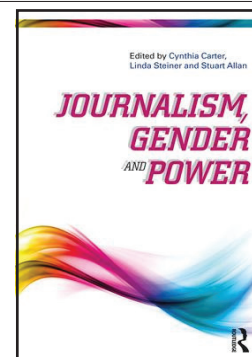


CARTER, C.; STEINER, L.; ALLAN, S. *Journalism, Gender and Power*.
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Leading voices and challenges of women's role in journalism

The current context, indicated by the constant change and ability to change, has favoured the emergence of new concepts, tendencies and perspectives. Among them, gender advancements significantly stand out, aiming to reach an established level of equality between men and women in public and private sectors, thanks to the arrival of new tools, rights, authorities and organisations that protect and develop said equality. At the same time, there has also been a notable growth in the visibility of feminism and its evolution through post-feminist trends and understandings. In accordance with Brooks' vision (1997), there has been a historic change which represents the third wave of feminism and has caused it to unite with other postmodern movements, bringing about an epistemological breakdown, upon the establishment of a critical attitude towards previous feminist attitudes and the revindication of identity diversity.

Moving forward, and focusing on the matter of gender in journalism and the mass media, the *Journalism, Gender and Power* (2019) editors, Cynthia Carter, Linda Steiner and Stuart Allan, communication and journalism researchers specialised in gender and feminist studies, offer us an updated revision of their latest publication *News, Gender and Power* (1998). They recognise all the social changes that have arisen since its publication and the various advances that have been made in theoretical studies. This revision, in the form of an overview, acknowledges a series of relevant texts which express different perspectives, methodologies and geographic realities, specifically studying cases from the United Kingdom, United States, Puerto Rico, South Africa, India, Arab countries and China. All these texts try to offer a global perspective of the role of the woman today, in this sector, with a critical focus that successfully manifests the importance of gender equality in journalism in democratic societies.

Its structure is divided by theme into four parts, examining different key topics in each one, such as gender policies in news production; aspects of objectification, sexualisation and sexual violence; normative hierarchies; the secondary role of women in more technological professional roles, such as data journalism; the importance of women's physical appearance and clothing in the media; the presence and participation of women in trade unions; gender hearings; sporting violence; the relationship between women and war photography; the perpetuation of gender roles in young girls; masculinity; the representation of gender identities or the importance of creating activist movements. Through this structure, the revision manages to combine more general thematic studies, such as those previously mentioned, with other more specific cases, such as the Tunisian Jasmine Revolution, the controversy of *The Sun's Page 3* (topless model photo publication), the rape and death of the young woman Anene Booysen in South Africa, or the analysis of electoral candidate Hillary Clinton's press coverage. It is important to note that the chosen format allows for a great number of conceptions, but at the same time loses the sense of unity, as, despite being told through different chapters, as a means of practicality, the thematic separation is still not very defined, studies of a similar nature being found in each one. Additionally, the fact that a small introduction is lacking at the beginning of each chapter, as well as a conclusion, which refers to the initial ideas presented throughout the articles, creates a sense of disorganisation of ideas.

Broadly speaking, *Journalism, Gender and Power* (2019) emphasises the changes and advances that have occurred in recent years and the progress that they have brought about, but also exemplifies that we still cannot contemplate the existence of complete gender equality in our society today, that women continue to have a secondary role in decision-making and positions of power. Equally, it has also noted that this favourable environment coexists with mentalities that perpetuate the sexual objectification and rise of misogynistic attitudes that legitimate

“machista” attitudes and the persistence of a purely patriarchal system. Although there are numerous new feminist waves and movements and the participation and representation of women in the media and at a professional level is constantly improving, there is still a long road ahead. With this in mind, there are simple areas that can advance the achievement of equality, in particular, education and the continuation of ideological change. The need for major equality policy growth and the implementation of new plans and procedures that guarantee its compliance are also highlighted. Specifically, in relation to the content, the importance of establishing an improvement in error identification style books, learning from them and returning to them in order to achieve an appropriate level of normalisation, is noted. Finally, it is proposed that the amount of research and studies that result in the clarification of the notions of *masculinity* and *femininity* in the media are increased. This is in addition to others that discuss the relationship which exists between equality adoption in a socio-cultural context, the degree of women’s access to power hierarchies, their role in trade unions and gender studies related to *online* activism, and the presence of women on social networks.

Consequently, *Journalism, Gender and Power* is successful in updating the study of the role of the woman in the media, both in the professional sphere and in their representation as a newsworthy object. It offers a critical and detailed evaluation of the discussion and provides a clear knowledge and focalisation of the communication sphere for media professionals, activists, academics and students specialising in different areas of gender studies to utilise.

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