GENDER ISSUES IN NEWS BULLETINS
A Comparative Analysis between
Malta, Cyprus and Ireland

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Broadcasting Authority

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In 1998 Ms Joanna Spiteri was conferred a BA (Hons) degree in Communication Studies by the University of Malta with her main dissertation focusing on the changes in Maltese print journalism since the eighties. After obtaining her first degree, she worked as a journalist at *Public Broadcasting Services Ltd.* newsroom producing local and foreign features for television and radio. She also covered Parliamentary sittings. During the two years at *PBS Ltd.* she presented and produced current affairs programmes on *TVM* and *Radju Malta*, two of which had won the Broadcasting Authority's Programme Awards. She produced and presented a series of programmes on *Channel 12* focusing on the work done by voluntary organisations and adult learning. In 1999 she joined the Broadcasting Authority as a Supervisor in the Programme Monitoring Department. During the tenure of this post, she read for a Master's Degree in Arts at the University of Malta focusing her research on the portrayal of gender issues in news bulletins. Her interest in gender issues led the Authority to appoint her as a Chairperson of the Broadcasting Authority's Equality Committee in order to liaise gender issues at her workplace with the National Commission for the Promotion of Equality. In 2004 she drafted the *Broadcasting Authority Guidelines on Gender Equality and Gender Portrayal in the Media*. She was involved in a number of projects with regard to gender and the media including the co-ordination of an EU project known as "Portraying Politics: a Toolkit on Gender and Television" and co-ordinating the staff at the Broadcasting Authority to assist the National Co-ordinator, Dr Brenda Murphy, in the Global Media Monitoring Project. In 2001 she attended a workshop within the news department at the Irish Public Broadcasting Service, *RTÉ*. This work is the result of her research on news and gender issues.

She is currently reading for a Ph.D. with the University of Stirling in Scotland where she is studying news impartiality in the Maltese TV broadcasting scenario, the role of the public service broadcaster and the role of the Broadcasting Authority in achieving impartiality on the television broadcasting media.

To
my husband Marco
and my son, Yevgeny.

FORWARD

In this volume of the Broadcasting Studies Series, the focus is on gender, the production of news and news content.

Joanna Spiteri carries out an in-depth study around the portrayal and representation of women and men in news production and in newsroom structures. Using case studies, Spiteri examines the gendered structures of Maltese newsrooms, and the gendered content of Maltese news. She then goes on to contrast these findings with practices in two other organisations, when she examines the public broadcasting companies in Ireland and Cyprus. In this broad-reaching study she also examines the human resource aspect of these three newsrooms in their respective organisations, and considers the impact of such on news content.

She investigates the role women and men play in the construction of the news, from a gendered perspective and she examines the absence of women in news content. She highlights trends that are documented and recognised in current media research and her findings are in keeping with theoretical positions of prominent theorists. She draws on contemporary global studies for procedure and her findings mirror international conclusions. The research is unique in its structure, as it examines several public broadcasting services scenarios, where Spiteri draws her examples from contrasting locations: in northern Europe, at *RTÉ*, Ireland's national TV and Radio station, and in southern Europe at the PBS in Cyprus. By doing this Spiteri is able to contrast good practices, and also consider complex cultural variables. This enables her to locate her Malta case study alongside two very different but sympathetic locations.

By utilising a selection of methodological tools: content analysis, expert interviews, in-depth interviews; the approach taken is both qualitative and quantitative. The extensive methodological rigours result in a set of findings that is sizeable and valuable to other researchers in the field.

She provides a very useful historical overview of the role of women in Maltese society and in this highly accessible chapter (Chapter 5) she details a valuable summary of key events surrounding the developments and changes that women in Malta have experienced whilst striving to take their place in the public sphere. This particular chapter will be of great use to anyone seeking a synopsis on this subject.

Spiteri identifies some interesting aspects around working practices in the news-rooms, and she documents the invisibility of women in both the news room and the news. She prompts news-workers to consider the importance of 'gender' as a variable when preparing and producing news bulletins and supports this by drawing on 'best practice' examples from her supporting case studies.

The work is of direct relevance to any student, scholar or researcher interested in the social and cultural aspects of *gender, broadcast news, media organisations, power relations, democracy* and *social inclusion.*

Dr Brenda Murphy
B.A., M.A. (Lond), Ph.D.(Lond)
University of Malta
October 2008

PREFACE

The purpose of this study is to examine and question 'how gender issues are reported and exposed' in news bulletins in Malta and in two other European countries - Cyprus and Ireland. It investigates how females and males are portrayed and represented in news production and in newsroom structures.

This study explores whether human resources in newsroom organisation effect the content of the news bulletins of the three countries documenting women's exclusion from or silencing in news bulletins while indicating how media images reinforce the notions of 'difference' in portrayal between the two genders. Another question which is explored is whether news reports are assigned to journalists to cover according to their gender.

This research also focuses on two types of gender presence in news bulletins: gender in news items and gender in the presentation of news items and news bulletins and includes content analysis of news broadcasts in the three European Countries under review and in-depth interviews with news workers. The result is a picture of how news bulletins in Malta, Ireland and Cyprus portray women and men and how human resources in newsroom organisations can effect the news content. Findings show that women are almost invisible and "symbolically annihilated" (Tuchman, 1978) in the news media especially in Malta and Cyprus even though newsrooms turned out to be 'pink collar ghettos'. This study provides awareness and clearly shows the importance of being gender aware when preparing and producing a news bulletin. This investigation illustrates that women lagged behind in news portrayal in the three countries analysed (Cyprus, Ireland and Malta), especially in the two Southern European countries.

Many expressions of gratitude are due to many people who have helped me with this volume and enabled me to develop it from an idea and a dream to reality.

Firstly, I am indebted to my tutor and friend of my M.A. thesis, Dr Brenda Murphy for her guidance, encouragement and motivation to pursue this study. She willingly accepted to be my tutor. In spite of her busy schedule, she was always ready to answer my never ending questions with patience and a smile. I owe thanks to Rev. Prof. Saviour Chircop who as Head of Department of the University of Malta's Centre for Communication Technology accepted my proposal for this study.

I would like to express my appreciation to Dr Kevin Aquilina, Chief Executive of the Broadcasting Authority, for his faith in me and for having encouraged me to publish my M.A. Communictions thesis in the Broadcasting Studies Series. Thanks also to my work colleagues especially Sonya Vassallo, Rosienne Spiteri and Mary Grace Caruana who helped me in some way or another. Sonya helped by handing me newspaper cuttings regarding gender issues while Rosienne and Mary Grace assisted me with some nitty gritty in the presentation of my M.A. dissertation.

I would like to express my deepest gratitude to Dr. Liberato Camilleri who, in spite of knowing me for very few days, volunteered to help me out with SPSS. Also a great thanks to my colleague at work Mario Axiak who spared his valuable time at working out with me the quantitative analysis. His contribution is immensely appreciated.

My sincere thanks goes to Marianna Aletrari, an officer at the Cypriot Radio and Television Authority, who became my friend during the time of the research because she was the one who paved the way for me to get the *CyBC* tapes from the television station. Her help was priceless because without her I could not have carried out the research on the Cypriot news bulletins. Thanks go to my uncle Reno Bugeja who physically brought the tapes over from Cyprus after Ms Alterari arranged all the procedures.

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CHAPTER 1
INTRODUCTION

In most parts of the globe, the world of the media is still very much a man's world
Gallagher, UNESCO Report 1995

Malta lacks research on gender issues. To address such a gap, this study focuses on gender portrayal and representation of gender issues in the TV medium. This volume explores how gender is portrayed in news bulletins broadcast by the Irish state-owned station, *Radio Telefís Éireann* (*RTÉ*); by the Cypriot public television, *Cypriot Broadcasting Corporation* (*CyBC*); and by the three Maltese stations: the state-owned Maltese station (*TVM*) which is the Public Broadcasting Services Ltd.; *Super One TV* which is run by One Productions Ltd. and which is owned by the Malta Labour Party; and *Net TV* which is run by Media.link Communications Ltd. and owned by the Nationalist Party.

This work describes studies and interprets news content in news bulletins. It deals with three topics:
a) The actual portrayal and representation[1] of gender in news bulletins;
b) The human resources of the newsrooms; and
c) The policy of the news organisations.

In order to analyse the above three topics, these aspects have been considered:
a) The study of text/content;
b) The human resources aspect; and
c) The news industry.

1.1 Motivation for such a study
The lack of research carried out in the news media is the primary motivation to investigate the subject of news. The popular impression that gender issues are women's issues instigated the exploration of the subject in order to demonstrate that gender issues are both women's and men's issues. This study examines the content of news bulletins *vis-à-vis* the portrayal of gender issues. While news is the most watched media genre, gender issues are sometimes neglected by society because it is thought that they are the concern of women, and dealt with in the confines of feminist theory.

Content analysis is used to analyse the actual content of the news bulletins while for the qualitative methodology, journalists were identified for in-depth interviews. A cross cultural study was chosen because the working hypothesis posits that there are differences between gender portrayal in a Northern European country like Ireland and Southern European countries like Cyprus and Malta. Being a highly patriarchal Mediterranean society, Malta is said to be lagging behind in gender issues; thus this study investigates whether this constitutes fact or fiction and to what extent is Malta similar or different from other European countries.

The results of the *Global Media Monitoring Project* (GMMP)[2] carried out in 1995 initiated this analysis on gender portrayal. GMMP 1995 stated that despite increased attention to the fair portrayal of women in the media, there are not many success stories to report. I decided to conduct a similar study, based on two whole weeks of prime time television news bulletins aired in three different countries. The study aims to show how women are presented differently from men in news bulletins. This study sets out to answer, amongst others, questions such as: how is gender portrayed in television news bulletins; in what way are females and males portrayed, and why; does the male dominance in newsrooms, if any, effect the portrayal of women and men; are women's views ignored in the process of news selection; do the policy and the structure of human resources in a news organisation effect the news content with regard to the portrayal of women and men; amongst others.

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[1] Representation – the act, state or fact of representing or being represented: that which represents an image, picture, dramatic performance, a presentation of a view of facts or arguments, a petition, expostulation, a body of representativeness.
[2] The Global Media Monitoring Project is a global research which focuses on the representation and portrayal of women in the news on TV, radio and in newspapers.

1.2 Thematic overview of each chapter

Since this cross cultural study is concerned primarily with gender and news, these two topics are explained in chapter two which also describes the various feminist theories and the feminist schools of thought and chronologically describes the work of the feminist movement. When studying 'gender', the next theme is 'stereotypes'. In chapter three there is a reference to media theorists who devote their studies to the meaning and role of stereotypes with particular reference to the stereotypes around 'women'. Chapter three also describes how women are presented on television with regard to entertainment, soap operas and advertising; and examines whether women are portrayed in similar ways in all media – be it news, adverts or entertainment. This chapter focuses on the objectification of women's bodies in media which has been a consistent theme in the analysis of women's representation.

Chapter four combines the literature review on the representation and portrayal of women in news, the role of women in news organisations and the thoughts and opinions voiced by journalists during the face-to-face interviews conducted for this study. This chapter gives an insight into whether the number of female journalists in a newsroom effects the news content and if so, in what ways; investigates the human resources through the methodology of participant observation where the author had the opportunity to observe the *RTÉ* newsroom. Participant observation is another qualitative methodology used in the study in order to obtain a complete picture of what, how, and by whom, a news bulletin is produced.[3]

Since the research deals with gender content in news from a Maltese perspective, in chapter five the author focuses on the role of Maltese women in society and what changes have taken place in Maltese society with regard to the position of women – chapter five. It is essential to clarify and position the struggles which Maltese women have had to surpass or overcome over time examining the position of women in the labour market, education, politics and the media throughout the years. Moreover as society is always changing, recent developments to promote women within Maltese society are also examined. The final part of this chapter gives an overview of Maltese women in the broadcasting media mainly as media producers and describes recent findings on women as producers and closing up on the gender roles in Maltese newsrooms.

Chapter six outlines the methodology used in the study and describes the advantages and the disadvantages of the different research methods used. The study uses a combination of qualitative and quantitative research. Qualitative research is used through face-to-face interviews and participant observation to investigate the reality of news production as described by journalists and the news producers themselves. Face-to-face interviews consisted in tape recordings and transcriptions made from such recordings which were subsequently quantitatively analysed for the purpose of this study.

Chapter seven consists of the data analysis and the results retrieved. Are the results what everyone expected, or is there something new with regard to gender portrayal and the news media? Finally the conclusions of the study are listed in chapter eight including suggestions and recommendations. This research introduces a new line of thought in the sense that gender must not be considered as solely comprising of feminist issues for such issues effect both women and men. Moreover, this study sheds light on how news bulletins can be improved in order to ensure a gender balanced portrayal.

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[3] In September 2001 this author was on a training programme at RTÉ as part of the Leonardo mobility project funded by the European Union and organised by the Broadcasting Authority. The placement was at the RTÉ newsroom, Ireland, where the author was able to observe journalists on-the-job at RTÉ and also attended production meetings which were held three times daily. These meetings were aimed to plan the running order and the contents of the news items to be included in the news bulletin.

CHAPTER 2

THE CONSTRUCTION OF NEWS AND THE CONCEPT OF GENDER ISSUES

> *… one must see the news as reflecting not the events in the world 'out there', but as the manifestation of the collective cultural codes of those employed to do this selective and judgmental work for society*
>
> In *Bad News,* Vol. 1, Glasgow University Media Group, 1976

2.1 Introduction

As a general overview this research deals with two main aspects: the construction of news and news bulletins; and the concept of gender and gender issues.

This chapter refers to feminist theories and work carried out by media researchers and media sociologists on the aspects of gender and news highlighting the different schools of thought on feminism and feminist media studies. It includes a chronological description of the feminist movements since the 1960's, and the effect of these movements on media culture both locally and internationally. Additionally, this study shows how media culture articulates the dominant values and political ideologies of the three different countries analysed: Malta, Ireland and Cyprus. The study reflects how culture is produced through media. It points out the relationship between media and society in each country appraised. For this purpose, the production process and the text itself are both analysed. This cultural study also shows the power of the theory of hegemony and illustrates that media reinforces the position of people who are in power within that society: what is broadcast in news media is taken by society to be the ideal and the reality.

2.2 The construction of news

2.2.1 What is news and what is meant by the 'social construction' of news bulletins?

News bulletins constitute the media genre which is being analysed and this includes the news content with regard, among others, to the concept of impartiality, objectivity, construction and scheduling. Very often news is considered to be the most factual, objective and unmediated method of delivering information but as Bennett (1982, p. 295) puts it:

> *News is a manufactured product, not necessarily in the sense that it is contrived or invented but in the sense that is the product of a culturally encoded and socially determined process of making which displays, in its content and form, the technical and ideological forces which bear on its construction.*
>
> Gurevitch, Bennett, Curran & Woollacott (eds) 1982

Philo also stresses that news is selected and constructed because it does not reflect actually what is happening but what is presented by the news organisation as newsworthy. He says that "…news on TV and in the Press is not self-defining. News is not 'found' or even 'gathered' so much as made. It is a creation of a journalistic process, an artifact, a commodity event", (Fowler 1991, p.13). Both Bennett's and Philo's points of view stress that news, as a media genre, is essentially a cultural practice; its narrative creation is not natural but cultural, and like history, news refers to past events while constructing meaning from these events.

2.2.2 News items are not simply selected but are actively constructed

News is considered as a cultural process since it is regarded as being produced and selected by journalists who cannot be fully objective and are biased in the presentation of women and men. Theorists show that apart from being selected, news items are actively constructed. Thus before any analysis of news bulletins, it has to be made clear that news consists of constructed reality within its contextual framework. As Mark Peace in *The Construction of Reality in Television News* argues, news not only reflects the society and the values we live in but also influences the interpretation of reality.[4] News presents the viewpoints which correspond to the social aspect; and the way such issues are treated in the news correspond to the beliefs of that particular society.

Hartley (1982, p.20) refers to two ways which lead to the construction of television news: Paradigmatic, i.e. relating to the selection and inclusion of news; and Syntagmatic, i.e. relating to the way in which the selection is presented.

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[4] See: http://www.aber.ac.uk/education/Undgrad/ ED30520/mbp 701.html

a) Paradigmatic construction:
Hartley insists that a number of rules lead to the selection of news items; thus making news paradigmatic: "Events don't get into the news simply by happening" (Hartley 1982, p.75). This can be true because generally any news bulletin of any particular day looks almost comply different from the same news broadcast on another channel. The news items content and their presentation vary considerably depending on the stations they are aired on. As Hartley states "to win inclusion in any particular news, they must fulfil a certain number of criteria" (1982, p.75). And the criteria which Hartley refers to in the 'construction' of news bulletins oftenly used by news workers to select items include:

  i. *Recency* – a newsworthy event has to be a most recent event and, in fact, some items are selected for the sake of their update;

  ii. *Negativity* – priority is given to news items with negative events especially those that break the norm, and these would generally include industrial disputes, protests and strikes;

  iii. *Drama* makes the news story bigger and more attractive. In fact, normal events which are not normally newsworthy are given a dramatic scenario; and finally

  iv. *Ethnocentric bias* which plays an important role in the construction of news as it often focuses on elite nations. The tendency is that reporters give importance to events closer to home and to events taking place in countries with a close proximity politically, socially and geographically. This refers to what Chandler calls 'McLurg's Law' named after a legendary British news editor who stated that *1 dead Briton is worth 5 dead Frenchmen, 20 dead Egyptians, 500 dead Indians and 1000 dead Chinese*[5]. The way foreign news is presented reinforces the idea within the viewers that a western democracy is the fairest system to live in, while making the viewers look down on other societies which have different systems of government.

b) Syntagmatic construction:
Apart from paradigmatic construction of news items, Hartley (1982) refers to news as being constructed through the selective process of presentation. After each news item has been selectively constructed, it is construed, read and presented as a news story by the broadcaster in the news bulletin to be aired through the use of language to describe individuals and edited visuals for pictorial events. For example, the reporter may have to decide what to call protesters as these can be termed "terrorists" as well as "freedom fighters" depending on the political structure and the dominant ideology of that society at that point in time.

2.2.3 Existing models of news
News is such a constructed product that it can fall under different types of models depending on the society to which news is broadcasted. Windschuttle (1984, p. 261) states that "news deserves to be seen as another form of popular culture … serving social purposes … ", while identifying four existing models of news:

  a) *Free market model* – news is objective and the journalist is believed to faithfully report the facts while giving what the public wants. The market forces determine the selection of news.

  b) *Manipulative model* – journalists select news to act in the interests of the owners. In doing so, journalists present the existing social order as the best possible structure. In this way they suppress their viewpoints and mislead the people.

  c) *The bureaucratic model* – news is gathered through a series of bureaucratic processes covering police 'rounds' and court 'rounds', or news from public relations officers who issue press releases announcing events or activities. In this way journalists are selecting events to "fit a preconceived idea of what is newsworthy" (Windschuttle 1984, p. 266).

  d) *Ideological consensus model* – news is seen as a selective interpretation of society and assumes there is only one perspective on events in a society and that everyone has roughly the same interests in society and the same equal share of power. This model stresses that media plays a mediating role between the rulers of a society and its public.

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[5] See: http:// www.aber.ac.uk/media/Modules/TF33120/news.html

2.2.4 How can news be constructed?
News can be a construction of facts through the use of words, camera work, editing and news reading:

  a) *Use of words* - News is constructed primarily through the use of vocabulary. This is highlighted by Fiske (1987) who states that particular words lead to the construction of news. Fiske gives the example of a union dispute covered in a capitalist society. He says that … actions [by trade unions] are always represented as "demands: whereas employers are said to "offer"[6]. The verbs demand and offer connote two different meanings: whereas offer suggests that management is generous and in control, demand denotes that unions are greedy and have to struggle to gain their objective.

  b) *Camerawork* - Television news is also constructed through the use of camerawork. The camera stands for an imaginary viewer and so each news item which is pictured gives an (unavoidable) point of view. There are no 'neutral' shots because all shots have a point of view and all the people who are filmed are taken from the point of view of the 'imaginary viewer' – the one who is behind the camera. Gruneau and Hackett (1990, p. 283) state that "television cameras do not simply present an object or event in a completely neutral way; rather, they situate us in a particular position or location *in relation to* that object or event" (in (eds) Downing, J. Mohammadi, A. & Sreberby-Mohammadi, A.).

  c) *Editing* – Video editing is also a part of the construction of reality since through the editing of camerawork filmed shots, which were already selected through camerawork, are rearranged to make a coherent whole. Epstein (1974) agrees with what Walter Lippman called a "repertory of stereotypes" in TV news when he says that cameramen, film editors, correspondents and producers choose certain images or stereotypes to provide not only information but also pictures for interpreting and ordering the information broadcasted. As an example, in the editing of interviews only the interviewee's gist of their argument is broadcast while other information given during the interview is reported by the reporter through the reporter's use of words.

  d) *News reading* - Television news can also become constructed when it is being read by the newscaster. The newsreader is presented as a 'neutral' observer, reading from scripted news, formally dressed and seated behind a desk thus preventing the usage of any body language. However, the newscaster's presence, being always there and ready, leads the televiewer to follow the newsreader's gaze while building a friendly relationship with the newscaster.

The four building blocks described above makes news a mediated product and is consistent with the Glasgow University Media Group's statement that news "… is a cultural artefact; it is a sequence of socially manufactured messages, which carry many of the culturally dominant assumptions of our society" (Eldridge, 1995, p.51).

2.2.5 Opposing views of theorists on the construction of news – mirror or window metaphor?
In media studies, media theorists describe the construction of news in either of two ways: the mirror or window construction. Goodwin (1990) and Fiske (1987) are two theorists who have different points of view on the question of mirror and window allegory. Goodwin stresses that, while agreeing that media images are constructed, these images should still maintain to be more truthful than others. On the other hand, Fiske (1987) accepts the fact that news can never give a full and accurate objective picture of reality but he states that if it does, the public will have less opportunity to argue and negotiate on a particular issue. In this respect Fiske (1987, p.282) refers to "the transparency fallacy" which stresses on the ideal that television news is 'a window on the world'.

Koch (1991) and Tuchman (1978) disagree with the transparency fallacy. Koch (1991, p.16) believes that news is not objective and refers to what Tuchman (1978) said:
> *News is a window on the world…but like any frame that delineates the world, the news frame may be considered problematic. The view through the window depends on whether the window is large or small, has many panes or few, whether the glass is opaque or clear.*
> <div align="right">Tuchman, 1978, cited in Koch, 1991, p. 16</div>

Apart from the window resemblance, there is the mirror metaphor which states that TV news is assumed to be analogous to a mirror. Epstein (1974) argues against the mirror metaphor because if television

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[6] Cited in http://www.aber.ac.uk/media/Students/mbp9701.html

news is compared to a mirror reflecting all that appears before it, then arguments on the selection and production of news become irrelevant.

The Glasgow University Media Group and the University of Birmingham Centre for Contemporary Cultural Studies agree with Golding (1997) in O'Sullivan & Yewkes, and argue that events which are reported in the news are not a reflection of what happened intrinsically but reveals the operation of a complex and artificial set of criteria for selection. Fowler (1991, p.2) explains that since news is a representation of the world in language, it imposes a structure of social and economic values on what is represented. During face-to-face interviews conducted for this study, Reno Bugeja, journalist and desk officer at *TVM*[7] (Malta) on the other hand, argues that:

> …someone said that news is a mirror of society. I contest that this is not so and if it is a mirror, it is not a true mirror because in newspapers you cannot report all the events that happen in a society. I do not believe that news is the perfect reflection of society; it is a 'wrinkled' reflection. News is not the exact reflection because how can we exactly reflect diversity in today's society?

<div align="right">

Reno Bugeja, desk officer and journalist, *TVM* Malta
Interviewed: 3rd February 2002

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2.2.6 Is it a news story, a news report or a news item?
Media researchers also differ on the terminology used when describing a news report in the news bulletins. Tuchman as cited by Schudson, (1999, p. 141) points out to the notion of news story "to say that a report is a story, no more, but no less, is not to demean news, nor to accuse it of being fictitious. Rather, it alerts us that news, like all public documents, is a constructed reality possessing its own internal validity".[8] However, other theorists argue the opposite. For example, Justin Lewis (1991, p.131)[9], argues that the structure of TV news is hardly narrative, it resembles more "a shopping list than a story" because the news item gives the main points and leaves the narratives until the end.

2.2.7 Filters for interpretation of news
The Glasgow University Media Group (GUMP, 1976) in *Bad News* states that although news production is believed to be objective, this is artificially shaped through a process of selection and the use of filters. The GUMP refers to four filtering processes which are:

  a) simple constraints of the medium;
  b) the television 'news' is decided by a tradition of news values from the popular press;
  c) 'television values' or 'television material' which are recognised have to be visually good; and
  d) news is chosen according to the cultural air we breathe; the whole ideology atmosphere of our society.

The Glasgow University Media Group argue that because of these four filters, news becomes a "heavily-selected interpretation" of events as it structures reality and shapes and frames a world which is accepted as being the presentation of reality. The fourth filter is the most commonly mentioned criteria for the selection of news used by news theorists. This is reinforced by McNair (1996) who argues that news values vary across cultures and across societies. In fact, while in liberal democratic societies news tends to be about conflict and negativity including crime, industrial disputes, and disasters; in the Soviet Union, journalists are made to emphasize positive social phenomena. McNair even states that news values can also vary within a single culture: "journalism … is always a selective, partial account of reality which can never be known in its entirety by anyone" (McNair 1996, p.34).

2.2.8 Who is involved in the construction of news?
News organisations regularly seek sources and statements from people in power and present such statements as newsworthy. Chandler (1995) points out that news concentrates on elite people who are in the public eye such as pop stars, politicians, unions or government representatives. News often reports what prominent people say about events rather than the event itself. Indeed powerful people or experts 'make news'. In this sense, television news rarely features 'ordinary' people. This reinforces the idea of *status quo* and as sociologist Tuchman (1978) stresses, the routine practices of the news legitimates this

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[7] *TVM – Television Malta*: the television station within the public service broadcaster in Malta, *PBS Ltd.*
[8] See http://www.aber.ac.uk/Modules/TF33120/ news.html
[9] Cited in http://www.aber.ac.uk/Modules/TF33120/news.html

state of affairs while some minority groups are ignored or are portrayed negatively. Thus the theory of hegemony is emphasised through the television news because the broadcaster is reinforcing a mental picture of the elite person to the audience. The arguments raised following content analysis of news texts researched by the Glasgow University Media Group (1976, 1980 and 1982), and other sociological studies on news reporting made by Hall *et al*. (1978), Fishman (1980), Ercisson *et al* (1989), Hallin (1994), and again put forward by Curran (2000, in *Media Organisations in Society*), demonstrate that news gathering is guided by ideas and arguments raised by people in power, the government and other institutionalised bodies. In the 1980 study of the Glasgow University Media Group (1980) it was found that "news was organised and produced substantially around the views of the dominant political group in our society" (Eldridge, J. (ed) 1995, p. 86)**.** This reinforces the theory that people in authority make news while those who do not form part of this group are either ignored and left out or are not given importance within the structure of the news bulletin.

2.2.9 Who constructs news items?
Media content is not only effected by news organisations but the way an event is reported is also influenced by the reporter who is 'on the spot' thus perceiving and determining the nature of the situation and its coverage. Besides, the reporter is also influenced by such factors arising out of the size and structure of the news organization. The process of selection begins with the reporter on the street followed by the staff at the editorial level who acts as gatekeepers. As Tony Gaffiero, a journalist at *TVM* (Malta) admits, though news is facts news is reported by journalists who report events from their point of view. Gaffiero stresses that "this is not bias but the journalistic choice when reporting an event". Different reporters draw on personal and alternative perspectives of reality and these give different points of view, which, in turn, may lead to subjective news reports.

Editorial role also effects what is reported or not. An important argument raised by Weaver (1994) is that of editocracy – the priority of the editor. He states that there is a relationship between the personal views of the editor and the news programme content. "What the media runs is whatever the boss thinks or says the story is". (p. 111). He further states that news is simply a report of what happened yesterday, and news is a story with characters, action, plot, point of view, dramatic closure. …the [journalists] enact, select and narrate event in the image of the genre's overarching drama of urgent public danger" (1994, p. 1). Weaver (1994) explains that there are different ways of how to make news because news "is created by officials and told by journalists from a viewpoint under the direction of a boss" (p. 126). Weaver (1994) blames editors for "the lies of news" because he believes that editocracy is a means of controlling the reporter to get in particular stories while sanctioning other stories. The editor, while keeping in mind the agenda of the news organization, has a personal perspective of which items to place on top and which items are relegated in lower positions in news broadcasts.

2.2.10 Paradox element in news - construction versus objectivity
Such arguments about the construction of news do not necessarily rule out the notion of objectivity. Objectivity is an essential element to gain accuracy mainly in news objectivity. Thus while the ideal is to strive for objectivity, it is difficult to achieve objectivity because of the reasons listed above with regard to the constructive element in news (McNair, 1996; Chandler, 1995; Koch, 1991; Goodwin, 1990; Fiske, 1987; Tuchman, 1978; Glasgow University Media Group, 1976).

2.2.11 Scheduling
The scheduling of news sheds light on how news media reflects gender issues. Like every other media programming, television news is produced by an organisation, be it commercial, private, political or governmental, which struggle for an audience of a particular size and social consistency to sell to advertisers. As Fiske (1987) points out:

> *All television channels or networks use an early evening news program to lead into their prime-time schedules…designed to draw the male into the TV audience: it often ends with a 'softer' item…intended to bring the female back into the audience'* (p.281)*.*
> Quoted by Peace Mark, *The Construction of Reality in Television News*[10]

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[10] See: http://www.aber.ac.uk/education/Undgrad/ED30520/ mbp 701.html

This point is pertinent because it suggests that news is largely about 'the masculine' and aimed at a male audience, so it is hardly surprising that news stories are structured to provide a point of narrative closure that approximate that of masculine fictional narrative.

This research aims to shed light on whether the news content itself is male dominated when it is being constructed. It examines whether the gender of news producers effects the structure of the news bulletin itself and whether the running order of the news items in a news bulletin varies according to the gender of the producer. It is not only scheduling of media programmes which effects the content of the running order but the producers themselves may also effect the news content.

A second aspect of this research is about the concepts of 'gender' and 'gender issues'; therefore, it is essential to examine these concepts below.

2.3 What is gender and what are gender issues?

There are many different theoretical perspectives to Gender. According to Lacan's psycho-analysis theory, gender is determined through language and family relations which are socially available. This perspective reflects the sociological hypothesis which claims that we are social beings shaped and conditioned by life events and influenced by people around us and the environment we live in. It is society that marks us as gendered beings. This is similar to Gail Rubin's theory which states that gender is shaped from social relations and gender is acquired by individuals through socialisation. Contrary to the previous two views, post-structuralist theory states that gender is not the only means of human identity but is part of a whole discourse. Thus, gender is not the only means of identity. Another view of gender theory is the biological hypothesis which states that human beings are genetically marked and are pre-programmed biologically and so, we are functioning at a prescribed level.

According to sociologists, gender is a form of social classification such as class or ethnicity. Similarly, gender is a social construction implicated in matters of representations (Baker, 1999). McKenne and Kessler (1985) stress that gender is a social construction; gender role is a set of expectations of behaviours of one gender. Cohen (1998, p.5) agrees that "gender could be considered as a socially constructed identity". On the other hand psychologists consider gender to be one of the primary categories through which social behaviour patterns evolve. In fact according to psychological approaches, the acquisition of gender identity is a process which develops from childhood till we reach adulthood.

Theories stress the point that gender is a social artifact. Elizabeth Janeway (in Hess & Ferree, 1987) wrote that the role of mother, homemaker and wife define her ways of being female. Such attributes are believed to be natural and traditional but in reality these are ideological truths. Men are not necessarily linked with work outside the home while women are related only to home, to the private and domestic jobs. Theorists like Janeway (in Hess & Ferree, 1987) argue that society expects and assigns certain roles for men which are different from those of women. These roles are culturally bound. Feminists like Janeway believe that 'sex role' is an assigned role because of the gender-associated behaviour linked by society with the biological sex. Janeway argues that these sex roles oppress women in society. On the other hand Ward Gailey, cited in Hess and Ferree (1987), while analysing gender stated that sex differences are not gender differences because sex has only to do with physiological features related to procreation. Without doubt every culture differs in the way images of women and men are envisaged; thus the portrayal of gender varies across cultures and societies. For these theorists, gender is defined by culture and not by sexual differentiation in a bio/physiological difference. This shows that while nothing can be done or rather changed about human physiology in the short run; with regard to culture, change or transformation is possible. The idea of 'masculinity' and 'femininity' can be transformed because these terms are not natural but a construct of humanity.

The sociological hypothesis about gender emphasizes that gender is an identity and is the result of interaction and socialisation with individuals and particular lifestyles. Gender is acquired through socialisation with individuals and experiences. It is a learned attribute and people acquire a gendered role through lifestyles and experiences. While sex is biological, gender is cultural and shaped by the social environment around us. Even though society attributes different qualities to males and females, gender roles are achieved within society. Thus the role of a housewife, for example, is a cultural construction. A man can also become a househusband – the only task which is exclusively female is childbearing but any other cultural role can be equally taken on by men and women.

Giddens, Foucault and Butler have their own views and theories regarding gender, masculinity and femininity, and self-identity. Giddens's position (Gauntlett, 2002) is that the acts of an individual and the social structure are related. Giddens argues that social structure such as traditions and moral codes change according to what the individual wants. However, Giddens admits that social structures and forces become accepted by others because these become people's everyday actions.

Foucault's works (Gauntlett, 2002) shed lights on how gender and power can be viewed. In his earlier works, Foucault argues that institutions and the so called 'experts' promote certain views on another group. In the later phase, Foucault shifts away from external forces and argues that discourses effect people's views. Here Foucault differs from a Marxist's point of view, in that power is found in each individual because a person has "a one-dimensional definition of power" (Gauntlett 2002, p. 118). This shows that power is everywhere and cannot be held by one group. This goes against what feminists believe with regard to men in a patriarchal society that they are the oppressed group and men are the dominant group. Foucault thinks that there is not necessarily any connection between one's personal ways of living and the broader spectrum of society.

Butler, who is the creator of queer theory, states that gender is a performance; not necessarily chosen; but is reinforced through repetition (Gauntlett 2002, p. 135). Butler agrees with Foucault and is against arguments stating that people are grouped in one single group. Butler's argument is quite complex stating that one's body does not determine the gender. Butler's position is that gender is not a cultural component which is associated with one being born as female or male. Gender is not a fixed attribute, according to Butler; it can shift and change in different contexts and at different times. Butler argues that gender is a performance or an achievement and an individual does not have certain kinds of identity just because a person is a 'female' or a 'male' (in Gauntlett, 2002).

All these theories reflect the complex component of the concepts of 'gender' and 'gender issues'. Gender issues are often considered to be women's domain and one has to keep in mind that these issues effect society in general. However, Gallagher (2001, p.92) emphasises that gender is not just the concern of women and as a concept "it actually depends on an interpretation of the relationships between women and men".

After examining the two aspects of this study that is, news and gender, other aspects to be analysed are feminist theories and schools of thought since these have an impact on the discussion on gender representation in the media. Feminists' struggles and feminists' perspectives did influence media content mainly with regard to gender representations.

2.4 Feminist Theory

Feminism meant struggles over a number of years until women started to be included in society. Now feminism is considered to be a watchdog on the preservation of what has been won while evolving with the developments in society. Women's subordination has always been the main issue addressed by feminist theories. Stacey in Richardson & Robinson (eds.) (1993, p.50), reveal that "feminist theory generally suggests a body of knowledge which offers critical explanations of women's subordination". Feminist theories deal about how and why women have less power than men. Feminists coming from different schools of thought have different solutions to challenge this women's subordination.

2.4.1 Feminist schools of thought

Van Zoonen (1992, p.40) refers to two main contrasting feminist perspectives as the "sameness-difference dilemma" because "…for liberal feminists women are essentially the same as men but not equal", for radical feminism women are "essentially different from men and not equal". This shows that liberal feminists believe women should struggle to gain equality with men while radical feminists strive to gain differences with men.

The first type of feminism dates back to Mary Wollstonecraft's arguments that women should have equal rights as men. In the late 60's, Frieden[11] set up the *National Organisation for Women* (NOW) as a model of *liberal feminism* focusing on gaining equality between the two sexes and which served as a stepping stone for other struggles towards female autonomy; including women's right to legal, political, and social

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[11] Betty Frieden was a key leader in the Women's Right Movement of the 1960's.

issues for women in the public sphere. With regard to media, liberal feminists carried out content analysis studies in order to ascertain whether women were depicted in the media or not since, they argued, that there was an absence of women in mainstream portrayal. However, it was found that women were mainly depicted as wife, mother, and daughter and were mostly portrayed as working in traditionally female jobs such as in textile industries. Creedon (1989, p. 17) cited by Van Zoonen (1994, p. 51), however found that although the number of female journalists increased considerably in the U.S., this increase meant that the salaries and status of journalism declined. The liberal feminists' approach stressed that media can contribute to change by portraying women and men in non-traditional roles. This pressure led to the creation of 'superwoman' role where women are portrayed to have more than one role at the same time; for instance, that of being a successful wife, mother and a career woman. On the other hand, the liberal feminists brought the creation of the 'liberated woman' depicted by the media as showing that a woman only gains independence from the products she uses. Kilbourne, as cited in Dines & Humez (1995, p. 125), admits that "these new images do not represent any real progress but rather create a myth of progress, an illusion that reduces complex socio-political problems to mundane personal ones".

Radical feminists believe that women should cut all ties with men because in a patriarchal system men dominate and oppress women. Radical feminists reject all male society and feel the need to disassociate from men in order for women to be liberated. Because of this approach, radical perspectives on media focus on the need that woman are encouraged to produce their own media productions using only women and exclude men from productions. Van Zoonen (1992) disagrees with radical feminists in this regard and thinks that women should seek to create new spaces for the feminine voice within patriarchal culture. Women have to show their strength by competing within a mixed society and working with female as well as male colleagues to produce a means of communication which can be viewed or read by both genders. According to radical feminists, the result of 'male-owned' media leads to images of male abuse of women, pornography and sexual violence. Such images essentially show that men are dominant over women. Their research was based on pornography and they believed that "pornography exists because men despise women, and men despise women because pornography exists" (Dworkin, 1908, p. 289 cited by Van Zoonen 1992, p. 37 in Curran, J. (ed) 1992).

Another perspective which not only focuses on gender but includes race, ethnicity and class is *Socialist/Marxist feminism*. A socialist approach focuses on the elimination of institutions which oppress and discriminate gender, class and race while the Marxist approach suggests a change in capitalist production where women are seen to provide domestic services which are free of charge and make them dependent on men. Marxists believe that media stresses the ideology of femininity, i.e. that of being dependent on men, through language and imagery. Socialist feminists stress on human resources within media organisations (Van Zoonen, 1992). However, the culture of many societies changed and the number of working women has considerably increased with many women not relying on their men's wages for their stability. Further still, in some cases the woman's salary is higher than that of her partner's. Maybe the fact that women have to stop from the paid labour market for some time due to motherhood, makes women feel as a reserved labour force who are drown in and our of the labour market as and when needed.

By the mid-1980's a new feminist approach known as the *post-modern/culture feminism* became indispens-able because feminist approaches were seen to discriminate in favour of white middle-class and mainly heterosexual women. The post-modern feminists turned on to media to gain more power because they believe that new legislation is not enough. Strinati (1995), cited in Jones and Jones (1999), stresses a post-modernist perspective in that media is the mirror of social reality – "this mirror is now the only reality we have" (1999, p. 14). However, if one refers to the "reflection hypothesis" referred to by Tuchman (1978) which states that "… media reflect the dominant societal values", the post-modern perspective becomes negative for women. Women are not the powerful group within a society; so, in this respect, the media which Strinati (1995) described as the mirror of society continues to convey that men are the dominant group.

2.5 Feminist movements
Just as feminist perspectives and schools of thought are important to understand gender representations in the media, it is equally essential to know the history and evolvement of feminist movements: how were these movements set up; what were their aims; and how did such movements look at media at that time?

Feminism evolved throughout the years, first fighting against social stereotypes of sexual difference, then in the 19th century feminists fought for social reforms and minimising sexual differences; and currently feminism attacks universalism and celebrates identities of 'different' women (Humm, 1992).

The feminist movements are:
   a) the first wave movement which was concerned with equalities;
   b) the second wave movement which showed women's differences while stressing on legalities of a patriarchal world; and finally
   c) the 20th century movement which looks more to the future.
Both the first wave and second wave movements, though different in their approach, agree that women are unequal to men because men create the meaning of equality; and both movements think that woman's oppression is tied to her sexuality.

2.5.1 First wave feminism

First wave feminism is 'mainly concerned with equalities' (Humm 1992, p. 11). A social order was taking place in the 19th century and this meant new roles for women and men because the new social order moved from an agrarian society to an industrial society. Men were placed in the public sphere of paid labour market while women's place was in the private world of home and family. Because of this, media portrayed women as passive and tied them with the domestic. It was the time when women were considered as suffragettes and as objects in the hands of men. The success of this movement, which struggled for voting rights and the right to be represented in a legislature, gave women a new political identity after winning legal and public emancipation. This meant that women would gain a better position in society. According to Humm (1992), during this period battles for family allowances, contraception, abortion, and welfare rights were also fought. These battles were supported by working class women because they were aimed at women's rights as wives and mothers.

2.5.2 Second wave feminism

After World War II, women were looking at their new situations and circumstances within society (Hoskyns, 1996). A new movement, second-wave feminism, was needed to spread ideas and goals for women who were dissatisfied with their state of affairs within society and with women's images and portrayal in the media. Second wave feminism around Europe was quite revolutionary and led to events such as the disruption of *Miss World Competition* in 1970 and protests in the streets.

The aim of the second wave feminism was to raise awareness and consolidate a new world view. This wave emerged in all the six original states of the European Community and had its own way to get the message through. For instance Petra de Vries, as cited by Hoskyns (1996), explains that the second wave movement worked on feminist adult education, cultural and social activities. It worked on therapies to deal with violence and also attempted to influence trade unions and leftist parties. Second wave feminists stress on the realities of gender differences and show that women are different from men. Betty Friedan's *The Feminine Mystique* (1963) and Germaine Greer's *The Female Eunuch* (1971) were the foundations of second wave feminism. These works targeted the mass audience and not the academics; so the citizens were given a voice.

The book by Betty Friedan, *The Feminine Mystique* (1963) was the renewal point for the feminist movement. Friedan stresses that women were used in society by the government or other institutions. She describes how women were independent and career oriented during World War II when women were wanted in the workforce. However, after World War II women had to return to work in their homes. Friedan's writing is similar to the Marxist/Socialist school of thought because both show that womanhood seem to be determined by other groups within the male dominated society and that women are dependent on men who are economically active in the labour market.

Throughout the book, Friedan referred to the myth depicted by the media in the mid-1960's that women could find true fulfilment in being a housewife and a mother. Friedan accused media of installing fear and frustration to women who did not live as 'the happy housewife heroine' (Friedan, 1963 in Van Zoonen, 1994, p. 11). In fact Friedan reacted to the television representation of American woman at that time and was quoted to have said in an article written for TV Guide in 1964 that American television portrayed woman as a "stupid, unattractive, insecure little household drudge who spends her martyred, mindless, boring days dreaming of love – and plotting nasty revenge against her husband" (Desjardins in:

http://www.mbcnet.org). Later on, Germaine Greer (1971) continued on the same lines as Betty Friedan in *The Female Eunuch* who attacked media for making women believe in "fairy tales of heterosexual romance and happiness" (Van Zoonen, 1994 p.11).

2.5.3 20th century feminism
The 'new wave' feminism of the late 20th century worked on the same lines as those of the 19th century feminism but enlarging the concept of politics not just to legislative power but to include the personal, cultural and ideological. 20th century feminism saw the development of new identities of 'women'.

2.5.4 The use of the media by feminist movements to promote their cause
Like all other types of movements, feminist movements use media as a powerful tool to promote their message. Since the 1960's, *Women's Liberation Movement* knew of the basic power that exists in mass media where men totally own and control media. Women reacted against the traditional representations of women in the media which focused on women's domestic and sexual roles as these images "undermined the way women think about themselves and also constrained how others think of them" (Dyer 1987, p.6). These images were the result of male ideas and viewpoints which dominated the production and presentation in the media. From the 1960's onwards, American broadcasters felt the pressure and challenges offered from women's movements because of their sexist representation of women and their neglect of women's issues.

The first publicised event of the *Women's Liberation Movement* was held at the end of the 1960's. This protest known as 'bra-burning protest' took place at the *Miss America* pageant where female participants protested against the judgement made solely by men on certain physical criteria of femininity. Men thought that these criteria could be reached only if women wore girdles and bras. This event which was reported by the male dominated, media led to the myth of 'bra-burning feminism' which stayed on for years. At this time feminists were accused of being 'unfeminine', ugly and envious of female beauties. Actually the aim of this protest was against the male idea of femininity and ideological stereotypes of female beauty. However, through male power working within a patriarchal society, the protest turned against women who were portrayed as being in opposition to a group of 'beautiful' women.

This event was one of the many activities used by feminists to gain media attention. As Patricia Bradley (1998, pp. 160 – 163) cited in Carter, Branston & Allan, argues that in the 1960's and 1970's feminists used media as a tool to promote feminist messages. Amongst these were the issue of *The Feminine Mystique* and *Ms* magazines. Apart from balanced media portrayal, during this period, feminists struggled to encourage women to enter in the media industry. In fact, legislative power was used to increase the number of women working in U.S. media. Feminists did believe that mass media can be used as agents of change, however they did not recognise that their message could be and was thwarted by people, mainly by men working in the media. Feminists had to be aware that the media industry, like all other industries, seeks stability rather than change; and second wave feminists definitely meant change for society at that time.

Apart from the publishing of *The Feminine Mystique,* Friedan decided to set up the *National Organisation for Women* (NOW) in 1966. NOW was established to represent women's issues on a national scale in U.S. As the leader of NOW, Friedan brought together the actress Betty Furness, the ABC reporter and producer Marlene Sanders and the public relations expert Muriel Fox. The aim of NOW was to exercise pressure on the political system and attempted to achieve equality rights for women. Interesting to note that almost all NOW goals were targeted for media report and events were organised so that these will be reported by the media. Without doubt, this group was aware that through media portrayal their struggles would perhaps be won. Moreover, NOW encouraged debates on media representation to reform the gender aspect mainly in television news.

Later on, in the 1970's, feminism concentrated more on specialised groups rather than on mass media. During this time, the media focused on Gloria Steinmen who emerged as a national figure, together with her colleague Patricia Carbine, for setting up *Ms* magazine as a commercial venture. This magazine had the aim of establishing an editorial policy of female inclusiveness and female universality incorporating housewives, mothers, feminists, women of ethnic groups, women of colour etc. This came as a result of continuous attacks from women to feminists who felt discriminated against because feminist movements appeared as a white, middle class and heterosexual movement. Women criticised feminist movements

for ignoring coloured and/or lesbian women. Since coloured and/or lesbian women were defined as the 'other', the feminist movements were lacking the full meaning of 'woman'. This shows that the issue of hegemony is also pertinent as a feminist issue. According to Hooks (2004)[12], a silent majority of women were victimized through sexist oppression by white women who dominate feminist discourse and who for the most part make and articulate feminist theory having little or no understanding of white supremacy as a racial politic, of the psychological impact of class, or of their political status within a racist, sexist, and capitalist state.

By 1990, after more than 20 years since the setting up of the second wave feminism, subordination against women in social relations and organisations was still present. Attempts for change were slow in spite of legislation (Wykes 2001, p. 139). This meant, as the second wave feminists believed, that legislation was not the only solution to fight for gender equality as change in cultural practices was highly essential for women to progress and fight oppression and subordination.

2.6 Conclusion
This chapter described the aspect of news and investigates whether news is a fact or a construction of reality. Then it briefly explained the concept of gender issues and the notion of gender. In the last two sections, there was a chronological description of the struggles of feminists and feminist movements and how the media represent and portray gender issues after the influence of feminists and feminist movements throughout the years. Such feminist schools of thought show contrasting elements between them in the way they perceive women's issues in society. The next chapter focuses on the stereotypical portrayal of women and the portrayal of women in other media genres, for example in entertainment and in advertisements.

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[12] See: http://virtual.yosemite.cc.ca.us/smithaj/ feminism race class.htm

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CHAPTER 3

STEREOTYPES AND THE REPRESENTATION OF GENDER IN THE MEDIA

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Television is a male world

Tuchman, G. in: Berger A. A. (1998) *Television in Society*

3.1 Introduction

In spite of the struggles of feminists for a balanced media representation, mis-representation is still very common. In this chapter different positions of media theorists on the representation of women are investigated in two media outputs: that of entertainment including films and soap operas; and advertising. The last part of this chapter deals with research conducted on the portrayal of women and any changes registered in media portrayal.

3.2 Stereotypes

Stereotypes are an intrinsic element of media representation and portrayal. Stereotyping is a way of labelling and categorising what we see; so stereotypes tend to restrict our understanding of the world and perpetuate beliefs that very often can be untrue. Stereotypes can be described as a set of beliefs, not necessarily based on facts, about the characteristics of a particular role. (Kessler & McKenna, 1985)

According to Walter Lippmann, stereotypes form part of the ordering process. In this procedure individuals formulate sense through generalities and patterns. When the same type of symbols or images is used to depict a particular behaviour, these images become stable, thus leading to stereotypes. Such images or stereotypes not only provide information, but as Lippmann quoted by Epstein (1974) observes, stereotypes are 'pictures in our heads' and are used to interpret the information given on the group portrayed. The notion that stereotypes are short cuts indicates that stereotypes are a simple form of representation but offering information and connotations. Stereotypes are used to describe that particular group and through stereotypes we get ideas of how to see this group. Stereotypes are linked to values and ideologies and they create an idea of what 'we' think of 'them' (Jones & Jones, 1999, p.106). Thus, how women are represented in the media may encourage particular expectations of women. Stereotypes generally show that women are always based in the home, inferior to men, and as sexy and beautiful objects to be used for the male gaze. This corresponds to what O'Sullivan *et al* (1995, p. 126) define as a stereotype:

> *'a label which involves a process of categorisation and evaluation … it is most often used in conjunction with representations of social groups. In its simplest terms, an easily grasped characteristic, usually negative, is presumed to belong to a whole group…'*
>
> (quoted in Jones & Jones, 1999, p. 105)

3.2.1 In favour or against stereotypes?

There are conflicting views on stereotypes. Some theorists argue that stereotyping has negative connotations while others believe that stereotyping can be also positive.

Perkins (1979, p. 75) in O'Sullivan & Yewkes (1997) argues against common assumptions that stereotypes are not accurate, simple and rigid. However, Perkins stresses that stereotypes are strong to convey the message since they are simple as the message is communicated through its recognisability and its reference to an assumed consensus about a particular relationship. Martin & Halverson, 1981 (quoted in Brennon, 1999, p. 179) agree with Perkins and state that "gender stereotyping is a normal cognitive process". Although Perkins (1979) stresses that stereotypes are effective to define people and can be accurate and true; there may be cases where stereotypes are inaccurate and false in the context when differences have to be shown between stereotypes of dominant and oppressed groups. Perkins (1979) in O'Sullivan & Yewkes (1997, p. 84) enlighten that "stereotypes of oppressed groups are stronger" while stereotypes of the dominant group "confirm the boundaries of their own legitimate activity…important to adopt the value structure and to confirm that the goods of society are 'good' as it is for others to continue to see them as good". She explains how men, being members of the dominant group, define going out to work as socially desirable rather than doing housework; while stereotypes pertaining to the subordinate group tend to be negative and define a particular group of women as housewives while excluding other women, such as the stereotype of 'career women'.

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Theorists like McCauley (1995) and Allen (1995) argue that gender stereotypes are inaccurate and are exaggerated - individuals can be attributed characteristics based on the group which they form part of when actually individuals may have unique and distinctive characteristics which might be different from that of the group.

Peach (1998, p. 92) defines stereotypes as 'a culturally determined picture that reflects a prejudiced view of persons based on a single characteristic or set of characteristics'. Because of this she argues that stereotypes distort social reality. Van Zoonen (1994) agrees with Peach that media distort reality by showing women and men in stereotypical roles. So we often see women portrayed as housewives and mothers while men as usually the breadwinners. Peach (1998) observes that members of a group, like women and racial and ethnic minorities, are generally stereotyped because they lack social and political power. In effect, stereotypes might help to perpetuate the powerlessness of the members of the group. Nelmes (1996) also agrees with Peach (1998) and observes that stereotypes can be used by those in power in a way that those in lower status are stereotyped negatively in order to preserve the *status quo*.

The portrayal of women and men in the broadcast media locally and internationally can be rightly perceived to be highly stereotypical as this portrayal lies in the hegemonic function of broadcast images (Gauntlett, 2002). Since the portrayal of women and men occurs in the social setting of patriarchy, stereotyped images provide role models for women determined by men consisting of women mainly as housewives, mothers and sex objects who are sex blondes, beautiful, thin, pretty and young. However, the reality shows that this portrayal is a limited and distorted social reality since not all women fall under this category. The portrayed images of women also reveal the powerlessness of women when compared to stereotyped images of men who are seen as the people in authority. This is confirmed by research conducted by Williams & Best (1982) who found that men were typically stereotyped as stronger, more active and working for achievement and dominance while women, in contrast, were seen as weaker, less active and more interested in nurturance rather than autonomy (in Hess & Ferree (eds) 1987). Another research performed by Deaux & Lewis (1983, 1984) showed gender-linked associations. Particular role behaviours, for instance that of being a financial provider and taking the initiative, are associated with men; while roles associated with cooking and taking care of children are linked with women (in Hess & Ferree (eds) 1987). Also Baker (1989) in O'Sullivan & Yewkes (1997) observed that the majority of media representations of women reinforce the (false) stereotype mainly that woman want sex at any time or are always in the home providing service to men. In this way stereotypes distort reality and wrongly present and categorize people.

Looking at media from a sociological perspective, it can be easily concluded that media sets stereotypes and promotes role models to the audience. Media convinces the audience that stereotypes are not false but contain some kind of truth. Through stereotypes people are influenced on how to think and how they should act, as seen in the next section.

3.3 Media representation
Media representation is concerned with what the media portray, how content is presented, the discourse used and the characters utilized. With regard to portrayal of women and in keeping with Peach's position (1998), media shapes the opinion of audiences and culture through the process of representation through the provision of social images of women and men as media, in effect, presents images or events to create a representation of reality. Marshment (1997, p.125 in Robinson & Richardson), correctly explains that representation is a political issue: "without the power to define our interests and to participate in the decisions that effect us, women – like any other group in society – will be subject to the definitions and decisions of others". Therefore, men define and decide certain decisions from their own perspective while women have to be subject to these decisions.

Media representation is not only a question of numbers, but also a question of opportunities portrayed. If a group is underrepresented in a culture, the group sees itself as limited in opportunities, undervalued, less powerful, and more vulnerable. Before discussing gender representation[13] in television news bulletins it is essential to analyse how women are highly portrayed in two other important media genres: in entertainment through soap operas and adverture films; and in advertisements/commercials.

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[13] Gender representation – the (different) ways in which women and men are portrayed on television (Gauntlett & Hill, 1999)

3.3.1 Women's say in media output
Entertainment and advertising are two media genres wherein women are highly portrayed. However, in both genres women do not speak for themselves but the script and the content are prepared for them, so women merely have a say in the presentation of such genres.

3.3.1.1   *Entertainment*
  a) Soap operas
Modleski (1982) states that soap operas not only portray stereotypical images of women but produce a symbolic form of feminine beauty. Women have the function of emphasizing women's traditional role – that of a woman nurturing relationships and holding the family together. Modleski found that women dominate in soap operas and thus offering an emotional scenario based on personal relationships such as marriage, birth, divorce and death. Moreover, Marshment (1997, p.136) argues that in genres such as soap operas, melodrama and romance fiction, femaleness is the norm and heroines dominate the narratives of such defined 'feminist issues' as romance, relationships, family, and community. Ferguson (1983) as cited by Van Zoonen (1994, p.35) agrees that soap operas create 'a cult of femininity and heterosexual romance'. Because of this, these media genres are objectionable since they set the agenda for the female world. On the other hand, Turow as quoted in Tuchman (1974, p.173) found that the males are so dominant in soap operas that "they also lead the way on the solution of emotional problems". Even though personal and emotional relationships are very often a woman's task, soap operas trivialize women in the traditional role and assign this task to male characters.

In keeping with Turow (1974), arguing that women in soap operas are portrayed as inferior and trivialized can present a dangerous situation as such stereotypes are believed by the majority of the audience to be true pictures of reality. So through stereotyped representation in soap operas, the audience gets a distorted image of reality.

  b) Action/adventure films
In films, there are certain regular female images. Mulvey (1975) argues that film represents and produces the patriarchal power relations of society in which men act and women are; men look and women are looked at; men's pleasures are served and women's are ignored (as cited by Marshment, 1993).

A common portrayal mainly in action/adventure films is that women are portrayed as victims. Political scientist Carole J. Sheffield cited by Hess and Marx Ferree (1987) believes that media perpetuate the image of woman as a victim and reinforce stereotypes of masculine power that justify sexual abuse especially that depicted in pornographic films. Peach (1998) argues that the way women are dressed also leads to the victimisation of women. Peach (1998, p. 51) found that "women are four times as likely as male characters to be shown provocatively dressed" and as a result women are very often portrayed as victims of rape and abuse.

In films female characters are also portrayed as inferior when compared to men. Women are seen to rely on men to help them and are dependent on them; while, on the other hand, men are portrayed as heroes. This portrayal can be a result of the patriarchal ideology within the media structure wherein males who are the owners and the producers of media genre create the female characters. However, there are instances where producers use role reversals for women as was the case in the film *Cagney and Lacey*. Both female characters were portrayed in a traditionally male profession and in the male public sphere. The same can be said for the late Seventies American television which introduced a new female representation. Gerbner (1978) observed that a female character that is seen to be independent and powerful was introduced in detective films such as '*Charlie's Angels*'. These characters were portrayed as enforcing the laws rather than challenging the laws. Also, it was only recently that the traditional view of a woman as housewife has been challenged by successful 'girl power' icons (Gauntlett, 2002) as in pop music culture created by the *Spice Girls*. The most recent portrayal of women was introduced on the cinema screen as Lara Croft – *Tomb Raider* – who was portrayed as smart and courageous. Croft is depicted as successful and is dependent on no one but herself. Such images introduced a new portrayal that woman, through her physical strength and the use of her brain, can battle the patriarchal system which we live in. This gives a new perspective, while not a widely found genre does help to cater for old, traditional and patriarchal paragidms.

3.3.1.2   *Advertising/Commercials*
Different studies show that women in advertising are mainly shown as housewives or as sex objects (Jacobson & Marzur, 1995; Dines & Humez, 1995; Gunter, 1986; Kuhn,1985) obsessed by cleanliness and has to be of service in the domestic sphere for her husband. As a sex object, the woman has to be thin, tall and young as these are the physical features of the female ideal perfection. This portrayal creates a 'beauty myth' characterised by the 'ideal' thin body shape; making the portrayals of women in advertising as potentially debilitating and demeaning, but also inaccurate (Lazier and Gagnard Kendrick in Creedon, 1993, p. 200). These images create a mythical message that women are accepted by the audience as a spectacle object of sight and a visual commodity to be used.

In television adverts while women are portrayed as sex objects, men very often are portrayed as being authoritative and more knowledgeable than women. A study conducted by T. Manstead and C. McCullogh (1981) on commercials showed that men were typically portrayed as having expertise and authority, objectivity, and knowledgeable about the product whereas women were shown as consumers. This stresses two main differences in gender representation in advertising where women are portrayed as the blonde bimbo representing a beautiful young woman with little intelligence; and the male voice of authority showing that men are the experts of the products. The assumption is that women depend on men for advice even for products which are traditionally consumed by women. Such representations convey the image that women in advertising are objectified and unrealistically portrayed. In this way, advertisers seem to be defining the forms of femininity which are accepted by societies.

Another characteristic in adverts is that the female body is fragmented and a woman is conditioned to view her face as a mask and her body as an object. The face and the body are considered to be separate from each other because the female body is dismembered in adverts. This refers to what Mulvey (1975) described as 'the male gaze'. Since women look good, men look at them and also women look at them and aspire to look like them. This approach was tackled by Kilbourne (1995, p.124) in Dines and Humez (eds), who argues that advertising's approach to sex is pornographic because it reduces people to objects and de-emphasises human contact and individuality.

The portrayal of women in adverts is generally conflicting because very often women are placed in a 'double-bind position' (Kilbourne, 1995 in Dines & Humez). They have to be portrayed as sensual but innocent at the same time. Thus women have to look both sexy and virginal in advertisements. This is one of the contradictory and unrealistic messages in the media. It is clear here that advertisements do not reflect reality but 'invent' a 'media reality'.

As in films, there are also images in adverts which move away from the traditional roles. Thus images of girl power are replacing the more traditional 'washing-up and cleaning' role for women hoping that adverts reflect the slowly but surely active role women are playing in society. A new portrayal is the image of a 'new woman' who manages to do all the work in the domestic sphere but also being an independent woman outside the home.

3.4 An overview of Women on Television
Women are usually represented in the media as a wife, mother and housekeeper for men, but also as a sex object to sell products to men and women. Peach (1998) points out common characteristics of images and stereotypes of women which are found throughout cultures:
  a) Women are more often represented in terms of their bodies;
  b) Women are more often evaluated on the basis of physical appearance and attractiveness;
  c) Women's appearances are scrutinised more closely and held to higher standards;
  d) Women who are not considered 'feminine', especially older women and disabled women, are frequently not represented at all, and are thereby rendered invisible as 'real' women (Peach, 1998, p. 92).

The above characteristics mainly focus on women's physical appearance which is often used by media producers over-emphasizing mainly the domestic and sexual role of women on TV. Studies in advertisements show that women traditionally are portrayed as the good wife who gives a service to her family, and is happy using a particular product after being informed by a male expert through voice over or narration. Alternatively women are used as a decorative, sexual object to promote products such as cars. In both cases the role is a highly passive one for women but is used for the male to 'gaze' (Jones & Jones 1999).

a) Women as housewives
Marshment (1993) argues that media portray women as belonging to the domestic sphere and define them as wives and mothers who are inferior to men. This media representation could prevent women from pursuing other careers because women's representations will serve men's interest. Marshment raises the point that it is in men's interest to ensure that women serve at home in the domestic sphere. Therefore it is necessary for male producers to portray women as baby sitters and cleaners because this can be 'interpreted as encouraging a division of labour that favours men and disadvantages women' (Marshment, 1993, p. 126). The portrayal of female images as housewives tends to ignore the number of women in the workplace with different levels of responsibility in decision making posts. Such portrayal gives the impression that women have only domestic chores without any paid employment commitments.

b) Women as sexual objects
The other common portrayal is that of showing women sexually reduced to objects. Such images suggest that the media culture values women only if they conform to these images. These images are still present in today's media even though Friedan in the 60's started the struggles against the portrayal of showing women as sexual objects. Friedan pointed out that the image of women as sexual objects is one of the most common portrayals in media representation.

There are different ways of image portrayal in the media: the physical image and the social role of women are fragmented; the claim that gender representation results in the female and male gaze; and images of women which can be described as 'positive' or 'negative'.

3.4.1 Female body and social role are fragmented
Madoc-Jones and Coates (1996) conclude that women are represented in media texts as either fragmented or incomplete. A female image is broken down into physical images of the body as parts of the whole body. This mainly happens in advertising and in pornography where the female body is fragmented with close ups of sexual organs making women an available object for men's satisfaction, desire and domination.

Apart from dealing with the fragmentation of their body, women also have to deal with the fragmentation of their social role (Moore, 1993). Moore argues that, for example, there is a clear conflict between media representation of Hilary Clinton as being that of a 'loving wife and mother' and that of a 'professional lawyer'. She argues that both social roles are perceived by viewers as incompatible: being a lawyer and being a mother are perceived as mutually exclusive; while in the case of Bill Clinton, being a politician and a husband is perceived by audiences as unproblematic. And thus, the social role of woman is seen to be fragmented and not compatible to her private life. This fragmentation is also experienced by women who have children and have a career which very often has to stop when they are bringing up their children.

3.4.2 Female and male gaze in gender representation
Mulvey (1975) as referred to by Marshment (1997) claims that Hollywood cinema reproduce unequal gender relations through their narratives based on the active male protagonist. The audience is invited to view the protagonist and to view the female character "who is erotically coded for 'to-be-looked-at-ness'" (p. 141). Berger agrees with Mulvey's theory of the 'male gaze' and as cited by Peach (1998, p. 96), Berger (1987) argues that the male perspective is dominant in a society; thus women view the world as men do. "This male gaze is a result of a patriarchal culture where the display of woman as spectacle is to be looked at, thus … subjected to the gaze of the (male) audience" (Van Zoonen 1996, p. 87).

3.4.3 'Positive' vs 'negative' images of women
Mary Ellen Brown (1990, p. 202) describes television's representation of women as negative because such images "perpetuate both the *status quo* and the generally regressive values in the female population". Such images tend to show women in subordinate roles as they are generally portrayed as underpaid workers, bored housewives, and victims of rape; and so, when images reflect reality they would be negative in the way just described.

The reason why most of women's images are negative may be attributed to the fact that throughout history men has controlled media. Men have financial power to decide what to be pictured because they

could control the images shown. Peach (1987, p. 96) argues that "perhaps if women had been in control of these images, they [images] would differ". However, Creedon (1993) stresses that even though the numbers of women increased in the mass communications field, the gender values that privilege male over female are still predominant. This study pushes the argument further and examines whether the number of women in newsrooms effect or can result in any changes in gender representations in news bulletins. In this study, news workers – journalists, heads of newsroom and news producers – were asked what they thought about this concept. Their feedback is referred to in the next chapter.

3.4.4 Women are symbolically annihilated

'Symbolic annihilation' is a metaphor developed by Tuchman (1981) used to describe the ways in which media images render women invisible. In other words, media programming reflect the dominant social values of a patriarchal society where women are not important except in the home. Tuchman's concept of symbolic annihilation refers to the fact that women appear less than men on television, and when they appear, their roles are limited and/or negative. Tuchman (1987) claims that media frequently condemns or trivialises women's activities and experiences.

3.4.5 Media images and reality: are these compatible?

Tuchman's research shows elements of a functionalist feminist media theory which shows that media reflect society's dominant social values and underestimate women by not showing them at all or depicting them in stereotypical roles. Tuchman as cited by Van Zoonen (1994) stresses that media "symbolically annihilates women" because the message send through media is that women are not important within society. Tuchman argues that mass media images consist of traditional and sex-role stereotypes which influence and encourage girls to become mothers and housewives. In this way television tells the audience that women are important in the role of a housewife and a mother but are "incompetent, inferior and always subservient to men" (Van Zoonen 1994, p. 17). Sharpe (1974) referred by Ang and Hermes in Curran *et al*. (1992), agrees with Tuchman and says that media present traditional stereotypical images which are unrealistic. Because of this, television presents unrealistic images of women and other groups such as working class people, coloured people, etc.

Van Zoonen in Curran (1992, p. 42) argues that media does not reflect reality while women's lives and experiences are not well reflected by the media. For instance, "very few women are like the '*femmes fatales'* of soap operas…, and women's desires consist of a lot more than the hearth and home of traditional women's magazines". Television does not portray the pressures of work for women who have to raise a family and who have to pay for child care facilities in order to go to work; have to balance home and job responsibilities; and/or have to look after their children while pursuing their careers.

As Butcher *et al.* (1974, p. 317) from Women's Studies Group, Centre for Contemporary Cultural Studies, University of Birmingham, rightly explain that produced images in adverts "are not representing reality but re-presenting it (giving it to us again) in a transformed way". And as above show, this is not only happening in advertising but in all other media genres.

3.4.6 Research findings on portrayal of women

Van Zoonen (1994) who cites Gallagher found that in different societies as in western industrialized, eastern communist and developing countries, there are similarly portrayed images of gender – they tend to be of young, pretty, passive, submissive and dependent to men. Peach agrees (1998, p.91) and says that although images may vary across cultures, "in particular contexts they are seen as universal, as providing models for how all men and women should be".

Researchers who conducted content analysis of entertainment programmes found that women are under-represented as leading characters or as Tuchman (1978) described as "symbolically annihilated". Butler & Paisley (in Tuchman, 1978) found that in children's programmes, males also outnumber females whereas women are only shown in domestic roles. Despite the increase in female participation in prime-time entertainment, content analysis still show that male authority is dominant in commercials and women continue to be portrayed in traditional roles. Baehr (1982) refers to a number of feminist researchers who agree that women in mass media are portrayed as submissive, passive and portrayed in terms of their sexuality and their domesticity. On the other hand, men are shown to be dominant, active and

authoritative (Tuchman *et al*., 1978; Janus, 1977; King & Stott, 1977; Sharpe, 1976; Busby, 1975, Gauntlett & Hill, 1999).

Researchers (De Fleur, 1964; Seegar & Wheelan, 1973; Downing, 1974) quoted by Tuchman (1981) found that professionals portrayed on TV are very often males while few working women are included in television plots. When women are portrayed, their work would be considered as inferior to that of men. It was found in soap operas that generally women do not appear in the same professions as men; thus where men are portrayed as doctors, women would be portrayed as nurses. There is a difference between American and British soap operas – *Eastenders*, *Coronation Street* and *Emmerdale Farm* still portray women and men in predominantly traditional roles while there are some contemporary American programmes, such as *ER*, which are exceptions to this model. However, the latter are not commonplace.

Several studies, mainly using content analysis, were conducted to compare women's images to images of men on television. Tedesco (1974) notes that in television women are younger; more likely to be minor characters, victims of violent crimes, and to be married but less likely to hold powerful positions. Lichter *et al.* (1986) found similar results. Male characters by far outnumber female characters in prime-time television; while female characters are outnumbered among characters holding powerful positions such as doctors, lawyers and other professions.

Baehr & Dyer (1987) stress the 'romanticisation' of motherhood in television advertisements where the needs and desires of woman are shown through her caring role within the family. On the other hand, Baehr & Dyer (1987) note that in police and crime genre, there is a gradual increase in the number of women as central characters. Ironically 'strong' policewomen are depicted as enforcing the patriarchal laws which oppress them. In a *BFI Audience Tracking Study* diary of February 1993 cited by Gauntlett & Hill (1999), a 31 year old unemployed woman very well describes the result of women's representation in the media by saying:

> *I think TV has a big responsibility to represent women's interest and concerns as the way women are represented in the media is in large part responsible for the way we are seen in society.*

(p. 231)

Gauntlett & Hill (1999, p. 233) summarise the opinions of those interviewed in this study and note that women are not completely dissatisfied with television but still have their reservations with regard to the fact that women are stereotyped on daytime television when there are few intellectual programmes. Besides women were not happy that female nudity was 'used' for the male audience while portraying woman as an object. Women commented on broadcasters who prefer young and glamorous women for their production.

3.4.7 Were there changes in media gender portrayal?
Despite change, media gender portrayal remains limited to stereotyped representations. Luke (1996) clearly shows that the characteristics of male images are contrasting with those of female images. Whereas men are present on media screen independent of their age, women disappear at about age 30. The physical features of being fat and old are accepted for mature men but these features are not accepted for female images. Women are still being portrayed as cleaners in the kitchen while men are placed in the public sphere capable of solving political and social problems.

Many feminists argue that female and male representations are slow to change; however Gauntlett (2002) argues that mass media has changed within certain limits. He says that the traditional image of a woman portrayed as a housewife or low-status worker has changed into a successful 'girl power' icon. Images of this 'girl power' are the image set up by the Spice Girls in pop culture. On the other hand, male representation of toughness and emotional silence have been changed to an emphasis on men's emotions, need for advice and problems of masculinity. Gauntlett believes that today's media has become relatively challenging of the traditional roles: women are expected to be confident, sexually assertive, do what they want, not what somebody else wants them to do.

It was only Bretl & Cantor (1988) cited by Jones & Jones (1999, p. 113) who found that throughout the years, women are seen in a wider variety of occupations outside the domestic sphere. However, many voice-overs are still done by men while women are still widely used for decorative roles. Adverts ignore

the increase of women in employment and in professions and depict women in the traditional role (Thoveron, 1986; Cumberbatch *et al*., 1990 and Lazier and Gagnard Kendrick, 1993).

Jones & Jones (1999) argue that in 1990's a new range of men's magazines were introduced in which body size and shape were emphasized. This reinforces the new idea that body image is no longer the sole preserve for women. Jones & Jones (1999) think that over the past twenty years there has been some change in the representation of women in the media, however the question arises whether these changes are the result that the media was moving towards equality or is it 'simply an example of tokenism' (Jones & Jones 199, p. 115).

As seen above there are contrasting elements in female and male portrayal in media. This is a result of media culture produced by male dominated organisations. Dyer in Creedon (1993) argues that women's interests and activities are ignored or segregated because women lack economic resources to own mass media institutions and are not in top ranking positions within the media structure. Media remain male dominated and thus men decide what to be printed or broadcasted. From a cultural perspective it can be argued that it is the society and culture which propagate media content.

3.5   Conclusion

This chapter gives an insight that feminists' arguments declare that media reinforces the *status quo* by showing a limited number of women's images. As research shows, media representation is highly stereotyped when presenting images of women and men. This chapter pointed out how women are represented in two types of media output: entertainment and advertising giving particular attention to women's images and raised the question of whether media images reflect or create reality. In the next chapter the focus is on the portrayal of women in news and current affairs programmes only. The findings from research conducted by media theorists are weaved together with the findings of this study after analysing face-to-face interviews.

CHAPTER 4
REPRESENTATION OF WOMEN IN NEWS AND
FEMALE ROLES IN NEWS ORGANISATIONS

*Nothing they [women] do in the home will ever be in the paper, apart from murder
or suicide – or being raped …*

Downing, 1980, p. 128

Women are absent, women are silent, women are invisible.

Vera Price,
Equality Adviser at *RTÉ* during a seminar '
Gender and Journalism' held in March 2001, Malta

4.1 Introduction

This chapter focuses on women and the news while analysing stated theories and findings following interviews with news workers in the Maltese (*TVM, Net TV,* and *Super One TV*) and Irish (*RTÉ)* newsrooms. It brings the discussion of representation and portrayal[14] of women in the news by also referring to arguments raised by Maltese and Irish news workers interviewed as part of this work. These interviews show the general trend of the representation of women in televised news bulletins by asking why women in news organisations are mainly found as newscasters and what effect does this has on the news content itself and on the audience especially since the assumption is being made that news content can vary or change due to the increasing number of female journalists. The discussion focuses on whether news content can become 'feminised' once a good number of female journalists are being recruited. Since many media theorists stress that women are absent in news content, the question arises whether this reality is due to the lack of women in managerial posts. Research which gives reasons for the lack of employment of women in media is cited. In other words this chapter investigates whether 'women are absent, women are silent, women are invisible' (Vera Price, an *RTÉ* Equality Adviser, 2001 quoted in *The Malta Independent on Sunday* 25th March 2001).

4.2 Representation and portrayal of women in news

In news bulletins, as in other media genres, women still appear in smaller numbers and in more limited roles than men. When shown on screen, women are generally presented as news background while men are very often the main subjects of a news item. Pandian (1998, p. 461) thinks that news is "… a masculine narrative in which women function not as speaking objects but as signs". Pandian goes on to say that when women are portrayed they are stereotyped, sexualised and presented negatively. They are rarely chosen as experts or central but are very often the non-speaking actors and when they are given time to speak they are presented as the consumer, the mother, the housewife or the wife of the man in the news.

According to a content analysis of Dutch news and current affairs programmes on television, few spokeswomen appear and when they appear they receive less attention and speak for less time. It was found that females mainly appear on human interest stories such as education, arts, and consumer affairs while men are seen in political, financial, and socio-economic news stories. Females portrayed in news are very often filmed in the home or in a family environment while male newsmakers are found in authoritative posts giving advice. Romaine (1999) refers to contemporary media and observes that reports on professional women rarely focus on just their professional lives and qualifications. Romaine (1999) recounts how a story in *Newsweek* on 10th February 1997 described Madleine Albright, US Secretary of State, as a "divorced mother, while giving details about her divorce" rather than reflecting her political role. This shows that women depicted in news are trivialised because reports on female world politicians focus not only on their political power but very often refer to their physical and personal attributes and to what they wear rather than what they are doing or saying. Gallagher (2001) agrees that media tends to focus on the family situation and personal life with regard to women politicians. In all the research on three Northern European countries (in Finland, Koski, 1994; in Norway, Skjeie 1994; in Sweden, Borjesson, 1995), the focus on women politicians tends to be more on their personal and family situation rather than their profession (Gallagher, 2001).

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[14] Portrayal – the act of portraying a representation

Women are rarely portrayed as 'the primary definers' of news unlike male politicians, union leaders, judges, bishops and people with social power who are generally chosen to be the primary definers. Since news is mainly derived from areas of public life, women are automatically excluded because they are generally excluded from the public sphere. Gallagher's findings show in a UNESCO report that there was no country which reported more than 20% of news which was about women (in Van Zoonen, 1994 p. 41) News about women is generally trivial or related to their family status or appearance. In fact Graber (1974) in Epstein (1978) admits that media reflects women's issues and represent women more if women become the major contributors to public opinion. For example in the 1970's when Edith Green became a member in the House of Representative (U.S.) she was then in a better position to voice her opposition to the manner in which products were advertised by ridiculing women. When she called for a systematic boycott of such products, advertisers in the U.S. responded by trying to change the way they portrayed women (Busby *et al.,* 1993).

For this work the issue of the 'portrayal of reality' was raised when conducting the face-to-face interviews. The news workers' opinions on this issue were varied and journalists coming from the same news organisation had different opinions about the portrayal of reality and women. In Ireland Connor Fennel, *RTÉ* news producer believes that *RTÉ* always reflected women in Irish society:

> *… I think we have always portrayed on air women as they are in society anyway and if women in society have not a very dominant role or have had a passive role in the past, we would portray that because that would reflect the society.*

<div align="right">

Connor Fennel – news producer,*RTÉ*, Dublin, Ireland
Interviewed: 3rd September 2001
</div>

While Fennel admits that *RTÉ* is not perfect, he thinks that *RTÉ* news workers do their best to reflect women in society. However, Donal Byrne, TV and Radio news editor, differs from Fennel's opinion and states, "*No I don't think it is enough*" when answering whether *RTÉ* news bulletins reflect women's lives and problems in Irish society. He refers to the lack of reporting on childcare which he states:

> *"… is an enormous problem in this country … People with children are having to stop working because they can't afford to get someone to look after their children so they are giving up their careers. I think that it should be more on the agenda on a weekly basis than it actually is …'*

<div align="right">

Donal Byrne - *RTÉ* TV and Radio News Editor, Dublin, Ireland
Interviewed: 1st September 2001
</div>

Margaret Ward, *RTÉ* foreign desk editor, argues *RTÉ* representation is reasonably accurate with female politicians because in Ireland they are able to talk and present their message: "*the women we have in politics tend to be quite able to push their views*".

In Malta, Tony Gaffiero, *TVM* (Malta) journalist, thinks that the representation of women in local news bulletins is definitely 'not positive'. He agrees that "*… we are still portraying women as factory workers on a production line or as housewives*". He also comments on the use of the word 'housewife' who is always portrayed as being the consumer. Gaffiero believes that not only women can be consumers but also men are consumers of products or services. Claudette Baldacchino, *Super One TV* news journalist, agrees that in Malta the most common footage used in news shows "*women in factories on a production line, working behind a machine*". She continues "*we rarely see a woman behind a desk not doing secretarial work … but behind a desk as a chairperson*".

Pierre Portelli, *Net TV* news editor (Malta), comments that particular stereotyped images are the result of 'a rushed job'. In local news items reporting on job statistics, women are exclusively depicted as factory workers. He thinks that this happens because the same archive footage is aired during such news items. Portelli comments "*… come to think of it, I have to do something on this*", and continues saying "*we have to reflect reality in a better way; however, we are not doing it on purpose*". Portelli admits that he is not happy with the situation "*when women are portrayed in overalls in the production line while men are portrayed in suits and are seen everywhere*". *Net TV* journalist, Lourd Pullicino's position is the same saying that their organisation does not use particular stereotypes:

> *"Women can be portrayed as factory workers or as clerks because that would be the available footage or archive footage; … while men are portrayed as builders for the same reason, that is, of lack of footage available!"*

Roderick Agius, *Net TV*, reveals that as an organisation they are aware of what kind of footage is shown. He says that "*if we refer to a furniture factory we get male workers, if we speak about clerical duties we get women workers and if we speak about technology we get men and women*".

A common argument about the lack of representation of women is the lack of women in top decision-making posts in society. Miriam Dalli, *Super One TV* (Malta) journalist, admits that news items are dominated by men because in Malta there are not any influential female politicians: "*If the Finance Minister would have been a woman, you would have more representation of women politicians in the news*". Gaffiero (*TVM*) agrees that since news reflects people in power, areas in politics and economics are dominated by men: "*… by far, by far, by far, men in power outnumber women*". This is similar to the position of Baehr & Dyer (1987, p. 7) who admits that news and current affairs are 'the male ghetto' and can be considered as 'the preserve of men' because news focus on 'the male worlds of politics, economics, business and industry'.

This is one of the excuses which journalists use for the under representation of women in news bulletins. In fact, in a study conducted in 1997 in six Northern European countries (Finland, Sweden, Norway, the Netherlands, Germany and Denmark) it was found that men dominate news, current affairs and documentary while women never outnumber men even though women's representation is relatively high in television fiction or drama (38%) since only 32% of all participants were women. Results show that although women's participation in public life was very high in these six countries, women were most often portrayed in low social status. The largest female participation was found in programmes discussing traditional women's topics such as human relations, social and health issues. These results are worrying from a gender perspective because the perception of Northern European countries is that they are the 'equality flagships'[15], however this is not reflected in media content. For instance, in Finland women have a strong presence in the public sphere, such as in Universities, in the labour force and in the political arena; however 33.5% of MPs (1995) and 50% of Finnish Euro MPs (1996) were women while in 1995 women accounted only to 21% of news subjects in Finnish television news. Interesting to note is that these six Northern European countries began a three year project in 1997 to produce a training kit known as *Screening Gender* to promote good practice in gender portrayal on television.

4.2.1 Women as experts

Van Zoonen (1998) believes that since news is dominated by men, it is thought to reflect the interests and values of men, thus eliminating half of the population which is female. Paul Azzopardi, *TVM* (Malta) Head of News, says that news is still male dominated; "*news is not 99.9% male dominated but I believe it is 87 to 92% male dominated*". He also believes that female expert interviews have increased during the last eight years but "*it is still low particularly in politics where in Malta's Parliament man by far outnumber women …*" Anna Bonanno, assistant manager *TVM* (Malta), thinks that women experts are still absent in our society. This situation is not only found in Malta but in many countries. *Media Watch 1995* found that only 17% of the world's news subjects (i.e. news makers or interviewees in news stories) were women and *GMMP 2000*[16] found that women accounted for just 18% of news subjects compared with 17% in 1995 – this percentage increased to 21% of female news subjects in *GMMP 2005*. It seems that again *RTÉ* has a more gender balanced approach. *RTÉ* news director, Maureen Griffin comments that in *RTÉ* news women are not just portrayed as mothers but women are also portrayed as experts. She insists that "*…we would* [not] *do a picture that in any way would denigrate women*". Connor Fennel, *RTÉ* news producer, on the other hand, agrees that men are interviewed more than women because "*we are interviewing people*". He argues that more men are interviewed because:

> "*… it is a reflection of society. Men in our society are still in more dominant positions, more important positions than women. That's why men are interviewed. That's the way we reflect society.*"

<div align="right">

Connor Fennel – news producer, *RTÉ*, Dublin, Ireland
Interviewed: 3rd September 2001

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However Byrne, *RTÉ* TV and Radio news editor, stresses the point that *RTÉ* news does not make any distinction between interviewing a male expert or a female expert; "*… we would go for the best person who can contribute to the story*". The position of *Super One TV* news is slightly different and as Head of News, Gino Cauchi, reveals: "*when we know there are female experts on the subject we would look for them and ask for their comments*". He thinks that their news organisation looks for more female experts

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[15] http:///www.yle.fi/gender/ imart.html on 23/01/01
[16] GMMP – Global Media Monitoring Project

because one of the journalists, Claudette Baldacchino, is very much gender aware and insists on finding female experts**. Here Cauchi comments on the need of having a diversity database for journalists and news producers to help them find more female experts to interview. Byrne, however, is not so convinced that this is a fully positive 'tool' because "*the problem with the database is everybody would go for the same two people …*"

In a span of eight to ten years, researchers have utilized content analysis as a tool to investigate gender portrayal and have repeatedly found an absence of women. For example, in Dutch broadcasting research results for 1992 reveal that 22% of those appearing in television news were women. In a 1994 study of women in British television[17], 18% of female participants are visible in national news while news and sports had the lowest female participation (8%). A study conducted in Uruguay in 1997 found that only one woman was interviewed for every seven men, and for each hour that a woman journalist spoke on television, men journalists spoke for four hours.

Similar results in *GMMP 1995* revealed that in 71 countries 43% were women journalists but only 17% accounted for female interviewees. In stories about politics and government only 7% of the interviewees were females. Five years later, in *GMMP 2000*, it was found that news coverage reflected politics and government stories where men dominated these areas; resulting that the majority of news subjects were male who were in authoritative roles[18]. Several comparisons between the three *GMMP* projects dated 1995, 2000 and 2005 are noteworthy. In politics, the proportion of female news subjects rose from 7% in 1995 to 12% in 2000 and 14% in 2005. In economic/business news, the proportion of female news subjects rose from 10% to 18% to 20%. While these statistics indicate that the presence of women doubled in ten years, the percentages of women in news are still very low.

A study on news programmes on RAI network from 25th to 31st January 2002 show that women are interviewed mainly in emotive and dramatic events and are not interviewed as experts. When women are interviewed they are pictured to highlight their bodies: when women are shot, tracking shots are used that run all the way up a female figure or through the use of close ups (Capecchi & Demaria, 2002)

4.2.2 Women as victims
Baldacchino in a paper presented in March 2001 stresses that although news is made of issues effecting both women and men, women are often portrayed as victims and passive while men are seen to play an active role. Women appear as speakers on social issues but are absent from hard news and politics. Very often female newsmakers shown in news appear in human interest stories and are usually presented as passive and as victims; on the other hand, men appear in financial, socio-economic and foreign news (Van Zoonen, 1998).

4.2.3 When are women reported?
Gallagher (2001) notes that women's invisibility and under representation in the news is linked to particular news priorities. Less space and time is allotted to education, health and social issues where women tend to appear most while more space is given to politics and government where the main news subjects are men. This is in keeping with Dalli's[19] argument that the image of woman in the news is that "*she speaks on everyday happenings such as prices, problems encountered by school children … while a man is seen giving opinions on issues which influence the country in a general way*". Dalli's point is that because women are perceived as being concerned with all domestic things they do not get news coverage. This means that women are mostly absent from the news. So it is not surprising that Parenti (1980) admits that "*nothing they* [women] *do in the home will ever be in the paper, apart from murder or suicide – or being raped…*" This becomes a gender issue when we look at the moment of reporting wherein women are absent and men are present. Baehr (1982) observes that many topics such as shopping and housework are excluded from the media news agenda – such topics are only reported when it concerns a high position woman; for instance, when a Princess has a baby it is widely reported.

"Women become visible and validated primarily when they make a mark within a traditionally male context – politics, business or the law" (Hartley, 1982 cited in Gallagher, 2001, p. 48). In the news media

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[17] 'The Portrayal of Women in British Television – a Content Analysis'
[18] In GMMP 2005 there has been a slight increase since 1995, only 21% of news subjects interviewed were female – for every woman who appeared in the news there were four men.
[19] Miriam Dalli, *Super One TV* journalist.

you get the story of one woman who does make it, in the sense, that she manages to go to work successfully, having childcare facilities for her children and is successful. But women who have a low-class job while leaving children alone at home are invisible in the news media. This shows that as Anna Bonanno says "*if a woman is successful in her work, she is represented*". She refers to the Chairperson of Sea Malta and the Chairperson of the Housing Authority, who are both females and who are regularly in the news as primary definers. Some journalists argue that the fact that mainly successful women are reported in the news is not a negative sign. Ruth Amaira, *TVM* journalist and desk officer, argues that "*…men who are mainly portrayed are chairmen and politicians …*", so she argues that there is nothing wrong if one observes that female chairpersons are generally reported in the news.

Parenti (1993) in statistics issued in *New York Times*, April 11, 1989, found that women account for 11% of persons in print and broadcast news stories; and usually women are depicted as celebrities and the wives of political leaders. Very often women make headlines as victims but particular issues such as abortion are not tackled from a women's perspective in being a victim. Parenti (1983) quoting a study by Susan Douglas, *The Representation of Women in the News Media* notes that the 'firsts' women are likely to make news, so the first woman astronaut, the first women President and other 'firsts' would definitely be the news subjects in a news bulletin.

4.2.4 Women in the picture
Women in the news are also defined according to their looks. Through the interviews made it was found that there were cases where women are the primary definers of news and where women who are not central to the story are still depicted in news bulletins through footage. Pat Brennan, *RTÉ* news producer, admits that very often news producers focus on the good looks of a woman. She recounts that very often the news producers see the focus on the good looks of a female detective or a female magistrate who is portrayed on location. This was confirmed by Brennan when she recounts about a recently appointed deputy pathologist:

> "*who is an incredibly glamorous woman and she gets into the picture a lot and likes getting into the picture a lot. She does things that he (the state pathologist) will never do and she puts on her white overall in front of the cameras… "*

<div align="right">

Patricia Brennan - news producer *RTÉ*, Dublin, Ireland
Interviewed: 2nd September, 2001

</div>

In Maltese news bulletins, news workers choose 'beautiful' women who would be among male-dominated audience and are pictured in a news item by the use of close ups. Many interviewees admit that women are chosen to make 'the television screen look better' but others are cautious to admit that very often women in the news are exploited in a negative way. Paul Azzopardi (*TVM*, Malta) argues that he is not against getting a close up of a beautiful woman or a handsome man because "*this breaks the monotony of a news item*". He thinks that this is possible because the cameraman, who happens to be a man, chooses 'the rose amongst the shrubs'. However, he argues that this style does not necessarily mean that news bulletins are creating female stereotypes even though he admits that news ends up being edited from 'a male's lenses'. On the other hand, Reno Bugeja, *TVM* (Malta) desk officer, thinks that this gives way for creating a 'fabricated role model' because the audience is attracted to a beautiful face; as women are used in advertising to sell products similarly "*close ups of women are used in the news to make the screen nicer, … and to sell the product*". Gaffiero takes the same position but agrees that:

> "*there is a sexist element in the way news features are filmed and edited because technical people (camerapersons and video editors) in the newsroom happen to be all male, so yes, their idea is that a close up of a woman can brighten the television screen much more than a close up of a man.*"

<div align="right">

Tony Gaffiero, journalist, *TVM*, Malta
Interviewed: 31st January 2002

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A counter argument that beautiful female close ups are shown on screen 'to attract audiences' is that the news audience, who can be men as well as women, are mainly interested in the news content and not in the pictures. News is totally different from any other media genre, especially advertising. In advertising, the concept of the 'male gaze' is used when women are pictured as 'beautiful objects' by portraying different parts of their body in order to attract the audience (Mulvey, 1975). In the news items 'beautiful women' are pictured in close ups but such instances are scattered throughout the news bulletin. Byrne (*RTÉ*), agrees that a beautiful woman gives 'a sigh of relief':

> *"… Now the easiest way to make something look as good as possible is that somebody particularly beautiful will be put in the picture. It's a relief because if you have six men in a suit all sitting like this, they're all tense and then you have this beautiful woman, she makes a fantastic relief to the six men in suit."*
>
> Donal Byrne - *RTÉ* TV and Radio News Editor, Dublin, Ireland
> Interviewed: 1st September 2001

Miriam Dalli (*Super One TV*) is very straightforward when she says that a woman is seen in close ups because "*the cameraman might take a liking to her*" and then the male video editor gets her into the picture as well. Claudette Baldacchino (*Super One TV*) believes that news footage is segregating women in the media because "*… very often in news footage we see focus on women, showing half their breasts naked or else the cameraperson focus on women's legs*". However, Cauchi comments that "*we do not make any distinction with regard to close ups between a man and a woman … we look for particular characteristics in close ups*". Annette Vella, *Net TV* journalist, argues that since a press conference is male dominated so a male cameraperson and a male photographer tend to focus "*on the only woman in the audience*", and "*this is not done on purpose*". She disagrees that a woman is portrayed because of 'her looks' but argues that this is done "*mainly to promote women. If a cameraman succeeds in getting three women out of a hundred men he is not discriminating against women but pushing them forward*".

4.2.5 Gender bias in news language

Visual images as well as content in news bulletins can lead to gender bias in news. News language which is part of the news content is used by journalists either in a positive or negative way. While Robert Shortt, *RTÉ* journalist, admits that journalists are quite aware of gendered language in *RTÉ* newsroom, local journalists comment on the use of particular language in news reporting. A very common observation of the use of 'bad' language is the way women are described by journalists from the perspective of their husbands. Women in the news are reported because they are the wives of powerful men. Bonanno stresses that she is against the way certain women are reported: "*we are still lagging behind in this regard. We are still using sexist language such as the 'the President and his wife'* ''. She explains that if a President happens to be a female, one does not say the President and her husband. Baldacchino also stresses that journalists have to be aware of the use of sexist language. She argues that locally journalists are not aware and says that through certain characteristics in the news language news is gender biased. Baldacchino cites the example of "*businessmen encouraged to promote their organisation in Libya*". She argues that 'business-people' could have easily been used instead of 'businessmen'. She insists that "*this is the type of language which leads us to have a segregated role in the media*". Vella's position is totally the opposite of Baldacchino's. She asks "*what is wrong by using the word 'housewife'* ". She totally disagrees that such use of language has a negative effect:

> *"We are making a fuss for nothing if we keep on arguing about the use of the word 'lawyer' or 'female lawyer' …The word 'chairperson' is not found in the English dictionary so do we have to keep insisting? Chairman is a chairman'. She argues that if one uses the word 'chairperson', the meaning of the word is weakened."*
>
> Annette Vella - *Net TV* journalist and desk officer, Malta
> Interviewed: 12th May 2002

4.3 Women in news organisations – Who shall read the news?

In news organisations in Malta and in other countries, women are mainly found as newscasters[20] - it seems to be the most common female post for women. However this does not mean that women have found their place in the newsrooms. Holland (1996) points out that the fact that the number of female newscasters has increased considerably does not actually mean that women are given editorial power. Media theorists have different views on the role of women as newscasters. For instance, Holland (1996) explains that a newscaster has a role of mediator between the audience and the actual news, urging the audience to become observers of news but not being actually involved in it. She argues that the role of reading the news fits a woman. This is a negative perspective towards women because women ought to be seen knowledgeable in news issues and current affairs themes and not only the 'announcers' of such issues.

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[20] Newscasters is a term refering to newsreaders

On Maltese TV stations, news reading is becoming 'a woman's job' as it is seen as the mediator between the news and the audience: the number of female newscasters in *Super One TV* newsroom organisation outnumbers[21] that of male newscasters; however the latter still occupy the most dominant posts in the newsroom. In mid-2002 there were five female newscasters against one male newscaster on *Super One TV*. Dalli, who is a journalist and a female newscaster on *Super One TV,* admits that "*we are on the other extreme. There is no gender balance. I cannot understand the reason behind this situation. I think that this happened by chance*". Cauchi confirms that the fact there are more female than male newscasters "*was a natural process because three male newscasters resigned, leaving one male newscaster among five female newscasters*". He admits he is not happy with the situation because he does not want to give the impression that audiences watch *Super One TV* news to see 'nice girls'. At the same time he comments "… *I do not exclude that because of their looks, we attract a good number of audiences*".
Holland (1996) refers to the newscaster as being 'the voice of objective knowledge', so women might be portrayed to fit in the role of a newscaster because while women might not be knowledgeable on the subject or might be cut off from the public sphere, it is enough to read the news while guarding objectivity. This is the method used by *Net TV* news organisation where, at the time of the study, the main news bulletin was read by a male and a female newscaster. Interesting to note that female newscasters are not journalists by profession while all the male newscasters are journalists in the *Net TV* news organisation. Pierre Portelli, *Net TV* news editor, defends this by saying:

> "*they* [management] *wanted female journalists to be newscasters but they* [management] *wanted the newscasters to look fresh when reading the news bulletins, thus we had to avoid female journalists who are busy working in gathering news reports.*
>
> Pierre Portelli, *Net TV* news editor, Malta
> Interviewed: 24th April 2002

As can be seen from the analysis of Dutch TV newscasters conducted by Van Zoonen (1991) it was found that by mid-1980's a good number of female newscasters were employed because of their experience, professionalism and their abilities. But it was also noted that at that time the editorial policy and style of the national news was targeted for audiences' opportunities to identify with events such as human interest stories. Van Zoonen (1994, p. 59 – 60) quotes one editor saying "One tear on TV tells you much more than an ever so well described tear in the newspaper…TV news without a tear is not good enough and we should adjust to that". This was the reason for the increase in female newscasters – making news sound more emotional, intimate, personal rather than rational and serious. Human interest stories presented by a female reporter do sell the product. Van Zoonen (1998) refers to an example cited by Gallagher (1995) where female reporters were sent on location to report the Gulf War. The female presence actually distracted the audience attention from the tragedy of war but at the same time added the drama when a female reporter was seen on screen. Van Zoonen (1994) comments that the change in editorial policy helped to open space for women to function. Van Zoonen quotes Patricia Holland (1987) when she spoke about *BBC News* and who claims that "news reading has become a performer's job especially appropriate to women because 'they are easy on the eye'…" (Creedon 1994, p.60). This sheds light on the fact that the number of female newscasters is gradually increasing in the news media industry while also adopting an intimate and personal style rather than a serious style.

Studies show that the introduction of female newsreaders meant that audiences would look at news bulletins from a different perspective (Holland, 1996). Apart from having an emotional style of reading, female newscasters are chosen for their appearance. Portelli, states "*our main criteria is that newscasters are chosen because of a nice appearance*". On the other hand, Bonanno, ex-journalist and ex-desk officer who was a newscaster at the time of this study thinks that the only criterion for a good newscaster is not the appearance but the ability 'to deliver the newscast'. Holland (1996) recounts when female newscasters were introduced on British TV in the Seventies. The first two female newscasters were Angela Rippon and Anna Ford who were continuously being commented on by audiences for their looks and dress code. "They were seen as an opportunity for jokes, pictures and suggestive comments. Every detail of their dress and appearance was commented on, their styles were compared, their sexuality stressed" (Holland, 1996, p. 438). The British press commented that the audience turned their attention on the female newscaster's visual appearance rather than on the news content. Such reaction led Anna Ford, *ITN*'s first regular woman newsreader, to accuse the press of being obsessed with her appearance while Angela Rippon, *BBC* Nine O'Clock News newsreader, said that the media was more fascinated by her legs than her news reading ability.

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[21] This was the position at the time of this author's research (2001 & 2002): after conducting face-to-face interviews with some news producers at *Super One TV* news organisation in May 2002, the number of male journalists increased from just one to three when compared to six female newscasters

As Amaira (2002), Gaffiero (2002), Cauchi (2002) argue during the face-to-face interviews conducted, very often when a news bulletin is read by a woman, the audience comment not on the content and the issues reported in the news, but on the presence of a female newscaster – their looks, their dress, their non-verbal language. Throughout the interviews for this study, news workers commented on this fact and some had conflicting opinions. Some said that the attention of the audience is lost when the news is read by a female newscaster, while others stress that gender does not make any difference. Gaffiero believes that a male newscaster somehow "*portrays more credibility, more competence*". He recounts from experience that the audience is distracted more when the news is read by a female newscaster because audience comment on the newscaster's appearance: hair, dress, make up, posture, etc. On the other hand, Roderick Agius, *Net TV* journalist and a newscaster, believes that credibility is the result of personal reputation and is not related to the issue of gender. He entirely denies that a male newscaster is more credible than a female newscaster. Dalli agrees with Agius stating that credibility depends on one's personality. Interesting to note that Portelli, being the editor of *Net TV* news, admits that they try to resist the theory that a female newscaster is less credible by putting the female newscaster on the right side of the screen which, according to Zettle (1990), is 'the dominant side of the screen'.

Holland (1996) shows the difference between a male newscaster and a female newscaster and argues that what a male newsreader has to say is more important than the way he looks; however, this is not the case with female newscasters. Holland explains that the way a male newscaster is presented, that is, rigid and gazing directly at the camera makes him the controller of the news. She rightly observes that a newscaster is always seen as a frame of head and shoulders, however, while "the head and shoulders of a man is completed by his speech, the head and shoulder of a woman only draws attention to the need to see her legs" (1996, p. 440). This idea was emphasized in the case of Angela Rippon when the audience called to see 'Rippon's legs'. In this way as Azzopardi, *TVM* (Malta), states, the fact that female newscasters are increasing does not necessarily mean that gender balance is won but the "*bottom line is the exploitation of women in the delivery of the news*". He believes that news aesthetics in the studio and the use of sex appeal of the newscasters is being introduced in Malta after being introduced on the *RAI* and the *Mediaset* stations. This position is similar to Mulvey's (1975) notion of 'male gaze' where women are placed on the screen to be looked at. On the other hand, the male newscaster is seen as the authority and a sign of power. Yorke (1987) when referring to audience behaviour towards female and male newscasters states that male audiences gaze at the female newsreader because of her appearance being anxious to discover more; while, on the other hand, female audiences generally hate the female newscaster and wonder about her haircut or hairstyle and the dress style. Ruth Amaira, journalist at *TVM* (Malta) stresses that the audience do not comment about a male newscaster even though he can wear the same suit and change the tie; however the audience highly criticise a female newscaster on whether "*she wears her wedding ring or not*". Thus both genders in the audience lose the attention and the message in the news content is lost because of the female newsreader's appearance. Amaira narrates how she received two phone calls in a day at her workplace after she finished reading the news. One criticised her that she was not appropriately dressed as a newscaster and another told her that the way she was dressed was fantastic*, "she was gorgeous*"'.

Female newsreaders are also chosen according to their age as well as their physical appearance; male newscasters might be middle-aged and not physically attractive but are still chosen to read the news. Women have to be portrayed as young, pretty and attractive while men do not necessarily have to be so. This portrayal can be tied up with the stereotype of the male voice in advertisements. A male newscaster gives a sign of assurance similar to that of the male voice in advertising which gives an idea of the authoritative voice.

Van Zoonen (1998) while commenting on the age of the Dutch female newscasters makes an interesting observation that female newscasters who are in their mid-forties and fifties are chosen to give an image of the traditional female authority: the mother who helps you overcome emotional anxiety. Their presence stresses an element of femininity which is the motherly element. On the other hand, the young female newsreaders are too young to have a motherly element, and do not have striking beautiful looks. Even Dalli who is a young newscaster admits that a young newscaster may portray a not so credible image. A middle aged newscaster tends to be portrayed as more credible because she/he projects an image of authority and power. In the analysis of *RTÉ* news bulletins, it was observed that in the sample taken of news bulletins for this study the female newscaster reading news bulletins was in her fifties. This goes against the argument that a young female newscaster might be chosen. Several media theorists argue that young women are portrayed more often than middle aged women (Gallagher 1980, 1985 quoted in Van Zoonen, 1994). As Gauntlett (2002) points out, "men can get away with being a bit more bald or fat

or sweaty than the ideal"; but women who are on the television screen have to be young and pretty. These theories indicate that the choice of a young female newscaster is considered as being a way to attract the audience as people might tend to choose a 'nice' picture; that is, a young female newscaster. And this might be one of the few 'nice pictures' in the news, since men are mostly portrayed in the news. However, Cillian de Paor, Managing editor *RTÉ* news gives the complete picture at *RTÉ*:

> *"… our newscasters come from two sources, they come from a traditional group who long time ago had been professional readers and not only that, they would be members of the Actors' Movement… 20 years ago they created newscasters where they took existing newsreaders and they matched them with members of journalists."*
>
> Cillian de Paor – Managing Editor *RTÉ* news , Dublin, Ireland
> Interviewed: 1st September 2001

Cillian de Paor was referring to a 20 year old practice which was in place at the time of the research that wherever a pair of newscasters is chosen, one would be from the Actors' Movement and the other would be a journalist.

Apart from physical appearance, Holland refers to another problem imposed on female newscasters: women's speech. She recounts how women's speech is mainly considered to be gossip; however, feminists stress that the language should be 'neutral'. Other feminists speak on women's language as being more 'expressive and fluid' (1996, p. 440). Both these ideas lead to a conflict for the image of the female newscaster because like the female image, the newscaster has to be taken seriously by the audience while ignoring what makes her feminine – a conflict between an image of femininity and women's speech without any femininity traits.

4.4 Is news content any different with the increase of female journalists?

News is increasingly being presented by women but it is still very rarely about women (Commonwealth Secretariat, 2002). Many media theorists argue about whether news content would change if the number of female journalists, editors and producers are increased. It seems that there is no evidence in the assumption that having more women in the newsroom would change the news; however, theorists have their own views on this area. Some say that news content does change while other stress that news is based on facts and human resources do not effect news content.

Van Zoonen is one of the media theorists who focus her views on this issue and who is harshly against the theory that if the number of women journalists increases, the news content would be different. She argues that this theory is not supported by empirical evidence but based on assumptions. Van Zoonen refers to a number of projects which looked for 'evidence' of sex related differences in journalistic performance. Ceelan & Praamsma (1985) did not find evidence that an increase in female broadcasters would bring an increase in the number of spokeswomen. However, in parts of Asia it was found that the increase of women's employment in media resulted in an increased coverage of women's issues even though such portrayal was still negative (in Media & Gender Watch). Whitlow (1977) did not find differences in the selection of items between female and male journalists. An experiment conducted by Drew & Miller (1977) found that a group of students registered sexist reporting but there were no differences between the write-ups of female and male journalists. Carter, Branston & Allan (1998) point out that although the number of women in journalism increases considerably, women were still not given senior decision-making posts; so news content remains the same. Van Zoonen (1994) refers to a study which shows that 67% of print female journalists think that news content will change if the number of women journalists increase because it would include more 'soft' news items instead of 'hard' news. Gaffiero denies this assumption saying that:

> "W*e will be stereotyping news content when we say that women like human stories and men like to be aggressive … I personally feel that a man can be sensitive and human while a woman can be aggressive."*
>
> Tony Gaffiero – journalist, *TVM* news, Malta
> Interviewed: 31st January, 2002

In this context, it is also assumed that female journalists would give more background information and not just facts. Agius believes that "*more women in newsrooms would mean more diversification … a news bulletin would consist of political stories, current affairs issues, human stories and light features*". It was found that a quarter of the Dutch female journalists and half of the male journalists believe that the increase in the number of women journalists would not make any difference to the news content (Dierkhof

et al. 1986). Further to this, Gallagher (1981, pp. 108-112) and UNESCO (1985, pp. 64-67) both found little evidence that images of women in media are improved when women are producing the images (in Van Zoonen, 1994 p. 45). This can be seen from results issued in Pakistan in the 1980's: the number of women employed in media grew considerably but yet, female images were portrayed as submissive housewife-and-mother roles[22]. Also according to *Media and Gender Monitor* in the 1980's the number of women employed in the media grew considerably but female images were mostly depicted in a submissive role as housewife and mother.

With reference to a survey conducted by *Women, Men and Media* based in US and conducted in February 1992[23], Creedon (1993) comments that the latest survey which focuses on three network evening newscasts is 'terrible' (p. 167). It was found that during February 1992, men reported 86% of the broadcast news stories and 79% of the sources were men. The number of women correspondents was 14%, and the number of females interviewed was about 2 in 10 (Creedon, 1993, p. 167). When speaking to Maltese journalists regarding news sources and news production, Vella, *Net TV* journalist, agrees that the increase in the number of women in the newsroom does not make any difference in news content. "*A newsroom follows a work schedule depending on daily events or happenings*". She thinks that "*a journalist can be good in certain subjects but less interested in others, but this is independent of gender*". This was similar to Portelli's argument who states that:

> "[human resources] *doesn't make a lot of difference … news bulletins depend mainly on the run down of the news because the run down gives a clear idea of what reports will be included in a news bulletin.*"

Further to this, Azzopardi (*TVM*) is more extreme in his ideas and comments that if the three television stations employ female reporters, female managers, female camerapersons and female editors "*the news bulletins would not be that different*".

A study conducted by Zilliacus-Tikkanen (Margit) Henrika for a Dr.Pol.Sc. dissertation (1997) shows that in news produced by the Finnish Broadcasting Company, the proportion of women does not directly effect the choice of issue or the choice of female spokesperson; however, there seems to be a slow change in this matter. Zilliacus-Tikkanen comments that the increase in the number of female journalists is necessary but not a sufficient condition for changes in portrayal. The idea that there has been a slow change was emphasized by RTÈ news producers during the interviews for this study. Ward admits that the portrayal of women changes over time; "*I'm sure it has over time, yes I'm sure*". RTÈ news producers say that portrayal of women changed over the last ten years because human resources and society look differently towards gender and women's issues.

The Commonwealth Secretariat (2000) states that according to studies made the presence of more women journalists and female experts in media would create "significant role models for other women, stimulate female interest in public issues, and, perhaps, sometimes speak in the interest of and for women" (Sreberny-Mohammadi, 1994).

Borg (2003), in a seminar *Addressing Gender Equality in Broadcasting*, asked the same question: would the presence of more women in the newsroom make a difference to the number of news reports covering men and women and to the quality of news? Borg argued that there isn't any correlation between an increase in female reporters and a more balanced set of news reports, and there should not be a difference since "*a news bulletin deals about what happens outside the newsroom rather than on what happens inside it*". He argued that the female presence in news depends on the female presence in areas such as politics and trade unions which are the main issues in the news. He stressed that a fairer presentation in news is the result of male and female journalists who are gender aware. However, his position is that men in the Maltese news media are generally portrayed in news as people of political power while women are mostly represented as victims. He admits that this is so because of the lack of women in the Maltese political sphere. "*Of course, this is because there are fewer women in politics. The situation would be different, if say, we had a female Prime Minister*".

The assumption that the increase of women journalists transforms the news content implies that female journalists have only one objective: that of promoting women's issues. This relates to Van Zoonen's position (1994) who argues that if it is assumed that an increased number of female journalists would

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[22] see: http://www.wacc.org.uk/womedia/himmat.htm
[23] Survey entitled 'The Face of the News is Male'

effect news content it is then assumed that women do not hold 'neutral' professional values because they impose their opinions or beliefs in the news content. If they are objective and neutral, then the number of women journalists would not mean any difference in news content. However, there can be a difference in approach as Baldacchino recounts:

> *"…news is news and a journalist reports the news point of a story, however, she/he has a personal style. When I report social issues, I tend to give reports a human angle twist in a way to give it a human perspective."*
>
> Claudette Baldacchino – journalist and desk officer, *Super One TV* news, Malta
> Interviewed: 6th May, 2002

However, as Van Zoonen states, the notion of objectivity and subjectivity, neutral or participant journalistic values are continuously being disputed by researchers. McQuail (1994) stresses that journalists, independent of their gender, have enough autonomy to influence individuals. Moreover this theory of 'neutral' (in the sense of unbiased) is problematic because a journalist can remain neutral while reporting an item even if her/his colleague would report the same item from a different point of view: though a female journalist might have a different approach when reporting an event than her male colleague, the female journalist could still be an unbiased observer. Independent of gender, a journalist might impose her/his opinion and both female and male journalists can be subjective when reporting events. In fact, female broadcasters in the Netherlands did perceive differences in approach but not in choice of issues (Linden & Kuipers, 1985). In face-to-face interviews conducted for this work, some journalists admit that women journalists tend to be more sensitive and look for details; but do so for less political issues. Amaira, *TVM* (Malta) journalist and desk officer, in particular, stresses that:

> *"being a women would mean that news items will focus more on the sensitivity of the issue … A woman knows much better how to be sensitive and looks at the news story from a sensitive point of view rather than giving just the facts of the story."*
>
> Ruth Amaira – journalist and desk officer, *TVM* news, Malta
> Interviewed: 22nd January 2002

Dalli recounts how, while producing a current affairs programme together with three male producers, she finds that "*her ideas are totally different, in a way that she gives prominence to human stories and social issues while men are more rigid in the choice of content*". Even Maureen Griffin, *RTÉ* female news director, admits that when directing the news, "*women pay more attention to detail than men*". She continues, "*… they would be more sensitive maybe to the way presenters would look … I think women are more sensitive*".

Since there is an increasing number of female journalists it should be interesting to find out whether news would also become 'feminised (McQuail, 1994). And another interesting argument to follow is that since news genre is changing, more women can enter the field of journalism (Van Zoonen, 1994) – would 'femininity' itself be then redefined and moves towards masculinity?

4.5 Does news become femised with more female human resources in newsrooms?

Philip Schlesinger in his study on news production at the *BBC* found that top officials within the *BBC* newsroom felt that with the recruitment of more female journalists more new light stories would be reported. Female journalists were not able to report conflict stories like that of Belfast and it was reported that within the *BBC* newsroom "women reporters give rise to 'tampax problems' and can't get the right sort of story, especially in situations like Belfast where you have to lean against the bar with army officers and swill down pints" (Schlesinger, 1978, p. 155 quoted in Holland, 1996). "A good reporter needs a pair of balls" said a senior official quoted by Schlesinger (1978) in Holland (1996).

Schlesinger (1978) found that women within the *BBC* newsroom felt, on the other hand, that 'soft stories' were reserved for them:

> *"Facts, objectivity and the public sphere belong to men while feature writing, subjectivity or domestic issues are related to women. These are the traditional news values which are split into masculine and feminine line."*
>
> (Koch, 1991).

MacDonald (1995) also believes that female reporters still predominate in the 'soft' areas such as health, welfare and education. Dalli reveals that "*in their news organisation every journalist has her/his personal contacts and covers every topic: be it police reports, hard news, crime, drugs, politics*". In a Dutch

research referred by Van Zoonen it was found that in the broadcast media, women do not have leading positions and furthermore women journalists are found in 'soft sectors' of the news (1988, p. 36). Van Zoonen cites the research conducted by Kanter (1977) and Gelfman (1976) who found that women journalists find the same obstacles as women find in male dominated places of work – very often women are judged according to their appearance and are stereotyped by their male colleagues.

MacDonald (1995) refers to Kate Adie, a female journalist reporting from the war zones in the Gulf and Bosnia and refers to her as the exception and not the rule. However, it seems she is not the exception since Margaret Ward, *RTÉ* foreign editor admits that she regularly sends female journalists as war correspondents outside the country. She does not think that gender is the problem or hinders the journalist to cover war reports. She experienced this herself because she stayed for two months during the conflict in Yugoslavia as a war correspondent. However, she says that problems may arise if a journalist needs to be sent to an Arab country. She said that they probably would not send a woman, however:

> *"in other situations; no it's a matter first of all if the journalist is interested, if they have knowledge of the region, if they have a language, if they have particular advantage… so it's nothing about gender, we've had women in, you know, women journalists in Bosnia, in Yugoslavia, in Chechnya, in Iran, in East Timor."*

Margaret Ward – foreign desk officer, *RTÉ*, Dublin, Ireland
Interviewed: 4th September 2001

MacDonald (1995) comments how a woman correspondent wearing a war-related dress code attracts the attention of the audience who is curious to see a sign of any femininity in her. Anderson (1994) in Pandian (1998) argues that stories of war reporting become different as soon as female journalists started to write war reports: women journalists started to include human suffering apart from reporting of artillery fire and the political element of wars. This shows that women journalists tend to eliminate masculine values in news and give them a 'feminine twist'. Azzopardi (*TVM*, Malta) recounts how lately he is assigning stories which in the past were of male domain. He refers to stories of army manoeuvres, and arrivals of military ships which were then being reported by women journalists. He admits he was surprised how different a female journalist reports such events than a male journalist. He describes how

> *"her perspective, though influenced by the male macho environment, is different from that of the male journalist. She did not glorify military equipment but analysed them. Through video editing, she glorified the 'man in uniform' but not the soldier, because I think that a woman tends to be fascinated by the uniform rather than by the soldier's physical strength and the weapons he uses."*

Paul Azzopardi – Head of *TVM* news, Malta
Interviewed: 21st January 2002

The above shows that if more women reporters and female anchors take part in news production, the news bulletin tends to become more feminine. Gallagher states that the 'masculine version' in news will not be ripped off by the increase in number of women journalists. Gallagher believes that it required a "wide-scale political and social transformation where women's rights are respected and implemented" (Gallagher 2001, p. 7). Van Zoonen (1998, p. 43) argues that the "transformation of Dutch TV news" coincided with the recruitment of a good number of female anchors. The executive editor, Brusse who was looking for a 'woman's touch' in the news recruited women to bring the emotional qualities of news (Van Zoonen, 1998). A very interesting point which Brusse was quoted by Van Zoonen (1998) as having said was that "men's news is to write on the front page that a fire happened, women's news is to write inside why the guy lit a fire for a third time". This shows that journalism writing and style can differ according to gender. Van Zoonen (1998) also observes that male world views could be seen and felt in the actual reporting. She gives an example on unemployment where a male journalist would report the general employment patterns and the immediate victims only while a female journalist would refer to the impact of unemployment in family life.

Dalli (*Super One TV*, Malta) gives an example to show how women journalists are more sensitive when reporting 'fatal accidents reports' and she personally interviews both parents of the victim and not just the mother because she "*feels more sensitive towards such people*". Pullicino (*Net TV*, Malta) thinks that "*a woman journalist gets deeper into the subject, is more human, not only when she reports human stories but also in other topics and she succeeds in getting the message through*". Vella (*Net TV*, Malta) agrees, saying that "*a woman journalist has more of a 'human touch' whereas a male journalist is more factual*"; nevertheless at the same time, she thinks that there are not any particular stories which are reported

exclusively by women. Many of those interviewed for this work have, however, disagreed with this theory. Cauchi (*Super One TV*, Malta) disclosed that although "*male journalists tend to be aggressive when reporting, a female journalist can be as aggressive, so there isn't any difference with regard to gender*". He stresses that there are many differences how an individual tackles a news report; but this varies according to one's personality and not because of one's gender. Dalli (*One TV, Malta*) agrees with Cauchi that it all depends on whether the journalist likes the subject or not; however, she thinks that a female journalist "*is capable to get the message through in stories of social issues*".

Political reporting can give way to other newsworthy topics such as consumer news, education and social policy. This was highlighted by Baldacchino (*One TV*, Malta) during the interview. She refers to reports concerning the *Annual Financial Budget* presented by Government. She comments how "*women who work at home and have to budget the daily finances are completely neglected by the media*". She divulged that regularly she makes the point to the news management that such women should be reported. She mentions how at least four years previously she produced a news feature on *Workers' Day* and interviewed a woman who works at home to show the role of this woman as a worker.

Van Zoonen recounts the conflict that might exist in female journalists who want to be professionals and be objective but without losing the feminine characteristics based on emotions. This is awkward for female journalists who want to show that they have good journalistic qualities – that of objectivity and detachment – but at the same time they want to show that they feel like real women. Steinmer (1998 in Carter, Branston & Allan) also stresses what she calls 'conflicting identities' where women journalists want to be recognised as professional journalists but at the same time they have to keep their sensibilities as women. It is thought that emotions and social issues are mainly reported by female journalists; however, during the interviews undertaken Baldacchino (*One TV*, Malta) argued otherwise. She stresses that she doesn't see any difference if a story is reported by her or by a male journalist because she does not use any emotions.

Portelli (*Net TV*, Malta) explains how in their news organisation a male journalist [Roderick Agius] reports social issues stories because "*he is interested in social issues*". However, when speaking to Agius about this, while he admits that he likes social issues stories to be placed on top of the running order as against political news items, he also admits that "*even though he may be interested in, say, fashion, a woman journalist is more capable of getting a good story on fashion*" as he thinks that this area "*… is a technical subject and a woman is more capable of seeing the technical side of fashion and sewing*".

Byrne (*RTÉ*, Ireland) thinks that difference in news reporting has nothing to do with gender but with culture. The fact that there are cases where women and men treat a story differently is because he thinks:

> "*that* [it is] *much more a culture thing rather than a gender thing. The kind of questions that you ask in any kind of interview reflect your own culture, your own interest, your own standards and I think those are common to both men and women in this country.*"
>
> Donal Byrne - *RTÉ* TV and Radio News Editor, Dublin, Ireland
> Interviewed: 1st September 2001

Van Zoonen (1994) found that though female journalists are able to cover tough stories, they cover particular stories such as fashion and cooking and 'human interest' stories. Because of this mentality, research found that women "often get very stereotypical assignments which relegate them to marginal areas of journalism" (1998, p. 37). Such issues as childcare facilities, education and breast screening are regularly assigned to female journalists. Baldacchino (*Super One TV*, Malta) turns 'mad'[24] when she experiences such behaviour. She recounts how one day during an editorial meeting, there were two male journalists beside her: while she was assigned a breast screening report, the other two male journalists were assigned political stories. She narrated:

> "*I was very angry and upset with the Head of News and asked him why he assigned that story to me and not to somebody else? He answered: Who else could report it? You are the woman.*"

She argues that a man could be interested in such stories while a woman could be interested in stories which many assume are 'male stories'.

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[24] Her actual word: "niġġennen"

On the other hand Azzopardi (*TVM*, Malta) reveals that he would never assign a story on pregnancy to a male journalist: "*I cannot imagine a male reporter writing a news feature on pregnancy problems … Other news stories given exclusively to women are stories on beauty and diet*". He thinks there are issues which are the 'female domain'. Such stories are considered light and very often such traditionally assigned news items to female journalists are looked upon as 'inferior stories'. Byrne (*RTÉ*, Ireland) has the same position and says "… I think there are stories that are better suited to men and there are some stories which are better suited to women". He mentions a story of the birth of quintuplets which was assigned to a female reporter who was also a mother because he thought that she would ask interesting questions unlike a male reporter. Bugeja (*TVM*, Malta) admits that he would probably assign a breast feeding story to a female journalist, however, he admits that "*a male journalist can report such a story from a 'male perspective' or 'angle' which might be interesting*". In fact, he did report such stories "*without any difficulty*" but he still believes that a female is more inclined to social work and social issues. In fact, he cites example of female jobs in society and says that there are female teachers, social workers, protection officers; however, one never sees a woman building or repairing a ship or working on a building construction site. Bonanno (*TVM*, Malta) recounts that when she was a desk officer and was responsible for assigning news reports she reveals she assigned a story on breast cancer to a female journalist because she "*can be more sensitive on this woman's issue*". However, when she started as a journalist in *TVM* newsroom, she was upset when the Head of News used to assign her light stories or "*stories which have to do with women, such as flower arrangements or fashion shows*". She admits that she complained to her manager and insisted that she should be given other news stories to report as those reported by her male colleagues.

Murphy (1998) referred by Gillian Bartolo in Abela A. M (ed.) argues that female journalists "can bring a special insight" to human interest stories. But Murphy warns that this should not be used as an excuse for editors to give human stories to women while keeping political and economical stories to men. As Sammut (2001) states "*because of the soft-hard divide, the status of female news workers is at times perceived to be lower than that of male news workers*".

Since female reporters tend to report issues related to women including health, education, arts and entertainment, then more women are interviewed in reports reported by female journalists. In fact, GMMP 2000 continues to show that women reporters generally present stories on entertainment, celebrity news and health – thus reinforcing the concept of beat segregation.[25] However, categories which constitute two thirds of the total number of news stories have a roughly balanced proportion of female and male reporters who dominate in such themes as war, national defence and international crises.

4.6 Lack of women in managerial posts[26] - the silent half
As we have previously seen in this chapter, women are under-represented in news. Many ask whether the reason behind this is the lack of women in decision making posts. Limitation of media content is often linked to women's under-representation and lack of power within the media industry (Gallagher, 2001). Several research and studies were conducted to get to know which posts are occupied by women and men. In this section, reference is made to news workers' opinions about the reasons why few women are found in decision-making posts. In media organisations there is a vertical segregation because the higher up the ladder of pay and status, the fewer the women that are seen.

Baehr (1982) referred to a survey held in 1977 where it was found that women were totally excluded from decision-making posts in TV. A director of information at CBS, Ellen Erhlich was quoted as saying that:
> "*As I go around the country, I see many more women in anchor positions and as reporters of hard news. I think the main area where we have not done as well is in top and middle management where the decisions are being made*".

A report by the working group within the *RTÉ* Authority published in 1981 shows that *RTÉ* management structure was 'overwhelmingly male'. In news there were no women as special correspondents, regional correspondents or editors; while the portrayal of women overall followed traditional stereotypes which did

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[25] Beat segregation – where women journalists are given 'soft news beats' (p. 54; *Mass Media: The Image, Role and Social Conditions of Women. A collection and analysis of research material* by Mike Culemans and Guido Fauconnier of the Department of Communication Science, Catholic University of Leuven, UNESCO 1979)
[26] By managerial posts reference is made to posts from middle management to top management where decisions are taken

not reflect the reality of women's role and status in Irish society. Ten years later, in 1991, the Board of Management in *RTÉ* requested an update and in the report *Equal Opportunities for All* it was found that the percentage of women in news has risen from 15% to 33%. According to statistics gathered by human resources at *RTÉ,* it was found that from a total of 171 news workers, 73 are women and 98 are men. Such figures were reported by Vera Price, Equality Officer at *RTÉ* in 2001, during a seminar held in Malta. However, women are still very much outnumbered by men in the top three levels of senior management – in 2001, from a total of 70 managers, only 9 (13%) were women managers.

Similarly Parenti (1993) refers to statistics issued by the *New York Times* on 11th April, 1989 where it was found that women who were under-represented in top jobs at news organisations amounted to only 6%; while 25% of middle-level management were women. Female news correspondents increased from 10% to 15.8% between 1975 and 1989; while according to UNESCO (1995) athough "… women may have achieved greater visibility in certain high-profile roles … decision-making power in the media is still almost exclusively in the hands of men" (p. 10). The overall picture shows that amongst 43 countries covered in this study, only in Estonia and Lithuania women reach 50% of the media workforce. Parenti (1980) thinks that certain features of media organisations impinge on the non-presentation of women. He argues that the absence of women from editorial authority in journalism effect the lack of presentation of women in news stories. Reports from the *WACC Regional Conference on Gender and Communication Policy* suggest that while there is an increase in the number of female journalists, women are still lacking in executive and editorial positions and this is reflected in a lack of diversity in images of women.[27] Even the *Beijing Platform for Action* note that the negative portrayal and representation of women may be linked to the lack of implementation of national media codes. Since women have limited access to decision-making posts, media policies which favour women are not implemented.

In 1998 a report on the position of women in the independent television production sector of the UK and the Netherlands was commissioned and found that women were still concentrated at the bottom of the production ladder in low-grade roles. In UK it was only as producers that women account for 52% while men account for 63% as Executive Producers and 76% as Directors. In the independent television sector women have greater access to senior decision-making positions than in broadcasting organisations. In the Netherlands findings show that women were well represented in the production hierarchy except in 'creative' roles, that is, as Directors and Producers Directors – women made up 60% of the production workforce and 60% of Executive Producers, Editors and Heads of Production. However, women were significantly under represented at senior-management levels.

The *Commonwealth Secretariat* (2000) states that while most regions have a steady growth in the numbers, range and scope of women working in mainstream media, women are mainly found in administrative rather than in other 'occupational categories' (i.e production/editorial, design and technical). The UNESCO report (1995) found a clear imbalance between the administrative and technical sector – women's share of administrative jobs is dominant while they are hardly seen in the technical sector. This study found that "top jobs in the media…are almost exclusively occupied by men" (p. 47).

Improvement on the issue of gender in human resources was observed in 2001 in the United States. A survey conducted by Vernon Stone from *Missouri School of Journalism* found that women did break the glass ceiling in televison news. By the year 2001, in the U.S.A., a third of all television news directors were women. Half of the reporters and news anchors were women as well as two-thirds of news producers. The situation in Ireland was slightly similar in production level. During the interview for this research, the Head of *RTÉ* news, De Paor believes that men dominate the managerial level at *RTÉ*, even though there were one out of three who was a female manager:

> *"… In news the management tier which is quite small, is all male at senior level, but if you look at the level below that which is the programme making level actually there are quite a number of women both on radio and television."*

Cillian de Paor – Managing editor *RTÉ* news, Dublin, Ireland
Interviewed: 1st September 2001

Some of the news workers interviewed for this work think that the main reason behind the lack of women in decision-making posts is that it takes time for women to be managers because women are 'new' in this field. Gaffiero (*TVM*, Malta) believes that:

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[27] http:///www.wacc.org.uk/womedia/mgm/mgm6/forum.htm

> *"it takes time for women to be in power, maybe a period of six to ten years … Management is dominated by men because men have experience and have a long standing in journalism … but women have also to do their part as well".*
>
> Tony Gaffiero - journalist, *TVM*, Malta
> Interviewed: 31st January 2002

Amaira (*TVM*, Malta) agrees that women started late in this field and women are still lagging in editorial 'level' because they have to work their way up in the industry. Baldacchino (*Super One TV*, Malta) also agrees with this position. She positively looks to the near future and she hopes that "*within the next five years or more we start seeing promotions* [for women] *in the media …*" However, Vella (*Net TV*, Malta) looks at the situation from another perspective and thinks that for women to go to the top "*there is a long way to go*" because news editors who presently are males have been recruited recently and are still very young; so a good number of years have to pass for women to take their place. Furthermore, "*if promotions are given by seniority there are still a good number of men who are in senior posts*". She believes that this situation is not only present in the media but is also present in the public service and other places of work. In this case journalists all raised the issue of promotion themselves. They all expressed their views saying that promotions seem unattainable and they concluded that this was due to gender as a main factor.

Brennan and Fennel (*RTÉ*, Ireland) both refer to the lack of women in top positions and think that women have difficulty to go up the ladder mainly because of marriage and children upbringing. Brennan, who is a producer at *RTÉ*, has experienced difficulty in her career because of her young children. In fact, during the interview she spoke about the difficulties married mothers face when they work long and 'strange' hours. She describes how in *RTÉ* newsroom, senior positions posts are taken up by men: "*They're all men and it just takes time for women to filter up*". She confesses, "*It does hurt when you go on maternity leave and you put your family first after your career. That hasn't been sorted out so that's a kind of a big issue*". She admits that:

> "*there is quite a good number of women in the positions of editorial responsibility but all the major bosses are men … there's another thing that lots of women would say, I can't get no further because I have another life in my home and I don't want to stay all my working hours here."*
>
> Pat Brennan – news producer, *RTÉ* news, Dublin, Ireland
> Interviewed: 2nd September 2001

Similarly, Fennel (*RTÉ*, Ireland) admits that "*… there are difficulties for women who have children. I'm a male and very often I wouldn't manage to take care of young children*".

On the other hand, Bonanno who is presently an assistant manager at *TVM* (Malta), though not involved in *TVM* newsroom management, has slowly climbed the ladder from a reporter to a desk officer and finally as an assistant manager. She thinks that women lag behind not only in senior posts but also in the technical area. She believes that the woman "*needs to put herself forward*". Bonanno positively thinks that marriage and children do not preclude women from advancing in their career. She refers to two female news workers at *TVM* who both are married and have children but are still working in the newsroom. She believes that "*a woman has to prove her worth*".

Azzopardi, (Head of news, *TVM*, Malta), admits that "*apparently it is difficult for woman to reach managerial level*". He thinks that culture is mainly to blame because every woman who is in a managerial post "*is there on her own merits*" and he thinks "*that they have always given a good performance*". He honestly believes that in *TVM*'s organisation "*there isn't any old boys' network*" where women are discriminated or looked up as inferior. However, he clarifies that he is referring exclusively to *TVM* newsroom and continues "*that in TVM newsroom we never looked down on female reporters but treated them as equals*".

Bonanno (*TVM* Malta) recounts her first days when she started as a journalist. She described how difficult it was to convince the Head of News who happened to be a man that she can report stories as a male journalist did. She admits "*I had to put my foot down*". However, during the same interview, Bonanno, who has been working at *TVM* for almost 30 years, states that she did not find any difficulty to move to higher positions within *TVM* newsroom because "*if you prove your worth and show that you are capable for that type of work, you would not have any difficulty*".

Pullicino (*Net TV*, Malta) believes that women are not in management because they decide to. "*Women themselves refuse to take top positions because of other commitments*". She recounts her own experience, saying that she refused "*several promotions*" because of other commitments, "*mainly familial commitments*". She concludes that women cannot advance in their career because of family commitments; though some may say that this might also apply to men, male journalists did not raise this issue during face-to-face interviews. It was only female journalists who pointed out family commitments as a hurdle (Pullicino, 2002; Baldacchino, 2002; Bonanno 2002).

Portelli (editor *Net TV*, Malta), points out that while agreeing that there are other commitments for women which make it difficult for them to take managerial posts, he admits that "*he faced several problems when he worked with women journalists who have children*". He comments that he "*gives permission to men who start work late because they have to take their children to school and then leave a little earlier to stay at home with them …*" He continues, "*a woman tends to abuse this because she has many other more pressures*". He declares that this was his experience.

Dalli (*Super One TV*, Malta) positively comments that she hopes there would not be any discrimination against women to go up the ladder of senior posts. She said that she pursues her studies at an advanced level hoping that "*at the end of the day she will use her knowledge and occupy senior posts*". She hopes that by time senior posts will be chosen according to one's knowledge and not only on experience. However, Bugeja (*TVM*, Malta) admits that "*a managerial post is not everything*". He himself refused a managerial post and prefers his present post of a desk officer. Though he agrees that a managerial post gives one power to take decisions, he questions why we are always looking at women to succeed in management post and not insist for a woman to be seen working in a dockyard.

Van Zoonen (1998) in Carter *et al.* refers to the early Eighties when Norwegian female journalists felt that they were being included in the male ghetto. Van Zoonen refers to their saying "I think I have been accepted as one of the boys" which implies that after being accepted in the male environment they started to be treated as equals. Van Zoonen relates how in the same period of the Eighties, Dutch female journalists reported the need to adjust to the culture of the newsroom which can be defined as masculine and to adjust to the behaviour of the male journalists who were continuously making "dirty jokes and covert sexual allusions" (p. 33) waiting for the female side to react. The same situation was experienced by the German female journalists during the same period. Gaffiero (*TVM*, Malta) and Portelli (*Net TV*, Malta) raise this argument and believe that female editors take on male attitudes and behaviours. Gaffiero states that "*… a woman in power has the tendency that she takes on board masculine attitudes and behaviour patterns. The feminine behavioural patterns are seen as weaknesses and so she does her best to avoid them*". He refers to aggressivity and vulgar words which are two examples of masculine attitudes which women in power take 'on board'. Portelli (*Net TV*, Malta) admits that in a newsroom there "is a dominant male attitude" and he thinks "*I'm afraid women are being ushered into a male culture … the feminine culture is not influencing as much as the masculine culture*". He believes that since the mentality in the newsroom is male dominated, women are making "*their presence felt, they play along and say that's how we should do to survive*". Portelli thinks that a newsroom "*is not dominated by men but by masculine attitudes*".

The lack of representation of women in senior management reinforces the "boys' network" – the patriarchal attitudes of decision-makers leads to a news structure where female journalists are given "soft beats" and hurdles are increased in the implementation of a balanced media policy in news organisations. This concurs with Van Zoonen (1998) in Carter *et al*. that the higher one goes within the newsroom structures, the fewer women are found. In this sense, Van Zoonen (1998) in Carter *et al.* points out that women are found working in areas of journalism which "can be considered an extension of their domestic responsibilities and their socially assigned qualities of care, nurturing and humanity" (p. 34).

There are several reasons behind the lack of women in media employment which the UNESCO report refers to: women see the stereotyped attitudes towards them as a problem. Men judge women by male standards and performance criteria, while they do not take women's work seriously. Men develop the "old boys' network" (p. 53) to strengthen their profession and advance in their place of work. Women are given "soft" topics to report and in this way women are given tasks which are less responsible; their exposure is limited; moving up the hierarchy's structure becomes more difficult; while salary differences occur as these are linked to specific tasks given. Working conditions are one of the bigger problems for women because they need to reconcile the demands of the family and children with the demands of the job. Brennan (*RTÉ*, Ireland) admits that it is difficult to pursue a career in journalism for a woman who

has children. She admits that although there are women who are as ambitious as men but she argues "*if someone will offer me a promotion which means spending more time in here* [*RTÉ*] *I would probably say no…*" She complains that although *RTÉ* offers childcare facilities, however, news workers at *RTÉ* complain that childcare facilities are not well developed.

The issue of childcare facilities was not mentioned during interviews with Maltese news workers because Malta lags very much behind in this area. However, a policy of flexible hours is used in some local news organisations. Cauchi says that *Super One TV* news organisation tries to be as flexible as possible and reveals that a collective agreement which was signed gave women the facility of having 14 weeks of paid maternity leave instead of 13 weeks. The lack of childcare facilities and lack of flexitime policy leaves an impact on the social status of the human resources in the newsroom. Sammut (1999) found that many female journalists are single and these are the ones who continue in the field of journalism and perhaps are promoted. This was not mentioned by news workers but through my observation of the local news workers Bonnano (*TVM*, Malta), who at the time of writing was in a middle-management post and single, was not married and was the only female interviewee who insisted that if a woman proves her worth she can be promoted. She referred to her female colleagues who have children and still have a career in journalism but these were not in managerial posts. I tend to agree with those who blame the patriarchal family structure for this situation. Women are expected to play a dual role – that of the family and career. In contrast with this Amaira (*TVM*, Malta) declared, "*No, no, no there isn't any distinction. Isn't a man a father as well? Why should he not have the same commitments as those of a mother to her children?*"

The lack of female editors might effect the news content. But Portelli (*Net TV*, Malta) sees no problem for women portrayal in news due to lack of female editors. He argues that "*after all, the journalist is the gatekeeper and is not just the desk officer. The journalist decides the angle of the news story*". However, it is finally the editor's decision to give prominence or not to the story and it is the editor who decides if the news item would be broadcast or not. The journalist reports stories which are assigned by the editor so the editor's decision is the most effective for the content of the news bulletin.

Schudson (1995) quoted a female editorial writer of *The Seattle Times* as saying "that almost all the editorials written on subjects concerning children are done 'because I'm here'" (p. 176). Dyer as referred by Creedon (1993) argues that women are in low ranking positions and when they create messages, these still contain a male definition of what is news because the media remain "a male institution" (p. 34). Moreover, it is difficult for women to get their message to the audience because women "fill few news making roles in society" (Dyer in Creedon 1993, p. 321). All this is the result that news is mainly male dominated with regard to content and news production. Although in news production, an increasing number of women is evident, however, in decision making posts men dominate the workplace thus influencing the news content.

4.7 Conclusion
This chapter gave an overview of how women are represented and portrayed in news bulletins. It investigates whether women are reported as experts in news bulletins and what theorists and news workers think about this. It raises questions about when are women mainly reported and what are the common stereotypes portrayed for women and men. It analyses the invisibility of women in news bulletins and asks why glamorous women are always in the picture. In contrast to this, male politicians and other men who are in decision making posts are all present in the news visuals irrespective of their physical appearance. All these issues were backed by contrasting views voiced by news workers interviewed for this work. Gender bias in news language was also reviewed while the focus moved on to women in news organisations and to the number of female newscasters compared to the number of male newscasters. The chapter refers to the conflicting theories and arguments of whether an increase of women journalists leads to changes in the news content.

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CHAPTER 5
THE ROLE OF MALTESE WOMEN IN SOCIETY

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To say that the glass ceiling does not exist for women is to be more ostrich than an emu

<div align="right">

Leo Brincat in Abela (1998b)

</div>

5.1 Introduction
This chapter gives a brief historical development of the position of Maltese women in the labour market, education and politics by refering to local statistics, which are few, but which show the changes in the position of women in Maltese society. Although this study focuses on gender issues, thus taking into account women and men, this chapter mostly deals with statistics concerning women showing the staggered and slow process of women's advancement in Malta during the 20th century.

5.2 The position of women in the local labour market through the years
With regard to the involvement of women in the labour market Abela A. M (1998) finds that female workers constitute 27.6% and male workers 72.4%. However he finds that women who stay on in the labour market hold higher qualifications than men.

Referring to employment statistics prior to the *1995 Census of the Maltese Islands* (published in 1996), Camilleri focuses on the age group of working women. She finds (1995, p.39) that women in the 20-24 age group are mainly found in employment statistics between 1980 and 1995; this number drastically falls for women over 24 years and the main reason being that most often women stop working after marriage or after having children. However, between 1990 and 1995 the participation of women in the labour force slightly increased implying that women begin working after their children get older and become more independent. However, as Camilleri (2001, p.15) points out "there remains a clear negative correlation between marriage and paid employment".[28] According to the 1995 Census women's participation in the labour market is strongest at the 20-24 age brackets with 62.5%; this percentage goes down to 39.7% for the 25-29 age brackets and between 35-39 years the percentage is 15.6% compared with 89% of men of the same age group. And this clearly shows that women disappear from public life after having children while men continue to strengthen their careers.

Recent N.S.O. statistics show huge differences between women and men gainfully employed. Though these figures show an increase in the employment of women, the number of men employed is double that of women – see Table 5A below:

TABLE 5A: GAINFUL EMPLOYMENT AND REGISTERED UNEMPLOYED [DEC 2001 – DEC 2007]

	Gainfully Occupied			Registered Unemployed		
	Male	**Female**	**Total**	**Male**	**Female**	**Total**
Dec 2001	97,933	39,519	137,452	6,161	1,272	7,433
Dec 2002	97,494	39,827	137,321	6,174	1,342	7,516
Dec 2003	96,692	40,087	136,779	6,606	1,569	8,175
Dec 2004	96,624	40,525	137,149	6,511	1,592	8,103
Dec 2005	97,181	40,976	138,157	5,216	1,480	6,696
Dec 2006	97,118	42,535	139,653	6,883	4,071	10,954
Dec 2007	98,468	44,368	142,836	4,172	1,297	5,469

The lack of married women in gainful employment is mainly due to the family responsibilities which women have to carry. As Pehr Sundström, Birgitta Hedman and Francesca Perucci (1998) explain in *Gender Issues and Statistics*, for women paid work coincides with family and work at home, and this is one of the main reasons for the gap between the percentage of women in paid employment and that of men's employment. As in most other countries, in Malta marriage and child rearing account for the difference between male and female participation in the labour market. Scholars in Maltese data (Darmanin 1997, Camilleri 1997) found that married women are very often found in part-time work. Data

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[28] Baldacchino (1990) observes from the 1995 Census, that 62% of (71,000) women aged between 16 and 60 are full-time housewives while women with a tertiary level of education tend to participate fully in the labour market and these consist of 85% participation rate among the sampled graduate female population.

<div align="center">41</div>

reinforces the "marginalisation thesis"[29]; as Abela (1998) argues, after marriage most husbands assume the role of bread winner while the wife's earning remains secondary or supplementary to the family budget. The number of female workers decline substantially after the 25-34 age group as is indicated in the Table 5B below taken from the *2006 Labour Force Survey*. Even the number of female employees aged 15-34 are substantially low when compared to male employees of the same age group.

TABLE 5B: AGE DISTRIBUTION OF TOTAL EMPLOYED PERSONS IN OCTOBER-DECEMBER 2006 (MAIN OCCUPATION)

	Males	Females	Total
15 – 24	15,482	13,712	29,194
25 – 34	**24,646**	**15,228**	39,874
35 – 44	**26,817**	**8,146**	34,963
45 – 54	27,241	9,157	36,398
55 – 64	9,072	2,486	11,558
65+	543[u]	-	543[u]
Total	**103,801**	**48,729**	**152,530**

U: under-represented

Source: N.S.O. Labour Force Survey 2006

Leo Brincat[30] (in Abela A.M.,1998b, p. 130) argues that "the career-break caused by child bearing, whether long or short, very often retards women's work prospects, professional experience and salary"; while continuing that the inefficiency in childcare facilities induced women to stay away from working life. Even though this quote goes back 10 years, 2006 data shows that childrearing is still one of the main reasons for women to refrain from gainful employment and be categorized as inactive. Table 5C below shows the high percentage of women (68.2%) compared to men (3.1%) listed as inactive:

TABLE 5C: LABOUR STATUS FOR PARENTS WITH CHILDREN AGED 16 AND UNDER

	Gender					
	Women		Men		Total	
	No.	%	No.	%	No.	%
Employed	13,453	29.6	43,264	93.1	56,717	61.8
Unemployed	955	2.1	1,733	3.7	2,688	2.9
Inactive	**30,968**	**68.2**	1,460	3.1	32,428	35.3
Total	45,376	100.0	46,457	100.0	91,833	100.0

Source: N.S.O. Labour Force Survey 2006

Abela (2001) gives a general profile of employment by gender in Malta and ten European countries[31] – these countries include applicant and non applicant countries, and members and non-members of the European Union. According to Abela (1998a):

> "Up to a few years ago women did not generally remain in gainful employment after marriage. But in recent years there has been a growing trend for employed women not to leave their jobs on marriage but to remain employed in the first few years after marriage".
> Abela, 1998a, p. 33

However, from Table 5D below, there is a big difference between employment in Malta and employment in European countries. The percentage for women working 30 hours a week is still low when compared to that of men and when compared to women in European countries. Whereas there are 21.3% of women working 30 hours a week, in European countries the percentage goes up to 31.4%. Figures show that in Malta men are the bread winners as 60.8% of men work 30 hours a week compared to 21.3% women. This low percentage can be compared to a very large percentage of women who are 'housewives'. In Malta there are almost 59% of women who work at home as 'housewives/homemakers' whereas only 20% of European women work full-time at home.

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[29] Workers are seen to be marginalised from secure and well paid jobs

[30] A Member of Parliament and serves as Minister Cor Commerce and Finance between 1997 - 1998

[31] Belgium, Bulgaria, Croatia, Czech Republic, France, Italy, Netherlands, Romania, Russia and Spain

TABLE 5D: EMPLOYMENT BY GENDER IN MALTA AND EUROPEAN COUNTRIES

	Maltese Islands			European Countries		
	Women %	Men %	All %	Women %	Men %	All %
30 hours a week or more	**21.3**	60.8	40.3	**31.4**	48.8	39.5
Less than 30h a week	5.2	0.4	2.9	8.6	3.1	6.0
Self employed	1.2	7.1	4.0	2.8	7.2	4.9
retired/pensioned	7.7	22.4	14.8	23.4	24.6	23.9
housewife/homemaker	**58.7**	0.6	30.7	**19.6**	0.5	10.7
Student	2.9	3.3	3.1	5.3	6.2	5.7
Unemployed	3.1	5.4	4.2	6.5	8.0	7.2
Other				2.3	1.6	2.0
Total	100	100	100	100	100	100

Source: Abela A. M (2000) Values of Women and Men in the Maltese Islands a comparative European perspective.
Commission for the Advancement of Women, Ministry for Social Policy

One rationale behind these figures might be due to religious values. The Maltese Church was a factor that hindered women from going out to work holding strong opposition for women's participation in the labour market. While women were encouraged to leave their home and fill the places vacated by men who fought in World War II, after 1945 the Catholic Church voiced its opinion in *Leħen is-Sewwa* urging women to give up their job and return to the domestic space. This newspaper emphasised that "A woman's place is in the home" in its publication of Pope Pius XII's address warning the Catholic Women Workers Association that women's employment would be harmful to the well being of the Maltese family. But data shows that the Maltese society moved away from the rigidity of the Church. Today, the younger generation is heading towards emancipation, and women's participation in the job market has increased because now women are juggling their career, work and home duties. In favour of this, the Church could play a stronger role by supporting and encouraging women and men to make better use of all our human resources so that they contribute better in the domestic and public spheres. Women can contribute in the place of work, just as men can give their input in the home. The contemporary Church in Malta is still insisting that mothers should dedicate their work inside the home, and during a seminar organized by the *Curia* to discuss *Work and Family in the Light of the Diocesan Synod* held on 23rd October 2004, Archbishop Mercieca was reported to have said that "*a mother must dedicate her time to her children and not go out to work, as she would have less time to dedicate to her family*". Archbishop Mercieca, spoke in favour of non-working women and insisted that they should not be considered inferior because they stay at home.

The latest local publication on *Gender and Employment* shows that the female activity rate continues to increase slowly: "in terms of the working-age population aged 15 – 65 years, female participation rate increased from 21.70% to 30.55%" (Vassallo *et al*, 2002: p. 109). A demand for labour outside the home was registered and this resulted in a greater proportion of working-age women seeking paid employment. Women's participation rate has risen to about 32% in 2000 from about 27% in 1994 (Employment Training Corporation, 2001)[32].

Camilleri (2001) argues that while fewer women are working full-time, research demonstrates that more women are opting to work on a part-time basis with the main reason being that women have to dedicate a lot of their time with their family; and so it is easier for them to work outside the house on a part-time basis rather than as full-timers even though working part-time will be losing much of the social benefits such as sick leave, vacation leave and other benefits. In fact, Camilleri (2001) found that the average growth rate per year for female employment during 1993 and 1998 was 2.19% for full-time employment and 15.7% for part-time. Recent statistics show that the increase in part-time employment has changed. According to a report issued by the Central Bank of Malta (2003), while in the past housewives used to be involved in part-time work, in recent years it appears that both male and female are being employed as part-timers mainly by firms providing auxiliary services to industry. According to the same report a favourable tax treatment of income could be one of the reasons for such an increase.

As sociologist Darmanin clearly states in Abela (1998b), the position of women and men in the labour market shows that women suffer from discriminatory labour practices. Women were segregated from top post employment since in the past protective legislation which led to marriage barred women's

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[32] Cited in Malta National Report

employment. Fewer women than men have been able to rise to positions of responsibility or decision-making, therefore a large number of men are found in top positions. However certain occupations are mainly held by women and so these occupations became 'feminised' and considered to be of low status. This can also be seen in other countries, where, in certain jobs, the number of women increased considerably. Creedon cited by Van Zoonen (1994, p.50), argues that some areas of media production are easily accessible to women than others:

> *"Recently, in western countries like the United States, United Kingdom and the Netherlands, the number of women entering Schools of Journalism or academic training in communication has increased to the extent that some authors speak of a 'gender switch'. Fields like public relations and advertising are said to have become 'velvet' or 'pink collar' ghettos dominated by (white) women.*

<div align="right">Van Zoonen, 1994, p. 50</div>

The increased number of women in particular jobs may be the result, as Van Zoonen (1994, p.50) argues, of "loss of prestige" and "lack of male competition" within that working sector.

A local historical overview of female participation in the labour force suggest that women are confined to 'feminised' jobs which very often are underpaid and have few opportunities for advancement. In fact, according to the *Labour Force Survey* of 2006 published by the National Statistics Office women are under-represented in almost all major occupations except in clerical duties where 21.4% of women are clerks compared to 7.6% men. Men outnumber women as Legislators, senior officals and managers; Craft and related trade workers, and in Elementary occupations. Even though careers are slowly opening up to women and a number of women in prestigious jobs and powerful positions are increasing, however, the percentage of women in top managerial posts, political and public office, and social leadership is still limited – see Table 5E below:

TABLE 5E: MAIN OCCUPATION FOR EMPLOYED PERSONS BY GENDER

	Gender				Total	
	Women		Men			
	No.	%	No.	%	No.	%
Legislators, senior officials and managers	2,490	5.2	11,024	10.6	13,514	8.9
Professionals	7,739	16.1	9,593	9.2	17,332	11.4
Technicians and associate professionals	9,079	18.9	14,828	14.2	23,907	15.7
Clerks	10,274	21.4	7,970	7.6	18,244	12.0
Service workers and shop and sales workers	9,808	20.4	14,341	13.7	24,149	15.8
Craft and related trades workers	424[u]	0.9	19,428	18.6	19,852	13.0
Plant and machine operators and assemblers	4,220	8.8	9,043	8.7	13,263	8.7
Elementary occupations	3,998	8.3	14,177	13.6	18,175	11.9
Other	50[u]	0.1	3,992	3.8	4,042	2.7
Total	48,082	100.0	104,396	100.0	152,478	100.0

U: under-represented

<div align="right">*Source: Labour Force Survey 2006*</div>

The way women and men look at the importance of work has an impact on the position of women in the labour market. According to Abela (2000) quoting the 1995 Census, in general men give more importance to work than women; however, a never-married woman gives greater importance to work than her male counterpart. This might indicate why career women are likely to be single.

5.3 The development in the legal aspects of employment for women
As we have seen above the number of working men by far outnumber the number of women in all age groups. It shows that the interplay between structures in the family and the public sphere impinge on women's visibility or invisibility in the workplace. In the past law was a hindrance for women to go out to work; however in time, changes in regulation helped married women to be more independent and go out to work. Working women have always been discriminated against in their workplace. Camilleri (1997, p.15) explains that as early as 1952 *The Malta Arbitration Tribunal* stated "… that full financial award, similar to that granted to men, would be given to women on condition that women do not carry any family responsibilities". The lack of equal pay for equal work continues to hinder women from working outside the house. This continues to be the case even though the *International Labour Conference* of 1951 affirmed "the principle of equal pay for equal work without discrimination of sex". Moreover, the Catholic

Church in Malta which at that time enjoyed a dominant and influential position was in favour of equal pay for equal work. This right was laid down in the Constitution of Malta on the 21st September 1964 (Callus 1992, p.95 cited by Camilleri 1997, p. 24) and came into force with effect from 1st April 1967 when the wages of female civil servants were raised by annual increments to reach full parity by 1974.

Further improvement was made by the Maltese government in order to help married women go out of their house and enter in the labour force: the 'marriage bar' was lifted through OPM[33] Circular No. 103/80 issued on 31st December 1980. This led female employees who worked in the Government service to retain their jobs after marriage. Until 1980, in Malta a woman who was getting married was required to resign from her employment. Thus the woman's workplace used to be replaced by another employee, who could be a man. If the married woman would re-enter her workplace, she would have new working conditions which would be different. However, very often a married woman would start again working on a part-time basis and this meant that she was not entitled to promotions and other benefits (Callus, 1992).

Furthermore in 1981 maternity leave for pregnant women was introduced to all full-time female employees by Act XI which amended the Conditions of Employment (Regulation) Act 1952, Sect. 2. Pregnant employees were allowed a period of not more than 13 weeks of leave on full pay. In 1985 the Government published the White Paper on Family Law: *The Family Law – Proposed Reforms to the Civil Code: July 1985* – where the aim was to propose equality between husbands and wives and equality as parents. In December 1987 married pregnant women who were full-time employees within the Government services were granted one year unpaid leave. In 2003, the 13 weeks of leave on full pay was increased by another week unpaid.

In the early nineties another significant financial development took place by which the State supported women: children's allowances were given to housewives. This helped mothers to have extra money for children's needs. In the seventies, children's allowance started to be given to parents and not to mothers. However, Sultana & Baldacchino (1994, p.81) argue that these benefits do not necessarily help women into the workforce. They argue that this service indirectly excluded women from the labour market because women rely on the allowance given by the State. Amendments to the Civil Code which were introduced in Malta meant that the husband is no longer the head of the family with absolute authority over the wife (Sultana & Baldacchino, 1994). However, the patriarchal rule prevails in the local mentality and law updates are not enough for women to be made visible in the workplace. A White Paper was published in October 1991 *Sħab indaqs fiż-Żwieġ: It-Tiġdid tal-Liġi tal-Familja* (*Equal Partners in Marriage*) proposing amendment to the Civil Code in order to give equal rights and duties to both husband and wife. On 8th March 1991, the Maltese government acceded to the UN Convention regarding the elimination of any kind of discrimination against women thus amending the Constitution in order to recognise equality between the sexes as a fundamental right and as a means of protection against gender discrimination.

Among all these policies taken by the State, Troisi (1996) quoted by Abela (1998b) and first cited by Schembri (1996)[34], argues that the introduction of policy measures such as equal pay, maternity leave and job tenure after child birth had as their objective to increase the participation of working-age women in the labour force. Briguglio cited by Camilleri (1997) argues on the same lines as Troisi and looks at these legal breakthroughs as positive; but still, women are lacking in the labour force mainly in the type of work they perform. Briguglio (1997) reflects that women are still employed in low paid jobs. He suggests that the majority of women are working in the operative work where wages are much lower than in administration duties such as clerical or technical duties.

Efforts are continuously underway in order to see more women in the labour market. A three-year plan was drawn up by the Employment and Training Corporation (ETC) and Mr Felix Borg, then Deputy Chief Executive Officer of the Corporation (cited in Vassallo *et. al*, 2002, p. 134) explained in a clients Forum while launching this plan, that:

> "… the increase in the number of Maltese women in employment shot up during the last five years and accounted for most of the expansion in jobs. But if one had to consider the number of women who have a part-time job, their percentage goes up to 40 per cent."
>
> Vassallo *et al*., 2002, p. 134

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[33] OPM stands for Office of the Prime Minister

[34] Troisi, J (1996) Investing for Old Age: The Education of Women in: Schembri, A. (ed) *Education for the Elederly: a Right or an Obligation?,* Malta University Press, pp. 46 - 60

Again this shows that the number of women who opt for a part-time job is increasing. In itself this is still not positive because even though women in the labour market are increasing, women are still segregated in lower levels of the employment structures – in part-time jobs the employees have much less benefits than in a full-time job. In this plan ETC suggested that all forms of gender discrimination be made illegal and action will be taken to eliminate remaining barriers to equality. In fact the training initiative taken by ETC was intended to help women to enter non-traditional occupations. Parallel to this, another initiative taken by ETC is to co-ordinate and develop a childminding scheme for mothers who wish to work. This allows flexible working arrangements such as job sharing, part-time work, flexi-hours and telework. The Maltese government is focusing on the implementation of measures to address gender gaps and these include the enforcement of gender equality legislation and the amendments in the conditions of employment legislation (Malta National Report 2002).

The White Paper on labour law issued by the Ministry for Social Policy in 2001 was committed to provide family friendly measures for all workers without compromising their family responsibilities as the issues covered were:

1. flexibility at the work place,
2. longer maternity leave,
3. three months parental leave,
4. the possibility to revert to a reduced working schedule,
5. protection against sexual harassment at the place of work and other legal measures which eliminate discriminatory behaviour at the work place.

These family friendly measures aim to raise female participation rate at the place of work. In this way the CERA[35] which was enacted 50 years earlier has been replaced by family friendly legislation. This new law *Employment and Industrial Relations Act* was approved in Parliament in December 2002. Previously women faced discrimination even before entering a place of work as, very often, during the interview women were asked whether they were married or were planning to get married. The management would prefer recruiting a man than recruiting a woman who is married or is planning to get married and raise a family. This has become illegal: a specific section of the Act specifically focuses on the "Protection Against Discrimination Related to Employment" in Part IV article 26 (1) (a) of the Employment and Relations Act which states:

> *"when advertising or offering employment or when advertising opportunities for employment or when selecting applicants for employment, to subject any applicants for employment or any class of applicants for employment to discriminatory treatment;*

In Malta and elsewhere, resistance to family friendly measures is prevalent amongst SMEs due to financial restrictions which management claims impacts upon them as a result of such measures. However, this does not excuse the absence of collaborative policy between government and employers on the introduction of measures which ultimately benefit employers, employees, and the State.

A number of new regulations and laws were issued in recent years which all help women move into paid employment. Some of these amendments also enhance the quality of women and men while other amendments give women benefits to help them in work/life balance. The new legislation includes *The Equality for Men and Women Act, 2003* [Cap. 456]; *Part-time Employees Regulations, 2003*; *Protection of Maternity (Employment) Regulations, 2004*; *Parental Leave Entitlement Regulations*; *Urgent Family Leave Regulations 2004*; and *Tax Credit (Women Returning to Employment) Rules, 2005*.

5.4 Women and education

Having looked at the position of women within the labour market, the chapter briefly refers to the opportunities and constraints within the education system for women and men in Malta. Data shows how the educational system slowly developed equal opportunities for both genders. In the Maltese society education has become more important and essential because, as Vassallo *et. al* (2002, p.74) state:

> *"in a meritocratic society education promotes upward socio-economic mobility, and for this reason, the higher the educational achievements of individuals, the better the quality of life they are likely to lead'.*

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[35] CERA – Conditions of Employment (Regulations) Act

A look at Table 5F below shows that the percentage of women with a tertiary level of education rose from 5.4% in 2000 to 10.1% in 2006; while the data also shows that men still outnumber women in post-secondary and tertiary education.

TABLE 5F: PERCENTAGE PERSONS AGED 15+ BY HIGHEST LEVEL OF EDUCATION SUCCESSFULLY COMPLETED: 2000-2006

	2000			2001			2002			2003			2004			2005			2006		
	W	M	T	W	M	T	W	M	T	W	M	T	W	M	T	W	M	T	W	M	T
No School	2.9	1.9	2.4	5.0	3.3	4.2	4.3	3.1	3.7	4.4	3.0	3.7	3.9	2.4	3.1	3.5	2.2	2.9	3.2	1.9	2.6
Primary	35.9	27.7	31.9	35.7	30.4	33.1	35.1	28.6	31.9	35.0	28.0	31.6	32.1	26.3	29.3	32.2	25.4	28.9	32.6	25.0	28.9
Secondary	45.8	49.2	47.5	43.0	45.7	44.4	43.3	47.5	45.4	43.0	47.1	45.0	43.7	44.7	44.2	44.1	43.2	43.6	43.3	44.0	43.6
Post-Sec	9.9	12.9	11.4	10.4	12.1	11.2	10.9	12.0	11.4	10.2	13.3	11.7	11.7	16.2	13.8	11.4	18.1	14.7	10.8	18.6	14.6
Tertiary	5.4	8.2	6.8	5.8	8.4	7.1	6.4	8.8	7.6	7.5	8.6	8.0	8.7	10.4	9.5	8.8	10.7	9.7	10.1	10.5	10.3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Source: N.S.O. Labour Force Survey (analysed datasets)

5.4.1 Improvement in the educational system
The education system was strengthened by an increased investment and this helped women and men to get equal educational opportunities. Thus women had new opportunities in education and as Troisi (cited in Abela 1998b, p. 42) states 'the most noticeable change resulting from women's greater opportunities in education has occurred in the tertiary sector'. Further development was experienced by the publication of the National Minimum Curriculum in 1998. One of the aims of the new curriculum is to guarantee equal opportunities in primary and secondary schools to both genders. This will help to change the mentality of young children not to differentiate between genders.

5.4.2 The inter-relationship between education and work
Abela (1998, p. 47) citing the *1995 Population Census* argues that there are more men with higher degrees, diplomas or trade certificates than women in the workplace. However, Abela quoted that there are more men than women workers without any qualifications – 53.7% of all employed men in contrast to 35.5% of all employed women without any qualifications.[36]

The survey *Women Workers in Industrial Estates* conducted in 1992 indicates that Maltese women used to look for work even before school leaving age. Thus it is to no surprise that a good number of female employees were not thinking of developing a career. However, recently the perception of a working career has changed. According to Vassallo *et al* (2002, p.108), around 4,200 females which is equivalent to 55.02% of the total student population, studied at the University of Malta. During the launch of the book *The Unequal Half – the underused female population in Malta* by Vassallo *et. al* on 19th November 2002, the Rector of University of Malta, Prof. Roger Ellul Micallef said that 9,127 students were registered as University students in 2002: 56% were females and 44% were males; while there were also 54% female graduates in November 2002 and 46% male graduates – Table 5G below shows the gradual increase of female students at the tertiary level.

These statistics show that female students outnumbered male students in 1995 and from 1997 to date. These figures suggest that women will move into higher positions in the labour market as this increase can lead to a new situation where female graduates could occupy top positions in the work place, thus replacing men who until now always occupied the decision-making posts. More females are opting to continue tertiary education as the qualifications they get can be used even after family life especially the introduction of policies favouring married women to continue work outside the home after marriage. However, numbers show that female students in the tertiary level are still found in such faculties termed 'feminised' due to the large number of female students registered within that particular faculty. In fact, a close look at University faculties shows that genders are not equally represented in the various faculties and institutes making up the University of Malta, as indicate the Table 5H below:

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[36] The figures for the Census 2006 are not referred to since such figures have not yet been published on going to print. Only a preliminary report on population and dwelling has been published.

TABLE 5G: NUMBER OF GRADUATES BY GENDER (1982 – 2006)

	Male	Female	Total
1982	311	121	432
1983	78	5	83
1984	111	23	134
1985	170	49	219
1986	193	74	267
1987	184	68	252
1988	267	155	422
1989	253	134	387
1990	235	174	409
1991	491	375	866
1992	471	359	830
1993	490	450	940
1994	505	451	956
1995	642	**648**	1290
1996	698	663	1361
1997	849	**867**	1716
1998	779	**912**	1691
1999	956	**1022**	1978
2000	827	**890**	1717
2001	957	**1048**	2005
2002	916	**1121**	2037
2003	928	**1228**	2153
2004	1085	**1664**	2749
2005	1111	**1522**	2633
2006	1120	**1510**	2630

Source: Admissions Office, University of Malta

TABLE 5H: NUMBER OF GRADUATES BY FACULTY AND GENDER IN 2006/7

Faculty	Male	Female	Total
Architecture/Civil Eng.	**24**	**12**	36
Arts	101	117	218
Econ/Man/Accts	311	340	651
Education	**105**	**363**	468
Laws	133	246	379
Mech/Elect Engineering	**67**	**16**	83
Medicine & Surgery	43	65	108
Science	32	29	61
Theology	33	20	53
Board of Studies for IT	48	13	61
CCT	46	69	115
Agriculture	0	2	2
EDRC (Euro studies)	18	26	44
Health Care	**47**	**169**	216
Inst. Islands & Small states	13	20	33
Institute Baroque Studies	0	2	2
Institute Masonry	2	0	2
Mediterranean Institute	2	1	3
Labour Studies	8	11	19
Edward de Bono Institute	9	10	19
Euro Med Centre	1	0	1
Dental Surgery	4	7	11
Med. Academy of Dip,omatic Studies	13	16	29
Masonry & Construction Research	2	0	2
Physical Education & Sport	7	7	14
Inst. Conservation & Management of Cultural Heritage	1	2	3
Total	**1070**	**1563**	**2633**

Source: Admissions and Records Office – University of Malta

Women are still present in the 'caring' fields such as education and health care; it gets very difficult to find women pursuing their careers in the traditionally male areas such as architecture/civil engineering and mechanical/technical engineering. Particularly, the career of teaching, which is so common within female working population, is considered attractive for married women because of employment hours, which fits with social expectations, parental division of labour, and the care of their own children. Interesting to note that the Faculty of Laws is getting more attractive with female students and the number of female graduates is almost double that of male graduates.

Education and employment are interrelated and Camilleri. F (2001) states that women with a tertiary level of education tend to participate in the workforce. According to her findings there is evidence of a graduate female participation rate of 90%. This study reinforces Baldacchino's study (1997) which suggested an 85% participation rate among female graduate population – see Table 5I below:

TABLE 5I: GROUPED PATTERN OF EDUCATIONAL QUALIFICATIONS AMONG WOMEN

Qualification	Full-time	Part-time	Housewife	All other	Total
No qualifications	62	29	213	14	318
O Level	46	8	53	5	112
A Level / Diploma	50	14	25	10	99
First Degree	21	4	2	2	29
Post graduate degree	8	3	0	0	11
Total	187	58	293	31	569

Cited in Camilleri F. (2001, P.37) A day in her Life – Insights into the social and economic contribution of Maltese women. Workers' Participation Development Centre (WPDC) University of Malta for the Commission for the Advancement of Women, Ministry for Social Policy

From the above data it can be seen that there is a relationship between 'no schooling' and the choice for a woman to be a housewife. By contrast all women who have a post graduate degree work on a full-time or a part-time basis; while 21 women with a first degree work full-time in contrast to only 2 women with a similar first degree working as housewives.

5.5 Political delevelopment and the role of women in Maltese political life

As in other spheres of public life, Maltese women are under-represented in political life too. Maltese women were given the right to vote in 1947, the election following the Second World War. It was at this time that Maltese women began to be interested in what was happening in society because they were moving into 'public space' in order to replace men in the workplace due to war efforts and effects. In the 1947 election 54% of the voters were women; out of 76,708 women who were eligible to vote, 54,565 or 71.1% women voted.

The right to vote was a result of pressure by local politicians to the British government at that time and it was a female politician who first fought for the right to vote for women, although she only limited this right to women who were coming from the high class in society. In 1931, the Assistant Secretary of the *Constitutional Party*, journalist Mabel Strickland requested the *Royal Commission on Maltese Affairs* for voting rights for women who owned property. Then in 1945, Dr Paul Boffa, leader of *Malta Labour Party* presented a motion for voting rights for all women and men over 18 years. Three years later, in 1947, Maltese women were granted the right to vote during the first election that took place after the Second World War. When Malta was given a new constitution under the British Colonial government, it meant that the British government had accepted the request made by the National Assembly[37] that all Maltese who were over 21 years of age would be granted the right to vote. For the first time, two women, Agatha Barbara (*Malta Labour Party*) [who was elected] and Helen Buhagiar (*Democratic Action Party*) [who was not elected] contested the 1947 election. Barbara was elected and she became the first female in the Legislative Assembly. She contested successfully all the subsequent elections and became the first female to get a cabinet portfolio as Minister and also as deputy Prime Minister. She held post as the Minister of Education and also as the Minister for Work, Social Policy and Culture. In 1982 she became the first female President of the Republic of Malta.

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[37] This consisted of a number of delegates representing political parties, trade unions, and other constituted bodies such as band clubs. Mabel Strickland was the only woman in this Assembly and was representing the newspaper – *The Times*.

Before Barbara, Strickland another local female made an impact on the local political scene. Between 1921 and 1945 she was the Assistant Secretary of the *Constitutional Party*. In 1953 she was the leader of a new political party – the *Progressive Constitutional Party* and continued leading the party up to 1971 until the party broke down. Strickland was elected three times to the Maltese Parliament. Apart from her political life, she influenced the journalism industry in Malta as she was also the Managing Director and the Chairman of the *Allied Malta Newspapers Ltd.*, a director of the *Progress Press Co. Ltd.*, and was also the editor of *The Times of Malta* and *The Sunday Times of Malta*.

Other women who were elected in Parliament during the last 40 years include Cecilia De Trafford Strickland representing the *Constitutional Party*; Fanny Attard Bezzina, Evelyn Bonaci and Cettina Darmenia Brincat representing the *Malta Labour Party*. In 1980 Anne Agius Ferrante, representing the *Nationalist Party* was elected to Parliament after a casual election which was held in the 12th district. In 1987 out of 69 members, two women were elected each from both parties – Giovanna Debono representing the *Nationalist Party* and Carmen Sant for the *Malta Labour Party*. After the 1996 election more women were in Parliament – Helena Dalli[38], Rita Law, M'Louise Coleiro and Maria Camilleri for the *Malta Labour Party*; while for the *Nationalist Party* there were Giovanna Debono who until March 2004 was the only female Minister out of thirteen Ministers in the Cabinet, Dolores Cristina and Helen D'Amato. This accounts for 7.14% of female representatives in Parliament who hold a Ministry at this time (2001). Out of all these female parliamentarians only Maria Camilleri (MLP) was not elected in 1998 but the others held their position after the 1998 election. Within the House of Representatives in 1996, Notary Miriam Spiteri Debono became the first Madame Speaker after she was unanimously approved by members of Government and Opposition. According to Laiviera[39] (2001), in 2003, the current percentage of women parliamentarians stands at 9.2%, one of the lowest in Europe. After the 2003 General Election, three women were elected from both sides of Parliament: Giovanna Debono, Helen D'Amato and Dolores Cristina for the *Nationalist Party*, and Helena Dalli, M'Louise Coleiro and Justyne Caruana for the *Malta Labour Party*. These add to 9.2% of women parliamentarians in Malta. It is worthy to note that a new development took place in March 2004 with the change of the Prime Minister[40] – the Maltese Parliament has two female Ministers [Giovanna Debono and Dolores Cristina] and a female Parliamentary Secretary [Helen D'Amato]. In the 11th Legislature 2008 of Malta, after General Elections were held in March 2008, again six women were elected to Parliament: Dolores Cristina and Giovanna Debono for the *Nationalist Party* who were both chosen as Ministers – Minister for Education, Culture, Youth and Sport; and Minister for Gozo respectively; while the *Malta Labour Party* has four women in Parliament – Justyne Caruana, Marie Louise Coleiro Preca, Helena Dalli, and Marlene Pullicino. An interesting event took place after the 2008 election was when the MLP had an internal election for the leadership of the party: out of five contenders Marie Louise Coleiro Preca was one of the contestants but only acquired 2.98% of the delegates' votes.

5.6 The position of women within the national political system
An overview of the national political system shows that women are lagging behind in every position within the political system. Relatively few women are interested in politics and contest the general elections. One of the reasons could be that of cultural influence and social mentality that top jobs should be the responsibility of men; and as a result the electorate is still choosing men to represent them in Parliament. The general public is still not confident in giving responsibility to women in such high authority. As Helena Dalli (2002), Labour MP, thinks:

> *"we are governed by male norms … Nothing less than a revolution of consciousness is necessary. Together we must make the notion of women and men as decision-makers and caretakers not a novelty, but something natural and ordinary."*
>
> Dalli, 2002, p. 5

Due to these social norms, women are not encouraged to enter the political scene and it seems that such a normative change has to be borne by women; as Dolores Cristina (2002), Nationalist M.P. suggests – "I am looking forward to the day when matters will change and more women engage in politics. And they will – but only when enough women will care and dare to bring about that change, in more ways than

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[38] She was Parliamentary Secretary for Women's Rights in 1996 - 1998
[39] Renee Laiviera was a Director in the Department of Women in Society, Ministry for Social Policy (at the time she wrote this article)
[40] Dr Eddie Fenech Adami who was elected Prime Minister in April 2003 resigned and Dr Lawrence Gonzi was elected as Prime Minister by the General Council of the Nationalist Party. Dr Gonzi announced a reshuffle in the cabinet and chose two women as Ministers – Minister for Gozo and Minister for the Family and Social Welfare.

one"[41]. People think that Parliament is for male professional people: lawyers, doctors, architects. Not withstanding this, political parties still try to find people to contest the elections who are coming from different levels of society to represent workers, youths and women. However, voters tend to vote for male candidates who are in a profession. Presently (2008) out of the six female M.P.s in Parliament one of them is a lawyer, another is a public notary; while another is a dentist by profession.

Furthermore, women might not be present in Parliament due to the parliamentary system itself as it is geared for professional people who have money to spend during an election campaign; and who are self employed and so they do not face any difficulty in having to resign from their job – as is the case with employees in the public service who have to resign from their place of work when they put their nomination for the candidature. To amend this, the law has been recently revised and it is no longer necessary to resign from the place of work.

Another reason for women to refrain from parliamentary office is that it can be difficult to cope with the political life and family responsibilities; so they opt to stay out from the political scenario. Giovanna Debono (2002), Minister for Gozo thinks that "being a female M.P. is no different from being a male M.P." But in the same instance she admits that "perhaps on the personal plane there may be slight differences – not simply due to gender issues but maybe more so due to the other roles I myself, as a woman, have to fulfil". In this second statement she admits that being a female Member of Parliament is different from being a male Member of Parliament mainly because of the different roles she has to juggle in society. Society tends to put pressure on female Members of Parliament to continue to serve the role of 'mother' and 'wife' and 'housekeeper'. Very often women who are in politics are helped – during an interview conducted in 2001 by *Malta Today*, with Helena Dalli, Labour M.P., explains how she copes with work and family:

> *"I try to organise work I have to do outside the house while the children are at school. In the evening when I go to Parliament or to my constituency the children are mostly with their father and that is important for all of them."*

Dalli, 2001, pp. 12-13

5.7 The Local Media

5.7.1 A historical overview of women as producers in the broadcasting media
The milestone moment for women in Maltese broadcasting can be traced back to post-war 40's (Sapiano 1993, p.12). Carmen Carbonaro was the first woman to air her voice on local radio - all other announcers at that time were men. She produced and presented a 'housewife' programme six days a week. Even though at that time Catholic values were rigidly adhered to, Carbonaro "managed to carve out a niche for herself in the history of broadcasting" (Sapiano 1993, p.13) and paved the way for women to take an active role in broadcasting. With the outbreak of war, women had to replace men in the labour market and as a result women realised that they too had a role in society. Radio was one of the new opportunities which women did take and in fact they played an important part in radio from the start. They were first employed as announcers and remained so for a number of years while men became presenters and producers of radio programmes.

With regard to news, women journalists were very rare and there were no female newscasters. Women were also absent in sports programmes, and all sports journalists, presenters and producers were all male. Women also took a long time to penetrate in music programmes. During the Fifties and Sixties, women presented the "song dedication/request" kind of programmes but these are not entirely categorised as music programmes in which the presenter plays the role of a disc-jockey. Liliana Bencini, who started first as an announcer, was the woman who first broke into the traditionally male dominated 'music programmes' as she also was a classical pianist and thus, she presented a classical music programme.

In the Sixties, with the second wave of feminism and the women's liberation movements; with Malta gaining independence; and the setting up of the National Council of Women in 1964; many changes in the legal and social position of Maltese women accelarated. Women were taking more part on radio in programmes focusing on education, drama and culture while female participation in radio plays was also increasing. Mary Grech and Ines Soler started their long career in broadcasting – Grech participated in

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[41] *The Malta Independent*, 25th March 2002; p. 5

radio plays while Soler, apart from being popular as a scriptwriter, was prominent in radio programmes during the Sixties. At that time the *Maltese Literary Association* helped women to voice themselves in radio plays and encouraged female authors to broadcast their works.

Participation of women in broadcast media has increased but, as can be seen from Table 5J below on the levels of participation of women and men in radio stations quoted by Sapiano (1993, p.33) the highest number of women employed are those of female clerks/announcers. This is the only post where women outnumber men; in all other areas – managerial, newsroom, sports, producers, disc jockeys and technicians – men by far outnumber women.

TABLE 5J: LEVELS OF PARTICIPATION OF WOMEN AND MEN IN RADIO STATIONS

Posts	Participation		Percentage of women to men
	Men	Women	
Managerial	40	4	10%
Newsrooms	64	10	16%
Sports	46	4	9%
Programme Producers	23	13	56%
Disc Jockeys	92	12	13%
Clerks/ Announcers	23	52	26%
Technicians	41	0	0%
Total	329	95	29%

NOTE: These figures apply for full-time workers and people working for radio stations on a part-time but on a regular basis.

Taken from Sapiano, R (1993) Women in Local Radio –
A study of the levels of participation of women in all levels of radio,
B.A (Hons) Communications Study, University of Malta

5.7.2   Women as producers in the Media industry – recent findings

A study conducted by Vigar in April 1994 following the introduction of pluralism, showed that pluralism led to an increase of female employees in the broadcasting media. However, the survey clearly showed vertical segregation of women – out of 35 males, only 7 females were members of the Board of Directors in radio stations. It was found that women were also lacking in the technical area in radio and television. Through interviews conducted with station managers, Vigar showed that women did not apply for technical posts. During the face-to-face interviews conducted for this study, Bonano (*TVM*, Malta), referred to the situation at *PBS Ltd.* and argued that the number of women in the technical sector of the media is still low because this area is still considered to be male oriented. In 2000, a number of full-time female editors and female directors started working in Maltese television stations, particularly *Net TV*, but numbers with regard to females in TV's technical areas are still low. These women are recent graduates of Communication Studies within the University of Malta and this confirms that this degree did make a difference in the human resources within the broadcasting media. More people, women and men, are opting to build a career in the broadcasting media because they feel that they can get power after being exposed by the media. Like everywhere else, the media has a lot of power within society; and Malta is no different. In fact, quite often, women and men enter for a media profession, especially in the news media, to gain popularity and as this could be a stepping stone to enter into the political scene.

Another factor for improving gender balance could be the use of quotas for human resources in the broadcasting media. A good example of the use of quotas was mentioned by Gudrun Reuschel, an Equal Opportunities Officer, in one of the broadcasting stations in Berlin. Reuschel spoke during a seminar *Addressing Gender Equality in Broadcasting* held in Malta on 8th April 2003. Reuschel stated that when a man and a woman having the same qualifications attend a job interview, the German law states that the woman should be chosen. She admits that this method resulted in slow progress but it did make a difference. Those who are in favour of quotas insist that quotas are a necessity for women to advance in male dominated societies. During the above mentioned seminar, Margaret Gallagher referred to the problems with quotas and admitted that language could turn this notion into something objectionable. One would get the impression that quotas impose 'the second best'; however, quotas will help women into the scene of broadcasting; various others participants also thought that quotas help women in the male-dominated media industry to struggle for change. In Malta the system of quotas is not practised.

With regard to radio producers, Vigar (1994) found that 60 were males and 27 were females. In the visual media the situation is slightly different with women occupying fewer posts. Only two women were

found at top managerial positions; one was on the Board of Directors at *PBS Ltd.*, and the other was employed as a programme manager. Women were not included in the production and direction of televised programmes while for news production, out of 24 journalists, 12 women were employed in both stations, (*PBS Ltd.*, *Super One TV*). In the same study conducted by Vigar, she showed that in the print media the gender position was similar to that in broadcasting. Out of 10 newspaper organisations which were analysed, it was found that 35 were male journalists and 18 were female journalists where most of these female journalists worked in the features department.

Following 1994 other television stations opened up and this would perhaps have changed particular data which was revealed by Vigar. Bezzina (1998) conducted a comparative study to examine the status of women in the television industry in Malta and London. Bezzina states that:

> *"… over the past thirty years, the employment of women in all sectors of the television industry has increased dramatically. Quantitative research has proven this beyond any doubt, but the question of gender differences in obtaining access to jobs and maintaining job status, remained unanswered"*

> Bezzina, 1998, p. 2

Bezzina (1998) finds that there were no employment policies that discriminated against women; however, it seems that promotion prospects are rare for women working in the broadcasting industry. She also found that women who are recruited and promoted into top grades within the broadcasting industry are a minority. Albert Marshall, at that time, the Executive Manager of *PBS Ltd.*, "… stated that only 2% of managerial positions are held by women" (in Bezzina, 1998, p. 37). Within the newsroom, women are absent in managerial positions while quite a large number of women are working as journalists.

Another research carried out by the Gender Advisory Committee within the Broadcasting Authority chaired by Dr Brenda Murphy showed the lack of equal opportunities within the broadcasting stations even at present time. The findings of this survey (1999-2000) showed that male employees outnumber female employees by 76% to 24%. These female employees are absent in top posts within the local broadcasting stations – see Table 5K below. In these statistics men outnumber females in all sectors – administration, technical, clerical and ancillary services (similar to Table 5J above). Usually the perception is that more women are found in the clerical department but these statistics show that this is not the case. This might be due to the fact that women had to stop working after marriage; a good number of female employees within the clerical sector had to stop and male employees replaced them. So the legal and social aspects within society effect the position of employees in their place of work. The same happened in the administration sector; while men occupy top positions within these sectors, generally female employees occupy the post of secretary to the boss. The figures within the technical sectors in which men outnumber women are obvious because this technical sector is a niche for men as technical posts are automatically associated with men. However, it is interesting to note that there are 19% females in this sector. Such a figure shows that women are entering new fields, which in the past, were occupied by men.

TABLE 5K: AN INDUSTRY SURVEY WITHIN THE LOCAL BROADCASTING MEDIA

	Males	**Females**	**Total**
Administration	86%	14%	8%
Technical	81%	19%	47%
Clerical	69%	31%	27%
Ancillary Services	66%	34%	18%
Total	**76%**	**24%**	**100%**

Source: Gender Advisory Committee Annual Report 2000

For this survey conducted by the Gender Advisory Committee only six out of 12 national broadcasting stations replied; showing the lack of interest of the management of the Maltese broadcasting stations to give details about the gender of the employees. The administration of the Maltese broadcasting stations was not keen in giving details of their female and male employees and the lack of response may have been due to the fact that the decision makers who receive the request, a predominantly male dominated stratum, may have perceived this as a non-issue. This is an example of how issues around gender equality are subverted. This industry survey shows that the administration within the broadcasting industry feel that the situation in the human resources is not worrying with regard to gender and so they do not feel the need to address the question of gender within the respective media organisations.

During May 2002 an industry survey on the broadcasting organisations was again conducted by the Broadcasting Authority. From the replies received, 23% of all employees were females; 81% of these female workers were employed in the clerical category and 32% of all female employees worked on a part-time basis – see Table 5L below:

TABLE 5L: EMPLOYMENT IN THE BROADCASTING INDUSTRY IN MALTA IN 2002

	Male	Female	Total
Administration	84	16	15
Technical	78	22	80
Clerical	19	81	3
Ancillary	86	14	2
Total	**77%**	**23%**	**100%**
Part-time	68%	32%	46%

Source: Gender Advisory Committee Annual Report 2002

Within the administration section, there are very few women in top posts. A breakdown of the administration sector would show the following (Table 5M):

TABLE 5M: EMPLOYMENT BY GENDER AND CATEGORY (ADMINISTRATION)

Administration	Male	Female	Total
Board of Directors	62	9	71
Managing Directors	13	0	13
Financial Control Executives	6	0	6
Head of News	5	1	6
Program/Scheduling Officers	10	4	14
Head/Managers	3	1	4
Station Co-ordinator	0	1	1
Marketing manager	0	1	1
Organising Committee	3	2	5
Administration Manager	1	0	1
Total	**103**	**19**	**122**
% Total	**84%**	**16%**	**100%**

Source: Gender Advisory Committee Annual Report 2002

The feedback received for the 2002 survey from stations was also minimal. Only 7 out of 16 national stations (TV and radio) replied to this survey together with another 12 Community radio stations. This shows that stations are not giving necessary information when asked. One can only surmise as to the reasons why the survey was not returned. This could have been due to lack of resources, lack of interest, and lack of understanding or political resistance. One has to point out that this is the most recent industry survey to date.

Apart from this research, in September 1999 the Gender Advisory Committee carried out a round table conference with media experts. The research used focus groups of five respondents each to give their feedback on the portrayal and presentation of women in the local media. Findings show that programme makers need to be more trained to be more gender sensitive. Other findings showed concern about women's absence in the news both in the production side and in news content. There were concerns that issues had to pass through decision-makers who are in the majority male as already seen in Vigar's study.

For the latest figures about women's participation in the news for Malta reference is made to the Global Media Monitoring Project (GMMP, 2005) where 76 countries participated and returned data. This research is conducted at 5 year intervals and the latest study was conducted on 16st February 2005. Malta was one of the 76 countries which participated and according to the GMMP Maltese data, 80% of men are the 'news subjects'[42] when compared to only 20% of women. This confirms the under-representation of women in media in Malta with female subjects being least represented in newspapers.

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[42] News subjects here refers to people reported in news items

5.8 Gender roles in Maltese newsrooms
Employment within newsrooms is different from employment in the broadcasting media. As Sammut stated:

> *"Until the beginning of the 1990's some Maltese newsrooms were still a no woman's land, as illustrated by my own first encounter with news organisations in the early 1980's".*
> Sammut, 2001, p. 5; cited in *The Malta Independent*

Sammut had personal experience of the lack of female journalists in 1982 at Xandir Malta herself where she was recruited as a student-worker and was immediately assigned clerical duties instead of journalistic duties.

> *"…I was profoundly upset when I was assigned clerical work instead because it was argued:*
> *'We do not want women outside, roaming from one place to another (jiġru barra)".*
> Sammut, 2001, p.5, cited in *The Malta Independent*

Moreover, the male decision-makers within newsroom structures believed that women should not roam outside and perform duties late at night. This has kept women from reporting hard stories. Sammut continues recounting her experience:

> *"I was asked: 'Would your parents allow you to work at night?' Another pondered without reservation whether it made sense to employ a woman since I was being perceived as a temporary worker: After training her she will leave to get married', one man speculated".*
> Sammut, 2001, p.5, cited in *The Malta Independent*

Print journalist Annette Vella, during a gender seminar held in November 2001, recounted that in 1991, the male editor at her place of work treated female journalists in a different way from male journalists "… he was assigning the light duties to us [female journalists] and leaving all the more exciting stuff to the guys". Sammut's study (1999) reveals that some of the women working in newsrooms had to keep balance between their career and married life. That is why quite a number of women worked in the Features Department because they could combine such work with married life, perhaps with children. In fact, a young female reporter who was promoted to assistant news editor was asked to be moved to the Features Department after she got married because as she herself said, "Since my marriage, it has been very difficult for me to cope".

The lack of family-friendly policies within the news media leads to another way of separation for female journalists. A good example is that found by Sammut's study (1999) at *Union Press*. Until 1997 all female reporters were employed in the Features Department; the main reason being that the Features Department is considered to be less controversial than the newsroom structure itself; besides in the Features Department employees have fixed working hours unlike reporters who work on the beat. Sammut (1999) found that women were under represented in *Media.link* newsrooms at that time – there were two women journalists plus another woman who worked in the Features Department; while *Super One* newsroom at that time had a good balance between male and female staff.

5.8.1 Representations and portrayal of women in the news
Since years ago, the representation of women in the media mainly objectified women. The situation on the portrayal of women in news is slightly different. As Callus (1992) confirms, very often women are not seen in news bulletins; they are *'ineżistenti'*[43] u *'inviżibbli'*[44]. This is because news seems to be a male domain and women are not presented in the news as news subjects. News excludes women from the picture because men decide what should be broadcast to the general public. The print media is similar to the broadcasting media in the way women are represented. Newspapers are operated by men and because of this women are rarely found in the front pages. Women found in the front pages are those reported which would interest men, such as politics (Callus, 1992).

Women were still under-represented in news media according to a content study conducted and presented during a seminar in April 1994, by Fr Joe Borġ (at that time, he was the Chairman of *RTK*[45] and *Media Centre*[46]). Borġ found that on Maltese television, radio and the press, women were presented in

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[43] Ineżistent in Aquilina Joseph, Maltese-English Dictionary, Midsea Books Ltd 1987
[44] Invisible in Aquilina Joseph, Maltese-English Dictionary, Midsea Books Ltd 1987
[45] RTK – Radju ta' Kulħadd. Church owned radio station.
[46] Media Centre – the organisation which is responsible for media education, publications for schools and audio visual tools with a Christian message

soft issues such as human interests: women were given coverage of secondary importance, were not the main subjects of the story and very often women were presented in relation to men. Like Borġ, Rev. Prof. Saviour Chircop (1994) agrees that the media is still a male-dominated industry and there is still gender imbalance even though the number of females in the media has increased.

5.9 Conclusion
This chapter examined the historical and contemporary position of women in Maltese society and their role and status within society. It showed changes and development which took place in the Maltese society with regard to women in education, in the place of work, in politics, in legal policies and in the media. But definitely statistics show that there is a long way to reach gender equality. The difference between both genders is a result of different factors; which includes amongst others the local mentality, the values presented by the Catholic Church and the behaviour of women themselves who choose to stay out of the public life or are not keen to change anything from the values of society. By depicting their situation one can understand more clearly the analysis of the results which will be found later after conducting the content analysis of broadcast news bulletins.

CHAPTER 6
METHODOLOGY

6.1 Introduction
This chapter describes the various methodological tools used to explore the 'actual portrayal' of gender in television news bulletins and the representation of women and men within the newsroom organisations. This study continues on the work of feminist scholars working within structuralist, semiotic and psychoanalytic frameworks as such work emphasizes that different media representations produce different cultural definitions of femininity and masculinity which, in turn, are used by audiences as a blueprint.

This study is concerned with a) gender balance in presentation and in news items; and b) gender equality in the structure of the news organisations. It compares and contrasts televised news bulletins broadcast in:
   a) Malta: *TVM* – the Maltese public broadcasting station; *Super One TV* – whose main stakeholder is the Labour Party; and *Net TV* – whose main stakeholder is the Nationalist Party;
   b) Ireland: *RTÉ*, the Irish state-owned station; and
   c) Cyprus: *CyBC*, the Cypriot public broadcasting station.
Throughout this study four different research methods are used namely: content analysis, in-depth interviews, participant observation, and secondary data – all drawn from both qualitative and quantitative methodologies in order to obtain multiple perspectives and triangulate data. This chapter gives an overview of the advantages and disadvantages of the research methods used and the reasons for their choice.

6.2 Choice of countries studied
This study analyses the television stations of the public service broadcaster in three countries: Malta, Ireland, and Cyprus. However for Malta, beside the public service broadcaster (*TVM*) two other stations were chosen whose shareholders are the two main political parties. In this way the Maltese broadcasting scenario is widened and gives an almost full picture of what is portrayed in the Maltese bulletins. At the time of writing there is also another Maltese broadcasting station which transmits it own news bullietins – Smash TV; however since Smash TV has a much lower level of viewership this station was left out of this analysis. Besides as the audience surveys conducted in April 2002 and November 2002 commissioned by the Malta Broadcasting Authority show, the news bulletins broadcast on *TVM*, *Super One TV* and *Net TV* have the highest audiences when compared with other programmes broadcast on the respective stations.

According to a *Report on a Study of TV and Radio Audiences in Malta, Part I – Report of April 2002*, Vassallo analysed the viewing patterns and notes that "*TVM* has a regularly high audience for its News Bulletin … except for Friday. *TVM* always reaches its peak audiences for its main News Bulletin at 8.00pm". With regard to *Super One TV*, Vassallo (2002, p.38) notes that "*Super One TV* also manages to attract good audiences for the News Bulletin broadcast at 7.30pm"; for *Net TV*, Vassallo (2002, p. 38) comments that "*Net TV* has a loyal audiences [sic] for its news bulletin at 7.45pm; with a peak reached on Sunday for the News Bulletin at 17.83%"; while "Smash TV registered a low audience level". Table 6A below shows television viewing for each day of the week during prime-time news bulletins:

TABLE 6A: TV VIEWING FOR THE MALTESE STATIONS (APRIL 2002)

	MON			TUE			WED			THU			FRI			SAT			SUN		
	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV
19:30	1.75	18.88	3.15	1.05	14.34	3.15	1.40	14.34	2.45	0.35	18.18	3.15	1.05	16.08	1.75	1.05	14.69	1.75	2.10	17.83	1.40
19:45	1.40	10.84	13.29	1.40	7.69	9.09	1.75	11.19	9.79	0.35	12.59	14.69	1.05	8.04	10.49	0.70	8.39	10.49	1.75	6.99	15.38
20:00	35.30	9.79	4.55	29.02	7.34	3.15	30.07	9.09	3.15	25.87	13.99	4.20	44.41	5.94	1.75	21.33	5.94	2.45	25.52	5.94	9.09
20:30	25.52	16.43	3.50	17.48	6.29	2.80	16.78	7.34	2.10	10.84	24.13	4.90	51.75	6.64	0.70	8.39	6.64	2.10	10.49	7.34	13.64
Avg	2.84	2.25	1.27	1.97	1.63	1.32	2.10	1.87	1.06	1.51	3.34	1.48	7.56	1.72	0.86	1.88	1.93	1.11	3.36	1.91	1.59
Max.	35.31	18.88	13.29	29.02	14.34	9.09	30.07	14.34	9.79	25.87	26.22	14.69	55.59	16.08	10.49	21.33	14.69	10.49	25.52	17.83	15.38

(Adopted from "A Report on a Study of TV and Radio Audiences in Malta – April 2002",
commissioned by the Broadcasting Authority, Malta)

As can be seen from Table 6A, the maximum number of TV viewers very often corresponds to the number of audience for the news bulletin broadcast on that particular station.

In November 2002, the trend in television viewership remained quite the same as that for April 2002. Vassallo (Nov 2002, p. 42) found that "*TVM* has a regularly high audience for its News Bulletins … *Super One TV* also continues to attract good audiences for its main News Bulletin broadcast at 7.30pm" and "*Net TV* has a regularly loyal audiences for its main news bulletin at 7.45pm" while "Smash TV continues to register a very low audience".

Table 6B below shows the findings of the audience viewership for November 2002. As can be seen the maximum viewership for the three local stations generally falls after the broadcast time of their main news bulletin.

TABLE 6B: TV VIEWING FOR THE MALTESE STATIONS (NOVEMBER 2002)

	MON			TUES			WED			THUR			FRID			SAT			SUN		
	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV
19:30	1.05	20.28	1.75	2.80	23.78	3.15	0.70	19.93	1.05	2.10	19.23	0.70	3.50	14.34	0.35	2.10	9.09	0.35	2.10	13.29	1.40
19:45	1.40	12.24	17.83	2.45	16.43	16.78	0.35	13.29	14.34	2.80	13.29	13.64	4.20	10.49	10.14	2.10	8.04	6.99	2.10	8.39	13.29
20:00	31.12	10.49	8.39	30.77	12.94	6.29	26.92	12.24	4.55	27.62	12.59	5.59	33.22	7.69	2.45	17.13	3.85	3.85	24.13	7.34	6.29
20:30	16.43	14.69	19.93	27.97	10.49	10.14	21.33	16.08	6.29	15.73	19.93	5.94	41.96	5.59	2.10	12.59	3.15	2.10	26.92	7.34	6.99
Avg.	2.19	3.08	2.28	3.30	3.16	1.72	2.73	3.40	1.38	1.62	3.74	1.26	6.46	2.08	0.82	2.88	1.81	1.16	7.37	1.54	1.20
Max.	31.12	20.28	22.03	30.77	23.78	16.78	26.92	19.93	14.34	27.62	26.57	13.64	52.80	14.34	10.14	17.13	9.09	6.99	34.62	13.29	13.29

(Adopted "A Report on a Study of TV and Radio Audiences in Malta – November 2002", commissioned by the Broadcasting Authority, Malta)

Additionally, the two political stations in Malta (*Net TV* and *Super One TV*) are relatively new when compared to the public broadcasting station.[47] *Super One TV* started its transmission in May 1992 while *Net TV* followed and started to broadcast in October 1998. Since these stations are comparatively new and 'young' when compared to *TVM* (Malta) there might be differences in attitudes at the place of work and approaches on gender issues in news; different from the older and more traditional ones at *TVM*. Data can show any changes (if there are) in the way women and men are portrayed in news bulletins in these different stations because of the differences in age groups of news producers, journalists and editors who might have a different attitude on gender portrayal. Since pluralism in Malta led to an increase in female employees in media organizations, this study would answer if there was an increase in female producers, journalists and editors working in new news organisations and whether this effected gender portrayal in news. In this study, focus is only on news bulletins as the content of news and the way it is presented show a way of understanding the culture and social 'pseudo-reality'. As the Glasgow University Media Group (1976, p.1) state "news is a cultural artefact; … which carry many of the culturally dominant assumptions of our society".

The comparative analysis between countries would indicate whether gender issues in news bulletins in Malta are any different when compared to other countries. Ireland, a Northern European country, was chosen for this study, in order to analyse whether through the years it has gained experience and has attained a balanced gender portrayal. *RTÉ* can be considered as an example of good practice in gender portrayal as the organisation makes use of an Equality Officer and has an Equality Code of Practice. This study will depict whether a gender policy makes a difference in the station's news content. Moreover, Ireland is a member of the European Union and it would be interesting to see if there are any differences in the way the issue of gender is portrayed in the news media as a result of being a member in the European Union for many years.

Cyprus was chosen because it is also an island state similar to Malta and Ireland, but is in the South of the Mediterranean, like Malta [albeit, larger than Malta] and will perhaps show similarities to Malta on the issue of gender portrayal. Also while Malta and Cyprus are both pre-accession countries, joining the European Union in 2004, it is interesting to see if there are any cultural similarities in the issue of gender portrayal. The study explores any similarities and differences between Cyprus and Malta since both countries are geographically positioned in the Southern part of the Mediterranean. It would be interesting

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[47] *TVM* started its transmission in September 1962

to note whether the similarities in geographical positions would effect the news media with regard to gender representations.

Since this study is an analysis of gender portrayal from the perspective of Malta three broadcasting stations were chosen for Malta, while only one station for Cyprus and another from Ireland were selected. The other two countries are secondary in this study and function as secondary case studies to see how gender portrayal in news is carried out in other countries. Besides, while Cyprus and Ireland do not have politically owned stations as in the case in Malta, the analysis of the three Maltese television stations would give a full perspective of gender portrayal in news bulletins with regard to Maltese media.

6.3 Research Methods

a) *Portrayal and content analysis:* Van Zoonen (1994) suggests that there are different research methods to answer questions in the field of gender. She suggests that a researcher can use content analysis to establish numbers, roles and other information related to the portrayal and presence of women and men in the various media. Furthermore, by means of content analysis, the study investigates the manifest content of a sample of TV news bulletins in order to see how women are represented and portrayed in TV news bulletins.

b) *Study of human resources and interviews:* This study will also concentrate on the human resources element in a newsroom. Apart from content analysis, Van Zoonen suggests that a researcher conducts in-depth interviews and surveys to study the positions and experiences of women working in the media. Interviewing the human resources in the newsroom will give information about the situation of the internal structure of the newsroom showing how persons in the newsroom work when producing news bulletins and whether their attitude towards gender issues and gender portrayal would effect the content of the news. Thus interviews with Heads of Newsrooms, journalists and news producers in Malta and Ireland were conducted for this comparative study.

c) *Observation:* An additional research methodology exploited in this study was observation. For this study the author spent two weeks observing the work practices at the newsroom of *RTÉ*. This author also recounts experiences gained at *TVM* newsroom as a journalist prior this study. Through observation occurrences within the social environment of the newsroom could be recorded while particular behaviour could also be investigated. The social reality in the newsroom was recorded by the author's direct presence; however, this could be a disadvantage because the people being observed could have behaved differently knowing that a researcher was observing them. This might have been the case at *RTÉ* newsroom but was definitely not the case with *TVM* since; the observations recorded at *TVM* newsroom were prior to this research.

d) *Other sources:* Finally this research utilises secondary data consisting of statistics on gender employment in newsrooms and television stations. Studies have been done locally and abroad about gender and the media and these were used to shed light on the subject of this study after examining secondary data already collected by other researchers (Van Zoonen 1996, UNESCO 1989, Sammut 1999, Bezzina 1998; and Brincat 2000).

6.3.1 Quantitative research: Content analysis

Frankfort & Nachmias (1992, p. 311) define content analysis as:

> *'a method of data analysis as well as a method of observation. Instead of observing people's behaviour directly or asking them about it, the researcher takes the communications that people have produced and asks questions of the communications.'*

Content analysis is a means of trying to learn something about people by examining what they write and produce on television. Thus content analysis assumes that behavioural patterns, values and attitudes reflect and effect the behaviours, attitudes and values of the people who create the media production.

The purpose of content analysis in this particular research is to determine the portrayal of gender in television news bulletins, keeping in mind several other factors which influence the news agenda. According to Bernard Berelson (1952, p.18), who was quoted by Singletary (1994), "Content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication". It records numerical value: in fact, it is simply a method of reducing text to numbers. In

this research, it is a method of reducing news scripts and visuals to numbers. Content analysis is also based on the manifest content and, according to Berelson, suggests that what is counted in text should be evidently present. For the purpose of this study, the unit of analysis is a news item and a systematic sample of news bulletins was chosen. When studying the manifest content, the culture and values of society are also analysed because as Fiske (1982), referred by Gatt (1993, p. 64), points out, the results elicited from the analysis of a manifest content help to reveal the values embedded in the total messages of a culture. In this way this study can highlight certain aspects of the portrayal of women in media and their position within society.

Content analysis allows the researcher to make inferences on cultural changes because "the images that appear in mass media not only reflect society, they play a part in directing it as well" (GMMP 2000, p.10). In this way content analysis was conducted on different news bulletins broadcast in Malta, Ireland and Cyprus and thus, the comparative study may reveal that each culture has different images of what men and women are supposed to be like in that particular society. The quantitative method used would also give results on whether the actual portrayal of gender issues in news bulletins reflects the policy of personnel in the newsroom. A question which would be answered is whether the increasing number of women journalists working in the newsrooms effects the actual content and portrayal of women in news bulletins.

It was essential to choose content analysis as one of the main research methods for this study because it is a systematic and objective method of describing the surface content of a text. Although this research method is known to be objective it can have issues of subjectivity because the researcher has to construct coding criteria before analysing the text. In keeping with Frankfort-Nachmias and Nachmias' position, Walizer & Wienvi, as cited in Wimmer & Dominick (1994) defined content analysis as any systematic procedure devised to examine the content of recorded information.

Content analysis is a quantitative method of analysing texts which means that it involves counting (Frankfort-Nachmias & Nachmias, 1992; Wimmer & Dominick, 1994). Frankfort-Nachmias and Nachmias (1992) in *Research Methods in the Social Sciences* mentioned four systems of enumeration which can be employed. This study, primarily use the Appearance and Frequency system:
   a) Time/space system – for example based on columns-inches or air time.
   b) Appearance system – when the researcher is searching for a particular attribute in the text.
   c) Frequency system – when the research records every type of occurrence.
   d) Intensity system – based on the construction of scales and deals with attitudes and values.

6.3.2 How content analysis was conducted?
Wimmer & Dominick in *Mass Media Research – an Introduction* (1994, pp.167 – 177) showed the stages used when conducting content analysis. These steps were also applied by Berelson (1952) who according to him, placed content analysis as the earliest and most widely used method of research. These include:
   a) Formulate the research question or hypothesis;
   b) Define the population;
   c) Select and define the unit of analysi;
   d) Construct the categories of content for analysi;
   e) Establish a quantification system;
   f) Code the content according to the categories constructed;
   g) Present the results.

The main research questions are whether women were under represented in television news bulletins in Malta and abroad, and whether there is a difference in the way a news report is written because of the journalist's gender. By using different research methodologies the research explored what is the relationship between the portrayal of women in news bulletins and the human resources, and the structure policy of the newsroom.

The sample in content analysis is intended to represent a textual whole. The universe of my research is the prime-time news bulletins broadcast on *TVM, Super One TV* and *Net TV* from 3rd July 2001 to 16th July 2001; and prime-time news bulletins in Ireland broadcast on the public station, *RTÉ* for the same period. News bulletins broadcast on the Cypriot public station, *CyBC* were from 10th to 17th January 2002, 19th to 23rd January 2002 and 26th January 2002. These dates were randomly selected and the

main reason behind this choice was the availability of tapes from the two foreign stations. A total of 70 news broadcasts were watched and coded. The dates above for the Maltese and Irish news bulletins are during the summer season, i.e. July, a time when political coverage would be reduced because Parliament is in recess. However, for the Cypriot news bulletins the researcher did not succeed in getting the July tapes – *CyBC* only provided material from January despite the various requests for July data. Even though the recordings acceded by the researcher were differed from the Maltese and Irish footage *vis-à-vis* its time frame, the coverage of gender issues and the gendering of sources are routinised and therefore these stable procedures would be evident in all the footage despite the disparity in dates.

Before analyses, concepts such as gender issues had to be operationalised. Very often such concepts are interpreted differently, however, items which are counted must be exhaustive and every behaviour or portrayal must be classifiable. The unit of analysis, which is the recording unit, was to count the number of times and 'in what ways' women are portrayed; the type of shots used; and how women are portrayed as cultural focus, for example as a mother, etc. In this way content analysis provides a snapshot of the news at a point in time.

To conduct this content analysis, several categories were identified after going through all the news bulletins for the first time. This gave the opportunity of checking the coding procedure. A small number of mutually exclusive categories had to be used to avoid errors and in order to ensure an objective result "the categories of analysis had to be defined so precisely that different persons can apply them to the same content and get the same results" (Stemple 1989, p.125). Since content analysis is objective, the principles of objectivity demand the researcher to be open to any research outcome. Categories have to relate to the research purpose, and they must be exhaustive and exclusive. Exhaustiveness ensures that every recording unit is relevant to the study.

The units of discourse had to be defined and sorted in a category system; thus a quantification system was needed. While analysing each unit of analysis, a coding frame (which will be described later) was constructed with the categories of content analysis including 53 sub-headings in a coding guide. Each news item had to be coded under these categories.

To be able to count the news content, all the news bulletins were videotaped before coding the news content according to the categories constructed. This coding guide is used to fill the quantification system. Each occurrence of the unit was coded according to its description; that is, if a woman is portrayed in a particular news item, the woman is coded by her occupation or position or societal label which is portrayed in the news items. In this way the content is coded according to the categories constructed in the news bulletins. The categories in the coding guide were grouped in such a way that they shared similar connotations and in this process many words had to be classified into fewer content categories which still had to be reliable and valid. So the subjects are classified into a limited number of headings, which incorporated a lot of sub headings; for instance, the category of 'crime' includes drug taking, smuggling, hold ups, suicide bombing, bomb threats, etc.

The procedures used for the creation of a coding frame are found in the next section. This frame is also explained by Weber (1990) in *Basic Content Analysis*.

6.3.3 Procedures used to create a coding frame:
   a) <u>Define the recording units</u> – in this case the recording unit is each news item of the news bulletins.

   b) <u>Define the categories</u> – categories of definitions are mutually exclusive for each news item. Since content analysis is of text, visuals and language in the background used in each news item, the category definitions have to be mutually exclusive for each type of delivery. The categories in the coding guide are broad so that a lot of entries will fall under the same category. For instance, the category of "European Union" is broad enough to incorporate within it the sub categories of E.U. membership, E.U. negotiations, criticism to E.U., E.U. summits, European Commission, E.U. parliamentary sittings, etc. Given that certain categories have to be explained beforehand and different researchers might define the same categories in different ways; when constructing the category system some of the categories have to be defined. Lazier & Gagnard Kendrick, 1993, p. 213 in Creedon (ed.) (1993) explain:
      "Content analysis, which involves counting incidences of the components of the content of a random sample of messages, aims – objectively and numerically – to

> *describe a body of messages by citing trends in the use of words, techniques, visuals and so forth".*
>
> Lazier & Gagnard Kendrick, 1993, p. 213(in Creedon, ed.) (1993)

c) <u>Test coding on sample of text</u> – A whole week of *TVM* news bulletins was coded to test a small sample as a pilot study to eliminate ambiguities and make the necessary alterations in the coding system.

d) <u>Assess accuracy or reliability</u> – since the researcher was the only human coder it was never the case that the same criteria were not always used in the coding process. A pilot study was done mainly to test whether the coding guide incorporated all categories needed.

e) <u>Revise the coding rules</u> – the coding sheets which were used to capture data while viewing the news were developed in conjunction with "Coding Criteria and Definitions" (Appendix A). The coding sheets also categorised the journalist, the newscaster, the video editor and the cameraperson according to their gender and age. People 'seen', 'interviewed', 'central', 'heard' and 'mentioned' in the news story were coded for 'gender', 'age', 'occupation' and 'family relationship'. They were also coded whether they were portrayed as victims or not. People whose 'voice clip'[48] was recorded are also coded as above. Furthermore, the news items which are also reported in the headlines are included in the analysis.

Women or men who were 'central' in the news story were also coded and categorised into different segments. For instance, women might be 'centrally portrayed' as mothers, as victims, etc. In many cases, the persons 'seen', 'central', 'interviewed' and 'heard' were double-coded to determine coder reliability. The coding frame used in this research is similar to the coding frame adopted by the Global Media Monitoring Project (GMMP).

f) <u>Code all the text</u> – when high coder reliability was achieved, coding rules could be applied. It was important to classify categories and code data in the same way throughout to achieve reliability.

g) <u>Assess achieved reliability or accuracy</u> – while coding it had to be ensured that the same coding procedure was used for the same personality who was portrayed more than once in the news bulletins. For example, if the same politician, personality, etc. was portrayed more than once in the news bulletins analysed they had to be similarly coded throughout the whole process. The only code which was inserted differently was 'the age' because if the politician or personality was not visually portrayed their age was categorised as '3' which stands for 'do not know' even though the same politician or personality was depicted visually in a previous news bulletin. Each news bulletin is a whole within itself, so the coding process of each news bulletin was done separately without any links with the other news bulletins – mutually exclusive.

6.3.4 Establishment of categories

As discussed above, a coding guide was formulated before analysing the actual content of the news bulletins. The coding guide consists of 53 types of subjects which are the main topics of the news items under review with several subheadings in particular topics. Each news item could have more than one topic; for instance if a news item reports a press release which talks about the situation of unemployment, the news item had to be coded under more than one topic; that is, under 'press release' and under 'industry' and 'economy'. Another element in the coding criteria is the 'scope of the news item' (see Appendix A) wherein each news item was coded as 'local', 'national', 'national and other' and 'international'. As will be pointed out later on in the data analysis chapter, problems were encountered when coding local news items. Since Malta is such a small country each issue and event turned out be of a national level, so the majority of the items reporting events/happenings in Malta are coded as 'national' not as 'local'. The news items were coded according to the type of news topic, whether the topic was 'political', 'economical', 'human', etc. For news pictures a category on the presentation of the news item was constructed and coded for each news item according to the way it was presented, that is, whether it had footage which accompanies the news item or whether it was just the announcer reading the news item; this category was divided in seven sub-headings (see Appendix A). An extensive category focuses

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[48] Voice clip is defined as a continuous on screen appearance of a person whose voice simultaneously could be heard.

on the occupation or position which each individual reported holds. This category consists of 20 types of occupations which were then incorporated in different sub-headings; for instance, under the occupation of 'administrators' falls a number of sud-occupations such as Chief Executives, Ombudsman, Ambassadors, Directors. This involves an element of subjectivity because perhaps a different researcher would have placed a particular occupational status under a different heading. Another category was constructed and labeled as 'society label' which included criminals, prisoners, protestors, patients, etc. since in the test coding there were many instances where the people reported were not identified by their occupation (for instance people were reported as part of the public, political supporters, terrorists). In this study analysis was also made on whether women or men were portrayed as the 'central focus within a news item'; for this two categories were created: 'women as central in the news item' and 'men as central in the news item' and each category was split up into different types of portrayal for 'women or men central'.

6.3.5 Advantages of content analysis
Berger (1998) in *Media Research Techniques* points out three advantages of using content analysis.
   a) Content analysis is a low cost method of getting information about people.
   b) Content analysis also allows researchers to deal with subjects that are very current.
   c) Content analysis is an unobtrusive method. So content analysis is a way of avoiding the problem of researcher's influence on individuals.

Janet Woollacott (in Gurevitch *et al.* (eds) 1982, p. 92) describes content analysis as having advantages for "the systematic investigation of a wide range of material". In fact, this methodology is advantageous because of its objectivity – this methodology is designed to obtain an objective, measurable and verifiable account of the manifest content of messages.

Compared with other research techniques, content analysis usually yields unobtrusive measures in which neither the sender nor the receiver of the message are aware that it is being analysed. But the researcher still has an impact on the research design. Asa Berger (1998, p. 27) refers to what Gideon Sjoberg and Roger Nett (1968, pp. 2-3) point out in *A Methodology for Social Research*:
> *"The researcher himself is a variable in the research design. He influences the course of any research he undertakes, and his actions are in turn structured by the broader society in which he lives".*
>
> Berger, 1998, p. 27

Wimmer and Dominick (1994) point out that one of the advantages of content analysis is that by using this method, it is possible to investigate trends occurring over long periods of time. Since this study deals with large amounts of data, content analysis is used to detect patterns in these procedures. Seventy news bulletins were analysed, and so content analysis was ideal because as Fiske (1990, p. 136) stated "… it works best on a large scale: the more it has to deal with, the more accurate it is." Berelson (1971) points out two main reasons for using content analysis: it is used to reveal the purposes and motives as well as other characteristics of the communication manifest in the content, or to portray how the content can effect the viewer's behaviour and attitude. Analysis done in the past by Gross and Sheth (1989) and Siegelman and Bullock (1991) that analysed magazine adverts and newspaper coverage of election campaigns respectively found out that these descriptive studies also can be used to study societal change. So in this particular study, the findings in the portrayal and representation of women in television news bulletins can lead to awareness and perhaps change the way society or culture look or treat women. In this particular study, content analysis was also conducted to assess the media policy towards gender issues. Also it focused upon the message system and provided information on the data or the message but ignored the reader which Fiske (1990, p. 145) describes as "… the channel through which the message and culture interact".

Another advantage of content analysis is its reliability. In content analysis, reliability is essential and like any other research it must be assessed for validity. Validity depends on the quality of the definitions and the persuasiveness of the data. Errors in reliability are one of any researcher's concerns, that is, whether other analysts would code the content in exactly the same way. The coding criteria were guided by the GMMP framework and the categories were developed on the same lines as the GMMP project.

The advantage of content analysis is that the findings from this particular research on the portrayal of gender issues in televised news bulletins can be contrasted and compared to the real world; i.e. with reality of society with regard to gender issues. Moreover, the representation of gender can be compared

to the way organisations are structured and to the employment policy they use. Another advantage of content analysis is that in its quantitative form it produces data that is measurable; so it can document trends over time, can be used in comparative research and give patterns of representation. As Stempel (1989, p.124) describes, "Content analysis is a formal system for doing something that we all do informally rather frequently, drawing conclusions from observations of content".

6.3.6. Disadvantages of content analysis
Since content analysis focuses on the manifest media content, this is a limitation in itself because this method prevents the researcher from reading between the lines of news items. Content analysis gives precedence to the manifest content as the bearer of meaning, at the expense of latent content and form, and assumes that frequencies of certain characteristics are valid indicators of meaning (Van Zoonen, 1994). When coding only what is apparent in the text is counted. Brown (1990) believes this is a disadvantage because this approach is descriptive and fails to critique the discursive element and construction of women.

While objectivity can be considered an advantage in this methodology, sometimes it can also be considered as a disadvantage because perfect objectivity is seldom achieved through content analysis; even though this methodology is used to get an objective account of the content of the message. This study may lack objectivity because it is based on only a fortnight's broadcast; however, it still gives an indication of what is broadcast on the local and foreign stations being studied.

Another limitation of content analysis as Wimmer & Dominick (1994) disclosed is that this methodology is time consuming because the researcher has to categorise and examine large volumes of content. Content analysis has its limitations in the practice of constructing a category system where there is the risk of imposing any meaning-system rather than 'taking' it from the content. The conclusion of the content analysis is subjective because it is the end result of what the researcher has read. According to McQuail (1994) the new 'meaning' of the text is not that of the original sender, neither of the text itself, nor of the audience; but of the fourth construct which is one's particular interpretation. In some cases the data is judgemental and the content samples are only moderately representative of the media as a whole. In this study the problem when conducting content analysis was to find a measurable unit to analyse the news. With regard to news visuals a "percentage saturation" of the visuals used is taken while it was also impossible to individually add the groups of women and men who were seen in the pictures. This may lead to the problem of coder reliability because any other analyst who watches the same news bulletin will not give the same approximate percentage of the people pictured in the news. Since people are 'seen' in groups throughout the news features, it is difficult to code each individual. Also if one has to code each individual, one has to time the number of seconds that individual was exposed during the news item. Other similar studies such as the GMMP (1995, 2000) issued data on gender portrayal in media without coding each individual who was pictured.

Berger (1998, p.27) finds that the disadvantages in content analysis are found in sampling. He asks, "How representative is the material one studies relative to all the material that could be studied?" He expands that content analysts "often study a sizeable amount of material"; but Berger questions on what is the right amount of material to study, and how does the researcher determine a reasonable way of sampling this material. Such questions are left unanswered since they are part of the limitation of content analysis since the findings are limited to the framework of the categories and definitions used in that analysis. Since content analysis relies on the first reading, questions on whether particular close ups have certain effect on the viewers cannot be asked, but can only make scientific reduction of content. Deacon *et al.* (1999, p. 121) referred by Van Zoonen (1994, p. 69) state that:
> *"As a general rule, content analysis does not work reliably when coders are requested to 'read between the lines' to get a latent structure of meaning."*

This methodology cannot tell everything on how meaning is produced in the news bulletin, so face-to-face interviews with news personnel were used to give such information.

6.3.7 Review of content analysis research on gender and the media
It is important to review existing research that utilised content analysis in order to address gender in the media. The following are some of those case studies.

A study entitled *The presence of women in the television news* was carried out in July 1998 by a commission from the Institut Catala de la Dona. The authors, Jordi Farré, Enric Saperas, Vincenç Navarro, studied the presence of genders in the presentation of news and the hierarchy of news readers on the screen. The study analysed was taken over two weeks selected randomly on prime time news bulletins. Two public channels (TVC-TV3 and TV E 1) and two private ones (Antena 3 and Tele 5) were selected as the sample. In this study names were taken as a first indicator to show the presence of particular people in the news who have been the focus of the item. To study if journalists on screen are equally divided they carried out an analysis and applied five categories to each news item. These were:

  a) Anchor
  b) Reporter
  c) Correspondent
  d) Anchor for a specific section
  e) Voice over

They also studied the journalistic discourse and divided the main discourse on ten social actors which they claimed are central in news bulletins. They also divided the news items in journalistic genres such as: the State, the economy, international, environment, legal affairs, etc., and gathered data on the distribution of gender in these categories.

Another case study entitled *Women as the subject of news in prime time news broadcasts in Turkey* by Ass Prof Dr Huriye Kuruoglu from Ege University in Turkey examined prime time news on three television stations that broadcast nationally in Turkey. The three television stations were TRT-2, which is a public station, and ATV and SHOW TV, which are two privately owned stations with completely different approaches to news broadcasting. The programmes chosen were those aired on Wednesday and Saturday. Saturday was chosen since it is a day of the weekend and the researcher thought that there would not be much political news, so more space would be given to different types of news. On the other hand, Wednesday was chosed as it is likely to have more extensive news of an official and public nature. The researcher studied how women were presented in the news broadcast on these two days and in this research it was also questioned as to how and under what identity women are represented in prime time news. It was found that female identities of professional women are minimally shown while most identities of that of 'a mother, wife and sex object' are mostly shown. In this research the total time of news was calculated. In this way images related to women were calculated as a percentage of the total news-time.[49]

Another case study done by Lale Kabadayi, a Research Assistant and PhD student at Radio-TV-Cinema Dept, Ege University, Izmir, Turkey, focused on television news and female reporters and journalists in Turkey. The sample population focused on women reporters who work in local private TV channels in Izmir which is the third biggest city of the country. The aim of the research was to reveal the relationship of women reporters with their male colleagues, examining their principles in news making processes and investigating their mission of changing the existing prejudices about women. A questionnaire was carried out and news texts that were written specifically for this research by female reporters were also analysed. The questionnaire was carried out with women reporters who work in four private TV channels in Izmir. Women reporters were asked to write a news item by using the words of 'woman', 'man', 'assault', 'rape', 'night', 'chase', 'dirty', 'old'. The main findings of analysis of news items were that all stories written by women reporters mention 'rape' as the main subject.

A study conducted on the Italian television channels RAI networks, analysed the midday and evening news broadcasts from 25th to 31st January 2002. The aim of this study was to explore the effective and symbolic roles performed by women and men. The forms of representation of the relations between the sexes were also examined. It was found that the number of female television news presenters is only slightly lower than male newscasters. However, this study showed that there are gender differences in the responsibilities of reporters and in content itself. Women just did three general news stories and one foreign news story when compared to 37 reports carried out by men. There was also an imbalance in the number of women quoted in the news reports - 190 women as opposed to 1,392 men. This study also analysed current affairs programmes and found that women are most heavily present in infotainment programmes and in health and medical programmes. The subjects in infotainment programmes conducted by women very often focused on privilege private issues. The results in news broadcasting

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[49] See: http://www.makerere.ac.ug/womenstudies/full%20papers/huriye.htm

showed that it is much more difficult to find 'powerful' female figures and the vast majority of experts interviewed during news bulletin are men.

6.3.8   Qualitative research

"Content analysis has to be regarded not as an end in itself but rather as one contribution among several to a fuller understanding of the situation" (in Halloran *et al.* 1970, p. 92).   Content analysis is limited because it gives a partial picture of the results and thus qualitative investigation is also used. These two methods (quantitative and qualitative) are separately applied with the aim of having a full complete picture of the issue being studied.

By using qualitative methodology, the study attempts to capture meaning in a natural setting. For Singletary (1994) a goal of qualitative research is to understand the world from the perspective of the people being studied. Singletary lists some characteristics of qualitative research:
   a) Qualitative research assumes that human behaviour is based on interpretation of things encountered;
   b) Meaning is both individual and shared; and
   c) Meaning arises out of social interaction.

As Singletary (1994, p. 266) states:
   "Qualitative research is any systematic investigation that attempts to understand the meanings that things have for individuals from their own perspectives".

6.3.8.1   Interviewing

Since content analysis is mainly a quantitative research method and examines the manifest messages of the groups being studied, unstructured face-to-face in-depth interviews were conducted to be able to question the production input in news bulletins. Content analysis alone cannot serve as a basis for making statements around discussions on the representation of gender. Thus in-depth interviews which are popular in feminist media studies were also conducted for this work.

Face-to-face interviews serve the purpose of making inferences about working journalists and other producers of the news bulletin and their insights when working with the news organisation. Interviewing is one of the most common and most powerful ways to use to try to understand people. Furthermore, used in conjunction with content analysis interviewing helps to triangulate the research methods to show if there is any relationship between the results of both research methods. After analysing results from content analysis, these are contrasted with the opinions given by news producers during expert unstructured interviews[50] and can triangulate the quantitative information gathered through content analysis with the qualitative information gathered during interviews. In-depth interviews are used to gather elaborate data concerning respondent's opinions, values, motives, feelings and experiences. In these unstructured interviews journalists, news producers and directors, Heads of newsrooms and news editors recount their experiences and voice their opinions with regard to gender portrayal in the news bulletins which they are responsible for. These focused interviews rely on a small number of open-ended questions around several major topics such as the representation of women in television news bulletins, the effect of the news structure to the production of the news bulletins itself and the stereotypes portrayed in the news.

For these interviews 12 individuals were selected who were working within the news organisation in the Maltese stations – *TVM*, *Super One TV* and *Net TV*. Interviewed were also the Head of the *RTÉ* newsroom in Dublin and 7 newsworkers (journalists, editors, directors and producers) during a Leonardo Mobility Project funded by the European Union. These were chosen according to their role within the newsroom structure. No Cypriot producers, directors and journalists were interviewed mainly because the funding did not stretch to cover both foreign countries and so Cyprus was treated merely as a secondary case study. Besides, if interviews were made with Cypriots newsroom personnel there would have also had an element of error as their opinions would have needed to be translated. Moreover, there would also have been language problems with interviewing the Cypriot people at the *CyBC* newsroom since such interviews, which are a form of qualitative research, would have to capture one's understanding and meaning of things.

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[50] Unstructured interview is an in-depth interview consisting of open ended questions. The researcher will not have a set of pre-established questions with a limited set of response categories

These interviews were not difficult to hold because every interviewee showed cooperation. The Irish interviewees at *RTÉ*'s newsroom cooperated, and during the interviews it showed that a rapport had been established. The Irish people at *RTÉ* newsroom were willing to contribute for this study and also helped the author to make 'myself at home' while at *RTÉ*. In this way feedback was obtained even during informal interactions such as coffee breaks and meals.

In these unstructured interviews, although a similar set of questions was prepared, the interviewee could be very flexible in the way s/he answered open-ended questions. The questions used for these interviews were of three types:
   a) Beliefs – when asking what they think.
   b) Attitudes – when asking what they prefer or support.
   c) Attributes – when asking background information about the interviewee.

Questions about beliefs and attitudes are effected by social factors. These questions are the most sensitive to influence the research process itself. One of the purposes of conducting face-to-face interviews was to get more information about human resources within the newsroom and what they think about the issue of gender portrayal in news content.

In these face-to-face interviews a rapport is established between the interviewer and the interviewee; very often this is a friendly rapport. Because of this, the interviewee is free to give her/his experience, beliefs and opinions. Sometimes, respondents would give personal information the interviewer as a figure who suggested confidence and understanding. There were two particular instances where the interviewees were open and gave their personal opinions on how their newsroom is structured, but then after expressing themselves they insisted that this part of the interview should not be transcribed for the purpose of this study. In another interview with Pat Brennan, a news producer at *RTÉ*, revealed aspects of her personal life when we talked about women and child care. She said:

> *"No my children are too old but many people do, and you know, every childcare is not well developed in this country so people make their own arrangements and I always made my own arrangements with a neighbour to help out and that suited me. Other people have been bringing their babies into the creche here, and there's no question that it's difficult for women".*

<div align="right">

Pat Brennan, news producer RTÉ, Dublin, Ireland
Interviewed: 2nd September 2001

</div>

Body language and facial expressions are another way of comment which could be observed throughout the interviews and throughout these expert interviews, and non-verbal responses were also observed and commented on.

After conducting interviews, the next step was interpreting them. This step reflected certain results which either reinforced the results obtained from content analysis or showed the opposite of what had been found in the content analysis of the news bulletin. The type of interviewing, the techniques used and the ways of recording information, all have a bearing on the results of the study.

a)   Advantages of face-to-face interviews
Wimmer & Dominick (1994) stated that open-ended interviews offer access to people's ideas, thoughts and memories in their own words. Singletary (1994) thinks that in face-to-face interviews, the interviewer can watch the respondent and can also follow up the answers and fill in with explanations when needed. Such explanations can clarify any information given by the interviewee.

Also, in this study, through these interviews, comparative analysis was done between what the news producers said about the work they produced and the actual content of the news bulletins. In this study interviews helped contextualise the result of the content analysis.

b)   Disadvantages of face-to-face interviews
Since such interviews are unstructured and not standard, every respondent "may answer a slightly different version of the question" (Wimmer & Dominick 1994, p. 152). Bias would also be present in face-to-face interviews because the interviewee might answer in a certain way as to please the interviewer; this is common in face-to-face interviews as two people are involved in such a conversation. Wimmer and Dominick (1994) warn of "interviewer bias" because the interviewee may answer questions not asked by

the interviewer. Singleton and Straits (1999), also warn of 'interview bias' as being one of the disadvantages of face-to-face interview[51].

In these face-to-face interviews apart from being the interviewer, this mediator had to be unbiased and avoid inserting judgements or directions while listening. Mehra (2002) quoted a Masters student saying that "regardless of what you as a mediator see from your viewpoint, you are the outsider and cannot ever 'know' the parties' viewpoint and experience". Even though subjectivity and bias in face-to-face interviews give rise to a research which is not value-neutral, Mehra (2002) positively notes that the researcher is an important part of the process in qualitative research and knowledge is created through the interaction between the researcher and the researched. She emphasizes that "… bias enters into the picture even if the researcher tries to stay out of it".

While the interviewer can be of great help in such interviews, s/he can offer bias in questions, thus effecting the respondents' contribution. The presence of an interviewer inevitably raises bias and this can lead to encourage certain types of responses which can direct to a particular bias and interpretation in the results. For example, bias can be introduced by the interviewer through the use of loaded questions or tone of voice which effects the validity of the respondents' answers (Wimmer & Dominick, 1994). Furthermore, another negative point which comes out of these interviews is that it can be very difficult for data analysis while a researcher may analyse interpretation differently from what the interviewee had in mind.

6.3.8.2   Secondary data
The final research tool used in this study is secondary data. Very little research has been done on gender and the news media in Malta, however this study refers to data which is related to gender and the media and can add details on this subject. The main source of secondary data in this research consists of:
  a) employment statistics; and
  b) other statistics related to the news structure.

Secondary data is mainly used in chapter 5 which deals with the local findings about women and men in employment, education and other sectors and which can shed light on the portrayal of gender issues in news bulletins.

a)   Advantages of secondary analysis
Using data already gathered is cheaper and faster. It is essential to use because it replaces other studies while secondary data gathered can be used for comparable tests. Another advantage of secondary analysis is that it allows researchers to replicate findings and in so doing enlarge on the original interpretation.

b)   Disadvantages of secondary analysis
In this case an obvious disadvantage is that a lot of research was carried out in the field of gender *vis-à-vis* the broadcasting media mainly in advertising and soap operas but little research was done on gender and news. It can be a disadvantage to compare data retrieved from past content analysis or other types of methodology with the present content analysis as there could be some bias in research which was already done by other researchers which would be reflected in the results obtained.

6.3.8.3   Participation observation
Another method of data gathering which is used in this study is participant observation. Apart from collecting data through content analysis and analysing data in secondary analysis through the interviewing of experts, there is also another way of obtaining information to prove the theory: by using the method of observation.
  > "*Participant observation has been conducted mainly where the study of media organizations, newsrooms in particular, is concerned*".
  >> Van Zoonen, 1994, p. 135

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[51] See: http://darkwing.uoregon.edu/~gumbhir/soc848/ lecturenotes/lecture_survey.html

This researcher spent fifteen days observation at *RTÉ*, Dublin on newsroom operation and structure, and could observe how a news bulletin is planned and produced everyday. All the production meetings held three times a day were attended and also accompanied journalists while reporting on site including editing the news features. There was also the opportunity to observe the way a production team worked in the control room while the news bulletin was being aired. Unlike what Van Zoonen (1994) states regarding difficulties which can be encountered during interviews, no gender problems were encountered at *RTÉ* newsroom; neither any difficulties which are related to participant observations such as sexual harassment, physical danger or gender stereotyping.

According to Gunter (2000), observation is a technique used to record and catalogue occurrences within a social environment. While no use was made of any 'observation' techniques in the vigorous sense of the methodological word, such informal observation was made of the structure of the newsroom; the way journalists, editors and producers communicate with each other irrespective of their sex; the way they treat each other; and the way they produce a news bulletin. This researcher could gather a lot of ancillary information which is not gathered through surveys or other types of research picking up details that very often are taken for granted or which are lost in methods such as interviewing or other structured methodology.

6.4 Conclusion
Throughout this study, the two main paradigms in mass media research are brought together: the social paradigm based on quantitative techniques and the critical paradigm based on qualitative tools. This chapter describes the different methodologies used for this study and explained the reasons why such methods were chosen. The advantages and disadvantages of the research methods were pointed out to show the difficulties and benefits of the methodologies chosen. Since one of the research methods is content analysis, the coding frame which was constructed was described in detail to show how data was collected.

The next chapter presents the results of the data analysis gathered and the results show the presentation and portrayal of women and men in the news analysed.

CHAPTER 7
DATA ANALYSIS

*However, despite their increasing presence in all media, they are still a long
way from achieving equality with men in the newsroom*
Koichiro Matsuura, UNESCO's Secretary General (quoted in *The Malta
Independent on Sunday*, 7th March 2004)

7.1 Introduction

This chapter deals with comparative statistics between the three countries analysed for this research, i.e. Malta, Ireland and Cyprus. The impetus is to gather empirical facts about gender-related segregation in the workplace and imbalance in portrayal in news bulletins. This data analysis is for three Maltese TV stations: *TVM*, *Super One TV* and *Net TV*, and two foreign broadcasting stations: *CyBC*[52] (Cyprus) and *RTÉ*[53] (Ireland). The sample was taken from news bulletins during a 14-day period broadcast on *CyBC* (10th to 17th January 2002; 19th to 23rd January 2002; and 26th January 2002); *RTÉ*, *Net TV*, *Super One TV* and *TVM* (3rd to 16th July 2001).

Several categories were created in order to capture the representation and portrayal of women and men, and differentiated between those who were 'interviewed', i.e. individuals interviewed for their opinion; 'central', i.e. when individuals are 'centrally reported' and are the focus within a news item; 'seen', i.e. when individuals are shown in news visuals; or 'exposed' through the use of 'voice clips', i.e. when snippets of one's speech are reported as they are said by the speaker. There are cases where reference is also made to people who were 'mentioned'; i.e. when individuals are mentioned within a news item but are not the focus of the news item and 'not central', i.e. when individuals in the news bulletins are noted but are not 'centrally reported'. This chapter focuses on the analysis entirely taken from quantitative data gathered through content analysis of all news bulletins aired during a 14-day period by each station. Content analysis is used to explore the roles of women and men in news bulletins; the types of stories they appear in; their occupations and positions in society; and the way in which they are presented in news stories. The data also indicates how women, as opposed to men, are portrayed and reported. Data also shed light if there is any correlation between the 'gender of the reporter writing the news item' and the 'gender of the people portrayed in that specific news item'.

The results which are presented in this chapter are divided into two broad divisions:
1) The actual representation of gender in news bulletins through content and visuals and who is mostly selected in news; and
2) Human resources in news organisation and how gender effects/does not effect the production of news.

7.2 Representation and portrayal of women and men through content and visuals

The following figures show data on people 'interviewed', 'central', 'seen' or exposed through the use of 'voice clips' in particular news subjects[54]. The following analysis shows data on the people mostly interviewed in the news items in certain news subjects. The data also shows that gender may determine who will be centrally reported in particular news subjects; and that there are certain news subjects where men are dominantly 'seen' in news pictures compared to women. For people 'central' and 'seen' the study divides them into two groups – people as 'individuals' and people as part of a 'group' as there are two ways in which individuals are reported: they might be identified as 'individuals' but there are other cases where women and men are described as a 'group'; for instance as 'members of the public' or as 'students', etc.

7.2.1 Section A.1
7.2.1.a   People 'interviewed' by 'news subjects'[55]

Without doubt data on the Cypriot news bulletins aired on *CyBC* show that men are mostly interviewed and very few women are interviewed throughout the news bulletins in all the news subjects. The number

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[52] *CyBC* is the public broadcasting service in Cyprus (Cyprus Broadcasting Corporations)
[53] *RTÉ* is the Irish National public service broadcasting organisation (Radio Telefis Eireann)
[54] News subject in this study and in this chapter refers to the subject of the news item
[55] News subjects - the topics of the news item. What the news item deals with (see Appendix A for all the categories)

of men interviewed is dominant on items which deal with 'politics', 'meetings' and with 'governmental' officers. In these three types of news subjects female interviewees are almost invisible. Moreover all interviewees (100%) were men who were even interviewed on subjects which are generally associated with women such as 'childcare', 'education' and 'health care matters'.

As Schlesinger (1978, p.155) found most women interviewed felt that there was a special category of story reserved for them: the 'soft' story, for instance abortion, fashion, etc. Van Zoonen (1988, p. 36) states that "women are usually presented as emotional experts". As can be seen in Figure 1 below, women are mostly interviewed in news subjects which deal with 'industry' (19.4% women) and 'accidents' in which 21.4% of those interviewed are women. It has to be pointed out that in this figure and in the following figures of people 'interviewed' by news subjects, the percentages would not add up to a 100% because analysis was made on the difference in the exposure of gender by the 'news subjects' and not by the 'totals'. This means that percentages are on each news subject and not on the total exposure of each gender.

FIGURE 1: PEOPLE INTERVIEWED BY NEWS SUBJECTS ON *CYBC*

n = 795
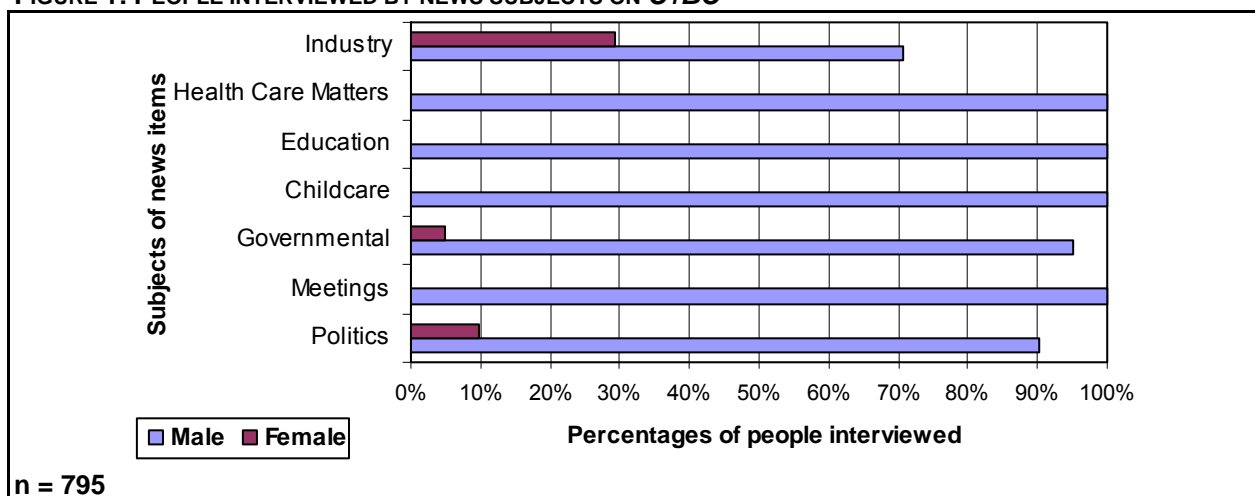
In *RTÉ* news bulletins, the total number of interviewees is much less when compared to *CyBC* news. While 795 individuals were interviewed on *CyBC*, 519 individuals were interviewed on *RTÉ* during the 14 days analysed. It has to be pointed out, as explained in chapter six, that the period of time is different for both stations. While the period analysed for *RTÉ* is July 2001, the *CyBC* segment is taken from January 2002. Like *CyBC*, in *RTÉ* news male interviewees dominate in news subjects such as 'politics', 'meetings' and 'governmental' issues. Out of a total of 519 individuals interviewed, 93.5% were men for 'political' subjects, 97% for 'meetings' and 96.4% for 'governmental' issues. In 'education' a relatively high 40.9% are female interviewees while in 'health care matters' a staggering only 14.3% are women. Only in 'childcare' do female interviewees dominate male interviewees with a total of 63.6% for women and 36.4% for men (see Figure 2 below).

On the three Maltese stations (*TVM*, *Super One TV* and *Net TV*), data shows that in all news subjects a total of 86.1% men are interviewed. As shown in Figure 3 below, 85.4% men are interviewed in 'politics' while a contrasting 13.6% women are interviewed in this news subject. In news items dealing with 'European Union matters', all people interviewed (100%) are men – this high percentage is significant because this subject is extremely important as at that time it was a popular issue on the Maltese stations, due to the pre-accession debate in Malta. Consequently news continuously reported these issues. Men also dominate in news subjects on 'press releases and activities' and on 'health care matters'. Interesting to note is that the largest percentage (27.8%) of female interviewees was in 'environmental' news items, even though, as seen below, male interviewees still outnumber female participants.

FIGURE 2: PEOPLE INTERVIEWED BY NEWS SUBJECTS ON *RTÉ*
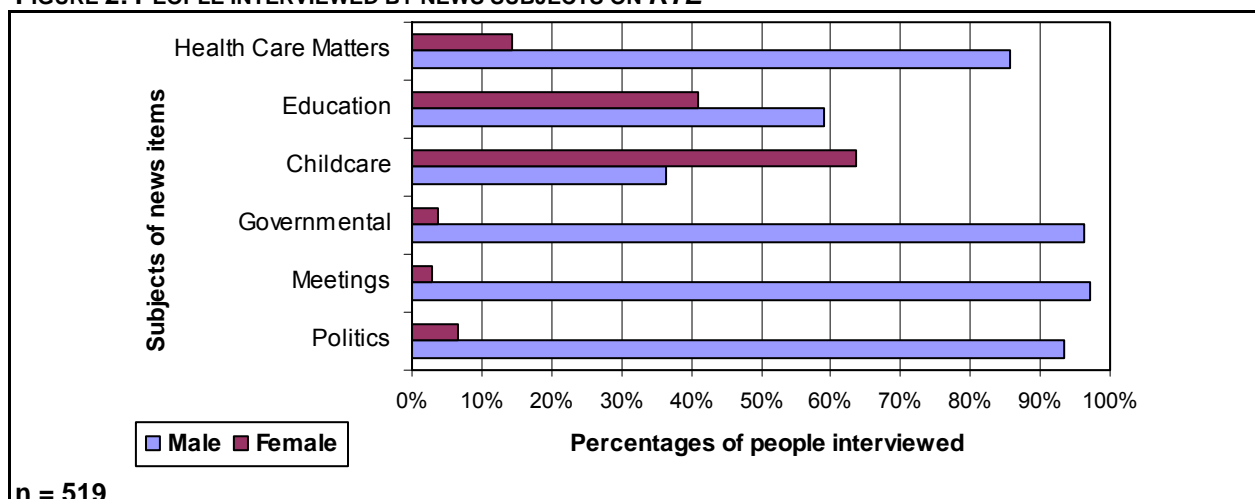
FIGURE 3: PEOPLE INTERVIEWED BY NEWS SUBJECTS ON *TVM, SUPER ONE TV & NET TV* (MALTA)
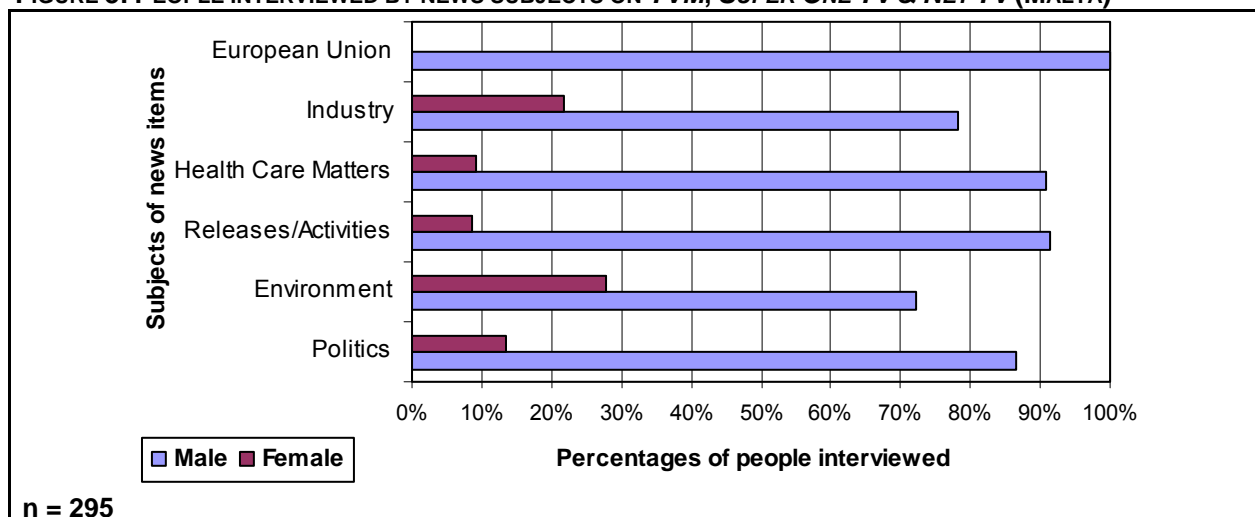
7.2.1.b   People 'central', (i.e. centrally reported) as 'individuals', by 'news subjects'
Figures below show people 'centrally reported', i.e. individuals who are the central focus of the news item; and 'people pictured in the news items', i.e. individuals 'seen' in the news pictures. There are two ways in which coding was made for people who were 'centrally reported' and 'pictured': as individuals and as part of a group. Firstly, coding was made of how people were 'reported' and 'seen' individually because there are cases where an individual is the central element in a news item: an individual can be 'pictured' by the use of close ups or as part of a general picture and so I have coded the person concerned separately as individuals. Secondly, difficulties were encountered when individuals were 'reported' or 'pictured' in groups, or as part of a group: in many news items individuals were reported as part of a group, as for instance with 'politicians', 'prisoners', 'criminals', 'artists', 'leaders', etc. Since each member within that group could not be individualized new categories were created for those individuals who were part of a group. With regard to people 'pictured' in news items, the same problems were encountered. In the majority of the news features[56], the video editors choose to get general shots of people such as consumers walking in the streets, political leaders 'pictured' together during a meeting, protestors during an activity, etc. It is impossible to code each and every individual when they are portrayed in groups. Therefore individuals 'pictured' in groups were analysed by percentage saturation (referred to as 'group percentage') and coded them by gender. It is true that through such coding there is a level of error because it is difficult to code an exact percentage for the people seen; however studies conducted by

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[56] News feature – an edited, self-contained videotape report of a news event or feature, complete with pictures, soundbites, voice over narration and natural sounds (Shook, 1994, p. 133)

Gallagher, who actively participates in UNESCO reports, use the same method, i.e. coding groups portrayed in the news features by percentage saturation.

On *CyBC*, men as individuals again dominate news items. 92.4% of those 'centrally reported' are men while a very low percentage (5.9%) is women. This shows that women as individuals are almost invisible on *CyBC* news items and that very few women make news while men are not only more 'interviewed' than women but are generally centrally reported in all the news subjects.

FIGURE 4: PEOPLE 'CENTRAL' BY NEWS SUBJECTS ON *CYBC*

Female
5.9%

Male
92.4%

n = 1214
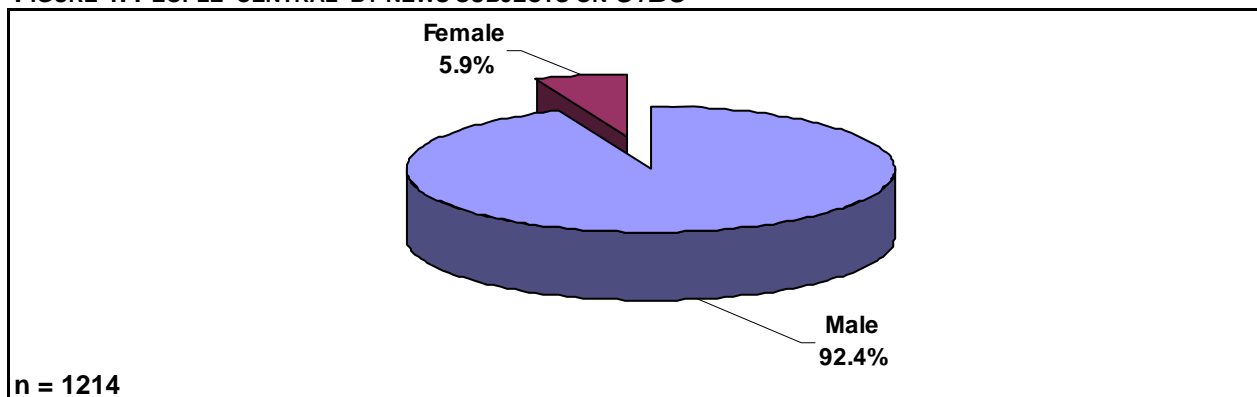
This also suggests that the Cypriot society is lagging behind with regard to gender balance. Such findings indicate that few women make news, and few women are reported as the 'central figures' in the news items. This confirms what McQuail, (1987, p. 194 as quoted by Chandler http://www.aber.ac.uk/ media/Modules/ TF33120/news/html) stresses that 'ordinary' people rarely feature in news and that less powerful groups such as women and minorities are given disproportionate coverage. Moreover, since *CyBC* news is mainly focused on the political situation between Turkey, Greece and Cyprus, figures indicate that very few, if any, women are part of the political arena and so hardly any women are found in news items which deal with political issues. In many news subjects, men feature 100% of the time as individuals who are reported such as in 'meetings', 'governmental', 'European Union matters'. In news items reporting 'political' issues, a high percentage of men are 'centrally reported' while women are comparatively much less reported. This confirms what Van Zoonen (1998) states that "in …political, foreign and economic news … women tend to be a minority" (p.51). As can be seen from Figure 4 below, the percentages of both genders do not amount to 100%. There were instances in which the individual or individuals 'centrally reported' were not identified by their gender so their gender was coded as 'unstated'. The highest percentage of women, as individuals 'centrally reported' were in news items on 'accidents'. Figure 5 indicates that women are mainly 'reported' in news items dealing with tragedies such as 'deaths' or 'accidents'.

FIGURE 5: PEOPLE 'CENTRAL' BY NEWS SUBJECTS ON *CYBC*

n = 1214
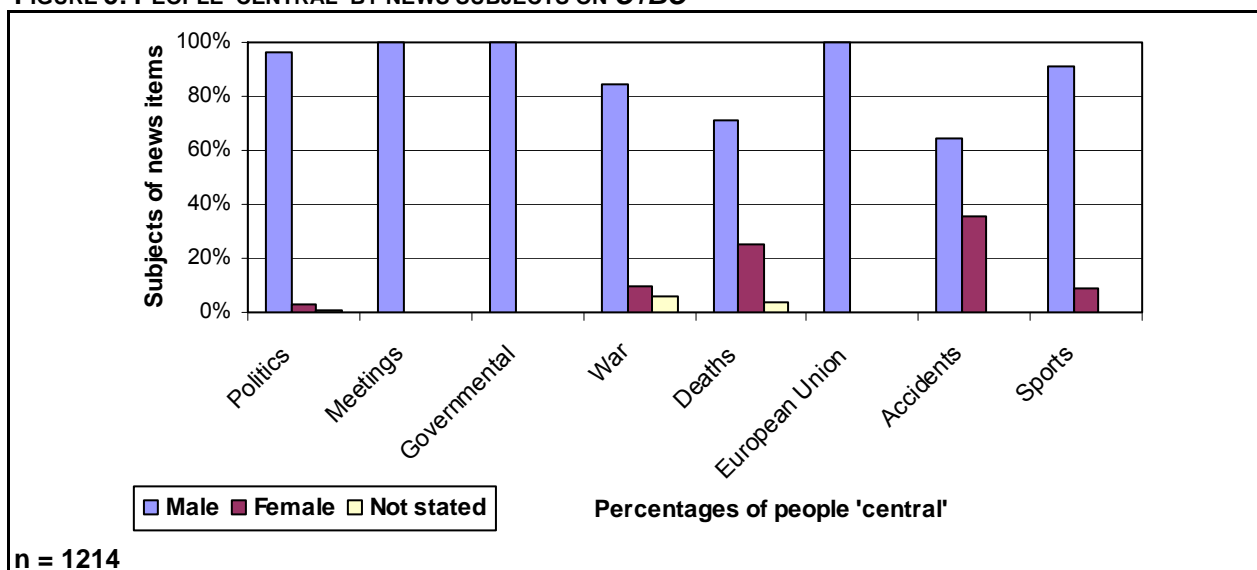
On *RTÉ*, the situation is slightly better than *CyBC* because the percentages of women, as 'individuals' who are 'central' in the news items are higher than the percentage of women reported on *CyBC*. 15.7% of women, as individuals, are 'central' in the news items while men amount to 79.4%.

FIGURE 6: PEOPLE 'CENTRAL' BY NEWS SUBJECTS ON *RTÉ*
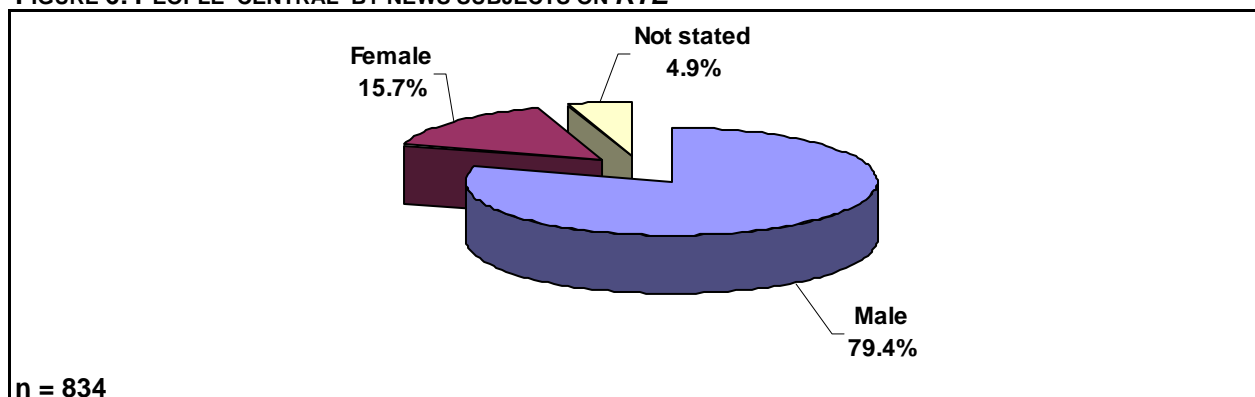
There are news subjects where men dominantly outnumber women, for instance, in 'politics' where 92.1% of those 'reported' are men while only 6.3% are women. In 'news subjects' focusing on 'meetings' and 'governmental', men reported range from 92% to 93%. However, there are other news subjects which show an increase in participation of women in *RTÉ* news items, such as 'education',' court cases', and 'economy' with 35.5% of women 'centrally reported'. Even in news items which deal with 'conflict or dispute' which generally are subjects associated with men, the percentage of women as 'centrally reported' is higher than in other news subjects: 23.3% of women are reported when compared to 76.9% men reported in such news items. These figures suggest that there was no specific news subject which was related to one's gender, at least for *RTÉ* news. For instance, in news subjects dealing with 'economy', 'court cases' and 'conflict', which are thought to be 'male oriented' news subjects (Dyer, 1987) figures on *RTÉ* show that there is quite a good percentage of women who are 'centrally reported'. Dyer (1987) argues that "news gathering is a job for the boys to report on 'the male worlds of politics, economics, business and industry'". *RTÉ* news figures below show that *RTÉ* news do not have a clear cut distinction between the news subjects and the individuals 'centrally reported' because relatively there is a fairly high percentage of women in 'male-oriented' news subjects when compared to the other two countries (Malta and Cyprus). With regard to 'sports', *RTÉ* gives the most prominence to female sports figures out of all the three countries (Malta, Cyprus, Ireland) analysed in this study. While the percentage of women reported in 'sports' for *CyBC* is 2% and the percentage of women for the three Maltese stations (*TVM*, *Super One TV* and *Net TV*) is 0%; 6% of women are reported on *RTÉ* for 'sports' issues. Although comparatively the percentage for *RTÉ* is the largest, percentages for women in 'sports' reported in news throughout the three countries are still very low. This relatively high percentage for *RTÉ* may be due to the fact that, 'sports' news is more reported on *RTÉ* than on the other stations (*CyBC*, *TVM*, *Super One TV* and *Net TV*).

FIGURE 7: PEOPLE 'CENTRAL' BY NEWS SUBJECTS ON *RTÉ*
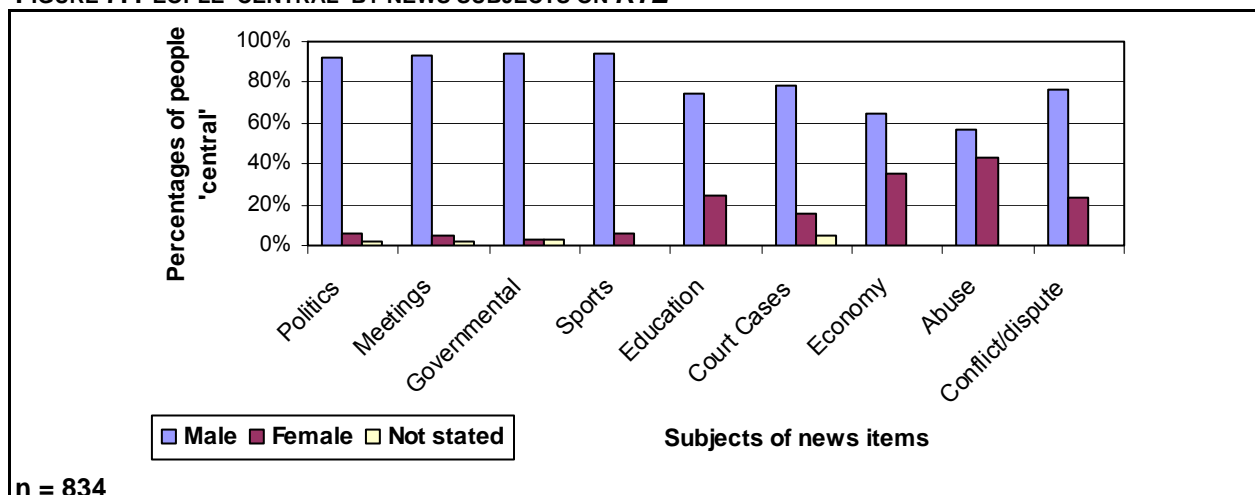
Figure 8 below confirms that the total percentage of women, as individuals, 'centrally reported' in the Maltese news bulletins – *TVM*, *Super One TV* and *Net TV* – is quite low when compared to the percentage of men. A total of 86.4% men are 'centrally reported' compared to 9.5% women confirming that women are lagging behind as individuals reported as the 'central' figure.

FIGURE 8: PEOPLE 'CENTRAL' BY NEWS SUBJECTS ON *TVM, SUPER ONE TV* & *NET TV* (MALTA)

n = 2179
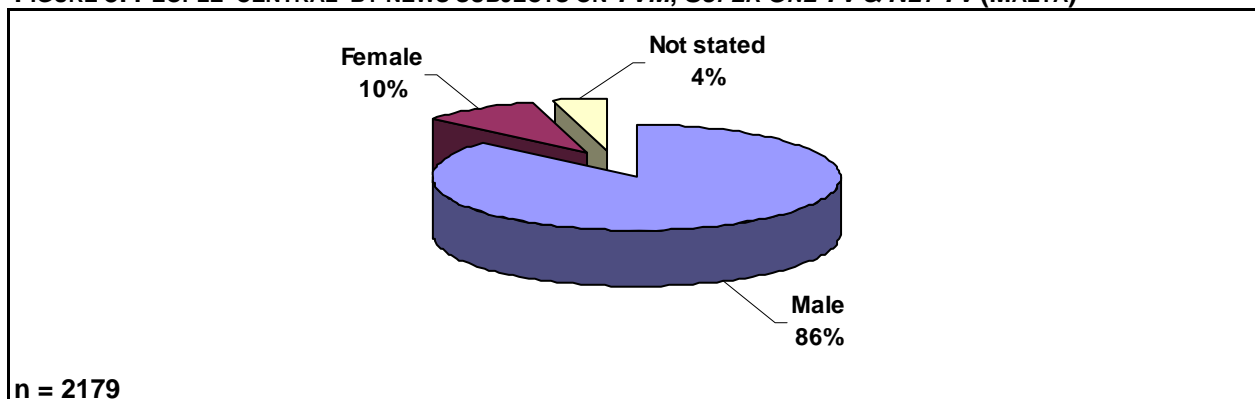
Figure 9 shows that in a number of items reporting subjects such as 'science', 'disasters', 'industry', 'economy', 'conflict or dispute' and 'administration', women are hardly reported in Malta. The most surprising is that in news items on 'education' women who are reported as 'central figures' are invisible while 93.3% of those reported are men; the remaining percentage is coded as 'unstated gender' since, as explained earlier, the other 'central' individuals could not be identified by their gender. Contrary to what was found in a Dutch content analysis noted in chapter four, this percentage is surprising because very often the female gender is associated with 'education'; however these figures show that this is not the case with Maltese news bulletins. A reason for this high percentage of men in news items dealing with 'education' is partly due to the fact that the reporters give coverage to the Minister of Education who in Malta (at the time when this study was conducted) happened to be a man, and so the percentage of the male figure as the central figure will automatically be high. Maltese journalists limit their news coverage and news reporting to Ministers and rarely give exposure or broadcast reports on other experts who do exist. The Maltese news bulletins report items or activities in which politicians are the 'central figures' and so, if women do not occupy such positions in the Maltese society they are entirely excluded from being 'centrally reported' in the news. As described in chapter 5, in the Maltese scenario of 2001, there was only a 7.14% exposure of female Ministers per capita. As seen below, men dominate in 'politics', in 'meetings' and in 'governmental' news items. The only news subjects where women as 'central figures' outnumber men is in 'childcare' (66.7%) but such subject is not frequently reported in news. This demonstrates that women are dominant in a particular 'news subject' which is not frequently reported. Interesting to note is that 25.2% of the 'central figures' in 'crime' news items are women - this is quite a high percentage even though the male percentage for this subject is 72.4%. The reason behind this relatively high percentage of women in 'crime' news stories was due to the fact that during the two weeks analysed there were many reports on arrests of female foreigners on drug smuggling to Malta; and again during the same two weeks, these women were accused of drug smuggling with their court case being reported. Because of such sensationalised cases, as can be seen in figure 9, the percentage of women in 'court cases' as 'news subject' is also relatively high; 26% women in contrast with 69% men. Even in news items reporting 'police reports', the percentage of women (22.8%) is relatively high while 68.3% of men were reported in such news items.

7.2.1.c   People 'central', as 'group', by 'news subjects'
Figure 10 below shows that women, as a 'group' and 'centrally reported' in *CyBC* news items, are totally invisible in all the news subjects. Only men are portrayed. A high percentage of people as a group who are central in the news items are not stated by their gender.

On *RTÉ*, the percentage of women as a 'group' who are 'central' in the news items is insignificant. Figure 11 shows that groups reported as 'central' in the news items are generally not identified by their gender. The three most common news subjects in which men are 'centrally reported are 'commemorations' (60%), 'court cases' (75%) and 'conflict or dispute' (66.7%).

FIGURE 9: PEOPLE 'CENTRAL' BY NEWS SUBJECTS ON *TVM, SUPER ONE TV & NET TV*
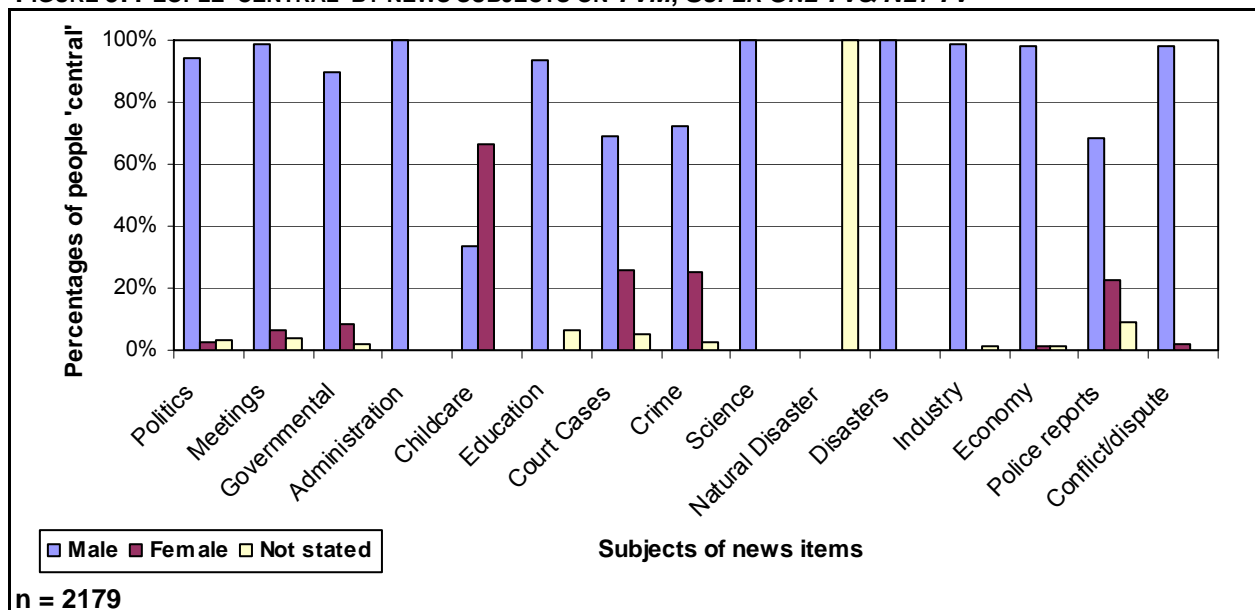
FIGURE 10: PEOPLE, AS GROUPS, 'CENTRAL' BY NEWS SUBJECTS ON *CYBC*
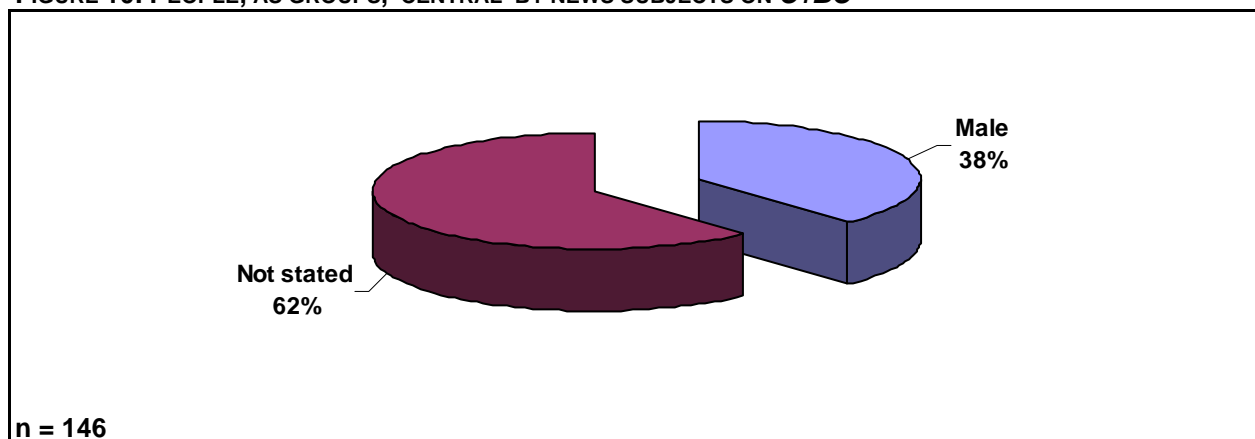
FIGURE 11: PEOPLE, AS GROUP, 'CENTRAL' BY NEWS SUBJECTS ON *RTÉ*
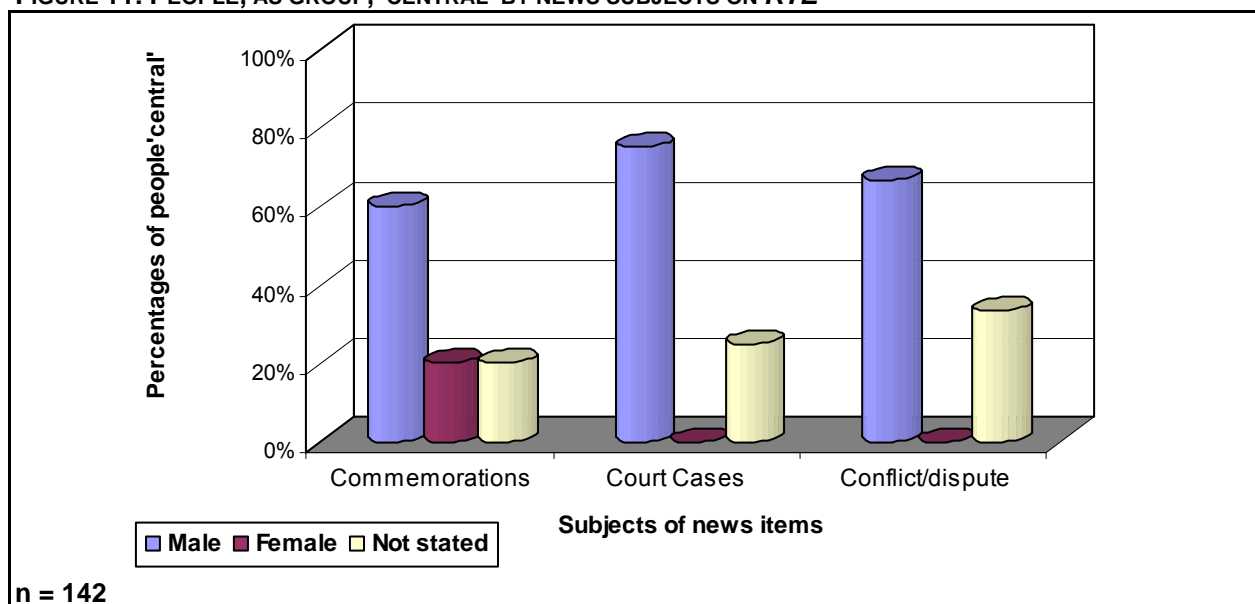
Data for the three Maltese stations (*TVM*, *Super One TV* and *Net TV*), show similar results to that of *CyBC* where women are hardly 'centrally reported' as a 'group' in news items. However, 50% women as a 'group' are 'centrally reported' in the 'news subject' dealing with 'awards'; while 37.5% men are 'centrally reported' in this 'news subject'. It is to be noted that in news items reporting activities of 'awards' these are considered to be 'light' features and this enhances the theory that women are mainly reported in 'light news'. Van Zoonen (1998) in Carter, Branston and Allan (1998) refers to this as the "gendered nature of journalism" because she argues feminine topics are consumer news, culture, and social policy while masculine topics are politics, crime and finance amongst others" (Creedon, 1989; Diekerhof *et al.*, 1985, Neverla & Kanzleiter, 1984; Skard, 1989; UNESCO, 1987; Gallagher, 1995; van den Wijngaard, 1992; Van Zoonen, 1989; Van Zoonen & Donsbach, 1988). As seen in Figure 12, a relatively high percentage of females as a 'group' (21.4%) are 'centrally reported' in news items on 'entertainment or cultural issues' in contrast to 35.7% of men where they also dominate the news in the reporting of ceremonies of awards.

FIGURE 12: PEOPLE, AS GROUP, 'CENTRAL' BY NEWS SUBJECTS ON *TVM, SUPER ONE TV & NET TV*

n = 485
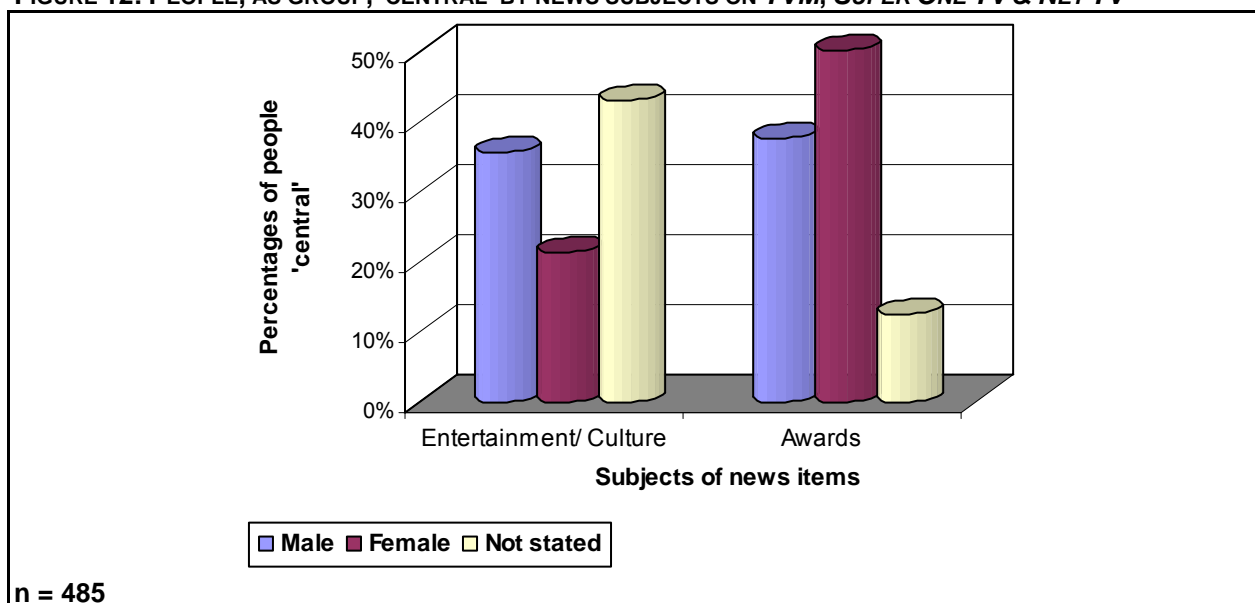
7.2.1.d   People 'seen', as 'individuals', by 'news subjects'
In Figure 13 below, men again dominate not only the news content but also the news pictures on *CyBC*. The pie chart below demonstrates that 16.3% women as 'individuals' are 'seen' on *CyBC* as compared to a high 83.7% men as 'seen'.

FIGURE 13: PEOPLE 'SEEN' BY NEWS SUBJECTS ON *CYBC*

n = 2299
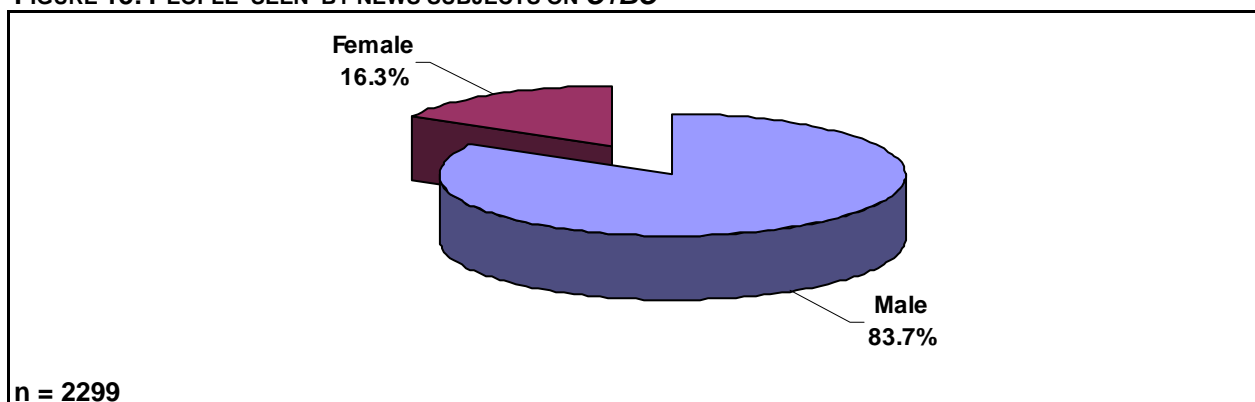
On *CyBC*, men as 'individuals' are mostly 'seen' in news items dealing with 'politics', 'meetings', 'governmental' and 'administration', while women do not exceed 17% in these news items. All individuals 'seen' in news items (100%) are men in reports dealing with 'parliamentary sittings' and this demonstrates that the majority of Cypriot politicians are men. The trend is that men seem to dominate the political

arena in Cyprus. Figure 14 shows that women are evidently 'seen' in two particular news subjects: 'childcare' and in 'entertainment or culture' where the percentage of women 'seen' is 46.2% and 43.8% respectively. This is not surprising as women are associated with 'childcare' and 'motherhood' and also with the 'entertainment' industry where women are stereotyped as the female sexy models who are common in the entertainment sector. This reinforces the concept of the 'beauty myth' (Wolf, 1991).

FIGURE 14: PEOPLE 'SEEN' BY NEWS SUBJECTS ON *CYBC*
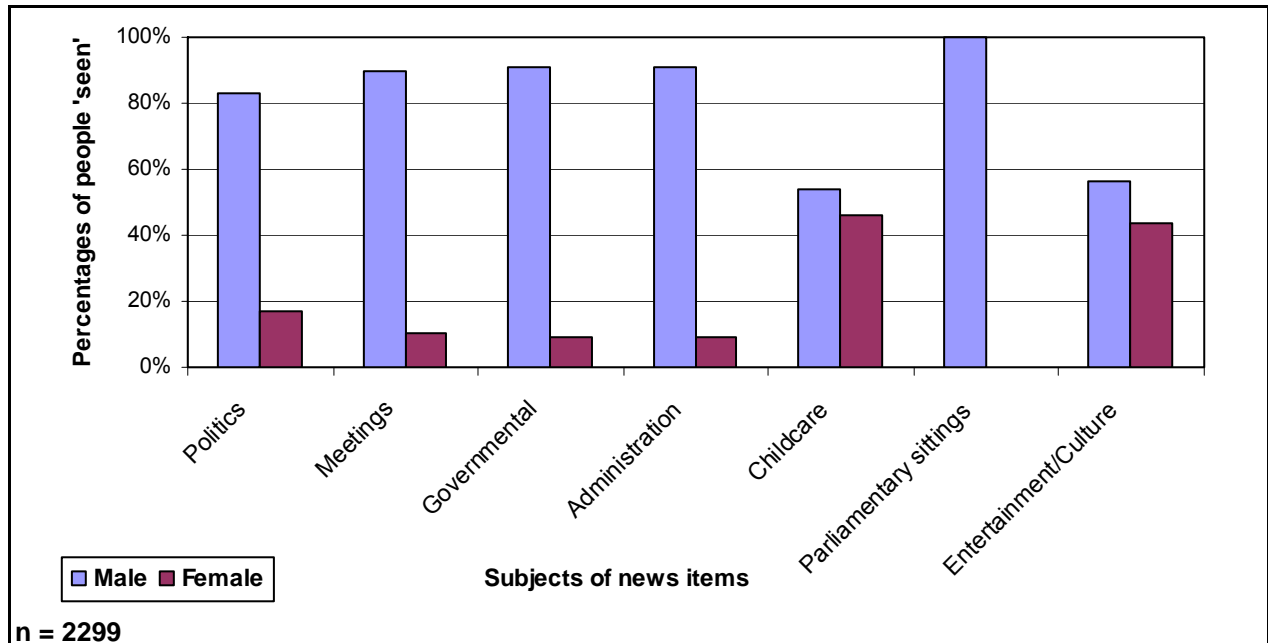
Figure 15 reveals that women on *RTÉ* news are not only 'seen' in items dealing with 'childcare' and 'educational issues' – subjects which have to do with 'motherhood' – but are also 'seen' in other news items as 'poverty' and 'abuse' where they are generally portrayed as the victims of poverty and abuse. These figures show that video editors and camerapersons highlight women in news pictures when reporting such issues and subsequently women are portrayed as being the 'inferior' and 'powerless' gender. On the other hand news items which report on decisions taken, these are again dominated by men. In 'politics', 'meetings' and 'governmental' news items the percentage of men, as individuals 'seen', range from 86.6% to 90.7% in contrast with 9.3% to 13.2% of women. This is similar to the position of Baehr & Dyer (1987, p. 7) who state that the world of politics is the preserve of men.

FIGURE 15: PEOPLE 'SEEN' BY NEWS SUBJECTS ON *RTÉ*
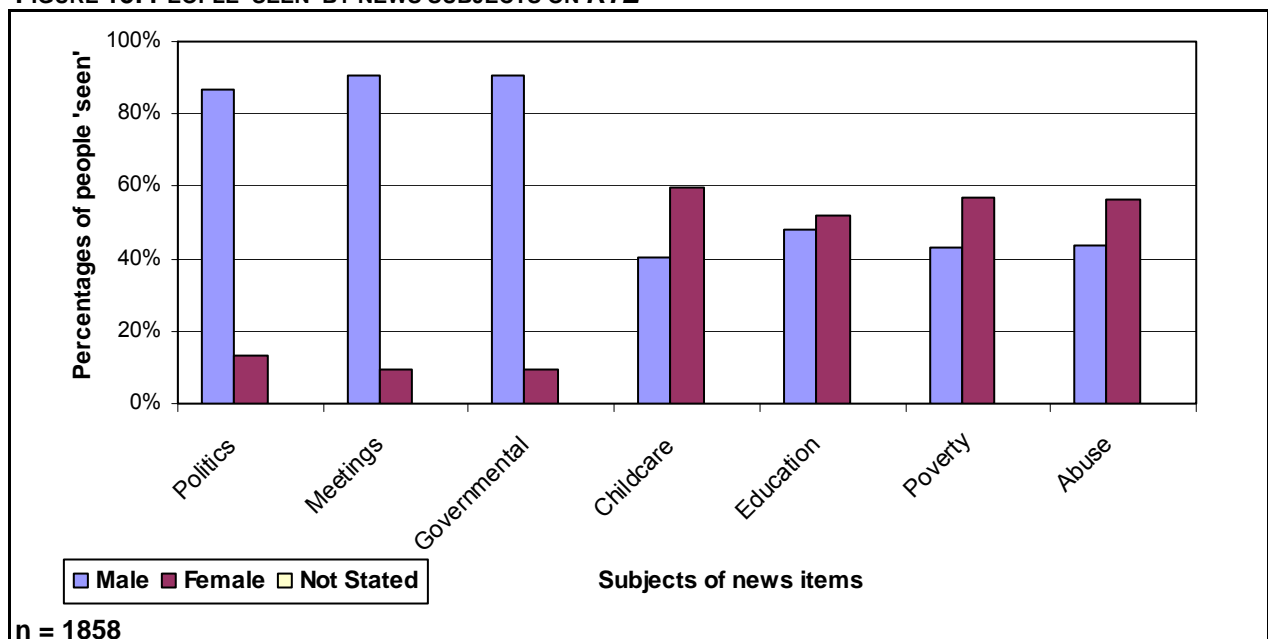
On the Maltese news bulletins out of the total people 'seen', 78.8% are men and 20.9% are women. And in comparison these figures show that RTÈ is the station which mostly shows women in news pictures compared to the other stations analysed in this study.

FIGURE 16: PEOPLE 'SEEN' BY NEWS SUBJECTS ON *TVM, SUPER ONE TV& NET TV*

n = 3617
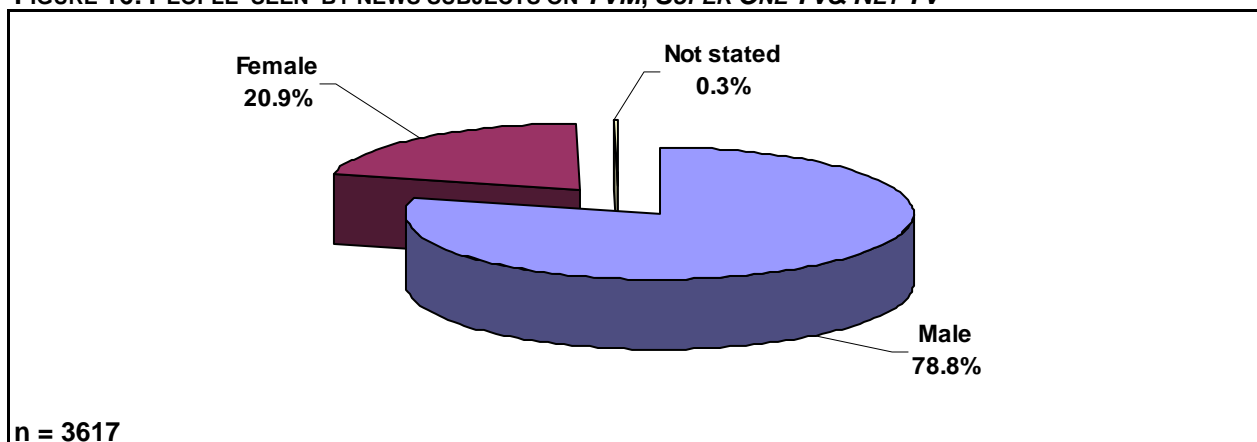
Figure 17 below reveals that there are only two areas ('childcare' and 'voluntary organisations') in which women slightly outnumber men in news pictures. In 'childcare', 54.5% of those pictured are women and a surprising 45.5% are men; while in 'voluntary organisations', 42.9% men are 'pictured' as opposed to 57.1% women. It is interesting to note that in Malta women outnumber men in news items reporting work done by voluntary organisations. Very often women, more than men, give their time to voluntary organisations and as Camilleri (2001, p.6) states: "As an extension of women's domestic role, profit and non-profit making organizations seek their unremunerated service". Furthermore, very often in Malta a substantial number of un/married women use their time to work in these voluntary organisations resulting in the percentage for women 'pictured' in news items on 'voluntarily organisations' outnumbering that of men. A surprising figure is the slight difference in percentages between men and women 'seen' in 'entertainment or culture'; 43.5% women and 56.5% men: there is almost gender balance in such a news subjects which very often is 'female oriented'. As Downing (1980, p. 125) argues, in "media output women are mainly seen in entertainment". As expected, individuals who are the central figure and the focus in a news item will be the individuals who are mostly 'pictured' – since the focus of the news items are male politicians, then male politicians are mostly 'pictured'. As shown in Figure 17 below, in all other news subjects, men are 'pictured' more than women; and in Malta males are 'seen' in 'politics', 'meetings', 'governmental' and 'administration' where the percentages of men pictured range from 82.5% to 93.3% while the percentage of women ranges from only 6.7% and 17.5%. In Malta, as in Cyprus, the political field is also dominated by men as 91% are seen in news items reporting 'parliamentary sittings' as opposed to the meagre 7.2% women. This highlights that women are almost invisible in such reports and in the political sphere of the Maltese society.

FIGURE 17: PEOPLE 'SEEN' BY NEWS SUBJECTS ON *TVM, SUPER ONE TV& NET TV*

n = 3617
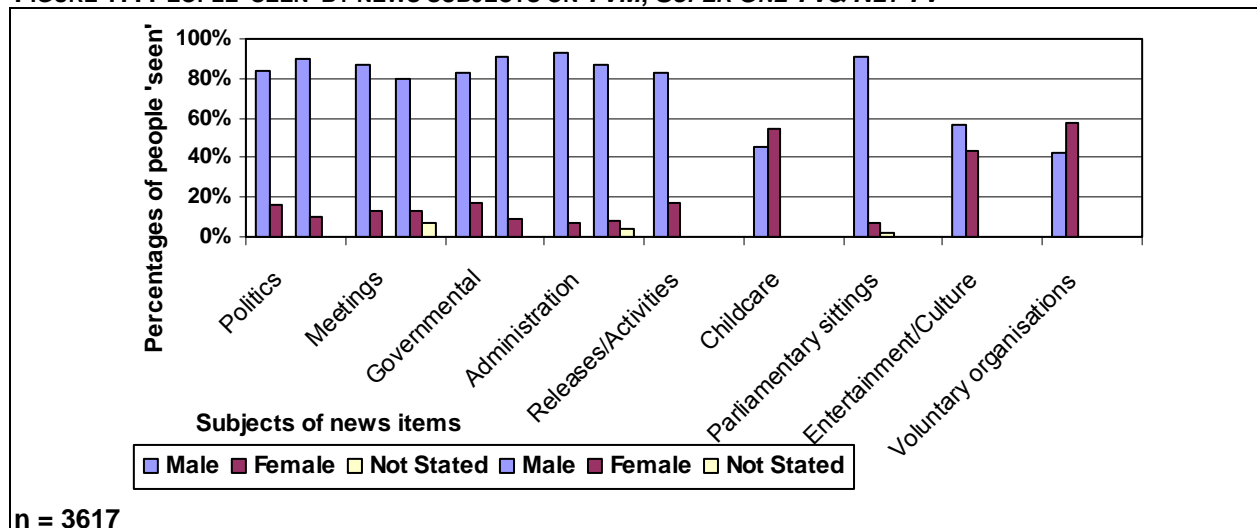
7.2.1.e   People 'seen', as 'group percentage', by 'news subjects'

Data for *CyBC* show that men as 'group', dominate the news pictures for 'politics', 'meetings' and 'governmental issues'.   Men are prominently shown in all news items in contrast with very low percentages of women 'seen' in news items. The data clearly demonstrates that men are given exposure in news bulletins by the use of news scripts and also through visuals as Figure 18 below shows that women 'pictured' are far less exposed than men in all 'news subjects'.

FIGURE 18: PEOPLE, AS GROUP, 'SEEN' BY NEWS SUBJECTS ON *CYBC*

n = 835
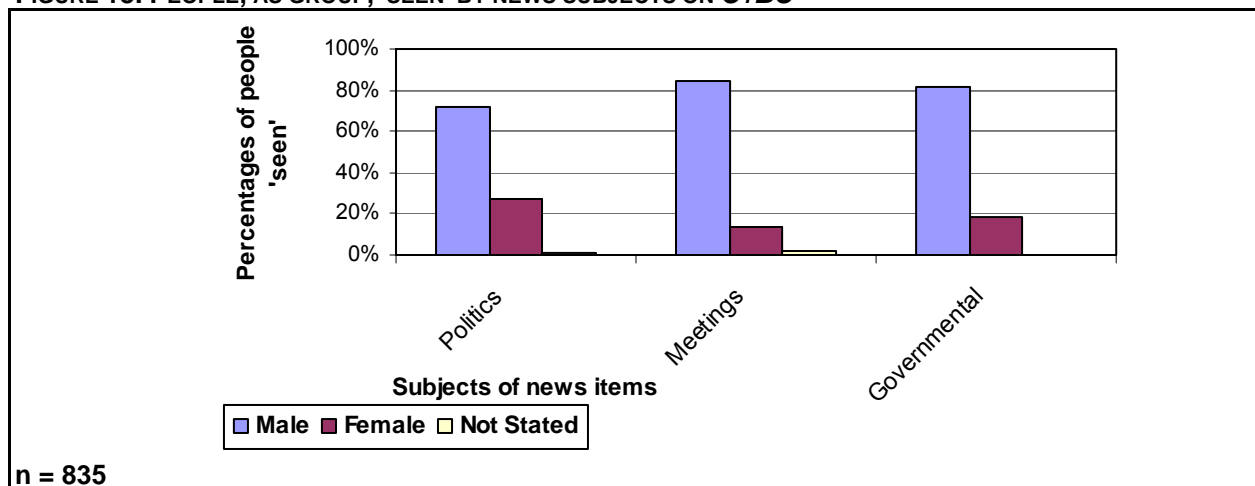
Out of the five stations analysed (*CyBC*, *TVM*, *Super One TV*, *Net TV* and *RTÉ*), *RTÉ* is the station which gives most exposure to women in news pictures. On *CyBC* 69.9% men are 'pictured' and only 28.5% women are 'shown' in the news pictures. As will be seen later (in Figure 21), the percentages for Malta are very similar to those of *CyBC* – 68.9% men while 28% women are 'pictured'. *RTÉ* gives more exposure to women in the news picture and as Figure 19 below shows, 62.1% men are 'pictured' while half this number is for women who are 'pictured' (32.8%). Although these figures are far from showing an equal balance between both genders, *RTÉ*'s data reveal that women are more 'exposed' than in other stations studied in this research.

FIGURE 19: PEOPLE, AS GROUP, 'SEEN' BY NEWS SUBJECTS ON *RTÉ*

n = 531
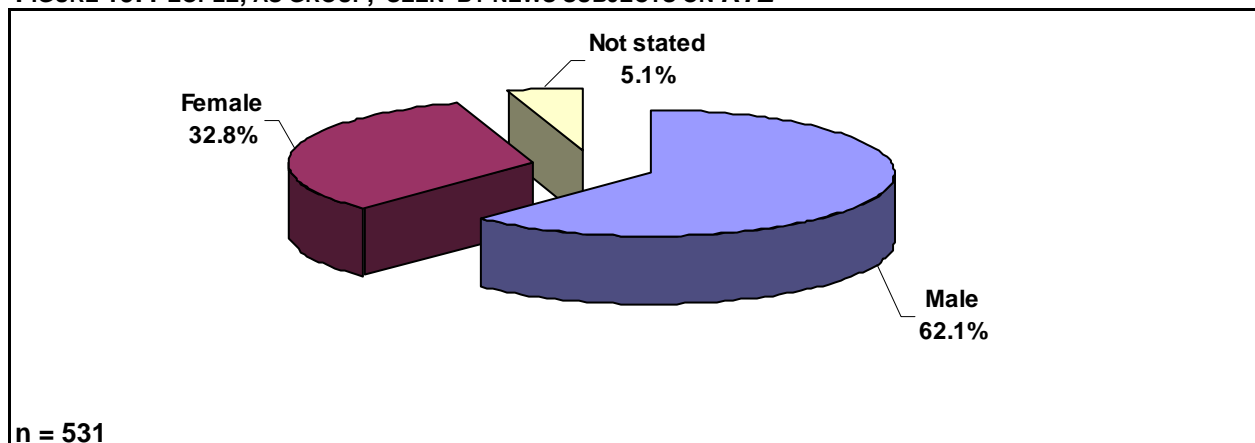
A detailed look at Figure 20 below, shows that there are news subjects where the percentage between the portrayal of women and the portrayal of men is minimal; for instance, in 'health care matters' and in 'industry'. However, there are news subjects where men dominate over women with regard to news pictures including those news items subjects as 'investigations', 'sports', and 'riots'.

FIGURE 20: PEOPLE, AS GROUP, 'SEEN' BY NEWS SUBJECTS ON *RTÉ*

n = 531
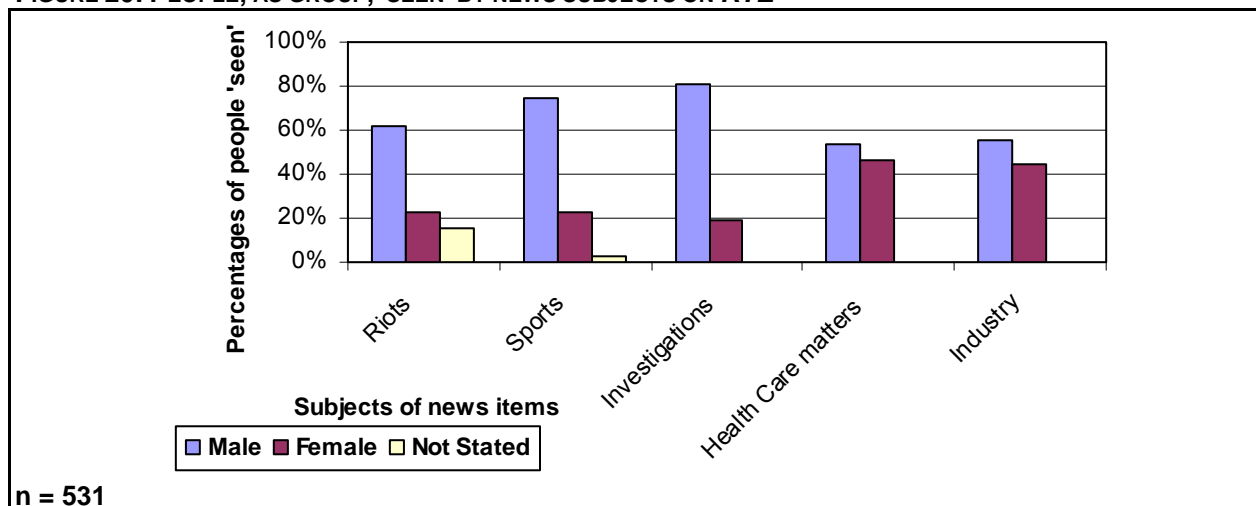
The Maltese situation of women and men 'pictured' in the news is similar to that on *CyBC* where 69.9% is for men in contrast with only 28.5% women who are 'pictured'. On the three Maltese stations (*TVM*, *Super One TV* and *Net TV*), 28% of women are 'pictured' in all the news items while 68.9% of men are 'pictured' in Maltese news. Such figures again suggest that Ireland being a Northern European country is much more gender aware, while Cyprus and Malta, both islands in the Southern part of Europe, have a long way to go to give priority to gender equality in the news.

FIGURE 21: PEOPLE, AS GROUP, 'SEEN' ON *TVM, SUPER ONE TV* & *NET TV*

n = 1890
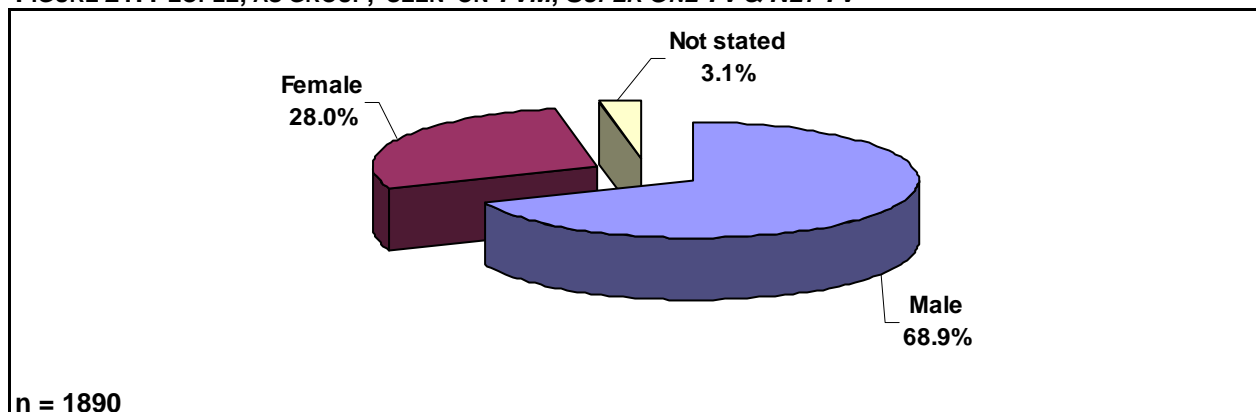
Figure 22 below reveal that men, as 'group', are pictured much more than women. News subjects in which men outnumber women as 'group' are 'crime' with 80% of men 'pictured' and 13.3% of women; 'deaths' with 90.2% of men and 9.8% of women 'seen' in news visuals; 'immigration' where 91.3% of men are shown and 8.7% of women are 'pictured'; and in 'police reports' where 87.2% of men are 'pictured' and 8.5% of women are shown. The above 'news subjects' also include foreign news items and news pictures which are taken from an international news agency – this is mainly the case in news items reporting 'deaths' generally in foreign[57] news which would include a significant number of reports from the Middle East and in other war zones, and where the footage is taken by an international news agency. Such news features were coded because although the actual footage is taken from an international news agency and although Maltese stations 'have no say' in these pictures, the video editor working for the television station is also responsible for the choice of the final pictures.

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[57] Foreign items are items which report international events/happenings

FIGURE 22: PEOPLE, AS GROUP, 'SEEN' ON *TVM, SUPER ONE TV & NET TV*
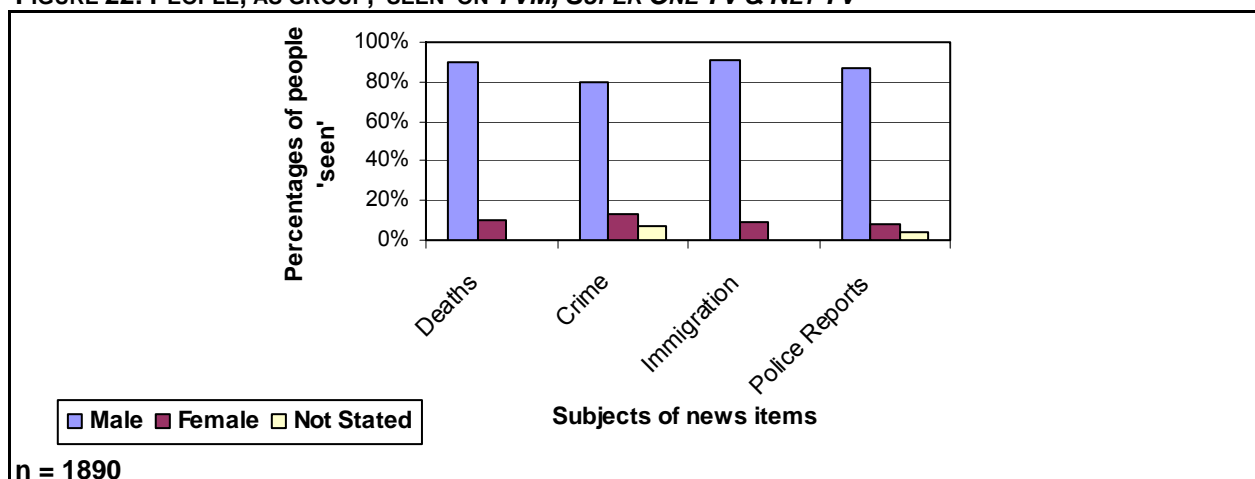
News items reporting 'immigration' show a dominance of men because very often news pictures show male irregular immigrants on their boats trying to enter Malta by sea. Very often female irregular immigrants portrayed are given a motherhood role and are shown holding young children who are among the group of irregular immigrants. An interesting point is even when such female immigrants are 'mentioned', they are described by their motherhood role, i.e. whether they are pregnant or whether they have children with them or not.

The following sub-section gives details on how the gender of the individuals portrayed in news bulletins varies according to the 'news item type'[58]. Results will show whether the type of the news item, i.e. be it political, economic, human story or 'light' story, effect the portrayal of gender and in which type of news items women or men are mainly reported and portrayed.

7.2.2 Section A.2

7.2.2.a 'News item type'
The following tables, Tables 7A, 7B, 7C and 7D, focus on how women and men as 'individuals' or as part of a 'group' are portrayed in news bulletins according to the 'news item type'. As seen earlier in this study, Tuchman *et al.* (1978) quoted in Baehr 1982, stress that women are "symbolically annihilated". Tuchman asserts that women who are shown are portrayed as "incompetent, victims or having 'trivial' interests". Therefore, this study takes a closer look at the portrayal of women and men in the news items with emphasis on the type of story reported. It investigates whether there is any correlation between the news item type and the gender of the individuals portrayed.

7.2.2.b People 'central', as 'individuals', by 'news item type'
Table 7A below shows that men are 'centrally reported' in all types of news items much more than women. In Cyprus (*CyBC*) men are dominantly reported in political news items (45.7%) and in contrast to only 1.2% in which women are reported in these types of news items. Although women are generally reported in 'light' news items, Table 7A below shows a higher percentage (4.3%) of men than women (1.7%) who were being reported. *CyBC* gives too much prominence to 'political news items' and this gives more exposure to men because men are generally reported in these news items. Men 'centrally reported' outnumber women in 'statistical news items' while in news items which deal on 'human issues', women minimally outnumber men. In 'economic news item type', 2.7% of individuals 'centrally reported' are men, and women almost balance men with 2.3%; while women almost equal men in 'human news items types', as seen below. On the three Maltese stations (*TVM, Super One TV* and *Net TV*) and similar as *CyBC*, 'political news item type' dominates news media where 43.1% men and 1.9% women are reported in 'political news items'. A closer look at the figures for each of the three Maltese stations indicates that women and men are equally reported on *Super One TV* for 'human news items' and on *TVM* for 'light news items'. In all other news item types, men who are 'centrally reported' by far outnumber women who are reported in 'political news items'. Table 7A below shows that in all the three

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[58] News item type – a general subject of the news item whether the news item is a political one, economic, human story, 'light' story and other (See Appendix A for categories of the news item type)

countries men are mainly reported in almost all the 'news subjects'. This reinforces the theory that women do not form part of the major news subjects to be reported (Van Zoonen, 1994). Holland in Marris & Thornham (1996, p. 441) argues that women appear on the screen in smaller numbers and more limited roles while "often seen in the background not as the main subject of the news item". These figures confirm that men are part of the public world which is always dominantly reported while women are found in the domestic sphere which is not commonly reported.

TABLE 7A: PERCENTAGE OF PEOPLE 'CENTRAL' BY THE 'NEWS ITEM TYPE'

Country	News item type	Male reported	Female reported	Not stated	Frequency (n)
Cyprus	Political	45.7%	1.2%	0.0%	
	'Light'	4.3%	1.7%	0.2%	484
Ireland	Political	21.3%	1.9%	0.5%	
	Statistical/Economic	2.7%	0.3%	0.0%	
	Human	1.6%	1.9%	0.0%	367
Malta	Political	43.1%	1.9%	1.5%	881
Net TV	Political	44.1%	2.1%	1.4%	290
Super One TV	Political	40.0%	1.8%	2.2%	
	Human	0.4%	0.4%	0.0%	225
TVM	Political	44.3%	1.9%	1.1%	
	'Light'	1.4%	1.4%	0.0%	366

7.2.2.c   People 'seen' as' individuals' and as 'groups' by 'news item type'
As was expected men are depicted more than women in all 'news item types' except in Ireland – see Table 7B below – where for 'human news item types' women outnumber men by only 0.7%. This percentage is significantly very low and contrasts with what Van Zoonen (1998) stresses that female newsmakers very often appear in human interest stories. Contrary to this, the data shows that women are absent in all news item types and where women outnumber men (as in the case of RTÉ news) the difference is significantly low. Again men 'pictured' dominate in 'political news types' in all the three countries – Malta, Cyprus and Ireland. Figures show that in political news stories, not only political speakers are dominantly men but also the officials around the political leaders, and even the majority of the audience present during political activities, are male.

TABLE 7B: PERCENTAGE OF PEOPLE 'SEEN' BY THE 'NEWS ITEM TYPE'

Country	'News item type'	Male 'seen'	Female 'seen'	Not stated	Frequency (n)
Cyprus	Political	40.3%	6.1%	0.0%	936
Ireland	Political	24.8%	3.6%	0.1%	
	Human	1.9%	2.6%	0.0%	778
Malta	Political	38.8%	6.8%	0.0%	1432
Maltese stations	**'News item type'**	**Male reported**	**Female reported**	**Not stated**	**Frequency (n)**
Net TV	Political	41.7%	8.3%	0.0%	518
Super One TV	Political	41.7%	6.4%	0.0%	
	Human	0.3%	0.3%	0.0%	391
TVM	Political	33.8%	5.5%	0.0%	523

From the news bulletins of these countries, one concludes that almost all the speakers in 'political news stories' are men and few women are 'seen' as part of the audience. Generally, the male figure is 'seen' around the conference table giving the speech or being directly involved in political decisions whereas women are portrayed as the 'backbenchers' in the political arena or are completely absent; and as shown by the data, this is the same for the three countries analysed. The same can be said about news items reporting 'economic or statistical issues' – women are generally invisible in content and in news visuals throughout these news items but women are mostly 'pictured' and reported in 'light news items' and in

'human stories'. However, these stories make up a very small percentage of the whole news bulletin, so women are reported in very few instances throughout the 30 minutes or 45 minutes of a news bulletin.

7.2.2.d   People 'interviewed' by 'news item type'

The data in Table 7C reinforces the dominance of men over women in news bulletins. Men are 'interviewed' more than women in all the 'news item types' particularly in 'political news items'. Men are mostly shown as experts who inform the audience through 'content', 'pictures', and/or 'interviews'. Results continue to show that the presence of women in the news is minimal. It is worth noting that men as interviewees dominate in all three countries – Cyprus, Ireland and Malta. The most notorious is in 'political news items' where the percentage of women 'interviewed' in this 'news item type' is minimal.

TABLE 7C: PERCENTAGE OF PEOPLE 'INTERVIEWED' BY THE 'NEWS ITEM TYPE'

Country	'News item type'	Male 'interviewed'	Female 'interviewed'	Frequency (n)
Cyprus	Political	32.1%	1.9%	
	Statistical/Economic	1.2%	0.0%	
	Human	0.3%	0.0%	
	'Light'	0.9%	0.0%	324
Ireland	Political	31.6%	1.9%	
	Statistical/Economic	5.3%	1.0%	
	Human	1.5%	3.4%	
	'Light'	4.9%	1.0%	206
Malta	Political	33.3%	3.0%	
	Statistical/Economic	3.0%	0.0%	
	Human	4.4%	0.7%	
	'Light'	4.4%	1.5%	135

7.2.2.e   The 'voice clips' of people by 'news item type'

While figures on Table 7D show that the technique of 'voice clips' is not frequently used in news bulletins of the three countries, male 'voice clips' are more common than female 'voice clips'. Journalists tend to choose more men than women for 'voice clips' as can be seen below. One can argue that this happens because very often men are the speakers during an event, so the choice of men's 'voice clips' is almost automatic. Journalists choose those people who make the story and, very often, it is men who are in a position to voice their policy or their decisions because they occupy top posts in a society. While understanding that the news reflect social realities, this type of reporting continues to enhance men because news media gives men the opportunity not only to be 'reported' but to 'physically voice their agenda' to the television audience.

TABLE 7D: PERCENTAGE OF 'VOICE CLIPS' BY THE 'NEWS ITEM TYPE'

Country	News item type	Male 'voice clips'	Female 'voice clips'	Frequency (n)
Cyprus	Political	49.4%	1.7%	
	Statistical/Economic	2.8%	1.7%	
	'Light'	6.2%	3.4%	
	Other	30.9%	3.9%	178
Ireland	Political	40.2%	3.7%	
	Statistical/Economic	2.8%	2.8%	
	Human	0.0%	0.9%	
	Other	35.5%	13.1%	
	'Light'	0.9%	1.0%	107
Malta	Political	45.5%	3.0%	
	Other	36.4%	18.2%	11

7.2.3 Section A.3

7.2.3.a   'News item scope'[59]
The portrayal of women and men *vis-à-vis* 'news item scope' is also analysed. The following four tables (Table 7E to Table 7H) show the percentages of people 'centrally reported', 'seen', 'interviewed' and 'voice clips' in relation to the 'news item scope'. The data and figures below describe the situation for women and men in news bulletins according to the 'news item scope'. Results obtained show whether women are more reported in international news items or in local or national news items. Figures answer questions with regard to which gender is mainly 'reported' and 'portrayed' according to the 'news item type'. This data is important because they indicate whether there are any differences in the way 'local', 'national' or 'international' news items are reported in Cyprus, Ireland and Malta and it was found that 'local' news items focus mainly on the political situation within that particular country, whereas 'international' news items focus more on 'tragedies' or 'disasters' and other happenings which take place around the world.

7.2.3.b   People 'central', as 'individuals', by 'news item scope'
Data shows that news items on 'national matters' are mostly reported in news in the three countries analysed. With regard to 'local news items' Malta, being the smallest country analysed, has a very small percentage of 'local news items' because local issues very often fall under national issues. If something happens in a Maltese village, it will influence or effect the whole island. However, the same coding technique had to be used for the three countries so the 'local' category is also for Maltese news items as very few news items were coded as 'local news items'; and included activities organised by a local council which strictly effect a small community.

In Table 7E below, women are mainly 'reported' in 'national news stories' and in 'national and other' news stories except for Cyprus (*CyBC*) where women are more 'centrally reported' in 'international news stories' than in 'national news stories' even though the difference in percentages between the two is minimal, i.e. 0.8%. The reason behind this is that Cypriot news bulletins give more importance to the political conflict between Greek Cypriot leadership and Turkish Cypriot leadership, and so it is mainly male political leaders who are involved in such political talks. During the days analysed for this study, *CyBC* considerably reported the political meetings on political agreement between the two sides which were continuously taking place.

TABLE 7E: PERCENTAGE OF PEOPLE 'CENTRAL' BY THE 'NEWS ITEM SCOPE'

Country	'News item scope'	Male 'central'	Female 'central'	Frequency (n)
Cyprus	Local	5.6%	0.6%	
	National[60]	47.7%	2.1%	
	National and other[61]	19.4%	0.8%	
	International	19.0%	2.9%	484
Ireland	Local	19.3%	1.6%	
	National	33.2%	7.6%	
	National and other	18.3%	2.2%	
	International	10.6%	2.7%	367
Malta	Local	1.6%	0.5%	
	National	52.3%	4.5%	
	National and other	13.5%	3.2%	
	International	18.4%	2.2%	881

7.2.3.c   People 'seen' by 'news item scope'
Table 7F below reveals that women are more 'pictured' in 'national news items' than in any other news items; and this is evident in Cyprus, Ireland and Malta. As shown in the table there is a rise in the percentage of women 'pictured' in the news items irrelevant of the 'news item scope'. The highest

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[59] News item scope – refers to the perspective of the news item and which area is being reported, whether it is local, national or international. See Appendix A for all categories
[60] National – importance within country
[61] National and other – involves country and other countries

percentage of women (16.9%) is registered for the Maltese news bulletins when reporting 'national news items'. It is important to note that this data does not indicate how women are 'portrayed', i.e. if women are stereotyped or not. This study does not go into semiotics but is 'limited' to the quantitative content. There may be instances when women are 'pictured' more because the cameraperson and the video editor might have chosen to picture the 'good-looking' or a sexy woman instead of picking on a man. This was also referred to by Miriam Dalli (*Super One TV*) during the face-to-face interview conducted for this study on 9th February 2002 who claimed that a cameraperson (being a man) chooses to film the women he likes amongst the audience.

TABLE 7F: PERCENTAGE OF PEOPLE 'SEEN' BY THE 'NEWS ITEM SCOPE'

Country	'News item scope'	Male 'seen'	Female 'seen'	Freq. (n)	Male (group)	Female (group)	Freq. (n)
Cyprus	Local	5.2%	1.3%		4.0%	2.0%	
	National	45.9%	8.7%		36.5%	15.6%	
	National and other	15.5%	3.4%		11.6%	3.4%	
	International	16.8%	3.2%	936	18.4%	7.1%	353
Ireland	Local	13.5%	2.7%		15.0%	5.2%	
	National	32.4%	13.0%		24.0%	16.3%	
	National and other	16.6%	3.2%		12.9%	6.4%	
	International	12.9%	5.5%	776	10.7%	4.7%	233
Malta	Local	0.8%	0.1%		1.4%	0.4%	
	National	49.3%	11.7%		33.9%	16.9%	
	National and other	11.7%	3.9%		11.4%	4.0%	
	International	16.7%	5.3%	1428	21.5%	6.9%	781

7.2.3.d   People 'interviewed' by 'news item scope'
From Table 7G below it can be seen that people are 'interviewed' in 'national news items' more than in 'international news items'. The reason for this is that in 'national news items', the reporter of the television station, i.e. *CyBC*, *RTÉ*, *TVM*, *Super One TV* and *Net TV*, go personally to interview the individual while, on the other hand, for 'international news' stations rely on an international news agency to interview the individual. So it might be more difficult to have an interview shown during a foreign news feature because the international news agency might have chosen not to interview anyone on the issue being reported. Table 7G shows that men are mainly 'interviewed' independent of the 'news item scope'. This shows that the percentages registered for women 'interviewed' in 'national news items' in Ireland (*RTÉ*) and on the three Maltese stations (*TVM, Super One TV* and *Net TV*) are also very low when compared to the percentages of men 'interviewed'; while such percentages are higher than the percentages for women 'interviewed' on *CyBC*. 12.6% women are 'interviewed' on *RTÉ* and 33% men. With regard to the Maltese 'national news items', the difference between women and men 'interviewed' is high but 12.6% women are 'interviewed'. This is the highest percentage for women in all the 'news item scope'.

TABLE 7G: PERCENTAGE OF PEOPLE 'INTERVIEWED' BY THE 'NEWS ITEM SCOPE'

Country	'News item scope'	Male 'interviewed'	Female 'interviewed'	Frequency (n)
Cyprus	National	51.2%	4.6%	
	International	14.8%	1.2%	324
Ireland	National	33.0%	12.6%	
	International	7.8%	2.4%	206
Malta	National	58.5%	12.6%	
	International	6.7%	0.7%	135

7.2.3.e   'Voice clips' by 'news item scope'
In Table 7H below, the percentage of 'voice clips' in all the news items is much lower than in interviews, but, voice clips are used more often in 'national news stories'. 'Voice clips' are mostly used by *CyBC* and their news journalists make continuous use of sound bites of male political leaders when they are giving their speech – in fact, 58.4% of voice clips are registered for male speakers in 'national news items'. The Maltese stations (*TVM, Super One TV* and *Net TV*) rarely include 'voice clips' to enhance the news items

but *RTÉ* on the other hand, included a relatively high 12.1% of female 'voice clips' in 'national news items'.

TABLE 7H: PERCENTAGE OF 'VOICE CLIPS' BY THE 'NEWS ITEM SCOPE'

Country	News item scope	Male 'voice clips'	Female 'voice clips'	Frequency (n)
Cyprus	National	58.4%	6.2%	178
Ireland	National	34.6%	12.1%	107
Malta	National	36.4%	18.2%	11

The four tables discussed above show that 'national news stories' are selected by the three countries as being the most important to be reported and presented to the audience. It is also noted that in all the news items for Cyprus, Ireland and Malta men outnumber women in 'national', 'local' and 'international' news items at all levels of portrayal.

7.2.4 Section A.4
7.2.4.a   Who is selected?
This study also investigates whether the gender of the journalists effects the selection of the individuals reported in the news. In the face-to-face interviews, journalists were asked whether female journalists choose more women to be reported and portrayed. Throughout the interviews conducted, journalists had different opinions on the type of news stories that are associated with one's gender. Some journalists admit that female journalists write better stories on 'human interest' and 'social issues'; however, others believe that the gender of the journalist does not make any difference on the scripting of a news item. Moreover, some argue that 'economic or statistical news' items are generally written by male journalists as is the case with 'political news' items. The question which is often asked is whether female journalists choose more women in the news items they are reporting or whether male journalists prefer to interview men instead of women. As demonstrated in the previous chapter, journalists and desk officers interviewed denied this and revealed that they choose the individual who is most relevant to the news story. However, some admit that they try to choose a female expert instead of a male expert to speak about the subject which is reported so that more female experts will be exposed in news bulletins.

The following data analysis tries to answer whether female reporters tend to portray more women or vice versa. Again results are divided between the exposure of women and men in different types according to whether they are 'interviewed', exposed by 'voice clips', 'centrally reported' and 'seen' in news pictures.

7.2.4.b   People 'interviewed' by reporter's gender
Figure 23 below refers to data on people 'interviewed' in 'features' prepared, i.e. reported and produced, by female and male journalists in the three countries analysed. As expected, this figure shows that men are 'interviewed' much more. This has nothing to do with the reporter's gender. Although this situation is common in the three countries analysed (Cyprus, Ireland and Malta) the same graph below illustrates that female journalists at *RTÉ* (Ireland) choose more women to interview than male journalists. While 10.2% of women are interviewed by female journalists, male journalists choose to interview 8.7% women. In Cyprus and Malta, there is no similar trend: 4.3% women are chosen by *CyBC* male journalists while female reporters interview 3.7% women; and in Malta, 6.7% women are interviewed by male reporters and female reporters interview 5.9% of women.

With regard to the three Maltese stations (see Figure 24 below), when *Super One TV* and *TVM* are compared to *Net TV*, data shows that *Net TV* female journalists choose more women to interview than male journalists. However, these figures need further explanation because the interviews depend on which 'news subjects' are to be reported. If female journalists are to report topics in which women are focused, then more women are interviewed by the female journalists preparing the news feature; and automatically women are portrayed more in news items prepared. On the contrary, if male reporters report 'news subjects' where there are more men as 'central figures', then male reporters will report more men. Therefore it is important to look at these figures in a holistic way.

The same was observed in the GMMP report (2000, p. 23) because it was also found that women are reported and portrayed more because female journalists tend to report women's topics such as health,

education, arts/entertainment and celebrity news; while male reporters tend to report topics such as war, politics and sports where the proportion of women in these 'news subjects' is relatively low.

FIGURE 23: PEOPLE 'INTERVIEWED' BY REPORTERS' GENDER IN CYPRUS, IRELAND & MALTA
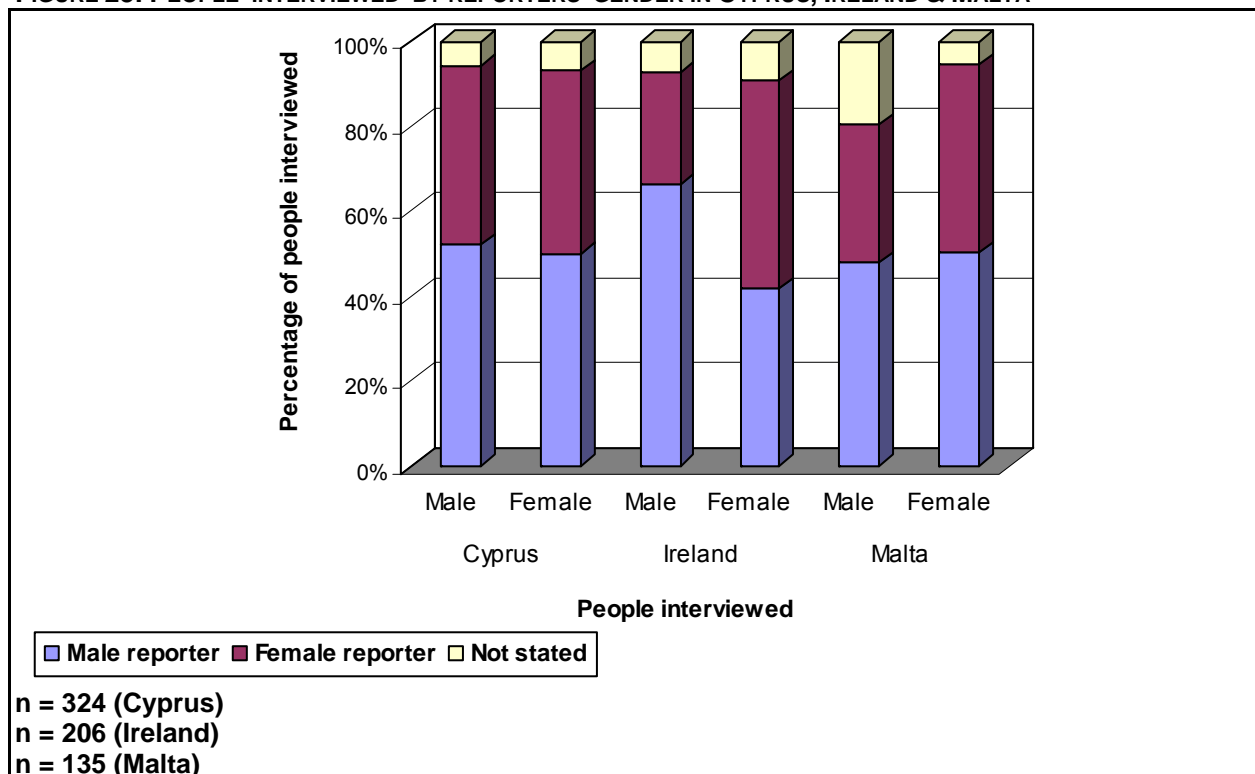
FIGURE 24: PEOPLE 'INTERVIEWED' BY REPORTERS' GENDER ON *CYBC, NET TV, RTÉ, SUPER ONE TV & TVM*
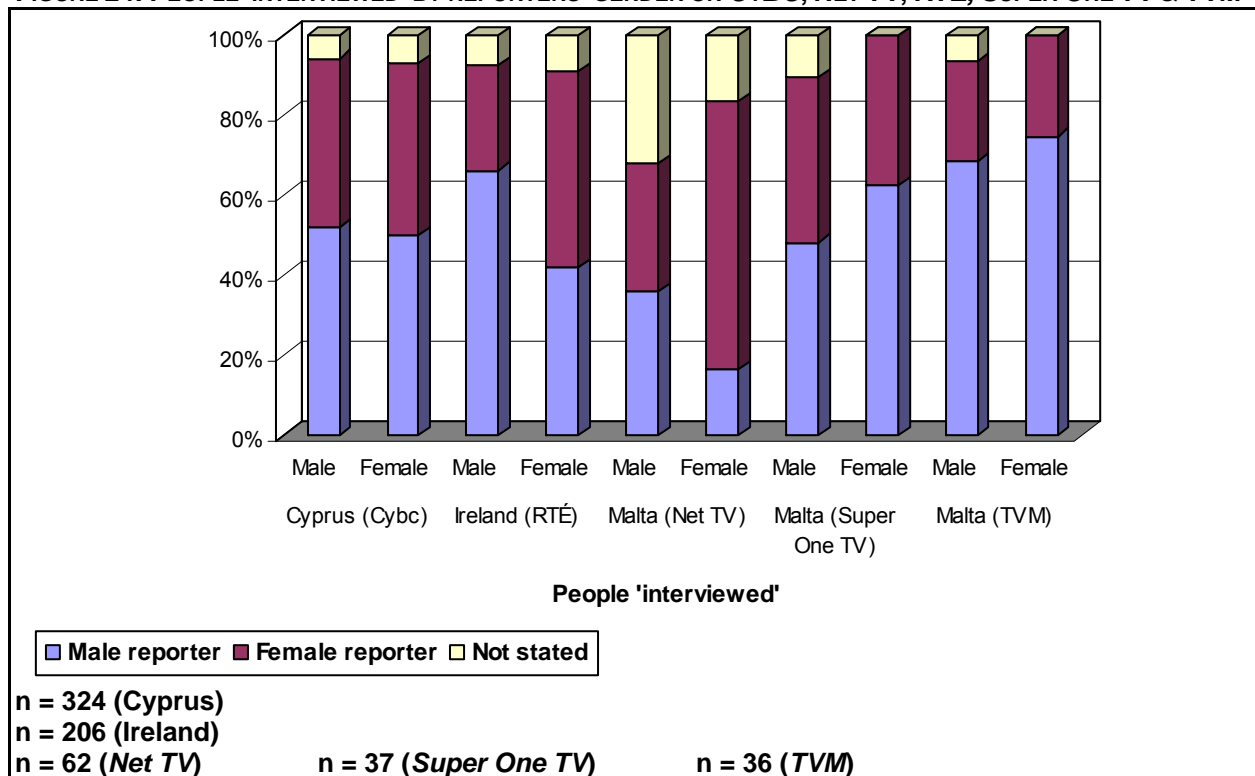
7.2.4.c 'Voice clips' by reporter's gender

The trend that female journalists give more exposure to women is also evident in Figure 25 where female journalists in all the three countries analysed choose to use female speakers. It was found that when female reporters are responsible for the production of a news feature they choose 'voice clips' of female speakers: in Ireland female reporters show 17.8% of women's voice clips and male reporters use only 2.8% of women's voice clips; while the statistics for Malta reinforces that female reporters expose women's 'voice clips' more as female reporters choose 18.2% women's 'voice clips' while male reporters do not expose female 'voice clips'. This data indicates, to a certain extent, that the gender of the journalist does effect the portrayal and representation of gender in news bulletins; however, the effect is not seen throughout the news bulletins.

FIGURE 25: 'VOICE CLIPS' BY THE REPORTER'S GENDER IN CYPRUS, IRELAND & MALTA

n = 177 (Cyprus)
n = 107 (Ireland)
n = 11 (Malta)
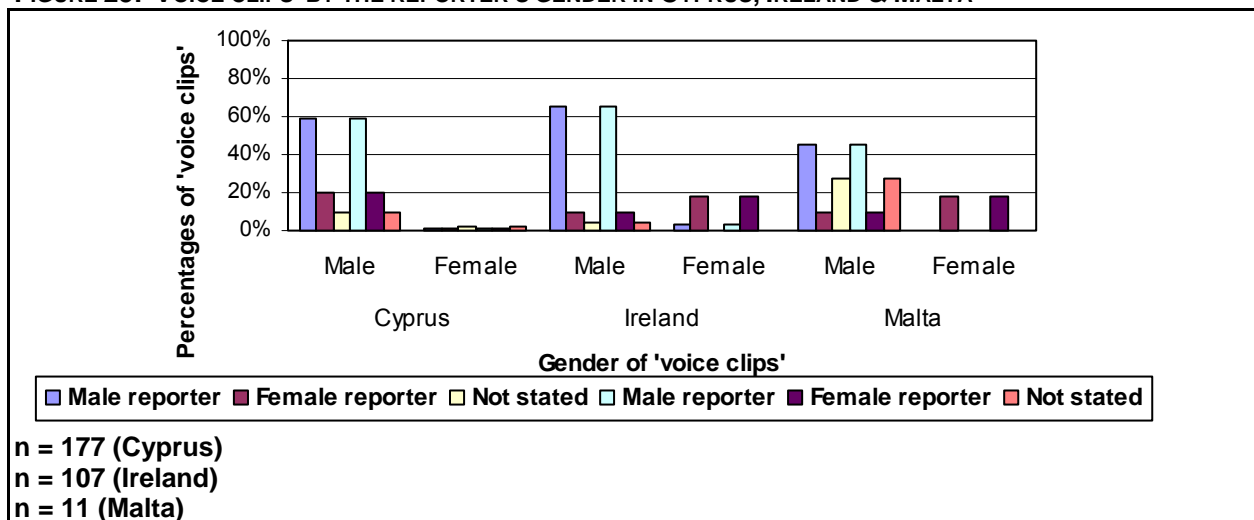
7.2.4.d People 'central' by reporter's gender

At *RTÉ*, as seen below in Figure 26, female reporters tend to seek more women as the 'central figure' in a news item even though there are not any particular subjects which are entirely assigned to female reporters. The percentages for *CyBC* and the three Maltese stations indicate that men dominate when being reported as the central figure and so female and male journalists mainly expose and report men because men are dominant in the news.

FIGURE 26: PEOPLE 'CENTRAL' BY REPORTERS' GENDER ON *CyBC*, *RTÉ*, *NET TV*, *SUPER ONE TV* & *TVM*

n = 483 (Cyprus)
n = 367 (Ireland)
n = 286 (*Net TV*)   n = 225 (*Super One TV*)   n = 366 (*TVM*)
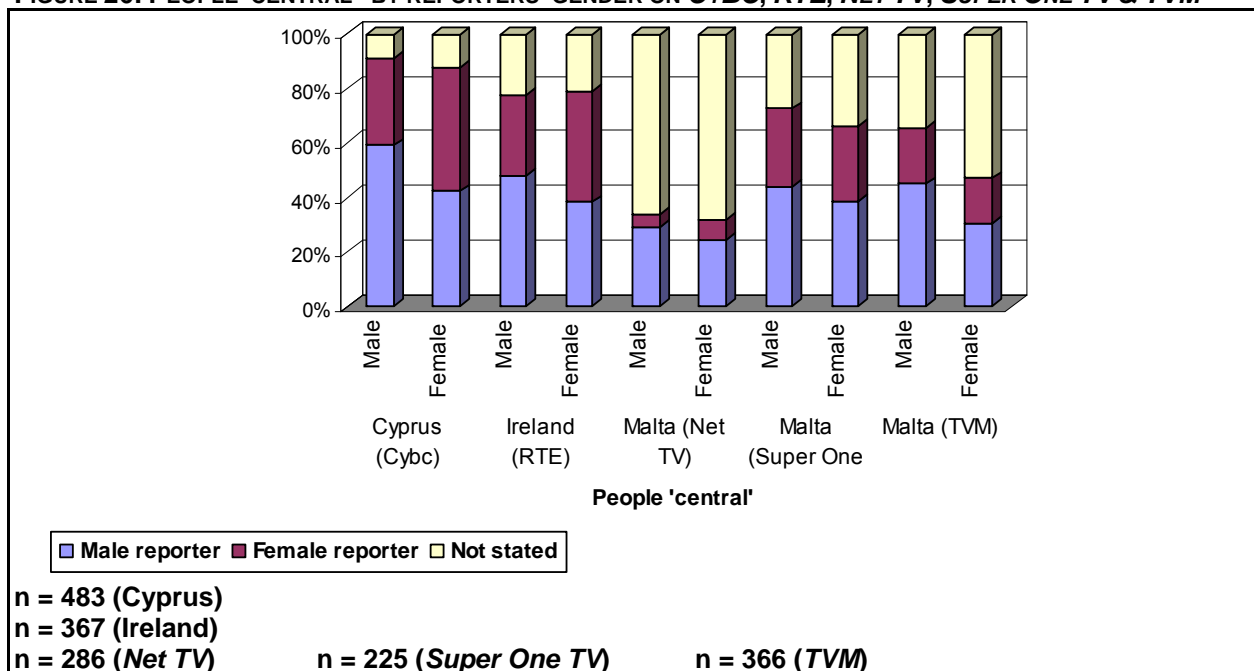
7.2.4.e   People 'seen', as 'individuals', by reporter's gender

Figure 27 below illustrates whether there is a correlation between the individuals 'seen' in the news and the gender of the journalist responsible for writing the news item. On this issue information was gathered during expert interviews conducted while quantitative data was also gathered in order to be able to investigate correlation.

Journalists were asked whether they are also responsible for the news visuals shown during a news feature. The Maltese journalists answered that very often the video editor alone chooses the news visuals and they are not present during the editing because they would have other stories to report. On the other hand, during the field observation at *RTÉ* it was observed that the journalists stay with the video editor when preparing the news feature and so the journalists would also have a say in what is shown in a news item. Figure 26 focuses on the people, as individuals 'seen' on the five stations analysed in relation to the gender of the journalists. Data shows that *RTÉ* female reporters choose to show more women in news visuals than do male reporters. In fact, from a total of 29.2% of individuals 'pictured', in news 'features' prepared by female reporters at *RTÉ* there was 10.9% women 'seen' and when news 'features' were written by male reporters there was 8.5% women 'seen'. These figures indicate that when female reporters are involved in the production of a news feature, they give more chance to show women in news visuals. *Super One TV* then is the next station where female journalists expose more women. In spite of these relatively high percentages, figures below show that men are 'pictured' more often than women. Video editors tend to influence the final production of the news bulletin by choosing men and not women to be 'seen' in the news pictures and so news bulletins continue to be imbalanced against women. Along the different stages of news production, decisions about gender representation and portrayal occur within the news bulletins which effect the actual representation of women and men and effect who will be mostly 'reported', 'seen', 'interviewed' and 'exposed' through the use of 'voice clips'. Every decision which is taken by journalists, producers, news directors or visual editors effects the final product of the news bulletin.

FIGURE 27: PEOPLE 'SEEN' BY REPORTERS' GENDER ON *CYBC, RTÉ, NET TV, SUPER ONE TV & TVM*

n = 933 (Cyprus)
n = 778 (Ireland)
n = 513 (*Net TV*)   n = 391 (*Super One TV*)   n = 523 (*TVM*)
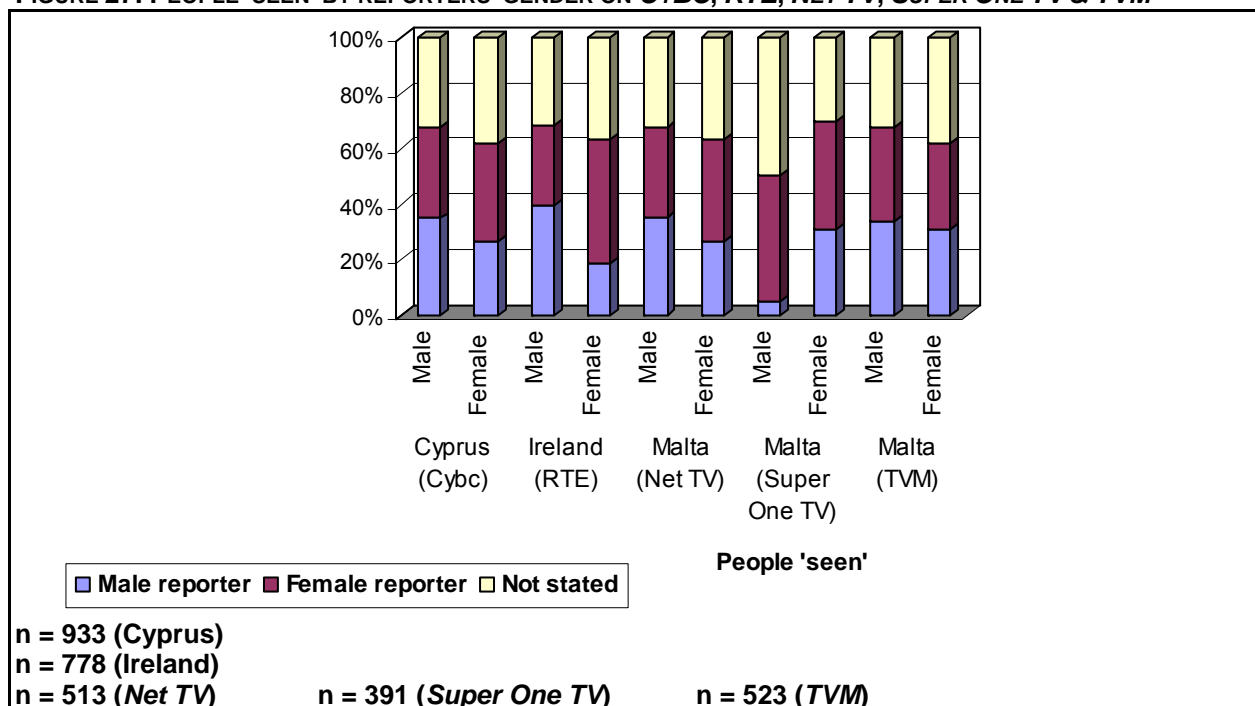
As explained earlier in this chapter, people portrayed were coded as 'individuals' and as a 'group' separately because both themes had to be considered; i.e. when people are individually reported and when people are portrayed as part of a 'group' in general. While Figure 27 refer to people seen 'as individuals', Figure 28 refers to individuals, as a 'group' 'seen' on the five stations analysed. Different results were obtained. In news items written by female reporters, women as a 'group' did not dominate the news; and, on the other hand, when groups were 'pictured', men were dominantly seen. There are two reasons for this: women as a 'group' might not be in the news as often as men as a 'group' so

automatically women are less 'pictured'. It also might indicate that video editors and journalists choose more males as a 'group' to be 'seen' in the news features than females as a 'group'.

FIGURE 28: PEOPLE, AS GROUP, 'SEEN' BY REPORTERS' GENDER ON *CYBC, RTÉ, NET TV, SUPER ONE TV* & *TVM*

n = 352 (Cyprus)
n = 233 (Ireland)
n = 246 (*Net TV*)   n = 226 (*Super One TV*)   n = 306 (*TVM*)
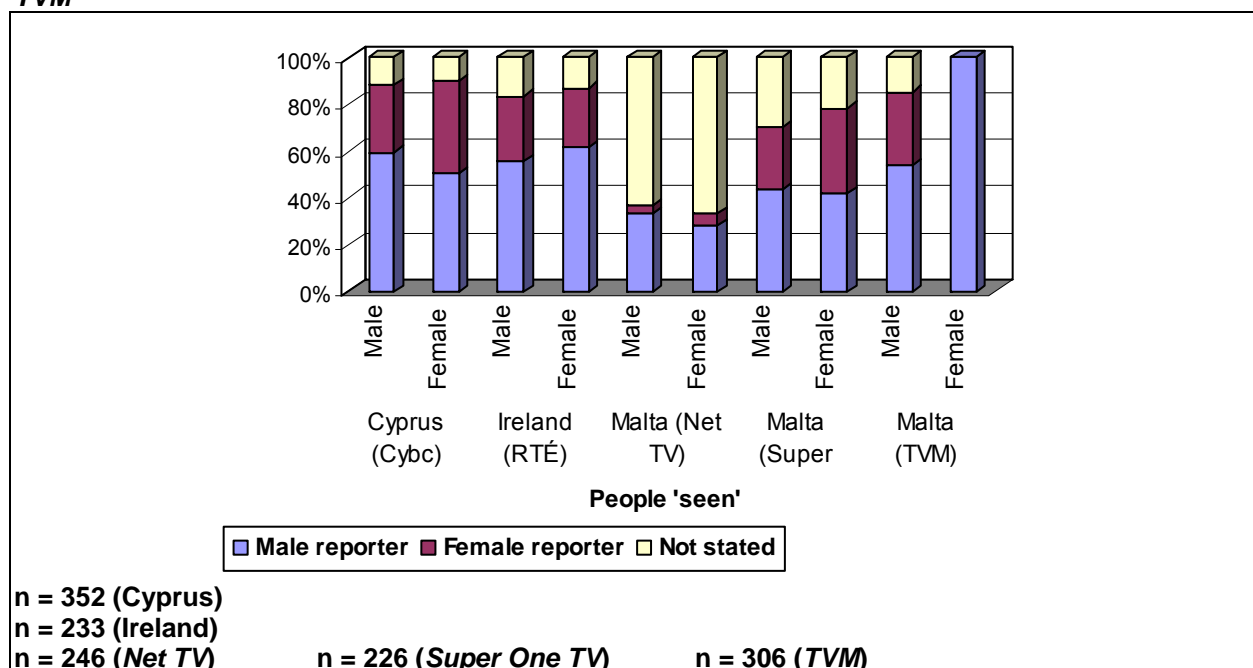
7.2.5 Section A.5

7.2.5.a   People portrayed by occupation, 'society label'[62], age, family relationship[63], victim, 'wrongdoing'
After analysing people reported by 'news item type', by 'news item scope', and by the 'reporter's gender', the following part of this chapter (section A 5) delves into the portrayal of people in the news bulletins of Cyprus, Ireland and Malta with regard to their occupation or their position in society; their age group; the identification of their familial status; and whether they are portrayed as 'victims' and/or as 'wrongdoers'. The study investigates whether there is any correlation between the gender of the people portrayed in news bulletins and the above criteria; as for instance, which is the most common occupation that is associated with gender and which is mostly reported. This sub section also discusses who are the newsmakers and how are they represented in the news bulletins.

7.2.5.b   People 'interviewed' by occupation, 'society label', age, family relationship, victim, 'wrongdoing'
The tables and figures above showed that men are mostly 'interviewed'. This section shows that very often the occupation determines who will be 'interviewed'. These figures (Figures 29, 30, and 31), show that since women do not occupy different posts in society, women are not being 'interviewed' in news. Usually politicians, top officials, people in government and the police are the most common occupations who are 'interviewed' in the news and since very few women are found in these occupations, women are absent from the news media. The stations analysed give prominence and mostly interview politicians who are dominantly male. Figures show that the percentage of male politicians is very high when compared to the very low percentage of female politicians. A high percentage of men whose occupation falls under the category of 'administrators' are 'interviewed' in all three countries (Cyprus, Ireland and Malta), while women are almost invisible for this occupation. 14.9% men in the 'army or in the police corps' are also 'interviewed' on *CyBC* news bulletins but not a single woman is interviewed in this occupation.   A minimal percentage of women as 'health professionals' are 'interviewed' on *CyBC*

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[62] Society label – the position in society of the individual portrayed, for example, prisoners, members of the public, consumers or irregular immigrants
[63] Family relationship – the individual described by his/her marital or family status

(Cyprus) and *RTÉ* (Ireland) while on the Maltese stations (*TVM*, *Super One TV* and *Net TV*), a small percentage of women as 'blue collar workers' are 'interviewed'. The data in Figures 29, 30, 31 below clearly demonstrate that few women are found in decision making positions such as in 'government' and that a small number of women can be found in other occupations such as 'blue collar workers' or in the art industry. From the total number of people interviewed, 1.1% of women interviewed on *RTÉ* are artists. On *RTÉ* women 'interviewed' fall under several types of occupations. Figure 29 below illustrates that *RTÉ* is the station in which a number of women from various occupations are 'interviewed'. In fact women are interviewed in many occupations such as 'political scientists or researchers', in 'education', as 'health professionals', as 'media people' and as 'Presidents of an organisation'.

FIGURE 29: PEOPLE 'INTERVIEWED' BY OCCUPATION & GENDER ON *RTÉ*

n = 181
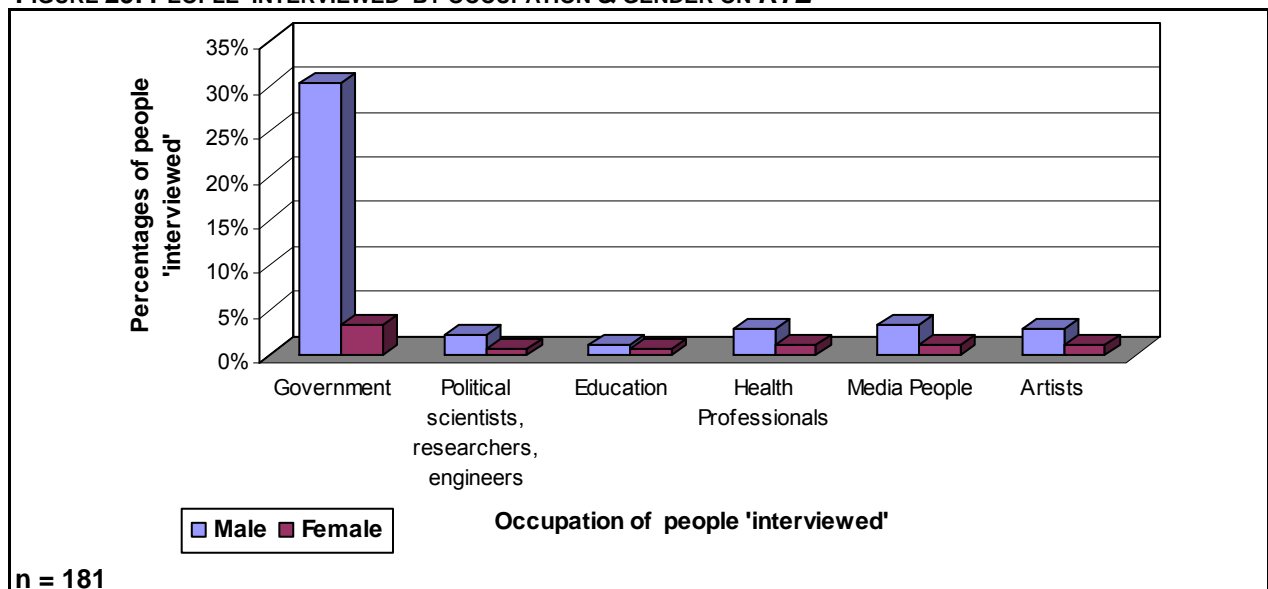
On the other hand, as seen in the next two figures below women 'interviewed' in Cyprus and Malta are not spread over a number of different posts/occupations: while on *RTÉ* news, women were found in various occupations (see figure 29), in Cyprus and in Malta a very low percentage were found in occupations of 'government' and as 'health professionals' and not found in several occupations. Such data would indicate that there is more gender balance in Irish society with regard to women at work as data show that working women are more exposed on *RTÉ* news than on the Cypriot or Maltese television news bulletins.

FIGURE 30: PEOPLE 'INTERVIEWED' BY OCCUPATION & GENDER ON *CYBC*

n = 261
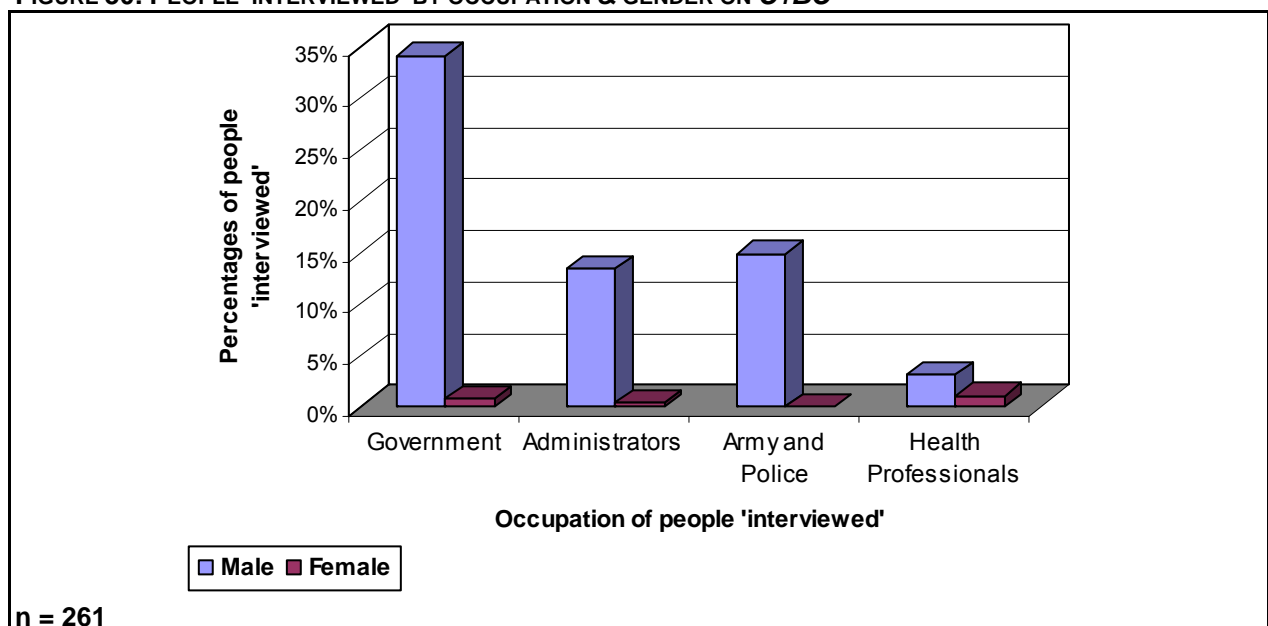
FIGURE 31: PEOPLE 'INTERVIEWED' BY OCCUPATION AND GENDER ON *TVM, SUPER ONE TV* & *NET TV* (MALTA)

n = 96
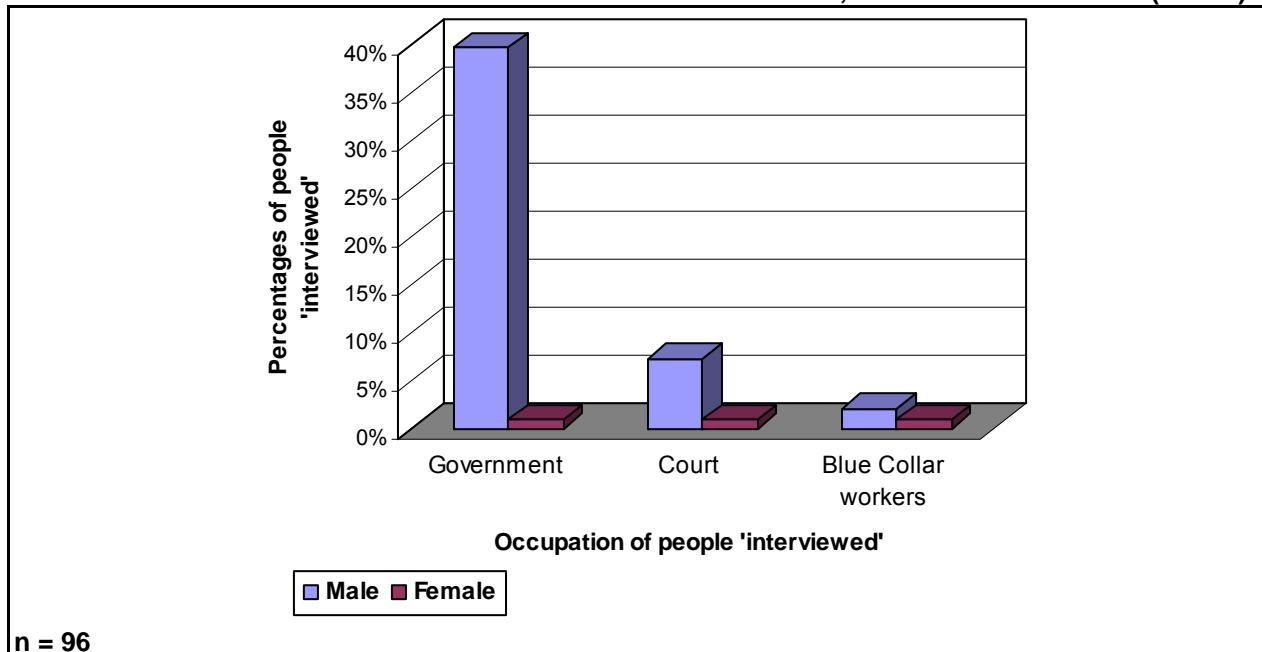
As explained at the beginning of this section, the portrayal of women and men is investigated *vis-à-vis* their age group. Media theorists (Friedan 1963; Tuchman 1978; Gallagher 1980 cited in Gauntlett & Hill 1999) emphasise that women on television are often portrayed as being young and pretty. Similarly, this study shows that people 'interviewed' are generally aged in their mid-thirties (see Figure 32). This is consistent throughout the three countries analysed. On the other hand, it is worth noting that 46% men 'interviewed' on *CyBC* fall in the 50 – 64 age group and the reason behind this figure is due to the fact that male political leaders who were in their fifties, were frequently reported on *CyBC* news.

FIGURE 32: PEOPLE 'INTERVIEWED' BY GENDER & AGE IN CYPRUS, IRELAND & MALTA

n = 324 (Cyprus)
n = 206 (Ireland)
n = 134 (Malta)
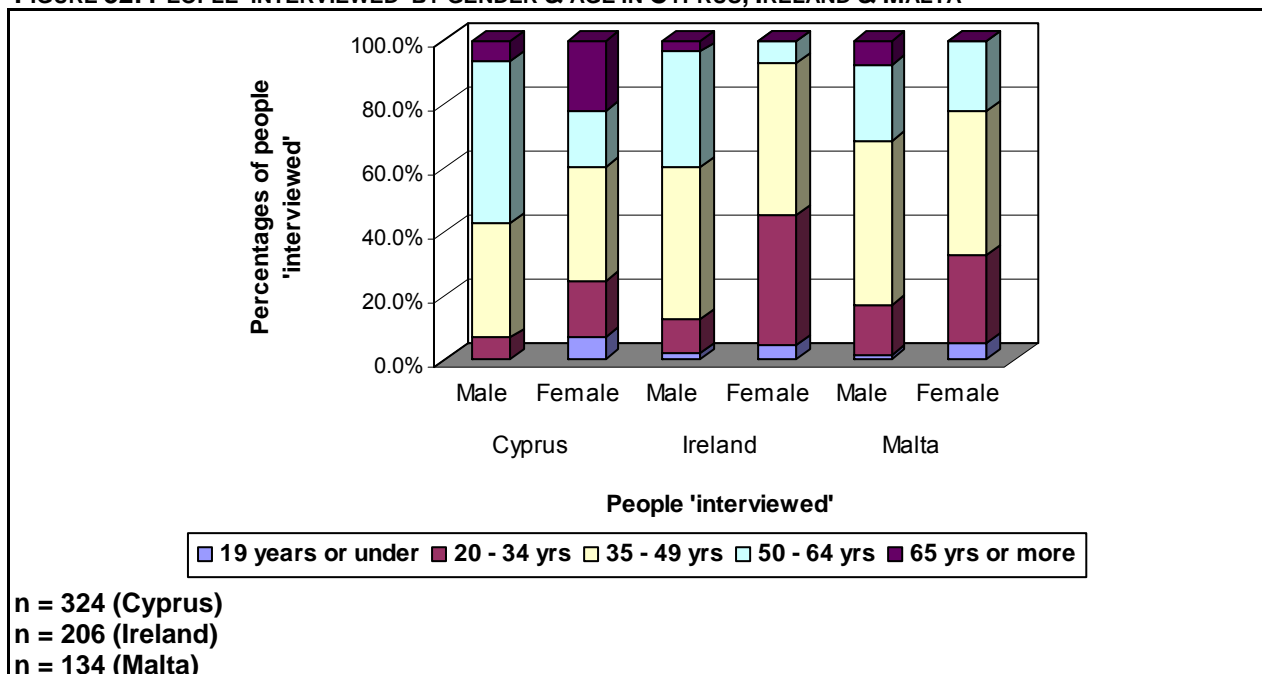
Since people in the news are not always portrayed and reported by their occupation, another category entitled 'society label' is used to code portrayal like the 'members of the public', 'criminals', 'prisoners', etc. (see Appendix A). Table 7I below shows quite interesting data of the people 'interviewed' in Cyprus, Ireland and Malta. As was expected, the highest percentages of people who are 'interviewed' are coded as 'members of the public'. Although in Cyprus and Malta, men as 'members of the public' outnumber

women, Table 7I shows that the percentage for women interviewed is quite high; while in Ireland, women who are 'members of the public' and are 'interviewed' outnumber men. This was the only case where women who were 'interviewed' outnumbered men. Such a figure is significant because it shows that women are dominant as 'members of the public' but not as 'top officials' who make decisions. On *CyBC* the number of women who are 'interviewed' and coded as consumers', is higher than men. This content analysis shows that *CyBC* uses a number of *vox pop[64]* to illustrate a news feature. In news items reporting the high prices of vegetables, women are mainly 'interviewed' and this reinforces the stereotype that women are the housewives and are the consumers who have to buy food for their family. In particular, news items reporting on the high prices of vegetables, women are 'interviewed' and put in the news picture, since the journalist first goes to ask questions to the husband, and then his wife comments on the high prices. In one particular item, the female journalist goes to ask the man and gives very little chance for the woman to voice her opinion even though the latter is portrayed as the most knowledgeable in the subject.

TABLE 7I: PEOPLE 'INTERVIEWED' BY GENDER & 'SOCIETAL LABEL' IN CYPRUS, IRELAND & MALTA

Country	'Societal label'	Male 'interviewed'	Female 'interviewed'	Frequency (n)
Cyprus	Consumers	4.8%	11.1%	
	Protestors	1.6%	0.0%	
	Members of the public	68.3%	14.3%	63
Ireland	Sports supporters	12.0%	0.0%	
	Protestors	0.0%	4.0%	
	Members of the public	28.0%	44.0%	25
Malta	Consumers	13.2%	5.3%	
	Protestors	2.6%	2.6%	
	Members of the public	50.0%	23.7%	38

It has often been observed that news bulletins tend to report women in terms of their family relationship for instance as wife, as mother or as daughter. Figure 33 confirms that on *RTÉ*, women more than men who are 'interviewed' tend to be identified by their 'family relationship'. 4.9% women are 'identified as the wife, daughter, mother or sister' while only 2.9% men are 'identified as the husband, son, father, brother'. This suggests that women are more related to the family or motherhood much more than men.

FIGURE 33: PEOPLE 'INTERVIEWED' BY GENDER & FAMILY RELATIONSHIP IN CYPRUS, IRELAND & MALTA

n = 324 (Cyprus)
n = 196 (Ireland)
n = 134 (Malta)

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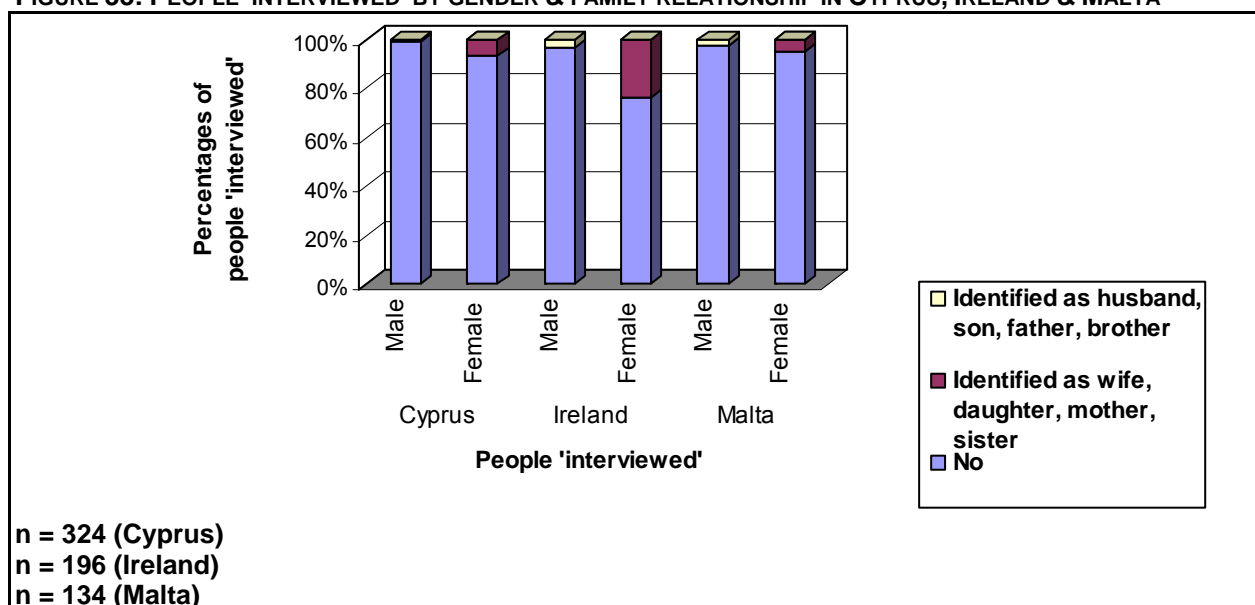
[64] *Vox pop* – short interviews to elicit a cross-section of opinions. Sometimes called 'streeters' because people are stopped at random, usually on the street. (from Making Television News – A reporter's guide to TV news production by Neil Everton Reuters Foundation)
vox populi [Latin]- the voice of the people; popular opinion (http://www.hearingvoices.com/voxpop)

Research also shows that women are also generally portrayed as 'victims' (Holland in Marris & Thornham, 1996 p. 441). However, data retrieved demonstrates that less women than men are interviewed as 'victims' during the 14 day period analysed in this study. As Van Zoonen (1998) stresses, figures are contrasting with the theory that women are portrayed as the 'victims' at least when women and men are 'interviewed' during the news bulletins. As shown in Table J below in Cyprus more men are 'interviewed' as 'victims of accidents or natural disasters' and more men are 'interviewed' as 'victims of other happenings' except war and crime. Similar results were retrieved for the three Maltese stations (*TVM*, *Super One TV* and *Net TV*) where men 'interviewed' outnumber women 'interviewed' when portrayed as 'victims of accidents/natural disasters' and 'victims of other happenings'. It is found that only on *RTÉ*, women as 'victims' who were 'interviewed', slightly outnumber that of male 'victims' (Table 7J).

TABLE 7J: PEOPLE 'INTERVIEWED' BY GENDER & PORTRAYED AS VICTIMS IN CYPRUS, IRELAND & MALTA

Country	Victim	Male 'interviewed'	Female 'interviewed'	Frequency (n)
Cyprus	Victim of accident/natural disasters	2.5%	0.6%	
	Victim of war	0.6%	0.0%	
	Other	3.4%	1.5%	324
Ireland	Victim of war	0.0%	0.5%	
	Other	1.5%	4.9%	206
Malta	Victim of accident/natural disasters	2.2%	0.7%	
	Victim of crime (other than sexual abuse)	0.7%	0.0%	
	Victim of war	0.0%	0.7%	
	Other	1.5%	0.7%	134

The following data (Chart 1 and 2, Figures 34 to 38, and Tables 7K to 7Q), refer to data which shows the correlation, if any, between the people 'centrally portrayed' as 'individuals' or as a 'group', to their occupation, 'society label', age and 'family relationship'. It will also show whether women and men are 'centrally reported' as 'victims' and as 'wrongdoers'.

7.2.5.c   People 'central', as 'individuals' and as a 'group', by occupation, 'society label', age, family relationship, victim, 'wrongdoing'
Data in Chart 1 reveals that men, as 'individuals', dominate the news bulletins aired on the five stations analysed. 86.5% men are 'centrally reported' in the news which shows that men (and not women) make the news.

Even when a group of individuals is 'centrally reported', men dominate as the 'central news figures'. Although 65.3% of individuals in a 'group', as seen in Chart 2, are not identified by gender, 30.3% of individuals in a 'group' 'centrally reported' are males.

As found previously, the people most 'interviewed' are male 'politicians' or men who occupy 'governmental' posts. These are the individuals most centrally reported in the three countries. The difference in percentages between female politicians and male politicians 'centrally reported' is quite high and this confirms that since politics and political issues make news, men dominate the news because there are more male politicians than female politicians. This is the same for the other figures listed below unless indicated. As figures below show, on *CyBC*, men as 'administrators', and men in the 'army or the police corps', are very often 'centrally reported'. As Figure 34 shows, women are almost invisible on *CyBC* news and the highest percentage of women 'centrally reported' is 1.2%; and these are portrayed as 'artists'.

On *RTÉ* news bulletins, men working in 'court' and in the 'army or in police corps' are also quite often 'centrally reported' while women are almost invisible in both occupations. 22.8% of men 'centrally reported' on *RTÉ* are 'sports players'; contrastingly, only 1.3% women are 'centrally reported' as 'sports players'. In Figure 35, the highest percentage for women 'centrally reported' on *RTÉ* falls in these two occupations – 'government' (3.8%) and 'administration' (1.6%). Contrasting to these figures, Cyprus and Malta registered very low percentages for these 'top' posts: 0.5% women as 'administrators' are 'centrally portrayed' on *CyBC*; while on the Maltese stations only 12.4% women as 'administrators' were 'centrally portrayed' and 0.8% women in 'government'.

CHART 1: PEOPLE, AS 'INDIVIDUALS', 'CENTRALLY REPORTED' IN CYPRUS, IRELAND & MALTA

Frequency of People (as individuals) portrayed at central in the news item

	Frequency	Valid Percent
Male	1499	86.5
Female	173	10.0
Not stated	59	3.4
Total	**1732**	**99.9**

Individuals central in news items
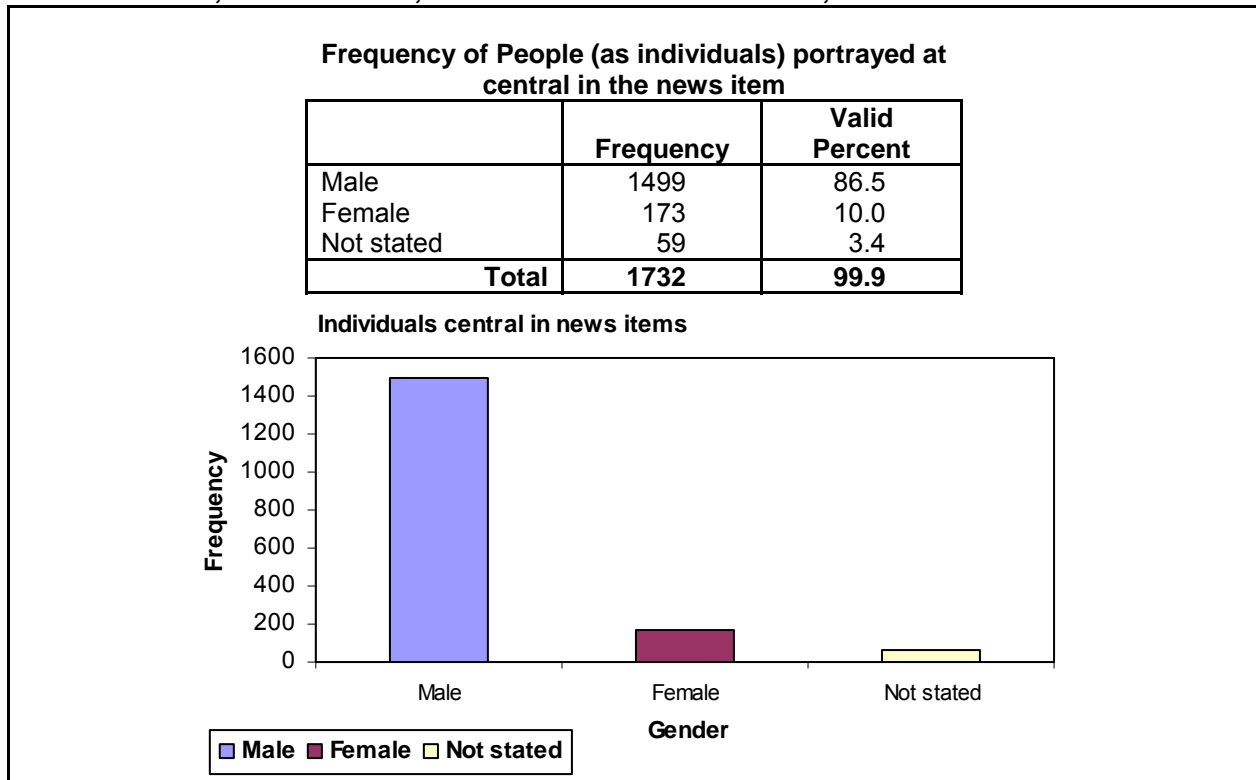
CHART 2: PEOPLE, AS A 'GROUP' 'CENTRALLY REPORTED' IN CYPRUS, IRELAND & MALTA

Frequency of people (as group percentages) portrayed as central in the news items

	Frequency	Valid Percent
Male	98	30.3
Female	14	4.3
Not Stated	211	65.3
Total	**323**	**100**

Group percentage central in news items
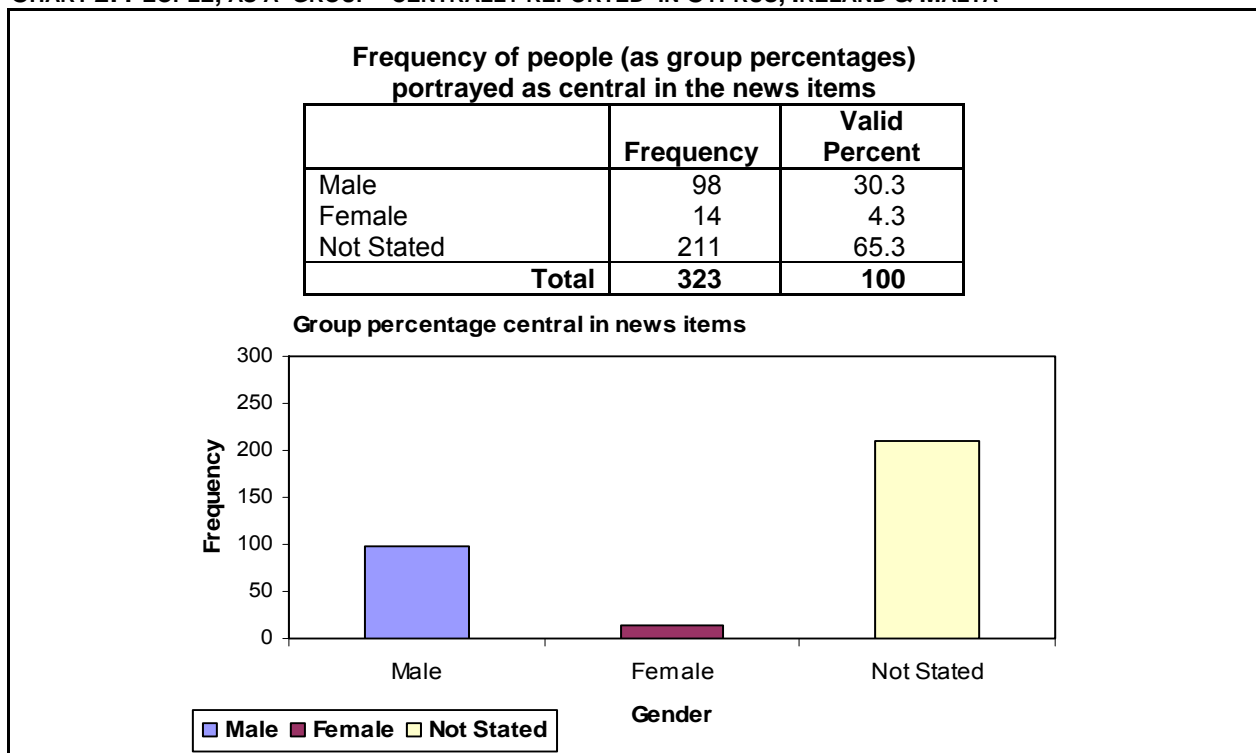
FIGURE 34: PEOPLE 'CENTRAL' BY OCCUPATION & GENDER ON *CYBC*

n = 427
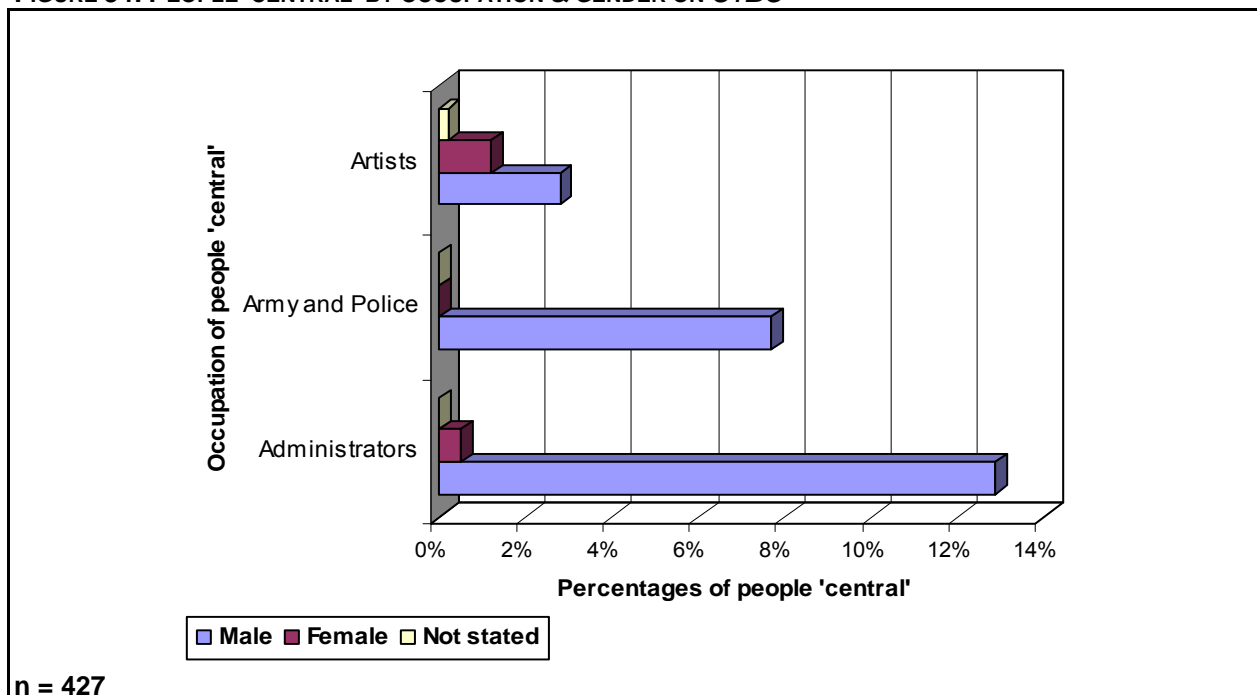
FIGURE 35: PEOPLE 'CENTRAL' BY OCCUPATION & GENDER ON *RTÉ*

n = 320
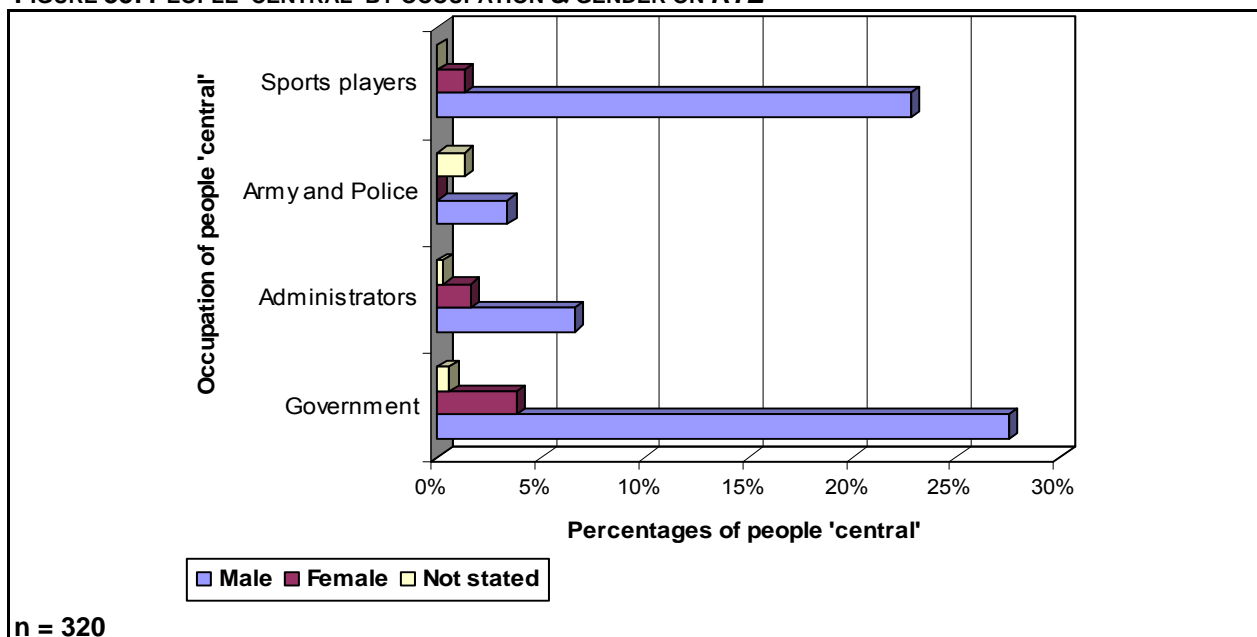
Figure 36 confirms again that even on the Maltese stations (*TVM, Super One TV* and *Net TV*) men in 'government' and in 'administration' outnumber women. Women are lagging in all occupations and the highest percentage is 1.4% where women are 'centrally reported' as 'administrators' and 1% of women who work in 'court'. The percentages of women are minimal as can be observed from figure 36, where the occurrences of 'women centrally reported' are negligible.

FIGURE 36: PEOPLE 'CENTRAL' BY OCCUPATION & GENDER ON *TVM, SUPER ONE TV* & *NET TV*

n = 767
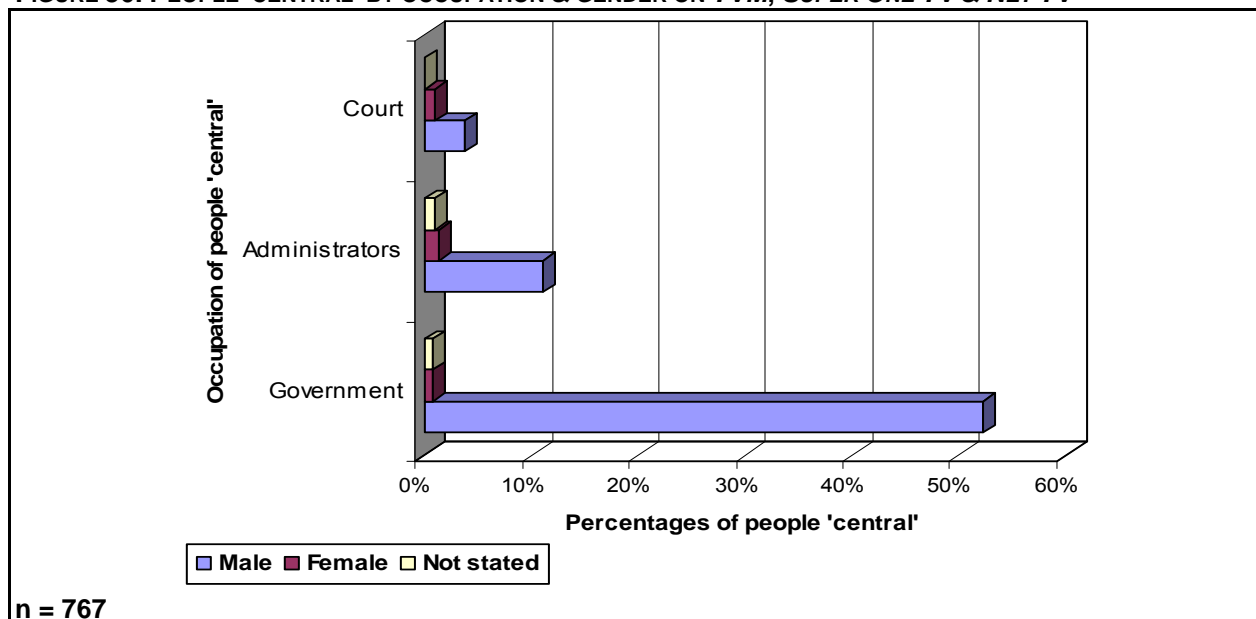
The next graph refers to the age group of the people 'centrally reported' which was coded only when they are shown on screen or the journalist identifies the age group of the person 'centrally reported'. If the person who is 'centrally reported' is not 'pictured' on the screen, the age was coded as 'unstated'. The results below show whether there is a certain age group which is more reported than other age groups.

The age group for people 'centrally reported' again varies between the 35 to 49 years and the 50-64 age group on *CyBC*. The latter age group is quite significant in *CyBC* data because the male political leaders who are 'centrally reported' in the news are mainly in their fifties. In Cyprus, women who are 'centrally reported' fall in the 20-34 age group and some in the 35-49 age category. This reinforces the stereotype that young women are more reported than older women. In Figure 37, in Ireland the middle aged group (35-49 years) is the most reported for both genders.

FIGURE 37: PEOPLE 'CENTRAL BY AGE & GENDER IN CYPRUS, IRELAND & MALTA

n = 484 (Cyprus)
n = 366 (Ireland)
n = 881 (Malta)

99
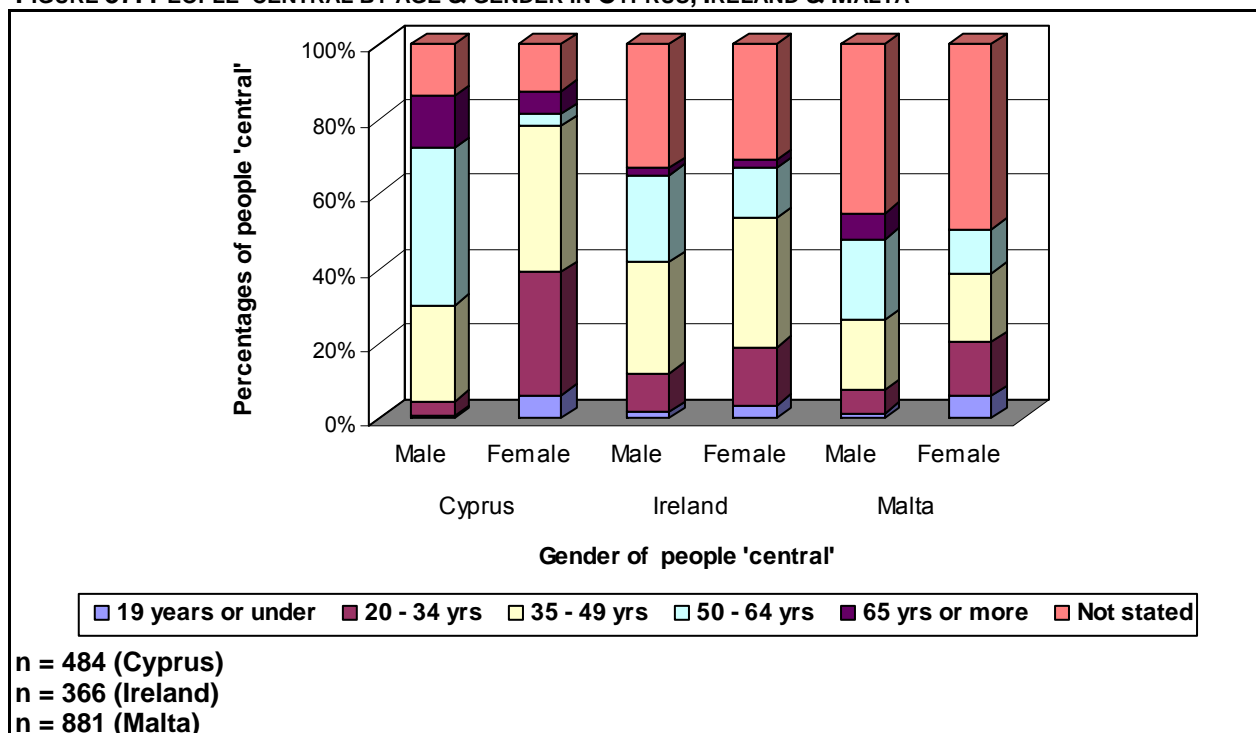
Table 7K shows that women, coded under the category of 'society label', are more 'centrally reported' than when they are identified by their 'occupation'. On *CyBC* and *RTÉ* women outnumber men when reported as 'members of the public'. This in itself shows that women in the news are not identified by the 'occupation' but are commonly portrayed as the 'general public'. On the Maltese stations (*TVM*, *Super One TV* and *Net TV*), women outnumber men when reported as 'irregular immigrants'; they are frequently reported as 'victims'. As seen in Table 7K, a high percentage (14.4%) of women is portrayed as 'criminals'. As explained for previous figures, such a high percentage was registered because a number of news items reported the arrests of three female foreigners who were caught with drug smuggling in Malta and their court cases were spread over the two weeks analysed. On the other hand, men reported as 'criminals' on *RTÉ* are dominant (27.7%) and there was not any woman 'centrally reported' as a 'criminal'. Even *CyBC* has a high percentage of men as 'criminals' (28.1%) but only 1.8% women are reported as 'criminals'.

TABLE 7K: PEOPLE 'CENTRALLY REPORTED' BY GENDER & IDENTIFIED BY 'SOCIETY LABEL' IN CYPRUS, IRELAND & MALTA

Country	'Society label'	Male 'centrally reported'	Female 'centrally reported'	Frequency (n)
Cyprus	Criminals	28.1%	1.8%	
	Members of the public	10.5%	14.0%	57
Ireland	Criminals	27.7%	0.0%	
	Members of the public	2.1%	8.5%	47
Malta	Criminals	22.0%	14.4%	
	Irregulat immigrants	0.8%	2.5%	
	Victims	21.2%	5.1%	118

Table 7L confirms that few individuals who are 'centrally reported' are portrayed as 'victims' and the higher percentages show that men and not women are 'centrally reported' as 'victims'. The highest number of individuals 'centrally reported' as 'victims' fall under the category of 'victim of an accident or natural disasters' and they are mostly men. On *RTÉ* women outnumber men when reported as 'victims of other happenings' with 3.8% women fall under this category which excludes accidents, natural disasters, crime and war. In Malta the people reported as 'victims' are mostly men with 2.3% of men as 'victims of an accident/natural disaster', 2.6% men as 'victims of abuse (other than sexual abuse)' and 3.2% men as 'victims of other happenings' excluding accidents, natural disasters, crime and war.

TABLE 7L: PEOPLE 'CENTRALLY REPORTED' BY GENDER & PORTRAYED AS 'VICTIMS' IN CYPRUS, IRELAND & MALTA

Country	'Victims'	Male 'centrally reported'	Female 'centrally reported'	Frequency (n)
Cyprus	Victim of an accident or natural disasters	1.7%	0.4%	484
Ireland	Other	2.5%	3.8%	
	Victim of crime (other than sexual abuse)	3.3%	0.8%	367
Malta	Victim of an accident or natural disasters	2.3%	1.5%	
	Victim of crime (other than sexual abuse)	2.6%	0.8%	
	Other	3.2%	0.7%	880

Individuals who are 'centrally reported' are not generally portrayed as 'wrongdoers' and the percentage for women and men is very low. As Figure 38 shows it is generally men who are reported as 'wrongdoers'. On *CyBC* 5.4% men are reported as 'wrongdoers' and on *RTÉ*, 9% are male 'wrongdoers'. On the three Maltese stations, (*TVM*, *Net TV*, *Super One TV*), percentages rise up to 16.8% of men portrayed as 'wrongdoers'.

FIGURE 38: PEOPLE 'CENTRAL' & REPORTED AS 'WRONGDOERS' IN CYPRUS, IRELAND & MALTA

n = 484 (Cyprus)
n = 367 (Ireland)
n = 879 (Malta)
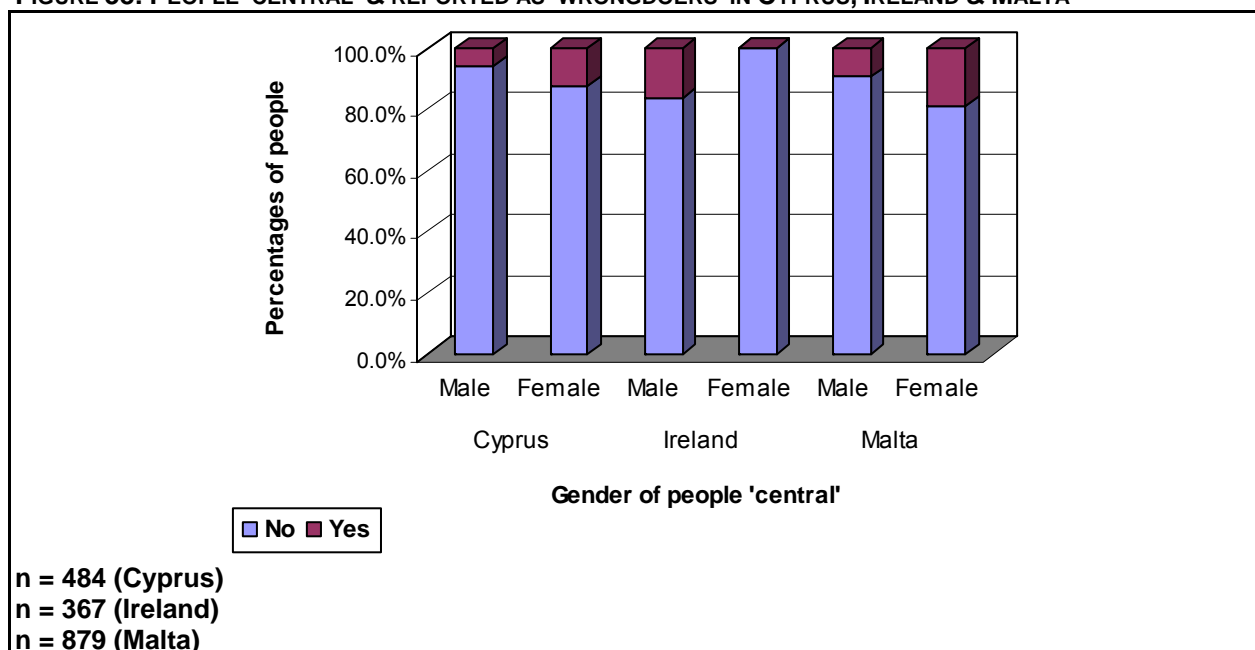
As can be seen from Table 7M women who are 'centrally reported' as a 'group' are reported more often than men by their family relationship. On *RTÉ*, 3% of women as a 'group', are 'identified as wife, daughter, mother and sister' and in Malta 2% of women are identified as such. The lowest percentage (1%) was registered for Cyprus. When compared to the male percentages, percentages of women are relatively higher and this continues to confirm that women are reported as 'an appendage'. Ferguson (1983) analysed that female roles in media were predominantly defined in terms of relationships – wives, mothers and sisters; male roles often were not. Interesting to note is a particular news item when women were reported by their family status. This news item shown on *TVM* (Malta) reported the official visit of President Guido De Marco in China who was centrally reported in the news item. The report prepared by a male journalist stated that he (the President) was also accompanied by his 'wife'. 'The wife' was not individually identified and reported but was depicted as 'the wife of the President'. Even in the news pictures, she was always pictured besides the President – 'her 'husband' – and was never pictured with another group of the Maltese delegation. Also referring to the news pictures aired on the Maltese stations, which was taken from an international news agency and which referred to the official meetings between Pakistan and Indian Presidents. Both Presidents (who are males) are 'centrally reported' while their wives were 'pictured' in the news. Both women are shown beside their husbands during their official visit particularly when both political leaders did not meet for their official meetings but visited a historical or a cultural place. It is interesting to note that while the 'Presidents' wives' were not mentioned in the news content, yet, they were 'pictured'.

TABLE 7M: PEOPLE 'CENTRALLY REPORTED' BY GENDER & PORTRAYED BY THEIR FAMILY RELATIONSHIP IN CYPRUS, IRELAND & MALTA

Country	'Family relationship'	Male 'centrally reported'	Female 'centrally reported'	Frequency (n)
Cyprus	Identified as wife, daughter, mother, sister	0.0%	1.0%	
	Identified as husband, son, father, brother	1.4%	0.0%	293
Ireland	Identified as wife, daughter, mother, sister	0.0%	3.0%	
	Identified as husband, son, father, brother	1.5%	0.0%	327
Malta	Identified as wife, daughter, mother, sister	0.0%	2.0%	
	Identified as husband, son, father, brother	1.8%	0.0%	734

Individuals as a 'group' who are 'centrally reported' were also coded. Although in general, groups of individuals are less reported than 'individuals', data on the 'groups' of people was also gathered. As will be seen later on, groups of individuals are more common in news pictures than in news content.

If we look at Table 7N one notes that in the three countries (Cyprus, Ireland and Malta), a high percentage of men who are 'centrally reported', are reported as 'members in the army or the police corps' while women are invisible in this occupation. Men as 'blue collar workers' are 'centrally reported' in Ireland and in Malta. On the Maltese stations women are 'centrally reported' as 'blue collar workers' and as 'artists'. These occupations are 'centrally reported' when individuals are portrayed as a 'group'. In other occupations, women are totally invisible.

TABLE 7N: PEOPLE 'CENTRALLY REPORTED', AS A 'GROUP', 'CENTRAL' BY GENDER & OCCUPATION IN CYPRUS, IRELAND & MALTA

Country	'Occupation'	Male 'centrally reported'	Female 'centrally reported'	Frequency (n)
Cyprus	Army and Police	25.0%	16.7%	24
Ireland	Blue collar workers	6.1%	0.0%	33
Malta	Blue collar workers	14.2%	0.9%	
	Artists	0.0%	0.9%	113

'Members of the public' is the most common category 'centrally portrayed' in Ireland and Malta. On *CyBC* female 'members of the public' who are 'centrally reported' are completely invisible. See Table 7O below:

TABLE 7O: PEOPLE 'CENTRALLY REPORTED', AS A 'GROUP', 'CENTRAL' BY GENDER & 'SOCIETY LABEL' IN CYPRUS, IRELAND & MALTA

Country	'Society label'	Male 'centrally reported'	Female 'centrally reported'	Frequency (n)
Cyprus	Members of the public	9.1%	0.0%	33
Ireland	Members of the public	3.8%	3.8%	26
Malta	Members of the public	7.4%	3.2%	78

Table 7P shows that there is a minimal difference in Ireland and Malta, in percentages when women and men are 'centrally reported' as a 'group'. On *CyBC* there are no news items which identified individuals as a 'group' by their 'family relationship'.

TABLE 7P: PEOPLE 'CENTRALLY REPORTED', AS A 'GROUP', BY GENDER & IDENTIFIED BY 'FAMILY RELATIONSHIP' IN CYPRUS, IRELAND & MALTA

Country	'Family relationship'	Male 'centrally reported'	Female 'centrally reported'	Frequency (n)
Ireland	Identified as husband, son, father, brother	3.5%	0.0%	57
Malta	Identified as husband, son, father, brother	0.6%	0.0	
	Identified as wife, daughter, mother , sister	0.0%	1.1%	176

Women and men as a 'group' 'centrally reported' as wrongdoers were coded and Figure 39 shows that the percentages are minimal for women and men 'centrally reported' as 'wrongdoers'.

FIGURE 39: PEOPLE, AS 'GROUP','CENTRAL REPORTED 'AS 'WRONGDOERS' IN CYPRUS, IRELAND & MALTA

n = 57 (Cyprus)
n = 59 (Ireland)
n = 207 (Malta)
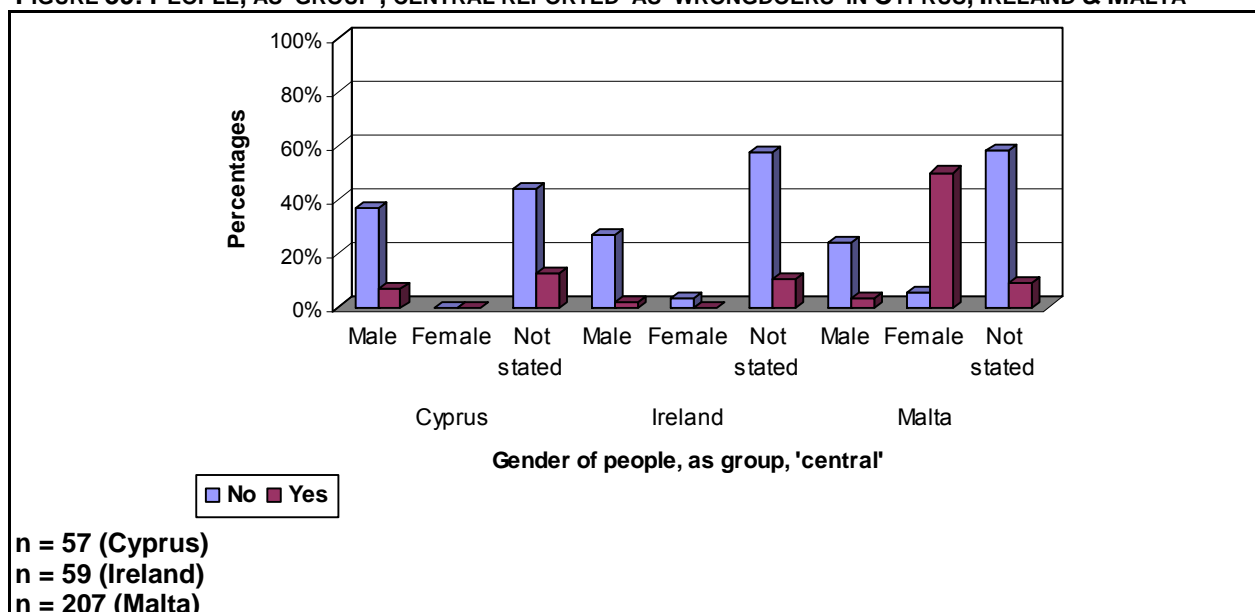
After showing how figures are divided between both genders when they are 'centrally reported', the following two figures show where women are 'pictured' in the news. The tables below cite figures for people 'seen as individuals' and people 'seen as a group'. As before, I have divided the statistics according to one's gender, occupation, 'society label', age, family status, 'victim' and as 'wrongdoers'. These figures reflect the news visuals used in news bulletins of Malta, Ireland and Cyprus.

7.2.5.d   People 'seen', as 'individuals', and as a 'group' by occupation, 'society label', age, family relationship, victim, 'wrongdoing'

As can be seen from Chart 3 and 4 below, men dominate the news pictures as individuals and as a group, and outnumber women by almost three times as much. Men are dominantly 'pictured' as people in 'government' in the three countries (Cyprus, Ireland and Malta); and quite a high percentage of men are also 'seen' as 'members of the army or the police corps.

CHART 3: PEOPLE 'SEEN', AS 'INDIVIDUALS', BY GENDER IN CYPRUS, IRELAND & MALTA

The number of males and females (seen as individuals) who are seen in news items

	Frequency	Valid Percent
Male	2493	79.2
Female	647	20.6
Not stated	6	0.2
Total	**3146**	**100**
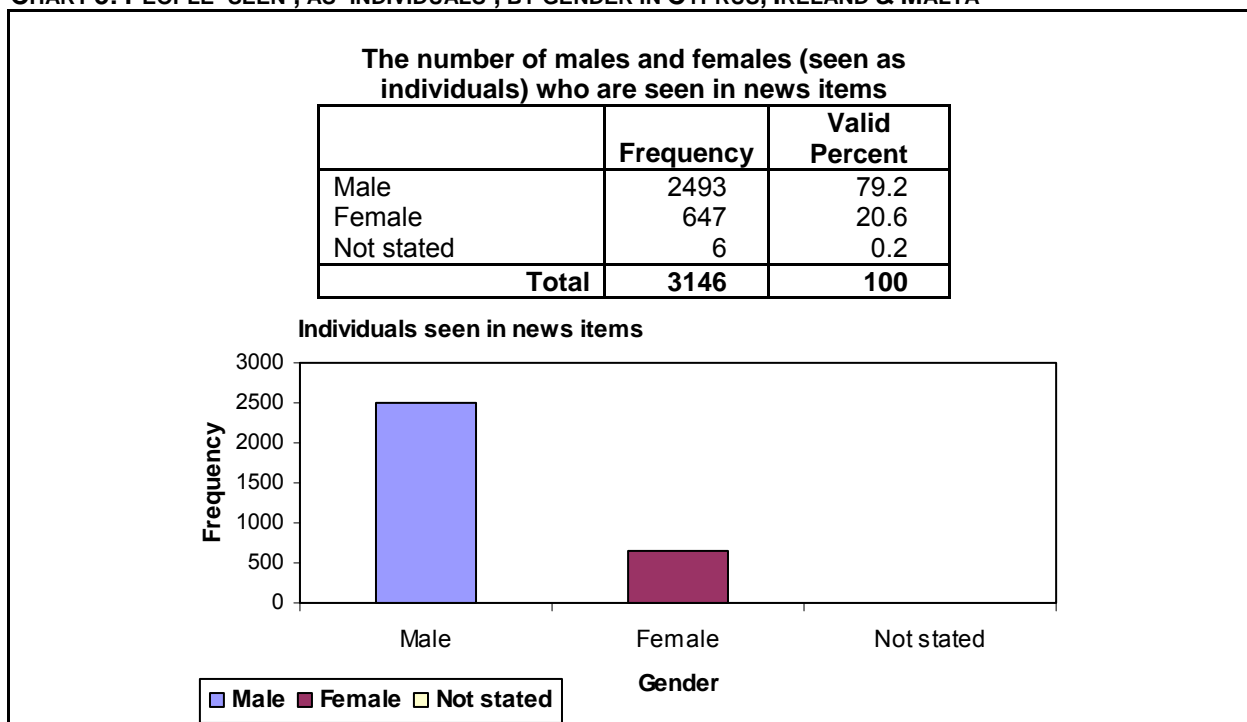
CHART 4: PEOPLE 'SEEN', AS A 'GROUP' BY GENDER IN CYPRUS, IRELAND & MALTA

The number of males and females (seen as individuals) who are seen in news items

	Frequency	Valid Percent
Male	928	67.9
Female	395	28.9
Not stated	44	3.2
Total	**1367**	**100**

Group percentage seen in news items
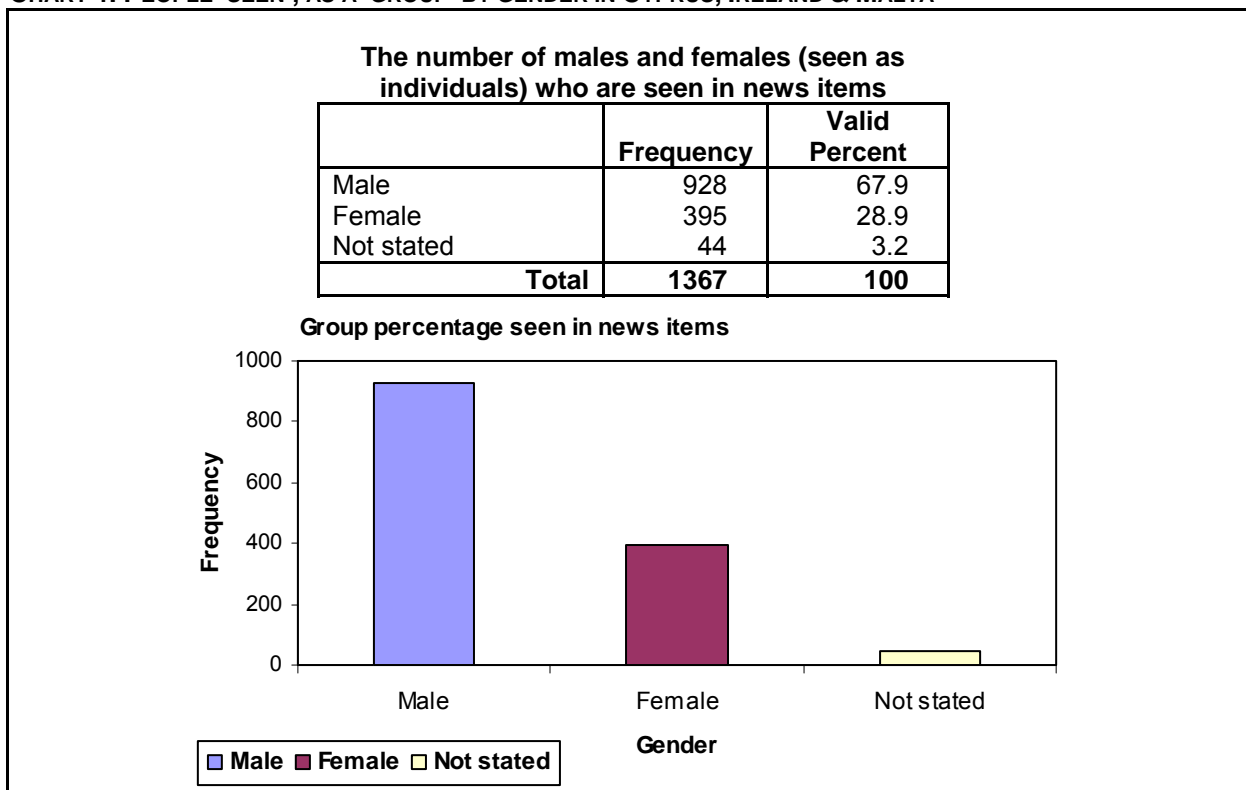
Figures 40, 41 and 42 below confirm that media is moving towards a 'pink collar ghetto' because figures from Cyprus, Ireland and Malta show that the highest percentage of women 'pictured' are as 'media people'. This shows that news media organisations are employing more women than men as news workers and such organisations are developing as a niche for women to work in. This is why the term 'pink collar' is used as, in such a case the majority of workers tend to be women. This shows that camerapersons and video editors focus on female journalists who are on the beat reporting that particular news report. It could also be that journalists who are pictured in close ups are those journalists who attract the cameraperson's attention mainly because of their appearance. For instance, *CyBC* focuses on the 'blonde' and 'good looking' female journalists. While no empirical data is gathered here, it is tentative to say that since Cyprus has a Mediterranean culture where the idea of beautiful women is associated to 'blonde' women. So a cameraperson, who happens to be a male, tends to 'picture' a blonde woman rather than a dark-haired woman if he wants to show a 'sexy' woman. However, it is not only the camerapersons that perpetuate this image but also the video editors who choose to 'picture' the journalists who work at the same television station or other journalists present for the event/activity.

This study shows that women also dominate in news visuals accompanying reports of 'cultural/ entertainment' activities. On the Maltese stations, women 'pictured' as 'artists' outnumber men. Such news visuals give the impression that this field focuses only on glamour and physical appearance (Figure 42 below). As was also expected, men in the news pictures by far outnumber women as 'sports players' on *CyBC* and *RTÉ*. Furthermore a form of 'discrimination' is noted against female 'sports players' on *RTÉ* sports news during news reports on men's and women's tennis championships. The news pictures showed the male tennis players while leaving out the female tennis players. Both championships were reported and mentioned in the news scripts, but female players were not shown. There may be several reasons for this lack of portrayal. Generally the footage comes from an international news agency and this agency would not have provided the station with news pictures. However, this lack of portrayal effected the figures because there was more than one instance that *RTÉ* did not show female tennis players.

FIGURE 40: PEOPLE 'SEEN' BY OCCUPATION & GENDER ON *CYBC*

n = 797
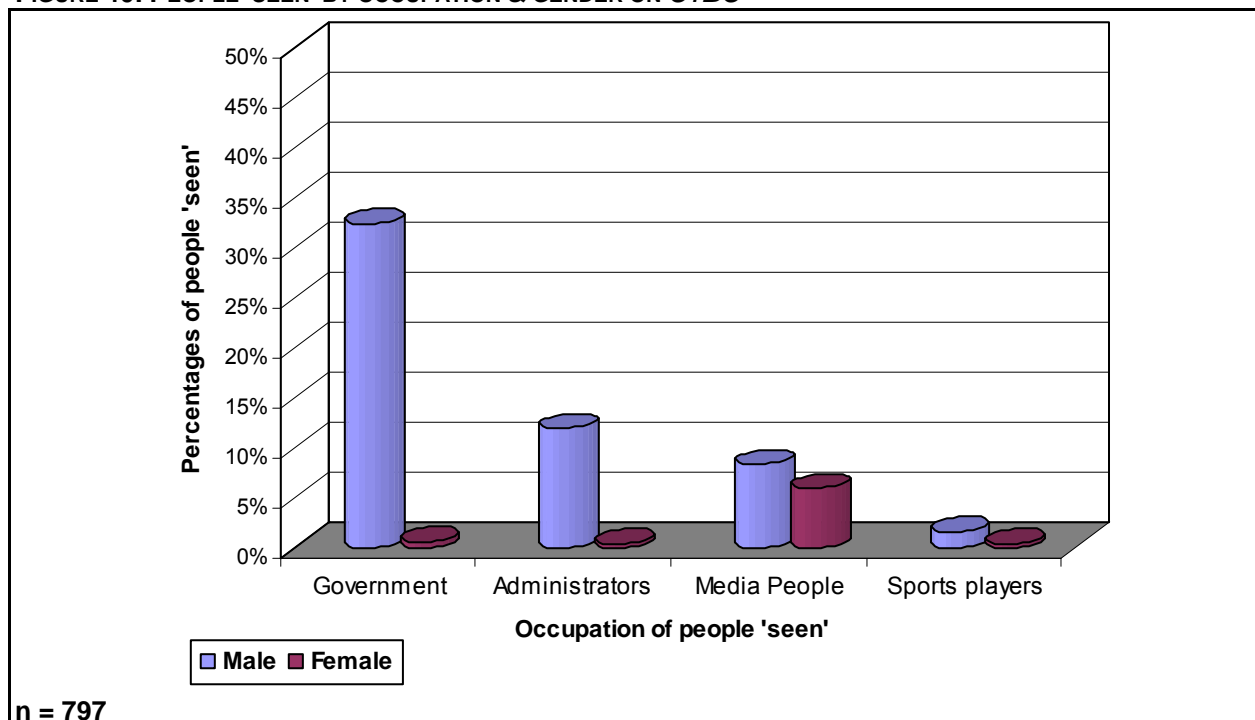
FIGURE 41: PEOPLE 'SEEN' BY OCCUPATION & GENDER ON *RTÉ*

n = 667
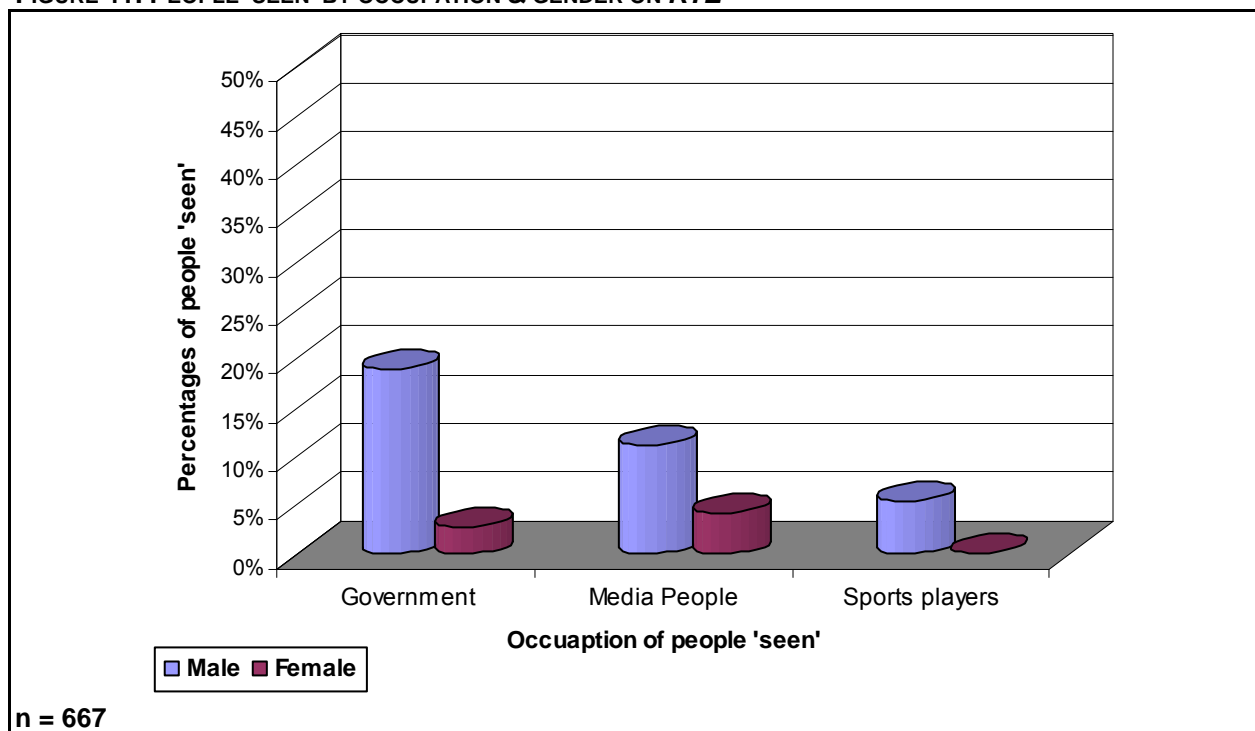
FIGURE 42: PEOPLE 'SEEN' BY OCCUPATION & GENDER ON *NET TV, SUPER ONE TV* & *TVM*

n = 1229
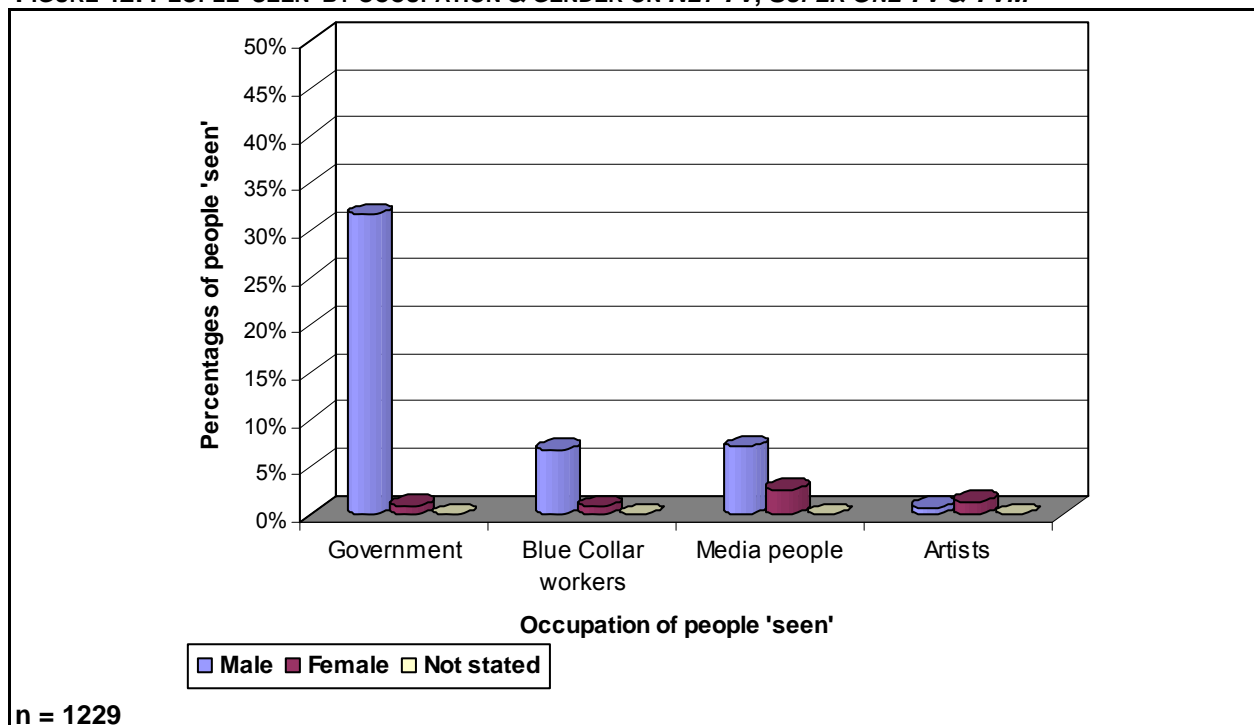
As can be seen in Table 7Q below, when women and men are not identified by their occupation, they are mainly portrayed as 'members of the public'. The gender differences in Cyprus, Ireland and Malta when described by 'society label' are minimal. Data show that women mostly 'pictured' in news bulletins are identified as 'members of the public'. This reflects that women are mostly 'pictured' and portrayed as people who have little or no say, and when it comes to decision making posts and other influential positions women are almost invisible. Women are also 'pictured' as 'consumers'; in fact on *CyBC* and *RTÉ*, women outnumber men in this category. This again confirms women's position in society where women are stereotyped as being the major consumers in society. It is worth commenting on the percentages of 'political supporters' for the Maltese stations. Political activities are very common in Malta and a number of news items report such activities. Data below show that 12.1% men are 'pictured' as 'political supporters' while 6.3% are female 'political supporters'. These percentages refer to the visuals of women and men when they are 'pictured' in close ups and identified as 'individuals'. Different data was recorded for people 'seen' as a 'group' and will be shown later on (see Table TS).

TABLE 7Q: PEOPLE 'SEEN', AS 'INDIVIDUALS', BY GENDER & 'SOCIETY LABEL' IN CYPRUS, IRELAND & MALTA

Country	'Society label'	Male 'seen'	Female 'seen'	Frequency (n)
Cyprus	Consumers	2.2%	5.8%	
	Members of the public	44.6%	25.9%	139
Ireland	Consumers	0.0%	2.8%	
	Members of the public	28.4%	23.9%	109
Malta	Consumers	10.6%	6.3%	
	Political supporters	12.1%	6.3%	
	Members of the public	18.8%	17.9%	207

With regard to age group data, Figure 43 confirms that women are mostly 'seen' in the '20-34 age group' and '35-49 age group'; while a good percentage of men are seen in the '50-64 age group' and in '65 years or more' age group. This shows that in news media women tend to be 'pictured' when they are young. This tallies with the stereotyped image referred by Gauntlett, 2002 that women tend to be portrayad as young women. Men do not necessarily have to be portrayed young and pretty because men are stereotypically categorised as the 'decision-makers' and as the people who are in power occupying top posts. Thus the data in Figure 43 is not surprising and confirms that women are portrayed in media as being young and pretty while men are not necessarily 'pictured' as young. Also, such figures confirm that middle aged women and older women slowly become absent from the news pictures. Out of the

three countries, Cyprus is the country which exposes young women most, and this might indicate that Cyprus is the most gender stereotyped of the three countries analysed here.

FIGURE 43: PEOPLE 'SEEN' BY GENDER & AGE IN CYPRUS, IRELAND & MALTA

n = 936 (Cyprus)
n = 778 (Ireland)
n = 1432 (Malta)
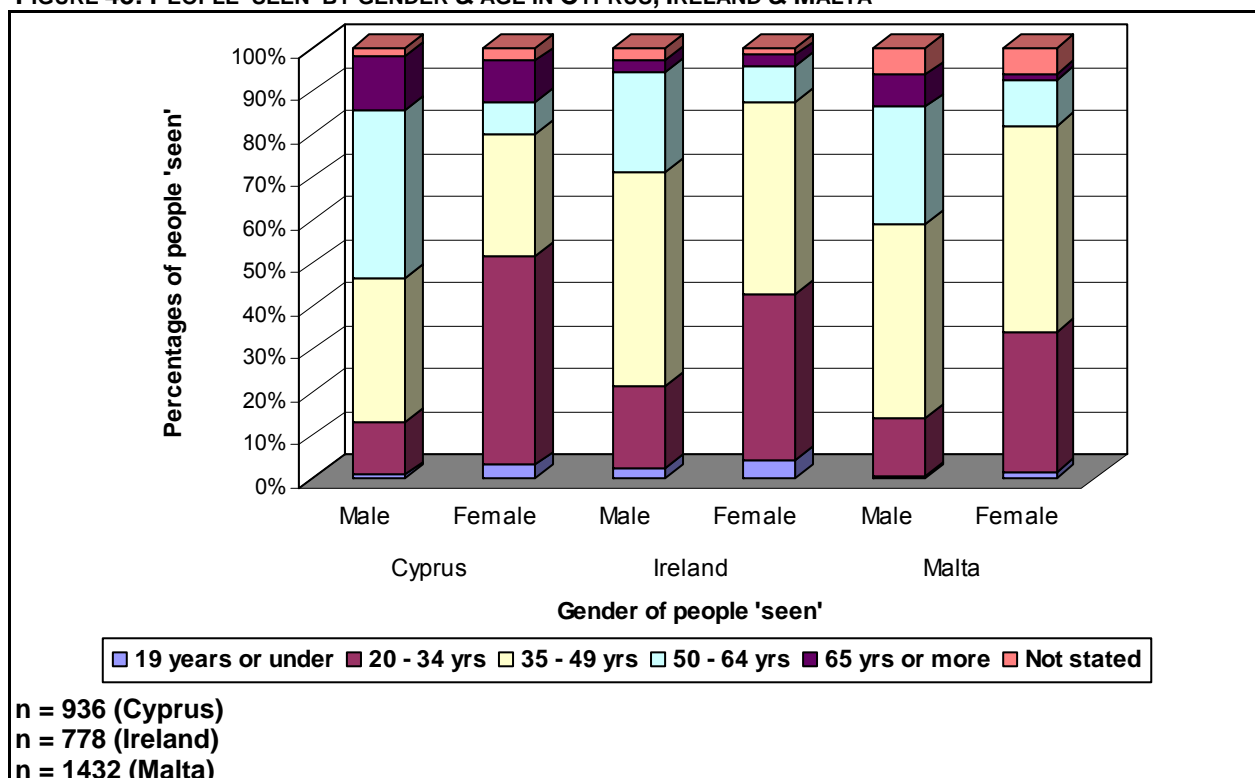
Percentages of women and men individually 'pictured' and portrayed as 'victims' were very low in this particular study. As can be seen below, in Table S, there were very few news items where women and men were 'pictured' as 'victims'. In fact the highest percentages registered for both countries are in the category of 'not a victim'. This refers to both women and men. It is worth commenting that such figures are rather surprising because very often news is associated with reports of bad events and circumstances. Table R shows that men tend to be more 'pictured' than women when portrayed as 'victims'; except for Ireland where a slightly higher percentage of women are 'pictured' as 'victims' of other circumstances apart from accidents, natural disasters, war, or sexual abuse. This table illustrates that men dominate in news bulletins even in areas generally associated with women, that is, portrayed as 'victims' (Van Zoonen, 1998).

TABLE 7R: PEOPLE 'SEEN', AS 'INDIVIDUALS' BY GENDER AND PORTRAYED AS 'VICTIMS' IN CYPRUS, IRELAND AND MALTA

Country	'Victim'	Male 'seen'	Female 'seen'	Frequency (n)
Cyprus	Not a victim	79.3%	14.7%	
	Victim of an accident or natural disasters	0.9%	0.6%	
	Victim of war	1.0%	0.0%	
	Other	2.4%	1.2%	936
Ireland	Not a victim	72.7%	21.9%	
	Victim of an accident or natural disasters	0.1%	0.1%	
	Victim of crime (other than sexual abuse)	1.0%	0.1%	
	Victim of war	0.3%	0.1%	
	Other	1.2%	2.2%	776
Malta	Not a victim	75.8%	19.9%	
	Victim of an accident or natural disasters	0.6%	0.6%	
	Victim of crime (other than sexual abuse)	0.3%	0.1%	
	Victim of war	0.2%	0.3%	
	Other	1.6%	0.3%	1431

Figure 44 below focuses on individuals portrayed as 'wrongdoers' and shows that there were few cases where women or men were 'pictured' as 'wrongdoers':

FIGURE 44: PEOPLE 'SEEN' & PORTRAYED AS 'WRONGDOERS' ON *CYBC, RTÉ, NET TV, SUPER ONE TV* & *TVM*

n = 936 (Cyprus)
n = 778(Ireland)
n = 1431 (Malta)
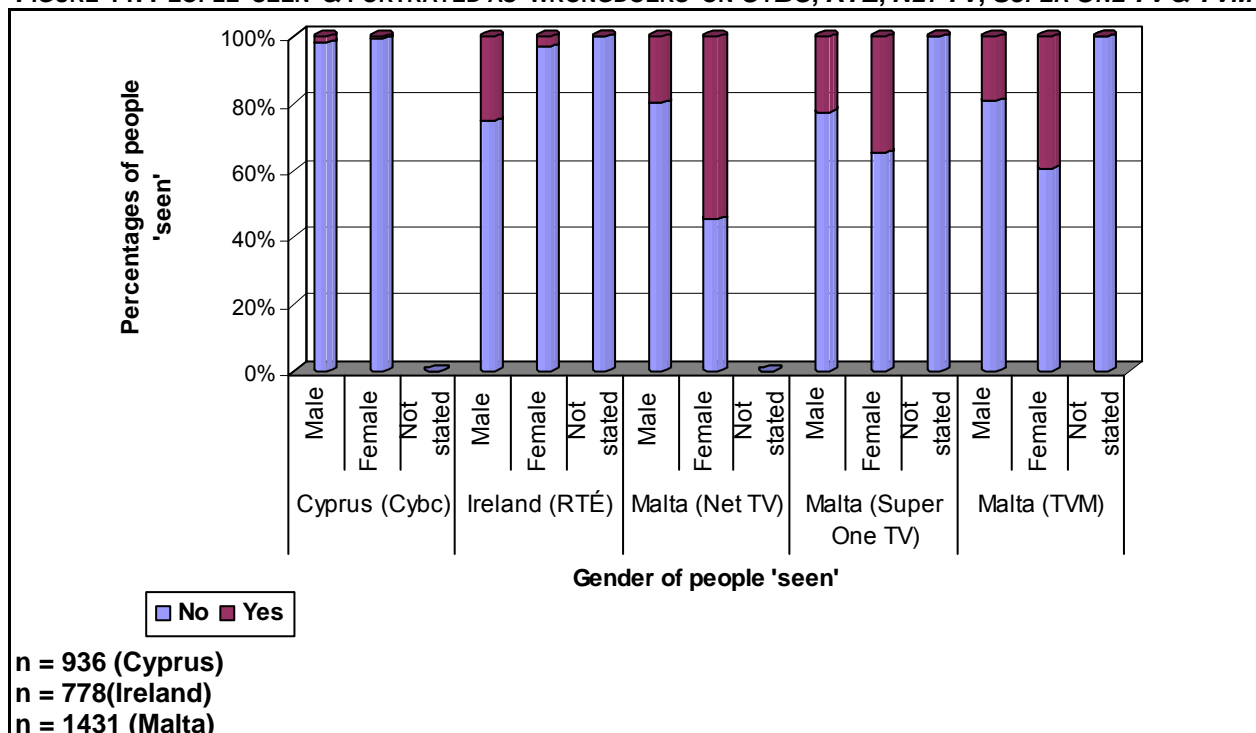
Figure 45 below shows that women 'seen' are more identified by their 'family status' than men. This is the case mainly in Ireland and Malta. For instance, in the Maltese news bulletins, the news items which report the arrests of female foreigners after being caught on drug smuggling in Malta, describe the women by their 'family status', particularly describing them as 'mothers'. The audience would be attracted to this type of information and would have mixed feelings about the accused because generally when individuals are identified by their 'family status', the audience tend to feel closer to them.

FIGURE 45: PEOPLE 'SEEN' & REPORTED BY 'FAMILY RELATIONSHIP' IN CYPRUS, IRELAND & MALTA

n = 936 (Cyprus)
n = 775(Ireland)
n = 1430 (Malta)
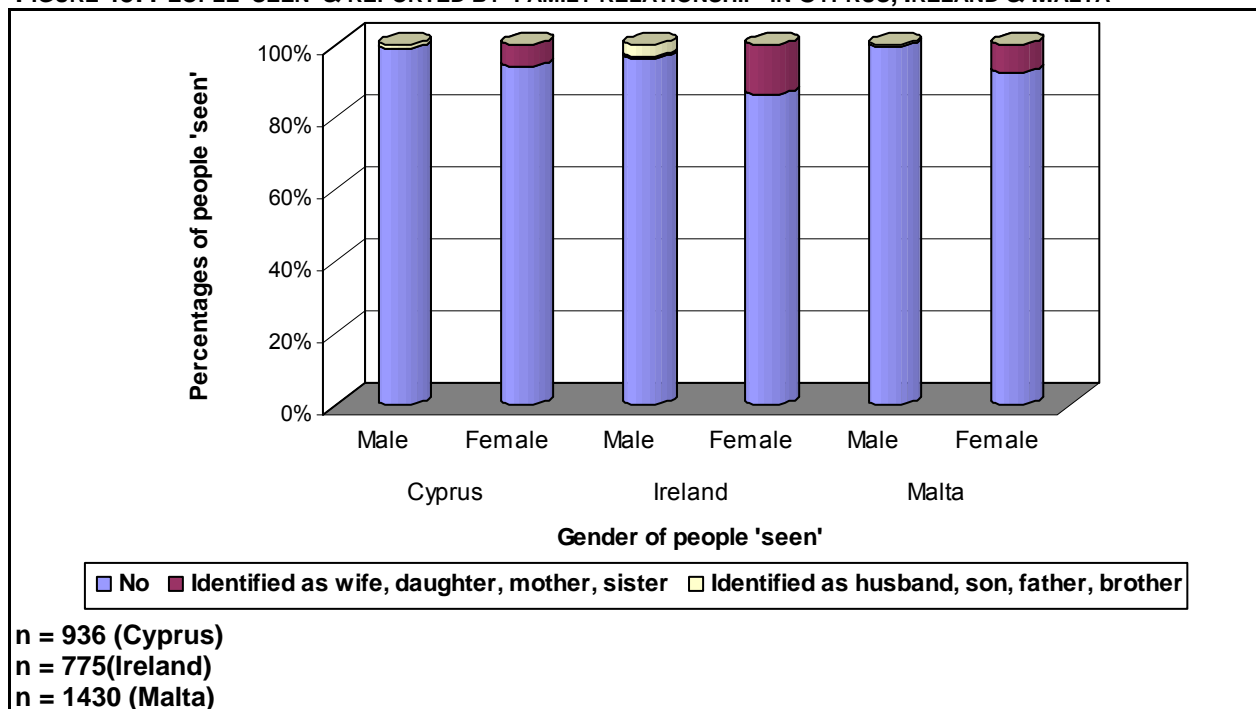
Figures 46 to 48 confirm that men as a 'group' are much more 'pictured' than women and the gender differences are outstanding as the following figures show. The three countries 'picture' a high percentage of men as 'members of the army or of the police corps' and also as people in 'government'. On the Maltese stations, 9.1% male 'blue collar workers' are dominantly 'seen' as opposed to 0.8% of women. With regard to the portrayal of 'blue collar workers', the Maltese stations build stereotypes of such an occupation. Men, as 'blue collar workers', are often portrayed as 'builders' or 'workers on a construction site', while female 'blue collar workers' are the 'factory girls' mainly in the textile industry. This type of portrayal was also discussed with journalists during the interviews for this study. Some said that this is not done on purpose while others felt the need to think about it and probably find a solution to balance the news pictures. The news media should give a wider picture of the 'blue collar workers' in the sense that 'blue collar workers' work in different types of workforce: be it factories, construction sites, market vendors, infrastructure workers, waste collectors, etc. News should not limit the female 'blue collar workers' to 'factory people' and male 'blue collar workers' as builders. The news media should give a wider view of such occupation without drawing a distinction between both genders.

FIGURE 46: PEOPLE, AS GROUP, 'SEEN' BY GENDER & OCCUPATION IN MALTA

n = 505
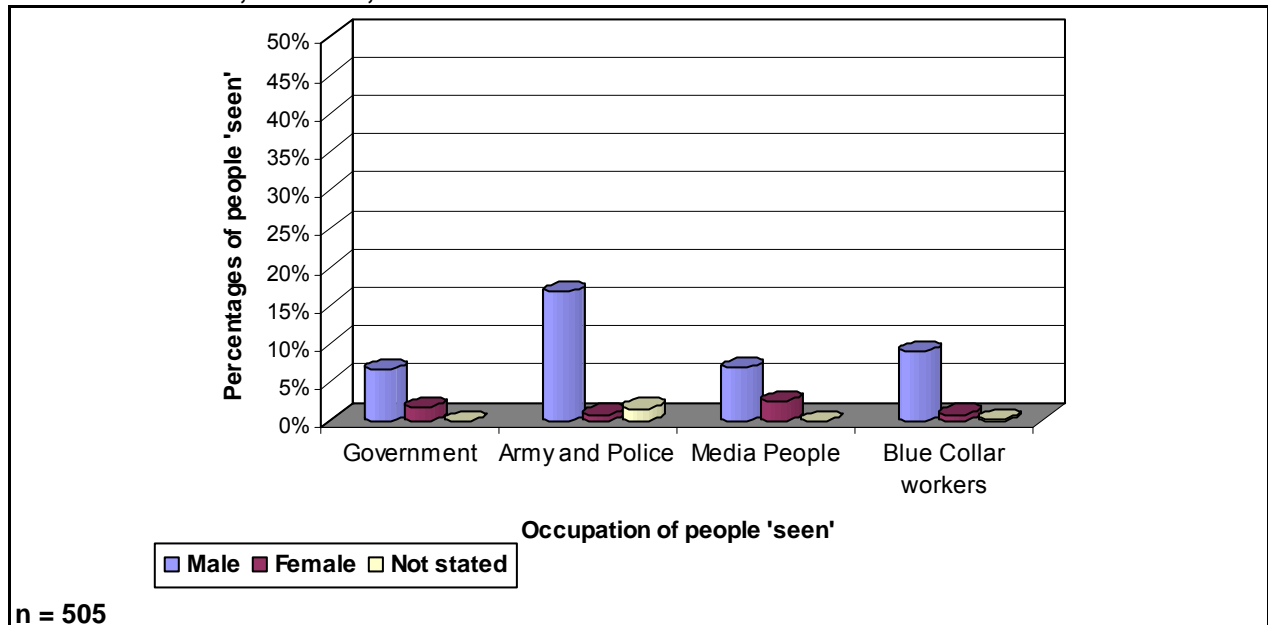
FIGURE 47: PEOPLE, AS 'GROUP', 'SEEN' BY GENDER & OCCUPATION ON *CYBC*

n = 267

109
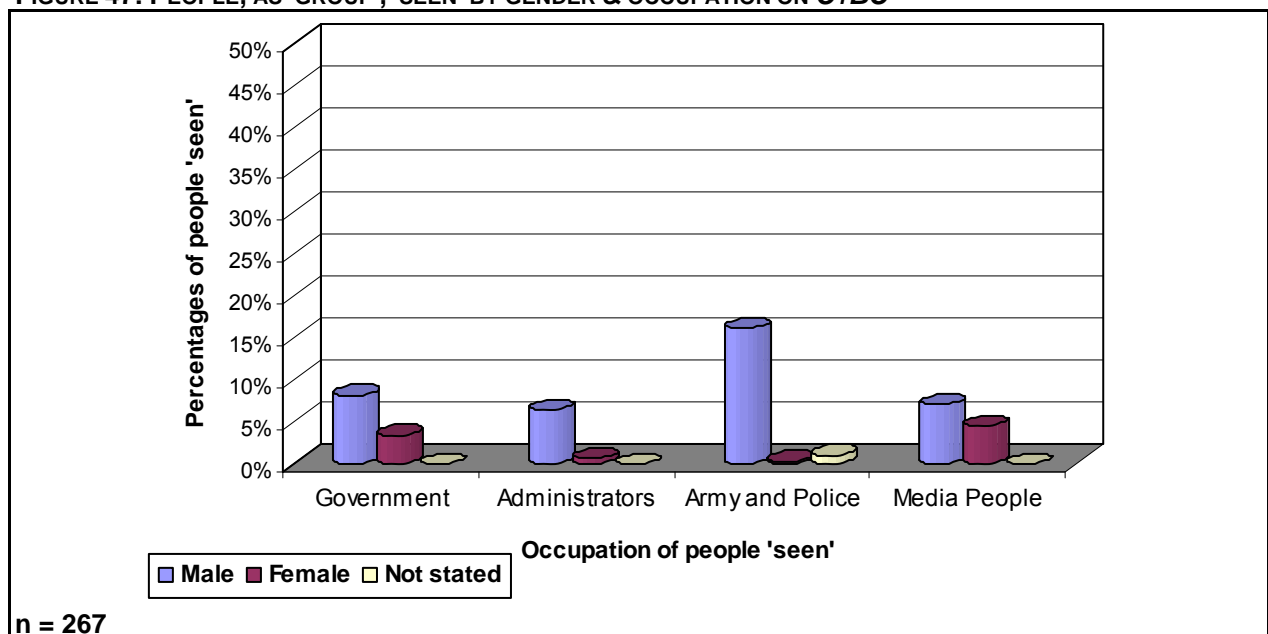
FIGURE 48: PEOPLE, AS GROUP, 'SEEN' BY GENDER & OCCUPATION ON *RTÉ*

n = 158

In Malta women, as a 'group' are dominantly 'seen' as 'media people'. The percentages of women as 'media people' entirely depict women as journalists, whereas figures for men working in the media also include men as camerapersons or as photographers. However, women are missing from the two latter occupations (as camerapersons and photographers) but the percentage for women as 'media' people is still relatively high. So even though women are absent from the technical side of a news organisation, that is, as camerapersons, photographers and video editors, women still dominate in newsrooms as journalists.

If we look at Table 7S, the difference in percentage between women and men pictured as a 'group' of 'political supporters' is minimal mainly in Ireland and Malta – as a 'group' there is minimal difference between genders. But when individuals are portrayed as 'political supporters', men outnumber women. This happens because political supporters who sit on the speakers' table are 'pictured' and identified as 'individuals'. These political supporters, who happen to be all male, are generally the activists in a political party local club. Women who are 'individually pictured' during political activities are generally chosen for their sexy or good looking appearance, so very often it would be blonde women or women who are well made up who are pictured. On the other hand, men are almost always 'pictured' dressed up in suits and shown to occupy top positions, mainly 'politicians' or 'administrators' of a political party club. Also political stations in Malta, very often tend to choose 'strange looking' individuals to ridicule the supporters of the opposing party. Very often these individuals would be women wearing heavy make up or perhaps particular clothes and jewellery. The Maltese political stations would use extreme close ups to show details on the people's faces who are present during the political activity. Contrary to what is the trend of the media in depicting young and pretty women (Gallagher 1980, 1985 quoted in Van Zoonen, 1994), very often these close ups show middle aged or older women and close ups serve to give a detailed picture of the wrinkled face.

TABLE 7S: PEOPLE 'SEEN', AS 'A GROUP', BY GENDER & 'SOCIETY LABEL' IN CYPRUS, IRELAND & MALTA

Country	'Society label'	Male 'seen'	Female 'seen'	Frequency (n)
Cyprus	Political supporters	2.3%	0.0%	
	Protestors	11.6%	5.8%	
	Sports supporters	1.2%	0.0%	86
Ireland	Political supporters	6.7%	4.0%	
	Protestors	12.0%	8.0%	
	Sports supporters	10.7%	5.3%	75
Malta	Political supporters	5.8%	5.4%	
	Protestors	7.6%	2.2%	
	Sports supporters	0.0%	0.0%	278

Table 7S above shows that men as a 'group' and coded as 'protestors and 'sports supporters' outnumber women 'seen'; but when both genders are coded as 'members of the public' the difference is minimal.

Interesting to note is that when women are 'pictured' as a 'group' they are chosen for their appearance and physical looks. For instance, particular news items on the Maltese stations during the two weeks analysed, referred to sewage flow in the sea and of an environmental activity that was organised at Maltese beaches. The news pictures used to illustrate such reports focused on young women sunbathing in their bikinis. In these news items women were not the central focus of the report but the message delivered by the news pictures was that women are there to be 'looked-at'. The concept of the female gaze (Mulvey, 1975) was extremely evident. At one point, the viewer forgets what the core subject of the news item was and focuse on the news pictures showing sexy, young, sun tanned women.

There are gender differences in age groups for 'groups' of individuals 'pictured'. Figure 49 shows that women and men 'seen' as a 'group' in the '19 years or under' age group add to a slightly higher percentage than for women and men 'seen' as 'individuals'. There is also a significant gender difference in the three countries where men 'seen' as 'group' of individuals outnumber women in the '35-49 age' group. This is significant because it reinforces the argument that women who are in their mid-thirties or over start to become invisible in the news media.

FIGURE 49: PEOPLE, AS GROUP, 'SEEN' BY GENDER & AGE IN CYPRUS, IRELAND & MALTA

n = 353 (Cyprus)
n = 233 (Ireland)
n = 780 (Malta)
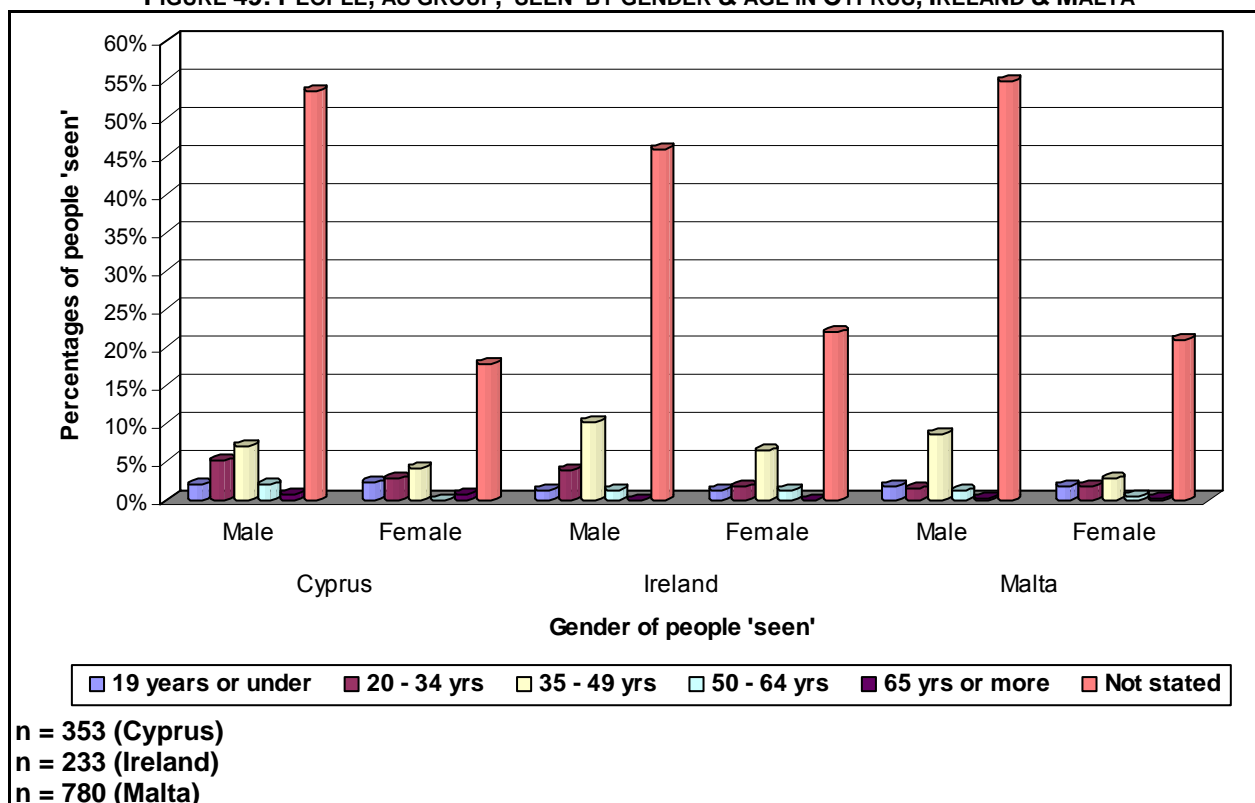
Figure 50 shows women and men as a 'group' portrayed as 'wrongdoers' in Cyprus, Ireland and Malta. As can be seen from the chart, gender differences are minimal for the three countries. It shows that in many cases women and men were not identified as 'wrongdoers'.

FIGURE 50: PEOPLE, AS 'GROUP', 'SEEN' & PORTRAYED AS 'WRONGDOERS' IN CYPRUS, IRELAND & MALTA

n = 353 (Cyprus)
n = 233 (Ireland)
n = 781 (Malta)
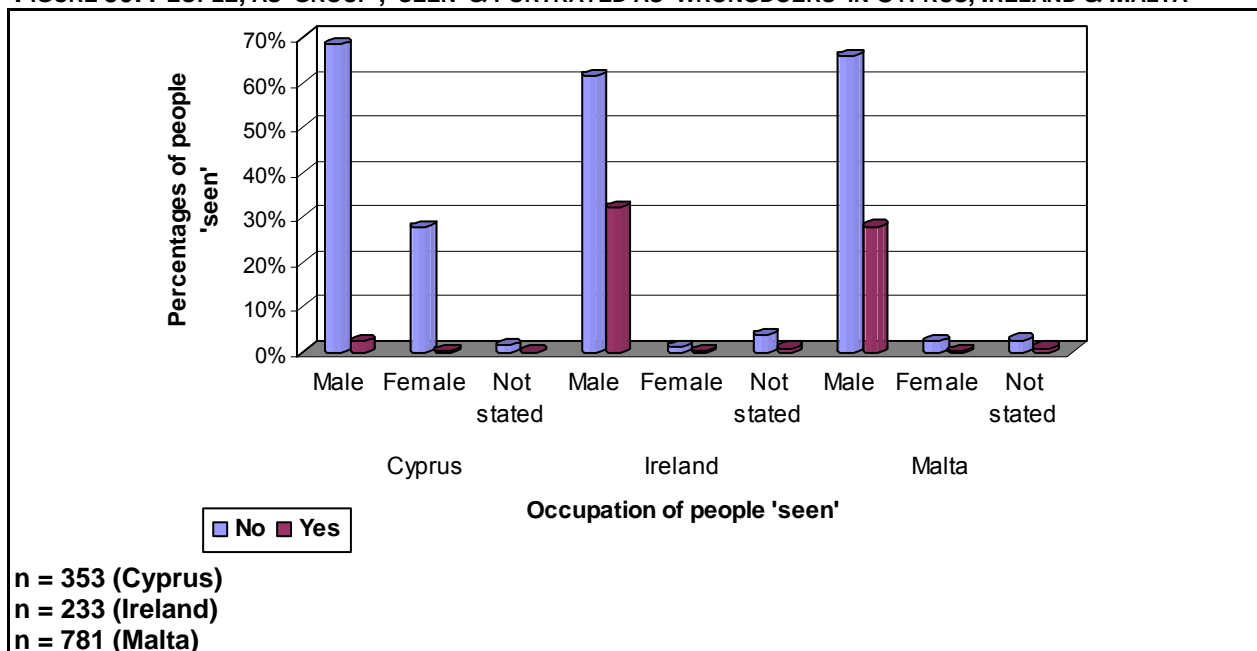
Since women and men when 'seen' as a 'group' were coded, the data of the percentage saturation of both genders 'pictured' were gathered. A range of percentage saturation was constructed for people 'seen' in the news (see Appendix A). Men are mostly found in the 61% - 80% and 81% - 100% range of percentages which indicate that men are more portrayed than women in all occupations and posts. It was difficult to gather this data and to code such pictures especially in news items reporting certain activities, especially political activities, because general shots would show a 100% of male audience. However, as the news features developed, close ups of women amongst the audience were shown. This shows that very often the first general picture showing a '100% man' is confusing and is not the real picture of what there is on location. The audience during such activities is actually made up of women and men, even though the number of women would be comparatively much less than that of men.

After describing the situation of the people as 'individuals' and as a 'group' 'seen' in news visuals, the following statistics show the exposure of female and male 'voice clips' in the news bulletins. Through the use of such 'voice clips' the individuals are given more importance and exposure and indicate that s/he who is reported through the 'voice clip' itself is given prominence in a news bulletin.

7.2.5.e   'Voice clips' by occupation, 'society label', age, family relationship, victim, 'wrongdoing'
'Voice clips' of people in 'government' and people in the 'army or in the police corps' are most reported in the news. These are dominantly male 'voice clips'. Figures 51, 52 and 53 below illustrate that male speech is found more than female's speech in the news. Men, no matter what their occupation is, are the main speakers in Cyprus, Ireland and Malta who are reported in the news.

FIGURE 51: PERCENTAGE OF 'VOICE CLIPS' REPORTED BY GENDER & OCCUPATION ON *CYBC*
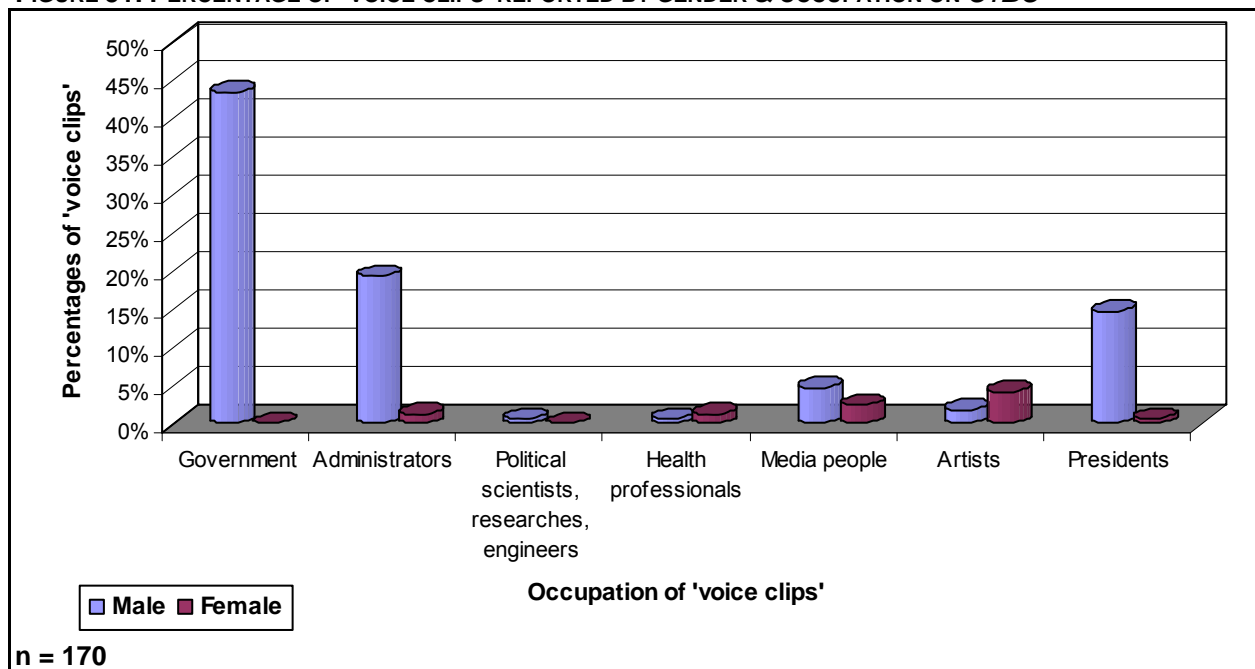
FIGURE 52: PERCENTAGE OF 'VOICE CLIPS' REPORTED BY GENDER & OCCUPATION ON *RTÉ*
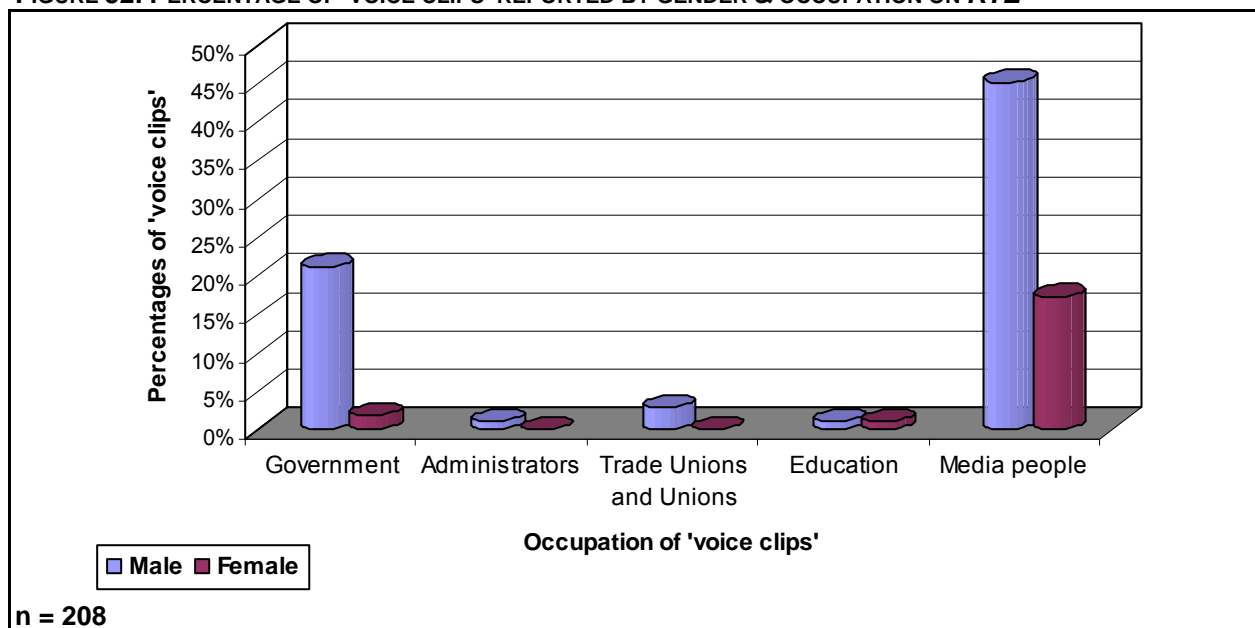
FIGURE 53: PERCENTAGE OF 'VOICE CLIPS' REPORTED BY GENDER & OCCUPATION ON *NET TV*, *SUPER ONE TV* & *TVM* (MALTA)

n = 22
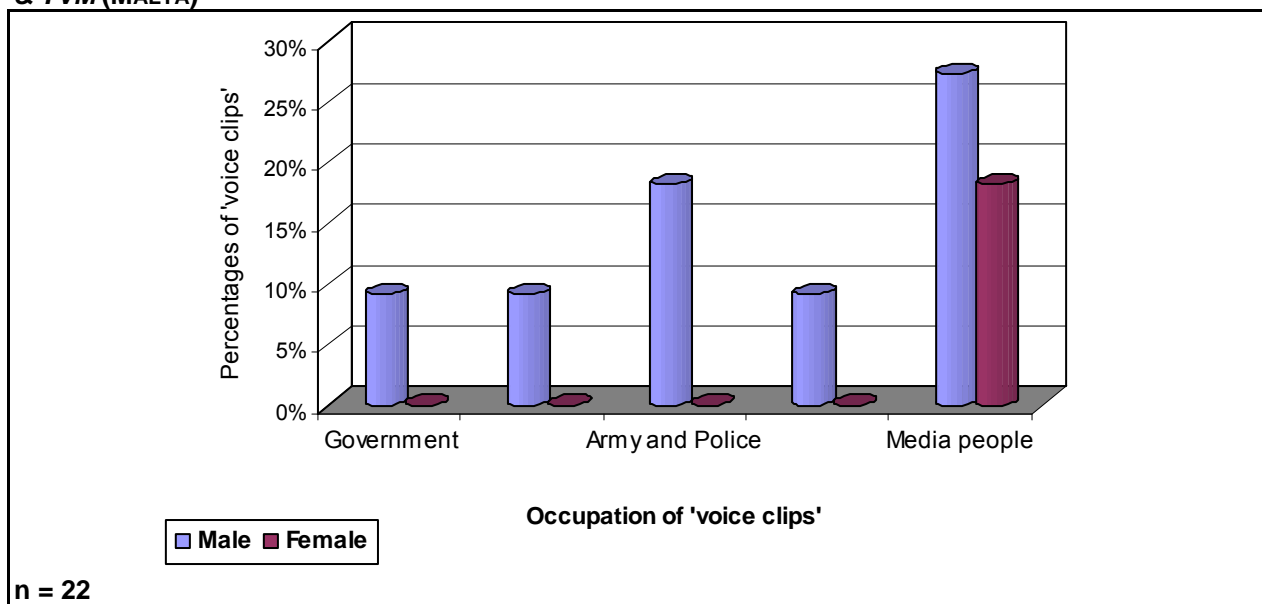
Interesting to note in Table 7T is that the 'voice clips' of women slightly outnumber men as 'members of the public' on *CyBC* (Cyprus).

TABLE 7T: PERCENTAGE OF 'VOICE CLIPS', AS 'A GROUP', BY GENDER & 'SOCIETY LABEL' IN CYPRUS, IRELAND & MALTA

Country	'Society label'	Male 'voice clip'	Female 'voice clip'	Frequency (n)
Cyprus	Members of the public	25.0%	37.5%	8

As seen in Figure 54, the most common age group of people exposed through 'voice clips' is '20-34 years', however, men dominate in the '35-49 age group' and this is clear in the three countries studied.

FIGURE 54: PERCENTAGE OF 'VOICE CLIPS' REPORTED BY AGE IN CYPRUS, IRELAND & MALTA

n = 178 (Cyprus)
n = 107 (Ireland)
n = 10 (Malta)
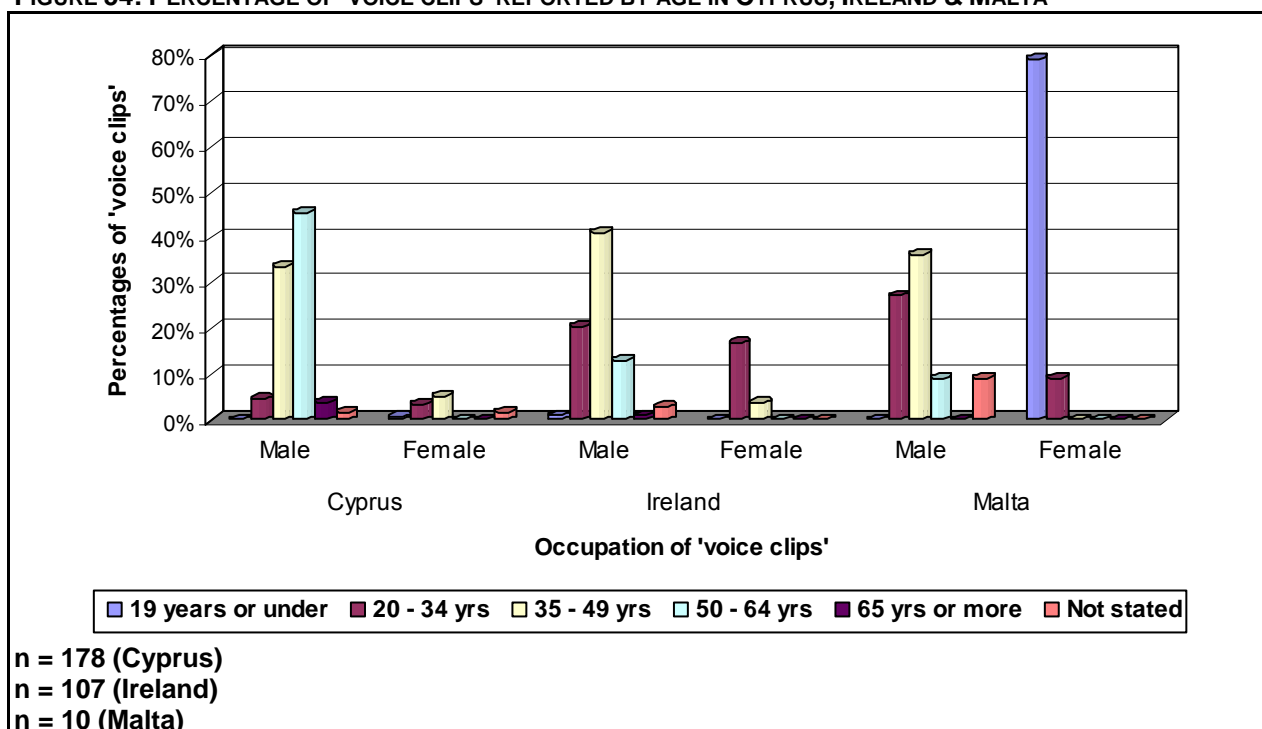
7.2.5.f   Women and men 'mentioned' and 'not central' in the news
Individuals who are 'mentioned' or 'not central' in the news items were also coded. Chart 5 and chart 6 show that men outnumber women and show that few women are 'mentioned' or 'not central'. As both charts illustrate, women are less 'mentioned' in the news items than men and they are less reported as 'not central' in the news items.

CHART 5: PEOPLE 'MENTIONED' IN CYPRUS, IRELAND & MALTA

Frequency of people (as individuals) mentioned in the news item

	Frequency	Valid Percent
Male	297	84.9
Female	38	10.9
Not Stated	15	4.3
Total	**350**	**100.0**

Individuals mentioned in news items
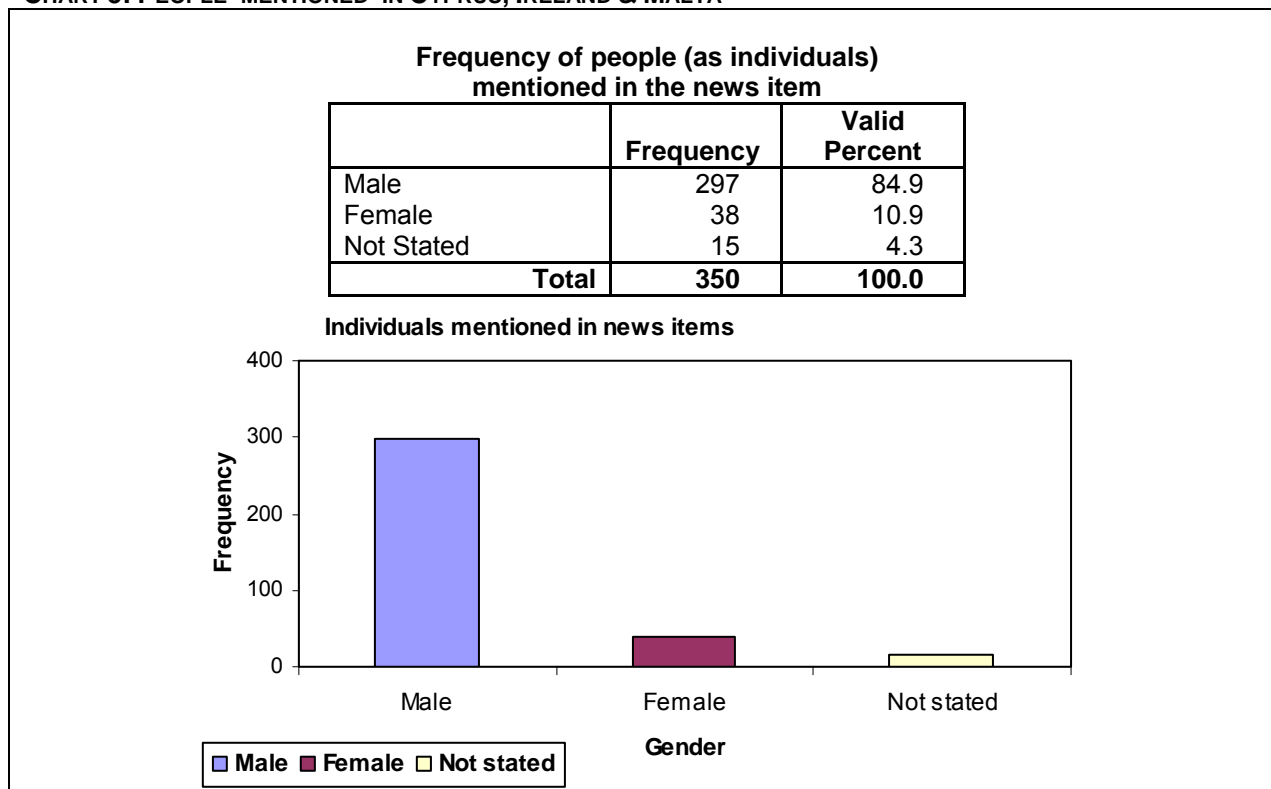
CHART 6: PEOPLE 'NOT CENTRAL' IN CYPRUS, IRELAND & MALTA

Frequency of people (as individuals) not centrally portrayed in the news items

		Frequency	Valid Percent
Valid	Male	136	81.4
	Female	21	12.6
	Not Stated	10	6.0
	Total	**167**	**100.0**

Individuals not central in news items
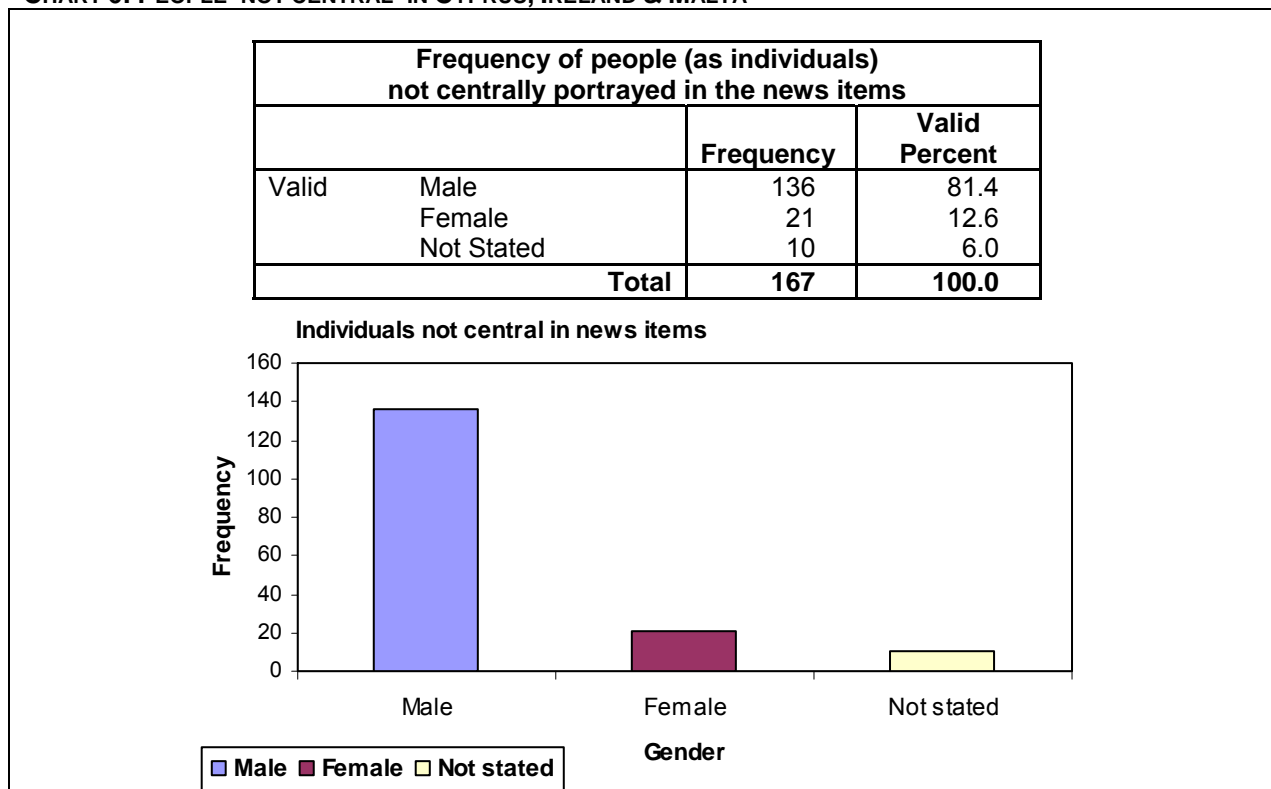
7.2.6 Section A.6

7.2.6.a　　　'Presentation'[65] of news items
The following tables illustrate any correlation between the portrayal of women and men in news and the 'presentation type' of the news items. These tables indicate the types of presentation which are commonly used by the five stations analysed (*CyBC*, *RTÉ*, *TVM*, *Super One TV* and *Net TV*). The way news items are presented in news bulletins reveal the importance or priority which news producers/editors give to particular news items. The 'presentation' of news items are grouped into six categories (See Appendix A). Chart 7 shows that news items are mainly presented in the form of a 'feature' (54.9%). The least percentage of the news items are presented in the form of 'slide' and 'caption': both the latter types of presentation amount to 2.5%.

CHART 7: PEOPLE REPORTED BY THE 'NEWS ITEM PRESENTATION' IN CYPRUS, IRELAND & MALTA

How news items are represented in Cyprus, Ireland, Malta	Frequency	Valid Percent
Film	149	11.4
Feature	718	54.9
Slide	33	2.5
Announcer in Vision	121	9.2
Caption	33	2.5
Reuters/International Agency	255	19.5
Total	**323**	**100**

Individuals not central in news items
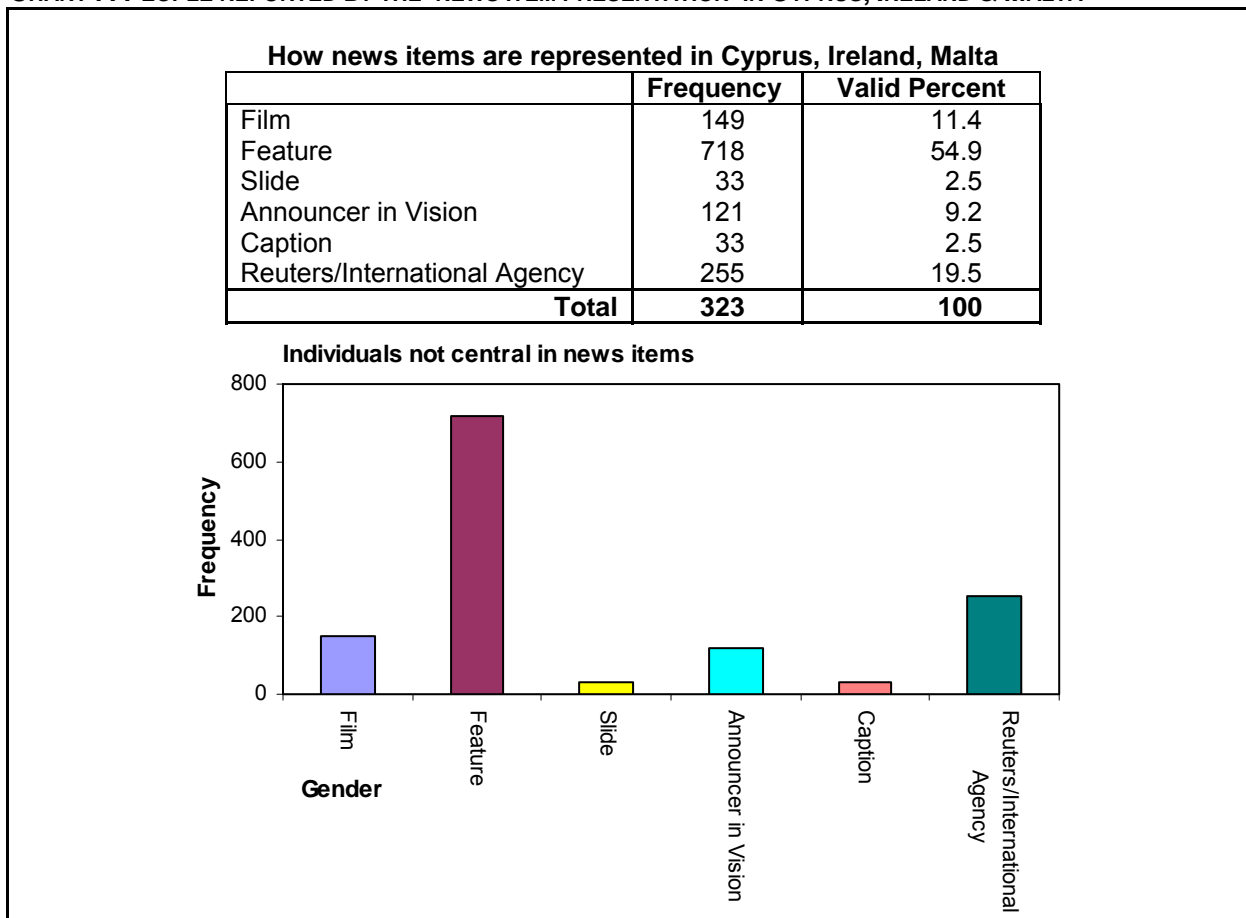
If we look at the data for each country, we find that the presentations in the form of a 'slide' and 'caption' are mainly used in Maltese news bulletins: 4.4% of Maltese news items are presented in 'slide' form while 0.7% in 'caption' form – see Table 7U below:

TABLE 7U: 'PRESENTATION' OF NEWS ITEMS BY REPORTERS' GENDER IN CYPRUS, IRELAND & MALTA

Country	'Presentation	Male reporter	Female reporter	Not stated	Frequency (n)
Cyprus	Caption	0.0%	0.0%	0.3%	
	Slide	0.0%	0.0%	0.0%	301
Ireland	Caption	0.0%	0.0%	3.3%	
	Slide	0.0%	0.5%	0.0%	211
Malta	Caption	0.0%	0.0%	0.7%	
	Slide	0.0%	0.0%	4.4%	729

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[65] News item presentation – the way a news item is presented. The news item can have different formats such as presented as a feature, film, AIV, etc. (see Appendix A for all categories)

The study also analyses how news items are presented according to reporter's gender and Table 7V demonstrates that male reporters dominate in news items presented as 'features'. On *CyBC*, 42.2% of male reporters report news items in the form of a 'feature' compared to 23.3% of female reporters. 35.1% of male reporters report feature-like news items on *RTÉ* and 18.5% are female reporters. On the three Maltese stations (*TVM, Super One TV* and *Net TV*), 28.1% of male reporters and a less percentage for female reporters (10.4%) are responsible for news 'feature'. The lack of chest supers to show who wrote the news reports is common in Maltese news bulletins and this is why 11.2% are coded as 'unstated' gender.

TABLE 7V: 'PRESENTATION' OF NEWS ITEMS ('FEATURES') BY REPORTERS' GENDER ON *CYBC, RTÉ, TVM, SUPER ONE TV* AND *NET TV*

Country	'Presentation'	Male reporter	Female reporter	Not stated	Frequency (n)
CyBC	Feature	42.2%	23.2%	7.6%	301
RTÉ	Feature	35.1%	18.5%	2.8%	211
TVM	Feature	28.1%	9.7%	0.3%	288
Super One TV	Feature	39.5%	19.1%	1.4%	215
Net TV	Feature	17.3%	3.1%	34.5%	226

7.2.6.b   People 'central', as 'individuals', by 'presentation'
Table 7W below shows that women reported as 'central figures' are mainly found in 'features'. A few percentages of women are also reported in foreign news item: 2.5% women in contrast with 14.9% men in Cyprus; 1.9% women compared to 7.6% men in Ireland and 1.8% women and 17.6% men in Malta. This table shows that Cyprus (*CyBC*) is lagging behind in gender balance in the news media and women are not given too much priority because men 'centrally reported' dominate in feature-like news items (76%) with a meagre 3.9% of women 'centrally reported' in such news items.

TABLE 7W: PERCENTAGE OF PEOPLE 'CENTRAL' BY NEWS ITEM 'PRESENTATION' IN CYPRUS, IRELAND AND MALTA

Country	'Presentation'	Male 'central'	Female 'central'	Not stated	Frequency (n)
Cyprus	Feature	76.0%	3.9%	0.8%	
	Reuters/International Agency	14.9%	2.5%	1.0%	484
Ireland	Feature	58.9%	10.6%	2.7%	
	Reuters/International Agency	7.6%	1.9%	0.3%	368
Malta	Feature	45.2%	5.5%	1.3%	
	Reuters/International Agency	17.6%	1.8%	2.2%	880

7.2.6.c   People 'interviewed' by 'presentation'
The most striking point when looking at Table 7X below, is that very few women are 'interviewed' in news. When women are 'interviewed' they are mainly interviewed in feature-like news items: *RTÉ* is the station which mostly interviews women in news items presented as 'features'.

TABLE 7 X: PERCENTAGE OF PEOPLE 'INTERVIEWED' BY NEWS ITEM 'PRESENTATION' IN CYPRUS, IRELAND AND MALTA

Country	'Presentation	Male 'interviewed'	Female 'interviewed'	Frequency (n)
Cyprus	Feature	77.2%	7.4%	324
Ireland	Feature	68.0%	18.4%	206
Malta	Feature	79.3%	12.6%	135

7.2.7 Section A.7
Apart from examining the correlation between the exposure of people 'interviewed', 'centrally reported', 'seen', and the 'presentation' of the news item, the study examines how people reported as 'victims' in the news items are identified according to their 'family status'. It investigates whether there are any gender differences with regard to the portrayal of people as 'victims' and their 'family status'.

7.2.7.a People portrayed (by 'interviews', 'centrally reported' and 'seen') as 'victims' and by 'family relationship'
The study finds that it is more common for women who are reported as 'victims of a happening or circumstances', that they are also identified by their 'family relationship'. According to GMMP 2005, the data gathered supported this: women are more than twice as likely as men portrayed as 'victims' (GMMP, 2005, p.18). When women were reported as 'victims', they were also to be more likely described in relation to others.

Very often, in news items reporting 'victims of disasters or wars', only women and children are shown in close-ups and portrayed as 'victims'. To highlight the women's family status, news pictures focus on women portrayed as mothers holding their children; while men are rarely identified by their 'family relationship' although the percentage of men reported as 'victims' was higher than that for women. This shows that there is a correlation between gender and being a 'victim'; and the likelihood is that if the individual who is reported is a woman she will probably be identified by her 'family status'. An interesting news item with regard to the correlation of the portrayal of 'victims' and their 'family status' was shown on *CyBC* news which 'centrally focused' on a middle-aged man who was portrayed as a 'victim' of the conflict between Greek and the Turkish Cypriots. The news item dealt on the man's visit to his home town, particularly referring to his parents' house after a number of years. It was reported that his parents were dead and a new family was living in his parents' home. This particular news item was an extremely emotional one and the cameraperson and the video editor focused on the man who was crying with grief. It was rather surprising that a news bulletin portrayed a man as crying and being emotional because very often media only portrays women being emotional and able to cry.

With regard to 'victims' and 'family status', *RTÉ* presented a news item which was prepared by Margaret Ward, the foreign editor. This item dealt about a family who was a 'victim' of the Yugoslav war. It is worth commenting that the female journalist interviewed the 'woman' of the family while her husband was seen beside her during the interview. The woman spoke in the name of her husband and was narrating how because of the war her husband's relatives had been killed. The 'feature' showed the woman taking the journalist to the graveyard and showing her the tombstones of her husband's relatives. It is interesting to note that the journalist did not interview the husband who was also a 'victim' in this circumstance. Although the reason might have been due to language difficulty this news item exemplifies the stereotype that women are portrayed as 'victims' (Carole J. Sheffield cited by Hess and Marx Ferree, 1987).

7.2.8 Section A.8

7.2.8.a Women and men 'central in headlines'
News headlines are an essential part of a news bulletin and headlines reflect the general content of a news bulletin. This research analysis gender differences in news headlines between Cyprus, Ireland and Malta. The presence of women and men in news headlines is divided in two parts: women and men 'seen' in news headlines; and women and men 'mentioned' in news headlines. People who are 'seen' in news headline-pictures are not necessarily 'mentioned' in news headlines. Charts 8 to 11 below explicitly show that there are clear gender differences between the portrayal of women and men in the news headlines of the three countries. Only 13.7% of women are 'seen' in headlines and a low 5.4% of women are 'mentioned in headlines'. The percentage for men is much higher: quite a high percent of men (49.5%) are present as 'seen in headlines' and 32.9% men are 'mentioned in headlines'.

CHART 8: PERCENTAGE OF MEN 'SEEN' IN NEWS HEADLINES IN CYPRUS, IRELAND AND MALTA

Men seen in headlines

	Frequency	Valid Percent
Yes	203	49.5
No	207	50.5
Total	**410**	**100.0**

Men seen in headlines
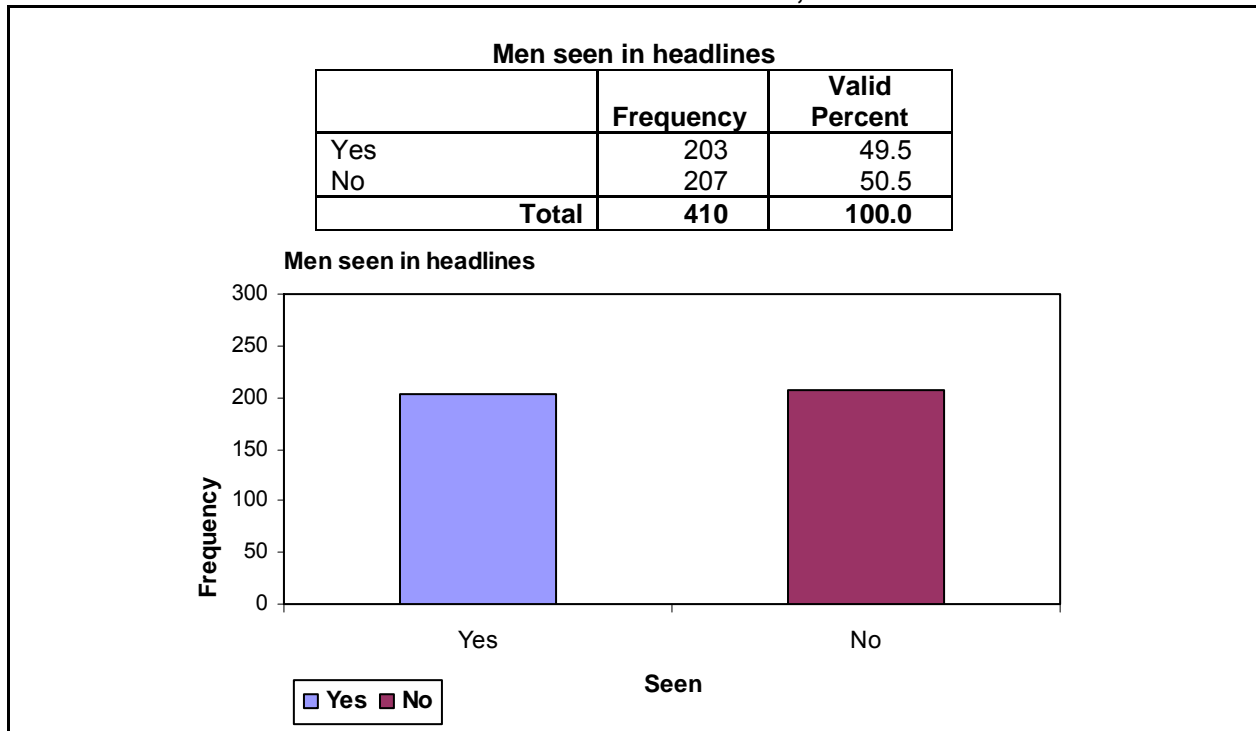
CHART 9: PERCENTAGE OF MEN 'MENTIONED' IN NEWS HEADLINES IN CYPRUS, IRELAND AND MALTA

Men mentioned in headlines

	Frequency	Valid Percent
Yes	135	32.9
No	275	67.1
Total	**410**	**100.0**

Men mentioned in headlines

119
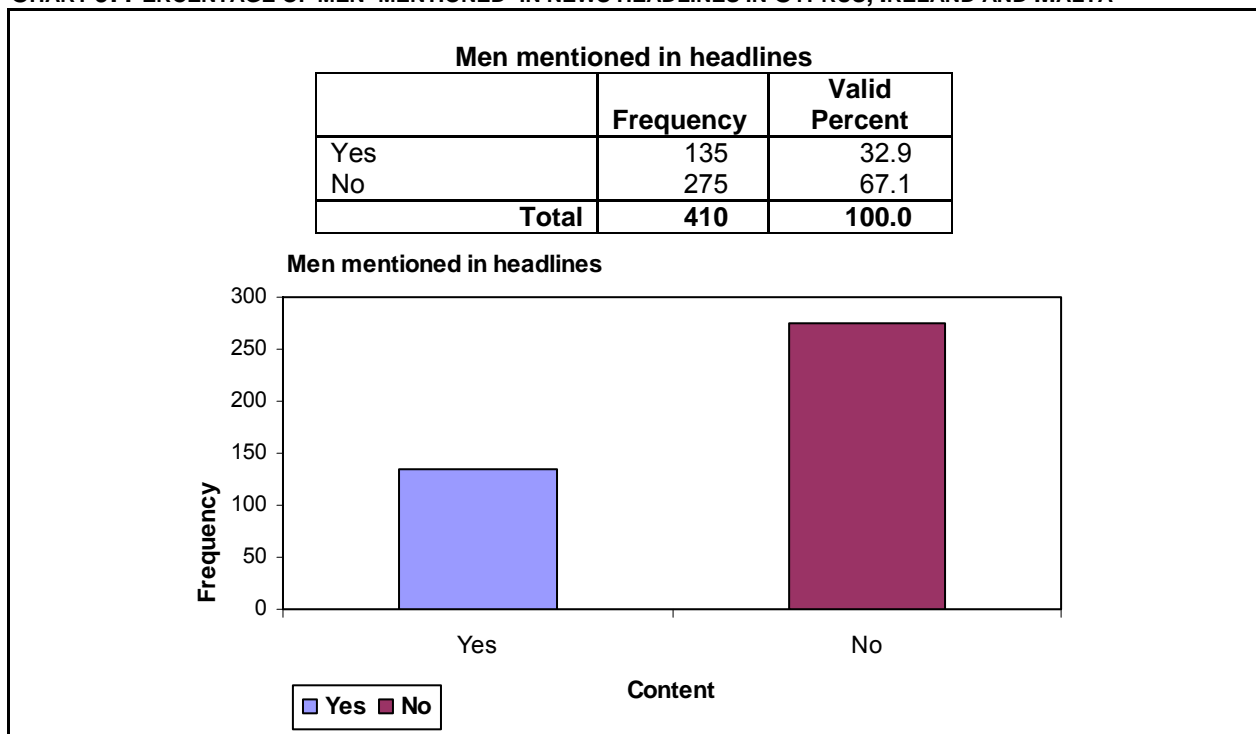
CHART 10: PERCENTAGE OF WOMEN 'SEEN' IN NEWS HEADLINES IN CYPRUS, IRELAND AND MALTA

Women seen in headlines

		Frequency	Valid Percent
Valid	Yes	56	13.7
	No	354	86.3
	Total	**410**	**100.0**

Women seen in headlines
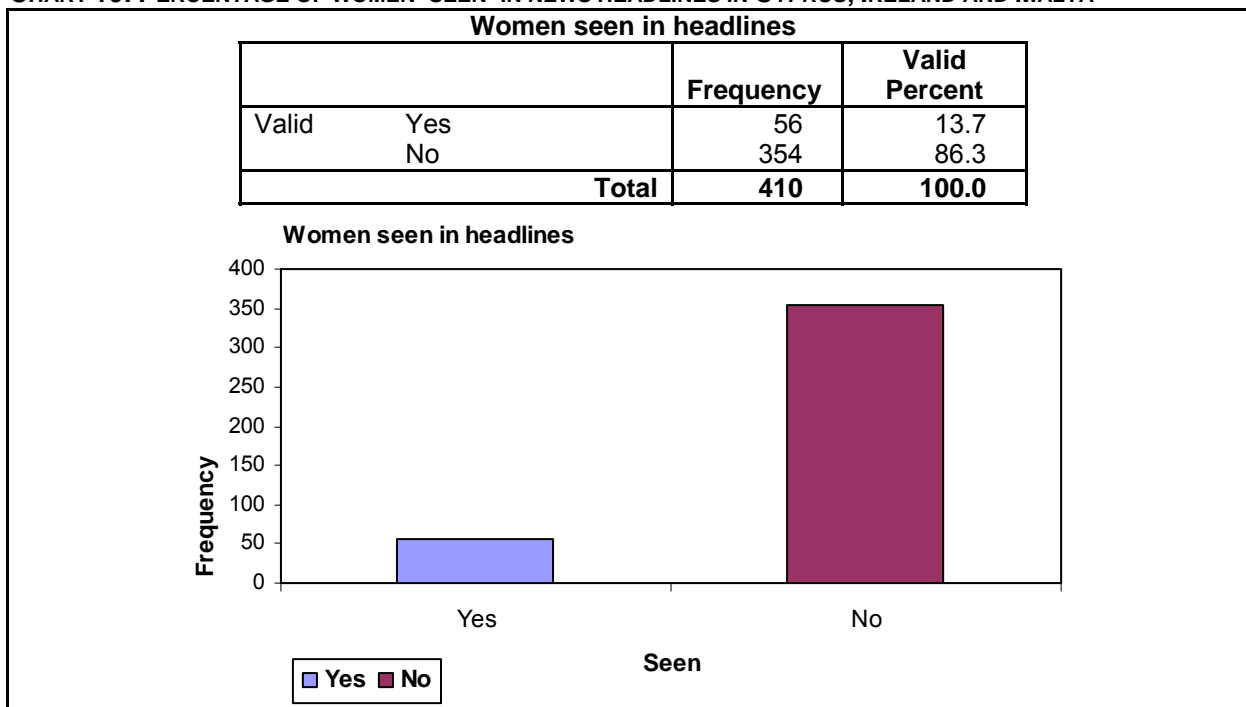
CHART 11: PERCENTAGE OF WOMEN 'MENTIONED' IN NEWS HEADLINES IN CYPRUS, IRELAND AND Malta

Women mentioned in headlines

		Frequency	Valid Percent
Valid	Yes	22	5.4
	No	388	94.6
	Total	**410**	**100.0**

Women mentioned in headlines
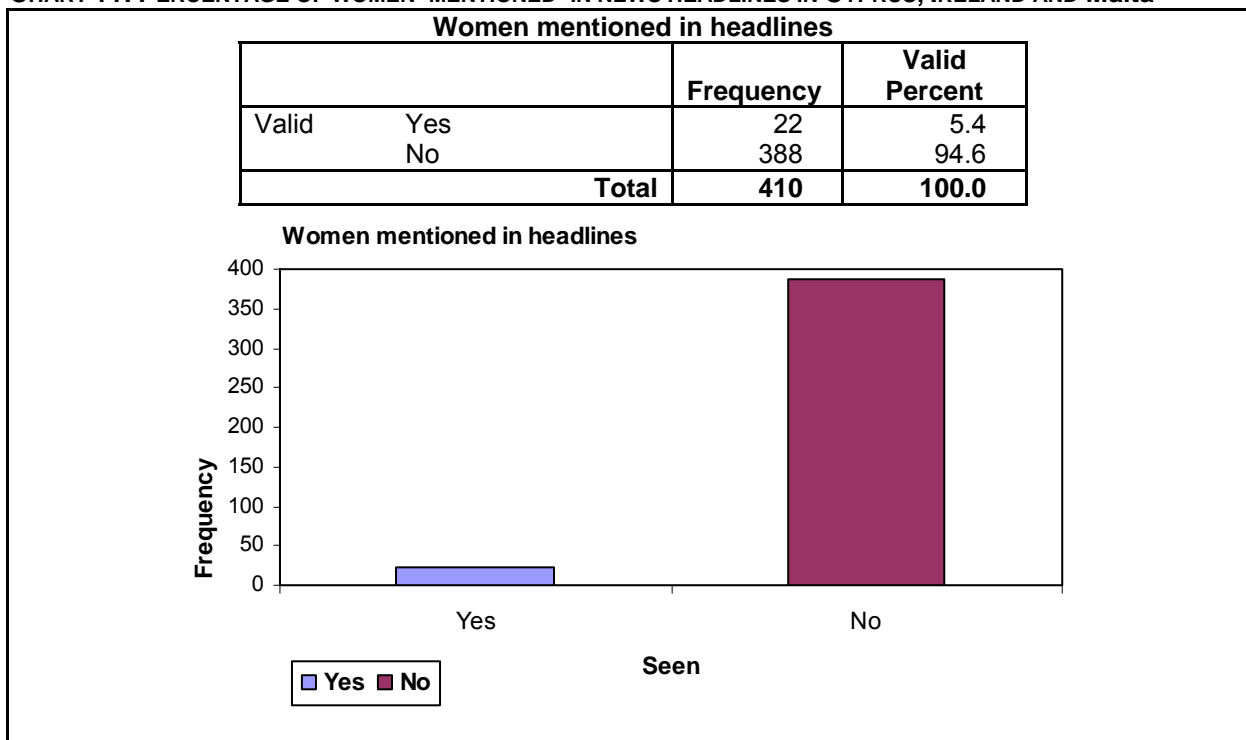
As can be seen from the charts above, men dominate news headlines as 'news pictures' and when reported in news headlines, they are mostly reported or 'pictured' in news headlines as 'politicians'. This was expected because male politicians dominate the news items in Cyprus, Ireland and Malta since political news stories are always given priority in news bulletins. On the other hand, it was found that women portrayed as 'criminals' have the highest percentage for women in headlines. This figure is the result of a number of news items shown in news headlines for the three Maltese stations. These headlines focus on the arrest of female foreigners drug traffickers accused of drug smuggling.

CHART 12: PERCENTAGE OF PEOPLE 'SEEN' AND 'MENTIONED' IN NEWS HEADLINES IN CYPRUS, IRELAND AND MALTA

The percentage of men seen in headlines

			COUNTRY		
			Cyprus	Ireland	Malta
MEN SEEN IN HEADLINES	Yes	Count	103	33	67
		Percentages	61.7%	64.7%	34.9%
	No	Count	64	18	125
		Percentages	38.3%	35.3%	65.1%

The percentage of men mentioned in headlines

			COUNTRY		
			Cyprus	Ireland	Malta
MEN SEEN IN HEADLINES	Yes	Count	59	24	52
		Percentages	35.3%	47.1%	27.1%
	No	Count	108	27	140
		Percentages	64.7%	52.9%	72.9%

The percentage of women seen in headlines

			COUNTRY		
			Cyprus	Ireland	Malta
MEN SEEN IN HEADLINES	Yes	Count	24	11	21
		Percentages	14.4%	21.6%	10.9%
	No	Count	143	40	171
		Percentages	85.6%	78.4%	89.1%

The percentage of women mentioned in headlines

			COUNTRY		
			Cyprus	Ireland	Malta
MEN SEEN IN HEADLINES	Yes	Count	6	4	12
		Percentages	3.6%	7.8%	6.3%
	No	Count	161	47	180
		Percentages	96.4%	92.2%	93.8%

The following analysis show the portrayal of both genders 'seen' and 'mentioned' in news headlines between the three countries analysed – Cyprus, Ireland and Malta. Chart 12 above shows that, *RTÉ* (Ireland) when compared to *CyBC* (Cyprus) 'picture' more women in headlines; while the three Maltese stations, i.e. *TVM*, *Super One TV* and *Net TV* mention more women in headlines which is due to the number of female criminals reported in the headlines during the two weeks analysed.

When coding *RTÉ* news headlines, it was noticed that the second 'group of news headlines', technically known as 'bumpers'[66], in which 'voice clips' of individuals were used, more women than men were portrayed. In a particular news-headline a 'voice clip' of a woman speaking on diet and health was portrayed which reinforces the stereotype that women are associated with diets, beauty, slimming treatments and physical beauty. Actually this' voice clip' was part of a *vox pop* conducted with other people – women and men – but in the news headlines only a woman was portrayed. In another instance, a voice clip of a female student participating in a training project abroad was shown in the news headlines: the female student was given priority while in the actual news item she was the only female student who was interviewed – all the other students interviewed were males. This indicates that women on *RTÉ* news headlines were given priority.

When coding the news bulletins it was noticed that in each news item there is a 'central focus' of the story. This concept is completely different from 'news headlines'. News headlines are used to promote a

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[66] Bumpers are designed to promote upcoming stories. They can be as simple as having the anchors say, 'We'll be back with more news after these messages'. (Yoakman & Cremer, 1985, p. 219). With regard to RTÉ news in the bumpers, clips of coming news stories are reported. The other stations analysed here do not use such technique.

particular story and to show that it is more important than other news items within a news bulletin. On the other hand, every news item has its own 'central focus' because in every news item there would be prominent figure/s who make the story. Such prominent figures thus had to be coded separately as being the 'central focus' of the story so that it could be investigated which gender is usually prominent in a news item. The results are discussed in Section A9.

7.2.9 Section A.9

7.2.9.a   Women and men as the 'central focus'[67]
Two categories for both genders were constructed to collect data on the people portrayed as the 'central focus' of a news item. Both categories (see Appendix A for categories) indicate that there are gender differences with regard to the focus of the story. These also show the 'occupations' or positions within a society which are commonly focused on in the news bulletins of Cyprus, Ireland and Malta.

For each news item, the 'occupation' of women and men who are the 'central focus' of the news item was coded. As seen in Figure 55, a general overview shows that men are mainly portrayed as 'politicians' in the three countries. Cyprus and Malta give prominence to men as 'politicians': percentages show that Cyprus again dominates in political news items as 5.3% men portrayed as 'administrators' or 'diplomats' were portrayed as 'central focus'. It is interesting to note the relatively high percentage of men portrayed as 'victims'. Normally news media portray women as the 'victims' (Van Zoonen 1998); however in this case, the percentage of men as 'victims' (as figures indicate) is relatively high in the three countries. It has to be noted that in the sample analysed a number of accidents, particularly traffic accidents were reported. The majority of the 'victims' in these accidents were men.

FIGURE 55: MEN REPORTED AS 'CENTRAL FOCUS' IN CYPRUS, IRELAND & MALTA

n = 319 (Cyprus)
n = 196 (Ireland)
n = 779 (Malta)
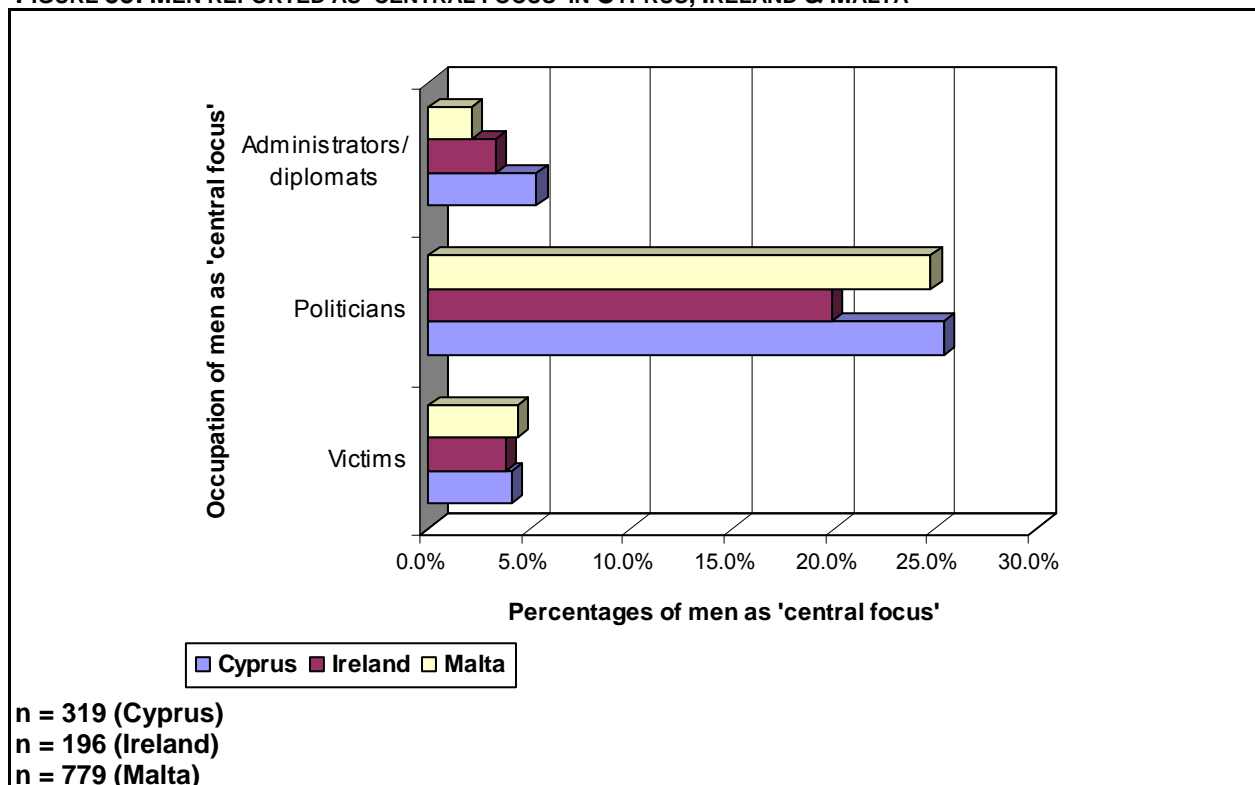
Percentages for women portrayed as a 'central focus' varies for each station analysed. An interesting note in Figure 56 is for *RTÉ* news where 4.3% women portrayed as the 'central focus' are 'politicians' which is hardly a high percentage; however, it is the highest percentage for women reported as the 'central focus' amongst the three countries analysed here (Cyprus, Ireland and Malta). This is still a very low percentage but it seems that in Ireland, female politicians are starting to head towards gender equality. As can be seen in this study the two Southern European countries, i.e. Cyprus and Malta, show

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[67] Central focus – the individual who is portrayed as the 'main figure' within a news item

a complete lack of female politicians: 0.3% of female politicians are the 'central focus'. Cyprus continues to enforce the stereotype that women in the news media are portrayed as beautiful objects; in fact 2.5% women as 'entertainers' are 'centrally focused'. This is the highest percentage registered for women on *CyBC*. During the two weeks analysed, each *CyBC* news bulletin had one news item which focused on an entertaining activity, with women being the 'central focus' in these news items. As noted earlier, the highest percentage of women as the 'central focus' on the Maltese stations shows women as 'criminals' because a good number of news items reported foreigners accused of drug smuggling.

FIGURE 56: WOMEN REPORTED AS 'CENTRAL FOCUS' IN CYPRUS, IRELAND & MALTA

n = 319 (Cyprus)
n = 211 (Ireland)
n = 779 (Malta)
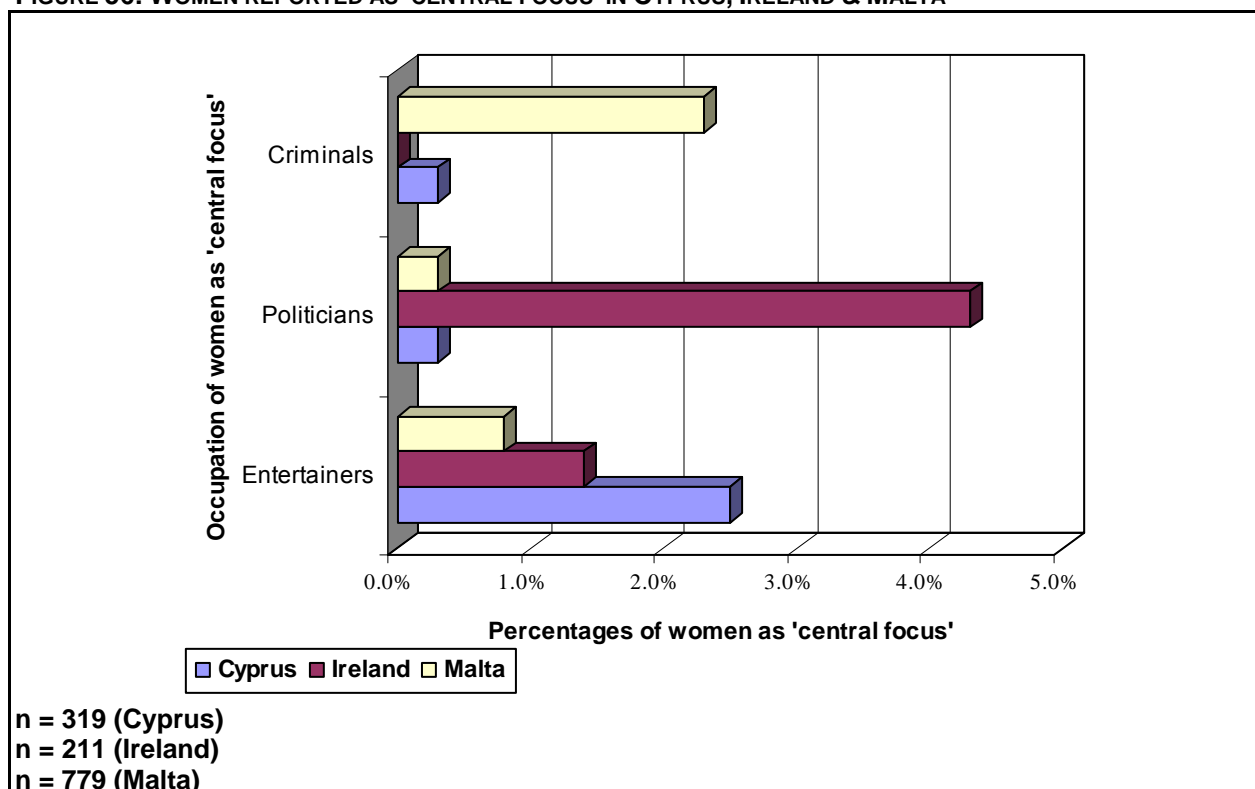
All five stations analysed showed that while men who were reported as the 'central focus' were 'politicians' or men 'in power', women as the 'central focus' were portrayed as 'entertainers', 'carers', 'consumers' and 'criminals'. It is interesting to note that on *RTÉ* the highest percentage for women as the 'central focus' was registered when women were portrayed as 'politicians' (as seen below) and these news items were mostly reported by male journalists (2.8%). This again indicates that *RTÉ* is more gender aware and gives space to women who are in decision-making posts when compared to the other stations investigated in this study (*CyBC*, *TVM*, *Super One TV* and *Net TV*);. In fact, *RTÉ*'s production meetings reflect gender equality because female editors and producers take decisions as well. Moreover, these figures indicate that Irish society, when compared to the Cypriot and the Maltese society is more gender balanced and more women occupy top posts. Since women occupy top posts within Irish society, the portrayal of women tends to be much better than the portrayal of women in the other two countries analysed (Cyprus and Malta).

TABLE 7Y: PORTRAYAL OF MEN AND WOMEN AS 'CENTRAL FOCUS' BY REPORTERS' GENDER IN CYPRUS, IRELAND AND MALTA

Country	'Central focus	Male reporter	Female reporter	Not stated	Frequency (n)
CyBC (Cyprus)	Men as politicians	16.9%	6.0%	4.0%	
	Women as politicians	0.0%	0.0%	0.3%	1806
RTÉ (Ireland)	Women as politicians	2.8%	0.5%	0.9%	1266
Net TV (Malta)	Women as politicians	0.0%	0.0%	0.4%	1356
TVM (Malta)	Women as politicians	0.3%	0.0%	0.0%	1728

7.3 Section B: Human resources in the newsrooms
Apart from gender portrayal, the study also gathers data on the news producers to demonstrate if newsrooms of the three countries analysed are gender balanced. The number of people and their occupations working within each news organisation and producing the news programmes of the sample are coded by gender. Sometimes it was difficult to code the news personnel through chest supers[68]. Obviously their 'age' could not be coded unless the journalists were on screen.

7.3.a 'Video editors'[69] and 'camerapersons'
The post of a video editor in the Maltese stations with the exception of *Net TV* is occupied by men. During face-to-face interviews with the news workers at *TVM* and *Super One TV*, they admitted that the technical area within their newsroom is male dominated. In the other Maltese news organisation analysed (*Net TV*), there are women who worked as 'video editors'. With regard to *RTÉ*, there are some female video editors but the number is still very low when compared to men. The invisibility of women in the technical area of a news organisation is reinforced by the total absence of women as camerapersons. From content analysis and observation it was found that there is not any female cameraperson at the newsroom in all the five stations analysed. Statistics gathered in this study reinforce the fact that there is a lack of women in the technical area as can be seen in Chart 13. The overall percentage of video editors in the three countries shows that male video editors by far outnumber female video editors. However, the same graph shows that 57.8% of the video editors are not stated by gender; and this is quite a high percentage. So the study cannot specifically conclude that men outnumber women in this area from the figures gathered because more than half of the individuals coded are not identified by their gender. It is important to note that video editors are not identified when a news item is presented in a 'film'. There are also cases, as is mainly the case with *CyBC* and *RTÉ*, that in news items which are presented as 'features', chest supers or character generated captions are not used to show who wrote the news report; who edited it; and who filmed the footage. So these news workers are coded as 'unstated' by gender.

CHART 13: THE PERCENTAGE OF 'VIDEO EDITORS' IN CYPRUS, IRELAND AND MALTA

The gender of the video editors who works in the news in Cyprus, Ireland, Malta

		Frequency	Valid Percent
Male		342	30.3
Female		134	11.9
Not Stated		653	57.8
	Total	**1129**	**100.0**
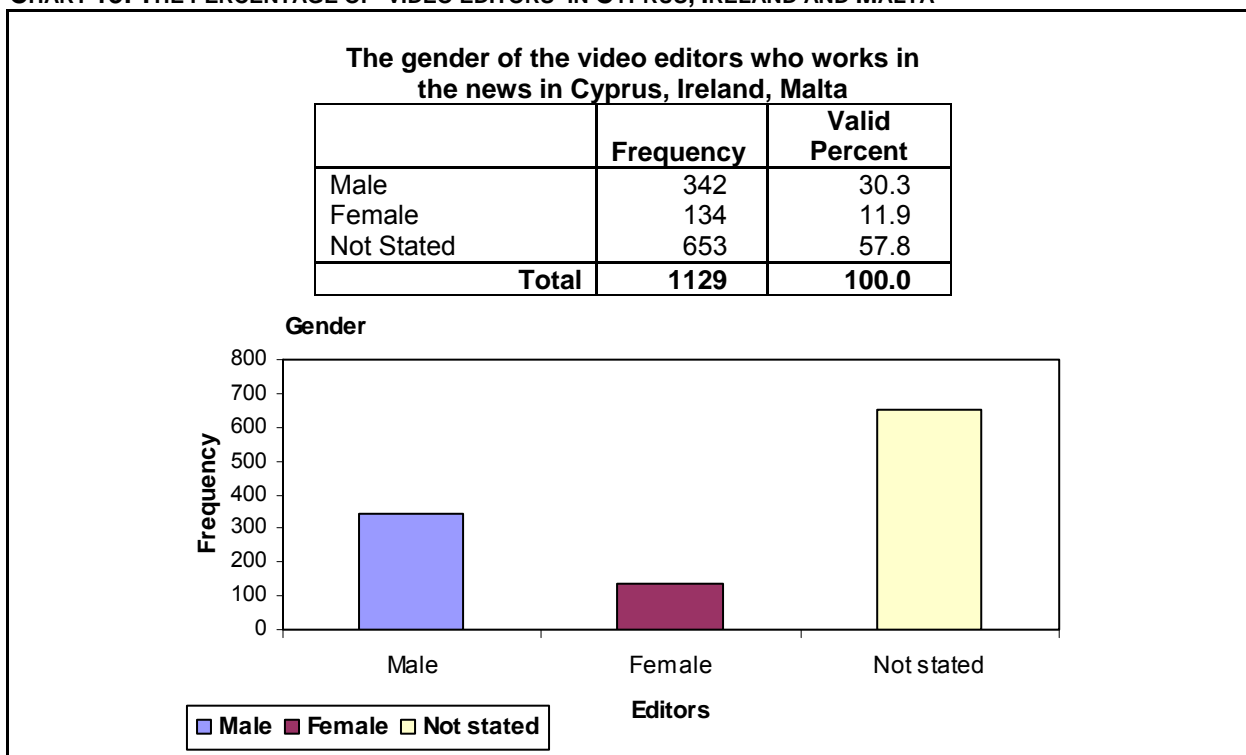
Table 7Z below, reflects the participation of 'video editors' in the Maltese television stations. Both *CyBC* and *RTÉ* do not use chest supers or character generated captions to show who edited the footage; so the

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[68] Chest supers – a graphic created by computer where the names of the people responsible for the news item are shown. Chest supers can also be used to give the name of the people interviewed in a news item. These can be recorded to videotape and edited into a report, or superimposed live from the control room.
[69] Video editors – people who edit the news pictures

gender of the video editors could not be coded. The situation is different for *TVM*, *Super One TV* and *Net TV*.   An outstanding percentage is that of the female video editors for *Net TV* where 64% are female 'video editors' compared to the relatively low 17.7% male 'video editors'. This is significant because contrary to the normal trend women dominate the video editing suites at *Net TV*. When interviewing Pierre Portelli, *Net TV* news editor, he confirmed that a good number of young female graduates were employed as 'video editors' at *Net TV*: statistics confirm this and clearly show a high number of female video ediors at *Net TV*. On the other hand, the situation for *TVM* is totally the opposite: all the 'video editors' in *TVM* are males (82.8%). This percentage is not a 100% because 17.2% of 'video editors' are not identified by their gender. The situation at *Super One TV* newsroom is quite the same as that of *TVM*. Journalists at both these stations confirm that they did not have female video editors in their newsrooms.

TABLE 7Z: PERCENTAGE OF 'VIDEO EDITORS' BY GENDER IN *CYBC, RTÉ, TVM, SUPER ONE TV* AND *NET TV*

Station	'Video editors'	Percentage	Frequency (n)
CyBC	Male	100%	317
RTÉ	Not stated	100%	200
TVM	Male	82.8%	
	Not stated	17.2%	215
Super One TV	Male	67.5%	
	Not stated	100%	194
Net TV	Male	17.7%	
	Female	64.0%	
	Not stated	18.2%	203

7.3.b 'News producers'[70]

A news bulletin is a result of a teamwork, that of the 'reporter', the 'video editor', the 'cameraperson', the 'director' and the 'producer'. The 'producer' is the last person who decides what goes on air during a news bulletin. Therefore, to analyse any gender balance in the decision making process within the newsroom, the gender of news producers was coded. Chart 14 shows that out of the total number of 'producers', males outnumber female producers by almost three times as much. When these figures are broken down for each station analysed, it was concluded that *RTÉ* is the station which uses an equal opportunity policy at the place of work while women are given a post in decision-making processes.

CHART 14: PERCENTAGE OF 'NEWS PRODUCERS' IN CYPRUS, IRELAND AND MALTA

The number of male and female producers in Cyprus, Ireland, Malta

	Frequency	ValidPercent
Male	43	58.1
Female	14	18.9
Not Stated	17	23.0
Total	**74**	**100.0**

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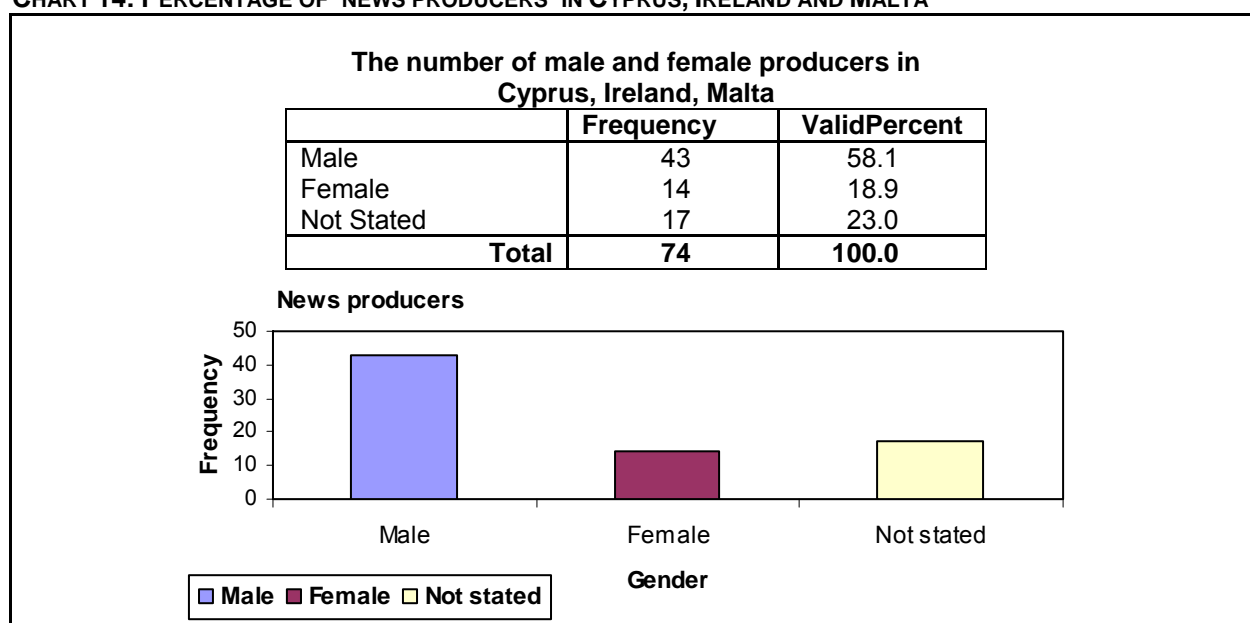
[70] News producers – people who are responsible for the content of the news bulletin as regards script and running order. Some of the stations analysed use the title of 'an editor' instead of a news producer. These are also included in this table

Table 7AA below shows that at *RTÉ*, 78.6% are female 'producers' while 21.4% are male 'producers'. Contrary to the three Maltese stations where men dominate as 87% are male 'producers' and a meagre 6.5% are women 'producers'. Data on *CyBC* news 'producers' could not be gathered because they are not identified by their gender.

TABLE 7AA: PERCENTAGE OF NEWS 'PRODUCERS' BY GENDER ON *CYBC*, *RTÉ*, *TVM*, *SUPER ONE TV* AND *NET TV*

Station	News 'producers'	Percentage	Frequency (n)
CyBC	Not stated	100%	14
RTÉ	Male	21.4%	
	Female	78.6%	14
TVM	Male	28.3%	
	Female	2.2%	
	Not stated	2.2%	15
Super One TV	Male	28.3%	
	Female	4.3%	
	Not stated	4.3%	17
Net TV	Male	30.4%	
	Female	0.0%	
	Not stated	0.0%	14

7.3.c 'News directors'[71]

From data gathered on 'news directors', it is difficult to conclude whether the role of a 'news director' is associated with a man or a woman because out of the five television stations studied, only two stations i.e. *Super One TV* and *TVM* (Malta), identify the 'news director' by gender through the use of character generated chest supers. Results for *Super One TV* and *TVM* (Malta), shown below in Table 7BB, demonstrate that the post of a news director is given to a man in both news organisations. It is important to note that the percentages for the three Maltese stations together amount to 100% and percentages are not divided for each station. The other three stations, *CyBC*, *RTÉ* and *Net TV* do not use character generator captions to show who the 'director' was and so the results for the gender of the 'director' cannot be retrieved.

TABLE 7BB: PERCENTAGE OF 'NEWS DIRECTORS' BY GENDER ON *CYBC*, *RTÉ*, *TVM*, *SUPER ONE TV* AND *NET TV*

Station	'News directors'	Percentage	Frequency (n)
CyBC	Not stated	100%	14
RTÉ	Not stated	100%	14
TVM	Male	31.0%	
	Not stated	2.4%	14
Super One TV	Male	28.6%	
	Not stated	4.8%	14
Net TV	Male	0.0%	
	Not stated	33.3%	14

7.3.d 'Newscasters'[72]

An interesting result seen in the data below confirms that news reading is a female dominated area. In the three countries analysed, the number of female 'newscasters' outnumbers the male 'newscasters' as can be seen in Chart 15. This data support the theory that a woman is chosen to be seen in media as a decorative object (Holland in Marris & Thornham, 1996, p.441; Dyer 1987, p.8 in Guantlett 2000, p.44). Such figures also indicate the trend to make news more emotional (Van Zoonen, 1994) because of the

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[71] News directors – people who are responsible for what is actually going out on air during the live transmission of the news bulletin
[72] Newscasters – also known as newsreaders. The people who read the news and are usually located in a TV studio

increasing number of female newscasters. It shows that the three countries analysed want to make news more intimate and personal rather than rational and serious (Holland, 1996) because female 'newscasters' outnumber male 'newscasters' in the three countries analysed (Cyprus, Ireland and Malta). These figures confirm that news casting is becoming a performer's job.

CHART 15: PERCENTAGE OF 'NEWSCASTERS' IN CYPRUS, IRELAND AND MALTA

The number of male and female newscasters in Cyprus, Ireland, Malta

			Frequency	Valid Percent
Valid	Male		540	42.4
	Female		735	57.6
		Total	1275	100.0
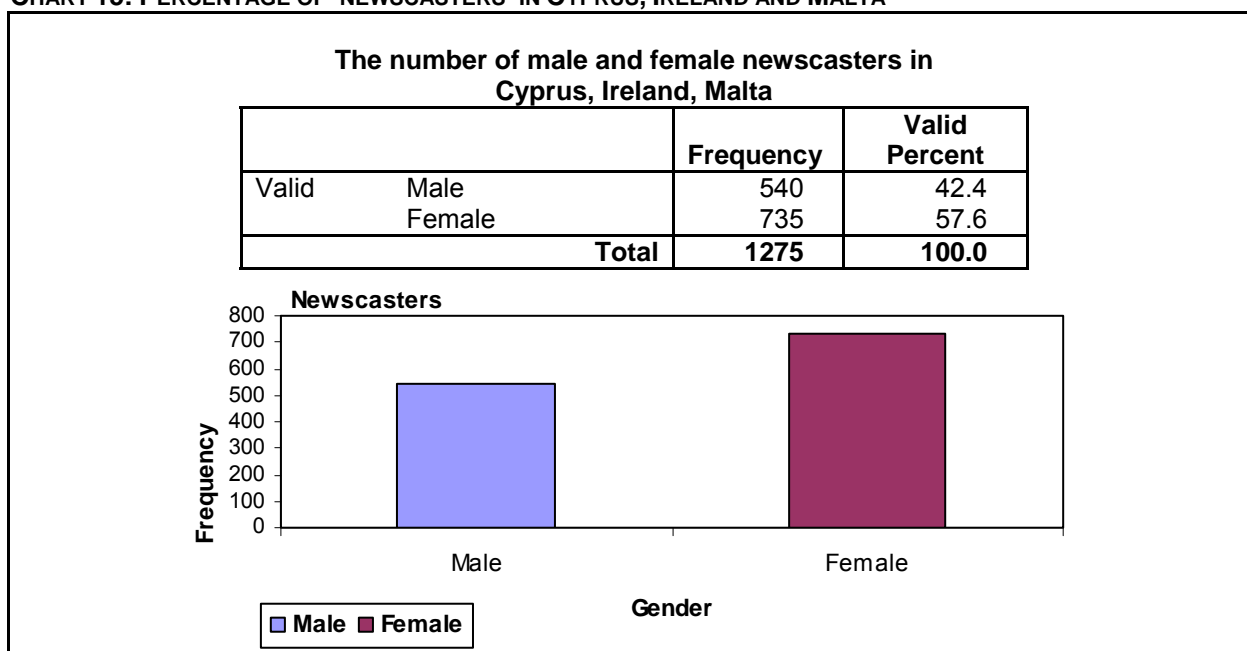
Figures 57 and 58 below show that female 'newscasters' are much younger than male 'newscasters'. This confirms that young age is a prerequisite especially for female 'newscasters' to get this job. Figures for *CyBC* and *Super One TV* highlight this: on *CyBC* 46.9% are female 'newscasters' aged between 20-34 years; while 65.8% are female 'newscasters' of the same age group on *Super One TV*. On the other hand, young 'newscasters' on *Net TV* (Malta) are males. While *RTÉ* has the highest percentage of female 'newscasters' in the '35-49 age group' (55.3%), the number of female newscasters in the '20-34 age group' still outnumbers that of man. Such figures confirm that young women are mostly wanted to read and present news bulletins.

FIGURE 57: PERCENTAGE OF 'NEWSCASTERS' BY GENDER & AGE IN CYPRUS, IRELAND & MALTA

n = 343 (Cyprus)   n = 188 (Ireland)   n = 741 (Malta)
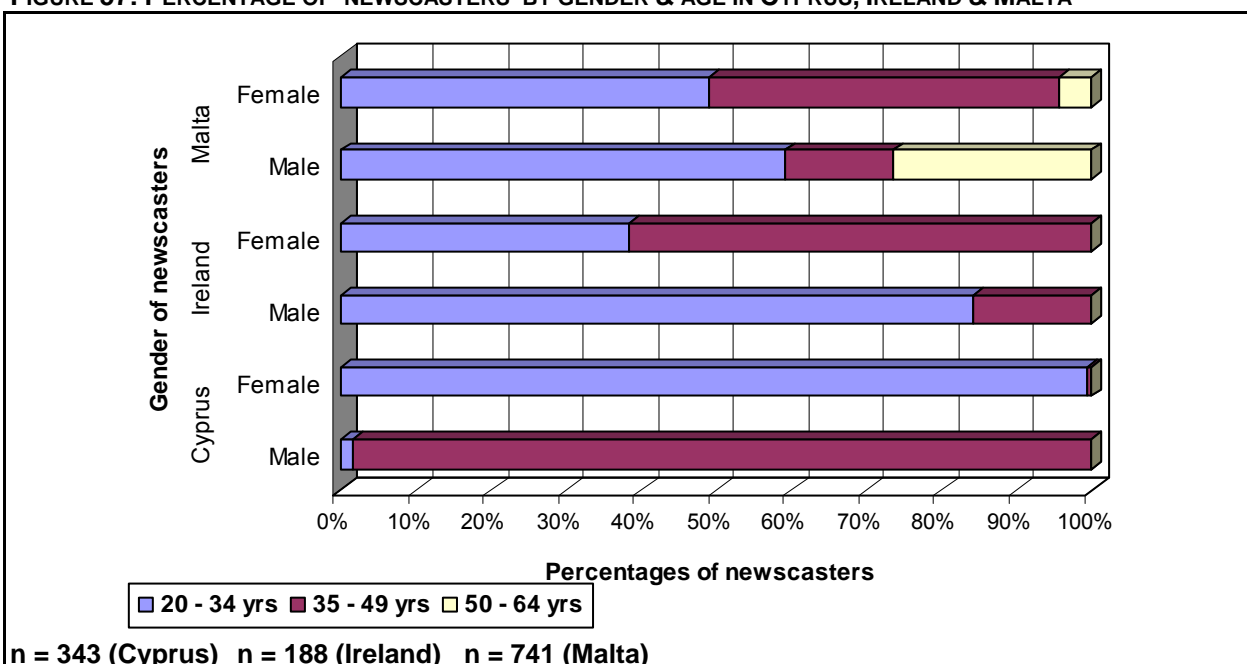
It is interesting to note that on *TVM* (Malta) the youngest 'newscasters' are males with no young female 'newscasters': 42.3% of female newscasters are form the 35-49 age group where only 8.1% of male newscasters are found in this age group. Figure 58 shows that *TVM* is the only station which employs newscasters aged between 50-64 years and as expected, males dominate in this age group.

FIGURE 58: PERCENTAGE OF NEWSCASTERS BY GENDER & AGE ON *CYBC, RTÉ, SUPER ONE TV* & *TVM NET TV*,

n = 343 (Cyprus)   n = 188 (Ireland)
n = 276 (*Net TV*)   n = 234 (*Super One TV*)   n = 234 (*TVM*)
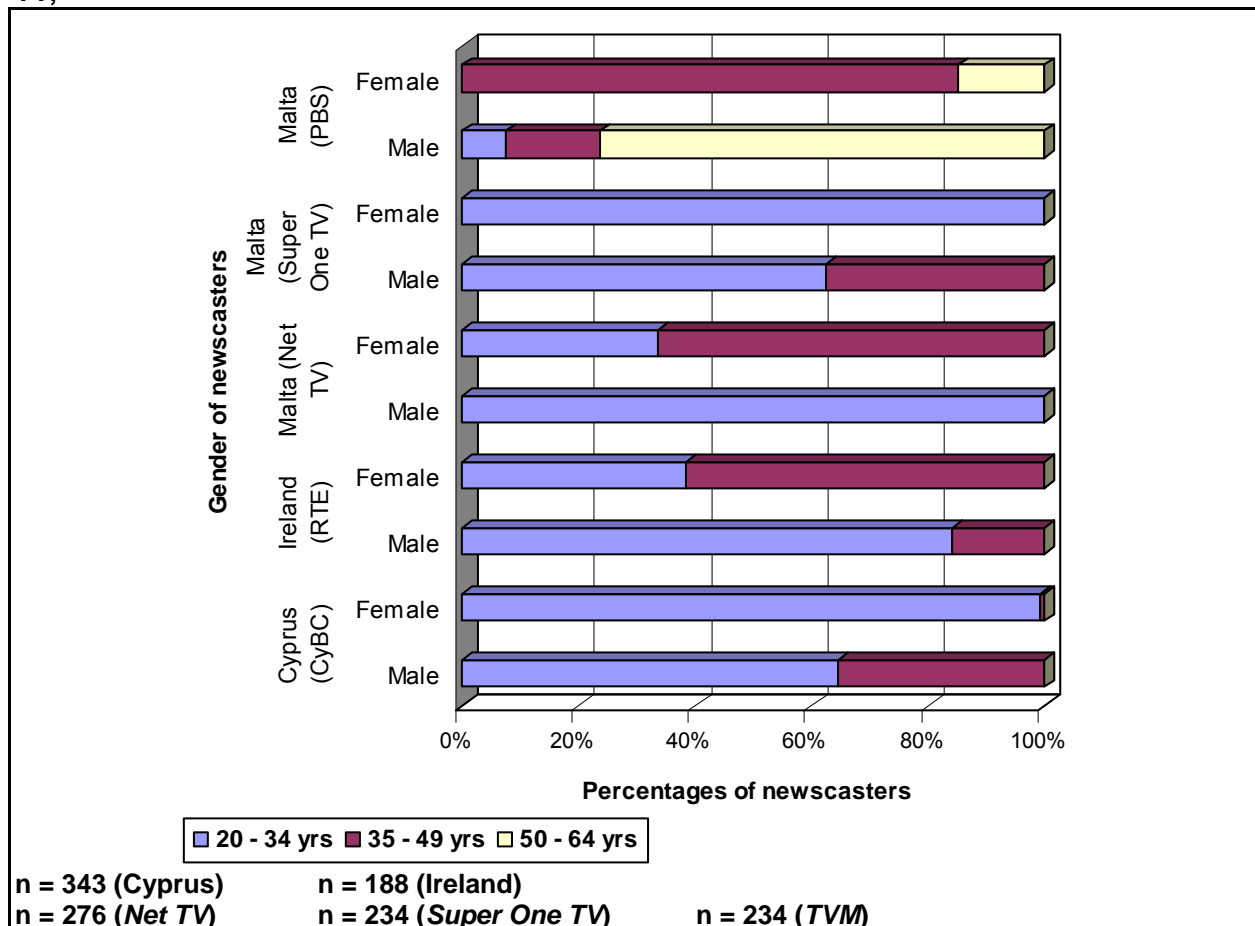
7.3.e 'Sportscasters'[73]
As expected, figures show that male 'sportscasters' outnumber female 'sportscasters' as can be seen in Chart 16. Men are not only dominantly reported in sports as the people who make the news but the masculine figure dominates in the presentation of the sports news. When looking at these figures one can immediately say that sports is a male-dominated area with 72.1% of men presenting the sports news and a meagre 27.9% are female 'sportscasters'. Although more female sportscasters are now chosen to read the sports news; however, this is a very gradual development. The sports area is a traditionally 'male oriented' area so quite a good number of years have to pass for women to balance men.

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[73] Sportscasters – people who read the sports news

CHART 16: PERCENTAGE OF 'SPORTSCASTERS' IN CYPRUS, IRELAND AND MALTA

The gender of the video editors who works in the news in Cyprus, Ireland, Malta

	Frequency	Valid Percent
Male	62	72.1
Female	24	27.9
Total	**86**	**100.0**

Newscasters
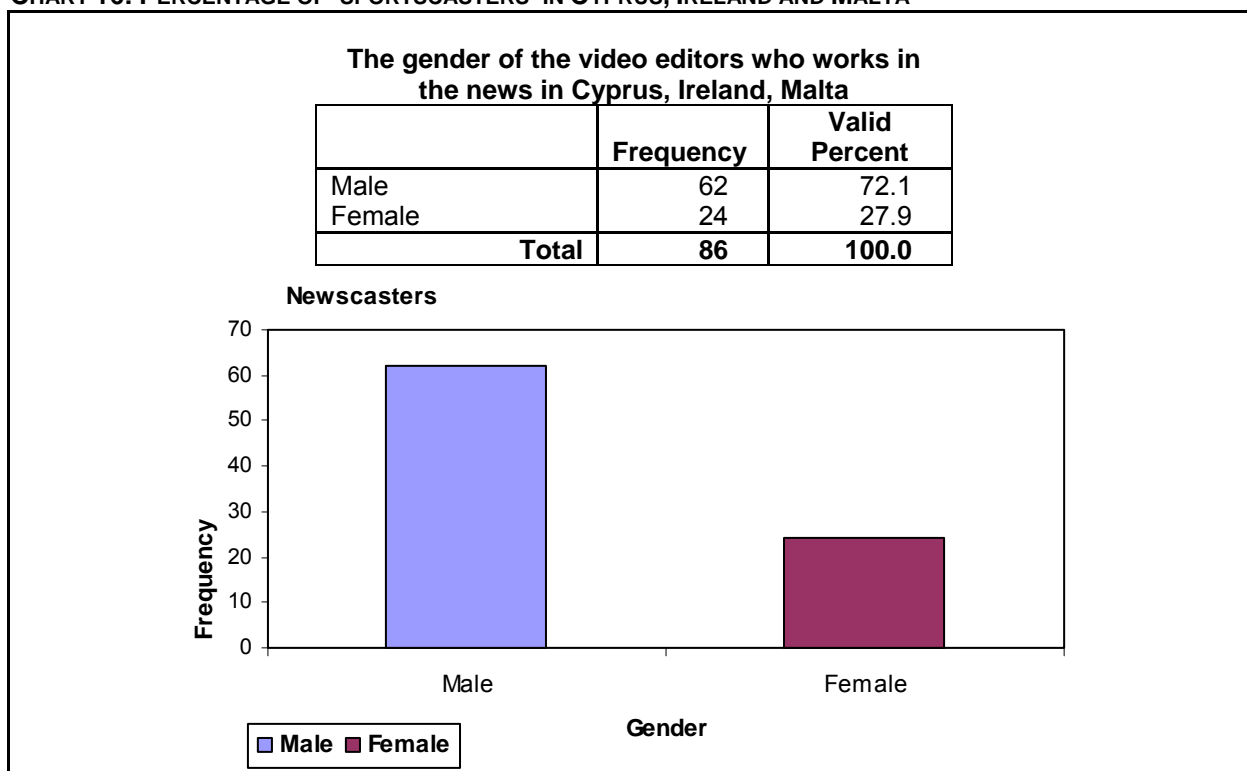
A closer look at Figure 59 shows that *TVM* is not included because sports news was not coded as these were not part of the news bulletin. In the other two Maltese news bulletins aired, on *Super One TV* and *Net TV*, the sports news bulletin was not included in the news bulletin but the 'sportscaster' was present to give the sports highlights which followed the news bulletin. The age criteria are also significant for 'sportscasters'. Figure 59 illustrates that in the '20-34 years age group' female 'sportscasters' outnumber male 'sportscasters' on *CyBC* and *Super One TV* (Malta). Other figures show that male 'sportscasters' in all age groups are dominant in all the other stations. The majority of the 'sportscasters' fall in the '35-49 years age group'.

FIGURE 59: PERCENTAGE OF 'SPORTS CASTERS' BY GENDER & AGE ON *CYBC, RTÉ, NET TV & SUPER ONE TV*

n = 35 (Cyprus)
n = 24 (Ireland)
n = 14 (*Net TV*)   n = 13 (*Super One TV*)
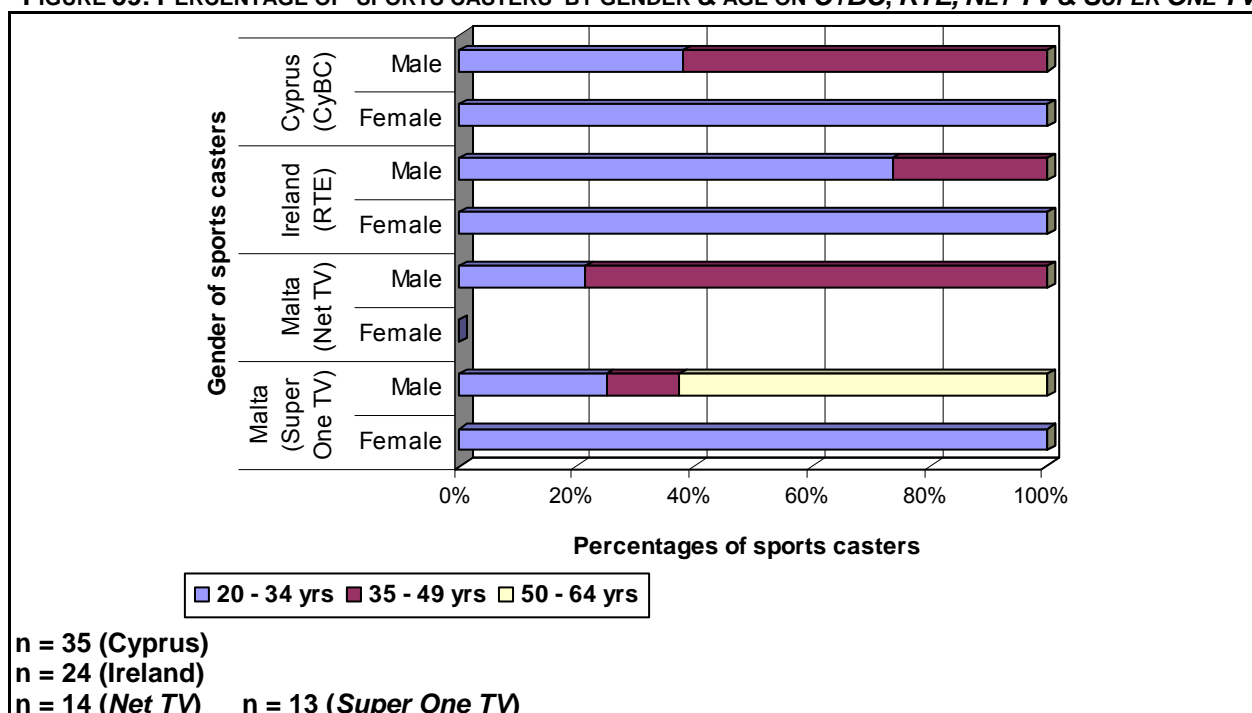
7.3.1 Section B.1

7.3.1.a   Gender of reporters in 'news subjects'[74]
During the interviews, journalists were asked whether there were certain subjects wich were generally reported by a female journalist and not by a male, or vice-versa. Some answered that there should not be any discrimination on certain subjects; others hinted that emotional news stories were generally reported by female journalists because women tend to 'show' their emotions more than men, so they would be 'ideal' to report the story. Others were more explicit and said that certain news subjects on 'health care matters' such as breast screening have to be reported by female journalists because they would know much more about the subject than male journalists do. Apart from qualitative data, quantitative data is used to analyse if there is any correlation between the gender of the journalist writing the news report and the 'news subject' reported.

Table 7CC below reveals that on *CyBC* and *RTÉ* there are particular news subjects which are mostly reported by male journalists. These 'news subjects' are 'politics', 'meetings' and 'governmental issues'. The difference in percentage between male and female journalists for these three subjects is relatively high. The situation for the Maltese television stations is different as seen below. There is a very slight difference in percentage between male and female journalists when reporting these three 'news subjects'.

TABLE 7CC: PERCENTAGE OF 'NEWS SUBJECTS' REPORTED BY REPORTERS' GENDER IN CYPRUS, IRELAND AND MALTA

Country	'News subject'	Male reporter	Female reporter	Not stated	Frequency (n)
Cyprus	Politics	6.3%	2.2%	1.2%	
	Meetings	4.5%	1.0%	0.7%	
	Governmental	3.5%	0.6%	0.4%	694
Ireland	Politics	4.7%	0.6%	2.4%	
	Meetings	3.4%	0.0%	1.7%	
	Governmental	2.6%	0.0%	1.7%	465
Malta	Politics	1.9%	1.0%	2.4%	
	Meetings	1.5%	0.9%	1.2%	
	Governmental	0.7%	0.5%	0.8%	1700

As seen in Table 7DD below, out of the three Maltese stations, *Super One TV* is the most station where female reporters recount various 'news subjects' such as 'police reports', 'law', 'investigations', 'deaths', 'commemorations', and 'disasters'. However, certain 'news subjects' such as 'disasters' are mainly reported in foreign news reports. In Malta foreign news items are the easiest to compile as Maltese stations use international news agencies to get their reports and the job of a Maltese journalist is to translate the news story received. This is perhaps different from other international stations where the journalist goes on the spot to gather information for her/his report. The job of journalism is more difficult and risky and perhaps male journalists would be chosen for such a 'risky adventure'. However, Ward (*RTÉ* female foreign editor) confirmed in her interview that at *RTÉ* women are also sent to war zones to report from there. She clarifies that married female journalists prefer to go to other less risky places. Bugeja (*TVM* male desk officer[75]) also confirms, during the interview, that journalism in Malta became less risky recently.

TABLE 7DD: PERCENTAGE OF 'NEWS SUBJECTS' REPORTED BY REPORTERS' GENDER ON *SUPER ONE TV* (MALTA)

Station	'News subject'	Male reporter	Female reporter	Not stated	Frequency (n)
Super One TV	Commemorations	0.0%	0.4%	0.2%	
	Investigations	0.0%	0.6%	0.2%	
	Deaths	0.2%	0.6%	1.8%	
	Police reports	0.8%	1.8%	2.4%	
	Law	0.2%	0.4%	0.4%	
	Disasters	0.0%	0.4%	0.2%	495

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[74] News subject refers to the subject reported in the news item
[75] Desk officer – coordinates the stories and assigns news reports to the reporters

The table below (Table 7EE) shows that at *RTÉ* female reporters do not report 'soft' issues such as 'entertainment' and 'health care matters'. Female reporters reported 'hard' issues such as 'industry', 'economy', 'police reports', 'law' as did male reporters. However, 3.2% of male reporters report 'sports' while a relatively low 1.3% of female reporters write sports news items.

TABLE 7EE: PERCENTAGE OF 'NEWS SUBJECTS' REPORTED BY REPORTERS' GENDER ON *RTÉ* (IRELAND)

Station	'News subject'	Male reporter	Female reporter	Not stated	Frequency (n)
RTÉ	Sports	3.2%	1.3%	3.7%	
	Police reports	1.1%	1.1%	1.3%	
	Law	0.4%	0.4%	0.4%	
	Entertainment/Culture	0.9%	0.2%	1.3%	
	Health Care matters	1.5%	0.6%	1.3%	
	Industry	0.9%	0.9%	1.3%	
	Economy	1.78%	1.7%	0.6%	465

'Sports' is also mainly reported by male journalists on *CyBC*. As Table 7FF below shows, female reporters outnumber male reporters in topics of 'natural disasters', 'human search', 'abuse' and 'conflict/dispute'. Some of these 'news subjects' are dealt with in international news items. From the features analysed, it was found that *CyBC* also use international news agencies to gather information and the journalists do not go on the beat to cover the story. So subjects on 'natural disasters' and 'human search' are the result of a number of news items which reported the disaster in Goma, a village in the Democratic Republic of Congo after a volcano erupted near the village in January 2002.

TABLE 7FF: PERCENTAGE OF 'NEWS SUBJECTS' REPORTED BY REPORTERS' GENDER ON *CYBC* (CYPRUS)

Station	'News subject'	Male reporter	Female reporter	Not stated	Frequency (n)
CyBC	Sports	2.2%	0.9%	1.9%	
	Natural disasters	0.3%	0.7%	0.0%	
	Human search	0.1%	0.3%	0.0%	
	Abuse	0.4%	0.9%	0.0%	
	Conflict/dispute	2.3%	2.6%	0.4%	694

According to Table 7GG below, *Net TV* seems to lack female reporters. However, this should not be taken as a conclusive result because, as noted earlier, *Net TV* very often does not identify the gender of the journalist who wrote the story. In fact quite a high percentage of reporters were coded as 'unstated' by gender. Male reporters report 'news subjects' dealing with 'infrastructure projects', 'industry', 'economy', 'European Union', and 'police reports' which can all be classified under the category of 'hard news'. *Net TV* journalists explained that every journalist has her/his own topic area to report and the news editor does not give 'soft' or 'emotional' news stories to women and 'hard stories' to men.

TABLE 7GG: PERCENTAGE OF 'NEWS SUBJECTS' REPORTED BY REPORTERS' GENDER ON *NET TV* (MALTA)

Station	'News subject'	Male reporter	Female reporter	Not stated	Frequency (n)
Net TV	Infrastructure projects	1.5%	0.2%	0.2%	
	Industry	1.0%	0.6%	4.8%	
	Economy	0.8%	0.4%	2.1%	
	European Union	1.0%	0.2%	3.6%	
	Police reports	1.0%	0.2%	2.9%	525

Similar results were retrieved for *TVM* as seen in Table 7HH. Many journalists are not identified by their gender but when identified, results show that male journalists outnumber females in news items reporting 'court cases', 'Parliamentary sittings', 'industry', and 'economy'. Data confirm that female journalists dominate in 'soft issues' such as 'entertainment or culture' while news items on 'crime' and 'deaths' are also more reported by female journalists.

TABLE 7HH: PERCENTAGE OF 'NEWS SUBJECTS' REPORTED BY REPORTERS' GENDER ON *TVM* (MALTA)

Station	'News subject'	Male reporter	Female reporter	Not stated	Frequency (n)
TVM	Court cases	1.2%	0.3%	1.3%	
	Parliamentary sittings	2.4%	0.1%	2.1%	
	Entertainment/Culture	0.3%	0.7%	0.7%	
	Industry	2.2%	0.6%	1.8%	
	Economy	3.5%	0.7%	2.8%	680

When coding the gender of the reporters, it was only possible to code the gender of the journalist who reports the news items presented in the form of a 'feature' because in such news items a character-generated caption is displayed on the screen showing the name of the journalist who wrote the report. However, there were instances where the station did not display the caption to show who wrote the news 'features'. These 'features' were read by a journalist, however one could not conclude that the journalist who was reading the news report is the same journalist who wrote it. There were cases, especially in the Maltese station, that a news report was written by a male journalist and then read by a woman and vice-versa. The gender of the journalists for the news items presented as a 'film'[76] could not be coded.

7.3.1.b   Gender of 'news producers' by 'news subjects'
The following data examines whether there is any relationship between the 'news subjects' depicted in a news bulletin and the 'news producer' responsible for the production of that news bulletin.

Female 'producers' dominate at *RTÉ* and this continues to stress that women on *RTÉ* are found in middle-management role. Figures show that female 'producers' dominate in all 'news subjects' and outnumber male 'producers'. Even interviews at *RTÉ* reveal that their news workers are very much gender aware and, as Brennan and Shortt comment, the question of gender equality was a past issue.

There are no results for *CyBC* because this station does not use captions to show who was involved in the production of the news bulletin. On the other hand *Net News* is managed by a male 'news producer' designated by the station as 'news editor' and who has been coded in the analysis process as a 'news producer'. Data shows that at *TVM* (Malta) there are less female 'producers' who decide the 'news subject' to be included in a news bulletin; while at *Super One TV* there are male producers as well as female producers but the female producers were responsible for the running order of the news bulletins only twice during the two weeks analysed. Therefore it is difficult to show whether there is any correlation between 'news producers' and 'news subjects'. An interesting news item aired on *Super One TV* during the two weeks analysed has to be pointed out when a female producer was responsible for the news bulletin. The news item was taken from an international news agency and it dealt with the role of women in advertisements and how they are portrayed. The female producer was the same journalist who wrote the news item and she recounts that due to managerial pressure it was rather difficult for her to place this particular item in the news bulletin. She admits that the next day she had to face criticism from the other male colleagues. This tends to reinforce that the agenda of a news bulletin tends to depend on the gender of the news producer – this portrayal was possible because this particular female journalist/ producer was very gender sensitive.

While results for 'producers' by 'news subjects' showed that there is gender balance in the stations analysed, as was noted earlier, there is a complete absence of women as 'camerapersons'.

7.3.1.c   'Camerapersons' by 'news subjects'
In this study the gender of the 'camerapersons' for all the stations analysed (*CyBC*, *RTÉ*, *TVM*, *Super One TV* and *Net TV*) confirm that there are no female 'camerapersons' working in the stations analysed for all the three countries. As in other instances, 'camerapersons' are only coded when the gender of the cameraperson was indicated by the station. There were cases when the gender was not identified as was the case with the Cypriot national station. Also when a news item was not presented in the form of a 'feature', the stations did not indicate the gender of the 'camerapersons' as was the case when the gender of the 'video editor' and the reporter was not identified.

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[76] When the newscaster continues to read the news item and footage is being shown

7.3.2 Section B.2

7.3.2.a   Are there any differences between the gender of the journalists and the 'news item type'?
Literature, opinions and research conducted show that female journalists were often associated with 'human news stories' and 'light news stories' while male journalists were often given 'political news stories' and 'statistical or economic news stories' to report (Schlesinger date p. 155; Van Zoonen,1994). This trend can be seen from *CyBC* figures as seen below: 4.3% of 'light stories' were reported by female reporters whereas male reporters report 2% of these types of stories. Figure 60 below shows that there was a dominance of male reporters for 'political news stories'. At *RTÉ* there were more female reporters than male reporters who report 'statistical or economic news stories'. This can be due to the fact that *RTÉ* happens to have a female financial correspondent and perhaps this is why figures show that female reporters outnumber male reporters for 'economic news items'.

In the Maltese news media, the situation is different for each of the three stations. On *TVM* female reporters were associated with 'light news stories' whereas male reporters were responsible for 'statistical or economic news stories'. Results in Figure 60 for *Super One TV* reveal that there is no association between the reporter's gender and the 'news item type'. There is a slight difference between both genders for 'statistical or economic news stories' and equal balance in gender for 'human news stories'. Male reporters still outnumber female reporters when reporting 'political news stories' by 5%.

It is difficult to reach any conclusions for *Net TV* because a good percentage of journalists are not identified by gender. When news items (mainly as features) are presented, there is no caption to show who wrote the news item. However, male reporters dominate in 'political news stories' by almost five to one.

FIGURE 60: TYPE OF NEWS ITEMS BY REPORTERS' GENDER ON *CYBC, RTÉ, NET TV, SUPER ONE TV* & *TVM*

n = 694 (Cyprus)
n = 465 (Ireland)
n = 525 (*Net TV*)   n = 495 (*Super One TV*)   n = 680 (*TVM*)
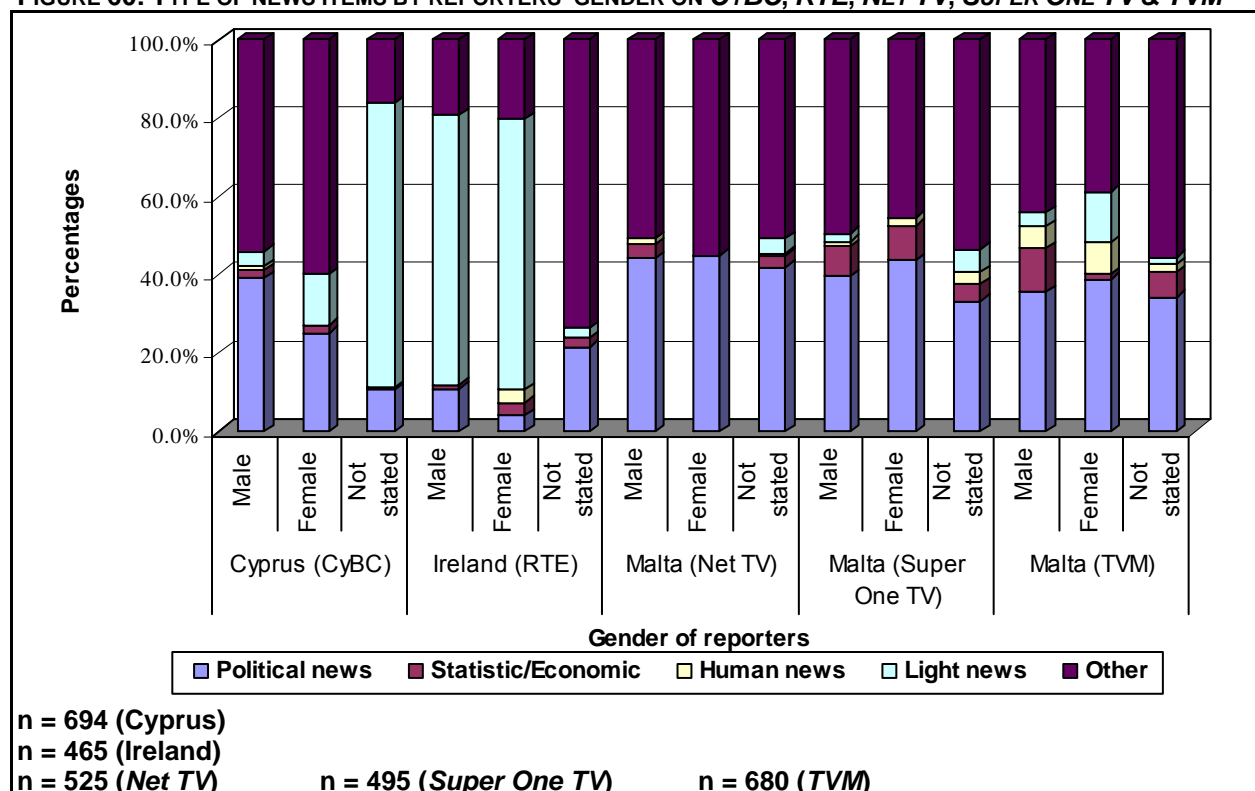
7.3.3 Section B 3

7.3.3.a Are there any differences between the gender of the journalists and the'news item scope'?[77]
This part of the study investigates whether there are any gender differences when reporting a news item which refers to a local, national or international perspective; that is, whether female or male reporters are given particular news stories to report. Is a male journalist likely to report a national news item instead of an international news item; or is a female journalist more likely to be given to report an international news item and less likely to report a national news item?

According to GMMP 2000, it was found that women are most likely to report local news and least likely to report foreign news (p.20). However, this study shows the opposite. On *CyBC, RTÉ, Super One TV* and *TVM* female reporters outnumber male reporters when reporting international news. For the two Maltese stations the reason behind this might be that there is less risk and less difficulty when reporting international news because Maltese journalists use 'ready-made news' which is taken from an international news agency. The same can be said for *CyBC* because it was observed that journalists at *CyBC* get information from news already gathered by another news agency. This contrasts sharply with *RTÉ*. At *RTÉ* female and male journalists very often go on site to report international news items, so it is more risky for the journalists to report international news. They have to look for news themselves in spite of any danger that may occur. In a particular event the male journalist who was doing the stand up[78], had to run away to escape from the violence which broke out at the moment he was introducing the news 'feature'. As was noted in *RTÉ* news, not only male journalists report international news items but also female reporters who, in spite of danger, would go on site to report. Margaret Ward, *RTÉ* foreign news editor, confirmed this and explained that she did go to Yugoslavia at the time of conflict. Ward herself prepared a number of news features on the aftermath of the civil war in Yugoslavia and met 'victims' of the Yugoslav war. The fact that Margaret Ward, who is also the editor of international news, writes a number of international reports herself might have effected the percentage of female reporters, which is registered to be higher than that of male reporters in international news reporting – see Table II below:

TABLE 7II: PERCENTAGE OF 'SCOPE' OF NEWS ITEM BY REPORTERS' GENDER ON *CYBC, RTÉ, TVM, SUPER ONE TV* AND *NET TV*

Station	'Scope of news item'	Male reporter	Female reporter	Not stated	Frequency (n)
CyBC	International news	14.3%	10.6%	1.3%	301
RTÉ	International news	3.8%	4.7%	8.5%	211
TVM	International news	13.5%	14.9%	1.7%	288
Super One TV	International news	3.2%	6.5%	11.1%	216
Net TV	International news	6.2%	1.8%	13.3%	226

7.3.3.b 'News subjects' read by 'newscasters'
In this section any relationship between the news subject which is read by the newscaster during a news bulletin and the gender of the newscaster who is reading that news subject is analysed. As noted earlier women are very often associated with 'soft' stories while men are more inclined to cover politics, economics, etc. i.e. to 'harder' stories. This part investigates whether this association is also relevant in news casting and whether women read the 'soft' items and men the 'harder' news items.

Each station has its own policy of how many 'newscasters' are used to read a news bulletin. Out of the five stations analysed, only *RTÉ* (Ireland) and *Super One TV* (Malta) use one newscaster for the news bulletin. The other stations use a male and a female newscaster to read the news. While on *Net TV* a male newscaster is always placed on the left side of the screen, *TVM* places the main newscaster, independent of gender, on the left side of the screen. *CyBC* is similar to *TVM* (Malta) in this regard and it is not always a male newscaster who is placed on the left side of the screen. However, figures for both stations illustrate that there are no difference in the news subjects that female and male newscasters read. GMMP 2000 also investigated this issue and found that "there are relatively small differences in the news topics that female and male announcers present" (p. 26). Holland in Marris & Thornham (1996,

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[77] News item scope – if a news item is reported for a local or international persoective (see Appendix A for more details)
[78] Stand up - also known as PTC or Piece To Camera. When the reporter delivers part of the script direct to the camera

p.441) states that "…women's faces on TV normally display emotions …" so, female newscasters are considered important for reading 'soft' issues and emotional stories while male newscasters who are thought to portray a 'serious' image, are ideal for 'harder' stories. However, in this study this is not the case and the roles of female and male newscasters are similar. Moreover with regard to *RTÉ*, female newscasters dominate in all news subjects except sports. This is because, during the two weeks analysed for this study, very often the *RTÉ* newscaster happened to be the same female newscaster. Furthermore, *RTÉ* places 'sports' news as part of the news bulletin and the sportscasters during the two weeks analysed were males. Even on *Super One TV*, since the majority of the newscasters were women, the percentage of female newscasters was quite high. In fact, when interviewing journalists at *Super One TV*, particularly the Head of News Gino Cauchi and Miriam Dalli, they admitted that their station is not gender balanced as regards newscasters because female newscasters by far outnumber male newscasters.

7.4 Conclusion
The analysis in this chapter illustrates the dominant role of men in a patriarchal society. The three countries analysed – Cyprus, Ireland and Malta – are all based on patriarchal social structures where the male figure is dominant over the female figure. This dominant role is conveyed in news bulletins by the large number of men that are portrayed in top positions within each society. This reinforces the argument that ideologies embedded in popular culture are reinforced in news media. For instance the subordinated position of women, which is evident in a culture, can also be evident in news media and in news organisations. However, media content is not necessarily a complete reflection of reality but that media is just a selective representation of reality.

News coverage, as can be seen in this chapter, centres on 'politics', 'government', 'crime' and 'legal issues', and 'business' and 'economy' where men are mostly found. The figures presented here reinforce the fact that media allows little space for women and this reflects the society where women are rarely found in public space. Women are mainly seen in 'light' stories and 'light' news subjects whereas men, being the most dominant group, are portrayed in political and administrative levels within society. As Tuchman (1978) argues women are 'symbolically annihilated' and this is confirmed in this news analysis because when women are reported they are seen as trivialized and very often issues which concern women are relegated to the end of the news bulletin running order. There is no gender equality because for an equal treatment there should be a balance between both genders. One reason is that in most countries men form the majority of politicians and government spokespeople. Since news coverage reflects the politics, a majority of male news subjects will result and this leads women to be absent throughout the news content. Women are less 'interviewed', 'reported' and 'pictured' than men. With regard to human resources, the number of women working as journalists is increasing considerably, however, women are lagging behind in top, managerial and decision making posts especially in Southern European countries.

This chapter has shed light on the structure of news bulletins and news organisations. Being constant consumers of news we have to put the news media under scrutiny. We hear many times that media, including the news media, are just a reflection of what is happening in reality, yet how many times do we really see our views and lives reflected? The next chapter concludes these findings and presents suggestions for further studies on the subject.

CHAPTER 8
CONCLUSION OF THE STUDY

TV news 'favours and sustains the hegemony of those with power'
(Justin Lewis in Chandler http://www.aber.ac.uk/media)

8.1 Introduction

This chapter serves to stress the reasons and the motivation behind this study which investigates gender issues in news bulletins broadcast in Malta, on *TVM*, *Super One TV* and *Net TV*; in Ireland, on *RTÉ*; and in Cyprus, on *CyBC*. It concludes with some recommendations regarding what research could be conducted in the future by other researchers in order to build on this work.

8.2 What was the motivation?

The under representation of women in the media, particularly in the news media, is a subject which is sometimes spoken about on a particular occasion, i.e. International Women's Day. Such a study investigates whether such representation is fact or fiction. Also it revealed whether there are any differences between the portrayal and representation of women and men in the news content, and in the newsroom structure. International organizations often launch awareness campaigns or projects in order to have a balanced picture in the media and encourage newsroom organisations to adopt a balanced policy with regard to their employees. Results of the GMMP 1995 led this author to investigate the position of women and men particularly in Cyprus, a Southern European country and Ireland, a Northern European country, and from the perspective of Malta being in the Southern part of Europe. A comment in 2004 by Koichiro Matsuura, UNESCO's Secretary General, emphasised that the position in newsrooms with regard to gender equality is not a positive one. He was reported as saying: "[he] called on newsrooms worldwide to hand over editorial responsibility to women" (cited in *The Malta Independent on Sunday*, 2004, p. 3).

8.3 What was the study about?

This work does not exclusively concentrate on women; it focuses on both genders – males and females. Both genders were included to provide a balanced approach to the study. Furthermore, if the study had focused only on women, the immediate message would have been that women are the under privileged sex. This research focuses on the representation and portrayal of gender issues in news bulletins broadcast in Cyprus, Ireland and Malta. The news bulletins spread over 14 days of transmission on *TVM*, *Super One TV* and *Net TV* (Malta), *RTÉ* (Ireland) and *CyBC* (Cyprus) were analysed. The newsroom structures of the above stations were investigated in order to learn the number and position of the employees within the newsroom structure and whether there is any correlation between the position they occupy and their gender; while data was gathered to show whether there is a difference in news reporting with regard to gender.

8.4 The thesis of this study

A striking characteristic which comes out of this study is that women are dramatically under represented in news. Women appear on screen in smaller numbers and in limited roles. They are rarely the main focus of a news item and are not frequently portrayed or reported in news headlines. Very often when they are reported, they are projected as part of the general public without any prominent role in society. Sometimes they are also reported when occupying the role of entertainers and artists. In a nutshell they play a peripheral role in the news items. On the other hand, men are generally reported as those in power and authority and are described as the politicians or top administrators. Women are excluded in positions of social and political power and eventually they are excluded from the news content because news, as seen in the previous chapter, is generally focused on the public sphere and not the domestic sphere. Although over a period of time, women have entered male-dominated professions, the gender gap is still reflected in barriers for advancing careers. Women are still under represented in the highest level of their profession.

This study confirms that gender equality is still not being reflected in news bulletins not only in Malta but also two other member states of the European Union, Ireland and Cyprus. The thesis acknowledges the skewed representation of women and men in the news media in Cyprus, Ireland and Malta. The under-

representation of women's issues is outstanding. Women in business and women in family, the problems of childcare facilities and the position of single mothers are completely absent from the news in the three countries analysed. Results found show that news gathering, news reporting and news portrayal reflect the people in power and traditionally power is linked to men.

This study confirms the differences in visibility of women and men in news bulletins. In the three countries analysed, women are treated as minority groups and are under-represented in news reports as well as in news visuals. Women are also rarely seen in interviews and in voice clips because they are infrequently asked for their opinions as experts. However, women are often interviewed in *vox pops* when portrayed as consumers or as members of the general public. In other words, this study confirms that television news 'symbolically annihilates women' (Tuchman, 1981) and tells society that women are not so important in society. They are not the major newsmakers and are very rarely portrayed as 'leaders' or as 'experts'.

The study found that news bulletins confirm patriarchy and reinforce traditional and sex role stereotypes. As Gerbner[79] argues that "mass media cultivates attitudes and values which are already present in a culture"; the same can be said for the news bulletins analysed. Interesting to note is that while in Malta and in Cyprus women are invisible as political leaders, results for *RTÉ* news showed that there were a number of female politicians who were being reported. But if an overview for all the three countries is taken, women mainly appear in domestic settings and men in the public sphere. News bulletins continue to perpetuate a range of stereotyped images of women. Women are mainly reported as an appendage unlike men who are portrayed as the 'independent gender'. Women are mainly found in the less dominant news items which deal with traditional 'women's topics' such as social and health issues. The ways women are represented encourage limited expectations for women.

As noted earlier women are under-represented in news visuals and when pictured, they are stereotyped. News images tend to define women within the narrow confines of their traditional domestic roles and sexual appeal to men. For instance, blonde women are filmed in close ups in the two Southern European countries – Cyprus and Malta. The age criteria are also significant in the portrayal of news bulletins. Young and pretty women are mainly pictured most, but on *CyBC* it is interesting to note that old women are depicted in news items which deal with consumer-related news. It seems that the majority of consumers are pensioners and not young or middle aged people. This probably happened because the consumer-related news focused on the high prices of vegetables.

This study also investigated human resources in the newsrooms and the relationship between the news production team and the content itself. An interesting finding was that in many instances female reporters are not 'ghetto-ised' on women's issues and stories but women report a wider variety of issues. However, in some cases, women reporters still tend to be assigned 'soft' issues such as culture, arts and women's health, while men are assigned 'more important' issues like politics. Results show that very few women occupy the role of editors in the three countries analysed. According to a 1995 UNESCO study of gender patterns in media employment (Gallagher and von Euler, 1995, quoted in Frankson, 2000) "top jobs in media – director general, chief executive, president – are almost exclusively occupied by men" (p. 32). With regard to news organisations, it was observed that women do not occupy top posts and a few numbers of women are found in middle management such as desk officers in Malta and producers at *RTÉ*. There is vertical segregation because the higher up one looks at the ladder of news management, fewer women are found. Although there were quite a good number of female journalists, women constitute a minority in top or managerial posts.

This study does not give good empirical support to assume that a significant increase in female participation in news organisations would result in a change in the news and women would be more reported or portrayed (Van Zoonen, 1998, 1991 referred by McQuail, 1994). But journalists do not have enough autonomy and independence to decide for themselves as it is management who has the last word of what should be in the news. The study indicates that a number of female journalists is a necessity, but not a sufficient condition, for changes in the portrayal of women and men in news. The findings, however, confirm what was discussed in *The Beijing Platform for Action* (BPFA) 1995; that the increase in the number of women in newsrooms does not translate into the increased access to power and decision making in media organisations. As was expected, with regard to news casting female newscasters are the most popular throughout the three countries, though not necessarily young

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[79] In Chandler www.aber.ac.uk/media/Documents/shoret/cultiv.html

newscasters mainly for *RTÉ* (Ireland) and *TVM* (Malta). On the other hand, the majority of sportscasters are men. With regard to television sports news, this is built around men rather than female presenters: in fact a lot of coverage of 'men's sports' was reported in contrast to the lack of coverage of 'female's sports'.

8.5 Limitations
One of the limitations of this research is that the data collection could have been spread over a longer period so that there would be more instances of gender portrayal. Different periods of time could have been chosen; for instance a 14 day period during winter schedule (October/November) and a 14 day period during a less busy period, i.e. summer schedule. Also more countries could have been chosen to be analysed preferably a non-European country so that comparisons and contrasts on the differences or similarities in the portrayal of gender issues could be made.

Another limitation is the fact that interviews with newsworkers at *CyBC* were not conducted. Such interviews would have given more information from a Southern European point of view.

This research confirmed the theory of hegemony that mass media play an ideological role in society; reinforcing and encouraging general world views and specific beliefs, which help secure the position of people in power. When conducting this study it was important to understand that representation is not just a question of numbers but also a question of the range of opportunities for individuals. If an individual is under represented in a culture, then s/he will be limited in other opportunities, such as exposure in the news media.

Van Zoonen (in Carter *et al*. 1998, p. 34) argues that:
> *"Because the news is made by men, it is thought to reflect the interests and values of men too, and therefore news cannot serve very well the needs of this famous other fifty percent of the population, namely women".*

From the figures in this study, one concludes that unlike the above quote a good number of women work in newsrooms mainly as journalists and as newscasters. Thus news is made by <u>women</u> and <u>men</u>, even though there are areas in the newsroom where women are absent, particularly in managerial positions. In spite of this, women are under represented in news content.

It is contended that there are two reasons why women are absent in the news:
- Women are not present in the news because of their absence in managerial participation in the public sphere; and
- Women are reported from a male perspective of reality so they are relegated to certain domestic and emotional issues. Since news media focus on top leaders and authorities, the visibility of men was very high because political leaders and decision makers are mostly men.

Ownership and control in a male dominated media limits the range of voices, views and images; and reinforces the power and control of media. Besides, patriarchal attitudes of decision makers in media organisations relegate women into mainly reporting 'soft' issues. The lack of women in decision-making posts enhance the 'old boys' network'.

8.6 Recommendations
Presently media organisations demonstrate a great deal of commitment to gender issues. Although women's presence in the media has increased there are still many ways to implement equality in news employment and portrayal.

An obstacle for the portrayal of women is the lack of adequate media policy. This was also discussed in the report on the implementation of the *Beijing Platform for Action* (BPFA), *WomenAction 2000*. Portrayal of women and men is left to the newsroom management and the lack of codes and guidelines in media organisations is felt in the portrayal and content of news bulletins. Because of gender imbalance in news bulletins which is confirmed in this research, it is a good idea to develop a policy to guide media practitioners how to present both genders. Such policy can be self-regulatory codes or ethical guidelines for news workers. Such codes could also be part of government legislation. BPFA recommends to

governments to increase the participation of women in decision-making posts and promote a balanced and non-stereotyped portrayal of women.

As was found in this study, the images of women in news bulletins are the productions of the people working in the news organisation who approve them. Since there is a gender imbalance against women in decision-making positions this reflects the lack of women and how they are reported and portrayed. Also women are thought to be secondary to men in society; so women are biased along the culturally defined lines.

Effective equal opportunity policies in broadcasting should bring change not only in the workforce but also in programme content. If more women are employed behind the camera and the microphone, this diversity can attract more women to work in radio and television. This study showed that there is much more to be done to reach gender equality in the news media. Particularly in Malta, although women are increasing in the news media, a number of years have to pass for women to hold decision-making posts as was stressed by a number of journalists during the interviews.

When it comes to equality, the changing administrative procedures in media organisation and staff training can help. But the most important change that needs to be carried out with regard to attitudes is that while everyone understands that both genders are different, both genders can have equity between them. It is important that policy implementation should tackle gender equality so that women and men are given the same equal opportunities within the newsroom.

A number of recommendations are suggested which focus on training. Training has to aim to:
- Increase women's participation particularly in the portrayal of traditionally male-dominated areas of society linked to power (e.g. politics);
- Promote balanced and diverse media portrayals of women as persons who can be professionals, managers and mothers;
- Promote balanced and diverse media portrayals of men as persons who can be professionals, managers and fathers;
- Promote the use of non-sexist, gender sensitive language. Such journalistic training would insist that there are no differences between women and men writing.

Particularly in Malta, it can be argued that the lack of codes of ethics or self-regulatory policy results in the lack of exposure of women and the reinforcement of gender equality. The lack of media policies on women's portrayal is one of the obstacles for gender discrimination and bias in the media. Advocacy groups should open up a dialogue between journalists and news producers in order to address the imbalance in news content with regard to gender issues.

News organisations should implement gender-specific policies taking into account gender differentials, target women and men specifically, but leave the distribution of resources and responsibilities intact. There should be gender equity in access to the media, as well as participation and enjoyment of the benefits for both genders. There should be a structure, whose main objective is to look for talent within the news organization in order to identify women to be encouraged and supported to move into decision making positions.

And finally, well trained and licensed childcare facilities in news organizations, particularly in Malta are recommended. Though this seems to move away from the topic of gender and the news media, the lack of childcare facilities was mentioned as a hinderance by female journalists who were interviewed. Child upbringing is considered as an obstacle for female news workers who want to pursue higher jobs in their career.

8.7 Future research
Although space and time constraints meant that this study is limited, further research could be carried out on this issue. Firstly, other analyses could have been retrieved from the voluminous data gathered such as for instance, the actual time that women and men are exposed through interviews and voice clips; other interrogations on the type of occupations which women and men are portrayed in; the portrayal of both genders when they are reported as the central focus in news items; and interrogations on other news subjects reported and not tackled in this study *vis-à-vis* gender portrayal. These are all questions that could be asked and answered via the raw data collected.

The portrayal and representation of gender issues can not only be studied through content analysis but also semiotically. It would be interesting if further research on this subject would focus on a textual analysis of news bulletins. This research would give results on different aspects of representation: in what ways women and men are reported and what type of women and men are portrayed in news bulletins. Further research could not only focus on the quantitative element, but it would also discuss what are the common characteristics of the images of women and men portrayed in the news media.

Furthermore, there is more to be analysed than just statistical appearance. Another important study would have been to investigate the use of technical devices such as camera angles, ways of editing, use of close ups and extreme close ups to portray women and men in the news. This study would indicate another perspective of women's and men's representation in news.

Other research could focus on the audience reception and investigates how audiences are influenced by the kinds of images they are exposed to in news bulletins. This research would study whether or not audiences are passive recipients and how they are influenced by the news content.

This work should spark off further research. It would be interesting to explore the issue of masculinities in the media. Contrary to feminist studies, studies in masculinities are relatively new. Men are also subject to unrealistic representation and research can investigate men's silences in the media, particularly in the news media.

8.8 Conclusion

This work can be considered as a project on gender awareness which is still lacking in all societies particularly in our local society. It also shows that female participation has not grown enough and there remains more space in managerial posts to be filled with mixed appointments so that the balance between both genders is reflected. This study answers several questions particularly on the depiction and portrayal of women. It establishes how males and females are portrayed in a different way. It concludes that there are consequences in the proportion of female journalists in a newsroom to the content and production of journalistic items and coverage in news bulletins.

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APPENDIX A
The coding criteria used when conducting the content analysis

PROGRAMME
Evening News bulletins broadcast at peak time

1.	Time the news bulletin begins
2.	Length of news bulletin

NEWS ITEM
Coding of each news item by its subject. I categorized news items by topic/subject.

Topic/subject	
1. Do not know	
2. Politics	general elections, criticism to government/opposition, governmental political meetings, opinion polls, local councils, commemoration
3. Meetings	business, political, state, military meetings, defence, etc.
4. Governmental	governmental talks, international relations
5. Administration	prison, Authorities – Planning Authority, Housing Authority, Broadcasting Authority
6. Strike	workers' strike, workers' action
7. Commemorations	post wars, anniversaries
8. Inauguration / Launch	lock up, embassy, journal, aeroplane, hotel, company, bank loans, maritime institution, inauguration of a project, representative office, banks.
9. War	civil war, terrorism, air raids
10. Riots	violent demonstrations, protests, conflicts in religious groups
11. Peaceful activities	peace demonstrations, peace protests
12. Religious issues	Celebrations
13. Sports	sport activities
14. Ceasefires	
15. Environment	drainage eruption, environment impurity, infected shores, black dust, restoration
16. Releases / Activities	press conferences, press releases, social activities, political activities
17. Investigations	murders, plane crashes
18. Childcare	maternity, paternity leave, childcare centres, births
19. Education	exams, university fees, p/t & f/t courses, non academic courses, educational/awareness campaigns for alcohol
20. Court cases	drug cases, tribunal of injustices, murder trial, pending cases, magisterial inquiry, tribunals, judicial protests
21. Agriculture	fish farms, flora & fauna, bird hunting
22. Deaths	human beings
23. Rescue	sea, submarines
24. Parliamentary sittings	talks, parliamentary questions
25. Crime	drugs, prisons, hold up, smuggling, suicide bombs, bomb threats
26. Reports	smoking in courts, statistics of students absent from schools, public statistics, surveys, COS statistics, annual reports
27. Law	law measures, capital punishments, legalisation of drugs
28. State / Official visit	Ministers', President's, Ambassador's
29. Entertainment / Culture	cinema, art, courts, bulls' race(Spain), exhibition, ballet, beer festival
30. Health Care matters	vaccinations, operation, organ donation
31. Science	research, discoveries, experiments
32. Natural disasters	earthquakes, floods
33. Disasters	plane crash, disasters in mines
34. Poverty	gender inequality poverty, health poverty
35. Orange Order Parade	
36. Human search	
37. Infrastructure projects	maintenance work, roads, development works, new hospital
38. Industry	unemployment, discharged workers, work directives, workers' rights, industrial action, industrial relations, closing down of supermarkets,

		labour issues, employees' strikes.
39.	Economy	balance of payment, deficit, economic co-operation, VAT issue, investments, exportation, importation, increase in prices, economic policy, public funds, government stocks, increase in expense, licence increase, privatization, job creations, financial services, consumers spending, budget, taxation, trade fair shopping, increase in educational funds, health premiums.
40.	Maritime	security, funds, measures, proposals
41.	Voluntary organisations	work, action, activities
42.	Immigration	irregular immigration
43.	Media	special broadcasts, adverts, journals, campaigns
44.	Abuse	of power and authority
45.	European Union	membership, negotiations, criticism, competition, EU summit, European Commission, sitting
46.	Accidents	traffic, bulls' race
47.	Police reports	reports of missing people, police investigations, orders, interrogations, arrests, weapons' finds
48.	Animals	animals' rights, rearing of animals, animals' exhibition, oppression of animals, regulations on the protection of animals, deaths of animals
49.	Conflict / dispute	fishermen's conflict, members' Cooperatives, Unions' disputes
50.	Activity	life cycle, signing of twinning
51.	Awards	students' awards, other awards
52.	Authorities' decisions	University authority decision, removal of court judge
53.	Other subjects	romantic affairs, births, Maltese language

Scope of the news item

If the news item is a local or an international event. It can have local, national or international importance. This has to be coded from the perspective of a citizen of that country. For example when I coded *RTÉ* news bulletins, an item about Dublin is national and not international. I am analysing the news from each organization's perspective.

1.	Local	importance within city, state area, community
2.	National	importance within country
3.	National and other	involves country and other countries
4.	International	involves other countries and the world

Type of the news item

I coded each news item according to its type to record the general subject of the item.

1.	Do not know	
2.	Political news story	a story which focuses on local, national or international political situation
3.	Statistical / Economic news	a story which refers to different types of statistical and research results which are issued
4.	Human news story	a story which deals on human issue and social issues
5.	Light news story	features which are technically called 'light features' which could either be local or international
6.	Other	stories on car accidents, court cases, protests, etc

Presentation of the news item

News items were also coded according to the way they were presented during the news bulletin.

1.	Film	footage is shown while the newscaster is reading the news report
2.	Feature	an edited television news report combining video, audio, commentary and possibly graphics
3.	Archive	library footage shown while the newscaster is reading the news report
4.	Slide	a small picture superimposed on one side of the screen while the newscaster is also seen reading the news item
5.	AIV (Announcer in Vision)	newscaster reading the news item and is visible throughout the news item
6.	Caption	a full screen picture while the newscaster is reading the news item

7. Reuters / International Agency	a news feature in which footage shown is supplied from an international news agency

PEOPLE IN THE NEWS

I have coded each individual reported and/or seen in the news item.
Code the people who are being interviewed in the news story
Code the person/s who are central to the story even if they do not speak
Code the people who are seen in the pictures as well even though they do not speak and they are not central focus to the story.
I calculated the duration of the whole interview which is broadcast during a news story. Even if the interview is edited in different parts, calculate the parts and add them together.
I calculate also any sound bites or voice clips which are used in the news story and not only the interviews done.

Gender
1. Do not know
2. Female
3. Male

Age
Code the age of the person that is shown or if the person is reported by age.
1. 19 years or under
2. 20 – 34 years
3. 35 – 49 years
4. 50 – 64 years
5. 65 years or more
6. Not stated/Unstated

Occupation or position
Code the occupation or position of the person reported

1.	Not stated	news item does not identify the persons' occupation
2.	Government	leaders of political parties, Ministers, Permanent Secretaries, Leader of Government, foreign political leaders, President
3.	Administrators	Chief Executives, EU delegates Chairpersons of Associations, Directors of Public Affairs, Heads of Department, Ombudsman, Ambassadors, EU delegates, Directors of Society, Spokespersons, Speaker of Parliament
4.	Diplomats	Ambassadors
5.	Religious leaders	Bishop, priests, leaders of all churches
6.	Co-ordinators of activities	
7.	Court	judges, prosecutors, jurors
8.	Army and Police	soldiers and war commandos, Armed Forces, police commandos, customs officials
9.	Trade Unions and Unions	GWU, UHM, MUT, Chamber of Commerce
10.	Owners/partners	property owners, hotel owners, shop owners, contractors
11.	White collar workers	clerks, customs officials
12.	Blue collar workers	fishermen, factory workers, ship builders, welders, sprayers, bus drivers
13.	Political scientists, researchers, engineers	
14.	Education	teachers, childcare workers, lecturers
15.	Health professionals	doctors, specialists, nurses, social workers, psychologists, health consultants
16.	Media people	journalists, editors, camerapersons
17.	Artists	drama directors, TV producers, dancers
18.	Presidents	of Cooperatives, Movements
19.	Other	
20.	Sports players	

Society label
The person reported might not be identified by its occupation but by its position in society. So I built another category and named it 'society label' because I could not code the individual under the 'occupation' category.

1. Criminals   murderers, drug traffickers
2. Prisoners
3. Consumers
4. Sports supporters
5. Political supporters   supporters attending political meetings / activities
6. Drug users / ex drug users   or those who are having therapy for drug taking
7. Irregular immigrants
8. Protestors
9. Patients
10. Members of the public   pensioners, tourists, general public, bird hunters, students
                                       Others
11. Others
12. Terrorists
13. Victims   dead people
14. Do not know

Family relationship
the news item describes the person as a wife, husband, etc
1. No
2. Identified as wife, daughter, mother, sister
3. Identified as husband, son, father, brother

Victim
does the story describe this person as a victim?
1. Not a victim
2. Victim of an accident or natural disasters
3. Victim of sexual violence or abuse
4. victim of crime (other than sexual abuse)
5. Victim of war
6. Other

Wrong doing
is the person accused of wrong doing?
1. No
2. Yes

In each news item I have coded whether women or men are portrayed as the central focus within the news item. So I formed two categories so that I will be able to code how women and men are reported when portrayed as the central focus of a news item.

Stories having women as their central part of the news item
I coded how women are portrayed when they are reported as central in the news items.

Women central in the news items
1. Women are not a central focus

2. Women as carers — mothers, nannies, housekeepers
3. Women as white collar workers — clerks
4. Women as entertainers — dancers, celebrities, showgirls
5. Women as consumers
6. Women as blue collar workers — working in factories
7. Women working in the media — journalists, reporters, camerapersons
8. Women and power — business, education
9. Women as victims of war
10. Women as victims of social issues — strikes
11. Women as victims of violence — sexual harassment, crime
12. Women as victims of accidents — traffic accidents
13. Women as wives — politicians', President's,
14. Women as politicians — political speakers, Ministers, local councillors, political party members
15. Women as teachers
16. Women as researchers — doctors, nurses
17. Women as viewers of demonstrations/demonstrations
18. Women as participants of protests
19. Women as patients
20. Women as administrators — Heads of Departments, chairpersons, EU reporters
21. Women as criminals — prisoners, drug traffickers
22. Women as farmers — animals' owners
23. Women as traffic experts
24. Women as pensioners
25. Women as trade unions' eaders
26. Women as students — full-time / part-time and part-time students in craft courses
27. Women as irregular immigrants
28. Women as officers — police officers, soldiers, members in the army
29. Women and court — court, lawyers, magistrates
30. Other issues where women are central

Stories having men as their central part of the news item
I coded how men are portrayed when they are reported as central in the news items.

Men central in the news items
1. Men are not central focus to story
2. Men as carers — fathers
3. Men as demonstrators and protestors
4. Men as entertainers — dancers, celebrities, actors, artists
5. Men as consumers
6. Men as blue collar workers — working in construction and other industries, fishermen
7. Men as white collar workers — clerks
8. Men working in the media — journalists, reporters, camerapersons
9. Men and power — business, education
10. Men as victims of war
11. Men as victims — traffic accidents, crime
12. Men as politicians — political speakers, Ministers, Local Councillors
13. Men as researchers — doctors, nurses

14. Men as viewers of
    demonstrations
15. Men as patients
16. Men as   Heads of Department, chairperson, EU reporters
    administrators/diplomats
17. Men as criminals   drug traffickers, prisoners
18. Men as farmers   animals' owners
19. Men as officers   police officers, soldiers, members of the army
20. Men as traffic experts
21. Men as pensioners
22. Men as trade unions' leaders
23. Men as students   full-time and students in part-time courses
24. Men as irregular immigrants
25. Men and court   magistrates, lawyers
26. Other issues   where men are central focus;sports players

Stories where women are portrayed in headlines
Same points as the above

Stories where men are portrayed in headlines
Same points as the above

PEOPLE PRODUCING THE NEWS BULLETIN

I also coded the gender and the age of the journalists/ the reporter who read the news item/ newscasters/ cameraperson/ video editors/ news directors/ news producers/ sportscasters.
I coded the newscaster/s of each news bulletin.
I coded the reporter/s of each news story –even reporters who do not appear on screen.
I coded other journalists – weather forecasters, sportscasters
I coded any commentators or analysts who participate during the news story

APPENDIX B
People interviewed at *RTÉ*, *TVM*, *Super One TV* and *Net TV* news workers

RTÉ news workers

Cillian de Paor – Deputy Head of *RTÉ* News
Conor Fennel – news producer
Pat Brennan – news producer
Donal Bryne – news editor
Margaret Ward – foreign editor
Maureen Griffin – news director
Robert Shortt – journalist

TVM news workers

Paul Azzopardi – Head of *TVM* news
Reno Bugeja – desk editor and journalist
Ruth Amaira - desk editor and journalist
Tony Gaffiero – journalist
Anna Bonanno – assistant manager, ex journalist

Super One TV news workers

Gino Cauchi – Head of One News
Miriam Dalli – desk editor and journalist
Claudette Baldacchino – desk editor and journalist

Net TV news workers

Pierre Portelli – editor Net News
Roderick Agius – desk editor and journalist
Annette Vella – desk editor and journalist
Lourd Pullicino – desk editor and journalist

APPENDIX C
Schedule of news bulletins coded for this study.
News bulletins were broadcast on *TVM*, *Super One TV* and *Net TV* (Malta),
RTÉ (Ireland) and *CyBC* (Cyprus)

<u>Television schedule of news bulletins analysed for this study</u>

For *TVM*, Super One TV, *NET TV* and *RTÉ* I chose to analyse the prime-time news bulletins broadcast from 3rd July 2001 to 16th July 2001.

The prime time news bulletin for *TVM* is broadcast at 20:00.

The prime time news bulletin for *Super One TV* is broadcast at 19:30

The prime time news bulletin for *Net TV* is broadcast at 19:45

The prime time news bulletin for *RTÉ* is broadcast at 21:00

The following table shows the schedule for *CyBC* news bulletins which I analysed. As noted earlier I analysed a different news schedule for *CyBC* because the tapes for the above dates were not given by the Cypriot station. *CyBC* news in the Greek language is broadcast at 20.15.

Day	Date	*CyBC* news
Friday	10th January, 02	✓
Saturday	11th January, 02	✓
Sunday	12th January, 02	✓
Monday	13th January, 02	✓
Tuesday	14th January, 02	✓
Wednesday	15th January, 02	✓
Thursday	16th January, 02	✓
Friday	17th January, 02	✓
Sunday	19th January, 02	✓
Monday	20th January, 02	✓
Tuesday	21st January, 02	✓
Wednesday	22nd January, 02	✓
Thursday	23rd January, 02	✓
Sunday	26th January, 02	✓

As can be seen from the above tables there are dates which are missing. The reason behind this is that the station did not provide me a chronological order of tapes.

A total of 56 news bulletins were coded which add a total of 1311 news items.

APPENDIX D

Two tables extracted from the Audience Survey commissioned by the Malta Broadcasting Authority on April and November 2002

	MON			TUES			WED			THRS			FRID			SAT			SUN		
	TVM	Super One TV	Net TV	TVM	Super One TV	NET TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	NET TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV
0000	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0630	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0700	0.00	0.00	0.00	0.00	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00
0730	0.00	0.35	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00
0800	0.00	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.70	0.70	0.00	0.35	0.70	0.35	0.00
0830	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	1.05	1.05	0.00	0.00
0900	0.00	0.35	0.35	0.00	1.05	0.00	0.35	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.35	0.00	1.40	4.55	0.00	0.00
0930	0.00	0.70	0.35	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.35	0.35	0.00	1.40	8.04	0.00	0.00
1000	0.00	0.70	0.35	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	1.40	13.29	0.35	0.00
1030	0.35	0.35	0.35	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.35	1.40	15.38	0.35	0.00
1100	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.35	0.70	16.08	0.35	0.00
1130	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.35	0.35	14.34	0.35	0.00
NOON	0.00	0.70	0.35	0.35	0.70	0.35	0.70	0.70	0.00	0.35	0.00	0.35	0.35	0.35	0.00	1.05	1.05	0.35	9.79	0.35	0.00
1230	0.00	0.35	0.70	0.35	1.40	0.70	0.35	0.70	0.35	0.00	0.00	0.35	0.35	0.35	0.00	1.05	1.40	0.00	4.55	0.70	0.00
1300	0.35	0.35	0.70	1.05	1.05	0.35	1.05	1.05	0.70	0.70	0.35	1.05	0.35	0.35	0.35	2.10	0.70	1.05	2.80	1.05	0.35
1330	1.05	0.70	1..05	0.70	2.10	1.05	0.70	2.10	0.70	1.05	1.75	2.10	1.75	1.05	1.40	2.45	2.45	1.40	2.10	1.75	0.35
1400	0.70	1.75	1.40	0.70	2.10	1.05	1.05	3.15	1.05	1.40	3.50	1.75	2.45	1.40	1.40	3.50	3.85	1.40	2.10	4.20	0.35
1430	0.70	1.40	1.40	1.05	1.75	1.05	1.05	2.80	1.05	1.75	4.20	1.40	2.45	2.10	1.40	3.85	4.20	1.05	2.10	4.90	0.35
1500	1.05	1.40	1.40	1.05	1.05	1.05	1.05	2.45	0.70	1.40	4.55	1.40	1.75	2.45	1.40	3.50	4.20	1.40	1.05	4.55	0.70
1530	0.70	1.40	1.05	0.70	1.40	1.75	0.35	2.45	1.05	0.00	4.55	1.40	1.05	2.80	2.10	3.85	3.85	1.40	0.70	2.80	0.35
1600	0.35	1.40	3.50	0.00	1.05	3.50	0.00	1.40	2.45	0.35	2.80	1.40	0.35	1.75	2.45	3.50	3.15	1.05	0.70	2.10	0.00
1630	0.00	0.70	3.50	0.00	0.70	3.85	0.00	1.05	2.80	0.00	0.70	2.45	0.35	0.70	2.10	3.50	2.10	1.05	0.70	2.10	0.00
1700	0.00	0.70	3.15	0.70	0.70	3.85	0.00	0.70	2.80	0.00	1.05	2.80	0.35	0.35	1.75	2.80	1.05	2.10	0.70	1.40	0.70
1730	0.00	1.05	3.50	0.70	1.05	3.85	0.35	0.70	2.45	0.00	0.70	2.45	0.35	1.05	1.75	2.10	0.70	2.10	1.05	0.70	1.05
1800	1.05	1.05	2.10	1.05	1.40	3.15	1.05	1.05	2.45	0.70	0.70	2.80	1.40	0.70	1.40	2.10	1.40	2.10	1.40	0.70	1.40
1830	1.05	1.75	2.80	1.05	0.70	2.45	0.35	1.40	2.45	0.00	0.70	2.45	0.70	0.35	1.75	1.05	1.05	1.75	1.05	0.70	1.05
1900	1.40	1.40	2.80	1.05	1.05	2.80	0.70	1.05	3.15	0.00	1.05	3.15	1.05	0.70	2.10	0.70	1.40	1.75	2.10	1.05	1.05
1930	1.75	18.88	3.15	1.05	14.34	3.15	1.40	14.34	2.45	0.35	18.18	3.15	1.05	16.08	1.75	1.05	14.69	1.75	2.10	17.83	1.40
1945	1.40	10.84	13.29	1.40	7.69	9.09	1.75	11.19	9.79	0.35	12.59	14.69	1.05	8.04	10.49	0.70	8.39	10.49	1.75	6.99	15.38
2000	35.30	9.79	4.55	29.02	7.34	3.15	30.07	9.09	3.15	25.87	13.99	4.20	44.41	5.94	1.75	21.33	5.94	2.45	25.52	5.94	9.09
2030	25.52	16.43	3.50	17.48	6.29	2.80	16.78	7.34	2.10	10.84	24.13	4.90	51.75	6.64	0.70	8.39	6.64	2.10	10.49	7.34	13.64
2100	21.68	13.99	1.75	13.99	5.94	3.85	11.89	6.99	2.45	8.39	26.22	4.55	55.59	6.99	0.35	5.94	7.69	2.45	5.94	6.99	12.94
2130	18.53	8.39	1.40	11.54	4.90	3.85	10.84	6.29	2.45	8.04	18.88	4.20	54.90	6.99	0.35	5.24	6.99	2.10	4.20	7.34	11.19
2200	12.59	5.24	1.05	8.04	3.85	3.85	8.39	4.90	2.10	4.90	12.24	2.45	51.40	6.64	0.70	3.50	5.59	2.10	2.80	5.24	3.50
2230	6.64	5.24	1.05	2.10	3.15	2.80	6.99	4.20	1.40	3.50	6.64	1.75	48.60	5.24	0.35	2.80	3.50	1.40	2.10	3.15	1.75
2300	5.24	1.40	0.70	1.05	1.40	1.40	2.10	2.10	1.05	2.45	3.50	1.40	36.01	3.50	0.35	2.10	1.75	0.35	2.10	1.05	1.40
2330	1.75	0.35	0.35	0.35	0.35	0.00	0.70	0.35	0.00	0.70	0.00	0.35	9.79	1.75	0.00	0.35	0.00	0.00	0.70	1.05	0.00
Tot Avg	2.84	2.25	1.27	1.97	1.63	1.32	2.10	1.87	1.06	1.51	3.34	1.48	7.56	1.72	0.86	1.88	1.93	1.11	3.36	1.91	1.59
Max.	35.31	18.88	13.29	29.02	14.34	9.09	30.07	14.34	9.79	25.87	26.22	14.69	55.59	16.08	10.49	21.33	14.69	10.49	25.52	17.83	15.38
Std.dev.	7.23	4.37	2.14	5.29	2.65	1.85	5.28	3.12	1.68	4.20	6.48	2.36	17.13	3.10	1.59	3.35	2.97	1.60	5.34	3.22	3.78
Band 1	0.03	0.29	0.17	0.00	0.47	0.00	0.26	0.17	0.00	0.09	0.06	0.29	0.09	0.00	0.26	0.32	0.09	0.67	6.18	0.15	0.00
Band 2	0.50	1.05	1.90	0.67	1.22	2.00	0.57	1.55	1.50	0.55	1.82	1.72	1.00	1.12	1.37	2.60	2.22	1.30	2.20	2.00	0.47
Band 3	11.98	8.36	3.05	7.91	5.12	3.34	8.33	6.17	3.01	5.94	12.49	4.07	32.33	6.23	1.89	4.74	5.69	2.69	5.44	5.82	6.48

Table 4.1: (full table) TV viewing (Adopted from A Report on a Study of TV and Radio Audiences in Malta – April 2002, commissioned by the Broadcasting Authority, Malta)

	MON			TUES			WED			THRS			FRID			SAT			SUN		
	TVM	Super One TV	Net TV	TVM	Super One TV	NET TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV	TVM	Super One TV	NET TV	TVM	Super One TV	Net TV	TVM	Super One TV	Net TV
0000	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0400	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0430	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0500	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0600	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0630	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0700	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.70	0.00	0.00	0.00	0.00	0.00
0730	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.35	0.00
0800	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.70	0.00	0.70	0.00	0.00	0.70	0.00	0.00
0830	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.70	0.00	0.35	1.05	0.00	0.00
0900	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.35	0.00	1.05	0.00	2.10	4.55	0.00	0.00
0930	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.35	0.00	1.05	0.00	3.15	11.19	0.00	0.00
1000	0.70	1.40	0.00	0.35	1.75	0.00	0.00	1.40	0.00	0.00	2.10	0.00	0.35	1.05	0.00	1.05	0.00	2.80	27.27	0.35	0.00
1030	0.35	1.40	0.00	0.00	2.10	0.00	0.35	1.75	0.00	0.00	1.75	0.00	0.35	1.40	0.35	1.05	0.00	3.15	32.87	0.35	0.00
1100	0.35	1.05	0.00	0.00	1.05	0.35	0.35	2.10	0.00	0.00	2.45	0.00	0.35	1.75	0.00	1.05	0.00	3.15	34.62	0.35	0.35
1130	0.35	0.35	0.00	0.35	1.05	0.35	0.70	1.05	0.35	0.35	1.75	0.00	0.35	1.40	0.00	1.05	0.00	2.45	32.17	0.00	0.35
NOON	0.70	0.70	0.00	0.35	1.75	0.00	0.70	1.05	0.35	0.70	1.40	0.00	0.70	1.05	0.00	1.75	0.00	1.05	27.27	0.00	0.70
1230	0.35	0.70	0.00	0.35	1.75	0.35	0.70	1.05	0.35	0.35	0.70	0.00	0.35	1.40	0.00	1.75	0.00	0.35	23.78	0.35	0.35
1300	2.45	0.70	0.35	3.50	1.40	0.00	3.85	1.05	0.35	1.40	1.05	0.00	1.40	1.75	0.00	2.45	1.05	0.70	11.54	0.35	0.70
1330	2.80	0.70	0.35	3.50	1.05	1.05	3.50	1.05	1.05	1.40	1.05	0.35	1.40	1.75	0.70	3.15	1.05	0.70	7.34	0.35	0.35
1400	2.45	2.80	1.05	2.80	3.85	1.75	2.80	3.50	1.05	1.40	3.15	0.00	1.75	2.80	1.05	6.29	3.15	2.45	5.94	0.35	1.05
1430	2.10	3.50	1.05	2.10	3.85	2.45	2.45	3.15	1.05	1.05	2.80	0.00	1.75	2.80	1.05	6.99	6.29	2.45	3.85	0.35	1.05
1500	1.40	3.15	1.40	1.05	3.50	2.10	1.40	3.15	0.70	0.70	2.45	0.00	1.40	2.45	1.05	6.29	6.29	1.75	4.20	1.05	1.40
1530	0.70	3.15	1.40	0.35	3.50	1.75	1.05	2.80	1.05	0.35	2.10	0.00	1.05	1.75	0.70	5.59	5.24	1.75	3.85	0.70	1.05
1600	0.70	2.45	2.80	0.70	4.20	2.45	0.70	2.80	2.45	0.00	1.75	2.80	1.05	1.75	3.15	3.50	6.29	1.75	2.80	0.35	1.75
1630	0.70	2.45	2.10	0.70	3.50	2.45	0.35	3.50	2.10	0.00	1.75	2.80	0.70	1.75	3.15	3.15	5.24	1.75	2.45	0.35	2.10
1700	1.05	1.75	1.75	0.70	2.45	2.10	0.35	2.45	2.45	0.00	2.80	2.45	2.40	1.75	2.45	3.50	3.85	2.10	2.10	0.35	2.10
1730	0.70	1.75	1.75	0.70	2.45	1.40	0.35	2.45	2.10	0.35	2.80	1.40	1.05	1.75	1.75	2.80	2.10	2.10	1.75	0.35	0.70
1800	1.05	3.15	2.10	1.75	3.85	2.10	1.05	3.50	2.10	0.00	3.15	2.45	1.75	2.10	1.40	4.20	2.45	1.40	1.40	0.35	1.05
1830	0.35	3.15	2.10	1.75	3.85	2.45	0.70	3.50	1.75	0.35	3.15	1.75	0.70	2.80	1.05	2.10	2.80	0.70	1.05	0.35	1.05
1900	1.05	3.85	1.40	2.45	4.90	2.10	0.70	4.20	1.40	1.05	4.55	1.05	0.70	4.20	0.35	2.10	3.15	0.35	2.45	1.75	1.05
1930	1.05	20.28	1.75	2.80	23.78	3.15	0.70	19.93	1.05	2.10	19.23	0.70	3.50	14.34	0.35	2.10	9.09	0.35	2.10	13.29	1.40
1945	1.40	12.24	17.83	2.45	16.43	16.78	0.35	13.29	14.34	2.80	13.29	13.64	4.20	10.49	10.14	2.10	8.04	6.99	2.10	8.39	13.29
2000	31.12	10.49	8.39	30.77	12.94	6.29	26.92	12.24	4.55	27.62	12.59	5.59	33.22	7.69	2.45	17.13	3.85	3.85	24.13	7.34	6.29
2030	16.43	14.69	19.93	27.97	10.49	10.14	21.33	16.08	6.29	15.73	19.93	5.94	41.96	5.59	2.10	12.59	3.15	2.10	26.92	7.34	6.99
2100	11.54	19.93	22.03	25.52	10.49	9.79	18.18	18.53	6.99	11.19	26.57	5.94	52.80	5.24	2.45	9.44	3.50	1.75	24.83	8.04	6.29
2130	10.49	15.38	13.64	19.23	10.84	5.94	15.38	13.29	6.29	5.24	22.73	4.90	47.90	5.59	1.75	8.39	3.15	1.05	17.83	6.99	4.20
2200	5.59	10.84	5.24	12.24	8.39	3.15	12.94	10.49	3.50	2.45	13.29	3.85	44.06	4.55	0.35	8.39	2.80	0.70	6.99	5.94	2.10
2230	4.55	6.29	2.45	8.74	6.29	2.10	8.39	9.79	1.75	1.40	6.64	2.80	40.91	3.50	0.00	7.34	3.15	0.00	4.90	5.24	0.70
2300	3.15	2.80	1.05	4.90	2.45	1.05	4.90	4.90	1.05	1.40	4.20	2.80	20.63	3.15	1.40	5.94	2.10	0.35	3.50	3.85	0.35
2330	0.00	0.00	0.00	2.10	1.05	0.70	2.45	1.40	0.00	0.00	1.40	0.35	6.99	1.05	0.00	3.15	0.70	0.00	1.75	0.35	0.00
Tot Avg	2.19	3.08	2.28	3.30	3.16	1.72	2.73	3.40	1.38	1.62	3.74	1.26	6.46	2.08	0.82	2.88	1.81	1.16	7.37	1.54	1.20
Max.	31.12	20.28	22.03	30.77	23.78	16.78	26.92	19.93	14.34	27.62	26.57	13.64	52.80	14.34	10.14	17.13	9.09	6.99	34.62	13.29	13.29
Std. dev.	5.24	5.19	5.10	7.20	4.81	3.15	5.89	5.14	2.56	4.67	6.38	2.47	14.31	2.80	1.64	3.62	2.42	1.40	10.58	2.98	2.40
Band 1	0.29	0.35	0.00	0.06	0.55	0.06	0.12	0.64	0.03	0.03	0.73	0.00	0.23	0.73	0.03	0.76	0.00	1.43	12.03	0.12	0.06
Band 2	1.25	2.15	1.30	1.45	2.87	1.60	1.42	2.50	1.35	0.57	2.15	1.00	1.17	1.97	1.25	3.82	3.27	1.50	7.09	0.40	1.10
Band 3	7.85	10.62	8.52	12.65	9.82	5.56	10.20	11.28	4.72	6.45	13.13	4.32	26.99	5.94	2.13	7.15	3.88	1.75	10.68	6.23	3.88

Table 4.2: (full table) TV viewing (Adopted from A Report on a Study of TV and Radio Audiences in Malta –
November 2002, commissioned by the Broadcasting Authority, Malta)

APPENDIX E
Full tables/results retrieved from content analysis

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Table 1: The people interviewed in the news by the subject of the news item in Cyprus

Country	Subject	Male		Female		Total	
		N	% within Subject	N	% within Subject	N	% within Subject
Cyprus	Politics	82	90.1%	9	9.9%	91	100.0%
	Meetings	36	100.0%	0	0.0%	36	100.0%
	Governmental	20	95.2%	1	4.8%	21	100.0%
	Administration	6	100.0%	0	0.0%	6	100.0%
	Strike	11	100.0%	0	0.0%	11	100.0%
	Commemorations	5	83.3%	1	16.7%	6	100.0%
	Inauguration/Launch	3	100.0%	0	0.0%	3	100.0%
	War	26	96.3%	1	3.7%	27	100.0%
	Riots	17	89.5%	2	10.5%	19	100.0%
	Sports	9	100.0%	0	0.0%	9	100.0%
	Environment	8	100.0%	0	0.0%	8	100.0%
	Releases/Activities	23	79.3%	6	20.7%	29	100.0%
	Investigations	42	91.3%	4	8.7%	46	100.0%
	Childcare	6	100.0%	0	0.0%	6	100.0%
	Education	11	100.0%	0	0.0%	11	100.0%
	Court cases	2	66.7%	1	33.3%	3	100.0%
	Agriculture	7	77.8%	2	22.2%	9	100.0%
	Deaths	18	85.7%	3	14.3%	21	100.0%
	Rescue	6	100.0%	0	0.0%	6	100.0%
	Parliamentary sittings	2	100.0%	0	0.0%	2	100.0%
	Crime	52	96.3%	2	3.7%	54	100.0%
	Reports	1	100.0%	0	0.0%	1	100.0%
	Law	6	100.0%	0	0.0%	6	100.0%
	State/Official visit	7	100.0%	0	0.0%	7	100.0%
	Entertainment/Culture	1	100.0%	0	0.0%	1	100.0%
	Health Care matters	8	100.0%	0	0.0%	8	100.0%
	Science	5	100.0%	0	0.0%	5	100.0%
	Natural disasters	18	94.7%	1	5.3%	19	100.0%
	Disasters	2	100.0%	0	0.0%	2	100.0%
	Poverty	1	100.0%	0	0.0%	1	100.0%
	Human search	4	100.0%	0	0.0%	4	100.0%
	Infrastructure projects	3	100.0%	0	0.0%	3	100.0%
	Industry	12	70.6%	5	29.4%	17	100.0%
	Economy	25	92.6%	2	7.4%	27	100.0%
	Maritime	2	100.0%	0	0.0%	2	100.0%
	Media	9	100.0%	0	0.0%	9	100.0%
	Abuse	11	91.7%	1	8.3%	12	100.0%
	European Union	16	94.1%	1	5.9%	17	100.0%
	Accidents	22	78.6%	6	21.4%	28	100.0%
	Police reports	36	87.8%	5	12.2%	41	100.0%
	Animals	2	100.0%	0	0.0%	2	100.0%
	Conflict/dispute	46	85.2%	8	14.8%	54	100.0%
	Activity	3	100.0%	0	0.0%	3	100.0%
	Awards	1	100.0%	0	0.0%	1	100.0%
	Authorities' decisions	26	92.9%	2	7.1%	28	100.0%
	Other	63	86.3%	10	13.7%	73	100.0%
	Total	722	90.8%	73	9.2%	795	100.0%

Table 2: The people interviewed in the news by the subject of the news item in Ireland

Country	Subject	Gender				Total	
		Male		Female			
		N	% within Subject	N	% within Subject	N	% within Subject
Ireland	Politics	43	93.5%	3	6.5%	46	100.0%
	Meetings	32	97.0%	1	3.0%	33	100.0%
	Governmental	27	96.4%	1	3.6%	28	100.0%
	Administration	3	75.0%	1	25.0%	4	100.0%
	Commemorations	1	100.0%	0	0.0%	1	100.0%
	Inauguration/Launch	9	100.0%	0	0.0%	9	100.0%
	War	0	0.0%	1	100.0%	1	100.0%
	Riots	13	86.7%	2	13.3%	15	100.0%
	Religious issues	2	100.0%	0	0.0%	2	100.0%
	Sports	18	85.7%	3	14.3%	21	100.0%
	Ceasefires	3	75.0%	1	25.0%	4	100.0%
	Environment	9	75.0%	3	25.0%	12	100.0%
	Releases/Activities	29	82.9%	6	17.1%	35	100.0%
	Investigations	16	94.1%	1	5.9%	17	100.0%
	Childcare	4	36.4%	7	63.6%	11	100.0%
	Education	13	59.1%	9	40.9%	22	100.0%
	Court cases	12	70.6%	5	29.4%	17	100.0%
	Agriculture	2	100.0%	0	0.0%	2	100.0%
	Deaths	10	90.9%	1	9.1%	11	100.0%
	Parliamentary sittings	2	100.0%	0	0.0%	2	100.0%
	Crime	17	85.0%	3	15.0%	20	100.0%
	Reports	13	65.0%	7	35.0%	20	100.0%
	Law	6	85.7%	1	14.3%	7	100.0%
	Entertainment/Culture	14	73.7%	5	26.3%	19	100.0%
	Health Care matters	12	85.7%	2	14.3%	14	100.0%
	Science	3	100.0%	0	0.0%	3	100.0%
	Poverty	2	40.0%	3	60.0%	5	100.0%
	Orange Order Parade	11	100.0%	0	0.0%	11	100.0%
	Human search	1	50.0%	1	50.0%	2	100.0%
	Infrastructure projects	0	0.0%	1	100.0%	1	100.0%
	Industry	7	50.0%	7	50.0%	14	100.0%
	Economy	21	75.0%	7	25.0%	28	100.0%
	Voluntary organisations	1	50.0%	1	50.0%	2	100.0%
	Media	14	60.9%	9	39.1%	23	100.0%
	Abuse	4	66.7%	2	33.3%	6	100.0%
	European Union	4	80.0%	1	20.0%	5	100.0%
	Accidents	4	100.0%	0	0.0%	4	100.0%
	Police reports	15	88.2%	2	11.8%	17	100.0%
	Animals	0	0.0%	1	100.0%	1	100.0%
	Conflict/dispute	13	68.4%	6	31.6%	19	100.0%
	Activity	1	100.0%	0	0.0%	1	100.0%
	Authorities' decisions	0	0.0%	1	100.0%	1	100.0%
	Other	1	33.3%	2	66.7%	3	100.0%
	Total	412	79.4%	107	20.6%	519	100.0%

Table 3: The people interviewed in the news by the subject of the news item in Malta

Country	Subject	Male N	Male % within Subject	Female N	Female % within Subject	Total N	Total % within Subject
Malta	Politics	19	86.4%	3	13.6%	22	100.0%
	Meetings	8	88.9%	1	11.1%	9	100.0%
	Governmental	2	100.0%	0	0.0%	2	100.0%
	Administration	1	100.0%	0	0.0%	1	100.0%
	Commemorations	3	60.0%	2	40.0%	5	100.0%
	Inauguration/Launch	14	87.5%	2	12.5%	16	100.0%
	Riots	1	100.0%	0	0.0%	1	100.0%
	Peaceful activities	0	0.0%	1	100.0%	1	100.0%
	Environment	13	72.2%	5	27.8%	18	100.0%
	Releases/Activities	21	91.3%	2	8.7%	23	100.0%
	Investigations	2	100.0%	0	0.0%	2	100.0%
	Childcare	1	33.3%	2	66.7%	3	100.0%
	Education	4	100.0%	0	0.0%	4	100.0%
	Court cases	2	100.0%	0	0.0%	2	100.0%
	Agriculture	5	100.0%	0	0.0%	5	100.0%
	Deaths	1	100.0%	0	0.0%	1	100.0%
	Rescue	3	100.0%	0	0.0%	3	100.0%
	Parliamentary sittings	3	100.0%	0	0.0%	3	100.0%
	Crime	4	100.0%	0	0.0%	4	100.0%
	Reports	9	90.0%	1	10.0%	10	100.0%
	Law	8	100.0%	0	0.0%	8	100.0%
	State/Official visit	5	100.0%	0	0.0%	5	100.0%
	Entertainment/Culture	2	100.0%	0	0.0%	2	100.0%
	Health Care matters	10	90.9%	1	9.1%	11	100.0%
	Science	2	100.0%	0	0.0%	2	100.0%
	Natural disasters	2	100.0%	0	0.0%	2	100.0%
	Infrastructure projects	17	89.5%	2	10.5%	19	100.0%
	Industry	18	78.3%	5	21.7%	23	100.0%
	Economy	10	90.9%	1	9.1%	11	100.0%
	Maritime	2	100.0%	0	0.0%	2	100.0%
	Voluntary organisations	1	50.0%	1	50.0%	2	100.0%
	Media	9	81.8%	2	18.2%	11	100.0%
	European Union	10	100.0%	0	0.0%	10	100.0%
	Accidents	5	83.3%	1	16.7%	6	100.0%
	Police reports	8	72.7%	3	27.3%	11	100.0%
	Animals	3	75.0%	1	25.0%	4	100.0%
	Conflict/dispute	9	81.8%	2	18.2%	11	100.0%
	Activity	4	100.0%	0	0.0%	4	100.0%
	Awards	2	100.0%	0	0.0%	2	100.0%
	Other	11	78.6%	3	21.4%	14	100.0%
	Total	254	86.1%	41	13.9%	295	100.0%

Table 4: The people (as individuals) central in the news item by the subject of the news item in Cyprus

Country	Subject	Gender						Total	
		Male		Female		Not stated		Total	
		N	% within Subject	N	% within Subject	N	% within Subject	N	% within Subject
Cyprus	Politics	152	96.2%	5	3.2%	1	0.6%	158	100.0%
	Meetings	115	100.0%	0	0.0%	0	0.0%	115	100.0%
	Governmental	89	100.0%	0	0.0%	0	0.0%	89	100.0%
	Administration	16	100.0%	0	0.0%	0	0.0%	16	100.0%
	Strike	8	100.0%	0	0.0%	0	0.0%	8	100.0%
	Commemorations	10	90.9%	1	9.1%	0	0.0%	11	100.0%
	Inauguration/Launch	6	100.0%	0	0.0%	0	0.0%	6	100.0%
	War	44	84.6%	5	9.6%	3	5.8%	52	100.0%
	Riots	18	100.0%	0	0.0%	0	0.0%	18	100.0%
	Religious issues	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Sports	20	90.9%	2	9.1%	0	0.0%	22	100.0%
	Environment	7	100.0%	0	0.0%	0	0.0%	7	100.0%
	Releases/Activities	49	94.2%	3	5.8%	0	0.0%	52	100.0%
	Investigations	53	93.0%	3	5.3%	1	1.8%	57	100.0%
	Childcare	4	66.7%	2	33.3%	0	0.0%	6	100.0%
	Education	13	86.7%	2	13.3%	0	0.0%	15	100.0%
	Court cases	4	80.0%	1	20.0%	0	0.0%	5	100.0%
	Agriculture	5	100.0%	0	0.0%	0	0.0%	5	100.0%
	Deaths	20	71.4%	7	25.0%	1	3.6%	28	100.0%
	Rescue	6	75.0%	0	0.0%	2	25.0%	8	100.0%
	Parliamentary sittings	11	100.0%	0	0.0%	0	0.0%	11	100.0%
	Crime	76	87.4%	6	6.9%	5	5.7%	87	100.0%
	Reports	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Law	4	100.0%	0	0.0%	0	0.0%	4	100.0%
	State/Official visit	23	100.0%	0	0.0%	0	0.0%	23	100.0%
	Entertainment/Culture	12	63.2%	5	26.3%	2	10.5%	19	100.0%
	Health Care matters	7	87.5%	1	12.5%	0	0.0%	8	100.0%
	Science	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Natural disasters	6	85.7%	1	14.3%	0	0.0%	7	100.0%
	Disasters	3	100.0%	0	0.0%	0	0.0%	3	100.0%
	Poverty	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Human search	3	100.0%	0	0.0%	0	0.0%	3	100.0%
	Infrastructure projects	3	100.0%	0	0.0%	0	0.0%	3	100.0%
	Industry	12	100.0%	0	0.0%	0	0.0%	12	100.0%
	Economy	30	100.0%	0	0.0%	0	0.0%	30	100.0%
	Maritime	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Immigration	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Media	19	90.5%	2	9.5%	0	0.0%	21	100.0%
	Abuse	19	95.0%	1	5.0%	0	0.0%	20	100.0%
	European Union	33	100.0%	0	0.0%	0	0.0%	33	100.0%
	Accidents	9	64.3%	5	35.7%	0	0.0%	14	100.0%
	Police reports	57	86.4%	4	6.1%	5	7.6%	66	100.0%
	Animals	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Conflict/dispute	68	94.4%	4	5.6%	0	0.0%	72	100.0%
	Activity	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Awards	9	69.2%	4	30.8%	0	0.0%	13	100.0%
	Authorities' decisions	29	93.5%	2	6.5%	0	0.0%	31	100.0%
	Other subjects	38	90.5%	4	9.5%	0	0.0%	42	100.0%
	Total	1122	92.4%	72	5.9%	20	1.6%	1214	100.0%

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Table 5: The people (as individuals) central in the news item by the subject of the news item in Ireland

Country	Subject	Gender						Total	
		Male		Female		Not stated			
		N	% within Subject	N	% within Subject	N	% within Subject	N	% within Subject
Ireland	Politics	58	92.1%	4	6.3%	1	1.6%	63	100.0%
	Meetings	38	92.7%	2	4.9%	1	2.4%	41	100.0%
	Governmental	31	93.9%	1	3.0%	1	3.0%	33	100.0%
	Administration	3	75.0%	1	25.0%	0	0.0%	4	100.0%
	Commemorations	3	60.0%	2	40.0%	0	0.0%	5	100.0%
	Inauguration/Launch	5	100.0%	0	0.0%	0	0.0%	5	100.0%
	War	4	57.1%	2	28.6%	1	14.3%	7	100.0%
	Riots	9	75.0%	1	8.3%	2	16.7%	12	100.0%
	Peaceful activities	2	50.0%	2	50.0%	0	0.0%	4	100.0%
	Religious issues	5	100.0%	0	0.0%	0	0.0%	5	100.0%
	Sports	78	94.0%	5	6.0%	0	0.0%	83	100.0%
	Ceasefires	5	71.4%	1	14.3%	1	14.3%	7	100.0%
	Environment	1	25.0%	3	75.0%	0	0.0%	4	100.0%
	Releases/Activities	47	88.7%	5	9.4%	1	1.9%	53	100.0%
	Investigations	24	68.6%	5	14.3%	6	17.1%	35	100.0%
	Childcare	9	56.3%	7	43.8%	0	0.0%	16	100.0%
	Education	12	75.0%	4	25.0%	0	0.0%	16	100.0%
	Court cases	75	78.9%	15	15.8%	5	5.3%	95	100.0%
	Deaths	16	72.7%	3	13.6%	3	13.6%	22	100.0%
	Parliamentary sittings	4	80.0%	1	20.0%	0	0.0%	5	100.0%
	Crime	78	85.7%	9	9.9%	4	4.4%	91	100.0%
	Reports	11	91.7%	1	8.3%	0	0.0%	12	100.0%
	Law	5	83.3%	1	16.7%	0	0.0%	6	100.0%
	Entertainment/Culture	7	70.0%	2	20.0%	1	10.0%	10	100.0%
	Health Care matters	18	66.7%	4	14.8%	5	18.5%	27	100.0%
	Science	4	80.0%	0	0.0%	1	20.0%	5	100.0%
	Poverty	1	16.7%	4	66.7%	1	16.7%	6	100.0%
	Orange Order Parade	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Human search	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Infrastructure projects	0	0.0%	1	50.0%	1	50.0%	2	100.0%
	Industry	7	53.8%	6	46.2%	0	0.0%	13	100.0%
	Economy	20	64.5%	11	35.5%	0	0.0%	31	100.0%
	Media	18	66.7%	9	33.3%	0	0.0%	27	100.0%
	Abuse	4	57.1%	3	42.9%	0	0.0%	7	100.0%
	European Union	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Accidents	4	50.0%	1	12.5%	3	37.5%	8	100.0%
	Police reports	18	72.0%	5	20.0%	2	8.0%	25	100.0%
	Animals	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Conflict/dispute	23	76.7%	7	23.3%	0	0.0%	30	100.0%
	Activity	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Authorities' decisions	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Other subjects	5	100.0%	0	0.0%	0	0.0%	5	100.0%
	Total	662	79.4%	131	15.7%	41	4.9%	834	100.0%

Table 6: The people (as individuals) central in the news item by the subject of the news item in Malta

Country	Subject	Male N	% within Subject	Female N	% within Subject	Not stated N	% within Subject	Total N	% within Subject
Malta	Do not know	2	66.7%	0	0.0%	1	33.3%	3	100.0%
	Politics	108	93.9%	3	2.6%	4	3.5%	115	100.0%
	Meetings	96	89.7%	7	6.5%	4	3.7%	107	100.0%
	Governmental	54	90.0%	5	8.3%	1	1.7%	60	100.0%
	Administration	13	100.0%	0	0.0%	0	0.0%	13	100.0%
	Strike	1	50.0%	1	50.0%	0	0.0%	2	100.0%
	Commemorations	17	94.4%	1	5.6%	0	0.0%	18	100.0%
	Inauguration/Launch	54	93.1%	1	1.7%	3	5.2%	58	100.0%
	War	36	94.7%	1	2.6%	1	2.6%	38	100.0%
	Riots	30	81.1%	3	8.1%	4	10.8%	37	100.0%
	Peaceful activities	9	69.2%	1	7.7%	3	23.1%	13	100.0%
	Religious issues	13	92.9%	1	7.1%	0	0.0%	14	100.0%
	Sports	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Ceasefires	5	62.5%	0	0.0%	3	37.5%	8	100.0%
	Environment	40	81.6%	4	8.2%	5	10.2%	49	100.0%
	Releases/Activities	192	95.0%	7	3.5%	3	1.5%	202	100.0%
	Investigations	33	84.6%	5	12.8%	1	2.6%	39	100.0%
	Childcare	1	33.3%	2	66.7%	0	0.0%	3	100.0%
	Education	28	93.3%	0	0.0%	2	6.7%	30	100.0%
	Court cases	69	69.0%	26	26.0%	5	5.0%	100	100.0%
	Agriculture	45	95.7%	2	4.3%	0	0.0%	47	100.0%
	Deaths	43	74.1%	11	19.0%	4	6.9%	58	100.0%
	Rescue	15	88.2%	2	11.8%	0	0.0%	17	100.0%
	Parliamentary sittings	137	91.9%	5	3.4%	7	4.7%	149	100.0%
	Crime	89	72.4%	31	25.2%	3	2.4%	123	100.0%
	Reports	27	87.1%	3	9.7%	1	3.2%	31	100.0%
	Law	48	90.6%	2	3.8%	3	5.7%	53	100.0%
	State/Official visit	33	94.3%	1	2.9%	1	2.9%	35	100.0%
	Entertainment/Culture	15	60.0%	6	24.0%	4	16.0%	25	100.0%
	Health Care matters	16	76.2%	5	23.8%	0	0.0%	21	100.0%
	Science	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Natural disasters	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Disasters	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Orange Order Parade	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Human search	8	80.0%	1	10.0%	1	10.0%	10	100.0%
	Infrastructure projects	37	92.5%	2	5.0%	1	2.5%	40	100.0%
	Industry	79	98.8%	0	0.0%	1	1.3%	80	100.0%
	Economy	87	97.8%	1	1.1%	1	1.1%	89	100.0%
	Maritime	7	87.5%	1	12.5%	0	0.0%	8	100.0%
	Voluntary organisations	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Immigration	19	76.0%	5	20.0%	1	4.0%	25	100.0%
	Media	24	88.9%	3	11.1%	0	0.0%	27	100.0%
	Abuse	28	96.6%	1	3.4%	0	0.0%	29	100.0%
	European Union	64	87.7%	9	12.3%	0	0.0%	73	100.0%
	Accidents	30	57.7%	17	32.7%	5	9.6%	52	100.0%
	Police reports	69	68.3%	23	22.8%	9	8.9%	101	100.0%
	Animals	13	100.0%	0	0.0%	0	0.0%	13	100.0%
	Conflict/dispute	51	98.1%	1	1.9%	0	0.0%	52	100.0%
	Activity	9	100.0%	0	0.0%	0	0.0%	9	100.0%
	Awards	6	75.0%	1	12.5%	1	12.5%	8	100.0%
	Authorities' decisions	24	92.3%	1	3.8%	1	3.8%	26	100.0%
	Other subjects	52	86.7%	4	6.7%	4	6.7%	60	100.0%
	Total	1884	86.5%	206	9.5%	89	4.1%	2179	100.0%

Table 7: The people (as group percentage)* central in the news item by the subject of the news item in Cyprus

Country	Subject	Male N	% within Subject	Not stated N	% within Subject	Total N	% within Subject
Cyprus	Politics	2	25.0%	6	75.0%	8	100.0%
	Meetings	0	0.0%	1	100.0%	1	100.0%
	Governmental	1	100.0%	0	0.0%	1	100.0%
	Administration	1	50.0%	1	50.0%	2	100.0%
	Strike	0	0.0%	2	100.0%	2	100.0%
	Commemorations	0	0.0%	1	100.0%	1	100.0%
	War	7	50.0%	7	50.0%	14	100.0%
	Riots	4	50.0%	4	50.0%	8	100.0%
	Sports	10	100.0%	0	0.0%	10	100.0%
	Environment	0	0.0%	2	100.0%	2	100.0%
	Releases/Activities	0	0.0%	4	100.0%	4	100.0%
	Investigations	4	44.4%	5	55.6%	9	100.0%
	Childcare	0	0.0%	2	100.0%	2	100.0%
	Education	0	0.0%	4	100.0%	4	100.0%
	Court cases	1	50.0%	1	50.0%	2	100.0%
	Agriculture	1	50.0%	1	50.0%	2	100.0%
	Deaths	5	38.5%	8	61.5%	13	100.0%
	Rescue	2	50.0%	2	50.0%	4	100.0%
	Crime	4	40.0%	6	60.0%	10	100.0%
	Entertainment/Culture	0	0.0%	1	100.0%	1	100.0%
	Natural disasters	0	0.0%	3	100.0%	3	100.0%
	Disasters	0	0.0%	3	100.0%	3	100.0%
	Human search	2	66.7%	1	33.3%	3	100.0%
	Industry	0	0.0%	1	100.0%	1	100.0%
	Economy	0	0.0%	2	100.0%	2	100.0%
	Abuse	1	100.0%	0	0.0%	1	100.0%
	Accidents	0	0.0%	4	100.0%	4	100.0%
	Police reports	4	44.4%	5	55.6%	9	100.0%
	Conflict/dispute	4	33.3%	8	66.7%	12	100.0%
	Authorities' decisions	2	33.3%	4	66.7%	6	100.0%
	Other subjects	1	50.0%	1	50.0%	2	100.0%
	Total	56	38.4%	90	61.6%	146	100.0%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 8: The people (as group percentage)* central in the news item by the subject of the news item in Ireland

Country	Subject	Male N	% within Subject	Female N	% within Subject	Not stated N	% within Subject	Total N	% within Subject
Ireland	Politics	2	40.0%	0	0.0%	3	60.0%	5	100.0%
	Meetings	0	0.0%	0	0.0%	2	100.0%	2	100.0%
	Governmental	1	33.3%	0	0.0%	2	66.7%	3	100.0%
	Administration	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Commemorations	3	60.0%	1	20.0%	1	20.0%	5	100.0%
	War	0	0.0%	0	0.0%	2	100.0%	2	100.0%
	Riots	1	5.6%	0	0.0%	17	94.4%	18	100.0%
	Peaceful activities	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Sports	2	33.3%	0	0.0%	4	66.7%	6	100.0%
	Ceasefires	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Environment	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Releases/Activities	2	16.7%	0	0.0%	10	83.3%	12	100.0%
	Investigations	2	22.2%	0	0.0%	7	77.8%	9	100.0%
	Childcare	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Education	2	50.0%	1	25.0%	1	25.0%	4	100.0%
	Court cases	3	75.0%	0	0.0%	1	25.0%	4	100.0%
	Deaths	1	14.3%	0	0.0%	6	85.7%	7	100.0%
	Rescue	0	0.0%	0	0.0%	4	100.0%	4	100.0%
	Crime	3	42.9%	0	0.0%	4	57.1%	7	100.0%
	Reports	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Entertainment/Culture	0	0.0%	0	0.0%	2	100.0%	2	100.0%
	Health Care matters	0	0.0%	0	0.0%	3	100.0%	3	100.0%
	Science	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Natural disasters	0	0.0%	0	0.0%	4	100.0%	4	100.0%
	Orange Order Parade	3	27.3%	0	0.0%	8	72.7%	11	100.0%
	Industry	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Voluntary organisations	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Media	0	0.0%	0	0.0%	2	100.0%	2	100.0%
	European Union	1	50.0%	0	0.0%	1	50.0%	2	100.0%
	Accidents	0	0.0%	0	0.0%	2	100.0%	2	100.0%
	Police reports	5	50.0%	0	0.0%	5	50.0%	10	100.0%
	Animals	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Conflict/dispute	4	66.7%	0	0.0%	2	33.3%	6	100.0%
	Authorities' decisions	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Total	38	26.8%	2	1.4%	102	71.8%	142	100.0%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 9: The people (as group percentage)* central in the news item by the subject of the news item in Malta

Country	Subject	Male N	Male % within Subject	Female N	Female % within Subject	Not stated N	Not stated % within Subject	Total N	Total % within Subject
Malta	Do not know	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Politics	1	12.5%	0	0.0%	7	87.5%	8	100.0%
	Meetings	4	30.8%	1	7.7%	8	61.5%	13	100.0%
	Governmental	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Administration	0	0.0%	0	0.0%	2	100.0%	2	100.0%
	Strike	1	11.1%	0	0.0%	8	88.9%	9	100.0%
	Inauguration/Launch	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	War	1	20.0%	0	0.0%	4	80.0%	5	100.0%
	Riots	7	21.9%	1	3.1%	24	75.0%	32	100.0%
	Peaceful activities	1	25.0%	1	25.0%	2	50.0%	4	100.0%
	Religious issues	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Sports	2	40.0%	2	40.0%	1	20.0%	5	100.0%
	Ceasefires	0	0.0%	0	0.0%	2	100.0%	2	100.0%
	Environment	2	28.6%	0	0.0%	5	71.4%	7	100.0%
	Releases/Activities	6	27.3%	2	9.1%	14	63.6%	22	100.0%
	Investigations	4	28.6%	1	7.1%	9	64.3%	14	100.0%
	Childcare	1	25.0%	1	25.0%	2	50.0%	4	100.0%
	Education	2	15.4%	1	7.7%	10	76.9%	13	100.0%
	Court cases	8	57.1%	1	7.1%	5	35.7%	14	100.0%
	Agriculture	6	100.0%	0	0.0%	0	0.0%	6	100.0%
	Deaths	7	21.2%	0	0.0%	26	78.8%	33	100.0%
	Rescue	4	19.0%	0	0.0%	17	81.0%	21	100.0%
	Parliamentary sittings	2	20.0%	0	0.0%	8	80.0%	10	100.0%
	Crime	8	33.3%	1	4.2%	15	62.5%	24	100.0%
	Reports	1	12.5%	1	12.5%	6	75.0%	8	100.0%
	Law	0	0.0%	0	0.0%	3	100.0%	3	100.0%
	State/Official visit	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	Entertainment/Culture	5	35.7%	3	21.4%	6	42.9%	14	100.0%
	Health Care matters	2	28.6%	1	14.3%	4	57.1%	7	100.0%
	Science	0	0.0%	0	0.0%	2	100.0%	2	100.0%
	Natural disasters	3	27.3%	0	0.0%	8	72.7%	11	100.0%
	Disasters	1	16.7%	0	0.0%	5	83.3%	6	100.0%
	Orange Order Parade	1	50.0%	1	50.0%	0	0.0%	2	100.0%
	Human search	0	0.0%	0	0.0%	6	100.0%	6	100.0%
	Infrastructure projects	0	0.0%	0	0.0%	4	100.0%	4	100.0%
	Industry	4	28.6%	1	7.1%	9	64.3%	14	100.0%
	Economy	1	11.1%	0	0.0%	8	88.9%	9	100.0%
	Maritime	2	66.7%	0	0.0%	1	33.3%	3	100.0%
	Immigration	6	28.6%	1	4.8%	14	66.7%	21	100.0%
	Media	1	25.0%	0	0.0%	3	75.0%	4	100.0%
	Abuse	0	0.0%	0	0.0%	1	100.0%	1	100.0%
	European Union	2	40.0%	0	0.0%	3	60.0%	5	100.0%
	Accidents	2	11.1%	0	0.0%	16	88.9%	18	100.0%
	Police reports	7	21.2%	0	0.0%	26	78.8%	33	100.0%
	Animals	2	33.3%	0	0.0%	4	66.7%	6	100.0%
	Conflict/dispute	13	43.3%	0	0.0%	17	56.7%	30	100.0%
	Activity	1	50.0%	1	50.0%	0	0.0%	2	100.0%
	Awards	3	37.5%	4	50.0%	1	12.5%	8	100.0%
	Other subjects	4	26.7%	1	6.7%	10	66.7%	15	100.0%
	Total	129	26.6%	26	5.4%	330	68.0%	485	100.0%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 10: The people (as individuals) seen in the news item by the subject of the news item in Cyprus

Country	News item by Subject	Gender				Total	
		Male		Female			
		N	% within Subject	N	% within Subject	N	% within Subject
Cyprus	Politics	239	83.3%	48	16.7%	287	100.0%
	Meetings	182	89.7%	21	10.3%	203	100.0%
	Governmental	122	91.0%	12	9.0%	134	100.0%
	Administration	31	91.2%	3	8.8%	34	100.0%
	Strike	13	86.7%	2	13.3%	15	100.0%
	Commemorations	27	84.4%	5	15.6%	32	100.0%
	Inauguration/Launch	11	91.7%	1	8.3%	12	100.0%
	War	66	95.7%	3	4.3%	69	100.0%
	Riots	36	90.0%	4	10.0%	40	100.0%
	Relligious issues	3	100.0%	0	0.0%	3	100.0%
	Sports	38	88.4%	5	11.6%	43	100.0%
	Environment	17	85.0%	3	15.0%	20	100.0%
	Releases/Activities	91	77.8%	26	22.2%	117	100.0%
	Investigations	73	89.0%	9	11.0%	82	100.0%
	Childcare	7	53.8%	6	46.2%	13	100.0%
	Education	21	84.0%	4	16.0%	25	100.0%
	Court cases	9	75.0%	3	25.0%	12	100.0%
	Agriculture	15	83.3%	3	16.7%	18	100.0%
	Deaths	34	81.0%	8	19.0%	42	100.0%
	Rescue	6	100.0%	0	0.0%	6	100.0%
	Parliamentary sittings	14	100.0%	0	0.0%	14	100.0%
	Crime	97	89.0%	12	11.0%	109	100.0%
	Reports	11	64.7%	6	35.3%	17	100.0%
	Law	9	81.8%	2	18.2%	11	100.0%
	State/Official visit	27	87.1%	4	12.9%	31	100.0%
	Entertainment/Culture	18	56.3%	14	43.8%	32	100.0%
	Health Care matters	9	64.3%	5	35.7%	14	100.0%
	Science	6	75.0%	2	25.0%	8	100.0%
	Natural disasters	26	81.3%	6	18.8%	32	100.0%
	Disasters	2	66.7%	1	33.3%	3	100.0%
	Poverty	1	100.0%	0	0.0%	1	100.0%
	Human search	7	70.0%	3	30.0%	10	100.0%
	Infrastructure projects	3	75.0%	1	25.0%	4	100.0%
	Industry	24	63.2%	14	36.8%	38	100.0%
	Economy	81	81.0%	19	19.0%	100	100.0%
	Maritime	3	100.0%	0	0.0%	3	100.0%
	Media	35	85.4%	6	14.6%	41	100.0%
	Abuse	27	79.4%	7	20.6%	34	100.0%
	European Union	57	85.1%	10	14.9%	67	100.0%
	Accidents	34	85.0%	6	15.0%	40	100.0%
	Police reports	66	85.7%	11	14.3%	77	100.0%
	Animals	5	100.0%	0	0.0%	5	100.0%
	Conflict/dispute	128	81.5%	29	18.5%	157	100.0%
	Activity	9	69.2%	4	30.8%	13	100.0%
	Awards	15	78.9%	4	21.1%	19	100.0%
	Authorities' decisions	59	80.8%	14	19.2%	73	100.0%
	Other subjects	111	79.9%	28	20.1%	139	100.0%
	Total	1925	83.7%	374	16.3%	2299	100.0%

Table 11: The people (as individuals) seen in the news item by the subject of the news item in Ireland

Country	News item by Subject	Male N	Male % within Subject	Female N	Female % within Subject	Not stated N	Not stated % within Subject	Total N	Total % within Subject
Ireland	Politics	138	86.8%	21	13.2%	0	0.0%	159	100.0%
	Meetings	95	90.5%	10	9.5%	0	0.0%	105	100.0%
	Governmental	78	90.7%	8	9.3%	0	0.0%	86	100.0%
	Administration	9	52.9%	8	47.1%	0	0.0%	17	100.0%
	Commemorations	3	75.0%	1	25.0%	0	0.0%	4	100.0%
	Inauguration/Launch	31	88.6%	4	11.4%	0	0.0%	35	100.0%
	War	8	66.7%	4	33.3%	0	0.0%	12	100.0%
	Riots	39	90.7%	4	9.3%	0	0.0%	43	100.0%
	Peaceful activities	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Relligious issues	3	75.0%	1	25.0%	0	0.0%	4	100.0%
	Sports	82	87.2%	12	12.8%	0	0.0%	94	100.0%
	Ceasefires	11	84.6%	2	15.4%	0	0.0%	13	100.0%
	Environment	14	53.8%	12	46.2%	0	0.0%	26	100.0%
	Releases/Activities	92	80.7%	22	19.3%	0	0.0%	114	100.0%
	Investigations	41	73.2%	15	26.8%	0	0.0%	56	100.0%
	Childcare	15	40.5%	22	59.5%	0	0.0%	37	100.0%
	Education	27	48.2%	29	51.8%	0	0.0%	56	100.0%
	Court cases	117	71.8%	46	28.2%	0	0.0%	163	100.0%
	Agriculture	5	83.3%	1	16.7%	0	0.0%	6	100.0%
	Deaths	27	81.8%	6	18.2%	0	0.0%	33	100.0%
	Rescue	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Parliamentary sittings	8	72.7%	3	27.3%	0	0.0%	11	100.0%
	Crime	120	82.2%	26	17.8%	0	0.0%	146	100.0%
	Reports	39	63.9%	22	36.1%	0	0.0%	61	100.0%
	Law	15	68.2%	7	31.8%	0	0.0%	22	100.0%
	Entertainment/Culture	24	77.4%	7	22.6%	0	0.0%	31	100.0%
	Health Care matters	45	69.2%	19	29.2%	1	1.5%	65	100.0%
	Science	11	61.1%	6	33.3%	1	5.6%	18	100.0%
	Natural disasters	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Poverty	6	42.9%	8	57.1%	0	0.0%	14	100.0%
	Orange Order Parade	24	88.9%	2	7.4%	1	3.7%	27	100.0%
	Human search	5	55.6%	4	44.4%	0	0.0%	9	100.0%
	Infrastructure projects	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Industry	21	58.3%	15	41.7%	0	0.0%	36	100.0%
	Economy	50	62.5%	30	37.5%	0	0.0%	80	100.0%
	Voluntary organisations	3	75.0%	1	25.0%	0	0.0%	4	100.0%
	Media	42	66.7%	21	33.3%	0	0.0%	63	100.0%
	Abuse	7	43.8%	9	56.3%	0	0.0%	16	100.0%
	European Union	5	83.3%	1	16.7%	0	0.0%	6	100.0%
	Accidents	11	84.6%	2	15.4%	0	0.0%	13	100.0%
	Police reports	49	77.8%	14	22.2%	0	0.0%	63	100.0%
	Animals	4	57.1%	3	42.9%	0	0.0%	7	100.0%
	Conflict/dispute	50	70.4%	21	29.6%	0	0.0%	71	100.0%
	Activity	4	100.0%	0	0.0%	0	0.0%	4	100.0%
	Authorities' decisions	4	66.7%	1	16.7%	1	16.7%	6	100.0%
	Other subjects	7	70.0%	3	30.0%	0	0.0%	10	100.0%
	Total	1397	75.2%	457	24.6%	4	0.2%	1858	100.0%

Table 12: The people (as individuals) seen in the news item by the subject of the news item in Malta

Country		Gender						Total	
		Male		Female		Not stated			
Malta	News item by Subject	N	% within Subject	N	% within Subject	N	% within Subject	N	% within Subject
	Politics	204	84.0%	39	16.0%	0	0.0%	243	100.0%
	Meetings	141	86.5%	22	13.5%	0	0.0%	163	100.0%
	Governmental	80	82.5%	17	17.5%	0	0.0%	97	100.0%
	Administration	14	93.3%	1	6.7%	0	0.0%	15	100.0%
	Strike	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Commemorations	35	71.4%	14	28.6%	0	0.0%	49	100.0%
	Inauguration/Launch	92	81.4%	21	18.6%	0	0.0%	113	100.0%
	War	50	83.3%	10	16.7%	0	0.0%	60	100.0%
	Riots	40	72.7%	15	27.3%	0	0.0%	55	100.0%
	Peaceful activities	11	64.7%	6	35.3%	0	0.0%	17	100.0%
	Religious issues	17	77.3%	5	22.7%	0	0.0%	22	100.0%
	Sports	3	75.0%	1	25.0%	0	0.0%	4	100.0%
	Ceasefires	18	81.8%	4	18.2%	0	0.0%	22	100.0%
	Environment	77	71.3%	31	28.7%	0	0.0%	108	100.0%
	Releases/Activities	362	83.2%	73	16.8%	0	0.0%	435	100.0%
	Investigations	34	79.1%	9	20.9%	0	0.0%	43	100.0%
	Childcare	5	45.5%	6	54.5%	0	0.0%	11	100.0%
	Education	29	67.4%	14	32.6%	0	0.0%	43	100.0%
	Court cases	78	62.4%	47	37.6%	0	0.0%	125	100.0%
	Agriculture	75	85.2%	13	14.8%	0	0.0%	88	100.0%
	Deaths	35	81.4%	8	18.6%	0	0.0%	43	100.0%
	Rescue	11	78.6%	3	21.4%	0	0.0%	14	100.0%
	Parliamentary sittings	101	91.0%	8	7.2%	2	1.8%	111	100.0%
	Crime	132	70.2%	56	29.8%	0	0.0%	188	100.0%
	Reports	46	68.7%	21	31.3%	0	0.0%	67	100.0%
	State/Official visit	46	80.7%	11	19.3%	0	0.0%	57	100.0%
	Entertainment/Culture	35	56.5%	27	43.5%	0	0.0%	62	100.0%
	Health Care matters	38	69.1%	17	30.9%	0	0.0%	55	100.0%
	Science	3	50.0%	3	50.0%	0	0.0%	6	100.0%
	Natural disasters	7	77.8%	2	22.2%	0	0.0%	9	100.0%
	Disasters	4	57.1%	3	42.9%	0	0.0%	7	100.0%
	Human search	5	71.4%	0	0.0%	2	28.6%	7	100.0%
	Infrastructure projects	77	84.6%	14	15.4%	0	0.0%	91	100.0%
	Industry	158	81.9%	35	18.1%	0	0.0%	193	100.0%
	Economy	154	77.4%	45	22.6%	0	0.0%	199	100.0%
	Maritime	20	60.6%	13	39.4%	0	0.0%	33	100.0%
	Voluntary organisations	3	42.9%	4	57.1%	0	0.0%	7	100.0%
	Immigration	6	75.0%	0	0.0%	2	25.0%	8	100.0%
	Media	49	75.4%	16	24.6%	0	0.0%	65	100.0%
	Abuse	40	85.1%	7	14.9%	0	0.0%	47	100.0%
	European Union	144	84.2%	27	15.8%	0	0.0%	171	100.0%
	Accidents	18	66.7%	7	25.9%	2	7.4%	27	100.0%
	Police reports	68	73.1%	23	24.7%	2	2.2%	93	100.0%
	Animals	19	73.1%	7	26.9%	0	0.0%	26	100.0%
	Conflict/dispute	52	85.2%	9	14.8%	0	0.0%	61	100.0%
	Activity	22	81.5%	5	18.5%	0	0.0%	27	100.0%
	Awards	12	80.0%	3	20.0%	0	0.0%	15	100.0%
	Authorities' decisions	38	88.4%	5	11.6%	0	0.0%	43	100.0%
	Other subjects	85	81.7%	19	18.3%	0	0.0%	104	100.0%
Total		2851	78.8%	756	20.9%	10	0.3%	3617	100.0%

Table 13: The people (as group percentage)* seen in the news item by the subject of the news item in Cyprus

Country		Gender						Total	
		Male		**Female**		**Not stated**			
Cyprus	News item by Subject	N	% within Subject	N	% within Subject	N	% within Subject	N	% within Subject
	Politics	72	72.0%	27	27.0%	1	1.0%	100	100.0%
	Meetings	43	84.3%	7	13.7%	1	2.0%	51	100.0%
	Governmental	27	81.8%	6	18.2%	0	0.0%	33	100.0%
	Administration	7	70.0%	3	30.0%	0	0.0%	10	100.0%
	Strike	6	54.5%	5	45.5%	0	0.0%	11	100.0%
	Commemorations	12	66.7%	6	33.3%	0	0.0%	18	100.0%
	Inauguration/Launch	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	War	32	80.0%	6	15.0%	2	5.0%	40	100.0%
	Riots	23	76.7%	6	20.0%	1	3.3%	30	100.0%
	Relligious issues	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Sports	31	93.9%	2	6.1%	0	0.0%	33	100.0%
	Environment	4	50.0%	3	37.5%	1	12.5%	8	100.0%
	Releases/Activities	31	60.8%	20	39.2%	0	0.0%	51	100.0%
	Investigations	15	68.2%	6	27.3%	1	4.5%	22	100.0%
	Childcare	4	50.0%	4	50.0%	0	0.0%	8	100.0%
	Education	9	47.4%	10	52.6%	0	0.0%	19	100.0%
	Court cases	3	60.0%	2	40.0%	0	0.0%	5	100.0%
	Agriculture	4	66.7%	2	33.3%	0	0.0%	6	100.0%
	Deaths	17	73.9%	4	17.4%	2	8.7%	23	100.0%
	Rescue	4	80.0%	1	20.0%	0	0.0%	5	100.0%
	Parliamentary sittings	4	57.1%	3	42.9%	0	0.0%	7	100.0%
	Crime	19	79.2%	5	20.8%	0	0.0%	24	100.0%
	Reports	2	50.0%	2	50.0%	0	0.0%	4	100.0%
	Law	4	57.1%	3	42.9%	0	0.0%	7	100.0%
	State/Official visit	5	71.4%	2	28.6%	0	0.0%	7	100.0%
	Entertainment/Culture	7	53.8%	6	46.2%	0	0.0%	13	100.0%
	Health Care matters	5	50.0%	5	50.0%	0	0.0%	10	100.0%
	Science	2	50.0%	2	50.0%	0	0.0%	4	100.0%
	Natural disasters	4	50.0%	3	37.5%	1	12.5%	8	100.0%
	Disasters	2	50.0%	1	25.0%	1	25.0%	4	100.0%
	Poverty	0	0.0%	1	100.0%	0	0.0%	1	100.0%
	Industry	10	71.4%	4	28.6%	0	0.0%	14	100.0%
	Economy	21	63.6%	12	36.4%	0	0.0%	33	100.0%
	Media	4	66.7%	2	33.3%	0	0.0%	6	100.0%
	Abuse	5	62.5%	3	37.5%	0	0.0%	8	100.0%
	European Union	16	80.0%	4	20.0%	0	0.0%	20	100.0%
	Accidents	9	69.2%	2	15.4%	2	15.4%	13	100.0%
	Police reports	21	91.3%	2	8.7%	0	0.0%	23	100.0%
	Animals	2	100.0%	0	0.0%	0	0.0%	2	100.0%
	Conflict/dispute	42	64.6%	23	35.4%	0	0.0%	65	100.0%
	Activity	3	60.0%	2	40.0%	0	0.0%	5	100.0%
	Awards	3	50.0%	3	50.0%	0	0.0%	6	100.0%
	Authorities' decisions	21	61.8%	13	38.2%	0	0.0%	34	100.0%
	Other subjects	26	65.0%	14	35.0%	0	0.0%	40	100.0%
	Total	584	69.9%	238	28.5%	13	1.6%	835	100.0%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 14: The people (as group percentage)* seen in the news item by the subject of the news item in Ireland

Country	News item by Subject	Male		Female		Not stated		Total	
		N	% within Subject	N	% within Subject	N	% within Subject	N	% within Subject
Ireland	Politics	23	60.5%	12	31.6%	3	7.9%	38	100.0%
	Meetings	13	54.2%	10	41.7%	1	4.2%	24	100.0%
	Governmental	11	52.4%	7	33.3%	3	14.3%	21	100.0%
	Administration	4	50.0%	4	50.0%	0	0.0%	8	100.0%
	Commemorations	3	60.0%	1	20.0%	1	20.0%	5	100.0%
	Inauguration/Launch	4	66.7%	1	16.7%	1	16.7%	6	100.0%
	War	4	80.0%	1	20.0%	0	0.0%	5	100.0%
	Riots	16	61.5%	6	23.1%	4	15.4%	26	100.0%
	Peaceful activities	1	33.3%	1	33.3%	1	33.3%	3	100.0%
	Relligious issues	4	66.7%	2	33.3%	0	0.0%	6	100.0%
	Sports	26	74.3%	8	22.9%	1	2.9%	35	100.0%
	Ceasefires	3	75.0%	1	25.0%	0	0.0%	4	100.0%
	Environment	4	80.0%	1	20.0%	0	0.0%	5	100.0%
	Releases/Activities	28	63.6%	16	36.4%	0	0.0%	44	100.0%
	Investigations	17	81.0%	4	19.0%	0	0.0%	21	100.0%
	Childcare	1	50.0%	0	0.0%	1	50.0%	2	100.0%
	Education	5	55.6%	4	44.4%	0	0.0%	9	100.0%
	Court cases	21	63.6%	12	36.4%	0	0.0%	33	100.0%
	Deaths	5	71.4%	2	28.6%	0	0.0%	7	100.0%
	Rescue	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Parliamentary sittings	3	60.0%	2	40.0%	0	0.0%	5	100.0%
	Crime	26	72.2%	10	27.8%	0	0.0%	36	100.0%
	Reports	12	60.0%	8	40.0%	0	0.0%	20	100.0%
	Law	5	55.6%	4	44.4%	0	0.0%	9	100.0%
	Entertainment/Culture	3	50.0%	2	33.3%	1	16.7%	6	100.0%
	Health Care matters	8	53.3%	7	46.7%	0	0.0%	15	100.0%
	Science	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Natural disasters	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Poverty	4	50.0%	4	50.0%	0	0.0%	8	100.0%
	Orange Order Parade	11	55.0%	6	30.0%	3	15.0%	20	100.0%
	Industry	5	55.6%	4	44.4%	0	0.0%	9	100.0%
	Economy	14	51.9%	12	44.4%	1	3.7%	27	100.0%
	Media	8	47.1%	8	47.1%	1	5.9%	17	100.0%
	Abuse	1	50.0%	1	50.0%	0	0.0%	2	100.0%
	European Union	1	33.3%	0	0.0%	2	66.7%	3	100.0%
	Accidents	3	75.0%	1	25.0%	0	0.0%	4	100.0%
	Police reports	10	76.9%	1	7.7%	2	15.4%	13	100.0%
	Animals	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Conflict/dispute	12	60.0%	7	35.0%	1	5.0%	20	100.0%
	Activity	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Authorities' decisions	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Other subjects	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Total	330	62.1%	174	32.8%	27	5.1%	531	100.0%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 15: The people (as group percentage) seen in the news item by the subject of the news item in Malta

Country	News item by Subject	Male		Female		Not stated		Total	
		N	% within Subject	N	% within Subject	N	% within Subject	N	% within Subject
Malta	Politics	59	65.6%	28	31.1%	3	3.3%	90	100.0%
	Meetings	60	74.1%	19	23.5%	2	2.5%	81	100.0%
	Governmental	39	78.0%	10	20.0%	1	2.0%	50	100.0%
	Administration	12	70.6%	5	29.4%	0	0.0%	17	100.0%
	Commemorations	15	68.2%	7	31.8%	0	0.0%	22	100.0%
	Inauguration/Launch	52	69.3%	22	29.3%	1	1.3%	75	100.0%
	War	32	88.9%	4	11.1%	0	0.0%	36	100.0%
	Riots	51	67.1%	13	17.1%	12	15.8%	76	100.0%
	Peaceful activities	3	60.0%	2	40.0%	0	0.0%	5	100.0%
	Relligious issues	8	72.7%	3	27.3%	0	0.0%	11	100.0%
	Sports	3	50.0%	2	33.3%	1	16.7%	6	100.0%
	Ceasefires	6	85.7%	1	14.3%	0	0.0%	7	100.0%
	Environment	32	65.3%	15	30.6%	2	4.1%	49	100.0%
	Releases/Activities	151	64.3%	79	33.6%	5	2.1%	235	100.0%
	Investigations	27	81.8%	6	18.2%	0	0.0%	33	100.0%
	Childcare	3	50.0%	3	50.0%	0	0.0%	6	100.0%
	Education	23	59.0%	16	41.0%	0	0.0%	39	100.0%
	Court cases	35	70.0%	14	28.0%	1	2.0%	50	100.0%
	Agriculture	26	68.4%	12	31.6%	0	0.0%	38	100.0%
	Deaths	37	90.2%	4	9.8%	0	0.0%	41	100.0%
	Rescue	6	75.0%	1	12.5%	1	12.5%	8	100.0%
	Parliamentary sittings	31	73.8%	10	23.8%	1	2.4%	42	100.0%
	Crime	48	80.0%	8	13.3%	4	6.7%	60	100.0%
	Reports	33	54.1%	28	45.9%	0	0.0%	61	100.0%
	Law	14	63.6%	7	31.8%	1	4.5%	22	100.0%
	State/Official visit	30	78.9%	8	21.1%	0	0.0%	38	100.0%
	Entertainment/Culture	25	58.1%	17	39.5%	1	2.3%	43	100.0%
	Health Care matters	10	58.8%	6	35.3%	1	5.9%	17	100.0%
	Natural disasters	3	37.5%	3	37.5%	2	25.0%	8	100.0%
	Disasters	7	77.8%	2	22.2%	0	0.0%	9	100.0%
	Orange Order Parade	2	66.7%	1	33.3%	0	0.0%	3	100.0%
	Human search	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Infrastructure projects	30	73.2%	10	24.4%	1	2.4%	41	100.0%
	Industry	55	71.4%	20	26.0%	2	2.6%	77	100.0%
	Economy	59	59.6%	37	37.4%	3	3.0%	99	100.0%
	Maritime	12	57.1%	7	33.3%	2	9.5%	21	100.0%
	Voluntary organisations	3	75.0%	1	25.0%	0	0.0%	4	100.0%
	Immigration	21	91.3%	2	8.7%	0	0.0%	23	100.0%
	Media	16	64.0%	9	36.0%	0	0.0%	25	100.0%
	Abuse	8	80.0%	2	20.0%	0	0.0%	10	100.0%
	European Union	58	62.4%	33	35.5%	2	2.2%	93	100.0%
	Accidents	14	73.7%	3	15.8%	2	10.5%	19	100.0%
	Police reports	41	87.2%	4	8.5%	2	4.3%	47	100.0%
	Animals	9	69.2%	4	30.8%	0	0.0%	13	100.0%
	Conflict/dispute	37	74.0%	11	22.0%	2	4.0%	50	100.0%
	Activity	5	55.6%	4	44.4%	0	0.0%	9	100.0%
	Awards	5	50.0%	4	40.0%	1	10.0%	10	100.0%
	Authorities' decisions	12	70.6%	5	29.4%	0	0.0%	17	100.0%
	Other subjects	33	62.3%	18	34.0%	2	3.8%	53	100.0%
	Total	1302	68.9%	530	28.0%	58	3.1%	1890	100.0%

Table 16: The people (as individuals) central in news items by the news items type in Cyprus, Ireland, Malta

			Individual							
		Male		Female		Not stated		Total		
Country		N	%	N	%	N	%	N	%	
Cyprus	Political news story	221	45.7%	6	1.2%	0	0.0%	227	46.9%	
	Statistical/Economic news	3	0.6%	1	0.2%	0	0.0%	4	0.8%	
	Human news	1	0.2%	0	0.0%	0	0.0%	1	0.2%	
	Light news	21	4.3%	8	1.7%	1	0.2%	30	6.2%	
	Other	198	40.9%	16	3.3%	8	1.7%	222	45.9%	
	Total	444	91.7%	31	6.4%	9	1.9%	484	100%	
Ireland	Political news story	78	21.3%	7	1.9%	2	0.5%	87	23.7%	
	Statistical/Economic news	10	2.7%	1	0.3%	0	0.0%	11	3.0%	
	Human news	6	1.6%	7	1.9%	0	0.0%	13	3.5%	
	Light news	5	1.4%	1	0.3%	0	0.0%	6	1.7%	
	Other	200	54.5%	36	9.8%	14	3.8%	250	68.1%	
	Total	299	81.5%	52	14.2%	16	4.3%	367	100%	
Malta	Do not know	1	0.1%	0	0.0%	0	0.0%	1	0.1%	
	Political news story	380	43.1%	17	1.9%	13	1.5%	410	46.5%	
	Statistical/Economic news	32	3.6%	2	0.2%	0	0.0%	34	3.8%	
	Human news	13	1.5%	4	0.5%	2	0.2%	19	2.2%	
	Light news	13	1.5%	6	0.7%	0	0.0%	19	2.2%	
	Other	317	36.0%	62	7.0%	19	2.2%	398	45.2%	
	Total	756	85.8%	91	10.3%	34	3.9%	881	100%	

Table 17: The people (as group percentage)* central in news items by the news items type on *Net TV*, *Super One TV* and *TVM* (Malta)

			Group percentage							
Station		Male		Female		Not stated		Total		
Country		N	%	N	%	N	%	N	%	
Net TV	Political news story	1	2.2%			6	13.3%	7	15.6%	
Malta	Human news	0	0.0%			1	2.2%	1	2.2%	
	Other	13	28.9%			24	53.3%	37	82.2%	
	Total	14	31.1%			31	68.9%	45	100%	
Super One TV	Do not know	1	1.3%	0	0.0%	1	1.3%	2	2.6%	
Malta	Political news story	5	6.4%	0	0.0%	13	16.7%	18	23.1%	
	Statistical/Economical news	0	0.0%	0	0.0%	2	2.6%	2	2.6%	
	Human news	1	1.3%	0	0.0%	5	6.4%	6	7.7%	
	Light news	1	1.3%	0	0.0%	1	1.3%	2	2.6%	
	Other	10	12.8%	2	2.6%	36	46.2%	48	61.5%	
	Total	18	23.1%	2	2.6%	58	74.4%	78	100%	
TVM	Political news story	2	2.4%	1	1.2%	5	6.0%	8	9.5%	
Malta	Statistical/Economical news	1	1.2%	1	1.2%	3	3.6%	5	6.0%	
	Human news	7	8.3%	4	4.8%	7	8.3%	18	21.4%	
	Light news	1	1.2%	2	2.4%	1	1.2%	4	4.8%	
	Other	13	15.5%	2	2.4%	34	40.5%	49	58.3%	
	Total	24	28.6%	10	11.9%	50	59.5%	84	100%	

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 18: The people (as individuals) seen in news items by the news item type in Cyprus, Ireland, Malta *(Net TV, Super One TV* **and** *TVM)*

			Individual						Total	
			Male		Female		Not stated			
Country			N	%	N	%	N	%	N	%
Cyprus	Political news		377	40.3%	57	6.1%			434	46.4%
	Statistical/Economic news		16	1.7%	7	0.7%			23	2.5%
	Human news		3	0.3%	3	0.3%			6	0.6%
	Light news		35	3.7%	17	1.8%			52	5.6%
	Other		350	37.4%	71	7.6%			421	45.0%
		Total	781	83.4%	155	16.6%			936	100%
Ireland	Political news		193	24.8%	28	3.6%	1	0.1%	222	28.5%
	Statistical/Economic news		28	3.6%	13	1.7%	0	0.0%	41	5.3%
	Human news		15	1.9%	20	2.6%	0	0.0%	35	4.5%
	Light news		18	2.3%	4	0.5%	0	0.0%	22	2.8%
	Other		332	42.7%	125	16.1%	1	0.1%	458	58.9%
		Total	586	75.3%	190	24.5%	2	0.2%	778	100%
Malta	Do not know		2	0.1%	1	0.1%	0	0.0%	3	0.2%
	Political news		556	38.8%	97	6.8%	0	0.0%	653	45.6%
	Statistical/Economic news		36	2.5%	27	1.9%	0	0.0%	63	4.4%
	Human news		16	1.1%	9	0.6%	2	0.1%	27	1.8%
	Light news		41	2.9%	31	2.2%	0	0.0%	72	5.1%
	Other		475	33.2%	137	9.6%	2	0.1%	614	42.9%
		Total	1126	78.6%	302	21.2%	4	0.2%	1432	100%
Net TV **Malta**	Political news		216	41.7%	43	8.3%			259	50.0%
	Statistical/Economic		7	1.4%	5	1.0%			12	2.3%
	Human news		1	0.2%	0	0.0%			1	0.2%
	Light news		8	1.5%	12	2.3%			20	3.9%
	Other		179	34.6%	47	9.1%			226	43.6%
		Total	411	79.3%	107	20.7%			518	100%
Super One TV **Malta**	Do not know		2	0.5%	1	0.3%	0	0.0%	3	0.8%
	Political news		163	41.7%	25	6.4%	0	0.0%	188	48.1%
	Statistical/Economic		12	3.1%	9	2.3%	0	0.0%	21	5.4%
	Human news		1	0.3%	1	0.3%	0	0.0%	2	0.5%
	Light news		6	1.5%	3	0.8%	0	0.0%	9	2.3%
	Other		115	29.4%	51	13.0%	2	0.5%	168	43.0%
		Total	299	76.5%	90	23.0%	2	0.5%	391	100%
TVM **Malta**	Political news		177	33.8%	29	5.5%	0	0.0%	206	39.4%
	Statistical/Economic		17	3.3%	13	2.5%	0	0.0%	30	5.7%
	Human news		14	2.7%	8	1.5%	2	0.4%	24	4.6%
	Light news		27	5.2%	16	3.1%	0	0.0%	43	8.2%
	Other		181	34.6%	39	7.5%	0	0.0%	220	42.1%
		Total	416	79.5%	105	20.1%	2	0.4%	523	100%

Table 19: The people (as group percentage)* seen in news items by the news item type in Cyprus, Ireland, Malta

Country			Group percentage						Total	
			Male		Female		Not stated			
			N	%	N	%	N	%	N	%
Cyprus	Political news		102	28.9%	37	10.5%	1	0.3%	140	39.7%
	Statistical/Economic news		4	1.1%	4	1.1%	0	0.0%	8	2.3%
	Light news		11	3.1%	12	3.4%	0	0.0%	23	6.5%
	Other		132	37.4%	46	13.0%	4	1.1%	182	51.6%
	Total		249	70.5%	99	28.0%	5	1.4%	353	100%
Ireland	Political news		43	18.5%	23	9.9%	4	1.7%	70	30.0%
	Statistical/Economic news		10	4.3%	8	3.4%	1	0.4%	19	8.2%
	Human news		1	0.4%	0	0.0%	0	0.0%	1	0.4%
	Light news		3	1.3%	1	0.4%	1	0.4%	5	2.1%
	Other		89	38.2%	44	18.9%	5	2.1%	138	59.2%
	Total		146	62.7%	76	32.6%	11	4.7%	233	100%
Malta	Do not know		1	0.1%	1	0.1%	0	0.0%	2	0.3%
	Political news		235	30.1%	90	11.5%	11	1.4%	336	43.0%
	Statistical/Economic news		33	4.2%	21	2.7%	1	0.1%	55	7.0%
	Human news		15	1.9%	7	0.9%	0	0.0%	22	2.8%
	Light news		13	1.7%	10	1.3%	0	0.0%	23	2.9%
	Other		236	30.2%	91	11.7%	16	2.0%	343	43.9%
	Total		533	68.2%	220	28.2%	28	3.6%	781	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 20: The people interviewed in news items by the news item type in Cyprus, Ireland, Malta

Country			Gender				Total	
			Male		Female			
			N	%	N	%	N	%
Cyprus	Political news		104	32.1%	6	1.9%	110	34.0%
	Statistical/Economic news		4	1.2%	0	0.0%	4	1.2%
	Human news		1	0.3%	0	0.0%	1	0.3%
	Light news		3	0.9%	0	0.0%	3	0.9%
	Other		184	56.8%	22	6.8%	206	63.6%
	Total		296	91.4%	28	8.6%	324	100%
Ireland	Political news		65	31.6%	4	1.9%	69	33.5%
	Statistical/Economic news		11	5.3%	2	1.0%	13	6.3%
	Human news		3	1.5%	7	3.4%	10	4.9%
	Light news		10	4.9%	2	1.0%	12	5.8%
	Other		74	35.9%	28	13.6%	102	49.5%
	Total		163	79.1%	43	20.9%	206	100%
Malta	Political news		45	33.3%	4	3.0%	49	36.3%
	Statistical/Economic news		4	3.0%	0	0.0%	4	3.0%
	Human news		6	4.4%	1	0.7%	7	5.2%
	Light news		6	4.4%	2	1.5%	8	5.9%
	Other		56	41.5%	11	8.1%	67	49.6%
	Total		117	86.7%	18	13.3%	135	100%

Table 21: The percentage of voice clips in news items by the news item type in Cyprus, Ireland, Malta

Country		GENDER				Total	
		Male		Female			
		N	%	N	%	N	%
Cyprus	Political news	88	49.4%	3	1.7%	91	51.1%
	Statistical/Economic news	5	2.8%	3	1.7%	8	4.5%
	Light news	11	6.2%	6	3.4%	17	9.6%
	Other	55	30.9%	7	3.9%	62	34.8%
	Total	159	89.3%	19	10.7%	178	100%
Ireland	Political news	43	40.2%	4	3.7%	47	43.9%
	Statistical/Economic news	3	2.8%	3	2.8%	6	5.6%
	Human news	0	0.0%	1	0.9%	1	0.9%
	Light news	1	0.9%	0	0.0%	1	0.9%
	Other	38	35.5%	14	13.1%	52	48.6%
	Total	85	79.4%	22	20.6%	107	100%
Malta	Political news	5	45.5%	0	0.0%	5	45.5%
	Other	4	36.4%	2	18.2%	6	54.5%
	Total	9	81.8%	2	18.2%	11	100%

Table 22: The people (as individuals) central in news items by the news items scope in Cyprus, Ireland, Malta

Country		Individual						Total	
		Male		Female		Not stated			
		N	%	N	%	N	%	N	%
Cyprus	Local	27	5.6%	3	0.6%	1	0.2%	31	6.4%
	National	231	47.7%	10	2.1%	3	0.6%	244	50.4%
	National and other	94	19.4%	4	0.8%	0	0.0%	98	20.2%
	International	92	19.0%	14	2.9%	5	1.0%	111	22.9%
	Total	444	91.7%	31	6.4%	9	1.9%	484	100%
Ireland	Local	71	19.3%	6	1.6%	5	1.4%	82	22.3%
	National	122	33.2%	28	7.6%	6	1.6%	156	42.5%
	National and other	67	18.3%	8	2.2%	3	0.8%	78	21.3%
	International	39	10.6%	10	2.7%	2	0.5%	51	13.9%
	Total	299	81.5%	52	14.2%	16	4.4%	367	100%
Malta	Local	14	1.6%	4	0.5%	1	0.1%	19	2.2%
	National	461	52.3%	40	4.5%	13	1.5%	514	58.3%
	National and other	119	13.5%	28	3.2%	3	0.3%	150	17.0%
	International	162	18.4%	19	2.2%	17	1.9%	198	22.5%
	Total	756	85.8%	91	10.3%	34	3.9%	881	100%

Table 23: The people (as individuals) seen in news items by the news item scope in Cyprus, Ireland, Malta

Country		Individual				Total	
		Male		Female			
		N	%	N	%	N	%
Cyprus	Local	49	5.2%	12	1.3%	61	6.5%
	National	430	45.9%	81	8.7%	511	54.6%
	National and other	145	15.5%	32	3.4%	177	18.9%
	International	157	16.8%	30	3.2%	187	20.0%
	Total	781	83.4%	155	16.6%	936	100%
Ireland	Local	105	13.5%	21	2.7%	126	16.2%
	National	252	32.5%	101	13.0%	353	45.5%
	National and other	129	16.6%	25	3.2%	154	19.8%
	International	100	12.9%	43	5.5%	143	18.4%
	Total	586	75.5%	190	24.5%	776	100%
Malta	Local	12	0.8%	1	0.1%	13	0.9%
	National	706	49.4%	168	11.8%	874	61.2%
	National and other	167	11.7%	56	3.9%	223	15.6%
	International	239	16.7%	76	5.3%	315	22.1%
	Do not know	2	0.1%	1	0.1%	3	0.2%
	Total	1126	78.9%	302	21.1%	1428	100%

Table 24: The people (as group percentage)* seen in news items by the news item scope in Cyprus, Ireland, Malta

			Group percentage						
		Male		Female		Not stated		Total	
Country		N	%	N	%	N	%	N	%
Cyprus	Local	14	4.0%	7	2.0%	0	0.0%	21	5.9%
	National	129	36.5%	55	15.6%	0	0.0%	184	52.1%
	National and other	41	11.6%	12	3.4%	1	0.3%	54	15.3%
	International	65	18.4%	25	7.1%	4	1.1%	94	26.6%
	Total	249	70.5%	99	28.0%	5	1.4%	353	100%
Ireland	Local	35	15.0%	12	5.2%	3	1.3%	50	21.5%
	National	56	24.0%	38	16.3%	5	2.1%	99	42.5%
	National and other	30	12.9%	15	6.4%	3	1.3%	48	20.6%
	International	25	10.7%	11	4.7%	0	0.0%	36	15.5%
	Total	146	62.7%	76	32.6%	11	4.7%	233	100%
Malta	Local	11	1.4%	3	0.4%	0	0.0%	14	1.8%
	National	265	33.9%	132	16.9%	9	1.2%	406	52.0%
	National and other	89	11.4%	31	4.0%	1	0.1%	121	15.5%
	International	168	21.5%	54	6.9%	18	2.3%	240	30.7%
	Total	533	68.2%	220	28.2%	28	3.6%	781	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 25: The people interviewed in news items by the news item scope in Cyprus, Ireland, Malta

			Gender				
		Male		Female		Total	
Country		N	%	N	%	N	%
Cyprus	Local	36	11.1%	6	1.9%	42	13.0%
	National	166	51.2%	15	4.6%	181	55.9%
	National and other	46	14.2%	3	0.9%	49	15.1%
	International	48	14.8%	4	1.2%	52	16.0%
	Total	296	91.4%	28	8.6%	324	100%
Ireland	Local	36	17.5%	6	2.9%	42	20.4%
	National	68	33.0%	26	12.6%	94	45.6%
	National and other	43	20.9%	6	2.9%	49	23.8%
	International	16	7.8%	5	2.4%	21	10.2%
	Total	163	79.1%	43	20.9%	206	100%
Malta	Local	3	2.2%	0	0.0%	3	2.2%
	National	79	58.5%	17	12.6%	96	71.1%
	National and other	26	19.3%	0	0.0%	26	19.3%
	International	9	6.7%	1	0.7%	10	7.4%
	Total	117	86.7%	18	13.3%	135	100%

Table 26: The percentage of voice clips in news items by the news item scope in Cyprus, Ireland, Malta

			GENDER				
		Male		Female		Total	
Country		N	%	N	%	N	%
Cyprus	Local	1	0.6%	1	0.6%	2	1.1%
	National	104	58.4%	11	6.2%	115	64.6%
	National and other	28	15.7%	2	1.1%	30	16.9%
	International	26	14.6%	5	2.8%	31	17.4%
	Total	159	89.3%	19	10.7%	178	100%
Ireland	Local	14	13.1%	3	2.8%	17	15.9%
	National	37	34.6%	13	12.1%	50	46.7%
	National and other	26	24.3%	2	1.9%	28	26.2%
	International	8	7.5%	4	3.7%	12	11.2%
	Total	85	79.4%	22	20.6%	107	100%
Malta	National	4	36.4%	2	18.2%	6	54.5%
	National and other	2	18.2%	0	0.0%	2	18.2%
	International	3	27.3%	0	0.0%	3	27.3%
	Total	9	81.8%	2	18.2%	11	100%

Table 27: The people interviewed by the reporters' gender in Cyprus, Ireland, Malta

Country			Gender				Total	
			Male		Female			
			N	%	N	%	N	%
Cyprus	Male reporter		154	47.5%	14	4.3%	168	51.9%
	Female reporter		125	38.6%	12	3.7%	137	42.3%
	Not stated		17	5.2%	2	0.6%	19	5.9%
		Total	296	91.4%	28	8.6%	324	100%
Ireland	Male reporter		108	52.4%	18	8.7%	126	61.2%
	Female reporter		43	20.9%	21	10.2%	64	31.1%
	Not stated		12	5.8%	4	1.9%	16	7.8%
		Total	163	79.1%	43	20.9%	206	100%
Malta	Male reporter		56	41.5%	9	6.7%	65	48.1%
	Female reporter		38	28.1%	8	5.9%	46	34.1%
	Not stated		23	17.0%	1	0.7%	24	17.8%
		Total	117	86.7%	18	13.3%	135	100%

Table 28: The people interviewed by the reporters' gender on *CyBC* (Cyprus), *RTÉ* (Ireland), *Net TV*, *Super One TV* and *TVM* (Malta)

Station Country			Gender				Total	
			Male		Female			
			N	%	N	%	N	%
CyBC Cyprus	Male reporter		154	47.5%	14	4.3%	168	51.9%
	Female reporter		125	38.6%	12	3.7%	137	42.3%
	Not stated		17	5.2%	2	0.6%	19	5.9%
		Total	296	91.4%	28	8.6%	324	100%
RTÉ Ireland	Male reporter		108	52.4%	18	8.7%	126	61.2%
	Female reporter		43	20.9%	21	10.2%	64	31.1%
	Not stated		12	5.8%	4	1.9%	16	7.8%
		Total	163	79.1%	43	20.9%	206	100%
Net TV Malta	Male reporter		20	32.3%	1	1.6%	21	33.9%
	Female reporter		18	29.0%	4	6.5%	22	35.5%
	Not stated		18	29.0%	1	1.6%	19	30.6%
		Total	56	90.3%	6	9.7%	62	100%
Super One TV Malta	Male reporter		14	37.8%	5	13.5%	19	51.4%
	Female reporter		12	32.4%	3	8.1%	15	40.5%
	Not stated		3	8.1%	0	0.0%	3	8.1%
		Total	29	78.4%	8	21.6%	37	100%
TVM Malta	Male reporter		22	61.1%	3	8.3%	25	69.4%
	Female reporter		8	22.2%	1	2.8%	9	25.0%
	Not stated		2	5.6%	0	0.0%	2	5.6%
		Total	32	88.9%	4	11.1%	36	100%

Table 29: The percentage of voice clips presented in the news items by the reporters' gender in Cyprus, Ireland, Malta

Country			Gender				Total	
			Male		Female			
			N	%	N	%	N	%
Cyprus	Male reporter		105	59.3%	7	4.0%	112	63.3%
	Female reporter		36	20.3%	8	4.5%	44	24.9%
	Not stated		17	9.6%	4	2.3%	21	11.9%
		Total	158	89.3%	19	10.7%	177	100%
Ireland	Male reporter		70	65.4%	3	2.8%	73	68.2%
	Female reporter		10	9.3%	19	17.8%	29	27.1%
	Not stated		5	4.7%	0	0.0%	5	4.7%
		Total	85	79.4%	22	20.6%	107	100%
Malta	Male reporter		5	45.5%	0	0.0%	5	45.5%
	Female reporter		1	9.1%	2	18.2%	3	27.3%
	Not stated		3	27.3%	0	0.0%	3	27.3%
		Total	9	81.8%	2	18.2%	11	100%

Table 30: The people (as individuals) central in the news item by the reporter's gender on *CyBC* (Cyprus), *RTÉ* (Ireland) and *Net TV, Super One TV* and *TVM* (Malta)

| Station Country | | | Gender | | | | | | Total | |
| | | | Male | | Female | | Not stated | | | |
			N	%	N	%	N	%	N	%
CyBC	Male reporter		262	54.2%	13	2.7%	7	1.4%	282	58.4%
Cyprus	Female reporter		141	29.2%	14	2.9%	2	0.4%	157	32.5%
	Not stated		40	8.3%	4	0.8%	0	0.0%	44	9.1%
		Total	443	91.7%	31	6.4%	9	1.9%	483	100%
RTÉ	Male reporter		143	39.0%	20	5.4%	6	1.6%	169	46.0%
Ireland	Female reporter		89	24.3%	21	5.7%	3	0.8%	113	30.8%
	Not stated		67	18.3%	11	3.0%	7	1.9%	85	23.2%
		Total	299	81.5%	52	14.2%	16	4.4%	367	100%
Net TV	Male reporter		71	24.8%	9	3.1%	1	0.3%	81	28.3%
Malta	Female reporter		11	3.8%	3	1.0%	2	0.7%	16	5.6%
	Not stated		161	56.3%	25	8.7%	3	1.0%	189	66.1%
		Total	243	85.0%	37	12.9%	6	2.1%	286	100%
Super One TV	Male reporter		85	37.8%	7	3.1%	0	0.0%	92	40.9%
Malta	Female reporter		55	24.4%	5	2.2%	5	2.2%	65	28.9%
	Not stated		53	23.6%	6	2.7%	9	4.0%	68	30.2%
		Total	193	85.8%	18	8.0%	14	6.2%	225	100%
TVM	Male reporter		142	38.8%	11	3.0%	8	2.2%	161	44.0%
Malta	Female reporter		65	17.8%	6	1.6%	3	0.8%	74	20.2%
	Not stated		109	29.8%	19	5.2%	3	0.8%	131	35.8%
		Total	316	86.3%	36	9.8%	14	3.8%	366	100%

Table 31: The people seen (as individuals) by the reporter's gender on *CyBC* (Cyprus), *RTÉ* (Ireland), *Net TV, Super One TV* and *TVM* (Malta)

| Station Country | | | Gender | | | | | | Total | |
| | | | Male | | Female | | Not stated | | | |
			N	% within Reporter's Gender	N	% within Reporter's Gender	N	% within Reporter's Gender	N	% within Reporter's Gender
CyBC	Male reporter		432	85.9%	71	14.1%			503	100.0%
Cyprus	Female reporter		273	81.0%	64	19.0%			337	100.0%
	Not stated		74	79.6%	19	20.4%			93	100.0%
		Total	779	83.5%	154	16.5%			933	100.0%
RTÉ	Male reporter		359	84.5%	66	15.5%	0	0.0%	425	100.0%
Ireland	Female reporter		142	62.6%	85	37.4%	0	0.0%	227	100.0%
	Not stated		85	67.5%	39	31.0%	2	1.6%	126	100.0%
		Total	586	75.3%	190	24.4%	2	0.3%	778	100.0%
Net TV	Male reporter		113	83.7%	22	16.3%			135	100.0%
Malta	Female reporter		27	77.1%	8	22.9%			35	100.0%
	Not stated		266	77.6%	77	22.4%			343	100.0%
		Total	406	79.1%	107	20.9%			513	100.0%
Super One TV	Male reporter		171	77.7%	47	21.4%	2	0.9%	220	100.0%
Malta	Female reporter		86	72.9%	32	27.1%	0	0.0%	118	100.0%
	Not stated		42	79.2%	11	20.8%	0	0.0%	53	100.0%
		Total	299	76.5%	90	23.0%	2	0.5%	391	100.0%
TVM	Male reporter		270	79.9%	66	19.5%	2	0.6%	338	100.0%
Malta	Female reporter		99	80.5%	24	19.5%	0	0.0%	123	100.0%
	Not stated		47	75.8%	15	24.2%	0	0.0%	62	100.0%
		Total	416	79.5%	105	20.1%	2	0.4%	523	100.0%

Table 32: The people (as group percentage)* seen by reporter's gender on *CyBC* (Cyprus), *RTÉ* (Ireland), *Net TV, Super One TV* and *TVM* (Malta)

Station Country			Group percentage						Total	
			Male		Female		Not stated			
			N	%	N	%	N	%	N	%
CyBC	Male reporter		147	41.8%	50	14.2%	2	0.6%	199	56.5%
Cyprus	Female reporter		72	20.5%	39	11.1%	2	0.6%	113	32.1%
	Not stated		29	8.2%	10	2.8%	1	0.3%	40	11.4%
		Total	248	70.5%	99	28.1%	5	1.4%	352	100%
RTÉ	Male reporter		81	34.8%	47	20.2%	5	2.1%	133	57.1%
Ireland	Female reporter		41	17.6%	19	8.2%	2	0.9%	62	26.6%
	Not stated		24	10.3%	10	4.3%	4	1.7%	38	16.3%
		Total	146	62.7%	76	32.6%	11	4.7%	233	100%
Net TV	Male reporter		60	24.4%	17	6.9%	1	0.4%	78	31.7%
Malta	Female reporter		6	2.4%	3	1.2%	0	0.0%	9	3.7%
	Not stated		115	46.7%	40	16.3%	4	1.6%	159	64.6%
		Total	181	73.6%	60	24.4%	5	2.0%	246	100%
Super One TV	Male reporter		66	29.2%	25	11.1%	4	1.8%	95	42.0%
Malta	Female reporter		41	18.1%	22	9.7%	3	1.3%	66	29.2%
	Not stated		45	19.9%	13	5.8%	7	3.1%	65	28.8%
		Total	152	67.3%	60	26.5%	14	6.2%	226	100%
TVM	Male reporter		106	34.6%	60	19.6%	9	2.9%	175	57.2%
Malta	Female reporter		62	20.3%	26	8.5%	0	0.0%	88	28.8%
	Not stated		29	9.5%	14	4.6%	0	0.0%	43	14.1%
		Total	197	64.4%	100	32.7%	9	2.9%	306	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 33: People interviewed by occupation and gender in Cyprus (*CyBC*)

Country		Gender				Total	
		Male		Female			
		N	%	N	%	N	%
Cyprus	Not stated	10	3.8%	2	0.8%	12	4.6%
	Government	89	34.1%	2	0.8%	91	34.9%
	Administrators	35	13.4%	1	0.4%	36	13.8%
	Diplomatics	6	2.3%	0	0.0%	6	2.3%
	Court	5	1.9%	0	0.0%	5	1.9%
	Army and Police	39	14.9%	0	0.0%	39	14.9%
	Owners/Partners	2	0.8%	0	0.0%	2	0.8%
	Blue collar workers	9	3.4%	1	0.4%	10	3.8%
	Political scientists, researchers, engineers	7	2.7%	0	0.0%	7	2.7%
	Education	1	0.4%	1	0.4%	2	0.8%
	Health professionals	8	3.1%	3	1.1%	11	4.2%
	Media people	4	1.5%	0	0.0%	4	1.5%
	Artists	1	0.4%	0	0.0%	1	0.4%
	Presidents	30	11.5%	2	0.8%	32	12.3%
	Sports players	3	1.1%	0	0.0%	3	1.1%
	Total	249	95.4%	12	4.6%	261	100%

Table 34: People interviewed by occupation and gender in Ireland (*RTÉ*)

| | | Gender | | | | Total | |
| | | Male | | Female | | | |
Country		N	%	N	%	N	%
Ireland	Not stated	15	8.3%	9	5.0%	24	13.3%
	Government	55	30.4%	6	3.3%	61	33.7%
	Administrators	26	14.4%	2	1.1%	28	15.5%
	Diplomats	2	1.1%	0	0.0%	2	1.1%
	Religious leaders	4	2.2%	0	0.0%	4	2.2%
	Court	4	2.2%	0	0.0%	4	2.2%
	Army and Police	9	5.0%	1	0.6%	10	5.5%
	Trade Unions and Unions	3	1.7%	0	0.0%	3	1.7%
	Onwers/Partners	1	0.6%	0	0.0%	1	0.6%
	Blue collar workers	5	2.8%	1	0.6%	6	3.3%
	Political scientists, researchers, engineers	4	2.2%	1	0.6%	5	2.8%
	Education	2	1.1%	1	0.6%	3	1.7%
	Health professionals	5	2.8%	2	1.1%	7	3.9%
	Media people	6	3.3%	2	1.1%	8	4.4%
	Artists	5	2.8%	2	1.1%	7	3.9%
	Presidents	2	1.1%	2	1.1%	4	2.2%
	Other	1	0.6%	0	0.0%	1	0.6%
	Sports players	3	1.7%	0	0.0%	3	1.7%
	Total	152	84.0%	29	16.0%	181	100%

Table 35: People interviewed by occupation and gender in Malta (*TVM, Super One TV, Net TV*)

| | | Gender | | | | Total | |
| | | Male | | Female | | | |
Country		N	%	N	%	N	%
Malta	Not stated	10	10.4%	2	2.1%	12	12.5%
	Government	38	39.6%	1	1.0%	39	40.6%
	Administrators	12	12.5%	0	0.0%	12	12.5%
	Religious leaders	3	3.1%	0	0.0%	3	3.1%
	Court	7	7.3%	1	1.0%	8	8.3%
	Army and Police	2	2.1%	0	0.0%	2	2.1%
	Trade Unions and Unions	1	1.0%	0	0.0%	1	1.0%
	Owners/Partners	1	1.0%	0	0.0%	1	1.0%
	Blue collar workers	2	2.1%	1	1.0%	3	3.1%
	Political scientists, researchers, engineers	2	2.1%	1	1.0%	3	3.1%
	Education	1	1.0%	0	0.0%	1	1.0%
	Health professionals	1	1.0%	0	0.0%	1	1.0%
	Media people	6	6.3%	0	0.0%	6	6.3%
	Presidents	2	2.1%	0	0.0%	2	2.1%
	Other	2	2.1%	0	0.0%	2	2.1%
	Total	90	93.8%	6	6.3%	96	100%

Table 36: People interviewed by occupation and gender in Malta for each station (*Net TV, Super One TV, TVM*)

Station			Male N	Male %	Female N	Female %	Total N	Total %
Net TV	Not stated		4	9.8%	1	2.4%	5	12.2%
	Government		20	48.8%	0	0.0%	20	48.8%
	Administrators		7	17.1%	0	0.0%	7	17.1%
	Court		2	4.9%	0	0.0%	2	4.9%
	Army and Police		2	4.9%	0	0.0%	2	4.9%
	Trade Unions and Unions		1	2.4%	0	0.0%	1	2.4%
	Political scientists, researchers, engineers		2	4.9%	0	0.0%	2	4.9%
	Education		1	2.4%	0	0.0%	1	2.4%
	Presidents		1	2.4%	0	0.0%	1	2.4%
		Total	40	97.6%	1	2.4%	41	100%
Super One TV	Not stated		4	14.8%	0	0.0%	4	14.8%
	Government		9	33.3%	1	3.7%	10	37.0%
	Administrators		1	3.7%	0	0.0%	1	3.7%
	Religious leaders		1	3.7%	0	0.0%	1	3.7%
	Court		3	11.1%	1	3.7%	4	14.8%
	Blue collar workers		2	7.4%	1	3.7%	3	11.1%
	Media people		3	11.1%	0	0.0%	3	11.1%
	Presidents		1	3.7%	0	0.0%	1	3.7%
		Total	24	88.9%	3	11.1%	27	100%
TVM	Not stated		2	7.1%	1	3.6%	3	10.7%
	Government		9	32.1%	0	0.0%	9	32.1%
	Administrators		4	14.3%	0	0.0%	4	14.3%
	Religious leaders		2	7.1%	0	0.0%	2	7.1%
	Court		2	7.1%	0	0.0%	2	7.1%
	Owners/Partners		1	3.6%	0	0.0%	1	3.6%
	Political scientists, researchers, engineers		0	0.0%	1	3.6%	1	3.6%
	Health professionals		1	3.6%	0	0.0%	1	3.6%
	Media people		3	10.7%	0	0.0%	3	10.7%
	Other		2	7.1%	0	0.0%	2	7.1%
		Total	26	92.9%	2	7.1%	28	100%

Table 37: People interviewed by gender and age in Cyprus, Ireland, Malta

Country			Male N	Male %	Female N	Female %	Total N	Total %
Cyprus	19 years or under		1	0.3%	2	0.6%	3	0.9%
	20 - 34 years		19	5.9%	5	1.5%	24	7.4%
	35 - 49 years		107	33.0%	10	3.1%	117	36.1%
	50 - 64 years		149	46.0%	5	1.5%	154	47.5%
	65 years or more		19	5.9%	6	1.9%	25	7.7%
	Not stated		1	0.3%	0	0.0%	1	0.3%
		Total	296	91.4%	28	8.6%	324	100%
Ireland	19 years or under		3	1.5%	2	1.0%	5	2.4%
	20 - 34 years		18	8.7%	17	8.3%	35	17.0%
	35 - 49 years		77	37.4%	20	9.7%	97	47.1%
	50 - 64 years		59	28.6%	3	1.5%	62	30.1%
	65 years or more		6	2.9%	0	0.0%	6	2.9%
	Not stated		0	0.0%	1	0.5%	1	0.5%
		Total	163	79.1%	43	20.9%	206	100%
Malta	19 years or under		2	1.5%	1	0.7%	3	2.2%
	20 - 34 years		18	13.4%	5	3.7%	23	17.2%
	35 - 49 years		59	44.0%	8	6.0%	67	50.0%
	50 - 64 years		27	20.1%	4	3.0%	31	23.1%
	65 years or more		9	6.7%	0	0.0%	9	6.7%
	Not stated		1	0.7%	0	0.0%	1	0.7%
		Total	116	86.6%	18	13.4%	134	100%

Table 38: People interviewed by gender and society label in Cyprus, Ireland, Malta

Country			Male N	Male %	Female N	Female %	Total N	Total %
Cyprus	Consumers		3	4.8%	7	11.1%	10	15.9%
	Protestors		1	1.6%	0	0.0%	1	1.6%
	Members of the public		43	68.3%	9	14.3%	52	82.5%
		Total	47	74.6%	16	25.4%	63	100%
Ireland	Sports supporters		3	12.0%	0	0.0%	3	12.0%
	Protestors		0	0.0%	1	4.0%	1	4.0%
	Members of the public		7	28.0%	11	44.0%	18	72.0%
	Others		1	4.0%	2	8.0%	3	12.0%
		Total	11	44.0%	14	56.0%	25	100%
Malta	Consumers		5	13.2%	2	5.3%	7	18.4%
	Protestors		1	2.6%	1	2.6%	2	5.3%
	Members of the public		19	50.0%	9	23.7%	28	73.7%
	Others		1	2.6%	0	0.0%	1	2.6%
		Total	26	68.4%	12	31.6%	38	100%

Table 39: People interviewed by gender and by 'family relationship' in Cyprus, Ireland, Malta

Country			Male N	Male %	Female N	Female %	Total N	Total %
Cyprus	No		294	90.7%	26	8.0%	320	98.8%
	Identified as wife, daughter, mother, sister		0	0.0%	2	0.6%	2	0.6%
	Identified as husband, son, father, brother		2	0.6%	0	0.0%	2	0.6%
		Total	296	91.4%	28	8.6%	324	100%
Ireland	No		157	76.2%	33	16.0%	190	92.2%
	Identified as wife, daughter, mother, sister		0	0.0%	10	4.9%	10	4.9%
	Identified as husband, son, father, brother		6	2.9%	0	0.0%	6	2.9%
		Total	163	79.1%	43	20.9%	206	100%
Malta	No		113	84.3%	17	12.7%	130	97.0%
	Identified as wife, daughter, mother, sister		0	0.0%	1	0.7%	1	0.7%
	Identified as husband, son, father, brother		3	2.2%	0	0.0%	3	2.2%
		Total	116	86.6%	18	13.4%	134	100%

Table 40: People interviewed by gender and how they are portrayed as 'victims' in Cyprus, Ireland, Malta

Country			Male N	Male %	Female N	Female %	Total N	Total %
Cyprus	Not a victim		275	84.9%	21	6.5%	296	91.4%
	Victim of an accident or natural disasters		8	2.5%	2	0.6%	10	3.1%
	Victim of war		2	0.6%	0	0.0%	2	0.6%
	Other		11	3.4%	5	1.5%	16	4.9%
		Total	296	91.4%	28	8.6%	324	100%
Ireland	Not a victim		160	77.7%	32	15.5%	192	93.2%
	Victim of war		0	0.0%	1	0.5%	1	0.5%
	Other		3	1.5%	10	4.9%	13	6.3%
		Total	163	79.1%	43	20.9%	206	100%
Malta	Not a victim		110	82.1%	15	11.2%	125	93.3%
	Victim of an accident or natural disasters		3	2.2%	1	0.7%	4	3.0%
	Victim of crime (other than sexual abuse)		1	0.7%	0	0.0%	1	0.7%
	Victim of war		0	0.0%	1	0.7%	1	0.7%
	Other		2	1.5%	1	0.7%	3	2.2%
		Total	116	86.6%	18	13.4%	134	100%

Table and Graph 41: Frequency of people (as individuals) portrayed as central in the news item

		Frequency	Valid Percent
Valid	Male	1499	86.5
	Female	174	10
	Not stated	59	3.4
	Total	1732	100

Individuals central in news items
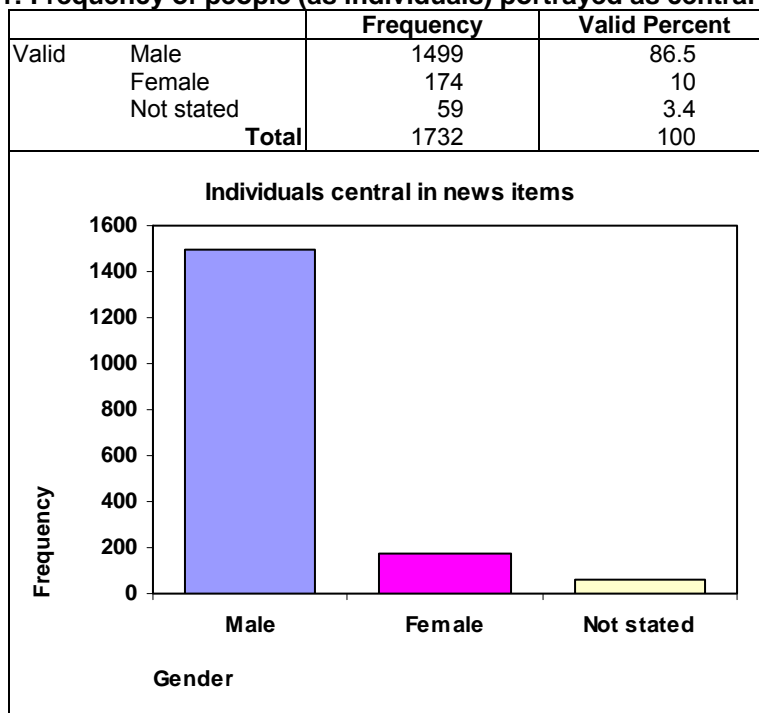
Table and Graph 42: Frequency of people (as group percentages)* portrayed as central in the news item
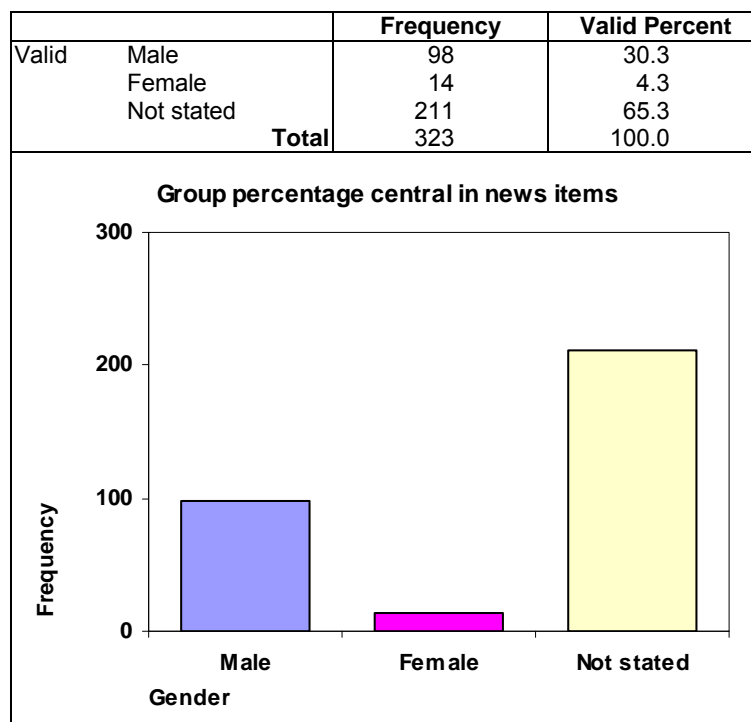
		Frequency	Valid Percent
Valid	Male	98	30.3
	Female	14	4.3
	Not stated	211	65.3
	Total	323	100.0

Group percentage central in news items

* Group percentage = the percentage saturation of the overall picture
of the people reported or pictured in the news

Table 43: Individuals central in the news item by occupation and by gender (for Cyprus)

		Male		Female		Not Stated		Total	
Country		N	%	N	%	N	%	N	%
Cyprus	Not stated	8	1.9%	2	0.5%	0	0.0%	10	2.3%
	Government	216	50.6%	4	0.9%	0	0.0%	220	51.5%
	Administrators	55	12.9%	2	0.5%	0	0.0%	57	13.3%
	Diplomats	7	1.6%	0	0.0%	0	0.0%	7	1.6%
	Court	3	0.7%	0	0.0%	0	0.0%	3	0.7%
	Army and Police	33	7.7%	0	0.0%	0	0.0%	33	7.7%
	Owners/partners	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	White collar workers	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Blue collar workers	2	0.5%	0	0.0%	0	0.0%	2	0.5%
	Political scientists, researchers, engineers	3	0.7%	0	0.0%	0	0.0%	3	0.7%
	Health professionals	7	1.6%	3	0.7%	0	0.0%	10	2.3%
	Media people	3	0.7%	0	0.0%	0	0.0%	3	0.7%
	Artists	12	2.8%	5	1.2%	1	0.2%	18	4.2%
	Presidents	43	10.1%	1	0.2%	0	0.0%	44	10.3%
	Other	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Sports players	12	2.8%	2	0.5%	0	0.0%	14	3.3%
	Total	407	95.3%	19	4.4%	1	0.2%	427	100%

Table 44: Individuals central in the news item by occupation and by gender (for Ireland)

		Male		Female		Not stated		Total	
Country		N	%	N	%	N	%	N	%
Ireland	Not stated	17	5.3%	15	4.7%	0	0.0%	32	10.0%
	Government	88	27.5%	12	3.8%	2	0.6%	102	31.9%
	Administrators	21	6.6%	5	1.6%	1	0.3%	27	8.4%
	Co-ordinators of activities	1	0.3%	0	0.0%	0	0.0%	1	0.3%
	Court	19	5.9%	3	0.9%	0	0.0%	22	6.9%
	Army and Police	11	3.4%	0	0.0%	4	1.3%	15	4.7%
	Trade Unions and Unions	8	2.5%	0	0.0%	0	0.0%	8	2.5%
	Owners/partners	6	1.9%	0	0.0%	0	0.0%	6	1.9%
	White collar workers	1	0.3%	0	0.0%	2	0.6%	3	0.9%
	Blue collar workers	6	1.9%	1	0.3%	0	0.0%	7	2.2%
	Political scientists, researchers, engineers	2	0.6%	0	0.0%	0	0.0%	2	0.6%
	Health professionals	3	0.9%	1	0.3%	2	0.6%	6	1.9%
	Artists	3	0.9%	2	0.6%	0	0.0%	5	1.6%
	Presidents	4	1.3%	0	0.0%	0	0.0%	4	1.3%
	Other	3	0.9%	0	0.0%	0	0.0%	3	0.9%
	Sports players	73	22.8%	4	1.3%	0	0.0%	77	24.1%
	Total	266	83.1%	43	13.4%	11	3.4%	320	100%

Table 45: Individuals central in the news item by occupation and by gender (for Malta)

		Male		Female		Not stated		Total	
Country		N	%	N	%	N	%	N	%
Malta	Not stated	36	4.7%	18	2.3%	0	0.0%	54	7.0%
	Government	401	52.3%	6	0.8%	6	0.8%	413	53.8%
	Administrators	85	11.1%	11	1.4%	7	0.9%	103	13.4%
	Diplomats	8	1.0%	1	0.1%	0	0.0%	9	1.2%
	Religious leaders	11	1.4%	0	0.0%	0	0.0%	11	1.4%
	Co-ordinators of activities	1	0.1%	0	0.0%	0	0.0%	1	0.1%
	Court	29	3.8%	8	1.0%	0	0.0%	37	4.8%
	Army and Police	31	4.0%	0	0.0%	0	0.0%	31	4.0%
	Trade Unions and Unions	17	2.2%	0	0.0%	0	0.0%	17	2.2%
	Owners/partners	12	1.6%	2	0.3%	0	0.0%	14	1.8%
	White collar workers	5	0.7%	2	0.3%	0	0.0%	7	0.9%
	Blue collar workers	15	2.0%	0	0.0%	1	0.1%	16	2.1%
	Political scientists, researchers, engineers	4	0.5%	2	0.3%	1	0.1%	7	0.9%
	Education	7	0.9%	0	0.0%	0	0.0%	7	0.9%
	Health professionals	5	0.7%	0	0.0%	0	0.0%	5	0.7%
	Media people	8	1.0%	0	0.0%	5	0.7%	13	1.7%
	Artists	5	0.7%	6	0.8%	0	0.0%	11	1.4%
	Presidents	10	1.3%	0	0.0%	0	0.0%	10	1.3%
	Other	1	0.1%	0	0.0%	0	0.0%	1	0.1%
	Total	691	90.1%	56	7.3%	20	2.6%	767	100%

Table 46: The age group of individuals who are central in the news items

| | | | Individuals | | | | | | | |
| | | | Male | | Female | | Not stated | | Total | |
Country			N	%	N	%	N	%	N	%
Cyprus	19 years or under		3	0.6%	2	0.4%	0	0.0%	5	1.0%
	20 - 34 years		17	3.5%	10	2.1%	0	0.0%	27	5.6%
	35 - 49 years		115	23.8%	12	2.5%	0	0.0%	127	26.3%
	50 - 64 years		188	38.8%	1	0.2%	0	0.0%	189	39.0%
	65 years or more		62	12.8%	2	0.4%	0	0.0%	64	13.2%
	Not stated		59	12.2%	4	0.8%	9	1.9%	72	14.9%
		Total	444	91.7%	31	6.4%	9	1.9%	484	100%
Ireland	19 years or under		5	1.4%	2	0.5%	1	0.3%	8	2.2%
	20 - 34 years		31	8.5%	8	2.2%	0	0.0%	39	10.7%
	35 - 49 years		88	24.0%	18	4.9%	0	0.0%	106	28.9%
	50 - 64 years		70	19.1%	7	1.9%	0	0.0%	77	21.0%
	65 years or more		5	1.4%	1	0.3%	0	0.0%	6	1.7%
	Not stated		99	27.0%	16	4.4%	15	4.1%	130	35.5%
		Total	298	81.4%	52	14.2%	16	4.4%	366	100%
Malta	19 years or under		11	1.2%	5	0.6%	2	0.2%	18	2.0%
	20 - 34 years		47	5.3%	13	1.5%	0	0.0%	60	6.8%
	35 - 49 years		140	15.9%	17	1.9%	0	0.0%	157	17.8%
	50 - 64 years		163	18.5%	11	1.2%	0	0.0%	174	19.8%
	65 years or more		54	6.1%	0	0.0%	0	0.0%	54	6.1%
	Not stated		341	38.7%	45	5.1%	32	3.6%	418	47.4%
		Total	756	85.8%	91	10.3%	34	3.9%	881	100%

Table 47: Individuals identified by society label who are central in the news items

| | | | Individuals | | | | | | | |
| | | | Male | | Female | | Not stated | | Total | |
Country			N	%	N	%	N	%	N	%
Cyprus	Criminals		16	28.1%	1	1.8%	5	8.8%	22	38.6%
	Members of the public		6	10.5%	8	14.0%	0	0.0%	14	24.6%
	Others		1	1.8%	0	0.0%	0	0.0%	1	1.8%
	Terrorists		1	1.8%	0	0.0%	0	0.0%	1	1.8%
	Victims		13	22.8%	3	5.3%	3	5.3%	19	33.3%
		Total	37	64.9%	12	21.1%	8	14.0%	57	100%
Ireland	Criminals		13	27.7%	0	0.0%	0	0.0%	13	27.7%
	Drug users/ex drug users		2	4.3%	0	0.0%	0	0.0%	2	4.3%
	Patients		1	2.1%	1	2.1%	2	4.3%	4	8.5%
	Members of the public		1	2.1%	4	8.5%	2	4.3%	7	14.9%
	Others		1	2.1%	0	0.0%	0	0.0%	1	2.1%
	Victims		15	31.9%	4	8.5%	1	2.1%	20	42.6%
		Total	33	70.2%	9	19.1%	5	10.6%	47	100%
Malta	Criminals		26	22.0%	17	14.4%	3	2.5%	46	39.0%
	Consumers		0	0.0%	1	0.8%	0	0.0%	1	0.8%
	Political supporters		1	0.8%	0	0.0%	0	0.0%	1	0.8%
	Irregular immigrants		1	0.8%	3	2.5%	1	0.8%	5	4.2%
	Protestors		3	2.5%	2	1.7%	2	1.7%	7	5.9%
	Members of the public		10	8.5%	5	4.2%	4	3.4%	19	16.1%
	Others		2	1.7%	2	1.7%	1	0.8%	5	4.2%
	Victims		25	21.2%	6	5.1%	3	2.5%	34	28.8%
		Total	68	57.6%	36	30.5%	14	11.9%	118	100%

Table 48: The number of individuals central to the news items reported as 'victims'

| | | Individuals | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country		N	%	N	%	N	%	N	%
Cyprus	Not a victim	423	87.4%	23	4.8%	6	1.2%	452	93.4%
	Victim of an accident or natural disasters	8	1.7%	2	0.4%	2	0.4%	12	2.5%
	Victim of sexual violence or abuse	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Victim of crime (other than sexual abuse)	4	0.8%	1	0.2%	0	0.0%	5	1.0%
	Victim of war	0	0.0%	2	0.4%	1	0.2%	3	0.6%
	Other	8	1.7%	3	0.6%	0	0.0%	11	2.3%
	Total	444	91.7%	31	6.4%	9	1.9%	484	100%
Ireland	Not a victim	272	74.1%	32	8.7%	11	3.0%	315	85.8%
	Victim of an accident or natural disasters	5	1.4%	1	0.3%	2	0.5%	8	2.2%
	Victim of crime (other than sexual abuse)	12	3.3%	3	0.8%	0	0.0%	15	4.1%
	Victim of war	1	0.3%	2	0.5%	0	0.0%	3	0.8%
	Other	9	2.5%	14	3.8%	3	0.8%	26	7.1%
	Total	299	81.5%	52	14.2%	16	4.4%	367	100%
Malta	Not a victim	681	77.4%	64	7.3%	22	2.5%	767	87.2%
	Victim of an accident or natural disasters	20	2.3%	13	1.5%	4	0.5%	37	4.2%
	Victim of crime (other than sexual abuse)	23	2.6%	7	0.8%	0	0.0%	30	3.4%
	Victim of war	3	0.3%	1	0.1%	2	0.2%	6	0.7%
	Other	28	3.2%	6	0.7%	6	0.7%	40	4.5%
	Total	755	85.8%	91	10.3%	34	3.9%	880	100%

Table 49: The number of individuals central to the news items reported as 'wrongdoers'

| | | Individuals | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country		N	%	N	%	N	%	N	%
Cyprus	No	418	86.4%	27	5.6%	4	0.8%	449	92.8%
	Yes	26	5.4%	4	0.8%	5	1.0%	35	7.2%
	Total	444	91.8%	31	6.4%	9	1.8%	484	100%
Ireland	No	266	72.5%	52	14.2%	15	4.1%	333	90.7%
	Yes	33	9.0%	0	0.0%	1	0.3%	34	9.3%
	Total	299	81.5%	52	14.2%	16	4.4%	367	100%
Malta	No	659	75.0%	69	7.8%	26	3.0%	754	85.8%
	Yes	95	10.8%	22	2.5%	8	0.9%	125	14.2%
	Total	754	85.8%	91	10.4%	34	3.9%	879	100%

Table 50: The percentage of individuals central in the news items and identified by their 'family relationship'

| | | Individuals | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country		N	%	N	%	N	%	N	%
Cyprus	No	264	90.1%	16	5.5%	6	2.0%	286	97.6%
	Identified as wife, daughter, mother, sister	0	0.0%	3	1.0%	0	0.0%	3	1.0%
	Identified as husband, son, father, brother	4	1.4%	0	0.0%	0	0.0%	4	1.4%
	Total	268	91.5%	19	6.5%	6	2.0%	293	100%
Ireland	No	271	80.4%	36	10.7%	14	4.2%	321	95.3%
	Identified as wife, daughter, mother, sister	0	0.0%	10	3.0%	0	0.0%	10	3.0%
	Identified as husband, son, father, brother	5	1.5%	0	0.0%	1	0.3%	6	1.8%
	Total	276	81.9%	46	13.6%	15	4.5%	337	100%
Malta	No	631	84.2%	60	8.0%	28	3.7%	719	96.0%
	Identified as wife, daughter, mother, sister	0	0.0%	15	2.0%	0	0.0%	15	2.0%
	Identified as husband, son, father, brother	14	1.9%	0	0.0%	1	0.1%	15	2.0%
	Total	645	86.1%	75	10.0%	29	3.9%	749	100%

Table 51: The people (as group percentage)* central in the news item by occupation and by gender (for Cyprus)

Country		Male N	Male %	Not stated N	Not stated %	Total N	Total %
				Group percentage			
Cyprus	Government	0	0.0%	1	4.2%	1	4.2%
	Diplomats	1	4.2%	0	0.0%	1	4.2%
	Army and Police	6	25.0%	4	16.7%	10	41.7%
	Political scientists, researchers, engineers	1	4.2%	0	0.0%	1	4.2%
	Media people	0	0.0%	1	4.2%	1	4.2%
	Sports players	10	41.7%	0	0.0%	10	41.7%
	Total	18	75.0%		25.0%	24	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 52: The people (as group percentage)* central in the news item by occupation and by gender (for Ireland)

Country		Male N	Male %	Not stated N	Not stated %	Total N	Total %
				Group percentage			
Ireland	Not stated	1	3.0%	1	3.0%	2	6.1%
	Government	1	3.0%	2	6.1%	3	9.1%
	Administrators	0	0.0%	1	3.0%	1	3.0%
	Religious leaders	2	6.1%	1	3.0%	3	9.1%
	Court	1	3.0%	1	3.0%	2	6.1%
	Army and Police	3	9.1%	11	33.3%	14	42.4%
	Blue collar workers	2	6.1%	0	0.0%	2	6.1%
	Health professionals	0	0.0%	1	3.0%	1	3.0%
	Artists	0	0.0%	1	3.0%	1	3.0%
	Presidents	0	0.0%	1	3.0%	1	3.0%
	Sports players	2	6.1%	1	3.0%	3	9.1%
	Total	12	36.4%	21	63.6%	33	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 53: The people (as group percentage)* central in the news items by occupation and by gender (for Malta)

Country		Male N	Male %	Female N	Female %	Not stated N	Not stated %	Total N	Total %
					Group percentage				
Malta	Not stated	1	0.9%	1	0.9%	8	7.1%	10	8.8%
	Government	1	0.9%	0	0.0%	4	3.5%	5	4.4%
	Administrators	0	0.0%	0	0.0%	4	3.5%	4	3.5%
	Religious leaders	2	1.8%	0	0.0%	0	0.0%	2	1.8%
	Court	1	0.9%	0	0.0%	5	4.4%	6	5.3%
	Army and Police	9	8.0%	0	0.0%	31	27.4%	40	35.4%
	Trade Unions and Unions	0	0.0%	0	0.0%	1	0.9%	1	0.9%
	Owners/partners	0	0.0%	0	0.0%	4	3.5%	4	3.5%
	White collar workers	0	0.0%	0	0.0%	2	1.8%	2	1.8%
	Blue collar workers	16	14.2%	1	0.9%	6	5.3%	23	20.4%
	Political scientists, researchers, engineers	0	0.0%	0	0.0%	1	0.9%	1	0.9%
	Education	0	0.0%	0	0.0%	6	5.3%	6	5.3%
	Health professionals	0	0.0%	0	0.0%	4	3.5%	4	3.5%
	Media people	0	0.0%	0	0.0%	2	1.8%	2	1.8%
	Artists	0	0.0%	1	0.9%	0	0.0%	1	0.9%
	Other	1	0.9%	0	0.0%	1	0.9%	2	1.8%
	Total	31	27.4%	3	2.7%	79	69.9%	113	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 54: The people (as group percentage)* identified by 'society label' who are central in the news item

Country		Male N	Male %	Female N	Female %	Not stated N	Not stated %	Total N	Total %
Cyprus	Criminals	1	3.0%			3	9.1%	4	12.1%
	Prisoners	0	0.0%			3	9.1%	3	9.1%
	Consumers	0	0.0%			2	6.1%	2	6.1%
	Protestors	3	9.1%			2	6.1%	5	15.2%
	Members of the public	3	9.1%			10	30.3%	13	39.4%
	Victims	0	0.0%			5	15.2%	5	15.2%
	Do not know	0	0.0%			1	3.0%	1	3.0%
	Total	7	21.2%			26	78.8%	33	100%
Ireland	Criminals	1	3.8%	0	0.0%	0	0.0%	1	3.8%
	Political supporters	1	3.8%	0	0.0%	3	11.5%	4	15.4%
	Drug users/ ex drug users	0	0.0%	0	0.0%	1	3.8%	1	3.8%
	Protestors	0	0.0%	0	0.0%	4	15.4%	4	15.4%
	Patients	0	0.0%	0	0.0%	1	3.8%	1	3.8%
	Members of the public	1	3.8%	1	3.8%	5	19.2%	7	26.9%
	Others	1	3.8%	1	3.8%	1	3.8%	3	11.5%
	Victims	1	3.8%	0	0.0%	4	15.4%	5	19.2%
	Total	5	19.2%	2	7.7%	19	73.1%	26	100%
Malta	Criminals	2	2.6%	0	0.0%	2	2.6%	4	5.1%
	Prisoners	0	0.0%	0	0.0%	8	10.3%	8	10.3%
	Sports supporters	0	0.0%	0	0.0%	1	1.3%	1	1.3%
	Drug users/ ex drug users	0	0.0%	0	0.0%	1	1.3%	1	1.3%
	Irregular immigrants	4	5.1%	1	1.3%	5	6.4%	10	12.8%
	Protestors	5	6.4%	2	2.6%	10	12.8%	17	21.8%
	Patients	0	0.0%	0	0.0%	1	1.3%	1	1.3%
	Members of the public	7	9.0%	3	3.8%	17	21.8%	27	34.6%
	Others	2	2.6%	2	2.6%	5	6.4%	9	11.5%
	Total	20	25.6%	8	10.3%	50	64.1%	78	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 55: The people (as group percentage)* central to the news items reported as 'victims'

Country		Male N	Male %	Female N	Female %	Not stated N	Not stated %	Total N	Total %
Cyprus	Not a victim	20	35.1%			14	24.6%	34	59.6%
	Victim of an accident or natural disasters	1	1.8%			4	7.0%	5	8.8%
	Victim of crime (other than sexual abuse)	0	0.0%			2	3.5%	2	3.5%
	Victim of war	2	3.5%			2	3.5%	4	7.0%
	Other	2	3.5%			10	17.5%	12	21.1%
	Total	25	43.9%			32	56.1%	57	100%
Ireland	Not a victim	13	22.0%	1	1.7%	29	49.2%	43	72.9%
	Victim of sexual violence or abuse	1	1.7%	0	0.0%	0	0.0%	1	1.7%
	Victim of crime (other than sexual abuse)	0	0.0%	0	0.0%	1	1.7%	1	1.7%
	Victim of war	1	1.7%	1	1.7%	1	1.7%	3	5.1%
	Other	2	3.4%	0	0.0%	9	15.3%	11	18.6%
	Total	17	28.8%	2	3.4%	40	67.8%	59	100%
Malta	Not a victim	43	20.8%	9	4.3%	93	44.9%	145	70.0%
	Victim of an accident or natural disasters	1	0.5%	0	0.0%	12	5.8%	13	6.3%
	Victim of sexual violence or abuse	0	0.0%	0	0.0%	1	0.5%	1	0.5%
	Victim of crime (other than sexual abuse)	3	1.4%	0	0.0%	8	3.9%	11	5.3%
	Victim of war	3	1.4%	0	0.0%	6	2.9%	9	4.3%
	Other	6	2.9%	3	1.4%	19	9.2%	28	13.5%
	Total	56	27.1%	12	5.8%	139	67.1%	207	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 56: The people (as group percentage)* central in the news items and identified by 'their family relationship'

		Group percentage						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
Cyprus	No	10	28.6%			25	71.4%	35	100%
Ireland	No	14	24.6%	2	3.5%	39	68.4%	55	96.5%
	Identified as husband, son, father, brother	2	3.5%	0	0.0%	0	0.0%	2	3.5%
	Total	26	56.7%	2	3.5%	64	68.4%	57	100%
Malta	No	44	25.0%	8	4.5%	120	68.2%	172	97.7%
	Identified as wife, daughter, mother, sister	0	0.0%	2	1.1%	0	0.0%	2	1.1%
	Identified as husband, son, father, brother	1	0.6%	0	0.0%	1	0.6%	2	1.1%
	Total	45	25.6%	10	5.7%	121	68.8%	176	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 57: The people (as group percentage)* central to the news items reported as 'wrongdoers'

		Group percentage						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
Cyprus	No	21	36.8%			25	43.9%	46	80.7%
	Yes	4	7.0%			7	12.3%	11	19.3%
	Total	25	43.9%			32	56.1%	57	100%
Ireland	No	16	27.1%	2	3.4%	34	57.6%	52	88.1%
	Yes	1	1.7%	0	0.0%	6	10.2%	7	11.9%
	Total	17	28.8%	2	3.4%	40	67.8%	59	100%
Malta	No	49	23.7%	11	5.3%	120	58.0%	180	87.0%
	Yes	7	3.4%	1	0.5%	19	9.2%	27	13.0%
	Total	56	27.1%	12	5.8%	139	67.1%	207	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table and Graph 58: The number of males and females (seen as group percentages) who are seen in news items

		Frequency	Valid Percent
Valid	Male	928	67.9
	Female	395	28.9
	Not stated	44	3.2
	Total	1367	100

Group percentage seen in news items

Table and Graph 59:

		Frequency	Valid Percent
Valid	Male	2493	79.2
	Female	647	20.6
	Not stated	6	0.2
Total		3146	100

Individuals seen in news items

Table 60: Individuals seen in news items by occupation and gender on *CyBC* (Cyprus)

		Individual				Total	
		Male		Female			
Country	Occupation	N	%	N	%	N	%
Cyprus	Not stated	52	6.5%	19	2.4%	71	8.9%
	Government	258	32.4%	5	0.6%	263	33.0%
	Administrators	95	11.9%	3	0.4%	98	12.3%
	Diplomats	7	0.9%	0	0.0%	7	0.9%
	Religious leaders	7	0.9%	0	0.0%	7	0.9%
	Court	8	1.0%	0	0.0%	8	1.0%
	Army and Police	77	9.7%	3	0.4%	80	10.0%
	Owners/Partners	5	0.6%	1	0.1%	6	0.8%
	White collar workers	1	0.1%	1	0.1%	2	0.3%
	Blue collar workers	10	1.3%	2	0.3%	12	1.5%
	Political scientists, researchers, engineers	8	1.0%	0	0.0%	8	1.0%
	Education	2	0.3%	3	0.4%	5	0.6%
	Health professionals	10	1.3%	8	1.0%	18	2.3%
	Media people	66	8.3%	47	5.9%	113	14.2%
	Artists	17	2.1%	9	1.1%	26	3.3%
	Presidents	49	6.1%	2	0.3%	51	6.4%
	Other	6	0.8%	0	0.0%	6	0.8%
	Sports players	13	1.6%	3	0.4%	16	2.0%
	Total	691	86.7%	106	13.3%	797	100%

Table 61: Individuals seen in news items by occupation and gender on *RTÉ* (Ireland)

Country	Occupation	Male N	Male %	Female N	Female %	Total N	Total %
Ireland	Not stated	99	14.8%	58	8.7%	157	23.5%
	Government	127	19.0%	19	2.8%	146	21.9%
	Administrators	34	5.1%	4	0.6%	38	5.7%
	Diplomats	1	0.1%	0	0.0%	1	0.1%
	Religious leaders	6	0.9%	0	0.0%	6	0.9%
	Court	20	3.0%	5	0.7%	25	3.7%
	Army and Police	50	7.5%	2	0.3%	52	7.8%
	Trade Unions and Unions	9	1.3%	0	0.0%	9	1.3%
	Owners/Partners	5	0.7%	0	0.0%	5	0.7%
	White collar workers	3	0.4%	1	0.1%	4	0.6%
	Blue collar workers	10	1.5%	2	0.3%	12	1.8%
	Political scientists, researchers, engineers	6	0.9%	3	0.4%	9	1.3%
	Education	4	0.6%	4	0.6%	8	1.2%
	Health professionals	13	1.9%	16	2.4%	29	4.3%
	Media people	75	11.2%	28	4.2%	103	15.4%
	Artists	8	1.2%	5	0.7%	13	1.9%
	Presidents	7	1.0%	2	0.3%	9	1.3%
	Other	3	0.4%	0	0.0%	3	0.4%
	Sports players	37	5.5%	1	0.1%	38	5.7%
	Total	**517**	**77.5%**	**150**	**22.5%**	**667**	**100%**

Table 62: Individuals seen in news items by occupation and gender in Malta (*Net TV*, *Super One TV*, *TVM*)

Country	Occupation	Male N	Male %	Female N	Female %	Not stated N	Not stated %	Total N	Total %
Malta	Not stated	127	10.3%	78	6.3%	0	0.0%	205	16.7%
	Government	390	31.7%	11	0.9%	0	0.0%	401	32.6%
	Administrators	68	5.5%	5	0.4%	0	0.0%	73	5.9%
	Diplomats	8	0.7%	3	0.2%	0	0.0%	11	0.9%
	Religious leaders	12	1.0%	0	0.0%	0	0.0%	12	1.0%
	Co-ordinators of activities	6	0.5%	1	0.1%	0	0.0%	7	0.6%
	Court	31	2.5%	7	0.6%	0	0.0%	38	3.1%
	Army and Police	115	9.4%	23	1.9%	0	0.0%	138	11.2%
	Trade Unions and Unions	17	1.4%	0	0.0%	0	0.0%	17	1.4%
	Owners/Partners	7	0.6%	0	0.0%	0	0.0%	7	0.6%
	White collar workers	14	1.1%	14	1.1%	0	0.0%	28	2.3%
	Blue collar workers	83	6.8%	10	0.8%	0	0.0%	93	7.6%
	Political scientists, researchers, engineers	2	0.2%	5	0.4%	0	0.0%	7	0.6%
	Education	9	0.7%	3	0.2%	0	0.0%	12	1.0%
	Health professionals	15	1.2%	4	0.3%	1	0.1%	20	1.6%
	Media people	87	7.1%	32	2.6%	0	0.0%	119	9.7%
	Artists	9	0.7%	16	1.3%	0	0.0%	25	2.0%
	Presidents	10	0.8%	0	0.0%	0	0.0%	10	0.8%
	Other	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Total	**1016**	**82.7%**	**212**	**17.2%**	**1**	**0.1%**	**1229**	**100%**

Table 63: Individuals seen in news items by gender and society label in Cyprus, Ireland, Malta

| | | Individual | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country	Society Label	N	%	N	%	N	%	N	%
Cyprus	Criminals	6	4.3%	1	0.7%			7	5.0%
	Consumers	3	2.2%	8	5.8%			11	7.9%
	Protestors	12	8.6%	2	1.4%			14	10.1%
	Patients	0	0.0%	1	0.7%			1	0.7%
	Members of the public	62	44.6%	36	25.9%			98	70.5%
	Victims	7	5.0%	1	0.7%			8	5.8%
	Total	90	64.7%	49	35.3%			139	100%
Ireland	Criminals	5	4.6%	0	0.0%			5	4.6%
	Consumers	0	0.0%	3	2.8%			3	2.8%
	Sports supporters	15	13.8%	3	2.8%			18	16.5%
	Protestors	3	2.8%	1	0.9%			4	3.7%
	Patients	4	3.7%	2	1.8%			6	5.5%
	Members of the public	31	28.4%	26	23.9%			57	52.3%
	Others	2	1.8%	3	2.8%			5	4.6%
	Victims	9	8.3%	2	1.8%			11	10.1%
	Total	69	63.3%	40	36.7%			109	100%
Malta	Criminals	6	2.9%	16	7.7%	0	0.0%	22	10.6%
	Consumers	22	10.6%	13	6.3%	0	0.0%	35	16.9%
	Political supporters	25	12.1%	13	6.3%	0	0.0%	38	18.4%
	Irregular immigrants	2	1.0%	0	0.0%	1	0.5%	3	1.4%
	Protestors	8	3.9%	8	3.9%	0	0.0%	16	7.7%
	Patients	1	0.5%	2	1.0%	0	0.0%	3	1.4%
	Members of the public	39	18.8%	37	17.9%	2	1.0%	78	37.7%
	Others	2	1.0%	0	0.0%	0	0.0%	2	1.0%
	Victims	9	4.3%	1	0.5%	0	0.0%	10	4.8%
	Total	114	55.1%	90	43.5%	3	1.4%	207	100%

Table 64: Group percentage seen in news bulletins by society label and gender

| | | Group percentage | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country	Society Label	N	%	N	%	N	%	N	%
Cyprus	Prisoners	1	1.2%	0	0.0%	0	0.0%	1	1.2%
	Sports supporters	1	1.2%	0	0.0%	0	0.0%	1	1.2%
	Political supporters	2	2.3%	0	0.0%	0	0.0%	2	2.3%
	Protestors	10	11.6%	5	5.8%	0	0.0%	15	17.4%
	Patients	1	1.2%	1	1.2%	0	0.0%	2	2.4%
	Members of the public	34	39.5%	29	33.7%	2	2.3%	65	75.5%
	Total	49	57.0%	35	40.7%	2	2.3%	86	100%
Ireland	Consumers	2	2.7%	4	5.3%	0	0.0%	6	8.0%
	Sports supporters	8	10.7%	4	5.3%	1	1.3%	13	17.3%
	Political supporters	5	6.7%	3	4.0%	0	0.0%	8	10.7%
	Protestors	9	12.0%	6	8.0%	2	2.7%	17	22.7%
	Members of the public	14	18.7%	13	17.3%	0	0.0%	27	36.0%
	Others	2	2.7%	1	1.3%	0	0.0%	3	4.0%
	Terrorists	0	0.0%	0	0.0%	1	1.3%	1	1.3%
	Total	40	53.5%	31	41.2%	4	5.3%	75	100%
Malta	Criminals	3	1.1%	0	0.0%	1	0.4%	4	1.5%
	Consumers	4	1.4%	4	1.4%	0	0.0%	8	2.8%
	Sports supporters	0	0.0%	0	0.0%	1	0.4%	1	0.4%
	Political supporters	16	5.8%	15	5.4%	0	0.0%	31	11.2%
	Drug users/ ex drug users	1	0.4%	0	0.0%	0	0.0%	1	0.4%
	Irregular immigrants	11	4.0%	1	0.4%	0	0.0%	12	4.4%
	Protestors	21	7.6%	6	2.2%	7	2.5%	34	12.3%
	Members of the public	94	33.8%	76	27.3%	4	1.4%	174	62.5%
	Others	4	1.4%	5	1.8%	0	0.0%	9	3.2%
	Victims	4	1.4%	0	0.0%	0	0.0%	4	1.4%
	Total	158	56.9%	107	38.5%	13	4.7%	278	100%

Table 65: Individuals seen by their gender and age in Cyprus, Ireland, Malta

Country	Age	Individual							
		Male		Female		Not stated		Total	
		N	%	N	%	N	%	N	%
Cyprus	19 years or under	6	0.6%	5	0.5%			11	1.1%
	20 - 34 years	97	10.4%	75	8.0%			172	18.4%
	35 - 49 years	259	27.7%	44	4.7%			303	32.4%
	50 - 64 years	307	32.8%	11	1.2%			318	34.0%
	65 years or more	96	10.3%	15	1.6%			111	11.9%
	Not stated	16	1.7%	5	0.5%			21	2.2%
	Total	781	83.5%	155	16.5%			936	100%
Ireland	19 years or under	14	1.8%	8	1.0%	0	0.0%	22	2.8%
	20 - 34 years	112	14.4%	73	9.4%	0	0.0%	185	23.8%
	35 - 49 years	292	37.5%	85	10.9%	1	0.1%	378	48.5%
	50 - 64 years	135	17.4%	16	2.1%	0	0.0%	151	19.5%
	65 years or more	16	2.1%	5	0.6%	0	0.0%	21	2.7%
	Not stated	17	2.2%	3	0.4%	1	0.1%	21	2.7%
	Total	586	75.4%	190	24.4%	2	0.2%	778	100%
Malta	19 years or under	7	0.5%	4	0.3%	2	0.1%	13	0.9%
	20 - 34 years	152	10.6%	98	6.8%	2	0.1%	252	17.6%
	35 - 49 years	504	35.2%	145	10.1%	0	0.0%	649	45.3%
	50 - 64 years	308	21.5%	32	2.2%	0	0.0%	340	23.7%
	65 years or more	83	5.8%	5	0.3%	0	0.0%	88	6.1%
	Not stated	72	5.0%	18	1.3%	0	0.0%	90	6.3%
	Total	1126	78.6%	302	21.1%	4	0.3%	1432	100%

Table 66: The number of individuals seen in news bulletins and the way they are portrayed as 'wrongdoers'

Country	Wrongdoers	Individual							
		Male		Female		Not stated		Total	
		N	%	N	%	N	%	N	%
Cyprus	No	767	81.9%	154	16.5%			921	98.4%
	Yes	14	1.5%	1	0.1%			15	1.6%
	Total	781	83.4%	155	16.6%			936	100%
Ireland	No	563	72.4%	189	24.3%	2	0.3%	754	97.0%
	Yes	23	3.0%	1	0.1%	0	0.0%	24	3.1%
	Total	586	75.4%	190	24.4%	2	0.3%	778	100%
Malta	No	1101	76.9%	283	19.8%	4	0.3%	1388	97.0%
	Yes	25	1.7%	18	1.3%	0	0.0%	43	3.0%
	Total	1126	78.6%	301	21.1%	4	0.3%	1431	100%

Table 67: The number of individuals seen in news bulletins and how they are portrayed as 'victims'

Country	Victim	Individual							
		Male		Female		Not stated		Total	
		N	%	N	%	N	%	N	%
Cyprus	Not a victim	742	79.3%	138	14.7%			880	94.0%
	Victim of an accident or natural disasters	8	0.9%	6	0.6%			14	1.5%
	Victim of war	9	1.0%	0	0.0%			9	1.0%
	Other	22	2.4%	11	1.2%			33	3.6%
	Total	781	83.6%	155	16.5%			936	100%
Ireland	Not a victim	564	72.7%	170	21.9%	2	0.3%	736	94.9%
	Victim of an accident or natural disasters	1	0.1%	1	0.1%	0	0.0%	2	0.2%
	Victim of crime (other than sexual abuse)	8	1.0%	1	0.1%	0	0.0%	9	1.1%
	Victim of war	2	0.3%	1	0.1%	0	0.0%	3	0.4%
	Other	9	1.2%	17	2.2%	0	0.0%	26	3.4%
	Total	584	75.3%	190	24.4%	2	0.3%	776	100%
Malta	Not a victim	1085	75.8%	285	19.9%	3	0.2%	1373	95.9%
	Victim of an accident or natural disasters	9	0.6%	8	0.6%	0	0.0%	17	1.2%
	Victim of crime (other than sexual abuse)	5	0.3%	1	0.1%	0	0.0%	6	0.4%
	Victim of war	3	0.2%	4	0.3%	0	0.0%	7	0.5%
	Other	23	1.6%	4	0.3%	1	0.1%	28	2.0%
	Total	1125	78.5%	302	21.2%	4	0.3%	1431	100%

Table 68: Individuals seen by gender and by family relationship in Cyprus, Ireland, Malta

		Individual						Total	
		Male		Female		Not stated			
Country	Family Relationship	N	%	N	%	N	%	N	%
Cyprus	No	771	82.4%	146	15.6%			917	98.0%
	Identified as wife, daughter, mother, sister	0	0.0%	9	1.0%			9	1.0%
	Identified as husband, son, father, brother	10	1.1%	0	0.0%			10	1.1%
	Total	781	83.4%	155	16.6%			936	100%
Ireland	No	561	72.4%	164	21.2%	2	0.3%	727	93.8%
	Identified as wife, daughter, mother, sister	3	0.4%	26	3.4%	0	0.0%	29	3.7%
	Identified as husband, son, father, brother	19	2.5%	0	0.0%	0	0.0%	19	2.5%
	Total	583	75.2%	190	24.5%	2	0.3%	775	100%
Malta	No	1115	78.0%	279	19.5%	4	0.3%	1398	97.8%
	Identified as wife, daughter, mother, sister	3	0.2%	23	1.6%	0	0.0%	26	1.8%
	Identified as husband, son, father, brother	6	0.4%	0	0.0%	0	0.0%	6	0.4%
	Total	1124	78.6%	302	21.1%	4	0.3%	1430	100%

Table 69: The people (as group percentage)* seen by their gender and occupation in Cyprus

		Group percentage						Total	
		Male		Female		Not stated			
Country	Occupation	N	%	N	%	N	%	N	%
	Not stated	60	22.5%	29	10.9%	0	0.0%	89	33.3%
	Government	22	8.2%	9	3.4%	0	0.0%	31	11.6%
	Administrators	17	6.4%	2	0.7%	0	0.0%	19	7.1%
	Religious leaders	1	0.4%	0	0.0%	0	0.0%	1	0.4%
	Army and Police	43	16.1%	1	0.4%	3	1.1%	47	17.6%
	White collar workers	4	1.5%	3	1.1%	0	0.0%	7	2.6%
	Blue collar workers	1	0.4%	0	0.0%	0	0.0%	1	0.4%
	Political scientists, researchers, engineers	1	0.4%	0	0.0%	0	0.0%	1	0.4%
	Education	2	0.7%	2	0.7%	0	0.0%	4	1.5%
	Health professionals	2	0.7%	1	0.4%	0	0.0%	3	1.1%
	Media people	19	7.1%	12	4.5%	0	0.0%	31	11.6%
	Artists	4	1.5%	5	1.9%	0	0.0%	9	3.4%
	Sports players	24	9.0%	0	0.0%	0	0.0%	24	9.0%
	Total	200	74.9%	64	24.0%	3	1.1%	267	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 70: The people (as group percentage)* seen by their gender and occupation in Ireland

		Group percentage						Total	
		Male		Female		Not stated			
Country	Occupation	N	%	N	%	N	%	N	%
Ireland	Not stated	33	20.9%	24	15.2%	2	1.3%	59	37.3%
	Government	13	8.2%	7	4.4%	0	0.0%	20	12.7%
	Administrators	2	1.3%	2	1.3%	0	0.0%	4	2.5%
	Diplomats	1	0.6%	0	0.0%	0	0.0%	1	0.6%
	Court	4	2.5%	2	1.3%	0	0.0%	6	3.8%
	Army and Police	22	13.9%	0	0.0%	4	2.5%	26	16.5%
	White collar workers	1	0.6%	0	0.0%	0	0.0%	1	0.6%
	Blue collar workers	2	1.3%	1	0.6%	0	0.0%	3	1.9%
	Health professionals	2	1.3%	1	0.6%	0	0.0%	3	1.9%
	Media people	16	10.1%	6	3.8%	0	0.0%	22	13.9%
	Artists	0	0.0%	0	0.0%	1	0.6%	1	0.6%
	Presidents	2	1.3%	1	0.6%	0	0.0%	3	1.9%
	Other	1	0.6%	1	0.6%	0	0.0%	2	1.3%
	Sports players	7	4.4%	0	0.0%	0	0.0%	7	4.4%
	Total	106	67.1%	45	28.5%	7	4.4%	158	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 71: The people (as group percentage)* seen by their gender and occupation in Malta

Country	Occupation	Group percentage						Total	
		Male		Female		Not stated			
		N	%	N	%	N	%	N	%
Malta	Not stated	104	20.6%	53	10.5%	4	0.8%	161	31.9%
	Government	34	6.7%	9	1.8%	0	0.0%	43	8.5%
	Administrators	40	7.9%	11	2.2%	0	0.0%	51	10.1%
	Diplomats	2	0.4%	0	0.0%	0	0.0%	2	0.4%
	Religious leaders	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Court	5	1.0%	4	0.8%	1	0.2%	10	2.0%
	Army and Police	85	16.8%	4	0.8%	8	1.6%	97	19.2%
	Trade Unions and Unions	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	White collar workers	11	2.2%	8	1.6%	0	0.0%	19	3.8%
	Blue collar workers	46	9.1%	4	0.8%	1	0.2%	51	10.1%
	Education	2	0.4%	2	0.4%	0	0.0%	4	0.8%
	Health professionals	4	0.8%	1	0.2%	1	0.2%	6	1.2%
	Media people	35	6.9%	13	2.6%	0	0.0%	48	9.5%
	Artists	5	1.0%	4	0.8%	0	0.0%	9	1.8%
	Other	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Sports players	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Total	377	74.7%	113	22.4%	15	3.0%	505	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 72: The people (as group percentage)* seen by their gender and age in Cyprus, Ireland, Malta

Country	Age	Group percentage						Total	
		Male		Female		Not stated			
		N	%	N	%	N	%	N	%
Cyprus	19 years or under	7	2.0%	8	2.3%	1	0.3%	16	4.5%
	20 - 34 years	18	5.1%	10	2.8%	0	0.0%	28	7.9%
	35 - 49 years	25	7.1%	15	4.2%	0	0.0%	40	11.3%
	50 - 64 years	7	2.0%	0	0.0%	0	0.0%	7	2.0%
	65 years or more	3	0.8%	3	0.8%	0	0.0%	6	1.7%
	Not stated	189	53.5%	63	17.8%	4	1.1%	256	72.5%
	Total	249	70.5%	99	28.0%	5	1.4%	353	100%
Ireland	19 years or under	3	1.3%	3	1.3%	1	0.4%	7	3.0%
	20 - 34 years	9	3.9%	4	1.7%	0	0.0%	13	5.6%
	35 - 49 years	24	10.3%	15	6.4%	0	0.0%	39	16.7%
	50 - 64 years	3	1.3%	3	1.3%	0	0.0%	6	2.6%
	Not stated	107	45.9%	51	21.9%	10	4.3%	168	72.1%
	Total	146	62.7%	76	32.6%	11	4.7%	233	100%
Malta	19 years or under	14	1.8%	14	1.8%	1	0.1%	29	3.7%
	20 - 34 years	11	1.4%	15	1.9%	1	0.1%	27	3.5%
	35 - 49 years	68	8.7%	21	2.7%	1	0.1%	90	11.5%
	50 - 64 years	9	1.2%	4	0.5%	0	0.0%	13	1.7%
	65 years or more	2	0.3%	2	0.3%	0	0.0%	4	0.5%
	Not stated	429	55.0%	164	21.0%	24	3.1%	617	79.1%
	Total	533	68.3%	220	28.2%	27	3.5%	780	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 73: The people (as group percentage)* seen in news bulletins and the way they are portrayed as 'wrongdoers'

Country	Wrongdoers	Group percentage						Total	
		Male		Female		Not stated			
		N	%	N	%	N	%	N	%
Cyprus	No	241	68.3%	98	27.8%	5	1.4%	344	97.5%
	Yes	8	2.3%	1	0.3%	0	0.0%	9	2.5%
	Total	249	70.5%	99	28.0%	5	1.4%	353	100%
Ireland	No	143	61.4%	75	32.2%	9	3.9%	227	97.4%
	Yes	3	1.3%	1	0.4%	2	0.9%	6	2.6%
	Total	146	62.7%	76	32.6%	11	4.7%	233	100%
Malta	No	515	65.9%	218	27.9%	21	2.7%	754	96.5%
	Yes	18	2.3%	2	0.3%	7	0.9%	27	3.5%
	Total	533	68.2%	220	28.2%	28	3.6%	781	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 74: The people (as group percentage)* seen in news bulletins and how they are portrayed as 'victims' in Cyprus, Ireland, Malta

		Group percentage						Total	
		Male		Female		Not stated			
Country	Victim	N	%	N	%	N	%	N	%
Cyprus	Not a victim	232	65.7%	86	24.4%	2	0.6%	320	90.7%
	Victim of an accident or natural disasters	4	1.1%	4	1.1%	0	0.0%	8	2.2%
	Victim of war	2	0.6%	1	0.3%	1	0.3%	4	1.2%
	Other	11	3.1%	8	2.3%	2	0.6%	21	6.0%
	Total	249	70.5%	99	28.1%	5	1.5%	353	100%
Ireland	Not a victim	142	60.9%	73	31.3%	10	4.3%	225	96.5%
	Other	4	1.7%	3	1.3%	1	0.4%	8	3.4%
	Total	146	62.6%	76	32.6%	11	4.7%	233	100%
Malta	Not a victim	504	64.5%	211	27.0%	24	3.1%	739	94.6%
	Victim of an accident or natural disasters	2	0.3%	4	0.5%	0	0.0%	6	0.8%
	Victim of crime (other than sexual abuse)	7	0.9%	1	0.1%	1	0.1%	9	1.1%
	Victim of war	7	0.9%	1	0.1%	0	0.0%	8	1.0%
	Other	13	1.7%	3	0.4%	3	0.4%	19	2.5%
	Total	533	68.3%	220	28.1%	28	3.6%	781	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 75: The people (as group percentage)* seen in news items and reported by 'family relationship'

		Group percentage						Total	
		Male		Female		Not stated			
Country	Family Relationship	N	%	N	%	N	%	N	%
Cyprus	No	248	70.3%	98	27.8%	5	1.4%	351	99.4%
	Identified as wife, daughter, mother, sister	0	0.0%	1	0.3%	0	0.0%	1	0.3%
	Identified as husband, son, father, brother	1	0.3%	0	0.0%	0	0.0%	1	0.3%
	Total	249	70.5%	99	28.0%	5	1.4%	353	100%
Ireland	No	145	62.2%	75	32.2%	11	4.7%	231	99.1%
	Identified as wife, daughter, mother, sister	0	0.0%	1	0.4%	0	0.0%	1	0.4%
	Identified as husband, son, father, brother	1	0.4%	0	0.0%	0	0.0%	1	0.4%
	Total	146	62.7%	76	32.6%	11	4.7%	233	100%
Malta	No	527	67.7%	215	27.6%	27	3.5%	769	98.8%
	Identified as wife, daughter, mother, sister	1	0.1%	5	0.6%	0	0.0%	6	0.7%
	Identified as husband, son, father, brother	3	0.4%	0	0.0%	1	0.1%	4	0.5%
	Total	531	68.2%	220	28.2%	28	3.6%	779	100%

Table 76: The people (as group percentage)* seen in news item by occupation and gender for Cyprus, Ireland and Malta

| Occupation | | Group percentage | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country	News Percentage	N	%	N	%	N	%	N	%
Not stated									
Cyprus	1 - 20%	0	0.0%	18	21.2%			18	21.2%
	21 - 40%	1	1.2%	2	2.4%			3	3.5%
	41 - 60%	7	8.2%	6	7.1%			13	15.3%
	61 - 80%	2	2.4%	0	0.0%			2	2.4%
	81 - 100%	48	56.5%	1	1.2%			49	57.6%
	Total	58	68.2%	27	31.8%			85	100%
Ireland	1 - 20%	3	5.1%	9	15.3%	0	0.0%	12	20.3%
	21 - 40%	1	1.7%	3	5.1%	0	0.0%	4	6.8%
	41 - 60%	10	16.9%	7	11.9%	0	0.0%	17	28.8%
	61 - 80%	1	1.7%	2	3.4%	0	0.0%	3	5.1%
	81 - 100%	18	30.5%	3	5.1%	2	3.4%	23	39.0%
	Total	33	55.9%	24	40.7%	2	3.4%	59	100%
Malta	1 - 20%	1	0.6%	35	22.0%	3	1.9%	39	24.5%
	21 - 40%	5	3.1%	6	3.8%	0	0.0%	11	6.9%
	41 - 60%	6	3.8%	6	3.8%	0	0.0%	12	7.5%
	61 - 80%	5	3.1%	1	0.6%	0	0.0%	6	3.8%
	81 - 100%	86	54.1%	4	2.5%	1	0.6%	91	57.2%
	Total	103	64.8%	52	32.7%	4	2.5%	159	100%
Government									
Cyprus	1 - 20%	0	0.0%	9	31.0%			9	31.0%
	81 - 100%	20	69.0%	0	0.0%			20	69.0%
	Total	20	69.0%	9	31.0%			29	100%
Ireland	1 - 20%	0	0.0%	6	30.0%			6	30.0%
	21 - 40%	0	0.0%	1	5.0%			1	5.0%
	61 - 80%	4	20.0%	0	0.0%			4	20.0%
	81 - 100%	9	45.0%	0	0.0%			9	45.0%
	Total	13	65.0%	7	35.0%			20	100%
Malta	1 - 20%	0	0.0%	5	11.6%			5	11.6%
	21 - 40%	1	2.3%	2	4.7%			3	7.0%
	41 - 60%	1	2.3%	2	4.7%			3	7.0%
	61 - 80%	3	7.0%	0	0.0%			3	7.0%
	81 – 100%	29	67.4%	0	0.0%			29	67.4%
	Total	34	79.1%	9	20.9%			43	100%
Administrators									
Cyprus	1 - 20%	0	0.0%	1	5.3%			1	5.3%
	41 - 60%	1	5.3%	1	5.3%			2	10.5%
	81 - 100%	16	84.2%	0	0.0%			16	84.2%
	Total	17	89.5%	2	10.5%			19	100%
Ireland	1 - 20%	0	0.0%	2	50.0%			2	50.0%
	61 - 80%	1	25.0%	0	0.0%			1	25.0%
	81 – 100%	1	25.0%	0	0.0%			1	25.0%
	Total	2	50.0%	2	50.0%			4	100%
Malta	1 - 20%	0	0.0%	10	19.6%			10	19.6%
	61 - 80%	1	2.0%	0	0.0%			1	2.0%
	81 - 100%	39	76.5%	1	2.0%			40	78.4%
	Total	40	78.4%	11	21.6%			51	100%
Diplomats									
Ireland	81 - 100%	1	100%					1	100%
Malta	81 - 100%	2	100%					2	100%
Religious leaders									
Cyprus	81 - 100%	1	100%					1	100%
Malta	81 - 100%	1	100%					1	100%
Court									
Ireland	1 - 20%	0	0.0%	1	16.7%			1	16.7%
	41 - 60%	1	16.7%	1	16.7%			2	33.3%
	81 - 100%	3	50.0%	0	0.0%			3	50.0%
	Total	4	66.7%	2	33.3%			6	100%
Malta	1 - 20%	0	0.0%	4	44.4%	0	0.0%	4	44.4%
	81 - 100%	4	44.4%	0	0.0%	1	11.1%	5	55.6%
	Total	4	44.4%	4	44.4%	1	11.1%	9	100%

Occupation Country News Percentage	Group percentage						Total	
	Male		Female		Not stated			
	N	%	N	%	N	%	N	%
Army and Police								
Cyprus 1 - 20%	0	0.0%	1	2.1%	0	0.0%	1	2.1%
81 - 100%	43	91.5%	0	0.0%	3	6.4%	46	97.9%
Total	43	91.5%	1	2.1%	3	6.4%	47	100%
Ireland 81 - 100%	22	84.6%			4	15.4%	26	100%
Malta 1 - 20%	0	0.0%	3	3.1%	0	0.0%	3	3.1%
21 - 40%	0	0.0%	1	1.0%	0	0.0%	1	1.0%
41 - 60%	1	1.0%	0	0.0%	0	0.0%	1	1.0%
81 - 100%	83	86.5%	0	0.0%	8	8.3%	91	94.8%
Total	84	87.5%	4	4.2%	8	8.3%	96	100%
Trade Unions and Unions								
Malta 81 - 100%	1	100%					1	100%
White collar workers								
Cyprus 1 - 20%	0	0.0%	1	14.3%			1	14.3%
21 - 40%	0	0.0%	2	28.6%			2	28.6%
41 - 60%	1	14.3%	0	0.0%			1	14.3%
61 - 80%	1	14.3%	0	0.0%			1	14.3%
81 - 100%	2	28.6%	0	0.0%			2	28.6%
Total	4	57.1%	3	42.9%			7	100%
Ireland 81 - 100%	1	100%					1	100%
Malta 1 - 20%	3	15.8%	1	5.3%			4	21.1%
21 - 40%	0	0.0%	1	5.3%			1	5.3%
41 - 60%	4	21.1%	4	21.1%			8	42.1%
61 - 80%	1	5.3%	1	5.3%			2	10.5%
81 - 100%	3	15.8%	1	5.3%			4	21.1%
Total	11	57.9%	8	42.1%			19	100%
Blue collar workers								
Cyprus 81 - 100%	1	100%					1	100%
Ireland 41 - 60%	1	33.3%	1	33.3%			2	66.7%
81 - 100%	1	33.3%	0	0.0%			1	33.3%
Total	2	66.7%	1	33.3%			3	100%
Malta 61 - 80%	1	2.0%	0	0.0%	0	0.0%	1	2.0%
81 - 100%	45	88.2%	4	7.8%	1	2.0%	50	98.0%
Total	46	90.2%	4	7.8%	1	2.0%	51	100%
Political scientists, researchers, engineers								
Cyprus 81 - 100%	1	100%					1	100%
Education								
Cyprus 1 - 20%	1	25.0%	0	0.0%			1	25.0%
41 - 60%	1	25.0%	1	25.0%			2	50.0%
61 - 80%	0	0.0%	1	25.0%			1	25.0%
Total	2	50.0%	2	50.0%			4	100%
Malta 1 - 20%	0	0.0%	1	25.0%			1	25.0%
41 - 60%	1	25.0%	1	25.0%			2	50.0%
81 - 100%	1	25.0%	0	0.0%			1	25.0%
Total	2	50.0%	2	50.0%			4	100%
Health professionals								
Cyprus 21 - 40%	1	33.3%	0	0.0%			1	33.3%
41 - 60%	0	0.0%	1	33.3%			1	33.3%
81 - 100%	1	33.3%	0	0.0%			1	33.3%
Total	2	66.7%	1	33.3%			3	100%
Ireland 21 - 40%	1	33.3%	0	0.0%			1	33.3%
41 - 60%	0	0.0%	1	33.3%			1	33.3%
81 - 100%	1	33.3%	0	0.0%			1	33.3%
Total	2	66.7%	1	33.3%			3	100%
Malta 41 - 60%	1	16.7%	1	16.7%	0	0.0%	2	33.3%
81 - 100%	3	50.0%	0	0.0%	1	16.7%	4	66.7%
Total	4	66.7%	1	16.7%	1	16.7%	6	100%

Occupation Country	News Percentage	Group percentage						Total	
		Male		Female		Not stated			
		N	%	N	%	N	%	N	%
Media people									
Cyprus	1 - 20%	1	3.2%	2	6.5%			3	9.7%
	21 - 40%	0	0.0%	3	9.7%			3	9.7%
	41 - 60%	4	12.9%	4	12.9%			8	25.8%
	61 - 80%	1	3.2%	0	0.0%			1	3.2%
	81 - 100%	13	41.9%	3	9.7%			16	51.6%
	Total	19	61.3%	12	38.7%			31	100%
Ireland	1 - 20%	2	9.1%	1	4.5%			3	13.6%
	21 - 40%	1	4.5%	0	0.0%			1	4.5%
	41 - 60%	2	9.1%	3	13.6%			5	22.7%
	81 - 100%	11	50.0%	2	9.1%			13	59.1%
	Total	16	72.7%	6	27.3%			22	100%
Malta	1 - 20%	1	2.1%	8	16.7%			9	18.8%
	21 - 40%	0	0.0%	2	4.2%			2	4.2%
	41 - 60%	2	4.2%	1	2.1%			3	6.3%
	61 - 80%	1	2.1%	0	0.0%			1	2.1%
	81 - 100%	31	64.6%	2	4.2%			33	68.8%
	Total	35	72.9%	13	27.1%			48	100%
Artists									
Cyprus	41 - 60%	2	22.2%	2	22.2%			4	44.4%
	81 - 100%	2	22.2%	3	33.3%			5	55.6%
	Total	4	44.4%	5	55.6%			9	100%
Ireland	81 - 100%					1	100%	1	100%
Malta	1 - 20%	0	0.0%	1	11.1%			1	11.1%
	21 - 40%	0	0.0%	1	11.1%			1	11.1%
	41 - 60%	1	11.1%	1	11.1%			2	22.2%
	61 - 80%	1	11.1%	0	0.0%			1	11.1%
	81 - 100%	3	33.3%	1	11.1%			4	44.4%
	Total	5	55.6%	4	44.4%			9	100%
Presidents									
Ireland	1 - 20%	0	0.0%	1	33.3%			1	33.3%
	61 - 80%	1	33.3%	0	0.0%			1	33.3%
	81 - 100%	1	33.3%	0	0.0%			1	33.3%
	Total	2	66.6%		33.3%			3	100%
Other									
Ireland	1 - 20%	1	50.0%	0	0.0%			1	50.0%
	81 - 100%	0	0.0%	1	50.0%			1	50.0%
	Total	1	50.0%	1	50.0%				100%
Malta	81 - 100%	1	100%					1	100%
Sports players									
Cyprus	81 - 100%	24	100%					24	100%
Ireland	81 - 100%	7	100%					7	100%
Malta	81 - 100%	1	100%					1	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 77: The people (as group percentage)* seen in each news item by society label and gender for Cyprus, Ireland and Malta

Society Label		Group percentage						Total	
		Male		Female		Not stated			
Country	News Percentage	N	%	N	%	N	%	N	%
Criminals									
Malta	1 - 20%	0	0.0%			1	33.3%	1	33.3%
	41 - 60%	1	33.3%			0	0.0%	1	33.3%
	81 - 100%	1	33.3%			0	0.0%	1	33.3%
	Total	2	66.7%			1	33.3%	3	100%
Prisoners									
Cyprus	81 - 100%	1	100%					1	100%
Consumers									
Malta	21 - 40%	1	12.5%	0	0.0%			1	12.5%
	41 - 60%	3	37.5%	3	37.5%			6	75.0%
	61 - 80%	0	0.0%	1	12.5%			1	12.5%
	Total	4	50.0%	4	50.0%				100%
Ireland	21 - 40%	2	33.3%	0	0.0%			2	33.3%
	41 - 60%	0	0.0%	1	16.7%			1	16.7%
	61 - 80%	0	0.0%	1	16.7%			1	16.7%
	81 - 100%	0	0.0%	2	33.3%			2	33.3%
	Total								
Sports supporters									
Malta	81 - 100%					1	100%	1	100%
Cyprus	81 - 100%	1	100%					1	100%
Ireland	1 - 20%	0	0.0%	1	7.7%	0	0.0%	1	7.7%
	21 - 40%	0	0.0%	1	7.7%	0	0.0%	1	7.7%
	41 - 60%	3	23.1%	2	15.4%	0	0.0%	5	38.5%
	81 - 100%	5	38.5%	0	0.0%	1	7.7%	6	46.2%
	Total	8	61.5%	4	30.8%	1	7.7%	13	100%
Political supporters									
Malta	1 - 20%	1	3.2%	1	3.2%			2	6.5%
	21 - 40%	4	12.9%	3	9.7%			7	22.6%
	41 - 60%	8	25.8%	10	32.3%			18	58.1%
	61 - 80%	2	6.5%	0	0.0%			2	6.5%
	81 - 100%	1	3.2%	1	3.2%			2	6.5%
	Total	16	51.6%	15	48.4%			31	100%
Cyprus	81 - 100%	2	100%					2	100%
Ireland	1 - 20%	0	0.0%	2	25.0%			2	25.0%
	41 - 60%	1	12.5%	1	12.5%			2	25.0%
	61 - 80%	1	12.5%	0	0.0%			1	12.5%
	81 - 100%	3	37.5%	0	0.0%			3	37.5%
	Total	5	62.5%	3	37.5%			8	100%
Drug users/ ex drug users									
Malta	81 - 100%	1	100%					1	100%
Irregular immigrants									
Malta	41 - 60%	1	8.3%	1	8.3%			2	16.7%
	81 - 100%	10	83.3%	0	0.0%			10	83.3%
	Total	11	91.7%	1	8.3%			12	100%
Protestors									
Malta	1 - 20%	0	0.0%	2	5.9%	0	0.0%	2	5.9%
	21 - 40%	2	5.9%	0	0.0%	0	0.0%	2	5.9%
	41 - 60%	2	5.9%	4	11.8%	0	0.0%	6	17.6%
	61 - 80%	1	2.9%	0	0.0%	0	0.0%	1	2.9%
	81 - 100%	16	47.1%	0	0.0%	7	20.6%	23	67.6%
	Total	21	61.8%	6	17.6%	7	20.6%	34	100%
Cyprus	1 - 20%	0	0.0%	3	20.0%			3	20.0%
	41 - 60%	2	13.3%	2	13.3%			4	26.7%
	61 - 80%	1	6.7%	0	0.0%			1	6.7%
	81 - 100%	7	46.7%	0	0.0%			7	46.7%
	Total	10	66.7%	5	33.3%			15	100%
Ireland	1 - 20%	1	5.9%	1	5.9%	0	0.0%	2	11.8%
	21 - 40%	0	0.0%	1	5.9%	0	0.0%	1	5.9%
	41 - 60%	3	17.6%	2	11.8%	0	0.0%	5	29.4%
	81 - 100%	5	29.4%	2	11.8%	2	11.8%	9	52.9%
	Total	9	52.9%	6	35.3%	2	11.8%	17	100%

Society Label		Group percentage						Total	
		Male		Female		Not stated			
Country	News Percentage	N	%	N	%	N	%	N	%
Patients									
Cyprus	21 - 40%	1	50.0%	0	0.0%			1	50.0%
	61 - 80%	0	0.0%	1	50.0%			1	50.0%
	Total	1	50.0%	1	50.0%			2	100%
Members of the public									
Malta	1 - 20%	3	1.7%	11	6.3%	0	0.0%	14	8.0%
	21 - 40%	13	7.5%	8	4.6%	0	0.0%	21	12.1%
	41 - 60%	42	24.1%	41	23.6%	0	0.0%	83	47.7%
	61 - 80%	10	5.7%	10	5.7%	0	0.0%	20	11.5%
	81 - 100%	26	14.9%	6	3.4%	4	2.3%	36	20.7%
	Total	94	54.0%	76	43.7%	4	2.3%	174	100%
Cyprus	1 - 20%	1	1.6%	5	7.8%	0	0.0%	6	9.4%
	21 - 40%	0	0.0%	4	6.3%	0	0.0%	4	6.3%
	41 - 60%	18	28.1%	18	28.1%	0	0.0%	36	56.3%
	61 - 80%	4	6.3%	0	0.0%	0	0.0%	4	6.3%
	81 - 100%	10	15.6%	2	3.1%	2	3.1%	14	21.9%
	Total	33	51.6%	29	45.3%	2	3.1%	64	100%
Ireland	1 - 20%	1	3.7%	2	7.4%			3	11.1%
	21 - 40%	2	7.4%	2	7.4%			4	14.8%
	41 - 60%	5	18.5%	6	22.2%			11	40.7%
	61 - 80%	1	3.7%	0	0.0%			1	3.7%
	81 - 100%	5	18.5%	3	11.1%			8	29.6%
	Total	14	51.9%	13	48.1%			27	100%
Others									
Malta	41 - 60%	4	44.4%	4	44.4%			8	88.9%
	81 - 100%	0	0.0%	1	11.1%			1	11.1%
	Total	4	44.4%	5	55.6%			9	100%
Ireland	21 - 40%	1	33.3%	0	0.0%			1	33.3%
	41 - 60%	0	0.0%	1	33.3%			1	33.3%
	81 - 100%	1	33.3%	0	0.0%			1	33.3%
	Total	2	66.7%	1	33.3%			3	100%
Terrorists									
Ireland	81 - 100%					1	100%	1	100%
Victims									
Malta	81 - 100%	4	100%					4	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 78: The voice clips presented in news bulletins by gender and occupation in Cyprus

		Gender				Total	
		Male		Female			
Country		N	%	N	%	N	%
Cyprus	Government	74	43.5%	0	0.0%	74	43.5%
	Administrators	33	19.4%	2	1.2%	35	20.6%
	Religious leaders	1	0.6%	0	0.0%	1	0.6%
	Court	1	0.6%	0	0.0%	1	0.6%
	Army and Police	5	2.9%	0	0.0%	5	2.9%
	Political scientists, researchers, engineers	1	0.6%	0	0.0%	1	0.6%
	Health professionals	1	0.6%	2	1.2%	3	1.8%
	Media people	8	4.7%	4	2.4%	12	7.1%
	Artists	3	1.8%	7	4.1%	10	5.9%
	Presidents	25	14.7%	1	0.6%	26	15.3%
	Other	1	0.6%	0	0.0%	1	0.6%
	Sports players	1	0.6%	0	0.0%	1	0.6%
	Total	154	90.6%	16	9.4%	170	100%

Table 79: The voice clips presented in news bulletins by gender and occupation in Ireland

Country	Occupation	Gender				Total	
		Male		Female			
		N	%	N	%	N	%
Ireland	Not stated	4	3.8%	0	0.0%	4	3.8%
	Government	22	21.2%	2	1.9%	24	23.1%
	Administrators	1	1.0%	0	0.0%	1	1.0%
	Court	1	1.0%	0	0.0%	1	1.0%
	Army and Police	2	1.9%	0	0.0%	2	1.9%
	Trade Unions and Unions	3	2.9%	0	0.0%	3	2.9%
	Education	1	1.0%	1	1.0%	2	1.9%
	Media people	47	45.2%	18	17.3%	65	62.5%
	Presidents	2	1.9%	0	0.0%	2	1.9%
	Total	83	79.8%	21	20.2%	104	100%

Table 80: The voice clips presented in news bulletins by gender and occupation in Malta

Country	Occupation	Gender				Total	
		Male		Female			
		N	%	N	%	N	%
Malta	Not stated	1	9.1%	0	0.0%	1	9.1%
	Government	1	9.1%	0	0.0%	1	9.1%
	Co-ordinators of activities	1	9.1%	0	0.0%	1	9.1%
	Army and Police	2	18.2%	0	0.0%	2	18.2%
	Owners/Partners	1	9.1%	0	0.0%	1	9.1%
	Media people	3	27.3%	2	18.2%	5	45.5%
	Total	9	81.8%	2	18.2%	11	100%

Table 81: The voice clips presented in news bulletins by gender and society label in Cyprus and Ireland[§]

Country	Society Label	Gender				Total	
		Male		Female			
		N	%	N	%	N	%
Cyprus	Protestors	3	37.5%	0	0.0%	3	37.5%
	Members of the public	2	25.0%	3	37.5%	5	62.5%
	Total	5	62.5%	3	37.5%	8	100%
Ireland	Members of the public	1	33.3%	1	33.3%	2	66.6%
	Others	1	33.3%	0	0.0%	1	33.3%
	Total	2	66.7%	1	33.3%	3	100%

§ For Malta results are nil

Table 82: The voice clips presented by age in news bulletins in Cyprus, Ireland, Malta

Country	Age	Gender				Total	
		Male		Female			
		N	%	N	%	N	%
Cyprus	19 years or under	0	0.0%	1	0.6%	1	0.6%
	20 - 34 years	8	4.5%	6	3.4%	14	7.9%
	35 - 49 years	60	33.7%	9	5.1%	69	38.8%
	50 - 64 years	81	45.5%	0	0.0%	81	45.5%
	65 years or more	7	3.9%	0	0.0%	7	3.9%
	Not stated	3	1.7%	3	1.7%	6	3.4%
	Total					178	100%
Ireland	19 years or under	1	0.9%	0	0.0%	1	0.9%
	20 - 34 years	22	20.6%	18	16.8%	40	37.4%
	35 - 49 years	44	41.1%	4	3.7%	48	44.9%
	50 - 64 years	14	13.1%	0	0.0%	14	13.1%
	65 years or more	1	0.9%	0	0.0%	1	0.9%
	Not stated	3	2.8%	0	0.0%	3	2.8%
	Total					107	100%
Malta	19 years or under	0	0.0%	1	9.1%	1	9.1%
	20 - 34 years	3	27.3%	1	9.1%	4	36.4%
	35 - 49 years	4	36.4%	0	0.0%	4	36.4%
	50 - 64 years	1	9.1%	0	0.0%	1	9.1%
	Not stated	1	9.1%	0	0.0%	1	9.1%
	Total	9	81.8%	2	18.2%	11	100%

Table and Graph 83: Frequency of people (as individuals) mentioned in the news items

		Frequency	Valid Percent
Valid	Male	297	84.9%
	Female	38	10.9%
	Not stated	15	4.3%
	Total	350	100%

Individuals mentioned in news items
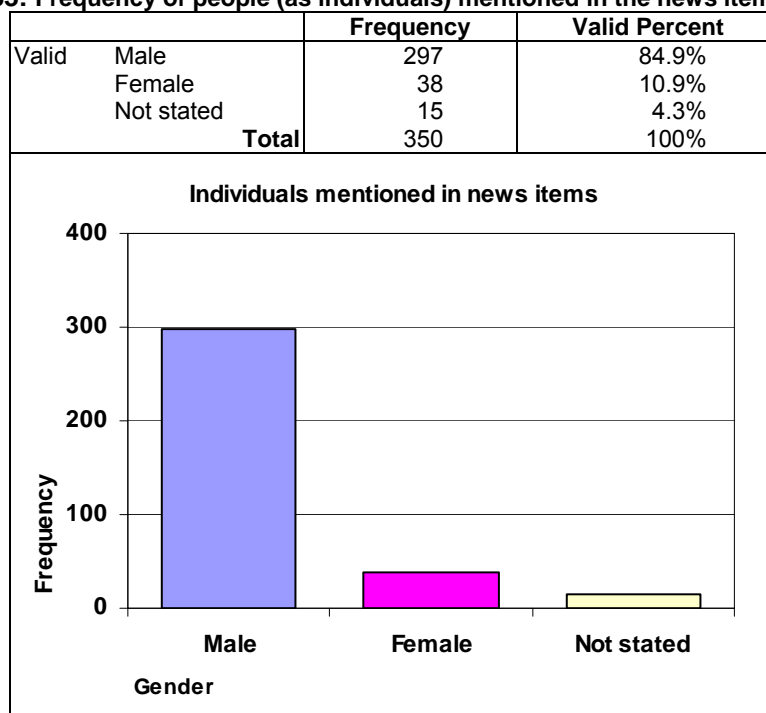
Table and Graph 84: Frequency of people (as individuals) not centrally portrayed in the news items

		Frequency	Valid Percent
Valid	Male	136	81.4%
	Female	21	12.6%
	Not stated	10	6%
	Total	167	100%

Individuals not central in news items
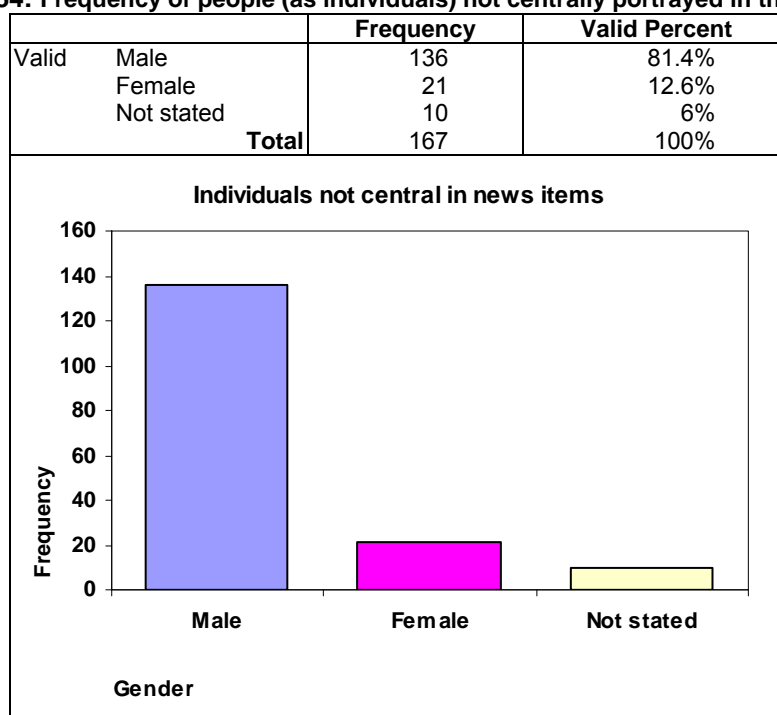
Table and Graph 85: How news items are represented in Cyprus, Ireland, Malta

		Frequency	Valid Percent
Valid	Film	149	11.4%
	Feature	718	54.9%
	Slide	33	2.5%
	Announcer In Vision	121	9.2%
	Caption	33	2.5%
	Reuters/ International Agency	255	19.5%
	Total	1309	100%

Presentation of news items
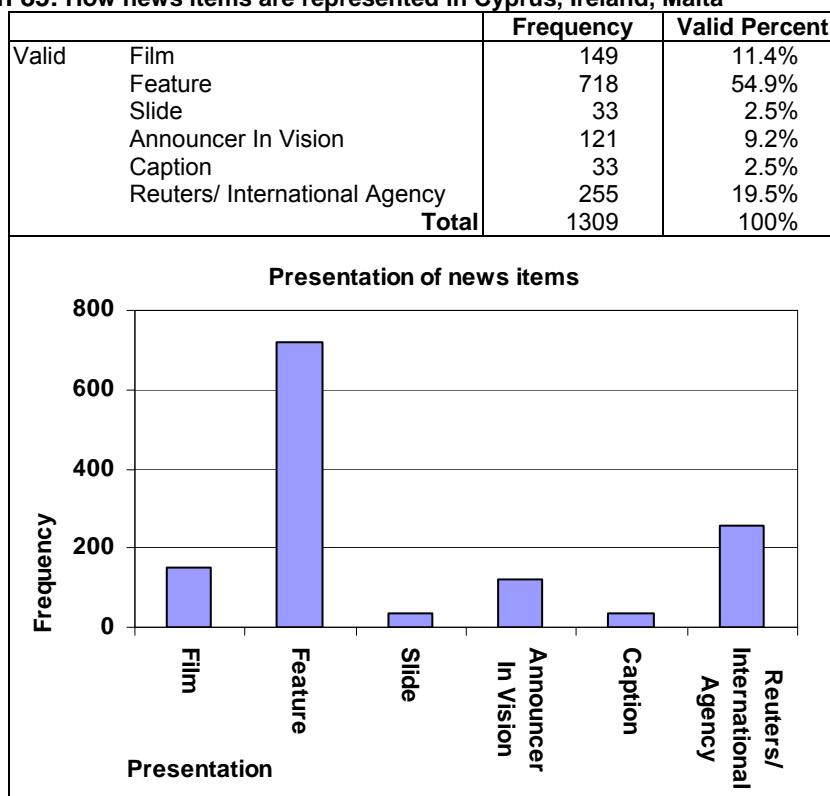
Table 86: How news items are represented by reporter's gender in Cyprus, Ireland, Malta

		Reporter's gender						Total	
		Male		Female		Not stated			
Country	Presentation	N	%	N	%	N	%	N	%
Cyprus	Film	1	0.3%	0	0.0%	8	2.7%	9	3.0%
	Feature	127	42.2%	70	23.3%	23	7.6%	220	73.1%
	Announcer In Vision	0	0.0%	0	0.0%	2	0.7%	2	0.7%
	Caption	0	0.0%	0	0.0%	1	0.3%	1	0.3%
	Reuters/International Agency	38	12.6%	30	10.0%	1	0.3%	69	22.9%
	Total	166	55.1%	100	33.2%	35	11.6%	301	100%
Ireland	Film	7	3.3%	0	0.0%	48	22.7%	55	26.1%
	Feature	74	35.1%	39	18.5%	6	2.8%	119	56.4%
	Slide	0	0.0%	1	0.5%	0	0.0%	1	0.5%
	Announcer In Vision	0	0.0%	1	0.5%	4	1.9%	5	2.4%
	Caption	0	0.0%	0	0.0%	7	3.3%	7	3.3%
	Reuters/International Agency	7	3.3%	7	3.3%	10	4.7%	24	11.4%
	Total	88	41.7%	48	22.7%	75	35.5%	211	100%
Malta	Film	5	0.7%	1	0.1%	79	10.8%	85	11.7%
	Feature	205	28.1%	76	10.4%	82	11.2%	363	49.8%
	Slide	0	0.0%	0	0.0%	32	4.4%	32	4.4%
	Announcer In Vision	0	0.0%	0	0.0%	83	11.4%	83	11.4%
	Caption	0	0.0%	0	0.0%	5	0.7%	5	0.7%
	Reuters/International Agency	56	7.7%	50	6.9%	55	7.5%	161	22.1%
	Total	266	36.5%	127	17.4%	336	46.1%	729	100%

Table 87: How news items are represented by reporter's gender on *CyBC* (Cyprus), *RTÉ* (Ireland) and *Net TV, Super One TV* and *TVM* (Malta)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country	Presentation	N	%	N	%	N	%	N	%
CyBC	Film	1	0.3%	0	0.0%	8	2.7%	9	3.0%
Cyprus	Feature	127	42.2%	70	23.3%	23	7.6%	220	73.1%
	Announcer In Vision	0	0.0%	0	0.0%	2	0.7%	2	0.7%
	Caption	0	0.0%	0	0.0%	1	0.3%	1	0.3%
	Reuters/International Agency	38	12.6%	30	10.0%	1	0.3%	69	22.9%
	Total	166	55.1%	100	33.2%	35	11.6%	301	100%
RTÉ	Film	7	3.3%	0	0.0%	48	22.7%	55	26.1%
Ireland	Feature	74	35.1%	39	18.5%	6	2.8%	119	56.4%
	Slide	0	0.0%	1	0.5%	0	0.0%	1	0.5%
	Announcer In Vision	0	0.0%	1	0.5%	4	1.9%	5	2.4%
	Caption	0	0.0%	0	0.0%	7	3.3%	7	3.3%
	Reuters/International Agency	7	3.3%	7	3.3%	10	4.7%	24	11.4%
	Total	88	41.7%	48	22.7%	75	35.5%	211	100%
Net TV	Film	3	1.3%	0	0.0%	28	12.4%	31	13.7%
Malta	Feature	39	17.3%	7	3.1%	78	34.5%	124	54.9%
	Announcer In Vision	0	0.0%	0	0.0%	24	10.6%	24	10.6%
	Reuters/International Agency	15	6.6%	4	1.8%	28	12.4%	47	20.8%
	Total	57	25.2%	11	4.9%	158	69.9%	226	100%
Super One TV	Film	0	0.0%	1	0.5%	20	9.3%	21	9.8%
Malta	Feature	85	39.5%	41	19.1%	3	1.4%	129	60.0%
	Announcer In Vision	0	0.0%	0	0.0%	21	9.8%	21	9.8%
	Caption	0	0.0%	0	0.0%	2	0.9%	2	0.9%
	Reuters/International Agency	6	2.8%	12	5.6%	24	11.2%	42	19.5%
	Total	91	42.3%	54	25.2%	70	32.6%	215	100%
TVM	Film	2	0.7%	0	0.0%	31	10.8%	33	11.5%
Malta	Feature	81	28.1%	28	9.7%	1	0.3%	110	38.2%
	Slide	0	0.0%	0	0.0%	32	11.1%	32	11.1%
	Announcer In Vision	0	0.0%	0	0.0%	38	13.2%	38	13.2%
	Caption	0	0.0%	0	0.0%	3	1.0%	3	1.0%
	Reuters/International Agency	35	12.2%	34	11.8%	3	1.0%	72	25.0%
	Total	118	41.0%	62	21.5%	108	37.4%	288	100%

Table 88: The people (as individuals) central in news items by news item presentation in Cyprus, Ireland, Malta

Country		Individual						Total	
		Male		Female		Not stated			
		N	%	N	%	N	%	N	%
Cyprus	Film	4	0.8%	0	0.0%	0	0.0%	4	0.8%
	Feature	368	76.0%	19	3.9%	4	0.8%	391	80.8%
	Reuters/International Agency	72	14.9%	12	2.5%	5	1.0%	89	18.4%
	Total	444	91.7%	31	6.4%	9	1.9%	484	100%
Ireland	Film	44	12.0%	5	1.4%	5	1.4%	54	14.7%
	Feature	216	58.9%	39	10.6%	10	2.7%	265	72.2%
	Slide	4	1.1%	0	0.0%	0	0.0%	4	1.1%
	AIV (Announcer in vision)	6	1.6%	0	0.0%	0	0.0%	6	1.6%
	Caption	1	0.3%	1	0.3%	0	0.0%	2	0.5%
	Reuters/International Agency	28	7.6%	7	1.9%	1	0.3%	36	9.8%
	Total	299	81.5%	52	14.2%	16	4.4%	367	100%
Malta	Film	81	9.2%	15	1.7%	2	0.2%	98	11.1%
	Feature	398	45.2%	48	5.5%	11	1.3%	457	51.9%
	Slide	49	5.6%	5	0.6%	1	0.1%	55	6.3%
	AIV (Announcer in vision)	67	7.6%	4	0.5%	1	0.1%	72	8.2%
	Caption	5	0.6%	3	0.3%	0	0.0%	8	0.9%
	Reuters/International Agency	155	17.6%	16	1.8%	19	2.2%	190	21.6%
	Total	755	85.8%	91	10.3%	34	3.9%	880	100%

Table 89: The people interviewed in news items by the news item presentation in Cyprus, Ireland, Malta

Country			Gender				Total	
			Male		Female			
			N	%	N	%	N	%
Cyprus	Film		1	0.3%	0	0.0%	1	0.3%
	Feature		250	77.2%	24	7.4%	274	84.6%
	Reuters/International Agency		45	13.9%	4	1.2%	49	15.1%
		Total	296	91.4%	28	8.6%	324	100%
Ireland	Film		11	5.3%	3	1.5%	14	6.8%
	Feature		140	68.0%	38	18.4%	178	86.4%
	AIV (Announcer in vision)		0	0.0%	1	0.5%	1	0.5%
	Reuters/International Agency		12	5.8%	1	0.5%	13	6.3%
		Total	163	79.1%	43	20.9%	206	100%
Malta	Film		2	1.5%	0	0.0%	2	1.5%
	Feature		107	79.3%	17	12.6%	124	91.9%
	Reuters/International Agency		8	5.9%	1	0.7%	9	6.6%
		Total	117	86.7%	18	13.3%	135	100%

Table 90: The people (as individuals) seen in news items by the news item presentation in Cyprus, Ireland, Malta

Country			Group percentage						Total	
			Male		Female		Not stated			
			N	%	N	%	N	%	N	%
Cyprus	Film		8	0.9%	1	0.1%			9	1.0%
	Feature		641	68.5%	127	13.6%			768	82.1%
	Reuters/International Agency		132	14.1%	27	2.9%			159	17.0%
		Total	781	83.4%	155	16.6%			936	100%
Ireland	Film		70	9.0%	28	3.6%	1	0.1%	99	12.7%
	Feature		447	57.5%	132	17.0%	0	0.0%	579	74.4%
	Slide		4	0.5%	0	0.0%	0	0.0%	4	0.5%
	Caption		1	0.1%	2	0.3%	0	0.0%	3	0.4%
	Reuters/International Agency		64	8.2%	28	3.6%	1	0.1%	93	12.0%
		Total	586	75.3%	190	24.4%	2	0.3%	778	100%
Malta	Film		121	8.4%	32	2.2%	0	0.0%	153	10.7%
	Feature		786	54.9%	200	14.0%	4	0.3%	990	69.1%
	Slide		5	0.3%	0	0.0%	0	0.0%	5	0.3%
	Caption		3	0.2%	2	0.1%	0	0.0%	5	0.3%
	Reuters/International Agency		211	14.7%	68	4.7%	0	0.0%	279	19.5%
		Total	1126	78.6%	302	21.1%	4	0.3%	1432	100%

Table 91: The people (as group percentage)* seen in news items by the news item presentation in Cyprus, Ireland, Malta

Country			Group percentage						Total	
			Male		Female		Not stated			
			N	%	N	%	N	%	N	%
Cyprus	Film		10	2.8%	1	0.3%	0	0.0%	11	3.1%
	Feature		181	51.3%	75	21.2%	1	0.3%	257	72.8%
	Reuters/International Agency		58	16.4%	23	6.5%	4	1.1%	85	24.1%
		Total	249	70.5%	99	28.0%	5	1.4%	353	100%
Ireland	Film		14	6.0%	6	2.6%	2	0.9%	22	9.4%
	Feature		112	48.1%	63	27.0%	9	3.9%	184	79.0%
	Reuters/International Agency		20	8.6%	7	3.0%	0	0.0%	27	11.6%
		Total	146	62.7%	76	32.6%	11	4.7%	233	100%
Malta	Film		64	8.2%	25	3.2%	3	0.4%	92	11.8%
	Feature		316	40.5%	151	19.3%	9	1.2%	476	60.9%
	Slide		2	0.3%	2	0.3%	0	0.0%	4	0.5%
	Reuters/International Agency		151	19.3%	42	5.4%	16	2.0%	209	26.8%
		Total	533	68.2%	220	28.2%	28	3.6%	781	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 92: The people interviewed portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim		Gender				Total	
		Male		Female			
Family relationship	Country	N	%	N	%	N	%
Not a victim							
No	Cyprus	274	45.6%	20	3.3%	294	48.9%
	Ireland	156	26.0%	29	4.8%	185	30.8%
	Malta	108	18.0%	14	2.3%	122	20.3%
Identified as wife, daughter, mother, sister	Cyprus			1	20.0%	1	20.0%
	Ireland			3	60.0%	3	60.0%
	Malta			1	20.0%	1	20.0%
Identified as husband, son, father, brother	Cyprus	1	14.3%			1	14.3%
	Ireland	4	57.1%			4	57.1%
	Malta	2	28.6%			2	28.6%
Victim of an accident or natural disasters							
No	Cyprus	7	53.8%	2	15.4%	9	69.2%
	Malta	3	23.1%	1	7.7%	4	30.8%
Identified as husband, son, father, brother	Cyprus	1	100%			1	100%
Victim of crime (other than sexual abuse)							
Identified as husband, son, father, brother	Malta	1	100%			1	100%
Other							
No	Cyprus	11	47.8%	4	17.4%	15	65.2%
	Ireland	1	4.3%	4	17.4%	5	21.7%
	Malta	2	8.7%	1	4.3%	3	13.0%
Identified as wife, daughter, mother, sister	Cyprus			1	14.3%	1	14.3%
	Ireland			6	85.7%	6	85.7%
Identified as husband, son, father, brother	Ireland	2	100%			2	100%

Table 93: The people (as individuals) central in the news items portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim		Gender						Total	
		Male		Female		Not stated			
Family relationship	Country	N	%	N	%	N	%	N	%
Not a victim									
No	Cyprus	251	21.2%	10	0.8%	3	0.3%	264	22.3%
	Ireland	250	21.1%	25	2.1%	9	0.8%	284	23.9%
	Malta	572	48.2%	48	4.0%	18	1.5%	638	53.8%
Identified as wife, daughter, mother, sister	Cyprus	0	0.0%	3	13.0%			3	13.0%
	Ireland	0	0.0%	4	17.4%			4	17.4%
	Malta	10	43.5%	6	26.1%			16	69.6%
Identified as husband, son, father, brother	Cyprus	4	22.2%			0	0.0%	4	22.2%
	Ireland	2	11.1%			1	5.6%	3	16.7%
	Malta	10	55.6%			1	5.6%	11	61.1%
Victim of an accident or natural disasters									
No	Cyprus	5	13.2%	2	5.3%	2	5.3%	9	23.7%
	Ireland	4	10.5%	0	0.0%	2	5.3%	6	15.8%
	Malta	16	42.1%	3	7.9%	4	10.5%	23	60.5%
Identified as wife, daughter, mother, sister	Malta			4	100%			4	100%
Identified as husband, son, father, brother	Ireland	1	33.3%					1	33.3%
	Malta	2	66.7%					2	66.7%
Victim of sexual violence or abuse									
No	Cyprus	1	100%					1	100%
Victim of crime (other than sexual abuse)									
No	Cyprus	2	5.1%	1	2.6%			3	7.7%
	Ireland	10	25.6%	2	5.1%			12	30.8%
	Malta	20	51.3%	4	10.3%			24	61.5%
Identified as wife, daughter, mother, sister	Ireland			1	25.0%			1	25.0%
	Malta			3	75.0%			3	75.0%
Identified as husband, son, father, brother	Malta	1	100%					1	100%
Victim of war									
No	Cyprus	0	0.0%	1	11.1%	1	11.1%	2	22.2%
	Ireland	1	11.1%	2	22.2%	0	0.0%	3	33.3%
	Malta	2	22.2%	1	11.1%	1	11.1%	4	44.4%
Other									
No	Cyprus	5	9.4%	2	3.8%	0	0.0%	7	13.2%
	Ireland	6	11.3%	7	13.2%	3	5.7%	16	30.2%
	Malta	21	39.6%	4	7.5%	5	9.4%	30	56.6%
Identified as wife, daughter, mother, sister	Ireland			5	71.4%			5	71.4%
	Malta			2	28.6%			2	28.6%
Identified as husband, son, father, brother	Ireland	2	66.7%					2	66.7%
	Malta	1	33.3%					1	33.3%

Table 94: The people (as group percentage)* central in the news items portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim		Gender						Total	
		Male		Female		Not stated			
Family relationship	Country	N	%	N	%	N	%	N	%
Not a victim									
No	Cyprus	6	3.4%	0	0.0%	13	7.3%	19	10.6%
	Ireland	11	6.1%	1	0.6%	29	16.2%	41	22.9%
	Malta	33	18.4%	6	3.4%	80	44.7%	119	66.5%
Identified as wife, daughter, mother, sister	Malta	1	50.0%	1	50.0%			2	100%
Identified as husband, son, father, brother	Ireland	1	33.3%	0	0.0%			1	33.3%
	Malta	1	33.3%	1	33.3%			2	66.7%
Victim of an accident or natural disasters									
No	Cyprus	1	6.7%			2	13.3%	3	20.0%
	Malta	0	0.0%			12	80.0%	12	80.0%
Victim of sexual violence or abuse									
No	Malta					1	100%	1	100%
Identified as husband, son, father, brother	Ireland	1	100%					1	100%
Victim of crime (other than sexual abuse)									
No	Cyprus	0	0.0%			2	15.4%	2	15.4%
	Ireland	0	0.0%			1	7.7%	1	7.7%
	Malta	3	23.1%			7	53.8%	10	76.9%
Identified as husband, son, father, brother	Malta					1	100%	1	100%
Victim of war									
No	Cyprus	2	14.3%	0	0.0%	1	7.1%	3	21.4%
	Ireland	1	7.1%	1	7.1%	1	7.1%	3	21.4%
	Malta	3	21.4%	0	0.0%	5	35.7%	8	57.1%
Other									
No	Cyprus	1	2.5%	0	0.0%	7	17.5%	8	20.0%
	Ireland	2	5.0%	0	0.0%	8	20.0%	10	25.0%
	Malta	5	12.5%	2	5.0%	15	37.5%	22	55.0%
Identified as wife, daughter, mother, sister	Malta			1	100%			1	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 95: The people (as individuals) seen in the news items portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim		Gender						Total	
		Male		Female		Not stated			
Family relationship	Country	N	%	N	%	N	%	N	%
Not a victim									
No	Cyprus	733	25.1%	133	4.6%	0	0.0%	866	29.7%
	Ireland	547	18.7%	156	5.3%	2	0.1%	705	24.2%
	Malta	1078	36.9%	267	9.1%	3	0.1%	1348	46.2%
Identified as wife, daughter, mother, sister	Cyprus	0	0.0%	5	12.2%			5	12.2%
	Ireland	3	7.3%	14	34.1%			17	41.5%
	Malta	1	2.4%	18	43.9%			19	46.3%
Identified as husband, son, father, brother	Cyprus	9	37.5%					9	37.5%
	Ireland	11	45.8%					11	45.8%
	Malta	4	16.7%					4	16.7%
Victim of an accident or natural disasters									
No	Cyprus	7	28.0%	4	16.0%			11	44.0%
	Malta	8	32.0%	6	24.0%			14	56.0%
Identified as wife, daughter, mother, sister	Cyprus	0	0.0%	2	33.3%			2	33.3%
	Ireland	0	0.0%	1	16.7%			1	16.7%
	Malta	1	16.7%	2	33.3%			3	50.0%
Identified as husband, son, father, brother	Cyprus	1	50.0%					1	50.0%
	Ireland	1	50.0%					1	50.0%
Victim of crime (other than sexual abuse)									
No	Ireland	8	57.1%	1	7.1%			9	64.3%
	Malta	4	28.6%	1	7.1%			5	35.7%
Identified as husband, son, father, brother	Malta	1	100.0%					1	100.0%

Table 96: The people (as group percentage)* seen in the news items portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim Family relationship	Country	Male N	Male %	Female N	Female %	Not stated N	Not stated %	Total N	Total %
Not a victim									
No	Cyprus	232	18.2%	86	6.8%	2	0.2%	320	25.1%
	Ireland	141	11.1%	72	5.7%	10	0.8%	223	17.5%
	Malta	499	39.2%	208	16.3%	23	1.8%	730	57.3%
Identified as wife, daughter, mother, sister	Ireland			1	25.0%			1	25.0%
	Malta			3	75.0%			3	75.0%
Identified as husband, son, father, brother	Ireland	1	20.0%			0	0.0%	1	20.0%
	Malta	3	60.0%			1	20.0%	4	80.0%
Victim of an accident or natural disasters									
No	Cyprus	4	28.6%	4	28.6%			8	57.1%
	Malta	2	14.3%	4	28.6%			6	42.9%
Victim of crime (other than sexual abuse)									
No	Malta	7	87.5%			1	12.5%	8	100%
Identified as wife, daughter, mother, sister	Malta			1	100%			1	100%
Victim of war									
No	Cyprus	2	16.7%	1	8.3%	1	8.3%	4	33.3%
	Malta	7	58.3%	1	8.3%	0	0.0%	8	66.7%
Other									
No	Cyprus	10	22.7%	7	15.9%	2	4.5%	19	43.2%
	Ireland	4	9.1%	3	6.8%	1	2.3%	8	18.2%
	Malta	12	27.3%	2	4.5%	3	6.8%	17	38.6%
Identified as wife, daughter, mother, sister	Cyprus	0	0.0%	1	33.3%			1	33.3%
	Malta	1	33.3%	1	33.3%			2	66.7%
Identified as husband, son, father, brother	Cyprus	1	100%					1	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 97: The people (as individuals) not central in the news items portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim Family relationship	Country	Male N	Male %	Female N	Female %	Not stated N	Not stated %	Total N	Total %
Not a victim									
No	Cyprus	15	9.7%	0	0.0%	0	0.0%	15	9.7%
	Ireland	11	7.1%	5	3.2%	0	0.0%	16	10.4%
	Malta	104	67.5%	10	6.5%	9	5.8%	123	79.9%
Identified as wife, daughter, mother, sister	Ireland			1	33.3%			1	33.3%
	Malta			2	66.7%			2	66.7%
Identified as husband, son, father, brother	Ireland	2	100%					2	100%
Victim of crime (other than sexual abuse)									
No	Ireland	0	0.0%	1	50.0%			1	50.0%
	Malta	1	50.0%	0	0.0%			1	50.0%
Identified as wife, daughter, mother, sister	Malta			1	100%			1	100%
Other									
No	Malta	2	100%					2	100%
Identified as wife, daughter, mother, sister	Malta			1	100%			1	100%
Identified as husband, son, father, brother	Malta	1	100%					1	100%

Table 98: The people (as group percentage)* not central in the news items portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim Family relationship	Country	Male N	Male %	Not stated N	Not stated %	Total N	Total %
Not a victim							
No	Ireland	0	0.0%	3	18.8%	3	18.8%
	Malta	1	6.3%	12	75.0%	13	81.3%
Victim of crime (other than sexual abuse)							
No	Malta			1	100%	1	100%
Victim of war							
No	Malta			1	100%	1	100%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 99: The people (as individuals) mentioned in the news items portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim		Gender						Total	
		Male		Female		Not stated			
Family relationship	Country	N	%	N	%	N	%	N	%
Not a victim									
No	Cyprus	90	29.1%	3	1.0%	1	0.3%	94	30.4%
	Ireland	25	8.1%	6	1.9%	6	1.9%	37	12.0%
	Malta	162	52.4%	12	3.9%	4	1.3%	178	57.6%
Identified as wife, daughter, mother, sister	Cyprus			1	10.0%			1	10.0%
	Ireland			6	60.0%			6	60.0%
	Malta			3	30.0%			3	30.0%
Identified as husband, son, father, brother	Cyprus	1	16.7%					1	16.7%
	Malta	5	83.3%					5	83.3%
Victim of an accident or natural disasters									
No	Cyprus	1	33.3%			0	0.0%	1	33.3%
	Malta	1	33.3%			1	33.3%	2	66.7%
Identified as wife, daughter, mother, sister	Malta			1	100%			1	100%
Victim of crime (other than sexual abuse)									
No	Cyprus	3	37.5%	0	0.0%			3	37.5%
	Ireland	4	50.0%	0	0.0%			4	50.0%
	Malta	0	0.0%	1	12.5%			1	12.5%
Identified as wife, daughter, mother, sister	Malta			2	100%			2	100%
Other									
No	Cyprus	0	0.0%	0	0.0%	1	14.3%	1	14.3%
	Ireland	0	0.0%	1	14.3%	1	14.3%	2	28.6%
	Malta	3	42.9%	0	0.0%	1	14.3%	4	57.1%
Identified as wife, daughter, mother, sister	Cyprus			2	100%			2	100%
Identified as husband, son, father, brother	Ireland	1	50.0%					1	50.0%
	Malta	1	50.0%					1	50.0%

Table 100: The people (as group percentage)* mentioned in the news items portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim		Gender						Total	
		Male		Female		Not stated			
Family relationship	Country	N	%	N	%	N	%	N	%
Not a victim									
No	Cyprus	0	0.0%	0	0.0%	3	12.5%	3	12.5%
	Ireland	1	4.2%	1	4.2%	8	33.3%	10	41.7%
	Malta	2	8.3%	0	0.0%	9	37.5%	11	45.8%
Victim of war									
No	Ireland					1	100%	1	100%
Other									
No	Cyprus	1	16.7%			1	16.7%	2	33.3%
	Ireland	0	0.0%			1	16.7%	1	16.7%
	Malta	1	16.7%			2	33.3%	3	50.0%

* Group percentage = the percentage saturation of the overall picture of the people reported or pictured in the news

Table 101: The percentage of the voice clip of the people portrayed as 'victims' and described by their 'familial status' in Cyprus, Ireland, Malta

Victim		Gender				Total	
		Male		Female			
Family relationship	Country	N	%	N	%	N	%
Not a victim							
No	Cyprus	156	54.0%	17	5.9%	173	59.9%
	Ireland	84	29.1%	22	7.6%	106	36.7%
	Malta	8	2.8%	2	0.7%	10	3.5%
		248	85.8%	41	14.2%	289	100%
Victim of crime (other than sexual abuse)							
No	Malta	1	100%			1	100%
		1	100%			1	100%
Other							
No	Cyprus	3	50.0%	2	33.3%	5	83.3%
	Ireland	1	16.7%	0	0.0%	1	16.7%
		4	66.7%	2	33.3%	6	100%

Table and Graph 102: Men seen in headlines

		Frequency	Valid Percent
Valid	Yes	203	49.5%
	No	207	50.5%
	Total	410	100%

Men seen in headlines
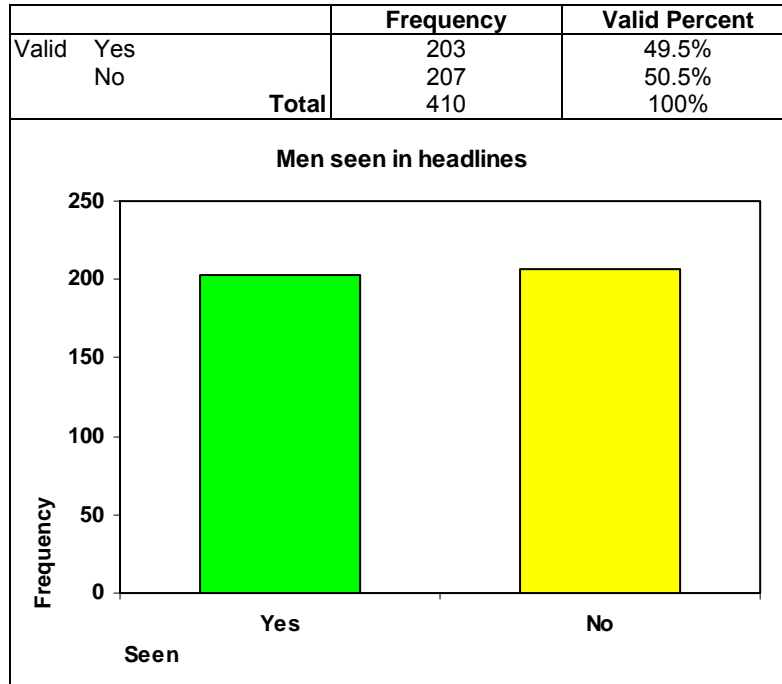
Table and Graph 103: Men mentioned in headlines

		Frequency	Valid Percent
Valid	Yes	135	32.9%
	No	275	67.1%
	Total	410	100%

Men mentioned in headlines
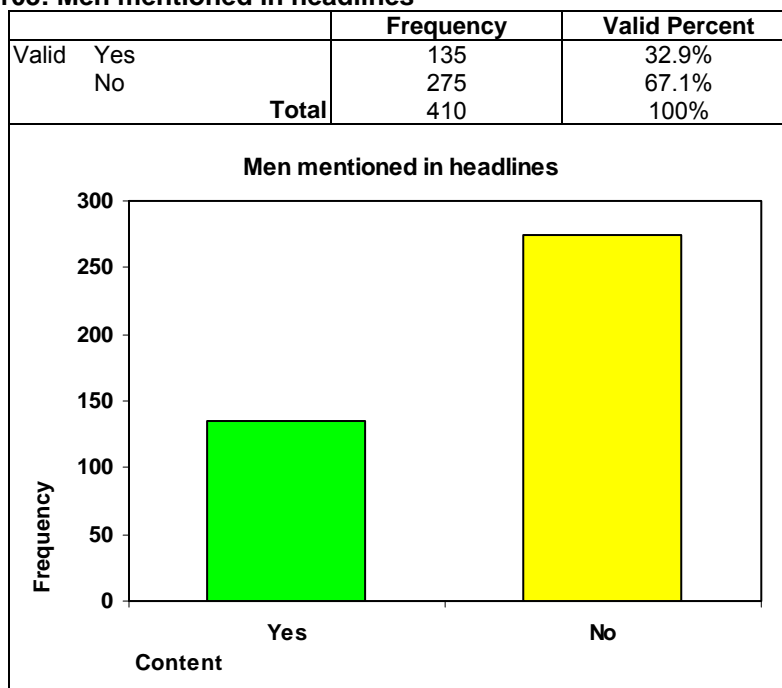
Table and Graph 104: Women seen in headines

		Frequency	Valid Percent
Valid	Yes	56	13.7%
	No	354	86.3%
Total		410	100%

Women seen in headlines
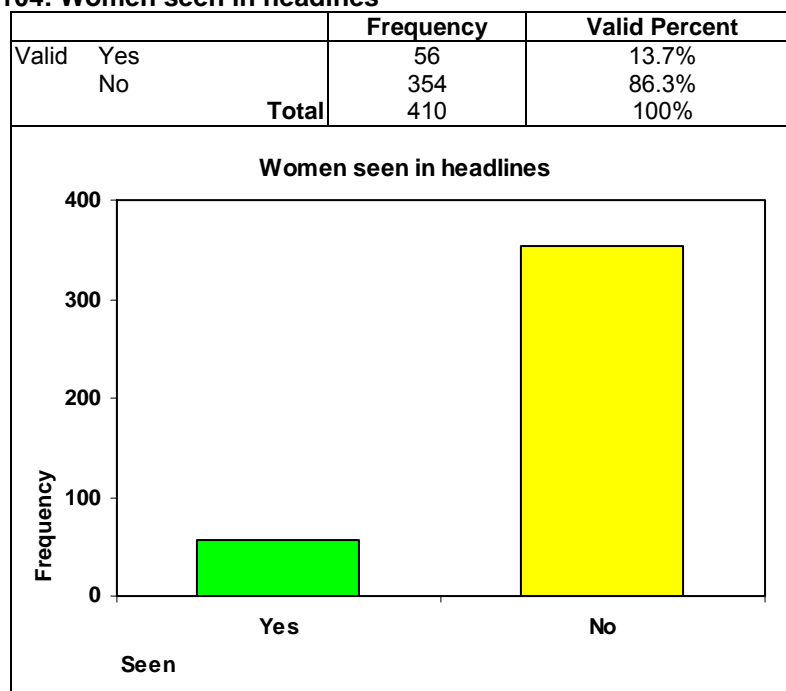
Table and Graph 105: Women mentioned in headlines

		Frequency	Valid Percent
Valid	Yes	22	5.4%
	No	388	94.6%
Total		410	100%

Women mentioned in headlines
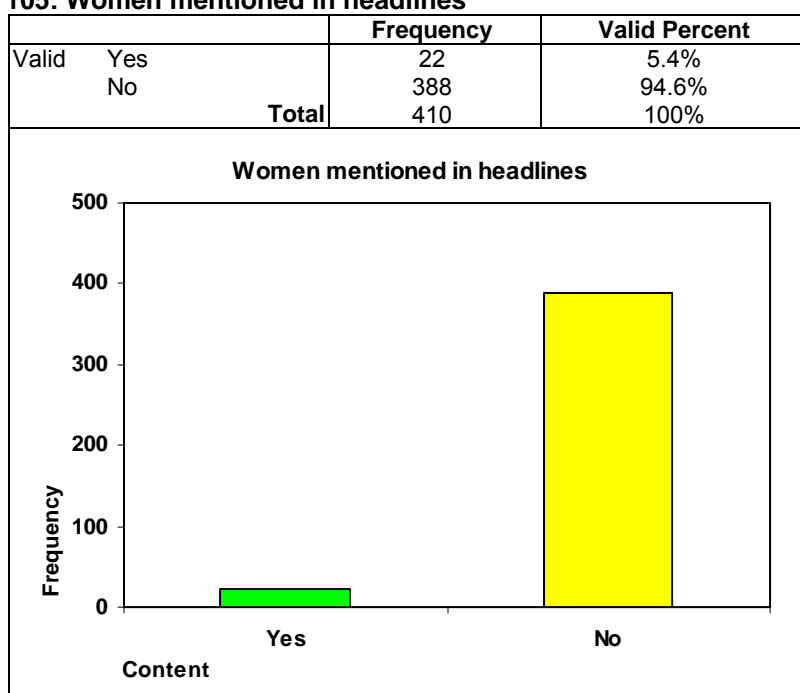
Table 106: Men reported as the central focus in the news items

		Frequency	Valid Percent
Valid	Men are not central focus	606	46.3%
	Men as carers	5	0.4%
	Men as demonstrators and protestors	28	2.1%
	Men as entertainers	16	1.2%
	Men as consumers	1	0.1%
	Men as blue collar workers	28	2.1%
	Men as white collar workers	2	0.2%
	Men working in the media	3	0.2%
	Men and power	14	1.1%
	Men as victims of war	11	0.8%
	Men as victims	55	4.2%
	Men as politicians	316	24.1%
	Men as researchers	5	0.4%
	Men as viewers of demonstrations	2	0.2%
	Men as patients	1	0.1%
	Men as administrators/diplomats	40	3.1%
	Men as criminals	44	3.4%
	Men as farmers	2	0.2%
	Men as officers	22	1.7%
	Men as traffic experts	1	0.1%
	Men as trade unions' leaders	16	1.2%
	Men as students	5	0.4%
	Men as irregular immigrants	9	0.7%
	Men and court	5	0.4%
	Other issues	72	5.5%
	Total	1309	100.0%

Table 107: Women reported as the central focus in the news items

		Frequency	Valid Percent
Valid	Women are not central focus	1147	87.6%
	Women as carers	14	1.1%
	Women as white collar workers	8	0.6%
	Women as entertainers	17	1.3%
	Women as consumers	4	0.3%
	Women as blue collar workers	4	0.3%
	Women working in the media	1	0.1%
	Women and power	1	0.1%
	Women as victims of war	5	0.4%
	Women as victims of social issues	1	0.1%
	Women as victims of violence	8	0.6%
	Women as victims of accidents	16	1.2%
	Women as wives	3	0.2%
	Women as politicians	12	0.9%
	Women as teachers	1	0.1%
	Women as researchers	5	0.4%
	Women as participants of protests	11	0.8%
	Women as patients	2	0.2%
	Women as administrators	2	0.2%
	Women as criminals	19	1.5%
	Women as pensioners	2	0.2%
	Women as students	6	0.5%
	Women as irregular immigrants	2	0.2%
	Women as officers	2	0.2%
	Women and court	1	0.1%
	Other issues	15	1.1%
	Total	1309	100.0%

Tables 108a: The percentage of men seen in headlines

	Country					
	Cyprus		Ireland		Malta	
Men seen in headlines	**N**	**%**	**N**	**%**	**N**	**%**
Yes	103	61.7%	33	64.7%	67	34.9%
No	64	38.3%	18	35.3%	125	65.1%
Total	167	100%	51	100%	192	100%

Tables 108b: The percentage of men mentioned in headlines

	Country					
	Cyprus		Ireland		Malta	
Men mentioned in headlines	**N**	**%**	**N**	**%**	**N**	**%**
Yes	59	35.3%	24	47.1%	52	27.1%
No	108	64.7%	27	52.9%	140	72.9%
Total	167	100%	51	100%	192	100%

Tables 108c: The percentage of women seen in headlines

	Country					
	Cyprus		Ireland		Malta	
Women seen in headlines	**N**	**%**	**N**	**%**	**N**	**%**
Yes	24	14.4%	11	21.6%	21	10.9%
No	143	85.6%	40	78.4%	171	89.1%
Total	167	100%	51	100%	192	100%

Tables 108d: The percentage of women mentioned in headlines

	Country					
	Cyprus		Ireland		Malta	
Women mentioned in headlines	**N**	**%**	**N**	**%**	**N**	**%**
Yes	6	3.6%	4	7.8%	12	6.3%
No	161	96.4%	47	92.2%	180	93.8%
Total	167	100%	51	100%	192	100%

Table 109: Men reported as the central focus in the news items in Cyprus, Ireland, Malta

	Country					
	Cyprus		Ireland		Malta	
Central Focus	**N**	**%**	**N**	**%**	**N**	**%**
Men are not central focus	125	39.2%	87	41.2%	394	50.6%
Men as carers	1	0.3%	0	0.0%	4	0.5%
Men as demonstrators and protestors	7	2.2%	2	0.9%	19	2.4%
Men as entertainers	5	1.6%	4	1.9%	7	0.9%
Men as consumers	1	0.3%	0	0.0%	0	0.0%
Men as blue collar workers	2	0.6%	4	1.9%	22	2.8%
Men as white collar workers	0	0.0%	0	0.0%	2	0.3%
Men working in the media	1	0.3%	0	0.0%	2	0.3%
Men and power	5	1.6%	3	1.4%	6	0.8%
Men as victims of war	4	1.3%	2	0.9%	5	0.6%
Men as victims	13	4.1%	8	3.8%	34	4.4%
Men as politicians	81	25.4%	42	19.9%	193	24.8%
Men as researchers	1	0.3%	3	1.4%	1	0.1%
Men as viewers of demonstrations	1	0.3%	0	0.0%	1	0.1%
Men as patients	0	0.0%	1	0.5%	0	0.0%
Men as administrators/diplomats	17	5.3%	7	3.3%	16	2.1%
Men as criminals	10	3.1%	12	5.7%	22	2.8%
Men as farmers	1	0.3%	1	0.5%	0	0.0%
Men as officers	10	3.1%	7	3.3%	5	0.6%
Men as traffic experts	0	0.0%	0	0.0%	1	0.1%
Men as trade unions' leaders	0	0.0%	2	0.9%	14	1.8%
Men as students	1	0.3%	1	0.5%	3	0.4%
Men as irregular immigrants	0	0.0%	0	0.0%	9	1.2%
Men and court	0	0.0%	0	0.0%	5	0.6%
Other issues	33	10.3%	25	11.8%	14	1.8%
Total	319	100%	211	100%	779	100%

Table 110: Women reported as the central focus in the news items in Cyprus, Ireland, Malta

Central Focus	Country					
	Cyprus		Ireland		Malta	
	N	%	N	%	N	%
Women are not central focus	280	87.8%	171	81.0%	696	89.3%
Women as carers	1	0.3%	8	3.8%	5	0.6%
Women as white collar workers	0	0.0%	1	0.5%	7	0.9%
Women as entertainers	8	2.5%	3	1.4%	6	0.8%
Women as consumers	3	0.9%	1	0.5%	0	0.0%
Women as blue collar workers	0	0.0%	1	0.5%	3	0.4%
Women working in the media	1	0.3%	0	0.0%	0	0.0%
Women and power	0	0.0%	0	0.0%	1	0.1%
Women as victims of war	1	0.3%	2	0.9%	2	0.3%
Women as victims of social issues	1	0.3%	0	0.0%	0	0.0%
Women as victims of violence	2	0.6%	1	0.5%	5	0.6%
Women as victims of accidents	3	0.9%	2	0.9%	11	1.4%
Women as wives	0	0.0%	1	0.5%	2	0.3%
Women as politicians	1	0.3%	9	4.3%	2	0.3%
Women as teachers	1	0.3%	0	0.0%	0	0.0%
Women as researchers	1	0.3%	2	0.9%	2	0.3%
Women as participants of protests	4	1.3%	1	0.5%	6	0.8%
Women as patients	0	0.0%	2	0.9%	0	0.0%
Women as administrators	1	0.3%	0	0.0%	1	0.1%
Women as criminals	1	0.3%	0	0.0%	18	2.3%
Women as pensioners	1	0.3%	0	0.0%	1	0.1%
Women as students	1	0.3%	2	0.9%	3	0.4%
Women as irregular immigrants	0	0.0%	0	0.0%	2	0.3%
Women as officers	1	0.3%	0	0.0%	1	0.1%
Women and court	0	0.0%	1	0.5%	0	0.0%
Other issues	7	2.2%	3	1.4%	5	0.6%
Total	319	100%	211	100%	779	100%

Table 111: The portrayal of men as the central focus of the news item and who reported the news item for Cyprus (*CyBC*)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
CyBC	Men are not central	318	17.6%	282	15.6%	48	2.7%	648	35.9%
Cyprus	Men as carers	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Men as demonstrators and protestors	30	1.7%	12	0.7%	0	0.0%	42	2.3%
	Men as entertainers	12	0.7%	18	1.0%	0	0.0%	30	1.7%
	Men as consumers	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Men as blue collar workers	6	0.3%	6	0.3%	0	0.0%	12	0.7%
	Men working in the media	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Men and power	6	0.3%	24	1.3%	0	0.0%	30	1.7%
	Men as victims of war	18	1.0%	6	0.3%	0	0.0%	24	1.3%
	Men as victims	48	2.7%	30	1.7%	0	0.0%	78	4.3%
	Men as politicians	306	16.9%	108	6.0%	72	4.0%	486	26.9%
	Men as researchers	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Men as viewers of demonstrations	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Men as administrators/diplomats	66	3.7%	24	1.3%	12	0.7%	102	5.6%
	Men as criminals	36	2.0%	24	1.3%	0	0.0%	60	3.3%
	Men as farmers	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Men as officers	36	2.0%	18	1.0%	6	0.3%	60	3.3%
	Men as students	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Other issues	90	5.0%	30	1.7%	72	4.0%	192	10.6%
	Total	996	55.1%	600	33.2%	210	11.6%	1806	100%

Table 112: The portrayal of men as the central focus of the news item and who reported the news item for Ireland (RTÈ)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
RTÈ	Men are not central	198	15.6%	108	8.5%	216	17.1%	522	41.2%
Ireland	Men as demonstrators and protestors	12	0.9%	0	0.0%	0	0.0%	12	0.9%
	Men as entertainers	6	0.5%	6	0.5%	12	0.9%	24	1.9%
	Men as blue collar workers	6	0.5%	0	0.0%	18	1.4%	24	1.9%
	Men and power	0	0.0%	18	1.4%	0	0.0%	18	1.4%
	Men as victims of war	0	0.0%	12	0.9%	0	0.0%	12	0.9%
	Men as victims	6	0.5%	18	1.4%	24	1.9%	48	3.8%
	Men as politicians	132	10.4%	48	3.8%	72	5.7%	252	19.9%
	Men as researchers	12	0.9%	6	0.5%	0	0.0%	18	1.4%
	Men as patients	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Men as administrators/diplomats	12	0.9%	18	1.4%	12	0.9%	42	3.3%
	Men as criminals	42	3.3%	18	1.4%	12	0.9%	72	5.7%
	Men as farmers	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Men as officers	18	1.4%	0	0.0%	24	1.9%	42	3.3%
	Men as trade unions' leaders	12	0.9%	0	0.0%	0	0.0%	12	0.9%
	Men as students	0	0.0%	6	0.5%	0	0.0%	6	0.5%
	Other issues	60	4.7%	30	2.4%	60	4.7%	150	11.8%
	Total	528	41.7%	288	22.7%	450	35.5%	1266	100%

Table 113: The portrayal of men as the central focus of the news item and who reported the news item on *Net TV* (Malta)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
Net TV	Men are not central	180	13.3%	24	1.8%	522	38.5%	726	53.5%
Malta	Men as demonstrators and protestors	6	0.4%	0	0.0%	6	0.4%	12	0.9%
	Men as entertainers	6	0.4%	0	0.0%	0	0.0%	6	0.4%
	Men as blue collar workers	6	0.4%	6	0.4%	12	0.9%	24	1.8%
	Men and power	0	0.0%	0	0.0%	6	0.4%	6	0.4%
	Men as victims of war	0	0.0%	6	0.4%	6	0.4%	12	0.9%
	Men as victims	18	1.3%	0	0.0%	72	5.3%	90	6.6%
	Men as politicians	90	6.6%	30	2.2%	222	16.4%	342	25.2%
	Men as viewers of demonstrations	6	0.4%	0	0.0%	0	0.0%	6	0.4%
	Men as administrators/diplomats	0	0.0%	0	0.0%	24	1.8%	24	1.8%
	Men as criminals	0	0.0%	0	0.0%	12	0.9%	12	0.9%
	Men as officers	12	0.9%	0	0.0%	0	0.0%	12	0.9%
	Men as trade unions' leaders	18	1.3%	0	0.0%	24	1.8%	42	3.1%
	Men as irregular immigrants	0	0.0%	0	0.0%	18	1.3%	18	1.3%
	Other issues	0	0.0%	0	0.0%	24	1.8%	24	1.8%
	Total	342	25.2%	66	4.9%	948	69.9%	1356	100%

Table 114: The portrayal of men as the central focus of the news item and who reported the news item on *Super One TV* (Malta)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
Super One	Men are not central	300	23.1%	132	10.2%	234	18.1%	666	51.4%
Malta	Men as demonstrators and protestors	0	0.0%	18	1.4%	18	1.4%	36	2.8%
	Men as entertainers	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Men as blue collar workers	30	2.3%	6	0.5%	0	0.0%	36	2.8%
	Men as white collar workers	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Men working in the media	0	0.0%	6	0.5%	0	0.0%	6	0.5%
	Men and power	0	0.0%	6	0.5%	0	0.0%	6	0.5%
	Men as victims	18	1.4%	6	0.5%	24	1.9%	48	3.7%
	Men as politicians	132	10.2%	126	9.7%	84	6.5%	342	26.4%
	Men as administrators/diplomats	6	0.5%	6	0.5%	6	0.5%	18	1.4%
	Men as criminals	18	1.4%	12	0.9%	30	2.3%	60	4.6%
	Men as officers	6	0.5%	0	0.0%	6	0.5%	12	0.9%
	Men as trade unions' leaders	0	0.0%	0	0.0%	6	0.5%	6	0.5%
	Men as students	12	0.9%	0	0.0%	0	0.0%	12	0.9%
	Men as irregular immigrants	0	0.0%	12	0.9%	6	0.5%	18	1.4%
	Men and court	6	0.5%	0	0.0%	6	0.5%	12	0.9%
	Other issues	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Total	546	42.1%	330	25.5%	420	32.4%	1296	100%

Table 115: The portrayal of men as the central focus of the news item and who reported the news item on *TVM* (Malta)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
TVM	Men are not central	264	15.3%	138	8.0%	282	16.3%	684	39.6%
Malta	Men as carers	12	0.7%	6	0.3%	6	0.3%	24	1.4%
	Men as demonstrators and protestors	36	2.1%	18	1.0%	12	0.7%	66	3.8%
	Men as entertainers	12	0.7%	6	0.3%	12	0.7%	30	1.7%
	Men as blue collar workers	42	2.4%	12	0.7%	18	1.0%	72	4.2%
	Men as white collar workers	0	0.0%	0	0.0%	6	0.3%	6	0.3%
	Men working in the media	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Men and power	18	1.0%	0	0.0%	6	0.3%	24	1.4%
	Men as victims of war	12	0.7%	6	0.3%	0	0.0%	18	1.0%
	Men as victims	18	1.0%	12	0.7%	36	2.1%	66	3.8%
	Men as politicians	210	12.2%	114	6.6%	144	8.3%	468	27.1%
	Men as researchers	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Men as administrators/diplomats	18	1.0%	12	0.7%	24	1.4%	54	3.1%
	Men as criminals	6	0.3%	6	0.3%	48	2.8%	60	3.5%
	Men as officers	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Men as traffic experts	0	0.0%	0	0.0%	6	0.3%	6	0.3%
	Men as trade unions' leaders	12	0.7%	0	0.0%	24	1.4%	36	2.1%
	Men as students	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Men as irregular immigrants	18	1.0%	0	0.0%	0	0.0%	18	1.0%
	Men and court	12	0.7%	0	0.0%	6	0.3%	18	1.0%
	Other issues	12	0.7%	24	1.4%	18	1.0%	54	3.1%
	Total	708	41.0%	372	21.5%	648	37.5%	1728	100%

Table 116: The portrayal of women as focus of the news item and who reported the news item for Cyprus (*CyBC*)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
CyBC	Women are not central	888	49.2%	498	27.6%	192	10.6%	1578	87.4%
Cyprus	Women as carers	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Women as entertainers	24	1.3%	24	1.3%	0	0.0%	48	2.7%
	Women as consumers	0	0.0%	18	1.0%	0	0.0%	18	1.0%
	Women working in the media	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Women as victims of war	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Women as victims of social issues	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as victims of violence	0	0.0%	12	0.7%	0	0.0%	12	0.7%
	Women as victims of accidents	6	0.3%	12	0.7%	0	0.0%	18	1.0%
	Women as politicians	0	0.0%	0	0.0%	6	0.3%	6	0.3%
	Women as teachers	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as researchers	0	0.0%	0	0.0%	6	0.3%	6	0.3%
	Women as participants of protests	18	1.0%	6	0.3%	0	0.0%	24	1.3%
	Women as administrators	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as criminals	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as pensioners	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Women as students	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as officers	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Other issues	24	1.3%	6	0.3%	6	0.3%	36	2.0%
	Total	996	55.1%	600	33.2%	210	11.6%	1806	100%

Table 117: The portrayal of women as the central focus of the news item and who reported the news item for Ireland (RTÈ)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
RTÈ	Women are not central	432	34.1%	216	17.1%	378	29.9%	1026	81.0%
Ireland	Women as carers	6	0.5%	30	2.4%	12	0.9%	48	3.8%
	Women as white collar workers	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Women as entertainers	6	0.5%	6	0.5%	6	0.5%	18	1.4%
	Women as consumers	0	0.0%	0	0.0%	6	0.5%	6	0.5%
	Women as blue collar workers	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Women as victims of war	0	0.0%	12	0.9%	0	0.0%	12	0.9%
	Women as victims of violence	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Women as victims of accidents	0	0.0%	6	0.5%	6	0.5%	12	0.9%
	Women as wives	0	0.0%	0	0.0%	6	0.5%	6	0.5%
	Women as politicians	36	2.8%	6	0.5%	12	0.9%	54	4.3%
	Women as researchers	12	0.9%	0	0.0%	0	0.0%	12	0.9%
	Women as participants of protests	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Women as patients	12	0.9%	0	0.0%	0	0.0%	12	0.9%
	Women as students	0	0.0%	6	0.5%	6	0.5%	12	0.9%
	Women and court	0	0.0%	0	0.0%	6	0.5%	6	0.5%
	Other issues	0	0.0%	6	0.5%	12	0.9%	18	1.4%
	Total	528	41.7%	288	22.7%	450	35.5%	1266	100%

Table 118: The portrayal of women as the central focus of the news item and who reported the news item on *Net TV* (Malta)

Station		Reporter's gender						Total	
		Male		Female		Not Stated			
Country		N	%	N	%	N	%	N	%
Net TV	Women are not central	324	23.9%	60	4.4%	852	62.8%	1236	91.2%
Malta	Women as entertainers	0	0.0%	0	0.0%	12	0.9%	12	0.9%
	Women as victims of violence	6	0.4%	0	0.0%	6	0.4%	12	0.9%
	Women as victims of accidents	6	0.4%	6	0.4%	18	1.3%	30	2.2%
	Women as wives	0	0.0%	0	0.0%	6	0.4%	6	0.4%
	Women as politicians	0	0.0%	0	0.0%	6	0.4%	6	0.4%
	Women as participants of protests	0	0.0%	0	0.0%	6	0.4%	6	0.4%
	Women as administrators	6	0.4%	0	0.0%	0	0.0%	6	0.4%
	Women as criminals	0	0.0%	0	0.0%	36	2.7%	36	2.7%
	Women as irregular immigrants	0	0.0%	0	0.0%	6	0.4%	6	0.4%
	Total	342	25.2%	66	4.9%	948	69.9%	1356	100%

Table 119: The portrayal of women as the central focus of the news item and who reported the news item on *Super One TV* (Malta)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
Super One	Women are not central	492	38.0%	300	23.1%	384	29.6%	1176	90.7%
Malta	Women as blue collar workers	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Women as victims of violence	6	0.5%	0	0.0%	0	0.0%	6	0.5%
	Women as victims of accidents	0	0.0%	0	0.0%	24	1.9%	24	1.9%
	Women as participants of protests	0	0.0%	18	1.4%	0	0.0%	18	1.4%
	Women as criminals	30	2.3%	6	0.5%	12	0.9%	48	3.7%
	Women as students	12	0.9%	0	0.0%	0	0.0%	12	0.9%
	Other issues	0	0.0%	6	0.5%	0	0.0%	6	0.5%
	Total	546	42.1%	330	25.5%	420	32.4%	1296	100%

Table 120: The portrayal of women as the central focus of the news item and who reported the news item on *TVM* (Malta)

Station		Reporter's gender						Total	
		Male		Female		Not stated			
Country		N	%	N	%	N	%	N	%
TVM	Women are not central	582	33.7%	300	17.4%	588	34.0%	1470	85.1%
Malta	Women as carers	12	0.7%	12	0.7%	6	0.3%	30	1.7%
	Women as white collar workers	18	1.0%	12	0.7%	12	0.7%	42	2.4%
	Women as entertainers	12	0.7%	6	0.3%	6	0.3%	24	1.4%
	Women as blue collar workers	12	0.7%	0	0.0%	0	0.0%	12	0.7%
	Women and power	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Women as victims of war	12	0.7%	0	0.0%	0	0.0%	12	0.7%
	Women as victims of violence	0	0.0%	0	0.0%	12	0.7%	12	0.7%
	Women as victims of accidents	0	0.0%	6	0.3%	6	0.3%	12	0.7%
	Women as wives	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Women as politicians	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as researchers	0	0.0%	6	0.3%	6	0.3%	12	0.7%
	Women as participants of protests	12	0.7%	0	0.0%	0	0.0%	12	0.7%
	Women as criminals	12	0.7%	0	0.0%	12	0.7%	24	1.4%
	Women as pensioners	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as students	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as irregular immigrants	6	0.3%	0	0.0%	0	0.0%	6	0.3%
	Women as officers	0	0.0%	6	0.3%	0	0.0%	6	0.3%
	Other issues	12	0.7%	12	0.7%	0	0.0%	24	1.4%
	Total	708	41.0%	372	21.5%	648	37.5%	1728	100%

Table and Graph 121: The gender of the video editors who works in the news in Cyprus, Ireland, and Malta

		Frequency	Valid Percent
Valid	Male	342	30.3%
	Female	134	11.9%
	Not stated	653	57.8%
	Total	1129	100%

Gender of Video Editors
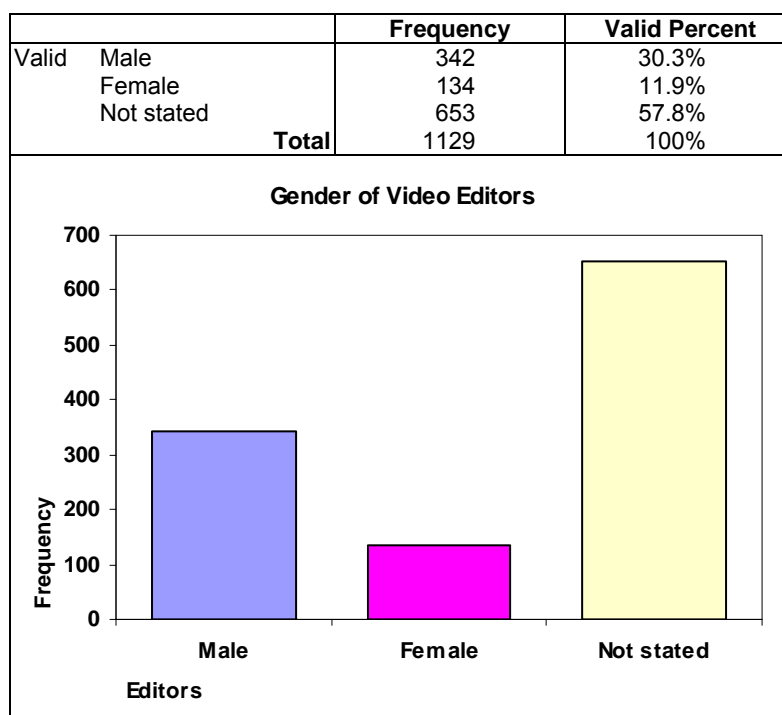
Table 122: The percentage (by gender) of the video editors who produce the news in each station

		Country						Total	
		Cyprus		Ireland		Malta			
Station	Video Editors by Gender	N	% of Totals	N	% of Totals	N	% of Totals	N	% of Totals
CyBC	Not stated	317	100.0%					317	100.0%
	Total	317	100.0%					317	100.0%
RTÉ	Not stated			200	100.0%			200	100.0%
	Total			200	100.0%			200	100.0%
Net TV	Male					36	17.7%	36	17.7%
	Female					130	64.0%	130	64.0%
	Not stated					37	18.2%	37	18.2%
	Total					203	100.0%	203	100.0%
Super One TV	Male					131	67.5%	131	67.5%
	Not stated					63	32.5%	63	32.5%
	Total					194	100.0%	194	100.0%
TVM	Male					178	82.8%	178	82.8%
	Not stated					37	17.2%	37	17.2%
	Total					215	100.0%	215	100.0%

Table and Graph 123: The number of male and female producers in Cyprus, Ireland and Malta

		Frequency	Valid Percent
Valid	Male	43	58.1%
	Female	14	18.9%
	Not stated	17	23%
	Total	74	100%
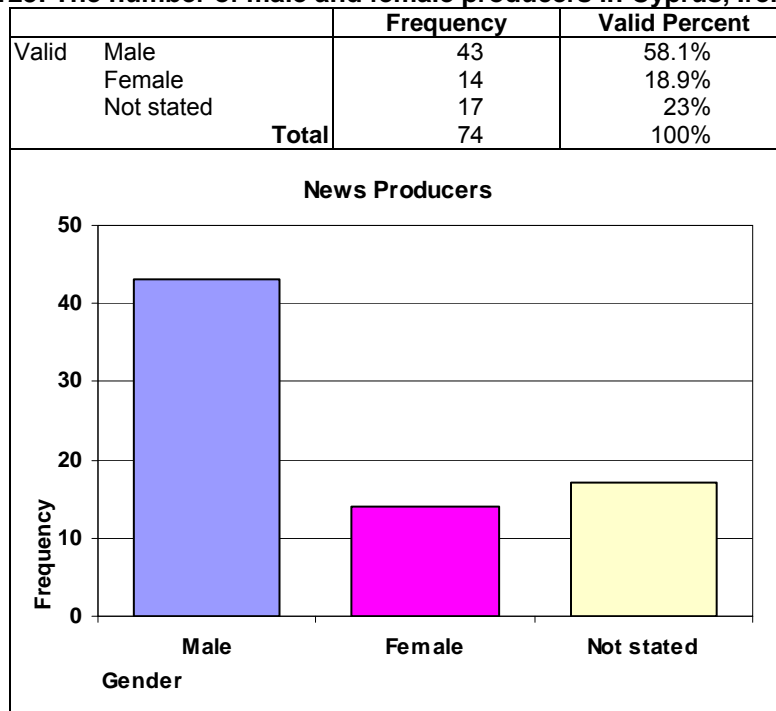
News Producers

Table 124: The news producers by gender for each station

		Gender						Total	
		Male		Female		Not stated			
Country	Station	N	%	N	%	N	%	N	%
Cyprus	CyBC					14	100%	1	100%
	Total					14	100%	1	100%
Ireland	*RTÉ*	3	21.4%	11	78.6%			14	100%
	Total	3	21.4%	11	78.6%			14	100%
Malta	*Net TV*	14	30.4%	0	0.0%	0	0.0%	14	30.4%
	Super One TV	13	28.3%	2	4.3%	2	4.3%	17	36.9%
	TVM	13	28.3%	1	2.2%	1	2.2%	14	32.7%
	Total	40	87.0%	3	6.5%	3	6.5%	46	100%

Table 125: The news directors by gender for each station

		Gender				Total	
		Male		Not stated			
Country	Station	N	%	N	%	N	%
Cyprus	CyBC			14	100%	14	100%
	Total			14	100%	14	100%
Ireland	*RTÉ*			14	100%	14	100%
	Total			14	100%	14	100%
Malta	*Net TV*	0	0.0%	14	33.3%	14	33.3%
	Super One TV	12	28.6%	2	4.8%	14	33.3%
	TVM	13	31.0%	1	2.4%	14	33.3%
	Total	25	59.5%	17	40.5%	42	100%

Table and Graph 126: The number of male and female news directors for Cyprus, Ireland, Malta

		Frequency	Valid Percent
Valid	Male	25	35.7
	Not stated	45	64.3
	Total	70	100
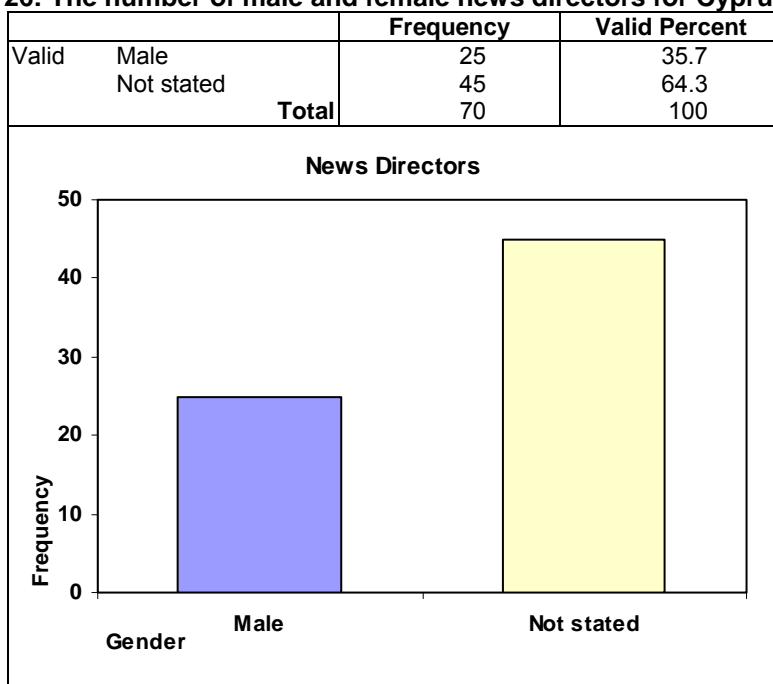
Table and Graph 127: The number of male and female newscasters in Cyprus, Ireland, Malta

		Frequency	Valid Percent
Valid	Male	540	42.4%
	Female	735	57.6%
	Total	1275	100.0%
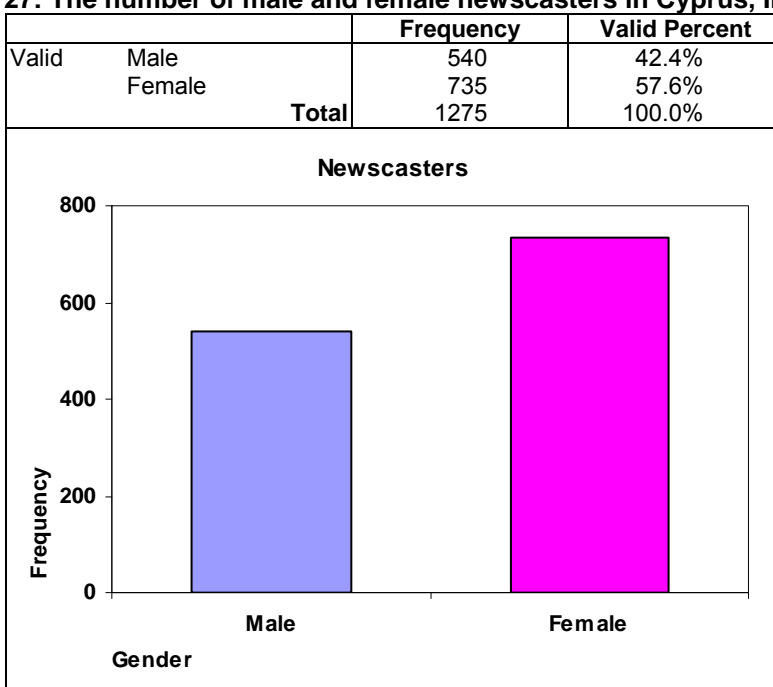
Table 128: The number of male and female newscasters by gender and age in Cyprus, Ireland, Malta

Country	Newscasters		Gender				Total	
			Male		Female			
			N	%	N	%	N	%
Cyprus	20 - 34 years		117	34.1%	161	46.9%	278	81.0%
	35 - 49 years		64	18.7%	1	0.3%	65	19.0%
		Total	181	52.8%	162	47.2%	343	100%
Ireland	20 - 34 years		16	8.5%	65	34.6%	81	43.1%
	35 - 49 years		3	1.6%	104	55.3%	107	56.9%
		Total	19	10.1%	169	89.9%	188	100%
Malta	20 - 34 years		201	27.0%	199	26.7%	400	53.7%
	35 - 49 years		49	6.6%	188	25.3%	237	31.9%
	50 - 64 years		90	12.1%	17	2.3%	107	14.4%
		Total	340	45.7%	404	54.3%	744	100%

Table 129: The number of male and female newscasters by gender and age in each station

Station	Newscasters		Gender				Total	
			Male		Female			
			N	%	N	%	N	%
CyBC	20 - 34 years		117	34.1%	161	46.9%	278	81.0%
	35 - 49 years		64	18.7%	1	0.3%	65	19.0%
		Total	181	52.8%	162	47.2%	343	100%
RTÉ	20 - 34 years		16	8.5%	65	34.6%	81	43.1%
	35 - 49 years		3	1.6%	104	55.3%	107	56.9%
		Total	19	10.1%	169	89.9%	188	100%
Net TV	20 - 34 years		142	51.4%	45	16.3%	187	67.7%
	35 - 49 years		0	0.0%	89	32.2%	89	32.2%
		Total	142	51.4%	134	48.5%	276	100%
Super One TV	20 - 34 years		50	21.4%	154	65.8%	204	87.2%
	35 - 49 years		30	12.8%	0	0.0%	30	12.8%
		Total	80	34.2%	154	65.8%	234	100%
TVM	20 - 34 years		9	3.8%	0	0.0%	9	3.8%
	35 - 49 years		19	8.1%	99	42.3%	118	50.4%
	50 - 64 years		90	38.5%	17	7.3%	107	45.8%
		Total	118	50.4%	116	49.6%	234	100%

Table and Graph 130: The number of male and female sportscasters in Cyprus, Ireland, Malta

		Frequency	Valid Percent
Valid	Male	62	72.1%
	Female	24	27.9%
	Total	86	100.0%
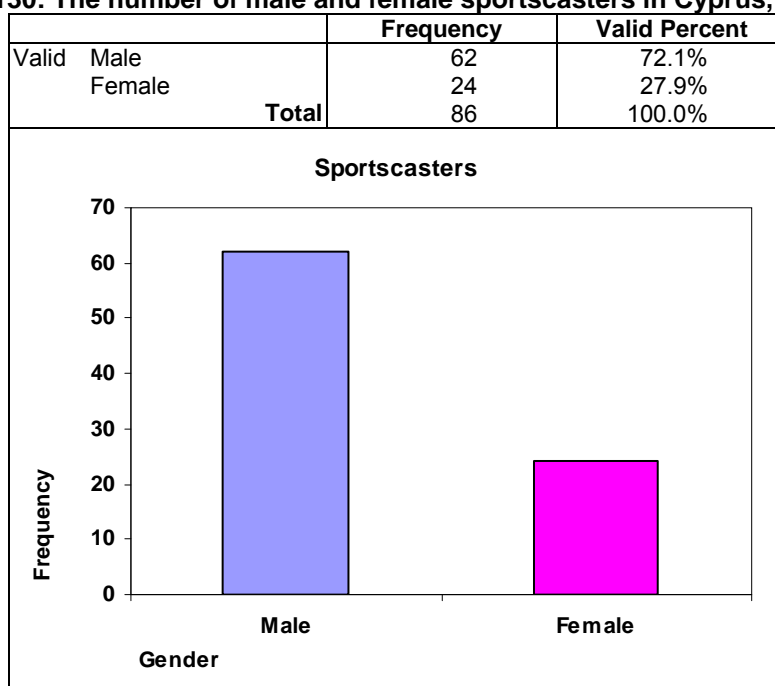
Table 131: The number of male and female sportscasters by gender and age for each station

Station Country	Sportscasters		Male N	Male %	Female N	Female %	Total N	Total %
CyBC	20 - 34 years		8	22.9%	14	40.0%	22	62.9%
Cyprus	35 - 49 years		13	37.1%	0	0.0%	13	37.1%
		Total	21	60.0%	14	40.0%	35	100%
RTÉ	20 - 34 years		14	58.3%	5	20.8%	19	79.2%
Ireland	35 - 49 years		5	20.8%	0	0.0%	5	20.8%
		Total	19	79.2%	5	20.8%	24	100%
Net TV	20 - 34 years		3	21.4%			3	21.4%
Malta	35 - 49 years		11	78.6%			11	78.6%
		Total	14	100.0%			14	100%
Super One TV	20 - 34 years		2	15.4%	5	38.5%	7	53.8%
Malta	35 - 49 years		1	7.7%	0	0.0%	1	7.7%
	50 - 64 years		5	38.5%	0	0.0%	5	38.5%
		Total	8	61.5%	5	38.5%	13	100%

§ TVM is not included because sportsnews is not part of the news bulletin

Table 132: The percentage of news subjects reported by news reporters by gender on *CyBC* (Cyprus)

Country	Subject	Male N	Male % of Total	Female N	Female % of Total	Not stated N	Not stated % of Total	Total N	Total % of Total
Cyprus	Politics	44	6.3%	15	2.2%	8	1.2%	67	9.7%
	Meetings	31	4.5%	7	1.0%	5	0.7%	43	6.2%
	Governmental	24	3.5%	4	0.6%	3	0.4%	31	4.5%
	Administration	6	0.9%	1	0.1%	1	0.1%	8	1.2%
	Strike	0	0.0%	5	0.7%	0	0.0%	5	0.7%
	Commemorations	3	0.4%	6	0.9%	2	0.3%	11	1.6%
	Inauguration/Launch	5	0.7%	0	0.0%	0	0.0%	5	0.7%
	War	15	2.2%	7	1.0%	4	0.6%	26	3.7%
	Riots	9	1.3%	7	1.0%	1	0.1%	17	2.4%
	Religious issues	0	0.0%	1	0.1%	0	0.0%	1	0.1%
	Sports	15	2.2%	6	0.9%	13	1.9%	34	4.9%
	Environment	4	0.6%	5	0.7%	0	0.0%	9	1.3%
	Releases/Activities	15	2.2%	10	1.4%	7	1.0%	32	4.6%
	Investigations	13	1.9%	15	2.2%	1	0.1%	29	4.2%
	Childcare	0	0.0%	2	0.3%	1	0.1%	3	0.4%
	Education	1	0.1%	7	1.0%	0	0.0%	8	1.2%
	Court cases	3	0.4%	1	0.1%	1	0.1%	5	0.7%
	Agriculture	3	0.4%	1	0.1%	0	0.0%	4	0.6%
	Deaths	11	1.6%	8	1.2%	1	0.1%	20	2.9%
	Rescue	1	0.1%	1	0.1%	0	0.0%	2	0.3%
	Parliamentary sittings	5	0.7%	0	0.0%	0	0.0%	5	0.7%
	Crime	23	3.3%	19	2.7%	0	0.0%	42	6.1%
	Reports	0	0.0%	2	0.3%	1	0.1%	3	0.4%
	Law	3	0.4%	0	0.0%	1	0.1%	4	0.6%
	State/Official visit	7	1.0%	1	0.1%	1	0.1%	9	1.3%
	Entertainment/Culture	8	1.2%	8	1.2%	1	0.1%	17	2.4%
	Health Care matters	3	0.4%	3	0.4%	1	0.1%	7	1.0%
	Science	1	0.1%	2	0.3%	0	0.0%	3	0.4%
	Natural disasters	2	0.3%	5	0.7%	0	0.0%	7	1.0%
	Disasters	0	0.0%	4	0.6%	0	0.0%	4	0.6%
	Poverty	0	0.0%	1	0.1%	0	0.0%	1	0.1%
	Human search	1	0.1%	2	0.3%	0	0.0%	3	0.4%
	Infrastructure projects	1	0.1%	1	0.1%	0	0.0%	2	0.3%
	Industry	7	1.0%	4	0.6%	1	0.1%	12	1.7%
	Economy	19	2.7%	6	0.9%	0	0.0%	25	3.6%
	Maritime	1	0.1%	1	0.1%	0	0.0%	2	0.3%
	Immigration	1	0.1%	0	0.0%	0	0.0%	1	0.1%
	Media	4	0.6%	3	0.4%	3	0.4%	10	1.4%
	Abuse	3	0.4%	6	0.9%	0	0.0%	9	1.3%
	European Union	12	1.7%	3	0.4%	1	0.1%	16	2.3%
	Accidents	12	1.7%	4	0.6%	0	0.0%	16	2.3%
	Police reports	18	2.6%	15	2.2%	2	0.3%	35	5.0%
	Animals	1	0.1%	0	0.0%	0	0.0%	1	0.1%
	Conflict/dispute	16	2.3%	18	2.6%	3	0.4%	37	5.3%
	Activity	1	0.1%	2	0.3%	0	0.0%	3	0.4%
	Awards	2	0.3%	3	0.4%	0	0.0%	5	0.7%
	Authorities' decisions	10	1.4%	6	0.9%	3	0.4%	19	2.7%
	Other subjects	23	3.3%	12	1.7%	1	0.1%	36	5.2%
	Total	387	55.8%	240	34.6%	67	9.7%	694	100%

Table 133: The percentage of news subjects reported by news reporters by gender on *RTÉ* (Ireland)

| Station | | Gender | | | | | | Total | |
| Country | Subject | Male Reporter | | Female Reporter | | Not Stated | | | |
		N	% of Total	N	% of Total	N	% of Total	N	% of Total
RTÉ	Politics	22	4.7%	3	0.6%	11	2.4%	36	7.7%
Ireland	Meetings	16	3.4%	0	0.0%	8	1.7%	24	5.2%
	Governmental	12	2.6%	0	0.0%	8	1.7%	20	4.3%
	Administration	1	0.2%	1	0.2%	1	0.2%	3	0.6%
	Commemorations	0	0.0%	1	0.2%	1	0.2%	2	0.4%
	Inauguration/Launch	3	0.6%	3	0.6%	2	0.4%	8	1.7%
	War	2	0.4%	1	0.2%	1	0.2%	4	0.9%
	Riots	7	1.5%	0	0.0%	3	0.6%	10	2.2%
	Peaceful activities	0	0.0%	0	0.0%	2	0.4%	2	0.4%
	Religious issues	0	0.0%	1	0.2%	1	0.2%	2	0.4%
	Sports	15	3.2%	6	1.3%	17	3.7%	38	8.2%
	Ceasefires	2	0.4%	0	0.0%	0	0.0%	2	0.4%
	Environment	3	0.6%	2	0.4%	2	0.4%	7	1.5%
	Releases/Activities	12	2.6%	9	1.9%	3	0.6%	24	5.2%
	Investigations	5	1.1%	6	1.3%	5	1.1%	16	3.4%
	Childcare	1	0.2%	4	0.9%	2	0.4%	7	1.5%
	Education	1	0.2%	6	1.3%	1	0.2%	8	1.7%
	Court cases	13	2.8%	12	2.6%	9	1.9%	34	7.3%
	Agriculture	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Deaths	2	0.4%	4	0.9%	4	0.9%	10	2.2%
	Rescue	0	0.0%	0	0.0%	1	0.2%	1	0.2%
	Parliamentary sittings	2	0.4%	0	0.0%	2	0.4%	4	0.9%
	Crime	13	2.8%	12	2.6%	9	1.9%	34	7.3%
	Reports	7	1.5%	3	0.6%	2	0.4%	12	2.6%
	Law	2	0.4%	2	0.4%	2	0.4%	6	1.3%
	Entertainment/Culture	4	0.9%	1	0.2%	6	1.3%	11	2.4%
	Health Care matters	7	1.5%	3	0.6%	6	1.3%	16	3.4%
	Science	1	0.2%	2	0.4%	2	0.4%	5	1.1%
	Natural disasters	0	0.0%	0	0.0%	1	0.2%	1	0.2%
	Poverty	2	0.4%	1	0.2%	0	0.0%	3	0.6%
	Orange Order Parade	6	1.3%	0	0.0%	5	1.1%	11	2.4%
	Human search	0	0.0%	2	0.4%	0	0.0%	2	0.4%
	Infrastructure projects	1	0.2%	0	0.0%	1	0.2%	2	0.4%
	Industry	4	0.9%	4	0.9%	6	1.3%	14	3.0%
	Economy	8	1.7%	8	1.7%	3	0.6%	19	4.1%
	Voluntary organisations	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Media	7	1.5%	4	0.9%	3	0.6%	14	3.0%
	Abuse	1	0.2%	2	0.4%	1	0.2%	4	0.9%
	European Union	1	0.2%	0	0.0%	1	0.2%	2	0.4%
	Accidents	1	0.2%	2	0.4%	2	0.4%	5	1.1%
	Police reports	5	1.1%	5	1.1%	6	1.3%	16	3.4%
	Animals	1	0.2%	0	0.0%	2	0.4%	3	0.6%
	Conflict/dispute	8	1.7%	2	0.4%	2	0.4%	12	2.6%
	Activity	1	0.2%	0	0.0%	1	0.2%	2	0.4%
	Authorities' decisions	1	0.2%	0	0.0%	1	0.2%	2	0.4%
	Other subjects	1	0.2%	1	0.2%	3	0.6%	5	1.1%
	Total	203	43.7%	113	24.3%	149	32.0%	465	100%

Table 134: The percentage of news subjects reported by news reporters by gender in Malta

Country	Subject	Male Reporter N	% of Total	Female Reporter N	% of Total	Not Stated N	% of Total	Total N	% of Total
Malta	Do not know	0	0.0%	0	0.0%	1	0.1%	1	0.1%
	Politics	32	1.9%	17	1.0%	41	2.4%	90	5.3%
	Meetings	25	1.5%	15	0.9%	20	1.2%	60	3.5%
	Governmental	12	0.7%	8	0.5%	14	0.8%	34	2.0%
	Administration	3	0.2%	3	0.2%	7	0.4%	13	0.8%
	Strike	2	0.1%	0	0.0%	5	0.3%	7	0.4%
	Commemorations	3	0.2%	4	0.2%	7	0.4%	14	0.8%
	Inauguration/Launch	19	1.1%	7	0.4%	16	0.9%	42	2.5%
	War	15	0.9%	5	0.3%	6	0.4%	26	1.5%
	Riots	16	0.9%	9	0.5%	17	1.0%	42	2.5%
	Peaceful activities	1	0.1%	2	0.1%	1	0.1%	4	0.2%
	Religious issues	3	0.2%	1	0.1%	5	0.3%	9	0.5%
	Sports	1	0.1%	1	0.1%	2	0.1%	4	0.2%
	Ceasefires	5	0.3%	1	0.1%	1	0.1%	7	0.4%
	Environment	19	1.1%	11	0.6%	13	0.8%	43	2.5%
	Releases/Activities	60	3.5%	25	1.5%	96	5.6%	181	10.6%
	Investigations	10	0.6%	4	0.2%	14	0.8%	28	1.6%
	Childcare	2	0.1%	1	0.1%	1	0.1%	4	0.2%
	Education	14	0.8%	3	0.2%	12	0.7%	29	1.7%
	Court cases	21	1.2%	6	0.4%	28	1.6%	55	3.2%
	Agriculture	16	0.9%	7	0.4%	15	0.9%	38	2.2%
	Deaths	9	0.5%	10	0.6%	29	1.7%	48	2.8%
	Rescue	5	0.3%	3	0.2%	11	0.6%	19	1.1%
	Parliamentary sittings	24	1.4%	7	0.4%	30	1.8%	61	3.6%
	Crime	23	1.4%	18	1.1%	38	2.2%	79	4.6%
	Reports	21	1.2%	9	0.5%	11	0.6%	41	2.4%
	Law	11	0.6%	4	0.2%	11	0.6%	26	1.5%
	State/Official visit	6	0.4%	4	0.2%	7	0.4%	17	1.0%
	Entertainment/Culture	8	0.5%	6	0.4%	19	1.1%	33	1.9%
	Health Care matters	8	0.5%	5	0.3%	5	0.3%	18	1.1%
	Science	0	0.0%	2	0.1%	1	0.1%	3	0.2%
	Natural disasters	2	0.1%	3	0.2%	7	0.4%	12	0.7%
	Disasters	2	0.1%	2	0.1%	2	0.1%	6	0.4%
	Orange Order Parade	0	0.0%	1	0.1%	0	0.0%	1	0.1%
	Human search	2	0.1%	1	0.1%	3	0.2%	6	0.4%
	Infrastructure projects	25	1.5%	5	0.3%	8	0.5%	38	2.2%
	Industry	31	1.8%	11	0.6%	42	2.5%	84	4.9%
	Economy	38	2.2%	16	0.9%	33	1.9%	87	5.1%
	Maritime	5	0.3%	2	0.1%	3	0.2%	10	0.6%
	Voluntary organisations	1	0.1%	0	0.0%	2	0.1%	3	0.2%
	Immigration	9	0.5%	2	0.1%	5	0.3%	16	0.9%
	Media	13	0.8%	3	0.2%	14	0.8%	30	1.8%
	Abuse	5	0.3%	3	0.2%	3	0.2%	11	0.6%
	European Union	29	1.7%	10	0.6%	34	2.0%	73	4.3%
	Accidents	9	0.5%	3	0.2%	24	1.4%	36	2.1%
	Police reports	15	0.9%	12	0.7%	34	2.0%	61	3.6%
	Animals	3	0.2%	2	0.1%	5	0.3%	10	0.6%
	Conflict/dispute	22	1.3%	7	0.4%	23	1.4%	52	3.1%
	Activity	4	0.2%	3	0.2%	2	0.1%	9	0.5%
	Awards	2	0.1%	2	0.1%	7	0.4%	11	0.6%
	Authorities' decisions	9	0.5%	2	0.1%	4	0.2%	15	0.9%
	Other subjects	22	1.3%	13	0.8%	18	1.1%	53	3.1%
	Total	642	37.8%	301	17.7%	757	44.5%	1700	100%

Table 135: The percentage of news subjects reported by news reporters by gender on *Net TV* (Malta)

Station Country	Subject	Male Reporter		Female Reporter		Not Stated		Total	
		N	% of Total	N	% of Total	N	% of Total	N	% of Total
Net TV	Politics	3	0.6%	2	0.4%	25	4.8%	30	5.7%
Malta	Meetings	10	1.9%	1	0.2%	14	2.7%	25	4.8%
	Governmental	5	1.0%	0	0.0%	9	1.7%	14	2.7%
	Administration	1	0.2%	0	0.0%	3	0.6%	4	0.8%
	Strike	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Commemorations	2	0.4%	0	0.0%	5	1.0%	7	1.3%
	Inauguration/Launch	9	1.7%	0	0.0%	8	1.5%	17	3.2%
	War	4	0.8%	1	0.2%	3	0.6%	8	1.5%
	Riots	1	0.2%	0	0.0%	8	1.5%	9	1.7%
	Religious issues	0	0.0%	0	0.0%	5	1.0%	5	1.0%
	Sports	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Ceasefires	1	0.2%	1	0.2%	1	0.2%	3	0.6%
	Environment	2	0.4%	1	0.2%	4	0.8%	7	1.3%
	Releases/Activities	11	2.1%	1	0.2%	50	9.5%	62	11.8%
	Investigations	5	1.0%	0	0.0%	9	1.7%	14	2.7%
	Education	2	0.4%	0	0.0%	2	0.4%	4	0.8%
	Court cases	4	0.8%	1	0.2%	10	1.9%	15	2.9%
	Agriculture	3	0.6%	0	0.0%	7	1.3%	10	1.9%
	Deaths	6	1.1%	1	0.2%	16	3.0%	23	4.4%
	Rescue	3	0.6%	0	0.0%	5	1.0%	8	1.5%
	Parliamentary sittings	3	0.6%	2	0.4%	10	1.9%	15	2.9%
	Crime	4	0.8%	2	0.4%	18	3.4%	24	4.6%
	Reports	3	0.6%	0	0.0%	5	1.0%	8	1.5%
	Law	2	0.4%	1	0.2%	4	0.8%	7	1.3%
	State/Official visit	2	0.4%	0	0.0%	5	1.0%	7	1.3%
	Entertainment/Culture	2	0.4%	0	0.0%	7	1.3%	9	1.7%
	Health Care matters	2	0.4%	1	0.2%	2	0.4%	5	1.0%
	Science	0	0.0%	0	0.0%	1	0.2%	1	0.2%
	Natural disasters	0	0.0%	0	0.0%	7	1.3%	7	1.3%
	Disasters	1	0.2%	0	0.0%	1	0.2%	2	0.4%
	Human search	0	0.0%	1	0.2%	1	0.2%	2	0.4%
	Infrastructure projects	8	1.5%	1	0.2%	5	1.0%	14	2.7%
	Industry	5	1.0%	3	0.6%	25	4.8%	33	6.3%
	Economy	4	0.8%	2	0.4%	11	2.1%	17	3.2%
	Maritime	0	0.0%	0	0.0%	2	0.4%	2	0.4%
	Immigration	3	0.6%	0	0.0%	4	0.8%	7	1.3%
	Media	2	0.4%	0	0.0%	7	1.3%	9	1.7%
	Abuse	0	0.0%	0	0.0%	1	0.2%	1	0.2%
	European Union	5	1.0%	1	0.2%	19	3.6%	25	4.8%
	Accidents	3	0.6%	1	0.2%	10	1.9%	14	2.7%
	Police reports	5	1.0%	1	0.2%	15	2.9%	21	4.0%
	Animals	1	0.2%	0	0.0%	2	0.4%	3	0.6%
	Conflict/dispute	3	0.6%	0	0.0%	8	1.5%	11	2.1%
	Activity	2	0.4%	0	0.0%	2	0.4%	4	0.8%
	Awards	0	0.0%	0	0.0%	4	0.8%	4	0.8%
	Authorities' decisions	1	0.2%	0	0.0%	1	0.2%	2	0.4%
	Other subjects	1	0.2%	0	0.0%	3	0.6%	4	0.8%
	Total	136	25.9%	25	4.8%	364	69.3%	525	100%

Table 136: The percentage of news subjects reported by news reporters by gender on *Super One TV*(Malta)

Station Country	Subject	Male Reporter N	% of Total	Female Reporter N	% of Total	Not Stated N	% of Total	Total N	% of Total
Super One TV	Politics	17	3.4%	11	2.2%	5	1.0%	33	6.7%
Malta	Meetings	3	0.6%	6	1.2%	1	0.2%	10	2.0%
	Governmental	0	0.0%	2	0.4%	2	0.4%	4	0.8%
	Administration	2	0.4%	1	0.2%	1	0.2%	4	0.8%
	Strike	1	0.2%	0	0.0%	2	0.4%	3	0.6%
	Commemorations	0	0.0%	2	0.4%	1	0.2%	3	0.6%
	Inauguration/Launch	1	0.2%	1	0.2%	4	0.8%	6	1.2%
	War	2	0.4%	0	0.0%	3	0.6%	5	1.0%
	Riots	1	0.2%	3	0.6%	8	1.6%	12	2.4%
	Peaceful activities	0	0.0%	1	0.2%	1	0.2%	2	0.4%
	Religious issues	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Sports	0	0.0%	0	0.0%	1	0.2%	1	0.2%
	Environment	10	2.0%	5	1.0%	5	1.0%	20	4.0%
	Releases/Activities	22	4.4%	15	3.0%	12	2.4%	49	9.9%
	Investigations	0	0.0%	3	0.6%	1	0.2%	4	0.8%
	Childcare	0	0.0%	0	0.0%	1	0.2%	1	0.2%
	Education	9	1.8%	1	0.2%	2	0.4%	12	2.4%
	Court cases	9	1.8%	3	0.6%	9	1.8%	21	4.2%
	Agriculture	7	1.4%	6	1.2%	1	0.2%	14	2.8%
	Deaths	1	0.2%	3	0.6%	9	1.8%	13	2.6%
	Rescue	0	0.0%	1	0.2%	1	0.2%	2	0.4%
	Parliamentary sittings	5	1.0%	4	0.8%	6	1.2%	15	3.0%
	Crime	9	1.8%	8	1.6%	10	2.0%	27	5.5%
	Reports	9	1.8%	6	1.2%	2	0.4%	17	3.4%
	Law	1	0.2%	2	0.4%	2	0.4%	5	1.0%
	Entertainment/Culture	4	0.8%	1	0.2%	7	1.4%	12	2.4%
	Health Care matters	3	0.6%	1	0.2%	0	0.0%	4	0.8%
	Natural disasters	2	0.4%	1	0.2%	0	0.0%	3	0.6%
	Disasters	0	0.0%	2	0.4%	1	0.2%	3	0.6%
	Human search	0	0.0%	0	0.0%	1	0.2%	1	0.2%
	Infrastructure projects	11	2.2%	2	0.4%	1	0.2%	14	2.8%
	Industry	11	2.2%	4	0.8%	5	1.0%	20	4.0%
	Economy	10	2.0%	9	1.8%	3	0.6%	22	4.4%
	Maritime	2	0.4%	1	0.2%	0	0.0%	3	0.6%
	Immigration	1	0.2%	2	0.4%	1	0.2%	4	0.8%
	Media	6	1.2%	1	0.2%	5	1.0%	12	2.4%
	Abuse	3	0.6%	2	0.4%	2	0.4%	7	1.4%
	European Union	16	3.2%	5	1.0%	2	0.4%	23	4.6%
	Accidents	3	0.6%	0	0.0%	7	1.4%	10	2.0%
	Police reports	4	0.8%	9	1.8%	12	2.4%	25	5.1%
	Animals	1	0.2%	0	0.0%	1	0.2%	2	0.4%
	Conflict/dispute	11	2.2%	6	1.2%	4	0.8%	21	4.2%
	Activity	1	0.2%	1	0.2%	0	0.0%	2	0.4%
	Awards	0	0.0%	1	0.2%	0	0.0%	1	0.2%
	Authorities' decisions	2	0.4%	0	0.0%	2	0.4%	4	0.8%
	Other subjects	8	1.6%	5	1.0%	5	1.0%	18	3.6%
	Total	209	42.2%	137	27.7%	149	30.1%	495	100%

Table 137: The percentage of news subjects reported by news reporters by gender on *TVM* (Malta)

Station Country	Subject	Male Reporter N	Male Reporter % of Total	Female Reporter N	Female Reporter % of Total	Not Stated N	Not Stated % of Total	Total N	Total % of Total
TVM	Do not know	0	0.0%	0	0.0%	1	0.1%	1	0.1%
Malta	Politics	12	1.8%	4	0.6%	11	1.6%	27	4.0%
	Meetings	12	1.8%	8	1.2%	5	0.7%	25	3.7%
	Governmental	7	1.0%	6	0.9%	3	0.4%	16	2.4%
	Administration	0	0.0%	2	0.3%	3	0.4%	5	0.7%
	Strike	0	0.0%	0	0.0%	3	0.4%	3	0.4%
	Commemorations	1	0.1%	2	0.3%	1	0.1%	4	0.6%
	Inauguration/Launch	9	1.3%	6	0.9%	4	0.6%	19	2.8%
	War	9	1.3%	4	0.6%	0	0.0%	13	1.9%
	Riots	14	2.1%	6	0.9%	1	0.1%	21	3.1%
	Peaceful activities	1	0.1%	1	0.1%	0	0.0%	2	0.3%
	Religious issues	2	0.3%	1	0.1%	0	0.0%	3	0.4%
	Sports	0	0.0%	1	0.1%	1	0.1%	2	0.3%
	Ceasefires	4	0.6%	0	0.0%	0	0.0%	4	0.6%
	Environment	7	1.0%	5	0.7%	4	0.6%	16	2.4%
	Releases/Activities	27	4.0%	9	1.3%	34	5.0%	70	10.3%
	Investigations	5	0.7%	1	0.1%	4	0.6%	10	1.5%
	Childcare	2	0.3%	1	0.1%	0	0.0%	3	0.4%
	Education	3	0.4%	2	0.3%	8	1.2%	13	1.9%
	Court cases	8	1.2%	2	0.3%	9	1.3%	19	2.8%
	Agriculture	6	0.9%	1	0.1%	7	1.0%	14	2.1%
	Deaths	2	0.3%	6	0.9%	4	0.6%	12	1.8%
	Rescue	2	0.3%	2	0.3%	5	0.7%	9	1.3%
	Parliamentary sittings	16	2.4%	1	0.1%	14	2.1%	31	4.6%
	Crime	10	1.5%	8	1.2%	10	1.5%	28	4.1%
	Reports	9	1.3%	3	0.4%	4	0.6%	16	2.4%
	Law	8	1.2%	1	0.1%	5	0.7%	14	2.1%
	State/Official visit	4	0.6%	4	0.6%	2	0.3%	10	1.5%
	Entertainment/Culture	2	0.3%	5	0.7%	5	0.7%	12	1.8%
	Health Care matters	3	0.4%	3	0.4%	3	0.4%	9	1.3%
	Science	0	0.0%	2	0.3%	0	0.0%	2	0.3%
	Natural disasters	0	0.0%	2	0.3%	0	0.0%	2	0.3%
	Disasters	1	0.1%	0	0.0%	0	0.0%	1	0.1%
	Orange Order Parade	0	0.0%	1	0.1%	0	0.0%	1	0.1%
	Human search	2	0.3%	0	0.0%	1	0.1%	3	0.4%
	Infrastructure projects	6	0.9%	2	0.3%	2	0.3%	10	1.5%
	Industry	15	2.2%	4	0.6%	12	1.8%	31	4.6%
	Economy	24	3.5%	5	0.7%	19	2.8%	48	7.1%
	Maritime	3	0.4%	1	0.1%	1	0.1%	5	0.7%
	Voluntary organisations	1	0.1%	0	0.0%	2	0.3%	3	0.4%
	Immigration	5	0.7%	0	0.0%	0	0.0%	5	0.7%
	Media	5	0.7%	2	0.3%	2	0.3%	9	1.3%
	Abuse	2	0.3%	1	0.1%	0	0.0%	3	0.4%
	European Union	8	1.2%	4	0.6%	13	1.9%	25	3.7%
	Accidents	3	0.4%	2	0.3%	7	1.0%	12	1.8%
	Police reports	6	0.9%	2	0.3%	7	1.0%	15	2.2%
	Animals	1	0.1%	2	0.3%	2	0.3%	5	0.7%
	Conflict/dispute	8	1.2%	1	0.1%	11	1.6%	20	2.9%
	Activity	1	0.1%	2	0.3%	0	0.0%	3	0.4%
	Awards	2	0.3%	1	0.1%	3	0.4%	6	0.9%
	Authorities' decisions	6	0.9%	2	0.3%	1	0.1%	9	1.3%
	Other subjects	13	1.9%	8	1.2%	10	1.5%	31	4.6%
	Total	297	43.7%	139	20.4%	244	35.9%	680	100%

Table 138: The percentage of news producers by news subjects on *RTÉ*

Station Country	Country	Male Producer		Female Producer		Total	
		N	% of Total	N	% of Total	N	% of Total
RTÉ	Politics	6	1.3%	30	6.5%	36	7.7%
Ireland	Meetings	5	1.1%	19	4.1%	24	5.2%
	Governmental	5	1.1%	15	3.2%	20	4.3%
	Administration	0	0.0%	3	0.6%	3	0.6%
	Commemorations	0	0.0%	2	0.4%	2	0.4%
	Inauguration/Launch	1	0.2%	7	1.5%	8	1.7%
	War	1	0.2%	3	0.6%	4	0.9%
	Riots	2	0.4%	8	1.7%	10	2.2%
	Peaceful activities	1	0.2%	1	0.2%	2	0.4%
	Religious issues	1	0.2%	1	0.2%	2	0.4%
	Sports	21	4.5%	17	3.7%	38	8.2%
	Ceasefires	0	0.0%	2	0.4%	2	0.4%
	Environment	0	0.0%	7	1.5%	7	1.5%
	Releases/Activities	4	0.9%	20	4.3%	24	5.2%
	Investigations	2	0.4%	14	3.0%	16	3.4%
	Childcare	1	0.2%	6	1.3%	7	1.5%
	Education	0	0.0%	8	1.7%	8	1.7%
	Court cases	1	0.2%	33	7.1%	34	7.3%
	Agriculture	0	0.0%	1	0.2%	1	0.2%
	Deaths	2	0.4%	8	1.7%	10	2.2%
	Rescue	1	0.2%	0	0.0%	1	0.2%
	Parliamentary sittings	0	0.0%	4	0.9%	4	0.9%
	Crime	3	0.6%	31	6.7%	34	7.3%
	Reports	0	0.0%	12	2.6%	12	2.6%
	Law	0	0.0%	6	1.3%	6	1.3%
	Entertainment/Culture	2	0.4%	9	1.9%	11	2.4%
	Health Care matters	0	0.0%	16	3.4%	16	3.4%
	Science	1	0.2%	4	0.9%	5	1.1%
	Natural disasters	1	0.2%	0	0.0%	1	0.2%
	Poverty	0	0.0%	3	0.6%	3	0.6%
	Orange Order Parade	3	0.6%	8	1.7%	11	2.4%
	Human search	1	0.2%	1	0.2%	2	0.4%
	Infrastructure projects	0	0.0%	2	0.4%	2	0.4%
	Industry	1	0.2%	13	2.8%	14	3.0%
	Economy	1	0.2%	18	3.9%	19	4.1%
	Voluntary organisations	0	0.0%	1	0.2%	1	0.2%
	Media	3	0.6%	11	2.4%	14	3.0%
	Abuse	1	0.2%	3	0.6%	4	0.9%
	European Union	0	0.0%	2	0.4%	2	0.4%
	Accidents	2	0.4%	3	0.6%	5	1.1%
	Police reports	4	0.9%	12	2.6%	16	3.4%
	Animals	1	0.2%	2	0.4%	3	0.6%
	Conflict/dispute	0	0.0%	12	2.6%	12	2.6%
	Activity	0	0.0%	2	0.4%	2	0.4%
	Authorities' decisions	0	0.0%	2	0.4%	2	0.4%
	Other subjects	0	0.0%	5	1.1%	5	1.1%
	Total	78	16.8%	387	83.2%	465	100%

Table 139: The percentage of news producers by news subjects on *CyBC*

Station Country	Subject	Gender Not stated		Total	
		N	% of Total	N	% of Total
CyBC	Politics	67	9.4%	67	9.4%
Cyprus	Meetings	43	6.0%	43	6.0%
	Governmental	31	4.3%	31	4.3%
	Administration	8	1.1%	8	1.1%
	Strike	5	0.7%	5	0.7%
	Commemorations	12	1.7%	12	1.7%
	Inauguration/Launch	5	0.7%	5	0.7%
	War	26	3.6%	26	3.6%
	Riots	17	2.4%	17	2.4%
	Religious issues	1	0.1%	1	0.1%
	Sports	38	5.3%	38	5.3%
	Environment	9	1.3%	9	1.3%
	Releases/Activities	32	4.5%	32	4.5%
	Investigations	29	4.1%	29	4.1%
	Childcare	3	0.4%	3	0.4%
	Education	8	1.1%	8	1.1%
	Court cases	5	0.7%	5	0.7%
	Agriculture	4	0.6%	4	0.6%
	Deaths	20	2.8%	20	2.8%
	Rescue	2	0.3%	2	0.3%
	Parliamentary sittings	5	0.7%	5	0.7%
	Crime	42	5.9%	42	5.9%
	Reports	3	0.4%	3	0.4%
	Law	4	0.6%	4	0.6%
	State/Official visit	9	1.3%	9	1.3%
	Entertainment/Culture	18	2.5%	18	2.5%
	Health Care matters	7	1.0%	7	1.0%
	Science	3	0.4%	3	0.4%
	Natural disasters	7	1.0%	7	1.0%
	Disasters	4	0.6%	4	0.6%
	Poverty	1	0.1%	1	0.1%
	Human search	3	0.4%	3	0.4%
	Infrastructure projects	2	0.3%	2	0.3%
	Industry	12	1.7%	12	1.7%
	Economy	25	3.5%	25	3.5%
	Maritime	2	0.3%	2	0.3%
	Immigration	1	0.1%	1	0.1%
	Media	10	1.4%	10	1.4%
	Abuse	9	1.3%	9	1.3%
	European Union	16	2.2%	16	2.2%
	Accidents	16	2.2%	16	2.2%
	Police reports	35	4.9%	35	4.9%
	Animals	1	0.1%	1	0.1%
	Conflict/dispute	37	5.2%	37	5.2%
	Activity	3	0.4%	3	0.4%
	Awards	5	0.7%	5	0.7%
	Authorities' decisions	19	2.7%	19	2.7%
	Other subjects	50	7.0%	50	7.0%
	Total	714	100%	714	100%

Table 140: The percentage of news producers by news subjects on *Net TV*

| | | Gender | | Total | |
| | | Male Producer | | | |
Station Country	Subject	N	% of Total	N	% of Total
Net TV	Politics	30	5.5%	30	5.5%
Malta	Meetings	26	4.8%	26	4.8%
	Governmental	14	2.6%	14	2.6%
	Administration	4	0.7%	4	0.7%
	Strike	1	0.2%	1	0.2%
	Commemorations	7	1.3%	7	1.3%
	Inauguration/Launch	17	3.1%	17	3.1%
	War	9	1.7%	9	1.7%
	Riots	9	1.7%	9	1.7%
	Religious issues	5	0.9%	5	0.9%
	Sports	15	2.8%	15	2.8%
	Ceasefires	3	0.6%	3	0.6%
	Environment	7	1.3%	7	1.3%
	Releases/Activities	62	11.4%	62	11.4%
	Investigations	14	2.6%	14	2.6%
	Education	4	0.7%	4	0.7%
	Court cases	15	2.8%	15	2.8%
	Agriculture	10	1.8%	10	1.8%
	Deaths	23	4.2%	23	4.2%
	Rescue	8	1.5%	8	1.5%
	Parliamentary sittings	15	2.8%	15	2.8%
	Crime	24	4.4%	24	4.4%
	Reports	8	1.5%	8	1.5%
	Law	7	1.3%	7	1.3%
	State/Official visit	7	1.3%	7	1.3%
	Entertainment/Culture	13	2.4%	13	2.4%
	Health Care matters	5	0.9%	5	0.9%
	Science	1	0.2%	1	0.2%
	Natural disasters	7	1.3%	7	1.3%
	Disasters	2	0.4%	2	0.4%
	Human search	2	0.4%	2	0.4%
	Infrastructure projects	14	2.6%	14	2.6%
	Industry	33	6.1%	33	6.1%
	Economy	17	3.1%	17	3.1%
	Maritime	2	0.4%	2	0.4%
	Immigration	7	1.3%	7	1.3%
	Media	9	1.7%	9	1.7%
	Abuse	1	0.2%	1	0.2%
	European Union	25	4.6%	25	4.6%
	Accidents	14	2.6%	14	2.6%
	Police reports	21	3.9%	21	3.9%
	Animals	3	0.6%	3	0.6%
	Conflict/dispute	11	2.0%	11	2.0%
	Activity	4	0.7%	4	0.7%
	Awards	4	0.7%	4	0.7%
	Authorities' decisions	2	0.4%	2	0.4%
	Other subjects	4	0.7%	4	0.7%
	Total	545	100%	545	100%

Table 141: The percentage of news producers by news subjects on *Super One TV*

Station Country	Subject	Male Producer N	Male Producer % of Total	Female Producer N	Female Producer % of Total	Not stated N	Not stated % of Total	Total N	Total % of Total
Super One TV	Politics	28	4.3%	8	1.2%	7	1.1%	43	6.6%
Malta	Meetings	11	1.7%	0	0.0%	1	0.2%	12	1.8%
	Governmental	4	0.6%	1	0.2%	0	0.0%	5	0.8%
	Administration	4	0.6%	0	0.0%	0	0.0%	4	0.6%
	Strike	0	0.0%	0	0.0%	3	0.5%	3	0.5%
	Commemorations	4	0.6%	0	0.0%	0	0.0%	4	0.6%
	Inauguration/Launch	4	0.6%	0	0.0%	2	0.3%	6	0.9%
	War	4	0.6%	0	0.0%	1	0.2%	5	0.8%
	Riots	12	1.8%	1	0.2%	1	0.2%	14	2.1%
	Peaceful activities	1	0.2%	0	0.0%	1	0.2%	2	0.3%
	Religious issues	1	0.2%	0	0.0%	0	0.0%	1	0.2%
	Sports	13	2.0%	3	0.5%	2	0.3%	18	2.8%
	Environment	19	2.9%	1	0.2%	3	0.5%	23	3.5%
	Releases/Activities	51	7.8%	5	0.8%	6	0.9%	62	9.5%
	Investigations	4	0.6%	0	0.0%	0	0.0%	4	0.6%
	Childcare	2	0.3%	0	0.0%	0	0.0%	2	0.3%
	Education	13	2.0%	0	0.0%	1	0.2%	14	2.1%
	Court cases	18	2.8%	1	0.2%	4	0.6%	23	3.5%
	Agriculture	14	2.1%	1	0.2%	3	0.5%	18	2.8%
	Deaths	12	1.8%	0	0.0%	3	0.5%	15	2.3%
	Rescue	1	0.2%	0	0.0%	1	0.2%	2	0.3%
	Parliamentary sittings	15	2.3%	3	0.5%	2	0.3%	20	3.1%
	Crime	24	3.7%	3	0.5%	5	0.8%	32	4.9%
	Reports	15	2.3%	1	0.2%	6	0.9%	22	3.4%
	Law	5	0.8%	0	0.0%	0	0.0%	5	0.8%
	Entertainment/Culture	17	2.6%	2	0.3%	0	0.0%	19	2.9%
	Health Care matters	4	0.6%	1	0.2%	0	0.0%	5	0.8%
	Natural disasters	2	0.3%	0	0.0%	1	0.2%	3	0.5%
	Disasters	3	0.5%	0	0.0%	1	0.2%	4	0.6%
	Human search	2	0.3%	0	0.0%	0	0.0%	2	0.3%
	Infrastructure projects	14	2.1%	0	0.0%	1	0.2%	15	2.3%
	Industry	20	3.1%	3	0.5%	2	0.3%	25	3.8%
	Economy	17	2.6%	3	0.5%	7	1.1%	27	4.1%
	Maritime	4	0.6%	0	0.0%	0	0.0%	4	0.6%
	Immigration	4	0.6%	0	0.0%	0	0.0%	4	0.6%
	Media	12	1.8%	2	0.3%	1	0.2%	15	2.3%
	Abuse	4	0.6%	1	0.2%	3	0.5%	8	1.2%
	European Union	26	4.0%	5	0.8%	1	0.2%	32	4.9%
	Accidents	12	1.8%	3	0.5%	0	0.0%	15	2.3%
	Police reports	25	3.8%	3	0.5%	2	0.3%	30	4.6%
	Animals	2	0.3%	0	0.0%	0	0.0%	2	0.3%
	Conflict/dispute	19	2.9%	4	0.6%	6	0.9%	29	4.4%
	Activity	2	0.3%	1	0.2%	0	0.0%	3	0.5%
	Awards	1	0.2%	1	0.2%	0	0.0%	2	0.3%
	Authorities' decisions	3	0.5%	0	0.0%	1	0.2%	4	0.6%
	Other subjects	37	5.7%	5	0.8%	3	0.5%	45	6.9%
	Total	509	78.1%	62	9.5%	81	12.4%	652	100%

Table 142: The percentage of news producers by news subjects on _TVM_

Station Country	Subject	Male Reporter N	Male Reporter % of Total	Female Reporter N	Female Reporter % of Total	Not Stated N	Not Stated % of Total	Total N	Total % of Total
TVM	Do not know	1	0.1%	0	0.0%	0	0.0%	1	0.1%
Malta	Politics	22	3.1%	1	0.1%	5	0.7%	28	3.9%
	Meetings	24	3.3%	2	0.3%	1	0.1%	27	3.8%
	Governmental	15	2.1%	0	0.0%	1	0.1%	16	2.2%
	Administration	4	0.6%	0	0.0%	1	0.1%	5	0.7%
	Strike	3	0.4%	0	0.0%	0	0.0%	3	0.4%
	Commemorations	4	0.6%	0	0.0%	0	0.0%	4	0.6%
	Inauguration/Launch	17	2.4%	2	0.3%	2	0.3%	21	2.9%
	War	12	1.7%	1	0.1%	1	0.1%	14	1.9%
	Riots	17	2.4%	1	0.1%	4	0.6%	22	3.1%
	Peaceful activities	2	0.3%	0	0.0%	0	0.0%	2	0.3%
	Religious issues	3	0.4%	0	0.0%	0	0.0%	3	0.4%
	Sports	2	0.3%	0	0.0%	0	0.0%	2	0.3%
	Ceasefires	4	0.6%	1	0.1%	0	0.0%	5	0.7%
	Environment	15	2.1%	1	0.1%	1	0.1%	17	2.4%
	Releases/Activities	62	8.6%	5	0.7%	8	1.1%	75	10.4%
	Investigations	10	1.4%	0	0.0%	0	0.0%	10	1.4%
	Childcare	3	0.4%	0	0.0%	0	0.0%	3	0.4%
	Education	12	1.7%	1	0.1%	1	0.1%	14	1.9%
	Court cases	16	2.2%	3	0.4%	3	0.4%	22	3.1%
	Agriculture	13	1.8%	1	0.1%	1	0.1%	15	2.1%
	Deaths	12	1.7%	0	0.0%	0	0.0%	12	1.7%
	Rescue	9	1.3%	0	0.0%	0	0.0%	9	1.3%
	Parliamentary sittings	30	4.2%	4	0.6%	1	0.1%	35	4.9%
	Crime	27	3.8%	2	0.3%	1	0.1%	30	4.2%
	Reports	16	2.2%	0	0.0%	0	0.0%	16	2.2%
	Law	14	1.9%	4	0.6%	0	0.0%	18	2.5%
	State/Official visit	10	1.4%	0	0.0%	0	0.0%	10	1.4%
	Entertainment/Culture	11	1.5%	0	0.0%	1	0.1%	12	1.7%
	Health Care matters	9	1.3%	0	0.0%	0	0.0%	9	1.3%
	Science	2	0.3%	0	0.0%	0	0.0%	2	0.3%
	Natural disasters	2	0.3%	0	0.0%	0	0.0%	2	0.3%
	Disasters	1	0.1%	0	0.0%	0	0.0%	1	0.1%
	Orange Order Parade	1	0.1%	0	0.0%	0	0.0%	1	0.1%
	Human search	3	0.4%	0	0.0%	0	0.0%	3	0.4%
	Infrastructure projects	9	1.3%	0	0.0%	1	0.1%	10	1.4%
	Industry	28	3.9%	2	0.3%	3	0.4%	33	4.6%
	Economy	44	6.1%	4	0.6%	4	0.6%	52	7.2%
	Maritime	4	0.6%	0	0.0%	1	0.1%	5	0.7%
	Voluntary organisations	3	0.4%	0	0.0%	0	0.0%	3	0.4%
	Immigration	5	0.7%	0	0.0%	0	0.0%	5	0.7%
	Media	9	1.3%	0	0.0%	0	0.0%	9	1.3%
	Abuse	3	0.4%	0	0.0%	0	0.0%	3	0.4%
	European Union	21	2.9%	1	0.1%	4	0.6%	26	3.6%
	Accidents	10	1.4%	0	0.0%	2	0.3%	12	1.7%
	Police reports	13	1.8%	0	0.0%	2	0.3%	15	2.1%
	Animals	4	0.6%	0	0.0%	1	0.1%	5	0.7%
	Conflict/dispute	20	2.8%	1	0.1%	0	0.0%	21	2.9%
	Activity	3	0.4%	0	0.0%	0	0.0%	3	0.4%
	Awards	6	0.8%	0	0.0%	0	0.0%	6	0.8%
	Authorities' decisions	8	1.1%	0	0.0%	1	0.1%	9	1.3%
	Other subjects	29	4.0%	1	0.1%	4	0.6%	34	4.7%
	Total	627	87.1%	38	5.3%	55	7.6%	720	100%

Table 143: The percentage of camerapersons by gender and by news subject in Cyprus

Country	Subject	Gender Not stated		Total	
		N	% of Total	N	% of Total
Cyprus	Politics	67	9.5%	67	9.5%
	Meetings	43	6.1%	43	6.1%
	Governmental	31	4.4%	31	4.4%
	Administration	8	1.1%	8	1.1%
	Strike	5	0.7%	5	0.7%
	Commemorations	12	1.7%	12	1.7%
	Inauguration/Launch	5	0.7%	5	0.7%
	War	26	3.7%	26	3.7%
	Riots	17	2.4%	17	2.4%
	Religious issues	1	0.1%	1	0.1%
	Sports	34	4.8%	34	4.8%
	Environment	9	1.3%	9	1.3%
	Releases/Activities	32	4.5%	32	4.5%
	Investigations	28	4.0%	28	4.0%
	Childcare	3	0.4%	3	0.4%
	Education	8	1.1%	8	1.1%
	Court cases	5	0.7%	5	0.7%
	Agriculture	4	0.6%	4	0.6%
	Deaths	20	2.8%	20	2.8%
	Rescue	2	0.3%	2	0.3%
	Parliamentary sittings	5	0.7%	5	0.7%
	Crime	42	5.9%	42	5.9%
	Reports	3	0.4%	3	0.4%
	Law	4	0.6%	4	0.6%
	State/Official visit	9	1.3%	9	1.3%
	Entertainment/Culture	18	2.5%	18	2.5%
	Health Care matters	7	1.0%	7	1.0%
	Science	3	0.4%	3	0.4%
	Natural disasters	7	1.0%	7	1.0%
	Disasters	4	0.6%	4	0.6%
	Poverty	1	0.1%	1	0.1%
	Human search	3	0.4%	3	0.4%
	Infrastructure projects	2	0.3%	2	0.3%
	Industry	12	1.7%	12	1.7%
	Economy	25	3.5%	25	3.5%
	Maritime	2	0.3%	2	0.3%
	Immigration	1	0.1%	1	0.1%
	Media	10	1.4%	10	1.4%
	Abuse	9	1.3%	9	1.3%
	European Union	16	2.3%	16	2.3%
	Accidents	16	2.3%	16	2.3%
	Police reports	34	4.8%	34	4.8%
	Animals	1	0.1%	1	0.1%
	Conflict/dispute	37	5.2%	37	5.2%
	Activity	3	0.4%	3	0.4%
	Awards	5	0.7%	5	0.7%
	Authorities' decisions	19	2.7%	19	2.7%
	Other subjects	50	7.1%	50	7.1%
	Total	708	100%	708	100%

Table 144: The percentage of camerapersons by gender and by news subject in Ireland

Country	Subject	Male N	Male % of Total	Not stated N	Not stated % of Total	Total N	Total % of Total
Ireland	Politics	1	0.2%	34	7.6%	35	7.8%
	Meetings	0	0.0%	23	5.1%	23	5.1%
	Governmental	0	0.0%	19	4.2%	19	4.2%
	Administration	0	0.0%	3	0.7%	3	0.7%
	Commemorations	0	0.0%	2	0.4%	2	0.4%
	Inauguration/Launch	0	0.0%	8	1.8%	8	1.8%
	War	0	0.0%	4	0.9%	4	0.9%
	Riots	0	0.0%	10	2.2%	10	2.2%
	Peaceful activities	0	0.0%	2	0.4%	2	0.4%
	Religious issues	0	0.0%	2	0.4%	2	0.4%
	Sports	0	0.0%	31	6.9%	31	6.9%
	Ceasefires	0	0.0%	2	0.4%	2	0.4%
	Environment	0	0.0%	7	1.6%	7	1.6%
	Releases/Activities	0	0.0%	24	5.4%	24	5.4%
	Investigations	0	0.0%	15	3.3%	15	3.3%
	Childcare	0	0.0%	7	1.6%	7	1.6%
	Education	0	0.0%	8	1.8%	8	1.8%
	Court cases	0	0.0%	34	7.6%	34	7.6%
	Agriculture	0	0.0%	1	0.2%	1	0.2%
	Deaths	0	0.0%	10	2.2%	10	2.2%
	Rescue	0	0.0%	1	0.2%	1	0.2%
	Parliamentary sittings	0	0.0%	4	0.9%	4	0.9%
	Crime	0	0.0%	34	7.6%	34	7.6%
	Reports	0	0.0%	12	2.7%	12	2.7%
	Law	0	0.0%	6	1.3%	6	1.3%
	Entertainment/Culture	0	0.0%	11	2.5%	11	2.5%
	Health Care matters	0	0.0%	16	3.6%	16	3.6%
	Science	0	0.0%	5	1.1%	5	1.1%
	Natural disasters	0	0.0%	1	0.2%	1	0.2%
	Poverty	0	0.0%	3	0.7%	3	0.7%
	Orange Order Parade	0	0.0%	11	2.5%	11	2.5%
	Human search	0	0.0%	2	0.4%	2	0.4%
	Infrastructure projects	0	0.0%	2	0.4%	2	0.4%
	Industry	0	0.0%	12	2.7%	12	2.7%
	Economy	0	0.0%	18	4.0%	18	4.0%
	Voluntary organisations	0	0.0%	1	0.2%	1	0.2%
	Media	0	0.0%	12	2.7%	12	2.7%
	Abuse	0	0.0%	4	0.9%	4	0.9%
	European Union	0	0.0%	2	0.4%	2	0.4%
	Accidents	0	0.0%	5	1.1%	5	1.1%
	Police reports	0	0.0%	15	3.3%	15	3.3%
	Animals	0	0.0%	3	0.7%	3	0.7%
	Conflict/dispute	0	0.0%	12	2.7%	12	2.7%
	Activity	0	0.0%	2	0.4%	2	0.4%
	Authorities' decisions	0	0.0%	2	0.4%	2	0.4%
	Other subjects	0	0.0%	5	1.1%	5	1.1%
	Total	1	0.2%	447	99.8%	448	100%

Table 145: The percentage of camerapersons by gender and by news subject in Malta

Country	Subject	Gender Male N	Gender Male % of Total	Gender Not stated N	Gender Not stated % of Total	Total N	Total % of Total
Malta	Do not know	0	0.0%	1	0.1%	1	0.1%
	Politics	38	2.6%	37	2.5%	75	5.1%
	Meetings	9	0.6%	51	3.5%	60	4.1%
	Governmental	2	0.1%	28	1.9%	30	2.1%
	Administration	5	0.3%	5	0.3%	10	0.7%
	Strike	0	0.0%	3	0.2%	3	0.2%
	Commemorations	8	0.5%	6	0.4%	14	1.0%
	Inauguration/Launch	26	1.8%	13	0.8%	38	2.7%
	War	0	0.0%	27	1.9%	27	1.9%
	Riots	3	0.2%	39	2.7%	42	2.9%
	Peaceful activities	1	0.1%	2	0.1%	3	0.2%
	Religious issues	4	0.3%	5	0.3%	9	0.6%
	Sports	1	0.1%	3	0.2%	4	0.3%
	Ceasefires	0	0.0%	7	0.5%	7	0.5%
	Environment	27	1.9%	12	0.8%	39	2.7%
	Releases/Activities	77	5.3%	63	4.3%	141	9.6%
	Investigations	7	0.5%	19	1.3%	26	1.8%
	Childcare	1	0.1%	3	0.2%	4	0.3%
	Education	9	0.6%	15	1.0%	24	1.6%
	Court cases	4	0.3%	41	2.8%	45	3.1%
	Agriculture	18	1.2%	11	0.8%	29	2.0%
	Deaths	1	0.1%	39	2.7%	40	2.7%
	Rescue	1	0.1%	13	0.9%	14	1.0%
	Parliamentary sittings	4	0.3%	43	3.0%	47	3.2%
	Crime	14	1.0%	57	3.9%	71	4.9%
	Reports	13	0.9%	24	1.6%	37	2.5%
	Law	6	0.4%	16	1.1%	22	1.5%
	State/Official visit	2	0.1%	14	1.0%	16	1.1%
	Entertainment/Culture	9	0.6%	23	1.6%	32	2.2%
	Health Care matters	4	0.3%	12	0.8%	16	1.1%
	Science	0	0.0%	3	0.2%	3	0.2%
	Natural disasters	0	0.0%	12	0.8%	12	0.8%
	Disasters	0	0.0%	6	0.4%	6	0.4%
	Orange Order Parade	0	0.0%	1	0.1%	1	0.1%
	Human search	0	0.0%	6	0.4%	6	0.4%
	Infrastructure projects	32	2.2%	5	0.3%	37	2.5%
	Industry	31	2.1%	36	2.4%	68	4.6%
	Economy	31	2.1%	40	2.7%	71	4.9%
	Maritime	6	0.4%	4	0.3%	10	0.7%
	Voluntary organisations	1	0.1%	1	0.1%	2	0.1%
	Immigration	1	0.1%	15	1.0%	16	1.1%
	Media	8	0.5%	15	1.0%	23	1.6%
	Abuse	3	0.2%	6	0.4%	9	0.6%
	European Union	24	1.6%	33	2.3%	57	3.9%
	Accidents	10	0.7%	21	1.4%	31	2.1%
	Police reports	19	1.3%	35	2.4%	54	3.7%
	Animals	2	0.1%	7	0.5%	9	0.6%
	Conflict/dispute	18	1.2%	23	1.6%	41	2.8%
	Activity	6	0.4%	2	0.1%	8	0.5%
	Awards	4	0.3%	4	0.3%	8	0.5%
	Authorities' decisions	3	0.2%	9	0.6%	12	0.8%
	Other subjects	24	1.6%	24	1.6%	48	3.3%
	Total	517	35.5%	940	64.3%	1460	100%

Table 146: The type of news items by reporter's gender on *CyBC* (Cyprus) and *RTÉ* (Ireland)

| Station | | Reporter's gender | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country	Story Type	N	%	N	%	N	%	N	%
CyBC	Political news story	65	21.6%	25	8.3%	13	4.3%	103	34.2%
Cyprus	Statistical/Economic news	3	1.0%	2	0.7%	1	0.3%	6	2.0%
	Human news story	2	0.7%	0	0.0%	0	0.0%	2	0.7%
	Light news story	6	2.0%	13	4.3%	1	0.3%	20	6.6%
	Other	90	29.9%	60	19.9%	20	6.6%	170	56.5%
	Total	166	55.1%	100	33.2%	35	11.6%	301	100%
RTÉ	Political news story	30	14.2%	6	2.8%	16	7.6%	52	24.6%
Ireland	Statistical/Economic news	3	1.4%	5	2.4%	2	0.9%	10	4.7%
	Human news story	0	0.0%	5	2.4%	0	0.0%	5	2.4%
	Light news story	2	0.9%	1	0.5%	2	0.9%	5	2.4%
	Other	53	25.1%	31	14.7%	55	26.1%	139	65.9%
	Total	88	41.7%	48	22.7%	75	35.5%	211	100%

Table 147: The scope of news items by reporter's gender in Cyprus, Ireland, Malta

| | | Reporter's gender | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country	Story Scope	N	%	N	%	N	%	N	%
Cyprus	Local	10	3.3%	9	3.0%	4	1.3%	23	7.6%
	National	79	26.2%	51	16.9%	19	6.3%	149	49.5%
	National and other	34	11.3%	8	2.7%	8	2.7%	50	16.6%
	International	43	14.3%	32	10.6%	4	1.3%	79	26.2%
	Total	166	55.1%	100	33.2%	35	11.6%	301	100%
Ireland	Local	21	10.0%	6	2.8%	17	8.1%	44	20.9%
	National	34	16.1%	28	13.3%	27	12.8%	89	42.2%
	National and other	25	11.8%	4	1.9%	13	6.2%	42	19.9%
	International	8	3.8%	10	4.7%	18	8.5%	36	17.1%
	Total	88	41.7%	48	22.7%	75	35.5%	211	100%
Malta	Local	11	1.5%	1	0.1%	14	1.9%	26	3.6%
	National	152	20.8%	58	7.9%	201	27.5%	411	56.3%
	National and other	43	5.9%	8	1.1%	61	8.4%	112	15.3%
	International	60	8.2%	61	8.4%	59	8.1%	180	24.7%
	Do not know	0	0.0%	0	0.0%	1	0.1%	1	0.1%
	Total	266	36.4%	128	17.5%	336	46.0%	730	100%

Table 148: The type of news items by reporter's gender on *Net TV, Super One TV, TVM* (Malta)

| Station | | Reporter's gender | | | | | | Total | |
| | | Male | | Female | | Not stated | | | |
Country	Story Type	N	%	N	%	N	%	N	%
Net TV	Political news story	25	11.1%	5	2.2%	66	29.2%	96	42.5%
Malta	Statistical/Economic news	2	0.9%	0	0.0%	5	2.2%	7	3.1%
	Human news story	1	0.4%	0	0.0%	1	0.4%	2	0.9%
	Light news story	0	0.0%	0	0.0%	6	2.7%	6	2.7%
	Other	29	12.8%	6	2.7%	80	35.4%	115	50.9%
	Total	57	25.2%	11	4.9%	158	69.9%	226	100%
Super One TV	Political news story	36	16.7%	24	11.2%	23	10.7%	83	38.6%
Malta	Statistical/Economic news	7	3.3%	5	2.3%	3	1.4%	15	7.0%
	Human news story	1	0.5%	1	0.5%	2	0.9%	4	1.9%
	Light news story	2	0.9%	0	0.0%	4	1.9%	6	2.8%
	Other	45	20.9%	25	11.6%	37	17.2%	107	49.8%
	Total	91	42.3%	55	25.6%	69	32.1%	215	100%
TVM	Political news story	42	14.6%	24	8.3%	37	12.8%	103	35.8%
Malta	Statistical/Economic news	13	4.5%	1	0.3%	7	2.4%	21	7.3%
	Human news story	7	2.4%	5	1.7%	2	0.7%	14	4.9%
	Light news story	4	1.4%	8	2.8%	2	0.7%	14	4.9%
	Other	52	18.1%	24	8.3%	60	20.8%	136	47.2%
	Total	118	41.0%	62	21.5%	108	37.5%	288	100%

Table 149: The percentage of the news item subject read by the newscaster on *CyBC* (Cyprus)

Station		Newscaster's gender				Total	
		Male		Female			
		N	% of Total	N	% of Total	N	% of Total
Country	Subject						
CyBC	Politics	50	6.4%	34	4.4%	84	10.8%
Cyprus	Meetings	27	3.5%	27	3.5%	54	6.9%
	Governmental	18	2.3%	18	2.3%	36	4.6%
	Administration	6	0.8%	5	0.6%	11	1.4%
	Strike	2	0.3%	3	0.4%	5	0.6%
	Commemorations	7	0.9%	6	0.8%	13	1.7%
	Inauguration/Launch	2	0.3%	3	0.4%	5	0.6%
	War	16	2.0%	18	2.3%	34	4.4%
	Riots	10	1.3%	13	1.7%	23	2.9%
	Religious issues	1	0.1%	0	0.0%	1	0.1%
	Sports	16	2.0%	0	0.0%	16	2.0%
	Environment	6	0.8%	4	0.5%	10	1.3%
	Releases/Activities	19	2.4%	14	1.8%	33	4.2%
	Investigations	18	2.3%	14	1.8%	32	4.1%
	Childcare	1	0.1%	3	0.4%	4	0.5%
	Education	3	0.4%	5	0.6%	8	1.0%
	Court cases	2	0.3%	3	0.4%	5	0.6%
	Agriculture	4	0.5%	2	0.3%	6	0.8%
	Deaths	11	1.4%	8	1.0%	19	2.4%
	Rescue	2	0.3%	1	0.1%	3	0.4%
	Parliamentary sittings	2	0.3%	3	0.4%	5	0.6%
	Crime	23	2.9%	23	2.9%	46	5.9%
	Reports	1	0.1%	3	0.4%	4	0.5%
	Law	1	0.1%	3	0.4%	4	0.5%
	State/Official visit	3	0.4%	7	0.9%	10	1.3%
	Entertainment/Culture	5	0.6%	11	1.4%	16	2.0%
	Health Care matters	2	0.3%	4	0.5%	6	0.8%
	Science	1	0.1%	2	0.3%	3	0.4%
	Natural disasters	5	0.6%	4	0.5%	9	1.2%
	Disasters	1	0.1%	1	0.1%	2	0.3%
	Poverty	0	0.0%	1	0.1%	1	0.1%
	Human search	1	0.1%	2	0.3%	3	0.4%
	Infrastructure projects	2	0.3%	0	0.0%	2	0.3%
	Industry	8	1.0%	6	0.8%	14	1.8%
	Economy	14	1.8%	14	1.8%	28	3.6%
	Maritime	1	0.1%	1	0.1%	2	0.3%
	Immigration	0	0.0%	1	0.1%	1	0.1%
	Media	5	0.6%	5	0.6%	10	1.3%
	Abuse	5	0.6%	4	0.5%	9	1.2%
	European Union	9	1.2%	8	1.0%	17	2.2%
	Accidents	7	0.9%	7	0.9%	14	1.8%
	Police reports	23	2.9%	17	2.2%	40	5.1%
	Animals	1	0.1%	0	0.0%	1	0.1%
	Conflict/dispute	23	2.9%	19	2.4%	42	5.4%
	Activity	2	0.3%	1	0.1%	3	0.4%
	Awards	2	0.3%	3	0.4%	5	0.6%
	Authorities' decisions	11	1.4%	11	1.4%	22	2.8%
	Other subjects	33	4.2%	27	3.5%	60	7.7%
	Total	412	52.8%	369	47.2%	781	100%

Table 150: The percentage of the news item subject read by the newscaster on *RTÉ* (Ireland)

		Newscaster's gender				Total	
		Male		Female			
Station		N	% of Total	N	% of Total	N	%of Total
Country	Subject						
RTÉ	Politics	3	0.7%	33	7.5%	36	8.2%
Ireland	Meetings	2	0.5%	22	5.0%	24	5.5%
	Governmental	1	0.2%	19	4.3%	20	4.5%
	Administration	0	0.0%	3	0.7%	3	0.7%
	Commemorations	1	0.2%	1	0.2%	2	0.5%
	Inauguration/Launch	0	0.0%	8	1.8%	8	1.8%
	War	0	0.0%	4	0.9%	4	0.9%
	Riots	2	0.5%	8	1.8%	10	2.3%
	Peaceful activities	2	0.5%	0	0.0%	2	0.5%
	Religious issues	1	0.2%	1	0.2%	2	0.5%
	Sports	1	0.2%	14	3.2%	15	3.4%
	Ceasefires	0	0.0%	2	0.5%	2	0.5%
	Environment	0	0.0%	7	1.6%	7	1.6%
	Releases/Activities	4	0.9%	19	4.3%	23	5.2%
	Investigations	3	0.7%	13	3.0%	16	3.6%
	Childcare	1	0.2%	6	1.4%	7	1.6%
	Education	0	0.0%	8	1.8%	8	1.8%
	Court cases	0	0.0%	34	7.7%	34	7.7%
	Agriculture	0	0.0%	1	0.2%	1	0.2%
	Deaths	3	0.7%	7	1.6%	10	2.3%
	Rescue	0	0.0%	1	0.2%	1	0.2%
	Parliamentary sittings	0	0.0%	4	0.9%	4	0.9%
	Crime	3	0.7%	31	7.0%	34	7.7%
	Reports	0	0.0%	12	2.7%	12	2.7%
	Law	0	0.0%	6	1.4%	6	1.4%
	Entertainment/Culture	2	0.5%	9	2.0%	11	2.5%
	Health Care matters	1	0.2%	15	3.4%	16	3.6%
	Science	0	0.0%	5	1.1%	5	1.1%
	Natural disasters	0	0.0%	1	0.2%	1	0.2%
	Poverty	0	0.0%	3	0.7%	3	0.7%
	Orange Order Parade	5	1.1%	6	1.4%	11	2.5%
	Human search	0	0.0%	2	0.5%	2	0.5%
	Infrastructure projects	0	0.0%	2	0.5%	2	0.5%
	Industry	1	0.2%	13	3.0%	14	3.2%
	Economy	1	0.2%	18	4.1%	19	4.3%
	Voluntary organisations	0	0.0%	1	0.2%	1	0.2%
	Media	1	0.2%	12	2.7%	13	3.0%
	Abuse	0	0.0%	4	0.9%	4	0.9%
	European Union	0	0.0%	2	0.5%	2	0.5%
	Accidents	1	0.2%	4	0.9%	5	1.1%
	Police reports	3	0.7%	13	3.0%	16	3.6%
	Animals	1	0.2%	2	0.5%	3	0.7%
	Conflict/dispute	0	0.0%	12	2.7%	12	2.7%
	Activity	0	0.0%	2	0.5%	2	0.5%
	Authorities' decisions	0	0.0%	2	0.5%	2	0.5%
	Other subjects	0	0.0%	5	1.1%	5	1.1%
	Total	43	9.8%	397	90.2%	440	100%

Table 151: The percentage of the news item subject read by the newscaster on *Net TV* (Malta)

Station Country	Subject	Male N	Male % of Total	Female N	Female % o Total	Total N	Total % of Total
Net TV	Politics	18	2.9%	19	3.1%	37	6.0%
Malta	Meetings	17	2.8%	12	1.9%	29	4.7%
	Governmental	8	1.3%	7	1.1%	15	2.4%
	Administration	2	0.3%	2	0.3%	4	0.6%
	Strike	1	0.2%	0	0.0%	1	0.2%
	Commemorations	5	0.8%	1	0.2%	6	1.0%
	Inauguration/Launch	6	1.0%	11	1.8%	17	2.8%
	War	7	1.1%	3	0.5%	10	1.6%
	Riots	8	1.3%	3	0.5%	11	1.8%
	Religious issues	2	0.3%	3	0.5%	5	0.8%
	Sports	14	2.3%	15	2.4%	29	4.7%
	Ceasefires	2	0.3%	0	0.0%	2	0.3%
	Environment	5	0.8%	4	0.6%	9	1.5%
	Releases/Activities	33	5.3%	36	5.8%	69	11.2%
	Investigations	11	1.8%	8	1.3%	19	3.1%
	Education	2	0.3%	2	0.3%	4	0.6%
	Court cases	9	1.5%	9	1.5%	18	2.9%
	Agriculture	8	1.3%	4	0.6%	12	1.9%
	Deaths	14	2.3%	7	1.1%	21	3.4%
	Rescue	6	1.0%	2	0.3%	8	1.3%
	Parliamentary sittings	10	1.6%	9	1.5%	19	3.1%
	Crime	13	2.1%	13	2.1%	26	4.2%
	Reports	2	0.3%	6	1.0%	8	1.3%
	Law	4	0.6%	4	0.6%	8	1.3%
	State/Official visit	4	0.6%	4	0.6%	8	1.3%
	Entertainment/Culture	3	0.5%	6	1.0%	9	1.5%
	Health Care matters	2	0.3%	2	0.3%	4	0.6%
	Science	0	0.0%	1	0.2%	1	0.2%
	Natural disasters	2	0.3%	1	0.2%	3	0.5%
	Disasters	1	0.2%	1	0.2%	2	0.3%
	Human search	2	0.3%	0	0.0%	2	0.3%
	Infrastructure projects	6	1.0%	10	1.6%	16	2.6%
	Industry	21	3.4%	16	2.6%	37	6.0%
	Economy	10	1.6%	10	1.6%	20	3.2%
	Maritime	1	0.2%	1	0.2%	2	0.3%
	Immigration	6	1.0%	4	0.6%	10	1.6%
	Media	4	0.6%	5	0.8%	9	1.5%
	Abuse	1	0.2%	0	0.0%	1	0.2%
	European Union	14	2.3%	16	2.6%	30	4.9%
	Accidents	8	1.3%	8	1.3%	16	2.6%
	Police reports	14	2.3%	14	2.3%	28	4.5%
	Animals	2	0.3%	1	0.2%	3	0.5%
	Conflict/dispute	7	1.1%	5	0.8%	12	1.9%
	Activity	2	0.3%	3	0.5%	5	0.8%
	Awards	4	0.6%	1	0.2%	5	0.8%
	Authorities' decisions	2	0.3%	2	0.3%	4	0.6%
	Other subjects	2	0.3%	1	0.2%	3	0.5%
	Total	325	52.7%	292	47.3%	617	100%

Table 152: The percentage of the news item subject read by the newscaster on *Super One TV*(Malta)

Station Country	Subject	Newscaster's gender				Total	
		Male		Female			
		N	% of Total	N	% of Total	N	% of Total
Super One TV	Politics	15	3.0%	17	3.4%	32	6.4%
Malta	Meetings	6	1.2%	2	0.4%	8	1.6%
	Governmental	1	0.2%	0	0.0%	1	0.2%
	Administration	1	0.2%	3	0.6%	4	0.8%
	Strike	1	0.2%	2	0.4%	3	0.6%
	Commemorations	1	0.2%	2	0.4%	3	0.6%
	Inauguration/Launch	3	0.6%	2	0.4%	5	1.0%
	War	1	0.2%	3	0.6%	4	0.8%
	Riots	3	0.6%	7	1.4%	10	2.0%
	Peaceful activities	0	0.0%	2	0.4%	2	0.4%
	Religious issues	0	0.0%	1	0.2%	1	0.2%
	Sports	5	1.0%	7	1.4%	12	2.4%
	Environment	3	0.6%	17	3.4%	20	4.0%
	Releases/Activities	17	3.4%	32	6.4%	49	9.8%
	Investigations	1	0.2%	2	0.4%	3	0.6%
	Childcare	1	0.2%	0	0.0%	1	0.2%
	Education	4	0.8%	8	1.6%	12	2.4%
	Court cases	5	1.0%	15	3.0%	20	4.0%
	Agriculture	4	0.8%	10	2.0%	14	2.8%
	Deaths	4	0.8%	8	1.6%	12	2.4%
	Rescue	0	0.0%	2	0.4%	2	0.4%
	Parliamentary sittings	3	0.6%	12	2.4%	15	3.0%
	Crime	10	2.0%	12	2.4%	22	4.4%
	Reports	8	1.6%	9	1.8%	17	3.4%
	Law	1	0.2%	4	0.8%	5	1.0%
	Entertainment/Culture	5	1.0%	8	1.6%	13	2.6%
	Health Care matters	1	0.2%	3	0.6%	4	0.8%
	Natural disasters	1	0.2%	0	0.0%	1	0.2%
	Disasters	1	0.2%	2	0.4%	3	0.6%
	Human search	1	0.2%	0	0.0%	1	0.2%
	Infrastructure projects	4	0.8%	10	2.0%	14	2.8%
	Industry	8	1.6%	12	2.4%	20	4.0%
	Economy	10	2.0%	12	2.4%	22	4.4%
	Maritime	1	0.2%	2	0.4%	3	0.6%
	Immigration	1	0.2%	3	0.6%	4	0.8%
	Media	4	0.8%	8	1.6%	12	2.4%
	Abuse	2	0.4%	5	1.0%	7	1.4%
	European Union	9	1.8%	14	2.8%	23	4.6%
	Accidents	2	0.4%	8	1.6%	10	2.0%
	Police reports	7	1.4%	18	3.6%	25	5.0%
	Animals	0	0.0%	2	0.4%	2	0.4%
	Conflict/dispute	10	2.0%	11	2.2%	21	4.2%
	Activity	0	0.0%	2	0.4%	2	0.4%
	Awards	0	0.0%	1	0.2%	1	0.2%
	Authorities' decisions	1	0.2%	3	0.6%	4	0.8%
	Other subjects	13	2.6%	20	4.0%	33	6.6%
	Total	179	35.7%	323	64.3%	502	100%

Table 153: The percentage of the news item subject read by the newscaster on *TVM* (Malta)

Station Country	Subject	Male N	Male % of Total	Female N	Female % of Total	Total N	Total % of Total
TVM Malta	Do not know	0	0.0%	1	0.2%	1	0.2%
	Politics	12	2.1%	12	2.1%	24	4.2%
	Meetings	4	0.7%	10	1.8%	14	2.5%
	Governmental	4	0.7%	4	0.7%	8	1.4%
	Administration	1	0.2%	4	0.7%	5	0.9%
	Strike	2	0.4%	1	0.2%	3	0.5%
	Commemorations	2	0.4%	1	0.2%	3	0.5%
	Inauguration/Launch	8	1.4%	10	1.8%	18	3.2%
	War	4	0.7%	2	0.4%	6	1.1%
	Riots	2	0.4%	5	0.9%	7	1.2%
	Peaceful activities	2	0.4%	0	0.0%	2	0.4%
	Religious issues	2	0.4%	0	0.0%	2	0.4%
	Sports	0	0.0%	2	0.4%	2	0.4%
	Ceasefires	1	0.2%	2	0.4%	3	0.5%
	Environment	6	1.1%	9	1.6%	15	2.6%
	Releases/Activities	34	6.0%	36	6.3%	70	12.3%
	Investigations	5	0.9%	4	0.7%	9	1.6%
	Childcare	1	0.2%	2	0.4%	3	0.5%
	Education	5	0.9%	8	1.4%	13	2.3%
	Court cases	8	1.4%	7	1.2%	15	2.6%
	Agriculture	6	1.1%	8	1.4%	14	2.5%
	Deaths	1	0.2%	5	0.9%	6	1.1%
	Rescue	3	0.5%	4	0.7%	7	1.2%
	Parliamentary sittings	16	2.8%	12	2.1%	28	4.9%
	Crime	13	2.3%	4	0.7%	17	3.0%
	Reports	9	1.6%	6	1.1%	15	2.6%
	Law	4	0.7%	7	1.2%	11	1.9%
	State/Official visit	3	0.5%	5	0.9%	8	1.4%
	Entertainment/Culture	4	0.7%	3	0.5%	7	1.2%
	Health Care matters	3	0.5%	5	0.9%	8	1.4%
	Science	0	0.0%	1	0.2%	1	0.2%
	Disasters	1	0.2%	0	0.0%	1	0.2%
	Orange Order Parade	1	0.2%	0	0.0%	1	0.2%
	Human search	1	0.2%	2	0.4%	3	0.5%
	Infrastructure projects	3	0.5%	6	1.1%	9	1.6%
	Industry	20	3.5%	11	1.9%	31	5.4%
	Economy	24	4.2%	21	3.7%	45	7.9%
	Maritime	3	0.5%	2	0.4%	5	0.9%
	Voluntary organisations	0	0.0%	3	0.5%	3	0.5%
	Immigration	1	0.2%	2	0.4%	3	0.5%
	Media	4	0.7%	5	0.9%	9	1.6%
	Abuse	1	0.2%	1	0.2%	2	0.4%
	European Union	10	1.8%	14	2.5%	24	4.2%
	Accidents	3	0.5%	6	1.1%	9	1.6%
	Police reports	9	1.6%	4	0.7%	13	2.3%
	Animals	4	0.7%	0	0.0%	4	0.7%
	Conflict/dispute	10	1.8%	9	1.6%	19	3.3%
	Activity	3	0.5%	0	0.0%	3	0.5%
	Awards	3	0.5%	2	0.4%	5	0.9%
	Authorities' decisions	3	0.5%	3	0.5%	6	1.1%
	Other subjects	15	2.6%	14	2.5%	29	5.1%
	Total	284	49.9%	285	50.1%	569	100%

APPENDIX F
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