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„Novi put“ article for the Media & Gender Monitor newsletter

Bosnia and Herzegovina (BaH) is a patriarchal country with dominant stereotypes about women. “Novi put” has been working with vulnerable categories of women and girls and realized that BaH media tend to marginalize their role in society and use gender-sensitive language (GSL) very seldom. Generally BaH women have been largely invisible in focus and content of the media. The implementation of the project **Promotion of Gender Ethical Journalism in Bosnia and Herzegovina funded by WACC** has enabled “Novi put” to increase media commitment to gender-ethical journalism, but also usage of GSL in BaH media practice. During the events organized within the Project, which were attended by NGO and media representatives and general public “Novi put” displayed media articles showing prejudices and stereotypes against women, violation of human rights of women and even underage girls, sensationalism and which illustrated the need to finally start applying gender ethical journalism in BaH. Confronting with naked facts resulted in a very positive reaction of all beneficiaries. All participants also agreed it was necessary to improve the quality of cooperation between media and women’s NGO and both sides are to make efforts in order to eventually overcome the issue in the media but also to make BaH public more sensitive for gender equality issue as it was concluded that media create prevailing images about perception of women in BaH.

All media representatives who attended the events organized during the project implementation stated that they had actually never considered gender ethical reporting important and they prioritized other issues, given the extremely difficult political and economical situation in the country. They also stated that the global trend in the media is also lacking gender sensitivity. Participation of NGO and media representatives at the events organized by “Novi put” has resulted in creating a platform for future cooperation. “Novi put” has also succeeded to get media as partner and tool for getting across messages on gender equality and it will continue along with other NGOs with strategic use of the media as a tool for advancing gender equality. The events were used to also identify ways in which BaH media could contribute to promotion of NGO activities, advocacy and awareness raising. On the other hand, BaH media will be able to use expertise and findings of NGOs while reporting about topics NGOs have been dealing with.