

FACTSHEET

On “Woman’s Image in Armenian Media” Study Results

Conducted by: Pro-Media Gender NGO

Supported by: UNFPA Armenia

Purpose: to examine woman’s image as portrayed by the Armenian media, in respect with overcoming stereotypes regarding the role and place of a woman in Armenian society.

What is the problem?

The media often contributes to strengthening of gender stereotypes and perception of women as people who are not able to conduct public or political activities, be good managers or decision-makers.

Why is it important to study the problem?

The issue becomes more urgent in the context of a number of upcoming elections in Armenia. A question is raised: to what extent the image of the woman portrayed by the media is contributing to deepening the distrust towards female candidates, and consequently to decreasing their competitiveness in the elections?

What media outlets were monitored?

Six periodicals (three newspapers and three internet news agencies) were monitored¹:

1. “**Hayastani Hanrapetutyun**” (“Republic of Armenia”) daily;
2. “**Aravot**” (“Morning”) daily;
3. “**Azg**” (“Nation”) daily;
4. «**News.am**» information-analytical web site
5. “**A1+**” news web site
6. “**Panorama**” information-analytical portal.

In addition, “**Tert.am**” web site and “**Haykakan Zhamanak**” (“Armenian Times”) daily were considered in the pilot study.

Study Period

The study period was three months – from **March 1 to June 1, 2011**, which allowed to account for the effect of the so-called “women’s month” (from March 8, International Day of Women, to April 7, Armenian Motherhood and Beauty Day) on the coverage.

Object of the Study

The object of the study was publications that contained a description of or a reference to a woman, a fact or an event describing a woman, a comment made by a woman on any topic, or an interview with a woman.

¹ When deciding on the study sample, the principle of maintaining the continuity of several studies played a decisive role.

Some Study Findings

- ✓ **86 per cent** of people represented in the media are men.
- ✓ Only 10 per cent of the total information flow is provided to women.
- ✓ The number of photos of men is six time higher than those of women.
- ✓ Newsmakers and “privileged speakers” are mainly men, with a proportion of 6:1 when compared with women.
- ✓ Expert opinion is also dominated by men: eight male experts vs. one female expert;
- ✓ Gender inequality is more striking in internet based media than in print media.

At the same time:

The world of men represented in the media is built by the hands of women -
73 per cent of publications are authored by women.

- **76 per cent of people about whom we hear or read in the world news are men** (“Global Media Monitoring Project” (www.whomakesthenews.org) 2010 data).
- **86 per cent of people about whom we read in the Armenian media are men** (according to the current study).

In the study period

The Top-Ten of most frequently mentioned women includes:

Zaruhi Postanjyan, Marie Yovanovich, Hranush Hakobyan, Anahit Bakhshyan, Naira Zohrabyan, Emmie, Hasmik Poghosyan, Hillary Clinton, Nino Burjanadze, and Lilit Mkrtchyan.

The Top-Twenty of most frequently mentioned women also includes:

Micheline Calmy-Rey, Elina Danielyan, Larisa Alaverdyan, Lilit Galstyan, Karine Achemyan, Nazik Avdalyan, Karine Ghazinyan, Sirusho, Caroline Cox, Karine Danielyan.

The most important factor affecting the number of publications devoted to women is not the “women’s month”, but rather the occurrence of news attracting events with participation of women.

In 11 per cent of publications referring to women the latter are portrayed as victims, including in more than half of such cases they are victims of accidents, in 19 per cent of cases they are victims of domestic violence, and in 12 per cent of cases – subjects of violence in public places.