

Women on TV news programmes

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Abstract

The report drawn up by the Consell de l'Audiovisual de Catalunya on the presence of women on TV news programmes for the last quarter of 2008 shows significant data which are commented on in this article. It is observed that the broadcasting media do not sufficiently reproduce the greater presence of women in society. Moreover, the appearances of women are concentrated in certain areas and roles, something that contributes to stereotyped representations. Comparing this with data from previous years, we can confirm a slight rising trend in the presence of women, associated with an improvement in their position in society. The study methodology, based on an analysis of a considerable amount of data, as well as the measurement of speaking time, reveal hitherto unknown data, such as the fact that statements by female politicians last half that of male politicians. The report provides elements for reflection and debate concerning how to improve women's representation and to make their actions more visible.

Key words

Women, media, gender, Catalonia, television.

Resum

L'informe que ha elaborat el Consell de l'Audiovisual de Catalunya sobre la presència de les dones en els informatius de televisió del darrer trimestre del 2008 mostra dades significatives que són comentades en aquest article. Consta que els mitjans audiovisuals no reproduïen prou la major presència de les dones en la societat. A més, les aparicions de les dones es concentren en determinats àmbits i rols, cosa que contribueix a reproduir representacions estereotipades. Comparant-ho amb dades d'anys anteriors, es confirma una lleugera tendència a l'increment de la presència de les dones, que està associada a una millora en la seva posició en la societat. La metodologia de l'estudi, basada en l'anàlisi d'un considerable nombre de dades, així com en la medició del temps de les intervencions, revela dades fins ara desconegudes, com el fet que les declaracions de les dones polítiques duren la meitat que les dels homes. L'informe aporta elements per a la reflexió i debat sobre com millorar la representació de les dones i donar visibilitat a les seves activitats.

Paraules clau

Dones, mitjans de comunicació, gènere, Catalunya, televisió.

Over the last few years, women have undergone significant changes in their participation in social, economic, cultural and political life but the media, for various reasons, do not sufficiently reflect this reality. This is one of the main conclusions of the report by the Consell de l'Audiovisual de Catalunya (CAC) which deals with the presence of women on television news programmes broadcast in the last quarter of 2008.¹

This article aims to present the most relevant data from the CAC report. The diagnosis offered actually constitutes an invitation to reflect on the part of journalists and programmers in the media regarding which aspects might be improved and how to achieve female representation that is more in line with their real presence in society.

The representation of women in the media. Prior considerations

Studies on the presence of men and women in the media provide predictable results, as the same phenomenon is repeated again and again in different places in the world: little presence of women, narratives and texts that reinforce the traditional role of women and almost an absence of alternative models. This is confirmed, for example, in the data from the *Global Monitoring Media Project*,² which also show significant variations between one country and another, in line with the differences in position and power of women. The media therefore reflect the social environment but, in spite of this, women's presence and representation lag behind their achievements. The studies carried out in Spain and Catalonia show the same trends.³

The Consell de l'Audiovisual de Catalunya has drawn up several reports on the presence of women in broadcasting. A

report prior to the one we are presenting here, in this case commissioned by the CAC, deals with gender parity on national public radio and television (Cóppulo 2008). Although the sample is small, the data from this report are quite interesting and should be highlighted as not only news programmes are analysed but programming as a whole, taking as its reference the content broadcast on two days in the week, a Monday and a Saturday. Table 1 presents the most significant findings.

We can see that the presence of men is mostly among professionals with greater responsibility and media projection, both on the radio and television. Within programming this male presence is also greater among those invited to debates or discussions and among those starring in fictional series. In the case of advertising, women acquire greater protagonism, although when it is a question of inviting you to buy a product, the voice of authority is predominantly masculine. Moreover, (and this does not appear in the above table), the roles of women in TV advertising are as follows: young woman (69.9%), mother (27.7%), executive/worker (25.1%) and housewife (20.4%). On the radio, the roles are slightly different: professional/workers (40.2%), young woman (19.6%), expert (14.1%) and housewife (8.7%). The difference lies in the fact that the target audience for the advertising is different on television and radio and that the power of the image conditions the message: so, in the case of television, physical appearance becomes more relevant, as is the use of erotic or seductive images. In summary, in the different programmes, and even more so in advertising, women appear as more immature people with less authority than men; also more closely related to domestic tasks.

Other CAC reports of note are those referring to how news treats gender-based violence. This was analysed in 2002, 2004 and 2007, something which means that trends can be followed. We note the maintenance of news attention, which highlights the recognition of this kind of violence as a structural fact, as well as an improvement in the quality of the information, as less weight is given to the aggression per se and greater presence is afforded to the court cases and policies. For the purposes of

what we are discussing in this article, the 2007 report on violence states that news items on domestic violence has women as the protagonist, unlike the rest of the items.⁵ The speaking time of women occupies 61.1% and that of men is 38.9%, a proportion that inverts the usual share for news as a whole analysed in 2007, where women have 22.1% of the speaking time and men have 77.9%. The little representation of women in news as a whole is combined with their over-representation in items on violence, which might contribute to women's image of victimisation and forces us to reflect on its effects.

In all, it leads us to deal with the media in their role as producer and reproducer of cultural representations, taking into account the fact that the media not only inform on but also reinterpret reality, recreating it and shaping a media reality that feeds back into reality per se and helps to modify it. With regard to the differences in representations of men and women, three factors should be considered:

a. **The gender conceptions present in society.** Gender constitutes a part of the sexual difference that appears as social, as constructed. It is the series of signifieds that each society gives to the physical and biological features that differentiate men and women, providing ideas on attitudes, values, beliefs and symbols that give meaning to the experiences and help to construct identity.⁶

b. **Power/representation.** Gender differences are power differences expressed in the imbalance between men and women and are projected in the implicit policy of representation in the media: power to stand out, assign and classify, symbolic power, power to exclude. One of the mechanisms is the use of stereotypes in representing women, which "reduce, essentialize, naturalise and fix the difference" (Hall 1997) and also help to make them inferior, which is a form of exclusion.

c. **Changes in representation policy.** Social and political changes are translated by the media. In fact, social and political dynamics are expressed in the media that are associated with power but also with the response to power.⁷ The main changes in the policy for representing women have taken place at strong moments, as the result of the accumulative cultural

Table 1. Gender parity on the public radio and television of Catalonia. 2008⁴

	TV		RADIO	
	Men	Women	Men	Women
Stars of fiction	78%	39%	-	-
Directing programmes	88%	12%	90%	10%
Presenting programmes	68%	32%	80%	53%
Responsible for a section	78%	27%	61%	39%
Number of people invited by the programme	5.09	2.26	4.03	1.45
People explaining their life experiences	97%	68%	83%	72%
Advertising. Number of people per advertising space	1.84	1.29	1.24	0.65
Advertising. Leading role	34%	37%	65%	41%
Advertising. People explaining their life experiences	32%	63%	39%	16%
Advertising. Use of prescriptive voices	75%	25%	76%	41%
Advertising. Use of nude or semi -nude people	44%	84%	-	-

Source: Own, based on Cóppulo (2008)

revolution that has eroded the patriarchal structure and given value to women's rights. It should be stressed that the media do not limit themselves to reproducing a certain status quo; they can also play a part in promoting changes, thematising social problems and encouraging debate in the public arena.

Reports such as that prepared by the CAC and which we present below can contribute to the debate regarding journalistic routines and practices that are conditioned by the imbalances between men and women and to the reflection of how alternative approaches can be designed for a more just and balanced gender representation.

Object and methodology of the CAC report on the presence of women in the news

The CAC report on the presence of women in the news, analyses the television news programmes and news magazines offered by six channels from Catalonia (TV3, 3/24, TVE a Catalunya, 8tv, Barcelona TV and Badalona TV) between 1 October and 31 December 2008,⁸ comparing the presence of women with that of men and taking the following aspects as the lines of analysis:

- Overall presence of women expressed as speaking time and number of inserts in which they appear.⁹
- Themes and news items in which the presence of women is found.
- Presence of women in items from the political arena and the role they play in them.
- Presence of women in items from the social arena and the role they play in them, understanding the social arena in a broad sense, including items of an economic, cultural, health, educational, association-based, employment or personal nature.

We should stress two important contributions from the methodology employed in this report, adding value compared with other studies on the same area as it provides different data and information that have been novel. One is having analysed such a considerable volume of data (11,440 inserts, corresponding to 376 broadcasting hours of 654 TV news programmes). The other, the most notable, is the fact that the speaking time of men and women is known and not only the frequency of their appearance, information which provides more details regarding the function of protagonism in news and especially helps to weigh this up in proportion to the duration of appearance. The fact that there is also a similar report for 2004 means that comparisons can also be made over time and the trends analysed.¹⁰

One methodological caveat should be remembered when analysing the data, namely that the time dedicated to each TV channel is not the same, due to the differences in duration of their news programmes, so that the data obtained may vary

from the almost 194 hours seen on TV3 to the 23 hours on Badalona TV.¹¹ This big difference is not offset by the expression of the data in relative amounts. On the other hand, the sports block included in news programmes is treated as a whole, without breaking down the different items, and only the speaking time of any political agents appearing in this block is counted.

The news for the quarter analysed (October-December 2008) focused particularly on the economic and financial crisis and its consequences, both for Spain and internationally. Also of note were news items on the presidential elections in the United States, the debate on the new financing model for the autonomous communities in Spain and ETA terrorism. With non-political news, of note are items related to the Christmas festivities, weather and news on immigration, especially regarding the signing of the immigration pact.

The main conclusions of the report are presented below, based on the overall findings, as no substantial differences have been found between the TV channels analysed. The graphs and tables appearing in the text are either taken from the report itself or have been produced based on its data. In summary, the conclusions are as follows:

1. Little presence of women in news programmes.
2. Lack of thematic balance in terms of the presence of men and women.
3. In politics there is a dual under-representation of women: in presence and in speaking time.
4. In the social arena, there is little diversity in the representation of women and a strong presence of stereotypes.
5. In all areas the presence of women is less than their real presence in society.

1. Little presence of women in news programmes

The presence of women on news programmes is low. This is not only seen in the number of inserts (27.5% compared with 72.5% of men), but also in the average duration of their interventions, which in the case of women (28 seconds) is significantly less than that of men (44 seconds). The proportion of speaking time is 24.5% among women and 75.5% among men. It should be added that the presence of women is not only lower than that of men in absolute terms (the proportion is 1 to 4), but also in relation to their real presence in society. We will deal with this later.

Nonetheless, these data show quite a substantial improvement compared with the situation in 2004, where the appearance of women was 20.1% (compared with 27.5% in 2008) and speaking time 17.7% (compared with 24.5% currently).

Apart from these absolute data, there is another form of under-representation of women, where they appear without being identified with their names and/or surnames, which totals 13% of the speaking time (compared with 4.9% for men). In general, the name and surname of the person are given when it is thought that what they are saying is of some sig-

nificance. But when the aim is to have people appear in news items who are limited to expressing emotions or drama, then more women are used.

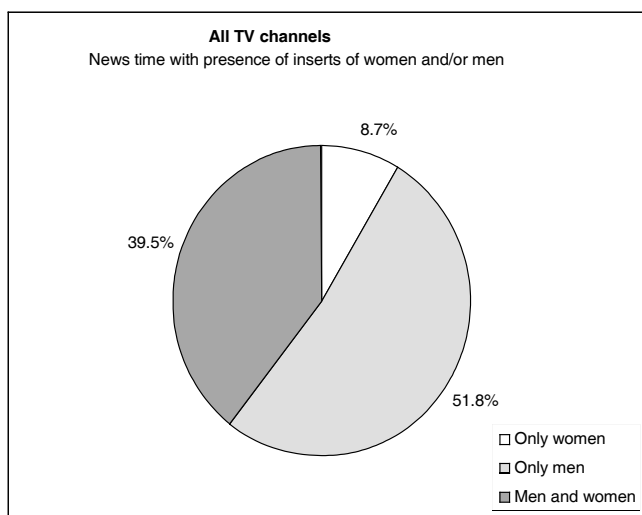
Another highly significant piece of data, which we represent in Figure 1, is that only 8.7% of the news time contains interventions by women on their own, while the percentage rises to 51.8% in the case of men on their own (the rest of the time, 39.5%, corresponds to news items where men and women appear at the same time).

2. Lack of thematic balance in terms of the presence of men and women

One initial aspect to highlight refers to the protagonism in news items and to the different weight occupied by the political sphere. In the case of men, almost half the total speaking time corresponds to political figures (45.5%), while in the case of women this percentage falls to 25.8%.

With regard to the thematic content of the news items, and focusing on the speaking time, women are mostly to be found in news items de *Society* (35.5%), followed at quite a distance by *Economy and business* (13.7%) and *Art and culture* (10.9%). Women's remaining speaking time (37.7%) is highly fragmented and divided up among 11 different themes. The different television channels analysed have some notable details. For example, 8tv has the largest concentration of speaking time of women in *Society* (42.1%). On the other hand, TV3 (14.1%) and 3/24 (16.5%) are the only ones where the proportion of women's speaking time for *Political events* is significantly above the overall average (9%). Finally, of note is the 22.8% of speaking time obtained by women on Badalona TV for *Art and culture*.

Figure 1. Proportion of news time with presence of inserts of men and/or of women



Source: Consell de l'Audiovisual de Catalunya.

Table 2. Proportion of speaking time per theme by the variable of gender¹²

Theme	Women's speaking time (%)	Men's speaking time (%)
Health	47.4	52.6
Education and teaching	33.9	66.1
Society	32.6	67.4
Media and telecommunications	27.2	72.8
Art and culture	26.8	73.2
Environment	26.7	73.3
International events	26.7	73.3
Traffic	26.1	73.9
Social conflicts	24.6	75.4
Science and technology	24.5	75.5
Work	23.9	76.1
Economy and business	19.3	80.7
Sports	13.2	86.8
Political events	10.9	89.1
Total	24.5	75.5

Source: Consell de l'Audiovisual de Catalunya.

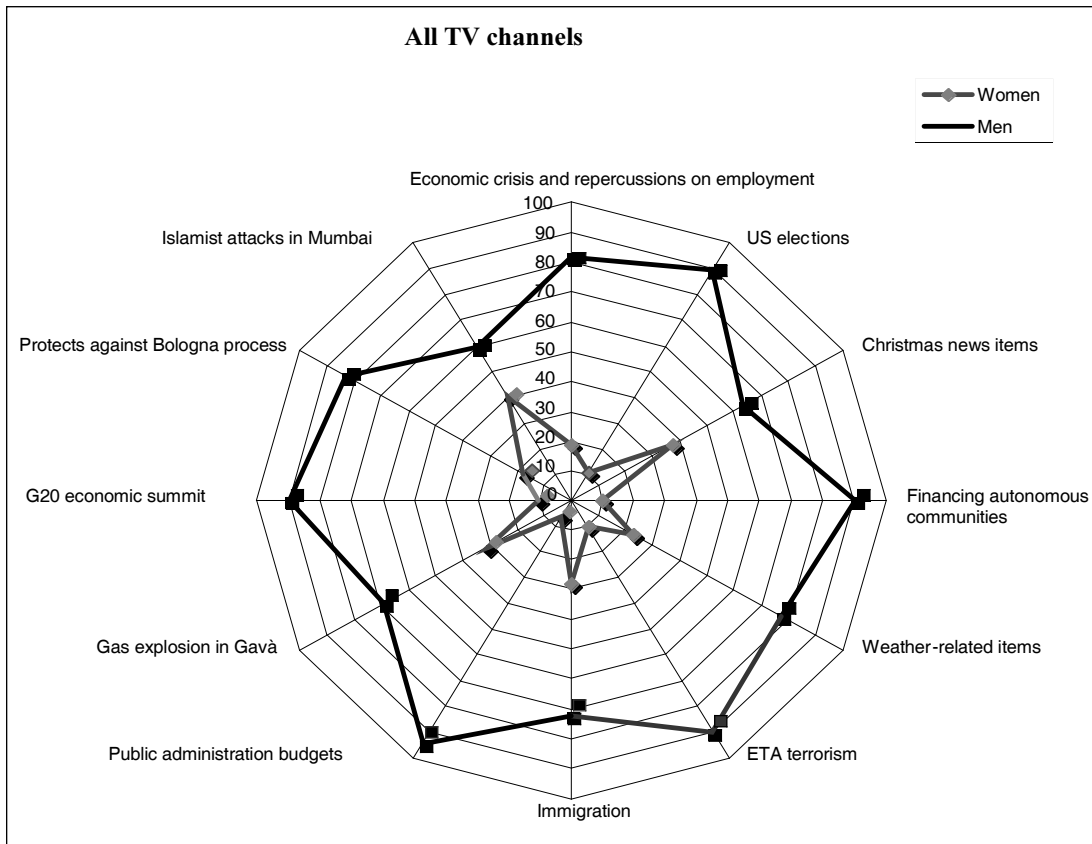
If we take as a reference the distribution of speaking time between men and women, we will see (table 2) that women appear less than men in each thematic area and that the news items related to *Health* (47.4%), *Education and teaching* (33.9%) and *Society* (32.6%) are those that concentrate a greater proportion of women. The speaking time of women is below average (24.5%) in three themes (excluding the category of *Sports*): *Work* (23.9%), *Economy and business* (19.3%) and *Political events* (10.9%).

With regard to the most notable items for contemporary news, women obtain a proportion of speaking time that is lower than men in all cases. As can be seen in Figure 2, this ranges from 6.2% in the item on the approval of the budgets for the different public authorities for 2009 (especially the general state budgets but also those of the Catalan government and Barcelona council) to 40.3% in the Islamist attacks against tourist interests in Mumbai, where the president of the Community of Madrid, Esperanza Aguirre, was affected, as well as the CiU MEP, Ignasi Guardans. In "hard" news items, such as those about the financing of autonomous communities, public administration budgets, US presidential elections and the G20 summit in Washington, women's speaking time was under 15% in all cases.

3. In politics there is a dual under-representation of women: in presence and in speaking time

The political sphere has particular characteristics as there is a dual under-representation of women. Their presence (23%) is lower than the average (27.5%) but if we pay attention to the

Figure 2. Proportion of speaking time for men and women in the main news items for the quarter October-December 2008



Source: Consell de l'Audiovisual de Catalunya.

speaking time, this proportion falls to 15.5%, ten points below that of news as a whole, which is 24.5%.

The CAC report reveals a relevant piece of data: the average duration of interventions by male politicians almost doubles that of female politicians; 2 minutes and 1 second for men compared with 1 minute and 12 seconds for women. The explanation can be found in the fact that men occupy more important positions in the different political institutions as presidents of governments, mayors, heads of the opposition, spokespeople for parliamentary groups, presidents of parties, etc., and their interventions warrant more news coverage. For example, the president of the Catalan government, José Montilla, concentrates 36.1% of speaking time for the Catalan government, and José Luis Rodríguez Zapatero (the Spanish president) accounts for 45.9% of the time for the Spanish government. However, this explanation focusing on the degree of responsibility is not enough since, as we will see below, the presence of women in the media is below that of men occupying equivalent positions. In other words, under the same conditions, men have more speaking time, something that also indicates the influence of stereotypes and prejudices so that what women do is undervalued.

A high concentration of speaking time for female politicians has been observed, as only four women account for more than

25% of time of all female politicians: María Teresa Fernández de la Vega, Vice-President of the Spanish government (8.2%), Mar Serna, Catalan Minister for Employment (6.7%), Alicia Sánchez-Camacho, President of the Catalan political party PPC (6.0%), and Montserrat Tura, Catalan Minister of Justice (5.1%). This degree of concentration is higher than for men, as interventions by 7 men need to be added together to reach this same percentage of 25%.

If we consider all politicians, male and female, then María Teresa Fernández de la Vega, who is the first woman to appear, is ranked 13 on the list of interventions, ordered by speaking time, with 1.3% of the total speaking time,¹⁴ Mar Serna ranks 15 (1.0%), Alicia Sánchez-Camacho is 18th (0.9%), Montserrat Tura 26th (0.8%), Marina Geli 31st (0.6%), Carme Capdevila 35th (0.6%), Carme Chacón 44th (0.4%), Mercè Rius 48th (0.4%), Dolors Camats 49th (0.4%) and Esperanza Aguirre 50th (0.4%).

We should note the timid upward trend over the last five years in the presence of women in the area of politics. In 2004 the average speaking time of female politicians was 13.8%, lower than that of the last quarter in 2008, which was 15.5%. There is therefore not such a notable difference, almost 2 percentage points. On the other hand, the increase is much more marked in the specific case of the parties. In fact, the figure of speak-

Table 3. List of the 10 female politicians with the most speaking time¹³

	Identification	Group	Speaking time	% of total speaking time for female politicians
1	Fernández de la Vega, María Teresa	Spanish government	0:15:11	8.2
2	Serna, Mar	Catalan government	0:12:29	6.7
3	Sánchez-Camacho, Alícia	PPC (political party)	0:11:09	6.0
4	Tura, Montserrat	Catalan government	0:09:27	5.1
5	Geli, Marina	Catalan government	0:07:44	4.2
6	Capdevila, Carme	Catalan government	0:06:44	3.6
7	Chacón, Carme	Spanish government	0:05:16	2.8
8	Rius, Mercè	Badalona council	0:04:49	2.6
9	Camats, Dolors	ICV-EUiA (political parties)	0:04:38	2.5
10	Aguirre, Esperanza	Autonomous community government (not Catalonia)	0:04:37	2.5
Total speaking time for female politicians			3:04:54	100

Source: Consell de l'Audiovisual de Catalunya.

ing time for women from political parties in 2004 was practically anecdotal (around 3%) and in 2008 this has increased by about 10 points. This has been helped by the appointment of female spokespeople for ERC (Marina Llansana) and ICV (Dolors Camats) and particularly the presidency of the PPC, on the part of a woman, Alícia Sánchez-Camacho. In Figures 3 and 4 below, we can see the trends in speaking time in the areas of institutional politics and political parties, where the difference is evident. The data have been taken from the monthly pluralism reports produced by the CAC, which have included the gender variable since 2004, allowing these trends to be monitored.

4. In the social arena, there is little diversity in the representation of women and a strong presence of stereotypes

In the social arena there is less imbalance in the appearance of men and women in news programmes than in the political arena, especially in certain areas, such as health and education. The average speaking time is 30.6% for women and 69.4% for men. Of the different television channels analysed, this proportion ranges from 27.3% on TV3 to 36.1% on Barcelona TV.

Unlike the situation in the political arena, here there is a strong spread in interventions by women and less continuity. Remember that 4 female politicians concentrated 25% of all the speaking time. In the social arena, however, the 4 women with most time accumulate only 2.3% of the time. The reason is that women's interventions are particularly concentrated in the group of *Other* (46.8%), which fundamentally contains occasional agents, witnesses of the events being explained in the news items. In the case of men, the social group with the highest concentration is that of *Trade Unions*. In addition to the category of *Other*, women's interventions are also concentrated

in *Cultural Acts* (14.5%), *World of Associations* (9.9%) and *Economic Agents* (8.4%), and the four go to make up almost 80% of the interventions.

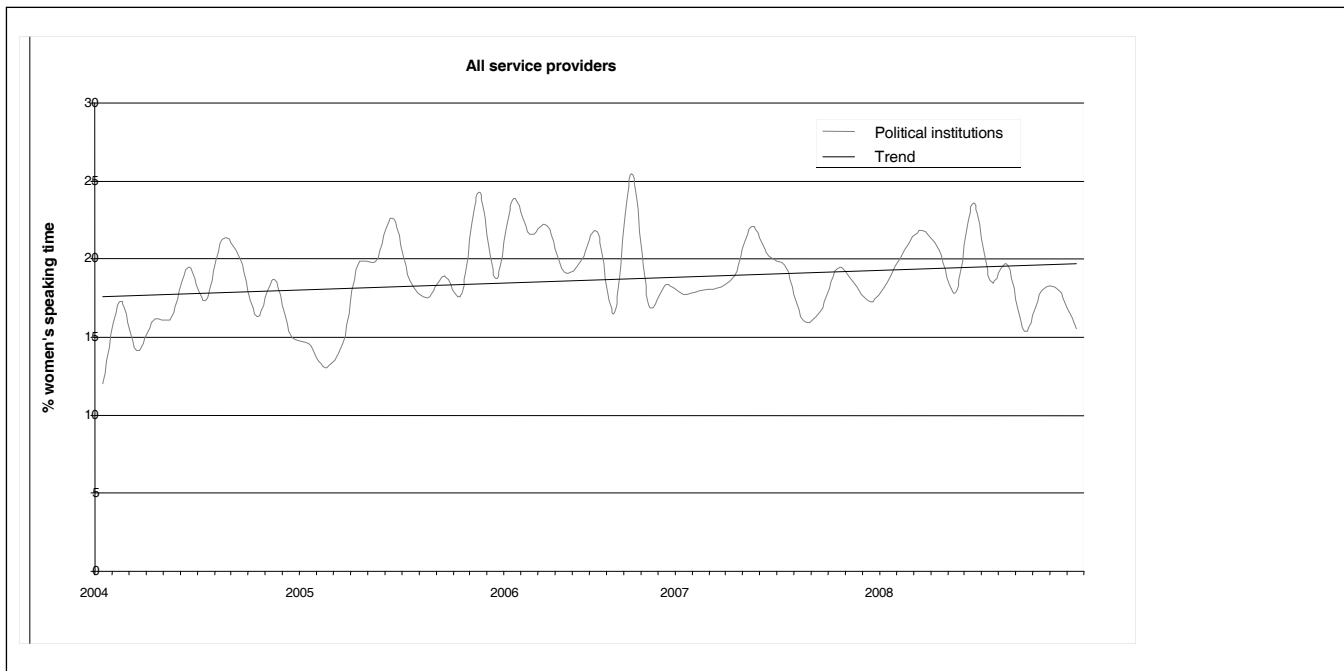
It is in social roles where the stereotyped representations of women are most strongly expressed, concentrated into specific occupations and also in activities with less prestige and power. In effect, as shown in Table 4, women have a relevant presence in terms of speaking time in the personal area (45.5%), in health (34.8%) and education (32.1%).

When we break down the news items for each of these three areas where women have more speaking time, another very relevant piece of data appears, namely that, among the different roles that can be observed, women predominantly appear in news items where they have less relevance. We can see this in Table 5.

In the social area there is a predominance of representations that tend to value women not so much as autonomous individuals but in their relationship with others, as shown by the specific roles that predominate in the areas of health, education and personal issues. With regard to health, significantly, women have more speaking time than men as receivers of health services (56.1%) and, on the other hand, when they are to appear as professionals, the proportion falls to 27.5%. The same thing happens in education: half the speaking time for students is by women (49.2%) but when we focus on educators, this falls to 29.1%. With regard to the personal area, this is where women's speaking time is highest (44.5%), exceeding that of men when appearing as a *relative* (68.5%), *user of public services* (65.2%) and *consumer* (55.7%). We should note that the personal dimension involves a private perspective, totally removed from professional or public activities of individuals and is therefore not associated usually with something that bestows status or power.

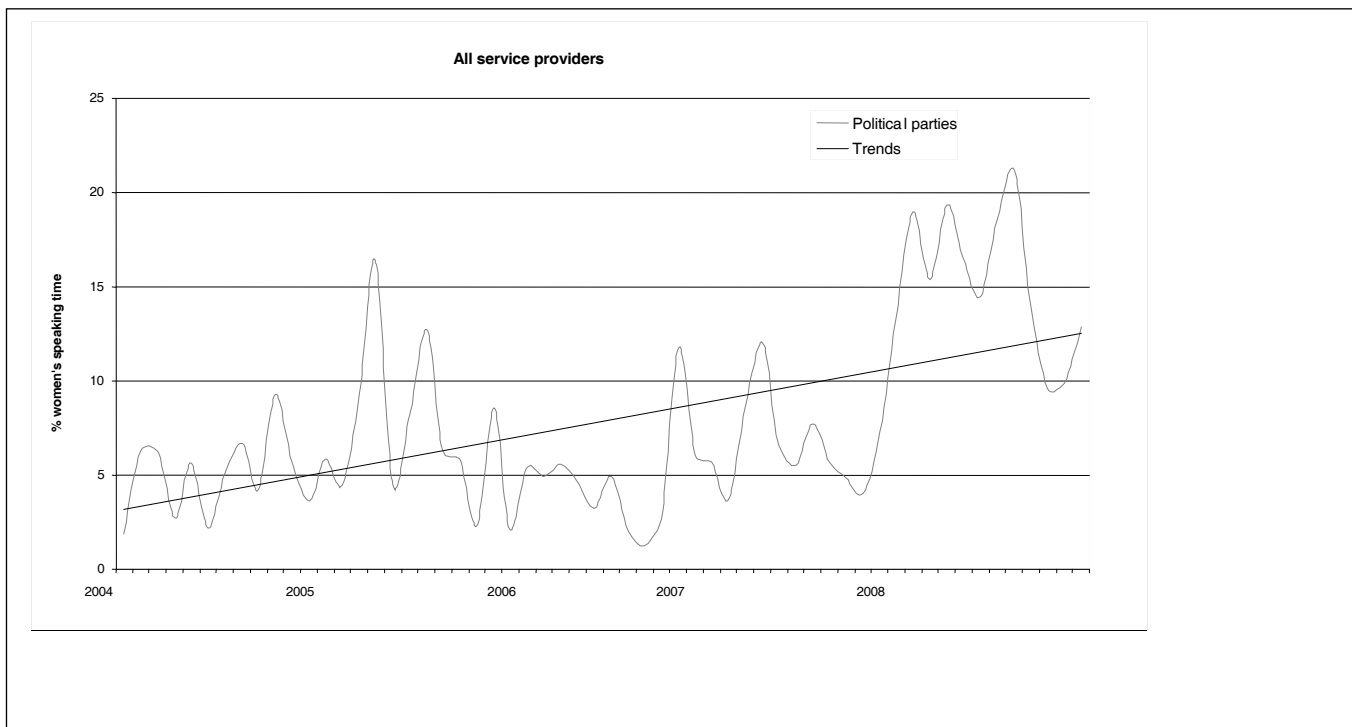
The impact on the formation of an image of women and men in the media is particularly significant in some of the sub-

Figure 3. Women's speaking time as part of all groups of institutional politicians between 2004-2008



Source: Consell de l'Audiovisual de Catalunya.

Figure 4. All service providers. Women's speaking time as part of all party politicians between 2004-2008



Source: Consell de l'Audiovisual de Catalunya.

Table 4. Proportion of speaking time by area according to the gender variable

Area	Women's speaking time (%)	Men's Speaking time (%)
Economic	25.8	74.2
Cultural	26.2	73.8
Health	34.8	65.2
Education	32.1	67.9
Associations and socio-political organisations	26.4	73.6
Personal	44.5	55.5
All women - social	30.6	69.4

Source: Consell de l'Audiovisual de Catalunya.

groups mentioned that, in addition to relative terms, have a considerable weight in absolute speaking time. This is the case of the sub-groups *relative* (39 minutes and 45 seconds of speaking time) and *consumer* (35 minutes and 47 seconds), where women predominate. On the other hand, two of the sub-groups with the most speaking time in the case of men are *large firms and multinationals* (1 hour 16 minutes and 30 seconds of speaking time) and *business organisations* (59 minutes and 59 seconds). This all helps to reproduce the stereotypes associating men with activities that significantly impact the economy and society important and women in other sub-groups where they are dependent.

5. In all areas the presence of women is less than their real presence in society

Not only is the presence of women lower than that of men in absolute terms; it is also below their real presence in society. Politics is a clear example. 15.5% of women's speaking time is far below their real presence in governments (26.7% in the Catalan government, 50% in the Spanish government, 55.5% in Barcelona council, 33.3% in Badalona council), as well as in parliaments (35.6% in Catalonia; 36.9% in Spain) or in local administration as a whole (29.3%).

Table 6 compares the speaking time obtained by members of governments in TV news programmes for all the TV channels analysed, discounting the time used by presidents of governments (Catalan and Spanish) and mayors, as they have more news coverage due to their position and responsibility. Consequently, comparing equivalent data, we can see that the representation of women is a third of the real presence of female ministers in the Spanish government, although the government is evenly balanced and its spokesperson is a woman. In the case of the Catalan government, however, women's representation is closer to reality. With regard to local governments as a

whole, women's speaking time on television news programmes (18.1%) is 11 points below their real presence (29.3%). Executives from Barcelona and Badalona council specifically have a similar pattern: women are under-represented in television news programmes in comparison with the composition of these governments, even after deducting the time dedicated to the respective mayors.

In the social arena, there is a similar situation to that of the political arena, with women's representation being below that of their real presence in each of the sub-groups of this area. Table 7 shows this situation.

In the economic arena, the comparison between two similar concepts (*worker* in the report and *salaried worker* in the statistical data) reveal a notable coincidence: 41.1% of speaking time and 45.1% of the employed population (total men and women).

Health and education, which in global terms are the areas where there is the greatest correspondence between women's presence in news programmes and in reality, are nonetheless distorted because women are under-represented in their

Table 5. Proportion of speaking time by gender in the area of health, education and personal

	Women	Men
Area of health	34.8	65.2
Person providing health services	27.6	72.4
• <i>Medical staff</i>	21.2	78.8
• <i>Nursing staff</i>	100	--
• <i>Pharmaceutical staff</i>	34.5	65.5
• <i>Other (health area)</i>	--	--
Person receiving health services	56.1	43.9
Area of education	32.1	67.9
Teaching	27.1	72.9
• <i>Non-university official education</i>	55.9	44.1
• <i>University education</i>	14.9	85.1
• <i>Non-official education</i>	32.2	67.8
Student	49.2	50.8
Personal area	44.5	55.5
Person affected by an event	35.5	64.5
Relative	68.6	31.4
Consumer	55.7	44.3
Citizen	38.3	61.7
User of public services	65.2	34.8
Assisting/Taking part in public act	38.7	61.3
Other (personal area)	4.0	96

Source: Consell de l'Audiovisual de Catalunya.

Table 6. Comparison of composition of executives and women's speaking time

Executives	Composition (% of women)	Women's speaking time in TV news programmes (%)	
		Of all executive	Without president or mayor
Catalonia (all television channels)	26.7	19.7	31
Spain (all television channels)	50	15.5	31.9
Catalonia – local ¹⁵ (all television channels)	29.3	18.1	--
Barcelona council (Barcelona TV)	55.5	26.7	42
Badalona council (TV Badalona)	33.3	15	21.8

Source: Consell de l'Audiovisual de Catalunya.

respective professional categories. In health, for example, women appear little as doctors (43.6% in reality, 21.2% of speaking time) or as pharmacists (70.2% in reality, 34.5% of speaking time) whereas they are over-represented as nurses (83% in reality, 100% of speaking time). With regard to education, there is a correspondence of data at the level of non-university teachers but, in the case of university lecturers, women are under-represented (14.9% of speaking time) compared with their actual presence (36.9% of university lecturers are women).

In these areas we need to make the same considerations as previously with politics, namely that both for men and women, speaking time is higher in the socio-labour categories of higher prestige, higher positions or more responsibility in the chain of command: the doctor more than the nursing staff; the university lecturer more than the primary or secondary school teacher. But this trend is more evident in the case of men, as doctors and university lecturers almost monopolise all the speaking time of men in the area of health and education respectively.

In the area of associations, while statistics show parity in the participation of men and women, speaking time attributes 32.2% to women and 67.8 to men. Further analysis would require data on the degree of responsibility of women and men within associations and a classification of membership according to the purpose of the associations.

Finally, women are also under-represented in terms of speaking time compared with their trade union membership: 14.7% speaking time, although the membership of women in Catalonia is around a third of the total.

To finish

The significant imbalance that appears in the representation of women in news programmes comes from two factors of a very different nature, although they are related; one being cultural and the other resulting from the inequality and power imbalance between men and women.

Gender is a cultural construct based on perceived capacities and qualities that are attributed to each sex. These perceptions

Table 7. Comparison between real data and speaking times for sub-groups of social agents

Area	Concept - report	Concept - statistical data on society	Women (% of total men/women)	
			Speaking time	Society data
Economic	<i>Worker</i>	<i>Salaried worker</i>	41.1	45.1
Health	<i>Doctor</i>	<i>Doctor</i>	21.2	43.6
	<i>Nursing staff</i>	<i>Nursing diploma</i>	100	83
	<i>Pharmacist</i>	<i>Pharmacist</i>	34.5	70.2
Education	<i>Teaching non-university official education</i>	<i>General education: special education; other</i>	55.9	62.3
	<i>Teaching official university education</i>	<i>Universities</i>	14.9	36.9
Associations (...) socio-political	<i>Related to the non-labour world</i>	<i>Associations</i>	32.2	50
	<i>Trade unions</i>	<i>Trade union membership</i>	14.7	33.4

Source: Consell de l'Audiovisual de Catalunya.

influence the lower visibility and importance given to activities carried out by women, which the media tend to reproduce. In this respect, we should reflect on the fact that inserts containing statements by female politicians last half as long as those by men. Also the fact that women are more represented in "soft" news items, in themes concerning society, entertainment or fashion or to illustrate news items as one-off witnesses; more as common people talking at a personal level rather than experts.

The other factor is related to social and power dimensions and to the inequalities that still exist in society between men and women. The media largely reflect what exists in parties, in institutional activity, in professional representation and in the leaders of associations. Women appear more and with representations more in line with their real situation when they hold important positions of a political, social or professional nature. More presence for women in these areas should also lead to greater balance in the representation of men and women in news programmes.

Based on these comments, it is useful to remember the recommendations given by the World Conference on Women in Beijing, held in 1995, which noted that the media are not reflecting the real changes taking place for women in our societies, fixing as a strategic target the fact that the media should represent appropriately, without prejudice or stereotypes, the images, speeches and knowledge generated by women.

Comparing the 2008 report with the one produced by the CAC in 2004, we can see a slight upward trend in the presence of women in TV news programmes, associated with an improvement in the position in those areas where they carry out their activities. This is a trend that reflects the tendency towards greater understanding and respect for women's rights, both on the part of the media and also by society. However, there are still notable deficiencies, but if these deficiencies are questioned instead of being accepted as a *fait accompli*, we can then say that the data from the CAC report have the potential to transform and must help to advance towards more satisfactory results concerning the presence of women and towards the need to promote the focus of news from a gender perspective.

Notes

- 1 IST Report 1/2009. *Informe sectorial trimestral. La presència de les dones en la informació*. October-December 2008. Consell de l'Audiovisual de Catalunya. The CAC also made some assessments based on this report that were approved by the Full Assembly of 18 March 2009.
- 2 The Global Monitoring Media Project, GMMP, was created in 1995 after the Beijing Summit to analyse the presence of women in the media. In 2005 it issued its third report based on the news appearing in the broadcasting and written media on a single day (16 February 2005) in 76 countries in the world.
- 3 See Altès 2000; Altès and Gallego 2004; Bach et al 2000; Bengoechea and Gutiérrez 2004; Berganza et al 2004; Còppulo 2008; López Díez 2001, 2004, 2005).
- 4 Both in this table and in the data that appear in the text, there may be percentages that do not add up to one hundred. This is either because all the possible situations have not been exhausted or because the same criterion has been applied to both men and women when they share a programme or advertisement.
- 5 See the IST Report 1/2008 by the CAC.
- 6 See Butler 2004; Castells and Subirats 2007; Comas d'Argemir 1995; del Valle et al 2002; Mascia-Lees and Black 2000, Touraine 2007.
- 7 Comas d'Argemir 2008; Curran 2005; Dines and Humez 1993; Gaunlett 2002; Macé 2006.
- 8 The report on the presence of women in news programmes is a quarterly report drawn up by the CAC based on data from the monthly reports on political pluralism, which are those that determine the criteria for the sample of TV channels analysed. It is produced by the Content Area of the CAC and we would like to stress the expertise and rigour in obtaining and exploiting the considerable volume of data contained in the reports.
- 9 The inserts result from breaking down the news into different meaningful fragments. The speaking time measures the direct presence, with voice and image, of those people in the news item.
- 10 See the report IDP3/2005, by the CAC.
- 11 The news programmes analysed are as follows: TV3 (*TN migdia*, *TN vespre*, and *l'informatiu de Els matins*), 3/24 (*News items 3/24*), TVE a Catalunya (*Edició migdia*, *Edició vespre*), 8tv (*News items 8*), Barcelona TV (*Edició migdia*, *Edició vespre*), Badalona TV (*Badalona news items*).
- 12 The shaded area is the percentage of those themes where women's speaking time is below the overall speaking time global for women.
- 13 The women have been shaded that go to make up the first 25% of the total speaking time for female politicians.
- 14 Ahead of them are José Luis Rodríguez Zapatero (7.2%), José Montilla (6.0%), Artur Mas (3.1%), Joan Saura (2.5%), Mariano Rajoy (2.4%), Jordi Hereu (2.2%), Jordi Serra (2.2%), Pedro Solbes (2.1%), Joan Ridaó (1.7%), Antoni Castells (1.7%), Joan Puigcercós (1.7%) and Alfredo Pérez Rubalcaba (1.5%).
- 15 Includes the groups *Government of Catalan local authorities*, *Government of Barcelona Council* and *Government of Badalona Council*.

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