31%	0%	0%	3,31%
17. Transport, traffics, roads	1	0	0	1
	0,55%	0%	0%	0,55%
18. Other stories on economy (specify in comments).	8	1	0	9
	4,42%	0,55%	0%	4,97%
42. Non violent crime, bribery, theft, drug dealing, corruption(incl. political/malpractice)	2	0	0	2
	1,10%	0%	0%	1,10%
43. Violent crime, murder, abduction, kidnapping, assault, drug-related violence	30	1	0	31
	16,57%	0,55%	0%	17,13%
44. Gender violence based on culture, family, inter-personal relations, rape, trafficking, FGM	28	0	0	28
	15,47%	0%	0%	15,47%
45. Gender violence perpetuated by state	0	0	0	0
	0%	0%	0%	0%
46. Child abuse, sexual violence against children, neglect	16	0	0	16
	8,84%	0%	0%	8,84%
47. War, civil war, terrorism, state based violence	1	0	0	1
	0,55%	0%	0%	0,55%
48. Other stories on crime and violence	4	0	0	4
	2,21%	0%	0%	2,21%
	177	3	1	181
	97,79%	1,66%	0,55%	100%

4. Correlation between sex of the source and occupation

In both newspapers, when men are the source of the news, they are more often mentioned as politicians, ministers, government officials, academics, businessmen and suspected of some sort of violence, while women are more often mentioned as pupils, students, children, retired and residents of the village or town. The biggest difference is among the politicians, ministers, 107 men versus 18 women, in Dnevni list and 29 versus 5 in DnevniAvaz, which actually reflects the real situation on the ground. This finding may be related to the number of suspects, 46 men and 2 women in Dnevni list and 70 versus 6 in DnevniAvaz. See table 6.

Table 6 Correlation between sex of the source and occupation

Table 3. Occupation		Dnevni list			Dnevniavaz		
		Female	Male	Total	Female	Male	Total
0	Not stated	17	5	22	32	12	44
		3,54%	1,04%	4,58%	7,6%	2,85%	10,45%
1	Royalty, monarch, deposed monarch, etc.	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%
2	Government, politician, minister, spokesperson	18	107	125	5	29	34
		3,75%	22,29%	26,04%	1,19%	6,89%	8,08%
3	Govern. employee, public servant	8	19	27	2	4	6
		1,67%	3,96%	5,63%	0,47%	0,95%	1,43%
4	Police, military, paramilitary, militia, fire officer	0	7	7	5	16	21
		0%	1,46%	1,46%	1,19%	3,8%	4,99%
5	Academic expert, teacher, childcare worker	2	12	14	1	4	5
		0,42%	2,5%	2,92%	0,24%	0,95%	1,19%
6	Health worker, doctor, psychologist, social worker	2	2	4	7	4	11
		0,42%	0,42%	0,83%	1,66%	0,95%	2,61%
7	Science or technology professional, engineer, etc	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%
8	Media professional, journalist, film maker, etc	2	0	2	2	3	5
		0,42%	0%	0,42%	0,47%	0,71%	1,19%

9	Lawyer, judge, magistrate, legal advocate, etc	5	6	11	6	11	17
		1,04%	1,25%	2,29%	1,43%	2,61%	4,04%
10	Business person, exec, manager, stock broker	32	69	101	16	50	66
		6,67%	14,37%	21,04%	3,8%	11,88%	15,68%
11	Office or service worker, non-management worker	3	5	8	1	0	1
		0,63%	1,04%	1,67%	0,21%	0%	0,21%
12	Tradesperson, artisan, laborer, truck driver	0	1	1	5	18	23
		0%	0,21%	0,21%	1,19%	4,27%	5,46%
13	Agriculture, mining, fishing, forestry	0	0	0	0	7	7
		0%	0%	0%	0%	1,66%	1,66%
14	Religious figure, priest, monk, rabbi, mullah, nun	0	3	3	0	1	1
		0%	0,63%	0,63%	0%	0,21%	0,21%
15	Activist or worker in civil society org, NGO, trade union	10	20	30	3	25	28
		2,08%	4,16%	6,25%	0,71%	5,94%	6,65%
16	Sex worker, prostitute	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%
17	Celebrity, artist, actor, writer, singer, TV personality	0	1	1	2	1	3
		0%	0,21%	0,21%	0,47%	0,21%	0,71%
18	Sports person, athlete, player, coach, referee	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%
19	Student, pupil, schoolchild	3	0	3	3	0	3
		0,63%	0%	0,63%	0,71%	0%	0,71%
20	Homemaker, parent, only if no other occupation is given	0	0	0	2	5	7
		0%	0%	0%	0,47%	1,19%	1,66%
21	Child, young person, no other occupation given	15	3	18	27	5	32
		3,12%	0,63%	1,67%	6,41%	1,19%	7,6%
22	Village or resident, no other occupation given	27	16	43	3	0	3
		5,63%	3,33%	8,96%	0,71%	0%	0,71%
23	Retired person, pensioner, no other	3	0	3	10	0	10

	occupation given	0,63%	0%	0,63%	2,37%	0%	2,37%
24	Criminal, suspect, no other occupation given	2	46	48	6	70	76
		0,42%	9,68%	10%	1,43%	16,63%	18,05%
25	Unemployed, no other occupation given	3	5	8	9	3	12
		0,63%	1,04%	1,67%	2,14%	0,71%	2,85%
26	Other, only as last resort&explain	0	1	1	4	2	6
		0%	0,21%	0,21%	0,95%	0,47%	1,43%
		152	328	480	151	270	421
		31,67%	68,33%	100%	35,87%	64,13%	100%

5. Sex of the source and quotation

Total number of cited in both papers is 328. Of these, 154 were in Dnevni list and 174 in Dnevni avaz. Total number of cited women was 89, while the number of men cited was much higher, 239.

In Dnevni list the ratio is 42 women to 112 men and in Dnevni avaz 47 women to 127 men. The difference is particularly large in topics related to economics. See table 7.

Table 7 Sex of the source and quotation

Topic	Dnevni list		Dnevniavaz		Total
	Women	Men	Women	Men	
9. Economic policies, strategies, modules, etc.	16	26	9	34	85
	10,39%	16,88%	5,17%	19,54%	25,91%
10. Economic indicators, stats, stock markets, etc.	1	8	2	0	11
	0,65%	5,19%	1,15%	0%	3,35%
11. Economic crisis, state bailouts of companies, company take overs and merges	2	15	0	9	26
	1,30%	9,74%	0%	5,17%	7,93%
12. Poverty, housing, social welfare, aid, etc.	3	4	1	0	5
	1,95%	2,60%	0,57%	0%	1,52%
13. Employment	2	11	2	6	21
	1,30%	7,14%	1,15%	3,45%	6,40%
14. Other labor issues, (strikes, trade unions, etc.)	3	13	1	25	40

	1,95%	8,44%	0,57%	14,37%	12,19%
15. Rural economy, agriculture, farming, land rights	1	9	4	13	27
	0,65%	5,84%	2,30%	7,47%	8,23%
16. Consumer issues, consumer protection, fraud	0	4	1	7	12
	0%	2,60%	0,57%	4,02%	3,66%
17. Transport, traffic, roads	2	8	0	0	10
	1,30%	5,19%	0%	0%	3,05%
18. Other stories on economy (specify in comments).	1	2	10	4	17
	0,65%	1,30%	5,75%	2,30%	5,18%
42. Non violent crime, bribery, theft, drug dealing, corruption(incl. political/malpractice)	0	1	0	0	1
	0%	0,65%	0%	0%	0,30%
43.Violent crime, murder, abduction, kidnapping, assault, drug- related violence	4	5	6	14	29
	2,60%	3,25%	3,45%	8,05%	8,84%
44.Gender violence based on culture, family, interpersonal relations, rape, trafficking,	3	2	7	8	20
	1,95%	1,30%	4,02%	4,60%	6,09%
45. Gender violence perpetuated by state	0	0	0	0	0
	0%	0%	0%	0%	0%
46. Child abuse, sexual violence against children, neglect	0	0	2	5	7
	0%	0%	1,15%	2,87%	2,13%
47. War, civil war, terrorism, state based violence	1	1	0	1	3
	0,65%	0,65%	0%	0,57%	0,91%
48. Other stories on crime and violence	3	3	2	1	9
	1,95%	1,95%	1,15%	0,57%	2,74%
	42	112	47	127	328
	27,27%	72,73%	27,01%	72,99%	100%
	154		174		
	100%		100%		

6. Portrayal of women as victims

The total number of identified as victims, in both papers is 191. Of these, 156 are women and 35 men. Most women are victims of domestic violence, rape and murder: 55, which is 35.3% of the total number of victims of women or 28.8% of the total number of victims of both men and women.

The victims of sexual violence and rape outside the home follows with 27 or 17.3% of the total number of women victims, 14.13% of the total number of victims of men and women and robberies and other criminal acts: 26, which is 16.67% of the total number of victims of women or 13.61% of the total number of victims of men and women.

The results show that women are mostly victims of physical violence in all forms. It also may mean that other forms of violence is not recognized, undiscovered or are not interesting to *journalists*.

Table 8 Portrayal of women as victims

Table4.		Dnevni list			Dnevniavaz		
		Women	Men	Total	Women	Men	Total
Identified as a victim of:							
0	Not a victim	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%
1	Accident, natural disaster, poverty	22	10	30	1	1	2
		11,52%	5,24%	15,71%	0,52%	0,52%	1,05%
2	Domestic violence, rape, murder	20	3	23	35	9	44
		10,47%	1,57%	12,04%	18,32%	4,71%	23,04%
3	Non-domestic sexual violence, rape, assault (sexual)	6	0	6	21	2	23
		3,14%	0%	3,14%	10,99%	1,05%	12,04%
4	Other non-domestic crime, robbery, etc	13	5	18	13	2	15
		6,81%	2,62%	9,42%	6,81%	1,05%	7,85%
5	Violation based on religion, tradition	2	0	2	1	0	1
		1,05%	0%	1,05%	0,52%	0%	0,52%
6	War, terrorism, vigilantism, state violence	3	1	4	1	0	1
		1,57%	0,52%	2,09%	0,52%	0%	0,52%
7	Discrim. based on gender, race, ethnicity, age, religion	2	1	3	5	0	5
		1,05%	0,52%	1,57%	2,62%	0%	2,62%

8	Other (spec. in comments)	1	0	1	10	1	11
		0,52%	0%	0,52%	5,24%	0,52%	5,76%
9	Do not know, cannot decide	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%
Total		69	20	89	87	15	102
		36,13%	10,47%	46,60%	45,55%	7,85%	53,40%

7. Function in the story

When women are mentioned in the news they are most often portrayed as subjects, 90 in Dnevni list and 107 in Dnevni avaz. Number of women as a spokesperson in Dnevni list was 25 compared to men 106, and in Dnevni avaz 19 compared to men 76. When it comes to experts the ratio is 13 to 32 in Dnevni list and 8 to 45 in Dnevni avaz.

Table 9 Function in the news

	Women			Men		
	Dnevni list	Dnevni avaz	Total	Dnevni list	Dnevni avaz	Total
Do not know	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%
Subject	90	107	197	155	128	283
	30,72%	36,53%	67,25%	26,96%	22,26%	49,22%
Spokesperson	25	19	44	106	76	182
	8,53%	6,49%	15,02%	18,43%	13,22%	31,65%
Expert or commentator	13	8	21	32	45	77
	4,44%	2,73%	7,17%	5,56%	7,83%	13,39%
Personal Experience	11	24	35	9	24	33
	3,75%	8,19%	11,94%	1,56%	4,17%	5,74%
EyeWitness	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%

Popular Opinion	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%
Other	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%
Total	139	154	293	302	273	575
	47,44%	52,56%	100%	52,52%	47,48%	100%

Qualitative analysis of some media reports on women

1. SUCCESSFUL WOMEN

The number of published stories on women in the world of business or those who are successful in their job is considerably lower than the number of stories on successful men. A good example of the successful woman presentation is an interview with Enisa Bekto, director of „Bektopreciza“ Company. The interview was done professionally, offering a lot of information and a well illustrated photo. The only "problem" is the fact that the interview was published in a specialized part of the newspaper writing exclusively about business topics. In this way, this conversation might not reach the audience that normally does not read any specialized parts in the daily press.



A completely opposite example of successful woman presentation are interviews with celebrity female public figures for whom we cannot tell what their real job is. Are they merely public figures, models, journalists or all of the above mentioned?

The classical example of this approach is an interview with Nikolina Pisek who wanted to present her newly born daughter. It is prerogative of this lady to decide whether or not she will put her daughter on a public display, but one has to wonder if she is violating the rights of her own child who cannot decide for herself. This interview is deliberately full of plenty details from Nikolina's life, thus indicating a classic PR, whereby the child is only an excuse for the heart warming story on the mother for the purpose of her media promotion.



Examples of breaking stereotypes about women and jobs they “shouldn’t be dealing with” are really rare in B&H. Nevertheless, we have recorded two such examples demonstrating how these topics should be approached.

It is interesting that both of these examples are connected to sport. The first one is regarding bodybuilding as a sport that B&H women rarely engage in. This traditional male sport has been treated as a “male thing” so far. Therefore a story about a woman engaged in this sport draws a lot of attention. The story is well written, with plenty of details and without sensationalism. Attached photos match the content and complete the story about this athlete.



Another example is the story about a female basketball player from B&H who has decided to continue her professional career in Iran. What immediately attracts attention is a photo of female players in Iran playing basketball with covered heads and wearing special overalls. This article is even more a highly positive example of media reporting as it features an Orthodox girl B&H national who used to cover her head in accordance with Muslim tradition while playing in Iran and stated “In Iran I felt like at home”. Positive experiences of B&H female player from Iran is a good example of breaking not only gender, but also cultural and ethnical bias.



Breaking prejudices is important not only in sport, but in other walks of life as well. Such an example is a story about a young girl who wants to become a car mechanic. She is so determined in her desire that she enrolled in the mechanic school. All support that she received in the school shows that division into female and male jobs in B&H may slowly cease to exist.

Amra Ćivić želi biti automehaničar

Prva djevojka koja je upisala ovaj zanat u MSŠ Kalesija

Šesnaestogodišnja Amra Ćivić je naizgled sasvim obična djevojka. Voli druvo, zabavu, ali ono što je izdvojilo od njenih vršnjakinja je veliki interes za automobile. Naime, Ćivić je prva djevojka koja je upisala automehaničarski zanat u MSŠ Kalesija.

Bilo straha

- Kada je došla i rekla da to želi, prvu nisam mogao vjerovati, a zatim sam bio sretan jer sam jedinu djevojku koja želi otići na "mušku" školu. Bilo mi je strah na početku. Međutim, Amra je hrabro kaciću, vrlo dobra je učenica i mi ćemo joj kao škola biti podrška - kazao je direktor škole Mir Muhamedbegović. Ćivić priznaje da je oko



Podrška škole

Naglašava da je na početku malo bilo podrške, čak je i pomoćnik direktora zvao na razgovor da joj kaže, ukoliko neko bude zadirkivao, da dođe da ga odmah prijavi. Ćivić ističe da nije imala takvih situacija.

Ćivić: Prati novitete iz automobilizma

izabrala ovaj zanat, a ne neko žensko zanimanje.

- Pa bilo je onih koji me čudno gledaju. Ali ja idem dalje, imam podršku svojih školskih drugova, porodice, ali i razrednog profesora El

od braće, koja su isto završila ovaj zanat.

Ima drugačijih

- Pratim novitete iz automobilizma, a kada položim vozački ispit, sigurno ću

ali u Kalesiji je problem je riječ o maloj sredini i ne shvataju da nas ima drugačijih - kazala je Ćivić. Kroz smijeh, ali potpuno ističe da iz praktične namjene ima četvorku, bolju o

Women in the world of business in B&H are truly rare, especially in important positions. It is, therefore, important to compare their experiences with experiences of B&H women building their careers abroad. Women and men in B&H are marginalized and restrained by many legal issues. These examples from the real world are the best proof how women can succeed only if they let go of prejudices and if they believe in themselves.

Biti žena poduzetnica u BiH i dijaspori



Sarać: Očuvati tradiciju i promovirati turizam



Ribić: Iza uspješne žene stoji majka koja čuva djecu

Dva smo svijeta različita

Norveška je zemlja koja je prilagodila sve zakone poslovnog čovjeku, nebitno kojim poslom se bavite. Ne morate trčati do banke da sredite papire, niti do poreske uprave da biste nešto završili i tako izgubili vrijeme za bilo šta drugo

Iza svakog uspješnog muškarca stoji žena, a iza svake uspješne žene mama koja joj čuva djecu. Ova izreka jeste simpatična, ali je u velikom broju slučajeva istinita, jer je ženama teško uskladiti ulogu žene, majke, poduzetnice, ne kažem da je nemoguće, ali nije ni jednostavno, kazala nam je Naida Ribić, predsjednica Bosanskohercegovačkog biznis-kluba u Holandiji i vlasnica Agencije za menadžment.



Reporting about minority groups, especially Roma people, is mostly connected to various problems like difficult social status, unemployment or crime. Any positive story about Roma women is an excellent example how this population can be treated in a different and interesting way in media. The text about the first Roma girl who has graduated from High School is the best way to break prejudices about this ethnical minority. The photo attached to the story contributes to the positive atmosphere even more.



On the other hand, it is essential to report about recognitions that B&H women receive for their achievements in the world of business and elsewhere. Award giving ceremonies are the excellent opportunity to speak about successful women in media. Column “Stronger than before” is an example of positive reporting about women and their accomplishments, especially because their work is given through concrete indicators and figures.



Regardless of how much media write about successful, talented and multitasking women, it is never enough, especially if they are writing about talented women artists. Jasna, a self-educated artist from Trebinje, can be inspiration for many women who decide to express themselves through art.



Treatment of women in politics and media in B&H is still loaded with bias and sensationalism. While male politicians are mostly treated fair, without invading their privacy, other rules apply to female politicians. B&H media published this text with photos of a well-known European female politician taken on a beach! Full details of her bathing suit were disclosed as well, along with this unacceptable title:

NAKED POLITICS: Take a look at how does the EU High Representative looks like on the beach!

The whole thing is even more confusing having in mind that this news was published on the website of a serious political magazine.

2. WOMEN AND VIOLENCE

B&H media pay special attention to topics related to women involved in violence. The focus of the press is always on women, even when there are men involved as well. Murder of children, committed by their parents, is especially sensitive topic. Almost all media published a photo of a mother who killed her underage son with her husband and other household members. Although many persons participated in the crime, only the photo of the mother was published. If the media went public with this photo, how come photos of other crime perpetrators, like her husband, haven't been published? This photo is even more sensitive having in mind that the woman is mentally ill. Many details of her life were disclosed, although they were not important for the story. The journalist should have dealt with the background information which led to this crime and not only with the woman.



Some journalists draw radical conclusions from minimum facts and suspicions in order to make their stories more attractive. The title: “Tuzla- Maniac assaulting women in buildings” indicates a serious crime of abusing women, but in the text there is no proof to justify this claim. In this concrete case, there were no charges, but only one girl's story which “might be true”. The rest of the text is only hear-say based on anonymous sources of the allegedly assaulted women. At the end this case is brought to connection with previous assaults on women that happened ten years ago, but without any evidence. The identity of a possible “maniac” is revealed as well without any proof. This story is an example of media manipulation with a very serious topic which can only harm genuine cases of assaults against women.



Treatment of violence against women, when it comes to public or well-known figures, can sometimes be very problematic. The case of the singer, who is haunted by her ex boyfriend who used to beat her, is published under the jet set column, which is quite unusual since it is the case of violence against women.

The text itself is “equipped” with photos, which have nothing to do with the topic. One can say the story is PR of the singer for the purpose of her promotion. Besides, the arguments of the journalist are very poor and based on the fact that her ex boyfriend bought an apartment in her building.

This is yet another example of how this serious topic of violence against women is misused for media sensationalism.



Media manipulation of women, especially when it comes to breaking traditional social norms, is quite an often phenomenon. It is even more emphasised in topics related to religion, to which many people are sensitive.

In the story titled “Woman abnormally rotating her head and spitting the priest”, published in one daily newspaper, the journalist claims that this happened during performing exorcism in one church. The source of the newspaper is a video clip of an Italian portal. Although it is not clear whether the person was a man or a woman, the journalist repeats it is a woman. If he was not sure of that, why publish the story and put this title?

There is no doubt that this is sensationalism, since it was estimated that it was “more attractive” for the story if the priest was spit by a woman than by a man.



Treatment of death of young people in B&H media is often contrary to any rules of professional reporting. Fortunately, there are positive examples, such as the text in which the journalist was very careful to give as many details about the traffic accident as possible without breaking the rules of professional reporting.

Since the accident victim is a minor female, the journalist decided not to disclose her identity. The photo attached to the text is blurred to protect her identity as well. This is a good example of how journalists should behave towards identity of any traffic accident victim, especially if they are minors.



Any improvement in legal provisions on punishment and prevention of domestic violence against women is very important for the whole society. It is, therefore, important that the media pay due attention to that topic. The story on changes in the legal provisions in Republika Srpska law is a good example of reporting on this subject, with many examples from the new legal practice, but also problems that have previously appeared. The tightening of sanctions will certainly reduce the amount of domestic violence, considered to be taboo in our tradition so far. The only "problem" of this text is its title: "Slap treated as a traffic violation". The content is correct, but this title is aimed more at sensationalism rather than making it clear what kind of sanctions is provided in the new law. The title: "Prison sentences for perpetrators of domestic violence" is much closer to the essence of the topic being written about.



Using photos to illustrate a text can sometimes be problematic in the cases of severe crimes like murder. The story of the woman beaten to death by her husband was illustrated by the photo of their kiss!? It would have been more appropriate if any “neutral” photo or a photo of the victim was used. This discrepancy between the tragic news and the photo illustrating the text is quite disturbing for any well-minded reader.



Conclusion

Based on the results of this study, we can see that women are very poorly represented in the major daily newspapers in Bosnia and Herzegovina. During the monitoring it was noted that B&H media pay far more attention to the topics of violence, which include women, rather than highlighting positive examples of inclusion of women in the world of business.

The results clearly showed that women are almost completely ignored in the most socially relevant categories of public life. We come to the conclusion that in our newspapers women are dominant only on last pages, which, we are afraid, is symbolic of their position in society.

Main pages, which are reserved for breaking news and headlines, show a clear dominance of men. Politics and economy, as the main pillars of strength of each society are reserved for men. Media is portraying only men as defenders of social and cultural values of the society. If we assume that the population represents 50% of women, we can conclude that they are almost invisible in society and underrepresented by media. Media stories about successful women are still rare or a part of paid media campaign.

When women appear in news, they are shown in stereotypical roles as nude beauties, old grandmothers, girls, students or victims. They are almost always subjects of the story but rarely stated as experts. Watching daily newspapers in our country, girls can conclude that the

only desirable role for them is to be part of the entertainment business or to be decoration - male aesthetic supplement that makes life more beautiful.¹⁰ There is almost no genuine interest in the role of women in business. If the topic is discussed, it is mostly only as a part of the story and not as the lead role.

In our society male dominance in all relevant areas is held by conservative patriarchal set of values, of which the holders are not only men but also women. Any connection of women to violence or crime, whether as victims or perpetrators, gets more attention in B&H media than in the cases of men. Why is that so? Partly it has to do with cultural heritage and moral values of the community, which is still more tolerant to men, even if they committed crime.

Crimes committed by women are treated with much more sensationalism while completely irrelevant family or private issues are reported. Editors and journalists choose more often to reveal the identity and sensitive information in the cases involving women.

There are many reasons why overcoming this situation is not going to be easy. It seems that women are not involved enough in the realization of their rights, but it is also very hard and uncomfortable to step out of social norms.

Recommendations on how to improve the situation:

1. Strengthen existing relationships between “Novi put” & other NGOs and targeted media, as well as to encourage establishment of new relationships to promote inclusion of women in economy and other business areas, combat gender-based violence through proper gender portrayal and representation in stories about gender-based violence and to ensure that women’s needs in B&H are properly reflected.
2. More targeted media advocacy aimed at overcoming the existing gender stereotypes and enhanced demonstration of sensibility regarding gender equality in the work of B&H journalists is needed.
3. Additionally educate journalists and editors on how to treat women in the media
4. Continuously emphasize positive examples of the treatment of women in the media
5. Implement public campaigns and actions
6. Monitor media from time to time in order to evaluate the situation
7. Advocate for more women in editorial positions in the media.

¹⁰ Stereotyping: Representation of Women in Print Media in Southeast Europe ; Marina Kantic-Bakarsic, Tarik Jusic, Nirman Moranjak-Bamburas ,Adla Isanovic, Danijela Majstorovic& Vladimir Turjacanin, Madeline Danova, Ilda Londo, Mima Simic, Ivana Kronja, Bobi Badarevski, Sanja Sarnavka & Suzana Kunac

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