



Scientific Analysis and Advice
on Gender Equality in the EU

Women and the Media: Realising a Potential for
Gender Equality

20.06.2023

Tuesday

Thon EU Hotel
Rue de la Lois, 75 Bruxelles
Time: 10:00-15:30

ABOUT THE EVENT

Background

The Scientific Analysis and Advice on Gender Equality in the EU (SAAGE) initiative has the overall objective to contribute to the improvement of European-level policy analysis and policy development, by providing reliable, independent, and rigorous scientific support and advice to the European Commission. This objective is pursued through undertaking research, providing advice, and organizing events for the examination and discussion of key issues.

Purpose

This thematic seminar of the SAAGE network draws from and seeks to inform the commitment to action on the media and its impact on gender equality that has been set out by the Commission in its Gender Equality Strategy 2020-2025 and that might further be included in the subsequent work by the Commission.

This focus in the current strategy is concerned with realising the potential of the media, in that the media has 'considerable say in shaping people's beliefs, values and perception of reality, and are thus further key channels for changing attitudes and challenging stereotypes'. The Commission is committed to a number of actions to progress gender equality through this key sector.

The purpose of this thematic seminar is to explore and discuss:

- The challenges in media coverage of women, such as lack of visibility for women and gender stereotyping, where such challenges are being addressed, and how this progress could best be built on.
- The potential of the media for progressing gender equality, where this potential has been harnessed, and how this progress could best be built on.
- The particular situation in relation to the nature and scale of the media presence for women politicians, the impact of this and the potential steps to be taken to address this.

Participants

Officials of the European Commission, including in particular officials of the Gender Equality (JUST.D.3), DG Justice and Consumers, the Interservice group on gender equality and the Task Force on Equality.

Practical Details

The seminar will be structured as a mix of presentations on the key issues, and of participant discussion on these topics.

The seminar moderator will be Niall Crowley, SAAGE network.

The seminar will be held in English.

The seminar will be a hybrid event.

A report of the event, with a summary of discussions and key messages will be prepared for the European Commission.

AGENDA



Activity

Speaking

09.30 Welcome coffee

10.00 Opening

Karen Vandekerckhove
Head of Gender Equality Unit

10.15 Session One

Monitoring gender equality in the media and the issues that become evident, limitation or expansion of freedom of expression

Maria Edstrom
Department of Journalism, Media and Communication University of Gothenburg, Sweden.

Discussion

11.15 Break

11.30 Session Two

Elisa Giomi

Media representation of violence against women: victims and perpetrators

Associate Professor at Roma Tre University, Department of Philosophy, Communication and Performing Arts & member of the Italian Communication Authority and Italian representative on the European organisation of communication authorities.

Discussion

12.30 Lunch break



Activity

Speaking

13.30

Session Three

Media Coverage of Female and Male Politicians

Daphne van der Pass

Assistant Professor, Department of Political Science, University of Amsterdam

Rewriting the Story: Emerging Pathways for Policy and Practice on media and women in politics and public life

Claudia Padovani

Associate Professor, Department of Political, Legal and International Studies, University of Padua

Discussion

15.20

Closing Statement

15.30

Close



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This event was organised for the European Commission, Directorate General for Justice, Consumers and Gender Equality; Unit D3 'Gender equality' in the framework of a contract managed by FGB Srl SB.