



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

2015

The Analysis is one of the results of the project titled "Gender Portrayal and Monitoring in B&H Media" supported by the World Association of Christian Communications (WACC).

Monitoring of print media in Bosnia and Herzegovina (BaH) was carried out in the period of two months for the purpose of reviewing the media coverage on these two topics:

1. Successful women
2. Women and Violence

The analysis was conducted on reporting of the newspapers with the highest circulation in the country such as Dnevni Avaz, Oslobodjenje, Nezavisne Novine, Dnevni list and Glas Srpske.

Some of the typical cases will be presented in the following lines.

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 „Bekto preciza“ 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.



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 Pišek 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 BaH. 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 BaH 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 BaH 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. Positive experiences of BaH female player from Iran is a good example of breaking not only gender, but also cultural bias.

Sandra Čule na današnjem državnom

"Bilo bi lijepo vratiti se u Mostar s medaljom"

BODYZONE Fitness Club



Državno prvenstvo u bodybuildingu i fitnessu održat će se danas u Tomislavgradu pod krovnom organizacijom Bodybuilding saveza Bosne i Hercegovine

• Piše: Tea Bačić
• mostar@bivni.ba

MOSTAR - Dvadesetsedmogodišnja Mostarica Sandra Čule nastupit će danas na XVI državnom prvenstvu u bodybuildingu i fitnessu za natjecateljsku 2015. godinu u Tomislavgradu. Profesionalnim fit-



Iako se sportom bavila deset godina, profesionalni fitness kaže, puno joj je toga i dao i uzeo. Zbog sining truda i odricanja ponekad je

čavaju mijenjati život u karijeru. Iako ova vrsta sportuče i nekoliko negativnih konotacija, poput nedopuštenog dopinga, Čule kaže se da sada nije ba

ZABAVA

Čiklino parlo
Mijeta Čukler (pali
Vijesti: danas, 20 sati

Stand-up - Čestitki
Mijeta Čukler (pali
Vijesti: danas, 20 sati

Koncert - Nata
Mijeta Čukler (pali
Vijesti: danas, 20 sati

Party 1. sat
Mijeta Čukler (pali
Vijesti: danas, 20 sati

Koncert
Mijeta Čukler (pali
Vijesti: danas, 20 sati



Neobična avantura trebinjske košarkašice Aleksandre Begenišić

U Iranu mi je bilo kao kod kuće

Igramo pokriveno, nosimo trenirku, dugi rukav, preko ide dres, a koristimo i hidžab, kaže 25-godišnjakinja koja je igrala za Sadori

Trebinjka Aleksandra Begenišić čekirala je u oktobru prošle godine kartu za Bliski istok i je trebinjske

Najbolja



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 BaH slowly ceases to exist.

Amra Ćivić želi biti automehaničar

Prva djevojka koja je upisala ovaj zanat u MSŠ Kalesija

Sesnaestogodišnja Amra Ćivić je naizgled sasvim bična djevojka. Voli druvo, zabavu, ali ono što je iz-rava od njenih vršnjakinja ste veliki interes za auto-obile. Naime, Ćivić je prva evojka koja je upisala au-tomehaničarski zanat u SŠ Kalesija.

Bilo straha

- Kada je došla i rekla da to i, prvo nisam mogao vjero-vati, a zatim sam bio sretan jer sam jednu djevojku koja želi jednu „mušku“ školu. Bilo strah na početku. Međutim, hrabro ka cilju, vrlo dobra je učenica i mi ćemo joj kao škola dati jaku podršku - kazao je noćnik direktora škole Mir Muhamedbegović. Ćivić priznaje da je oko-



Podrška škole

Naglašava da je na početku malo bilo podrške, ali je to bilo na-čisto, čak je i pomoćnik direktora zvao na razgovor da joj kaže, ukoliko neko bude zadirkivao, onalovažavao, da dođe i da ga odmah prijavi. Ćivić ističe da nije bilo 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 auto-mobilizma, 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 poručuje ističe da iz praktične na-čine ima četvorku, bolju o-



Women in the world of business in BaH are truly rare, especially in important positions. It is, therefore, important to compare their experiences with experiences of BaH women building their careers abroad. Women and men in BaH are marginalised 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.





On the other hand, it is essential to report about recognitions that BaH 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.



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.



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 BaH is still loaded with bias and sensationalism. While male politicians are mostly treated fair, without invading their privacy, other rules apply to female politicians. BaH 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!

NAJVEĆA TVORNICA
SLOBODNA-BOSNA.BA

GOLA POLITIKA: Pogledajte kako visoka predstavnica EU Mogherini izgleda na plaži! (FOTO)
Visoka predstavnica EU za vanjsku politiku i sigurnost snimljena je u ljetovalištu Capalbio u Toscani. Sunčala se i kupala u crnom dvodjelnom kupcalem kostimu, izgledajući kao svaka druga turistkinja.

Na odmoru u Italiji Visoka predstavnica EU za vanjsku i sigurnosnu politiku Federica Mogherini (42) pokazala je šta krije ispod strogih sakoa koje nosi na poslovnim sastancima.

Nasljednica Catherine Ashton, Federica Mogherini, udata je za političara Marea Rebeczanga i ima dvoje djece. Po obrazovanju je diplomirani političolog i smatraju je perfekcionista.

Visoka predstavnica EU za vanjsku politiku i sigurnost snimljena je u ljetovalištu Capalbio u Toscani. Sunčala se i kupala u crnom dvodjelnom kupcalem kostimu, izgledajući kao svaka druga turistkinja. Zetrisinskih bodina sa

SAROVIC LIJANJE
Šta je real? BiH je pre...
Izvor: BH

U novom broju SB citajte:
SINCRALAN ČUVAJI PRIVILEGIJA ČASTO SE ČELNICI SINDIKATA PROTIV ZAKONA O RADU
ANTIREFORMISKA POBUNA SINDIKALNI TRISTOVA
SIVACIJA NEDELJE
Mediji od Džakine kopovine više u Dobrovoljku napraviti aferu
OLENA KOLEKTIVNIH USLOVORA
NEKADRA SARAJEVA ZA FEDERALNE ČIKOVIŠNE
ZAKON O RADU I NERADU
BH I ORBLA - KAD SE SPRIJETE ZAUVJEŠE
ŠTA PRILUŽENA NAČEŠNA BOKA
NOVA BIHA, A ŠTA OD NJE OČEKUJE
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033 200 223
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Savjetovanje za porodice osoba sa demencijom
priručnik
"Demencija-šta i kako dalje"
www.demencija.org

Slobodna Bosna
7.536 ilena

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

WOMEN AND VIOLENCE



BaH 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 poor 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 BaH 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.



CONCLUSIONS OF THE MONITORING:

1. During the monitoring it was noted that BaH 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.
2. Media stories about successful women are still rare or a part of paid media campaign.
3. 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.



4. Any connection of women to violence or crime, whether as victims or perpetrators, gets more attention in BaH 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.
5. 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.