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Hello, dear readers!

Here is the second big work of the international coalition of journalists "CaucAsia". The first – a collection of journalistic publications "Women and Elections" – we published in 2004. It contained articles of journalists from 9 countries. The book has roused a great interest and has been highly acclaimed by our colleagues-journalists and activists of women's movement. The last year collection was timed for the second international conference under the motto "Mass media for the promotion of women in politics", held in Tbilisi, on 1-3 June, 2004. During the work of the conference many new ideas and initiatives have sprung up.

One of them is in front of you. It seemed very lucrative to us to see, what really is happening in our papers. Who are they speaking for and whose positions are they voicing? Whom and why are they giving a word? Who they refer to for a comment, interview or an expert evaluation? What is gender composition of those, who provide their opinions and views in the paper? When do we hear female opinions and when – male opinions?

The idea has got hold of us and we have worked on it for about a year. Each researcher has worked autonomously and at the same time in close cooperation with the colleagues from other countries. We can't say it has been an easy task! At the beginning we jointly selected the national papers, worked out the methods and devised the working tables for systemization of the materials. At the same time, we decided to analyze the illustrations. All of this has taken enormous time and effort. It's noteworthy, that all of this work has been carried out on the voluntary basis, as we had no money for the study. During the course of the work, some people have left our boat, still others got on board. Finally, the result has been achieved. When we submitted the work to our permanent partner – the Gender Branch of the Bureau of Democratic Institutions and Human Rights of the OSCE – it expressed its willingness to finance the publication. We express our gratitude for the support.

The book, you are holding in your hands, is not a scientific study in a direct understanding of the word. Our work is not proof to blemishes, the methods used in it are not flawless, as it has been rank-and-file reporters, who have come out in the role of researchers. Albeit, this publication is important as an action of female-professionals, who have endeavored to point to the problem of gender inequality within the profession. It's utterly important, that this impulse has been generated from within the journalistic community. The researchers have tried to prove, that the pages of our papers often turn out to be a tribune open only to men. In fact, this is a reporters' landing party in a very important sphere, which has been absolutely overlooked by the majority of the journalistic brotherhood.

ARMENIA

KAZAKHSTAN

AZERBAIJAN

TAJKISTAN

GEORGIA

KYRGYZSTAN

RUSSIA

UZBEKISTAN

The Crooked Mirror of Mass Media

Today it does not altogether adequately reflect the role of women in the society

To say, that a problem of representation of women in the Armenian mass media has been a subject of many researches, will be highly overestimated. During the whole post-Soviet period, only five researchers have got interested in this theme. In all cases the initiators have been women's organizations.

Images of women in mass media represent a mirror of gender relations. Although quite crooked, it is still a mirror. You can see a lot in it – namely the status of women in our society.

Tamara HOVNATANYAN
Lilit ZAKARYAN
Erevan

"Aiastani Anrapetutiun"
"Aikakan Jamanak"

THE NEWSPAPERS WE'VE CHOSEN

Two publications of social-political orientation, which have been chosen for research in our country: "Aiastani Anrapetutiun" {Republic Armenia} and "Aikakan Jamanak" [Armenian time].

Selection of these newspapers has been based on four criteria. Firstly, all the entertaining, advertising and other specific publications have been excluded from the very outset.

Secondly, the newspapers had to differ according to their political orientation. One of the selected newspapers could conditionally be called official and another – opposition alternative.

Thirdly, these had to be dailies, which due to frequency of their publication would better reflect the events, taking place in the society.

And finally, the fourth criterion – popularity of the publication, its ability to influence public opinion; publication in Armenian, which is intended for the majority of the population.

WHAT ARE WE STUDYING?

Out of the whole spectrum of gender problems, representation of which in mass media is of real interest for research, the focus of our attention has been studying of female expert opinions. It seemed, that imbalance in representation of male and female expert opinions in the press was so obvious, that it did not need further evidence. Nevertheless, the actual figures turned out to be more interesting, than any suppositions.

THE MOST FREQUENTLY QUOTED LADIES

According to the investigation data of the opposition newspaper "Aikakan Jamanak", out of each 11 direct and indirect experts, only one turns out to be a woman {which comprises 9% of the sum total of the men-women expert opinions.}

In the official newspaper "Aiastani Anrapetutiun" {AA} they resort to female expert opinions twice more often: 18% of the total number of experts are women. One could have rejoiced for the Armenian women, whose expert opinions enjoy popularity in each fifth case, had it not been for the fact, that the majority of the 18% of these opinions do not at all belong to the natives. Here the palm is borne either by the heads of missions accredited to Armenia, or the official representatives of other countries. The most frequently cited ladies in the list happen to be UN permanent coordinator in Armenia Liz Grande and the US Secretary of State, Condoleezza Rice.

YOU MUST NOT GRUDGE PROPHETS HALF A TYPE-PAGE

The answer to the main question of the study – in which spheres does the press resort to female expert opinions – did not comprise any discoveries. It could hardly have been expected, that in the spheres, where men have an upper hand and set the trends, women-experts would suddenly emerge out of blue. This has been corroborated by the results of the monitoring: internal politics is commented on by women only in 4-5 % of the cases.

Our parliament comprises only 5.3 % of women, we do not have even a single woman minister and we have only three women deputy ministers; there are no women in the positions of "marzpets" {governors} or mayors – so during such a gender make up of the ruling elite it's totally inexpedient for women to comment on the issues of internal politics. {It's true, this ban does not spread on prophets, foretelling political developments. Newspaper "A J" does not

be grudge prophets even half a type-page for expert opinions}.

Female expert opinions reach two digit figures only in the fields of traditional female activity: education, social sphere. But even there, the papers do not queue up for female expert opinions. According to the monitoring data of the newspaper "A A", healthcare comprises only 28% of female expert opinions, social sphere – 39%, education – 27%. This happens, when the percentage of women employed in the secondary education field is 83%.

The main peculiarity of the better percentage indices in comparison with politics is that the opinions of the middle level managers are heeded more in the listed fields, than in politics. But be that politics or social sphere, the middle level as an expert – is a big rarity: journalist strives to obtain information from the top of the power pyramid, rather than from its foot.

In "A J", the situation with women-experts tends to get more desperate. The beloved topic of the newspaper – internal politics. To other spheres of social-economic life the publication resorts very seldom; correspondingly – fewer women opinions: 20% - in education, 11% - in healthcare, 10% - in social sphere. In absolute terms, this is a drop in the ocean.

YOU MAY NOT BE A POET, BUT... YOU MUST, BY ALL MEANS, BE A PROFESSIONAL

There are two criteria, in case of convergence of which, a woman could vie for being addressed to for expert opinion. She has to be a professional and must occupy a high position. As long as the later is hardly achievable in the country, lucky coincidences come by very rarely. Thus, for example, the most voluminous comment {half a type-page}, tracked down during the monitoring period, belonged to Alvina Zakarian, the head of the visa-passport department of the police of A.R. She scrupulously presented the regulations for granting citizenship and other procedural issues.

It is noteworthy, that expert men easily make do with one criterion and this is mainly a high position, which, unfortunately, does not always mean high professionalism. The only difference is, that women are not excused for such a lack of coincidence. Tamara Pogosian, the minister of culture found herself in such a situation a year ago, when, while staffing the new cabinet of ministers, the parties having won in the elections, received opportunity to nominate their party cadre for political positions. There was only one woman among the nominees. Being a mathematician and a deputy chairman of the party, she was recommended for a position of the minister of culture. The press attacked her from the very first day, to be more precise, from the very first unsuccessful interview, in which, while talking with a reporter, she allowed herself a little more sincerity. Whatever the case, even if men are three times less professionals, they do not find themselves under such pressure from mass media. Journalists, themselves, have been forced to acknowledge this fact.

"OUR" AND "NOT OUR" WOMEN

It has to be noted, that in terms of newspaper space, allocated to different personages, editors do not spare space for historical figures. Contemporary women, as a rule, make do with much less space. There is a difference in showing, conventionally speaking, of "our" and "not our" women. In accordance with unofficially formed tradition, the images of our compatriots, that is of "our" women, contain as a complementary addition an obligatory remark about what great mothers and housewives they are, how well they combine their families and their beloved work. When dealing with "not our" women, journalists easily do without this "addition". Efficiency, activeness... all of these are nor-

mal things. Such is the double standard. In principle, it's characteristic for the whole society per se, which shows great tolerance for the activeness of "not our" women and has conservatively apprehensive attitude towards the activeness of "ours".

Correspondingly, "ours" generally excuse themselves for being active, when the efficiency and competence of visiting foreigners is presented enthusiastically. The visit of Sandra Rullovs, wife of Saakashvili, the president of Georgia, is quite characteristic in this respect.

" We were under the impression, that Mrs. Rullovs was specially warned to refrain from the comments on political themes. Of course, this principle proves right in all the former Soviet republics, for the simple reason, that the wives of the presidents are bad at politics and prefer to tend to women's affairs. But everybody will agree, that it is difficult to waive off political questions with a grin on the face if a first lady has a Western origin, education, speaks seven languages and is young, pretty, easy going and, what's more important, knows political technologies professionally", - writes the newspaper "A. J"

Taking into consideration hospitality, which suggests according special favor to guests, one can say, that it's not only the fact, that our compatriots do not earn such epithets. Something else is quite interesting. After openly adoring the hero of her reportage, the journalist could not withstand the temptation and with one stroke of the brush, fitted her into the image of a Caucasian woman. "After having arrived in Georgia I became much more conservative" – are the words, which end her report. Thus the beginning was so vivacious and the end so somber.

SLAVES IN THE POLITICAL RANCH

The most widespread type of presenting women – non-official, or general images. Dynamism of images is far from good, although the ratio of "active" and "passive" photos is the same. Close-ups of women on the front pages of papers can occur only in two cases: if it is an official visit with the participation of the first ladies or if it is a participant of a beauty pageant of no less a caliber than for the nomination of Miss Europe. All other "Misses" can not claim more, than a photo on the fifth page of the newspaper.

Over the period of three months only 10 conditionally incorrect photos have been found in both of the papers. These are mainly the photos, where women are shown in the background, but it's groundless to call them gender-incorrect in a direct sense of the word. In the same manner, the photos referred to as gender-equal reflect this idea only inasmuch as these photos show men and women engaged in business partnership relations. On the whole, the overwhelming majority of photos, which show men and women, can be referred to as gender-neutral. Neither of the publications under study show photos of semi-naked beauties, quite unlike one of the popular political newspapers in Armenia.

One of the characteristics of visual type is the already mentioned difference between "our" and "not our" women, which has revealed itself during the analysis of female expert opinions. Two characteristic photos in this respect have been found. One of them shows Condoleezza Rice in the foreground and behind her, in the shade – President Bush.

The second photo shows Victor Yushchenko and Yulia Timoshenko. Both of them in the foreground, but Yushchenko, having bowed his head, is attentively listening to what Timoshenko is whispering to him. In both of the cases, predominance of women is felt. We could not really find the same kinds of photos showing native personages. So we can say, there is a huge shortage of women claiming to be "iron ladies" in our motherland. "Slaves" are more popular in the local political ranch.

CONCLUSION

What does the carried out study attest to? In short – to a deeply patriarchal way of our lives, in which successful political career for a woman is an exception to the rule.

To try to be more precise, you can not help asking yourself, what is the role of mass media in all of that. The study shows, that it is a passive role. Having powerful tools for influencing public opinion, mass media prefers to turn a blind eye to the issue of gender imbalance in the society and to bide its time by accurately reproducing gender stereotypes.

We haven't studied the images of popular men in press. But having studied women's images, we came to the conclusion, that in order to attract attention of the press today a woman must be cleverer, more talented and interesting than any man at least by a degree... She has to be an outstanding professional and must by all means occupy a high position. The higher, the better. To occupy a high position, she has to be much more talented and cleverer than men. In a word, it's a vicious circle. Can mass media help get rid of it?

Aiastani Anrapetutюн



governmental newspaper, daily, 8 pages, A2 format, circulation – 6 thousand copies

Period: October, November, December, 2004

The work has been carried out by: Lillit ZAKARYAN, Tamara HOVNATANYAN

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	296	56	210	28	238	51	744	135	85	15
experts	279	49	188	24	232	47	699	120	85	15
characters	17	7	22	4	6	5	45	16	74	26
authors of publications	48	124	32	98	32	78	112	300	27	73

Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	144	16	77	6	70	8	291	30	91	9
Middle level manager/ the main specialist	43	9	48	4	53	13	144	26	85	15
Deputy	24	5	30	2	27	3	81	10	89	11
Employee of the cultural field, employee of the art field	13	5	8	2	28	3	49	10	83	17
Representative of show-business		1		2			0	3	0	100
Intelligentsia, scientist, scientific assistant	11		7		15	8	33	8	80	20
Pensioner			1			1	1	1	50	50
Housewife			1			3	1	3	25	75
Sportsman, sportswoman	8		1		4	1	13	1	93	7
Student	1		2	1			3	1	75	25
The first lady		1		2		3	0	6	0	100
Clergyman	3		3		2		8	0	100	0
Ambassador	4				1		5	0	100	0
Employee/ worker	2	3		3	2	1	4	7	36	64
Businessman	11	3	1		12		24	3	89	11
Mass media representative	5	2	1				6	2	75	25
Employee of the field of education and healthcare	10	9	17	5	12	3	39	17	70	30
Leader of public movement; Leader of a party	17	2	13	3	11	5	41	10	80	20
Criminal					1		1	0	100	0

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	118	13	79	12	103	14	300	16	95	5
Economy	24	2	16		18		58	2	97	3
Business/finance	12	4	16		18	1	46	5	90	10
Public movement/ parties	11	2	7	1	14	2	32	5	86	14
International relations	50	13	12	4	23	5	85	22	77	23
Foreign policy										
Education	16	11	19	6	19	3	54	20	73	27
Science/ research	11		8		3	1	22	1	96	4
Healthcare	4	4	15	4	7	2	26	10	72	28
Social sphere	8	3	6	2	5	7	19	12	61	39
Culture/ art	19	7	18	3	20	6	57	16	78	22
Show-biz				2			0	2	0	100
Sport	8		1		4	1	13	1	93	7
Communications/ mass media	5	2	1				6	2	75	25
Industry	8						8	0	100	0
Tourism		1					0	1	0	100
Household economy / everyday life.					1	3	1	3	25	75
Terrorism					1		1	0	100	0
Military affairs			1				1	0	100	0
Elections	3	1	3	2	3	1	9	4	69	31
Ecology	2		1				3	0	100	0
Private life										

MONITORING OF PHOTOS

General data

Criteria	October		November		December		Total		%			
	M	W	M	W	M	W	M	W	M	W		
Authors of photos	1				1	2	2	2	50	50		
Images	1042	263	1012	124	833	285	2887	672	81	19		
Type of images	official		816	153	758	70	429	68	2003	291	87	13
	non-official		226	110	254	54	404	217	884	381	70	30
Dynamics of images	active		598	141	672	86	674	228	1944	455	81	19
	passive		444	122	340	38	149	57	933	217	81	19
Plan of image	close-up		196	26	327	60	69	6	592	92	87	13
	middle		381	133	222	29	499	92	1102	254	81	19
	general		455	104	463	35	265	187	1183	326	78	22

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	294	196	181	671
incorrect (-)		2	7	9
correct (+)	5	3	21	29
for the idea of gender-equality (!)	7	19	22	48

Aikakan Jamanak

<http://www.hzh.am>

opposition newspaper, daily, 8 pages, format A3,

circulation – 5 thousand copies

Period: October, November, December, 2004

The work has been carried out by: Lilit ZAKARYAN, Tamara HOVNATANYAN.

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	296	20	140	15	125	9	454	44	91	9
experts	279	15	108	8	101	7	351	30	92	8
characters	17	4	32	7	24	2	103	13	89	11
authors of publications	48	57	34	30	57	33	149	120	55	45



Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	56	5	38	1	39	1	133	7	95	5
Middle level manager/ the main specialist	26	3	29	1	10		65	4	94	6
Deputy	36	2	16	1	25	1	77	4	95	5
Employee of the cultural field, employee of the art field	9		4		3	2	16	2	89	11
Representative of show-business				1		1	0	2	0	100
Intelligentsia, scientist scientific assistant	8	3	6		9		23	3	88	12
Pensioner										
Housewife				2		1	0	3	0	100
Sportsman, sportswoman	3	1	10	7	3		16	8	67	33
Student										
Vulnerable population										
Participants of the events	1		3		6	1	10	1	91	9
Employee/ worker	3	1					3	1	75	25
Leader of public movement; Leader of a party	25	2	25	1	13		63	3	95	5
Businessman	9						9	0	100	0
Unemployed	1				1		2	0	100	0
Ambassador	4	1	4		1		9	1	90	10
Mass media representative	1		1		2	1	4	1	80	20
Employee of the field of education and healthcare	7	1	4	1	10		21	2	91	9
The first lady						1	0	1	0	100

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	88	6	53	2	64	2	205	10	95	5
Economy	9		5		5		19	0	100	0
Business/finance	11		1		3		15	0	100	0
Public movement/ parties	12	1	18				30	1	97	3
International relations	32	2	30	0	14	2	76	4	95	5
Foreign policy										
Education	2	2	6	1	4		12	3	80	20
Science/ research	4	1	2		2		8	1	89	11
Healthcare	2	1	3		3		8	1	89	11
Social sphere	8	2	2		8		18	2	90	10
Culture/ art	11	2	4		6		21	2	91	9
Show-biz				1		1	0	2	0	100
Sport	4	1		7	2		6	8	43	57
Communications/ mass media	3		5	1	4	1	12	2	86	14
Industry	1		6				7	0	100	0
Tourism										
Household economy / everyday life.				2		2	0	4	0	100
Terrorism					3		3	0	100	0
Military affairs					2		2	0	100	0
Elections	4	2	3	1	2	1	9	4	69	31
Ecology				1	1		1	1	50	50
Private life										

MONITORING OF PHOTOS

General data (A)

Criteria	October		November		December		Total		%			
	M	W	M	W	M	W	M	W	M	W		
Authors of photos												
Images	224	22	196	20	201	22	621	64	91	9		
Type of images	official		96	5	111	8	139	8	346	21	94	6
	non-official		128	17	85	12	62	14	275	43	86	14
Dynamics of images	active		125	13	97	19	148	17	370	49	88	12
	passive		99	9	99	1	53	5	251	15	94	6
Plan of image	close-up		151	11	117	4	89	8	357	23	94	6
	middle		32	5	58	14	79	6	169	25	87	13
	general		41	6	21	2	33	8	95	16	86	14

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	157	153	143	453
incorrect (-)	1			1
correct (+)	3		4	4
for the idea of gender-equality (!)		5		5

ARMENIA
KAZAKHSTAN
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PAPERS ARE DIFFERENT, RESULT - THE SAME

official just like non-official
papers ignore women

I've shown my interest in feminism since 1988, when I read in "The Questions on Philosophy", the articles of N.Ulina and O. Voronina about feminist theory. Hence, the theme of my diploma work - "Female and male origins in philosophy" {1989} and the candidateship work "Feminism as a philosophic problem" {1996}. I've been in the feminine movement since 1994. Despite the fact, that in practice I'm implementing a liberal- feminist project {gender education} I'm openly sympathetic to radical feminism.

Type of work – gender research
Hobby – gender research
Bad habits – gender research

Svetlana SHAKIROVA
The center of gender research,
Almaty

"Kazakhstanskaia Pravda"
"Novoe Pokolenie"

RESULTS OF THE MONITORING OF THE PAPER "KAZAKHSTANSKAIA PRAVDA"

"Kazakhstanskaia Pravda" is an old national Russian-language paper of Kazakhstan. It's been published since 1920. Formerly - an organ of the Central Committee of the Communist party of Kazakhstan, - presently – a national daily and in reality, an organ of administration of the president and the government of the country. Its format – an official publication in white and black. It's published 5 times a week {except Sunday and Monday}. Circulation – 83-94 thousand copies on different days. Number of pages in the paper varies on different days from 6 to 16. Publication of the paper is subsidized from the budget. The editorial staff is located in Astana and Almaty. Despite the fact, that the chief editor is a woman {T.B. Kostina}, management of the paper is dominated by men {the president, vice-president, two deputy chief-editors}. The editorial staff is made up of 7 men and 5 women. Number of private correspondents in regions – 9 men and 5 women. Subject of the given monitoring is Friday publications of the paper {16 pp}

QUANTITATIVE ANALYSIS OF THE PERSONS IN THE MATERIALS OF THE PAPER. 86 TO 14

"Kazpravda" is one of the most sterile, strict and, at a first glance, gender neutral mass media in Kazakhstan. Being a mouthpiece of the highest level official politics, the publication avoids openly critical materials on burning issues, like poverty, unemployment, social stratification, corruption, crime, gender traditionalism etc.

The moderate way of covering facts and interpretation of problems, conscious avoidance of sharp approaches, positive and optimistic view of development of the country are well understandable – this is an official organ of the country's government, the organ of propaganda for the economic development and prosperity of independent Kazakhstan.

But such gender neutrality is deceptive. In reality, the paper is strongly imbalanced and provides quite a representative model reflecting gender differences in Kazakhstan. 86% of the personal names, represented in the paper materials, are men's names and only 14% - women's names. 83% of expert opinions belong to men and only 17% - to women. Men prevail among the characters of the materials: 86%. Out of the names and the surnames, mentioned in the materials, which do not belong either to the experts or the characters of the paper, 86% are men's names and only 14% – women's names. The composition of authors in the paper is close to equilibrium and reflects the composition of the editorial board {54% men, 46% women}

Surprising fact! As a result of scrupulous analysis of 12 issues of the paper {132 pages, texts and photos of which have been content-analyzed} the ratio 86 to 14 has been revealed, which repeats itself with enviable constancy for all the 4 items of the analysis. It's not understandable, how the editorial board manages to keep one and the same {86 – 14} ratio for everything – using personal names, attracting expert opinions, showing different characters and even mentioning men's and women's names?! It looks like 86/14 is a brand name formula of "Kazpravda".

CONTENT OF THE MATERIALS

Analyzing of contents of a number of hundred articles from the 12 thick issues of the paper is quite a hard task. What are the criteria for selecting the materials? Let's start with the simplest.

A. The texts, having an obvious gender context or representing a definite type of gender discourse. Such texts are just a few. E.g. a reference article "Women's labor" {22,10,04}, about legislative protection of women's labor in the republic of Kazakhstan. There are no journalistic comments or evaluating opinions here – just sheer presentation of the labor code. One can call this article gender-sensitive only formally. The article "Big family",

written by Irina Son, tells about demographic growth and the problem of large families in Jambil region, about difficulty of receiving benefits for children and assistance for the poor. On the whole, the material is of neutral analytical character, with tinges of the state paternalism.

In the material "Tomorrow's sun" {12.11.04}, written by G. Nurpeisova, demographic problems of the town are analyzed on the example of a large family with 4 children from Almaty. The material is also rather moderate and correct. You can hardly describe materials of the rubric "Week-end" as materials with obvious gender-context, even if they are devoted to men or women, as they do not really show the gender identity of different individuals. Such materials include: **"A lone woman can conquer any audience"** – about a singer A.Babaeva {03.12.04}, "Fanny Ardagne ever" {the same paper} and many others.

B. The texts, which do not have clear gender context, but representing the some aspects of gender discourse.

Let's refer to M. Kul-Mukhamed's article "Word rules the world", where the famous writer and statesman analyzes the role of literature in the world culture, emphasizing Kazakhstan's literature. Among the assortment of famous names, only 7 are women's names: Mariam Hakimjanova, Tursimkhan Abdrakhmanova, Fariza Ungarsinova, Marfuga Aitkhojina, Akushtap Bakhtigereeva, Kuliash Akhmetova, Gulnar Salikbaeva. Only three more women are mentioned besides them: Marina Tsvetaeva, Anna Akhmatova and biblical Maria Magdalena. And that's it. Do we need any more proof of whose word rules the world in the interpretation of the author?

ANALYSIS OF THE PHOTOS: THE CLOSER TO THE FINAL, THE MORE WOMEN

Object of the analysis are 215 photos, which show people: men, women, boys, girls, elderly. Photos of nature, towns, enterprises and inanimate things have not been taken in the account. 70% of people shown on the photos are male, 30% - female. Men are represented 1.3 times more in official format, than in non-official format; women – on the contrary, 2.6 times more in non-official format. There are 3.5 times fewer active characters among women, than passive, whereas this ratio is smaller in men – 2.6. Women are twice more frequently represented in the middle range, than close range. For men this ratio is – 1.5. 85% of the photos can be called gender-neutral, or gender irrelative. About 10% of the photos have signs of gender-incorrecness, evident stereotypic gender approach. Less than 4% are correct and less than 2% {only 4 out of 215} propagate the idea of gender equality, new gender order.

Conclusions. Thus, the analysis of one of the most respected national publications of Kazakhstan shows, that women are represented in the social space on a very low scale. In terms of figures this amounts to the aggregate ratio of 86% men and 14% women, which reflects a real composition of gender imbalance of modern Kazakhstan on pages of the paper.

Kazachstanskaia Pravda

www.kazpravda.kz

national social-political newspaper, daily, 16 pages,

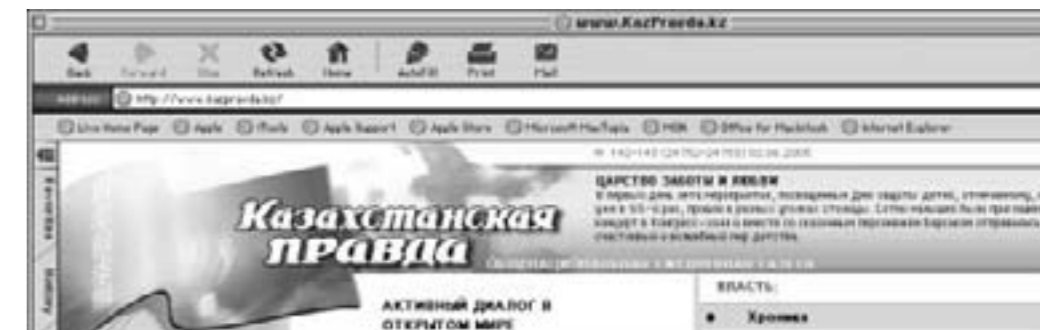
format A2, circulation – 83-94 thousand copies

Period: October, November, December, 2004

The work has been carried out by: Svetlana SHAKIROVA

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	137.8	22.0	124.0	20.5	151.7	24.3	137.8	22.3	86.1	13.9
experts	15.6	3.0	14.8	2.3	10.7	3.0	13.7	2.8	83.1	16.9
characters	29.6	3.6	27.3	5.0	34.7	5.7	30.5	4.8	86.4	13.6
Mentioning/enumeration	92.6	15.4	83.8	13.0	106.3	15.7	94.2	14.7	86.5	13.5
authors of publications	21.8	16.4	17.0	15.3	15.0	15.0	17.9	15.6	53.5	46.5



Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	133	5	108	7	116	8	357	20	94.7	5.3
Middle level manager/ the main specialist	48	5	58	12	38	17	144	34	80.9	19.1
Deputy	13	0	8	3	4	2	25	5	83.4	16.6
Employee of the cultural field, employee of the art field	104	20	82	44	250	18	436	82	84.2	15.8
Representative of show-business.	36	8	2	1	2	6	40	15	72.8	17.2
Intelligentsia, scientist scientific assistant	57	7	24	6	8	0	89	13	87.3	12.7
Pensioner	0	0	0	1	0	1	0	2	0	100
Housewife	0	4	0	0	4	2	4	6	40.0	60.0
Sportsman, sportswoman.	49	9	0	0	0	0	49	9	84.5	15.5
Student	0	0	2	0	4	1	6	1	85.8	14.2
Vulnerable population	0	0	1	3	0	0	1	3	25.0	75.0
Participants of the events	4	0	43	3	0	0	47	3	94.0	6.0
Employee/ worker	12	1	19	2	3	8	34	11	75.6	24.4
others	77	14	17	0	11	7	105	21	83.4	16.4

Additional data (B)

Field of comment	октябрь		ноябрь		декабрь		итого		%	
	M	Ж	M	Ж	M	Ж	M	Ж	M	Ж
Internal policy	105	4	112	4	78	7	295	15	95.2	4.8
Economy	12	1	16	4	5	1	33	6	84.7	15.3
Business/finance	22	1	46	2	31	2	99	5	87.0	13.0
Public movement/ parties	4	9	8	3	3	4	15	16	48.4	51.6
International relations Foreign policy	41	0	70	0	20	3	131	3	97.8	2.8
Education	34	6	12	4	4	7	50	17	74.7	25.3
Science/ research	61	0	24	2	7	0	92	31	74.8	25.2
Healthcare	5	5	3	2	0	2	8	9	47.1	52.9
Social sphere	0	0	0	4	1	3	1	7	12.5	87.5
Culture/ art	121	23	94	44	250	19	465	86	84.4	15.6
Show-biz	11	5	11	1	2	6	24	12	66.7	33.3
Sport	36	10	0	0	0	0	36	10	78.3	21.7
Communications/ mass media	0	0	12	3	12	9	24	12	66.7	33.3
Industry	0	0	20	2	19	0	39	2	95.2	4.8
Tourism	0	0	0	0	0	0	0	0	0	0
Household economy / everyday life.	2	4	0	0	2	5	4	9	30.8	69.2
Terrorism	5	0	7	0	0	0	12	0	100	0
Military affairs	16	0	28	0	2	0	46	2	95.9	4.1
Elections	16	8	18	3	0	0	34	11	75.6	24.4
Ecology	4	0	0	0	4	0	8	0	100	0
Private life	15	10	12	2	4	1	31	13	70.5	29.5
Others	10	0	21	2	6	4	37	6	86.1	13.9

MONITORING OF PHOTOS

General data

Criteria	October		November		December		Total		%		
	M	W	M	W	M	W	M	W	M	W	
Authors of photos	46	0	32	2	20	0	98	2	98.0	2.0	
Images	80**	28	109	47	66	33	255	108	70.3	29.7	
Type of images	official	61	12	43	4	39	13	143	29	83.2	16.8
	non-official	19	16	66	43	27	20	112	76	59.6	40.4
Dynamics of images	active	27	9	29	12	15	3	71	24	74.8	25.2
	passive	53	19	80	35	51	30	184	84	68.7	31.3
Plan of image	close-up	25	10	38	15	30	9	93	34	73.3	26.7
	middle	40	18	71	32	28	10	139	60	69.9	30.1
	general	15	0	0	0	8	14	23	14	62.2	37.8

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	71	69	42	182
incorrect (-)	10	7	4	21
correct (+)	4	1	3	8
for the idea of gender-equality (!)	3	1	0	4

RESULTS OF THE MONITORING OF THE PAPER "NOVOE POKOLENJE"

The republican weekly, "Novoe Pokolenje", has been published since 1998. Just like "Kazpravda", this is a thick, large format, Russian-language weekly in white and black. Number of pages – 24. Circulation – 35.5 thousand copies. The main editor – S. Aparin. There is one woman among three of his deputies. There are 13 men and 11 women in the editorial staff.

My choice of this weekly, to a great extent, has been determined by the fact, that in my understanding, this attractive paper, which I've been reading for the last 5-7 years, would provide a good example of gender-balanced, advanced means of mass media – in contrast with the official "Kazakhstan Pravda", which ignores women as social subjects. Alas, it turns out, I've been a captive of stereotypes...

"Novoe Pokolenje" turned out not to be such a gender-sensitive publication, as I imagined. Abundance of the episodes from secular life, world of art, fashion and at times frivolous topics, mask the real picture of women inferiority at the backdrop of everyday life, reflected in the chronicles called "Novoe Pokolenje". All to the good, as one starts to believe the usefulness of scientific positivism, dry calculations and, if possible, unbiased analysis.

The paper is characterized by the abundance of photos {on average 3-5 per page}, absence of obvious political allegiance, moderation and neutrality in presenting critical materials, loyalty to government. This is not a business weekly, like "Delovaia Nedelia", "Panorama", "Delovoe Obozrenie Respubliki", nor a tabloid, like "Caravan", "Vremia", nor a paper for pensioners, as "Vecherny Almaty" and not at all the opposition's voice, like "Respublika" or "Novoe Pokolenje" – the later being one of the numerous products of Dariga Nazarbaeva's media holding, which caters to the interests of middle-class of the major towns – in which the values of private success, social stability, political indifference and Hedonism prevail. The weekly is distributed on board the planes of six airlines, among them the national airline AIR ASTANA – and the planes are mostly used by successful businessmen, officials, foreigners and those on business-trips. Thus, in terms of respectfulness and political neutrality this paper is close to "Kazpravda" and can be likened to it in accordance with all the indicators of monitoring.

THE FORMULA OF SEXISM IN THE PAPER {NP}

The figures, as you know, are quite incontrovertible. The mathematical formula of run-off-the-mill sexism under the guise of Continentally attractive and sexually permissive journalism, is as follows:

- 93% of the mentioned names – men's names
- 87% of characters – men.
- 80% of all personal names – male names
- 69% of experts – men.
- 100% of photos – taken by men.
- Only _ of the authors of the materials – men.

What can be said? This is worse, than the dry "Kazakhstanskaia Pravda", with its unchangeable 86% of men for the first four categories and more journalists in the editorial staff.

Among the mentioned characters, men comprise:

93% head officials,

93% "deputies",
 95% sportsmen {Under the heading "sport"},
 84% participants of the events,
 77% middle chain managers,
 72% employees of art and cultural sphere,
 69% scientists and reps of intelligentsia.

The following are the spheres, where women are seen:

Education – 55%,
 Private life – 49%
 Mass media and communication – 42%,
 Show-business – 39%,
 Healthcare – 33%,
 Art and culture – 26%,
 Science – 17%.

Let's analyze the content. Can we expect less disappointment here? The article of Viacheslav Shchekunski "The Art of Resigning" {29.11.04}, describes the story of resignation of the government headed by I.Tasmagambetov. His cabinet of ministers had ruled only for 16 months. The photo, accompanying the material is quite characteristic of the situation. It shows the whole cabinet of ministers {The photo is not official. It was made at one of the working meetings}, where there are 36 men and only 3 female-ministers and two female assistants. The ratio of the names in the text is even more tale-telling: 49 male names and only 5 – female.

MEN AND WOMEN IN EXPERT'S ROLES: 69 TO 31

In comparison with "Kazpravda", "Novoe Pokolenje heeds female expert opinions twice more often: 17% of experts in "Kazpravda" and 31% - in "NP" – are women.

To a great degree, this ratio is achieved by means of a constant rubric under the heading "Forum" by Irina Gaikalova, which is printed on the 8-th page of the paper. The reporter invites experts of both sexes to the editorial office on the weekly basis for discussing such important issues as mass media and terrorism, death penalty, human rights, the facts of torture in prison, divorces, abortion, the Ukrainian revolution etc. The correlation of expert-sexes chosen by Irina is quite normal and generally close to equilibrium. The sharpness of opinions, argumentation and logics of men and women are preserved in their original form and presented in a balanced way – quantitatively as well as qualitatively speaking. The minutes of the discussions preserve liveliness and spontaneity of the narratives of all experts. Symptomatically enough, in the majority of the cases, it's the representatives of NGO-s, who come out in the capacity of experts, probably because they are less afraid than the authorities to blurt out something or sally the reputation of their agencies.

The samples of gender-correct presentation of materials, where the roles of experts are played by women, are quite many. Among them there are the materials on Lilia Kalas, the publisher {"The habit to read", 12.11.04}, Gaukhar Bissembaev, deputy chairperson of the board of Bank{"Advanced technologies of banking business", 12.11.04}, Gulzade Murzakhmetova, a writer {"Disintegration of books", 12.11.04}, Marjan Apsemetova, an epidemiologist {"The rule of three D", 12.11.04} etc.

From the point of view of showing an image of a strong woman-leader by the paper we can specially mention an

interview taken by Jh. Khaidarova entitled "Our Margaret Thatcher" {26.11.04}. This interview was taken from Zaura Omarova – deputy of the Supreme Soviet Of the USSR and KazSSR, deputy chairman of the Council of Ministers, former minister of welfare of Kazakhstan, on the eve of her 80 year anniversary. In 1960 she got acquainted with Margaret Thatcher in Greece. They conversed without the help of an interpreter about "their children, husbands and life, despite the fact, that it was the cold war time". Z. Omarova has known such people as S.Furtseva, Voroshilov, Mao Tze Dong, Ho Shi Ming, Maurice Torez and Palmiro Togliati.

Her opinion about the authorities in the Kremlin at that time is noteworthy:

"... There were not many clever officials, including Eltsin, in the Kremlin and the honest, intelligent communists were not allowed access to power. The attitude towards the republics of the Union, even on the official level, was arrogantly slighting. E.g. when I defended the budget plan in the Kremlin, not all our friends from "Gosplan" or "Minfin" had a clear idea about Kazakhstan, asking me, whether I was from Yakutia or Kalmykia. Why do you need so many roads for automobiles or so many TV stations?

Such questions always made me indignant and I always ran them down for not even knowing the USSR map. Now, everybody in the Kremlin knows, where Kazakhstan, the Ukraine or the Baltic republics are!

ABOUT FEMINISM – WITH CRITICISM AND IRONY

The article of Amina Jalilova "Execution of the unborn" {5.11.04}, sharply criticizes abortions. Here the humanism and the feminism are opposed and the feminist movement is unambiguously represented negatively. Because of the high moral charge of the problem of abortions, the opponents of women's choice always find some arguments to depict women as Satan and unborn children as victims.

In the same issue of "NP", namely in the article <<Dry leaves of "Jheltoksan">>, we find one more onslaught on the feminists. "Jheltoksan" - December in Kazakh language – is a name of the political movement, which originated in December 1986, during the anti-governmental rallies of the youth in Alma-ata, during perestroika. The tonality of the narrative manifests the author's dislike of feminism as a whole and the idea of women in politics in particular. On the contrary, men's parties are mentioned neutrally and less critically.

Women do not often appear on the first page of "Novoe Pokolenje". For this, as it is known, there has to be an unordinary cause. And such cause has been found. In the rubric "It is overblown" in the issue of 10.12.04, an opinion of Raushan Sarsembaeva, a famous activist of feminist movement, president of the Association of Business-women of Kazakhstan, is provided. The fact, which caused appearance of this material, had been the resignation of A.Abdikadirova, the vice-minister of education and science, as a result of the conflict between the students of higher education institutions and the ministry, triggered by the sudden increase of tuition fees. It was the female vice-minister, who was fired and not the minister himself. On this account Raushan Sarsembaeva addressed the mass-media with a press-release. But one characteristic remark leaves no doubt, that the claim of the famous stateswoman has been made fun of by the mass media fraternity.

"Immediately A.Abdikadirova became a hero for the feminist NGO-s. A banner carrying her name can be hoisted and one can loudly cheer: "Feminine organizations in Kazakhstan are not extinct yet"...

It's not so much the slighting tonality of this sentence, which shows the acute symptom of gender blindness of our mass media, as the fact, that our pro-male mass media is under the impression, that the feminist movement has already passed away. It is unpleasant, that the activity of women's organizations is again represented with irony and unhidden skepticism.

ANALYSIS OF THE PHOTOS

Men prevail among the persons, shown on the photos {61%}. They are more often, than women shown in official situations, active positions and at close range. Only 4% of the photos can be called gender-stereotypical, presenting men and women in traditionally unequal conditions. Only 2% of the photos really comply with the idea of gender equality and the positive change of gender roles. 92% of the photos are neutral on the whole.

CONCLUSIONS

If the new generation of Kazakhstan is growing up in accordance with the sexist formula of the namesake paper {Novoe Pokolenje}, we still have a long way to go till we reach the horizon of gender equality. In this case, neither oil nor doubling of GDP or other modern tricks will help.

Novoe Pokolenie**www.np.kz**

*independent newspaper, weekly, 24 pages,
format A 2, circulation – 35 thousand copies,
circulation – 5 thousand copies*

Period: October, November, December, 2004

The work has been carried out by: Svetlana SHAKIROVA

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	148.0	36.4	157.0	41.3	155.3	39.3	153.4	39.0	79.7	20.3
experts	18.0	10.0	16.0	6.0	11.0	4.3	15.0	6.77	68.9	31.1
characters	35.0	10.2	114.0	6.0	48.0	13.8	65.7	10.0	86.8	13.2
Mentioning/enumeration	95.0	16.2	112.5	29.3	96.0	21.3	101.2	8.1	92.6	7.4
authors of publications	9.6	27.2	9.0	25.5	7.8	29.3	8.8	27.3	24.4	75.6

Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	223	18	223	15	288	22	734	55	93.0	7.0
Middle level manager/ the main specialist	33	8	22	5	8	6	63	19	76.8	23.2
Deputy	24	0	34	5	24	1	82	6	93.2	6.8
Employee of the cultural field, employee of the art field	153	68	150	54	105	36	408	158	72.1	27.9
Representative of show-business.	19	16	45	33	65	32	129	81	61.4	38.6
Intelligentsia, scientist scientific assistant	41	22	35	27	79	20	155	69	69.2	30.8
Pensioner	0	0	1	0	2	2	3	2	60.0	40.0
Housewife	0	0	1	1	0	1	1	2	33.3	66.7
Sportsman, sportswoman.	7	2	22	0	15	1	54	3	94.7	5.3
Student	0	0	0	0	1	4	1	4	20.0	80.0
Vulnerable population	0	0	1	0	1	1	2	1	66.7	33.3
Participants of the events	3	1	8	2	5	0	16	3	84.2	15.8
Employee/ worker	0	1	38	2	9	4	47	7	87.0	13.0
others	7	12	23	3	8	9	38	24	61.3	38.7

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	142	10	95	9	150	7	387	26	93.7	6.3
Economy	18	0	23	2	9	1	50	3	94.3	5.7
Business/finance	38	3	21	4	31	9	90	16	84.9	15.1
Public movement/ parties	38	6	42	4	28	11	108	21	83.7	16.3
International relations	28	1	83	6	71	4	182	11	94.3	5.7
Foreign policy										
Education	6	5	1	1	3	6	10	12	45.5	54.5
Science/ research	29	8	21	11	59	3	109	22	83.2	16.8
Healthcare	3	2	4	2	3	1	10	5	66.7	33.3
Social sphere	2	0	0	0	0	0	2	0	100	0
Culture/ art	164	65	140	43	106	39	410	147	73.6	26.4
Show-biz	26	16	53	33	65	42	144	91	61.3	38.7
Sport	4	3	22	0	15	1	41	4	91.1	8.9
Communications/ mass media	21	10	10	13	9	6	40	29	58.0	42.0
Industry	0	0	13	4	8	2	21	6	77.8	22.2
Tourism	0	0	0	0	0	0	0	0	0	0
Household economy / everyday life.	0	0	1	1	2	0	3	1	75.0	25.0
Terrorism	0	0	4	2	0	0	4	2	66.7	33.3
Military affairs	4	0	43	2	21	0	66	2	97.1	2.9
Elections	2	0	1	0	0	0	3	0	100	0
Ecology	1	1	0	0	1	0	2	1	67.7	33.3
Private life	2	4	13	3	3	10	18	17	51.4	48.6
Others	1	8	5	0	13	4	19	12	61.3	38.7

MONITORING OF PHOTOS

General data (A)

Criteria	October		November		December		Total		%			
	M	W	M	W	M	W	M	W	M	W		
Authors of photos	24	0	16	0	14	0	54	0	100	0		
Images	239	148	250	165	251	152	740	465	61.4	38.6		
Type of images	official		84	29	81	32	74	29	239	90	72.6	27.4
	non-official		155	119	169	133	177	123	501	375	57.2	42.8
Dynamics of images	active		93	53	103	56	129	71	325	180	64.4	35.6
	passive		146	95	147	109	122	81	415	285	59.3	40.4
Plan of image	close-up		21	11	24	9	29	17	74	37	66.7	33.3
	middle		208	137	210	144	188	125	606	406	59.9	40.1
	general		10	0	18	12	34	10	62	22	73.8	26.2

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	145	184	199	528
incorrect (-)	4	10	10	24
correct (+)	3	5	4	12
for the idea of gender-equality (!)	1	6	3	10

ARMENIA
KAZAKHSTAN
AZERBAIJAN
TAJIKISTAN
GEORGIA
KYRGYZSTAN
RUSSIA
UZBEKISTAN

WOMEN'S OPINION STILL MAKES IT THROUGH TO THE NEWSPAPER PAGES

despite men's resistance

I'm a sociologist by profession. Working on my diploma work, I've collected information on illegal migration and have written the work "The Problems of Migration of Population in Azerbaijan Republic". While looking for some information I came upon an NGO "Clean World", which deals with protection of women's rights. As a sociologist, I participate in the projects, which are based on research and also carry out monitoring of newspaper topics on women.

The present monitoring, which I hesitated to accept at the beginning due to the absence of experience in the field and some fear not to cope with it, is my first serious work of this kind. It is also maybe because of the fact, that all the others, who have been doing the same work in parallel with me in other countries, are professional journalists, and I have nothing to do with journalism at all. Though, having decided to try, I did my best.

Lalla MUSAEVA
Public Union "Clean World"
Baku

"Khalg Gazeti"
"Biaki khiabiar"

Describing a general situation concerning experts in the state and the opposition press, we can say, that there are not many women in either. There are very few women in the state papers indeed. By means of the monitoring we found out, that men to women ratio in an independent newspaper is 450 to 88 {or86.3% to 16.4%} and in a state one it is even less – 233 to 37 {86.3% to 13.7%}

In the state paper "Khalg Gazeti" {"People's Paper"} women's names are used often, if these women are personages in an article{15} i.e. if it is a biographical article of a certain scientist, writer or a person in the cultural field. These are e.g. the articles on anniversaries. The article "You Embody the Whole World..." {12.10.04} is dedicated to professor Aida Imangulieva, an outstanding scientist-orientalist. The conference with the participation of prominent scientists and academicians, which has been dedicated to the 65-th anniversary of Aida Imangulieva, is described. The article takes up the upper half of the page. Photo of the main character and the conference photos are inserted in the upper part of the article. The article provides biography of the heroine, her scientific and creative work. It also mentions those, who attended the conference, the words addressed to the famous scientist as well as her works. The article also mentions presentation of books, dedicated to her life and creative work.

The paper frequently runs articles about Mekhriban Alieva, the first lady of Azerbaijan. Material can cover two-three pages, if the article covers her visit or meeting with some statesman or her visit to some establishments in the framework of her social activity. Such materials are accompanied with stories about the places she's visited or the things she's done. Sometimes her words are provided too. For some period, recently, the first lady has been concerned about the problems of orphaned children. This part of her activity is most widely covered by "Khalg Gazeti" Many photos, mainly of large format, are provided in such cases, which is why the articles about Mekhriban Alieva quite often take up two-three pages. The only time, when women were addressed for their opinions, was during the municipal elections. Then women spoke about the municipal elections held the day before. These women included: observers, members of election committees, chairwomen of the constituencies, electorate, members of political parties. But on the whole, for serious issues, where expert opinions count, i.e. politics, economy, business, industry, international affairs, authors of the articles do not solicit women's advice. Such is the situation in the state paper

In comparison with the governmental newspaper, the situation in the independent "Baki Khiabiar" {Baku news} is much better. There are more women's names here and more spheres, in which female opinions are sought after. But even here, there is a long way to complete balance. As one can see in the tables, female experts are predominantly concentrated in the legal sphere{31}, but there are also women, speaking on behalf of certain parties, mainly political{30}. In speeches of our women, whose names are found in the independent newspaper, the following topics prevail: protection of human rights, routing of negative factors in this sphere, protection of political prisoners rights as well as freedom of expression and fight against violations of law. Some female-leaders, representing different parties, touch upon the inner political problems of their parties in their speeches. That is, women are perceived only as activists in the social and legal spheres and the sphere of human rights protection.

Distinguished for her purely feminine speeches, Mirvari Giakhramanli, the chairwoman of the committee of protection of miners rights, comes out in the newspaper with such themes as transparency of oil fund, fight against corruption, protection of the rights of Azerbaijani workers and specialists employed in foreign companies. The articles, where she opines on these topics are quite many.

Sometimes one can come across articles, where women write on journalism, the role of mass media.{7} More often this is a journalist or a correspondent of the newspaper. In the article: " An employee of the newspaper <<Azaldig>> will also be interrogated as a witness"{20.11.04}; Zulfia Alieva, a reporter, writes investigative articles

about a case, concerning the assassination of Fatulla Husseinov, the vice-president of Azerbaijan Football Association. In this article the reporter offers different versions, as this is her professional duty.

She says, that sitting in a cold room of the editorial office, she tries to do what the employees of the Prosecutors Office, reclining in soft armchairs, should have done instead. "If investigators can not conduct investigation, - the author of the article quotes Zulfia Alieva, - then they should give up their places to reporters". The author of this publication is a man.

There is just a handful of articles, where women come out as experts in the internal {6} and foreign {2} political issues. Thus, it's mainly here, where we can trace the following tendency: if it's necessary to learn an expert opinion, journalists never address only women. Women's names appear here only among men's ones. In the article "Is it Azerbaijan or Armenia after Ukraine?" {04.12.04.} – two experts, a man and a woman, express their opinions. The woman – Mekhriban Vezir, deputy chairwoman of a political party. The space allotted to her in the article is less than the space earmarked for her male counterpart. She says, that the processes of democratic evolution are underway in the post Soviet countries. This is why the developments in the Ukraine may repeat themselves in Azerbaijan or Armenia.

Women, whose opinions are provided in the press, touch upon the topics of elections, racket and corruption less frequently than other topics, e.g. in the article: "Chiefs of police and Agency heads are the basis for racket" {29.11.04} The author of the article – a male – addressed Khoshgedem Bakhshaliev, the main editor of the paper "Uch Nogta", as an expert. Her words are used as a subtitle: <<Khoshgedem Bakhshaliev: "Had some officials, complaining about racket, refused to take bribes, we may not have seen the <journalists>, following in their footsteps." The form of an article – an interview. The article is in direct narrative. The answers of a female expert are bold, concrete and sharp. The article carries a small photo of an interviewee.

It's not hard to find women's names in the articles devoted to the matters of healthcare, culture, art and education. But there is not a single woman of the management level represented in the newspaper "Baki Khiabiar". The middle level managers rank first here in terms of frequency of representation; "deputies" rank second, followed by representatives of art, culture and science.

In the state paper the situation is slightly different: top level managers – 14, employees – 5, middle chain managers – 6, followed by the reps of art, culture and science.

Summing up the above mentioned, we can state the following violations of the principle of gender equality:

- The lion's share of the paper space is allocated to the opinions of male experts.
- If the opinions of a male expert and a female expert converge, then the opinion of a female expert is allotted less space {despite the fact, that her ideas are no worse, than the ideas of a male expert};
- Interviews with women, more often than interviews with men, carry less photos, or even if they don't, they do not correspond to the topic at hand;
- Political issues are more often addressed to men experts.

Khalg Gazeti

<http://www.xalqqazeti.com>

*governmental newspaper, daily, 8 pages, format A2, circulation – 15 thousand copies Period: October, November, December, 2004
The work has been carried out by: Lala MUSAEVA.*

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	86	15	47	3	100	19	233	37	86.3	13.7
indirect experts	48	1	9	1	15	3	72	5	93.5	6.5
experts	22	6	32	0	42	11	96	17	84.9	15.1
characters	16	8	6	2	43	5	65	15	81.2	18.8
authors of publications	45	6	21	4	33	3	99	13	88.4	11.6



Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	37	5	30	3	65	6	132	14	90.4	9.6
Middle level manager/ the main specialist	30	2	14	-	24	4	68	6	91.9	8.1
Deputy	8	1	-	-	-	1	8	2	80	20
Employee of the cultural field, employee of the art field	1	2	-	-	-	1	1	3	25	75
Representative of show-business.	-	-	-	-	-	-	0	0	0	0
Intelligentsia, scientist scientific assistant	4	3	-	-	2	-	6	3	66.7	33.3
Pensioner	-	-	-	-	-	-	0	0	0	0
Housewife	-	-	-	-	-	-	0	0	0	0
Sportsman, sportswoman.	3	1	-	-	-	-	3	1	75	25
Student	-	-	-	-	-	-	0	0	0	0
Vulnerable population	-	-	-	-	-	-	0	0	0	0
Participants of the events	-	-	-	-	-	-	0	0	0	0
Employee/ worker	2	1	-	-	6	4	8	5	61.5	38.5
Candidate	-	-	-	-	1	-	1	-	100	0
other	1	-	3	-	2	3	6	3	66.7	33.3

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	18	1	4	-	3	1	25	2	92.6	7.4
Economy	7	1	1	-	2	-	10	1	90.9	9.1
Business/finance	1	-	1	-	4	-	6	0	100	0
Public movement/ parties	1	-	1	-	2	3	4	3	57.1	42.9
International relations/ Foreign policy	7	-	1	-	2	-	10	0	100	0
Education	4	1	1	-	2	-	7	1	87.5	12.5
Science/ research	4	3	4	-	2	-	10	3	76.9	23.1
Healthcare	2	1	2	-	2	-	6	1	85.7	14.3
Social sphere	6	-	6	-	2	-	14	0	100	0
Culture/ art	-	2	1	-	2	1	3	3	50	50
Politic	-	-	2	-	-	-	2	0	100	0
religion	-	-	-	-	1	-	1	0	100	0
law	-	-	-	-	-	1	0	1	0	100
legal	6	1	1	1	3	-	10	2	83.3	16.7
law and order	1	-	-	-	1	-	2	0	100	0
show business	-	-	-	-	-	-	0	0	0	0
sport	4	1	-	-	1	1	5	2	71.4	28.6
Communications/ mass media	1	-	1	-	-	-	2	0	100	0
industry	-	-	9	-	1	-	10	0	100	0
tourism	-	-	-	-	-	-	0	0	0	0
household economy/ everyday life	-	-	-	-	-	-	0	0	0	0
terrorism	-	-	-	-	-	-	0	0	0	0
transport	1	-	-	-	1	-	2	0	100	0
military affairs	2	-	1	-	2	-	5	0	100	0
elections	-	-	2	-	11	5	13	5	72.2	27.8
ecology	-	-	-	-	-	-	0	0	0	0
private life	-	-	-	-	-	-	0	0	0	0
astrology	-	-	-	-	-	-	0	0	0	0
fashion	-	-	-	-	-	-	0	0	0	0
management/administration	19	-	9	1	55	-	83	1	98.8	1.2
public	-	3	-	-	-	5	0	8	0	100
agriculture	2	-	-	-	-	-	2	0	100	0
other	-	1	-	1	1	2	1	4	20	80

MONITORING OF PHOTOS

General data (A)

Criteria	October		November		December		Total		%		
	M	W	M	W	M	W	M	W	M	W	
Authors of photos	23	1	16	0	33	0	72	1	98.6	1.4	
Images	60	13	54	5	121	21	235	39	85.8	15.2	
Type of images	official	60	5	48	4	109	8	217	17	92.7	7.3
	non-official	0	8	6	1	12	13	18	22	45	55
Dynamics of images	active	36	9	40	5	111	19	187	33	85	15
	passive	24	4	14	0	10	2	48	6	88.9	11.1
Plan of image	close-up	33	7	18	3	54	17	105	27	79.5	20.5
	middle	23	5	28	2	45	4	96	11	89.7	10.3
	general	4	1	8	0	9	0	21	1	95.5	4.5

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	73	59	142	274
incorrect (-)				
correct (+)				
for the idea of gender-equality (!)				

Biaki khiabiar

<http://www.baku-xeber.com>

independent newspaper, daily, 16 pages,

format A4, circulation – 8 thousand copies

Period: October, November, December, 2004

The work has been carried out by: Lala MUSAEVA.

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	191	44	121	20	138	24	450	88	83.6	16.4
experts	167	41	115	14	118	21	400	76	84.0	15.1
characters	14	3	8	4	5	1	27	8	77.1	22.9
Mentioning/enumeration	10	-	8	2	15	2	33	4	89.2	10.8
authors of publications	99	35	75	5	76	5	250	45	84.7	15.3



Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	20	-	21	-	16	-	57	0	100	0
Middle level manager/ the main specialist	126	36	75	17	86	18	287	71	80.2	19.8
Deputy	5	1	6	1	6	2	17	4	80.9	19.1
Employee of the cultural field, employee of the art field	8	-	1	1	3	1	12	2	85.7	14.3
Representative of show-business	-	-	-	-	-	-	-	-	-	-
Intelligentsia, scientist scientific assistant	8	1	1	-	7	1	16	2	88.9	11.1
Pensioner	-	-	-	-	-	1	0	1	0	100
Housewife	-	-	-	-	-	-	-	-	-	-
Sportsman, sportswoman.	-	-	-	-	-	-	-	-	-	-
Student	-	-	-	-	-	-	-	-	-	-
Vulnerable population	-	-	-	-	1	-	1	0	100	0
Participants of the events	-	-	-	-	-	-	-	-	-	-
Employee/ worker	16	6	11	-	12	1	39	7	84.8	15.2
Candidate	-	-	-	-	3	-	3	0	100	0
others	8	-	6	1	4	-	18	1	94.7	5.3

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	11	1	7	2	13	3	31	6	83.8	16.2
Economy	10	-	6	-	3	-	19	0	100	0
Business/finance	2	-	2	-	1	-	5	0	100	0
Public movement/ parties	80	17	53	8	55	5	188	30	86.2	13.8
International relations/ Foreign policy	1	-	4	-	3	-	8	0	100	0
Education	4	1	5	-	3	-	12	1	92.3	7.7
Science/ research	1	-	1	-	5	-	7	0	100	0
Healthcare	-	-	-	1	1	-	1	1	50	50
Social sphere	4	-	5	-	6	-	15	0	100	0
Culture/ art	11	-	1	-	3	2	15	2	88.2	11.8
Politics	3	1	4	-	6	1	13	2	86.7	13.3
religion	3	-	2	-	6	-	11	0	100	0
law	16	18	8	3	2	10	26	31	45.6	54.4
legal	11	1	6	-	9	-	26	1	96.3	3.7
law and order	-	-	-	-	1	-	1	0	100	0
show business	-	-	-	-	-	-	-	-	-	-
sport	-	-	-	-	-	-	-	-	-	-
Communications/ mass media	29	4	10	3	6	-	45	7	86.5	13.5
industry	-	-	2	-	-	-	2	0	100	0
tourism	-	-	-	-	-	-	-	-	-	-
household economy/ everyday life	-	-	-	-	-	-	-	-	-	-
terrorism	-	-	-	-	-	-	-	-	-	-
transport	1	-	-	-	1	-	2	0	100	0
military affairs	1	-	1	-	3	-	5	0	100	0
elections	-	-	-	-	6	1	6	1	85.7	14.3
ecology	-	-	1	-	-	-	1	0	100	0
private life	-	-	-	-	-	-	-	-	-	-
astrology	-	-	-	-	1	-	1	0	100	0
fashion	-	-	-	1	-	-	0	1	0	100
other	3	1	3	2	4	2	10	5	66.7	33.3

MONITORING OF PHOTOS

General data

Criteria		October		November		December		Total		%	
		M	W	M	W	M	W	M	W	M	W
Authors of photos		-	-	-	-	-	-	-	-	-	-
Images		98	20	128	21	110	25	336	66	83.6	16.4
Type of images	official	98	19	127	20	105	21	330	60	84.6	15.4
	non-official	0	1	1	1	5	4	6	6	50	50
Dynamics of images	active	18	3	27	5	44	8	89	16	84.8	15.2
	passive	80	17	101	16	66	17	247	50	83.2	16.8
Plan of image	close-up	62	17	79	13	70	14	211	44	82.7	17.3
	middle	24	2	34	6	29	7	87	15	85.3	14.7
	general	12	1	15	2	11	4	38	7	84.5	15.5

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	118	149	135	402
incorrect (-)				
correct (+)				
for the idea of gender-equality (!)				



ARE THERE "NO GENDER PROBLEMS" IN TADJIKISTAN?

I finished an ordinary village school, then I graduated from two universities and defended candidateship thesis. According to the prevalent attitude, I married very late – at 29. Now I have one daughter, who is 5 years old.

At school I was a chairwoman of a girls' council, then a head of a professional organization at the university. All my adult life I used to be a "fighter" for women's rights, but I learned about the gender concept only seven years ago. When I worked in a TV company {Independent broadcasting company SM1 – the town of Khudjand} in the capacity of the main editor, I had to constantly deal with conflicts, arising on gender basis. The general director did not want to hire girls for the simple reason, that "they would marry and their husbands would not let them go to work, so it would be a mere waste of time". The life has shown, that to a certain degree he was right. But only partially. Our girls used to work well, no worse than men. They did not let us down at the regional competition either: our TV company from Khudjand won the first place among information programs. Our broadcasts about the role and status of women have always been well received by public. We received many responses and sometimes women even requested us to defend them in the courts. It pleases me, when they recognize me in my town and remember my broadcasts. But I'm no longer working in the TV company – I changed my profession. I'm bringing up young journalists in the spirit of gender equality.

Rano BOBOJANOVA "Asia Plus"

Our country is known for its traditionalism, religiousness of the population, tolerance of the people... This is one side of the coin. Another – development of mass media in a special way. Naturally, it reflects the existing way of life – patriarchal and full of age-long stereotypes.

Our papers are rather chaste: photos of topless people, irrespective of gender, can rarely be seen on pages of the papers. A few examples, you might still come upon, are more likely to be found in Russian language press, which downloads them from the internet – in this case the photos of women of European origin are used. Even for advertising of the goods, it's acceptable to use only women of European looks. Stereotype is very active here – we are forbidden to do whatever Europeans can do. Representatives of the indigenous population do not consent to star even in the most innocent of clips.

Some papers published in Tajikistan, are of exclusively religious direction, e.g. organs of the Party of Islamic Revival. Such publications are aplenty: magazines for women "Naison" {"Dew"}, "Ikbal" {"Happiness"}, "Safinnai Umed" {"The ship of hope"}, newspaper "Nachot" {"Salvation"}.

Besides, restoring Islamic faith of the populace is carried out through the "education" of private papers, certain rubrics of which warn: "save the materials of the page, they are sacred". All of these publications have the same goal: education of women in the spirit of submissiveness and pioussness. The photos of indigenous women, clad in "satri avrat" – special clothes for women, dictated by the Islamic law – are widely publicized. This is neither "khijab" nor "paranja" – "satri avrat" allows to bare face, hands and feet, the rest should be covered.

OFFICIAL PRESS. Here belong the papers "Chumkhuria" {Republic, organ of the country's government}, "Sadoi Mardum" {"People's Voice – organ of the parliament}, which are in the national language and "Narodhaia Gazeta" {"people's Paper"} – in Russian. These papers are distributed to the subscribers and are very few in free sale and the price of subscription is 3-4 times higher, than the minimum monthly salary. The heads of the publications are men, but in the official press, which is subsidized from the state budget, even a woman can be appointed an editor. E.g. the main editor of the regional paper "Khakikati Lenenobod" in the town of Sogda is a woman – Saodat Karimova; the main editor of the paper "Tirozzi Chakhon" in the town of Khudjand and a chairperson of the regional union of reporters in the north of Tajikistan is also a woman – Mavluda Sharipova.

ORGANS OF POLITICAL PARTIES. There are six officially registered political parties in Tajikistan and five of them have their own publications. National-democratic party is a ruling party in our country. It has 80 seats in the parliament. Naturally, in its publications it advocates the official policy of the government. During the last elections this party nominated 7 women among 22 candidates for "deputies" on the party list. Contrary to the habit, women's names, rather than being put at the bottom of the list, were listed in the alphabetical order. As a result, all the 7 ladies won seats in the parliament among 17 representatives of the party.

The main ideological struggle is waged between the National-democratic Party and the Party of Islamic Revival of Tajikistan {PIRT}. Other parties, although being allied to the PIRT, are advocates of secular state. Materials in PIRT publications are of latent propaganda type. They are based on the "moral norms" and try to impose the "righteous way" of living. E.g. in the February issue of the journal "Naison" {"Dew"} {2005}, there is an article for women "The Rights of the God's servants", which, on the bases of "Khadisses", lists the rights of spouses. This article, carries a special heading "Obedience", which explains, what kind of women are the best. "These are those women, whose husbands are satisfied with them. When they get orders from their husbands, they are obedient and do not contradict

them". The same types of programs are broadcasted by the private channels, e.g. "Asia", "Sm1" {Khudjand}, they are promulgating Sharrhiat norms. There is a big demand of the population for these broadcasts during "Ramazan" – fasting - month.

THE PRIVATE PAPERS. The heads of these papers, without exception, are men. There exists a stereotypical perception, that journalism is a man's profession. Many think, that those women, who work as journalists are either divorced or widowed or else those, whom nobody has wanted to marry. To say the truth, women seldom achieve great success in this profession. But changes, naturally, take place in the sphere of journalism too. For the time being, women have mastered the middle level, they successfully work as reporters. Although, the majority of us is not "threatened" by becoming the main editors and we are appointed the heads of the departments not so willingly either. Writing reporter has good possibilities to succeed though.. In accordance with Matluba Khojaeva, doctor of philological sciences and professor of the chair of journalism of Khudjan state university, young boys from town do not really strive to become journalists. They think, that it is not a very prestigious profession – difficult and low paid. This is why the number of girl students at the chair of journalism has increased recently, whereas the men-reporters – even the very experienced – are gradually leaving the profession.

The regional newspapers employ mostly reporters of pension or close-to-pension age. They are die-hard advocates of gender stereotypes! Some time ago, in the framework of the project, carried out by one of the NGO-s, we conducted one day seminar for the provincial publications. The things we heard there! There is an across- the-board opinion among the reporters, that there do not exist gender problems in our country and that everything is ship-shape. As one of the reporters said: "Whatever you teach a woman, her place is at the <<bottom>> and there is a lot of proof in the Persian-Tajik poetry, to confirm my words". Another thinks, that gender problem had been best dealt with, during the Communists. Many think, that our women have lost a lot, together with the loss of socialist standards. At that time 11 women occupied the positions of ministers and deputy ministers, more than a 100 headed the executive government of the towns and regions as well as settlement councils. Women comprised 44.16 % of the deputies in the local councils and – 30% in the republican council. You can speak a lot about the drawbacks of the socialist system, but when it comes to the rights of women, these figures speak for themselves.

After collapse of the Soviet Union, Tajikistan has survived a civil war. It's clear, that the hardships of the war and the post-war period hit women the most. The problem of early marriages – when a girl is wedded at the age of 14-15 – has really become too serious. We have a lot of problems connected with the secondary education, especially for girls. Family planning matters are quite acute too. All these burning issues are quite high on the every day agenda, but they are very much overlooked by mass media. Meanwhile the publications carry the debates on the topics: "Why girls with high education remain unmarried?", "Shall we legalize polygamy?", "Islam is just in dealing with women" etc. The private papers "Charkhi Gardun" {"Axis of the Universe"}, "Oila" {"The family"}, "Crime-info" run mainly family rumors, advices for women, criminal stories. The publications often recount stories about adultery of men, broken hearts, status of a second wife... All these texts are alike. Obligatory attributes of these papers are psychological tests on the topics: is your husband unfaithful to you, how to preserve family, how to get your husband back, how to better conduct household economy etc.

Two republican weeklies for women "Oila" {"The family"} and "Nilufar" {"Lotos"} are published in Tajik language. These papers also abound in the advices for women, recipes for cuisine. Sometimes pop-stars, scientists, poets answer the correspondents' questions by always saying, that they are just ordinary women. They can cook, wash and tidy up; they are good housewives, loving wives and kind mothers.

Grant publications. In the second half of the 90-ies, the NGO-s, which raised women's issues, started to emerge. First publications, using grant money, which were founded with the support of donors, also came to being. These publications tried to comply with the international standards in the sphere of journalism. The newspaper "Khilola" {Woman's name} had been published only for one year, although there was a big demand for it as it used to raise important issues. There were also some TV programs on private channels: "Rights and possibilities", "For life without violence" etc. But as soon as the grants expired the papers and programs stopped running. Upkeep of these by one's own means was impossible.

Developed women's NGO-s publish information bulletins with small circulations, which are then distributed to a limited number of people. These bulletins do not, as a rule, objectively reflect the reality. They are not published by journalists.

So, what kind of person is a Tajik woman today and how is her image represented in the mass media? To answer this question, we took one of the papers with high rating "Asia Plus" and analyzed the contents of the 3 months publications {October, November, December – 2004} The paper is published daily in Russian and has 24 to 34 pages. In accordance with the materials in the paper, women do not practically participate in the social-political life of the country. In the materials published over this period in the paper, men are represented as experts 7.5 times more often, than women. Men's opinions, in this or that way, are represented in 83% of the cases, whereas, women's – 17%. This happens despite the fact, that authors of the newspaper materials in 57% of the cases are men and 43% - women.

All male-experts in this paper are high ranking officials – ministers, leaders of political parties and even a prosecutor general... The infrequent female-experts represent cultural sphere and NGO-s. We can say that images of the noted milkmaids and tractor-operator-heroines have been forgotten and their places have been taken by male-managers. The problems of female workers and peasants and the representatives of intelligentsia in general are totally absent from the newspaper pages. One can be under the impression, that it's not only these problems that are absent, but that female workers, peasants and representatives of intelligentsia themselves are absent too. Authors of the photos in the papers are not identified. But as professional photographers in Tajikistan are all men, we can surmise, that no photos made by female photographers have been published. According to the degree of gender correctness all the analyzed illustrations are neutral. Close ups of men as well as women.

There is only one photo over the analyzed period, which has been taken in the school and which shows only boys. The location of photos, I think is quite important. The first page always features the officials of the country, representatives of the political parties, even criminal gangs. Women are absent in this category. They are always represented in minor roles – modest, obedient, sometimes timidly merry-making at the celebrations.

Asia +

national social-political newspaper, weekly, format _4, circulation – 7 thousand copies

Period: October, November, December, 2004

The work has been carried out by: Rano BOBODJANOVA

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	252	64	120	28	216	32	588	124	83	17
experts	30	3	6	3	9	-	45	6	88	12
characters	13	5	8	1	5	2	26	7	83	17
Mentioning/enumeration	209	57	106	24	202	30	517	111	83	17
authors of publications	11	11	11	5	13	8	35	24	59	41



Additional data (A)

Social status	октябрь		ноябрь		декабрь		итого		%	
	M	Ж	M	Ж	M	Ж	M	Ж	M	Ж
High level manager	4	-	1	-	4	-	9	-	100	-
Middle level manager/ the main specialist	2	-	5	3	2	-	9	3	83	17
Deputy	-	-	1	-	2	-	3	-	100	-
Employee of the cultural field, employee of the art field	3	1	-	-	-	1	3	1	75	25
Representative of show-business	-	-	1	-	-	-	1	-	100	-
Intelligentsia, scientist scientific assistant	3	-	-	-	2	1	5	1	83	17
Pensioner	-	-	-	-	-	-	-	-	-	-
Housewife	--	-	-	-	-	-	-	-	-	-
Sportsman, sportswoman.	1	-	1	1	2	-	4	1	80	20
Student	1	-	-	1	-	-	1	1	50	50
Vulnerable populationя	-	-	-	-	-	-	-	-	-	-
Participants of the events	-	-	-	-	-	-	-	-	-	-
employed	-	-	-	-	-	-	-	-	-	-
other (NGO, low structures)	-	1	1	-	1	1	2	2	50	50

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	1	-	1	-	3	-	4	-	100	-
Economy	4	-	3	1	2	-	9	1	90	10
Business/finance	3	-	1	-	5	-	9	-	100	-
Public movement/ parties	2	-	1	-	7	-	10	-	100	-
International relations/ Foreign policy	4	-	3	-	2	-	9	-	100	-
Education	1	1	2	1	1	1	4	3	57	43
Science/ research	1	-	-	-	-	-	1	-	100	-
Healthcare	-	1	-	1	-	1	-	3	-	100
Social sphere	2	-	1	-	1	1	4	1	80	20
Culture/ art	4	1	1	1	1	-	6	2	75	25
Show-biz	2	-	-	-	-	-	2	-	100	-
sport	1	-	1	1	1	-	3	1	75	25
Communications/ mass media	2	-	1	-	1	-	4	-	100	-
industry	1	-	3	-	1	-	4	-	100	-
Terrorism	-	-	1	-	-	-	1	-	100	-
Military affairs	-	-	1	-	-	-	1	-	100	-
Elections	-	-	-	-	3	-	3	-	100	-
Private life	-	-	1	-	-	1	-	-	50	50
other	-	-	1	-	-	-	1	-	100	-

MONITORING OF PHOTOS

General data (A)

Criteria	October		November		December		Total		%		
	M	W	M	W	M	W	M	W	M	W	
Authors of photos	8	-	1	-	5	-	14	-	100	-	
Images	16	8	3	-	14	2	33	10	77	23	
Type of images	official		5	-	-	-	11	-	16	-	100
	non-official		11	8	1	-	3	2	15	10	60
Dynamics of images	active		11	6	1	-	13	-	25	6	80
	passive		5	2	-	-	1	2	3	4	42
Plan of image	close-up		3	-	-	-	1	-	4	-	100
	middle		7	3	-	-	2	1	9	4	69
	general		-	1	1	-	1	-	2	1	66

Degree of gender correctness of the photos (B)

Degree of correctness	КОЛИЧЕСТВО			
	октябрь	ноябрь	декабрь	итого
Neutral (=)	=	=	=	=
incorrect (-)				
correct (+)				
for the idea of gender-equality (!)				

ARMENIA
KAZAKHSTAN
AZERBAIJAN
TAJIKISTAN
GEORGIA
KYRGYZSTAN
RUSSIA
UZBEKISTAN

PUBLISHER ORDERS THE MUSIC – LADIES EITHER DANCE OR LEAVE THE STAGE

There are quite a few women's images on the pages and they are very specific images

I think, that each paper can be likened with a person. For me the cumulative image of a paper is composed of the lexis, tonality, selection of topics. Categorical judge, tired old man, hysterical ill-bred lady... These personages are not only themselves dependent on the character of the publication, but once fully fledged, they start to dictate the style of behavior to the paper. We do not anticipate balanced analysis from a hysterical lady or a fresh topic – from an "old man". But both of them have a semblance in one thing – namely in ignoring real women and real problems.

Typical editorial structure from the gender point of view looks like this in Georgia:

Publisher – male {100 %, no exceptions}

Editor – mostly male, sometimes female {rarely}

Political reviewer – male {as a rule}

Women dominate as journalists.

{In official papers, on the contrary, it's men, who dominate}

Lali NIKOLAVA
Gender Media Caucasus
Journalists Association
Tbilisi

"Svobodnaia Gruzia"
"Alia"

During the period of three months of our project I've been attentively reading two papers: official "Svobodnaia Gruzia" {"Free Georgia"} and opposition paper "Alia". "Svobodnaia Gruzia" is a governmental paper published in Russian three times a week with weekly supplements "Business" and "Dosug". In the Soviet times the paper was called "Zaria Vostoka". "Alia" is published in Georgian and the title means "Ascension". Founded at the beginning of the 90-ies, it used to be a joint Georgian-Jewish publication and was called "Alia Sakartvelodan" {namely: ascension from Georgia. The Jews, living in Georgia, considered, that they were not just going back to their motherland, but ascending there.} In 1995 the paper was converted into a social-political publication and thanks to courageous and scandalous publications acquired much publicity.

"Svobodnaia Gruzia" can be likened to an elderly man, who is burdened with his life experience. The feeling of oldness is caused by practically unchanged composition of the editorial staff since the Soviet times as well as by the limited financial possibilities {payment of the employee's salaries is often delayed for months.} Men dominate among the authors of the paper; they are conservative and pursue strictly official style.

"Svobodnaia Gruzia" -s attitude towards women is demonstrated in two different ways. On the one hand, when reading the official part of the paper, one can find materials concerning merited female-teachers, female-diplomats, female representatives of high art and culture. On the other hand, on its pages, one can come across the materials about female fortune-tellers, female parapsychologists, private life of popular actresses etc. It looks like this is the easiest way for the publication to earn money.

Women in the official part of "Svobodnaia Gruzia" are successful, serious and inaccessible. It's not easy to sell such an image, at times it's practically impossible. This is why the light, entertaining articles from the show-biz are all the rage. To ensure successful sales of the paper, its management decided to publish the supplement "Dosug". It's published once a week and carries articles with reference to entertaining publications {Russian and foreign}, among them the internet materials. The articles of openly sexist character are also published. The most vivid example – an interview with Rusiko Bochoidze, "Miss Georgia 2004"; the title: "The beauty reads Dostoevski". The article is adorned with the girl's photo, which resembles more an advertisement in a porno-site, than the presentation of a beauty, who represents the culture of the country in the international contest. The photo in the context of the title puts to doubt a possibility of combining beauty with spiritual life. The paper unequivocally hints at the fact, that beauty and reading of Dostoevski are two totally incompatible things...

Over the analyzed period, one can find 1713 male names {63.14%} and 1000 female names {36.85%} on the pages of the paper.

Over the same period "Alia" includes 2887 male names {55.41%} and 2470 female names {44.58%} i.e. the ratio is almost equal. Albeit, this is one of those cases, when the quantity does not necessarily translate into quality. The paper ignores clever and educated women. It presumably tells us, that intelligence and education are not the main assets in women.

"Alia" also interviews, - and why not? – female parliamentarians. One of these interviews have been taken from Maggie Gotsiridze, a deputy of the parliament.

An excerpt from the interview:

"Alia": A number of times I noticed, that at the parliamentary sessions you are chewing a gum.

M.G.: Yes, I do! I don't consider it a bad tone, but I'm sorry, I will not do it again.!

"Alia": You can even blow bubbles, can't you?

M.G.: {Categorically} I can't blow bubbles!

"Alia": How many kilograms do you weigh?

M.G.: 100...

"Alia": Do you watch porn flicks together with your husband?

M.G.: {Half audibly} Yes.

"Alia": Have you confessed of this sin?

M.G.: {thinking} No.

"Alia": Do you ever confess to a priest?

M.G.: No. I believe in God, go to church, but I don't confess to a priest...

"Alia": Say, if one of the male-deputies embraces you and in the evening your husband sees that on TV, will there be a scandal in the family?

M.G.: Let him hug me and tell me a complement; my husband is not jealous, so there will be no problem. But nobody notices me in the parliament...

This is an interview about nothing, but it feels like it has a very definite aim – to discredit female parliamentarians. The text occupies more than a half of the page and it's not only the level of questions, which is bewildering, it is also the strange enthusiasm, which the deputy shows in answering them.

From time to time, "Alia" publishes a poll "My speaker" under the heading "The Rose power". Here, the questions concerning Nino Burjanadze, the chairperson of Georgian parliament, are answered by ordinary citizens. This poll is casually broken up into two parts: "Why do you like her?" and "Why don't you like her?" Sometimes respondents answer without thinking as the questions are put to casual passers-by. Women dominate the polled. In the end, they ask a famous politician the same question {Naturally a man}. Thus, at this backdrop, he gets a splendid opportunity to show off.

If we view "Alia" in the context of imagery associations I mentioned above, then we can compare it with an ill-bred young lady, ambitious and scandalous, who screams long before "a terrible thing" happens, anticipating vulgar spectacle. The paper often happens to have, at first glance, "irrefutable" evidence. The reader is willing to believe, that by publishing the material, the author really risks his life... Although, everything ends peacefully. It's clear, that the paper is backed up by certain influential people, who carry out "black PR" against their opponents. The opponents avenge on the "customers" with the "counter-articles" on the pages of their papers. In October of last year {Beginning of the monitoring}, the most popular paper, presenting "hot" facts, was "Alia". But today, it's considerably outstripped in rating by the same type of yellow-gutter paper "The Georgian Times".

The man in the street, whose budget allows for only one paper a day, reads his daily portion of "hot material" and thus he quenches his thirst for exposures – while he runs across injustice in every corner.

Svobodnaia Gruzia

www.svobodnaya-gruzia.com

national social-political newspaper, 3 times a week, 8 pages,

format A2, the number of copies is not mentioned

Period: October, November, December, 2004

The work has been carried out by: Lali NIKOLAVA

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	504	324	581	369	628	307	1713	1000	63,14	36,85
experts	184	94	175	121	183	98	542	313	63,39	36,60
characters	148	103	196	106	161	70	505	279	64,41	35,58
Mentioning/enumeration	172	127	210	142	284	139	665	408	62,01	37,98
authors of publications	89	67	74	54	97	65	260	186	58,29	41,70



Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	195	60	94	55	162	38	451	153	74,66	25,33
Middle level manager/ the main specialist	40	30	42	23	84	26	166	79	67,75	32,24
Deputy	182	73	136	39	163	40	481	152	75,98	24,01
Employee of the cultural field, employee of the art field	19	44	44	60	72	48	135	152	47,03	52,96
Representative of show-business	11	38	54	82	39	53	104	173	37,54	62,45
Intelligentsia, scientist scientific assistant	18	48	92	43	75	52	185	143	56,40	43,59
Pensioner	0	0	4	8	0	1	4	9	30,76	69,23
Housewife	0	3	0	6	0	5	0	14	0	100
Sportsman, sportswoman.	22	14	46	12	23	9	91	35	72,22	27,77
Student	0	1	12	0	0	4	12	5	70,58	29,41
Vulnerable population	2	2	10	3	1	9	13	14	48,14	51,85
Participants of the events	11	11	45	30	7	22	63	63	50	50
Employee/ worker	1	0	2	8	2	0	5	8	38,46	61,53
others	3	0	0	0	0	0	3	0	100%	0

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	122	34	76	68	95	45	293	147	66,59	33,40
Economy	37	13	20	21	43	12	100	46	68,49	31,50
Business/finance	32	11	37	11	41	21	110	43	71,89	28,10
Public movement/ parties	48	19	39	8	48	12	135	39	77,58	22,41
International relations / Foreign policy	40	27	39	19	52	18	131	64	67,17	32,82
Education	28	22	33	26	34	28	95	76	55,55	44,44
Science/ research	13	12	26	14	28	21	67	47	58,77	41,22
Healthcare	10	31	25	18	24	14	59	63	48,36	51,63
Social sphere	12	26	31	23	21	18	64	67	48,85	51,14
Culture/ art	29	40	37	32	32	26	98	98	50	50
Show-biz	30	21	32	43	41	30	103	94	52,28	47,71
Sport	22	12	34	7	28	9	84	28	75	25
Communications/ mass media	23	23	37	22	32	14	92	59	60,92	39,07
Industry	7	1	29	12	21	2	57	15	79,16	20,83
Tourism	0	0	15	0	12	0	27	0	100	0
Household economy / everyday life.	0	9	0	0	0	0	0	9	0	100
Terrorism	4	0	0	0	7	5	11	5	68,75	31,25
Military affairs	26	0	43	0	39	0	108	0	100	0
Elections	15	2	21	12	7	0	43	14	75,43	24,56
Ecology	1	3	2	15	5	8	8	26	23,52	76,47
Private life	5	18	5	18	18	24	28	60	31,81	68,18
other	0	0	0	0	0	0	0	0	0	0

MONITORING OF PHOTOS

General data (A)

Criteria	October		November		December		Total		%		
	M	W	M	W	M	W	M	W	M	W	
Authors of photos	41	0	39	0	27	0	107	0	100	0	
Images	370	120	328	111	346	126	1044	357	74,51	25,48	
Type of images	official	47	19	39	14	53	17	139	50	73,54	26,45
	non-official	323	101	289	97	293	109	905	307	74,66	25,33
Dynamics of images	active	302	83	278	79	279	99	859	261	76,69	23,30
	passive	68	37	50	32	67	27	185	96	65,83	34,16
Plan of image	close-up	127	32	78	21	92	32	297	85	77,74	22,25
	middle	94	39	103	32	126	21	323	91	77,83	22,16
	general	149	49	147	58	128	73	424	180	70,19	29,80

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	274	245	321	840
incorrect (-)	4	5	2	11
correct (+)	212	189	149	550
for the idea of gender-equality (!)	0	0	0	0

Alia

independent newspaper, 3 times a week, 16 pages format A 3, the number of copies is not mentioned

Period: October, November, December, 2004

The work has been carried out by: Lali NIKOLAVA.

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	911	620	1104	954	872	749	2887	2470	55,41	44,58
experts	288	219	449	295	309	236	1046	797	58,24	41,75
characters	291	283	334	320	186	236	811	789	49,15	50,84
Mentioning/enumeration	332	218	321	339	377	277	1030	884	55,25	44,74
authors of publications	84	110	90	102	79	97	253	309	45,01	54,98



Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	146	68	170	121	223	111	539	300	64,24	35,75
Middle level manager/ the main specialist	82	38	85	78	61	55	228	171	57,14	42,85
Deputy	156	84	250	133	173	106	579	323	64,19	35,80
Employee of the cultural field, employee of the art field	123	79	102	143	76	152	301	374	44,59	55,40
Representative of show-business	152	101	167	188	110	177	429	466	47,93	52,06
Intelligentsia, scientist scientific assistant	124	83	139	107	102	51	365	241	60,23	39,76
Pensioner	3	10	0	10	3	0	6	20	23,07	76,92
Housewife	0	17	0	12	0	0	0	22	0	
Sportsman, sportswoman.	67	53	84	81	55	48	206	182	53,09	100
Student	1	13	9	0	3	0	13	4	76,47	46,90
Vulnerable population	8	17	12	0	0	0	20	17	54,05	23,52
Participants of the events	49	54	86	81	59	46	194	181	51,73	45,94
Employee/ worker	0	3	0	0	7	3	7	3	70	48,26
others	0	0	0	0	0	0	0	0	0	300

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	114	142	118	94	93	92	325	328	49,77	50,22
Economy	57	17	93	49	41	37	191	103	64,96	35,03
Business/finance	41	23	67	60	67	44	175	127	57,94	42,05
Public movement/ parties	73	28	87	61	78	29	238	118	66,85	33,14
International relations / Foreign policy	57	39	79	43	51	43	187	125	59,93	40,06
Education	52	32	37	75	38	52	127	159	44,40	55,59
Science/ research	49	25	63	47	42	28	154	100	60,62	39,37
Healthcare	40	26	41	53	29	64	110	143	43,47	56,52
Social sphere	38	20	69	56	31	34	138	110	55,64	44,35
Culture/ art	42	48	74	62	49	83	165	193	46,08	53,91
Show-biz	54	43	50	79	57	87	161	209	43,51	56,48
Sport	49	28	63	47	52	31	164	106	60,74	39,25
Communications/ mass media	43	28	57	59	37	32	137	119	53,51	46,48
Industry	37	13	49	32	37	7	123	52	70,28	29,71
Tourism	27	11	12	14	25	2	64	27	70,32	29,67
Household economy / everyday life.	53	0	63	2	73	2	189	4	97,92	2,07
Terrorism	0	9	17	29	21	10	38	48	44,18	55,81
Military affairs	13	11	13	29	4	27	30	67	30,92	69,07
Elections	10	14	10	10	10	10	30	34	46,87	53,13
Ecology	9	10	10	10	10	10	29	30	49,15	50,85
Private life	53	53	32	43	27	25	112	121	48,06	51,93
other	0	0	0	0	0	0	0	0	0	0

MONITORING OF PHOTOS

General data (A)

Criteria		October		November		December		Total		%	
		M	W	M	W	M	W	M	W	M	W
Authors of photos											
Images		573	108	507	123	503	181	1583	412	79,34	20,65
Type of images	official	384	32	315	49	297	72	993	153	86,64	13,35
	non-official	189	76	192	74	209	109	590	259	69,49	30,50
Dynamics of images	active	389	75	411	78	384	113	1184	266	81,65	18,34
	passive	184	33	96	45	119	68	399	146	73,21	26,78
Plan of image	close-up	200	20	203	34	195	22	598	76	88,72	11,27
	middle	269	35	156	46	176	97	601	178	77,15	22,84
	general	104	53	148	43	132	62	384	158	70,84	29,15

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	393	401	513	1307
incorrect (-)	10	8	7	25
correct (+)	278	221	164	663
for the idea of gender-equality (!)	0	0	0	0



ARMENIA
KAZAKHSTAN
AZERBAIJAN
TAJIKISTAN
GEORGIA
KYRGYZSTAN
RUSSIA
UZBEKISTAN

SEXIST OPINIONS HAVE NOT BEEN FOUND IN THE PAPER!

How can you explain such tactfulness? Only by the fact, that women's issues are not covered there

Development of Kirghizstan's journalism has been characterized by different tendencies. On the one hand, it is "regionalization", i.e. increasing the role of local administrative-territorial formations and on the other – globalization of information-propagandistic networks and systems.

Nurjan TULEGABILOVA
Bishkek

"Slovo Kyrghizstana"

The first tendency is manifested by the fact, that change of priorities in assessment of the central and regional (local) mass media has occurred in Kyrgyzstan. For example, such central papers as "Vechni Bishkek", and "Slovo Kyrghizstana" enjoy great popularity among the readers. These publications are distributed over the whole territory of the republic. The reader wants to know, not only what happens in his region, but also the things, that happen in other regions of the republic. As a rule, the local papers do not satisfy these requirements.

Any piece of information, be that a newspaper article, TV or radio broadcast, strengthens or weakens the existing stereotypes. A purposeful campaign can facilitate transformation or breaking up of the existing stereotypes and creation of the new ones. We decided to carry out gender analysis of the governmental newspaper "Slovo Kyrghizstana", which is in great demand of the population.

Being governmental, the paper pays great attention to global themes like politics, economy, ecology, culture, the past and the future of Kyrgyzstan. The editorial board, obviously, does not see any connection between these problems and women. We have not found even a single example of sexist declaration against women on the pages of the paper. How can we explain such tactfulness? Only by the fact, that women's issues are not raised in the paper.

This paper publishes interesting materials, dedicated to political leaders and prominent personalities. As a rule these are men, women's names are used only in connection with these personalities. But often we come across the materials, dedicated to charitable activity of M.Akaeva, the {former} first lady of Kyrgyzstan. Special attention is accorded to historical themes. This is understandable: together with the growth of understanding of the national identity of the people, the population's interest in their historical past also grows. Lots of pages are devoted to the description of the lives of Kirghiz khans, "batyrs" and, naturally, all of these are men. Memorable articles, dedicated to outstanding women, who have contributed to the development of the country and who have gone down in history, are practically absent.

The given paper lacks a permanent rubric for women, but, at least, it runs a number of articles devoted to women. Here one can trace the stereotypes of an ideal woman: we witness imposition of traditional patriarchal gender stereotypes alongside with the unabashed adoration of the ideal women.

One of the main tasks of our investigation was to clarify, whether and how the mass media complies with the requirements of gender education: how well the journalists and employees of the publications understand the problem and whether there exists a gender policy in the paper and if yes, what sort of a policy. We received the following data as a result of the investigation: topics, which cover the problems of both men and women are employment and unemployment, business development, distribution of roles between sexes in the society {50%} The editorial staff's policy is directed at attracting mixed audiences. Albeit, one can not speak about the equal coverage of topics: men appear much more frequently in the materials on the economy, rights, politics and power, ecology, sport. Women are more often seen in the topics on culture and art, family, welfare. The themes on health, healthcare and education are equally divided between the sexes.

It's unrealistic to await gender sensitive, professionally impeccable judgments from journalists in a society, which has just recently gained independence. The causes, which brought about the existing situation, can be found in the insufficient training of the reporters in the higher education institutions as well as in the system of education in the whole. During transition from the system of former repressions to the market economy, the society, as a rule, has only a limited amount of universally acknowledged ethical norms at its disposal. The legislative bases of the civil society are weak yet. It's clear, that freedom allows for certain mistakes. It will take years of perseverance and learning, before just and gender-fair journalism is born.

Slovo Kyrgyzstana

governmental newspaper, 3 times a week, 16-32 pages, format A 3,
circulation – 7 thousand copies.

Period: October, November, December, 2004

The work has been carried out by: Nurjan TULEGABILOVA

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	96	21	110	35	114	19	320	75	81	19
experts	122	15	108	8	101	7	331	30	92	8
characters	42	4	22	7	24	4	88	15	85	15
authors of publications	58	57	44	40	47	33	149	130	53	47

Additional data (A)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	39		28	1	31	2	98	3	97	3
Middle level manager/ the main specialist	28	8	19	3	23	9	70	20	78	22
Entrepreneur	1		3	1	2	-	6	1	86	14
Employee of the cultural field/art field	9	8	10	6	7	6	26	20	57	43
Representative of show-business.	1		2		3	2	6	2	75	25
Employee/ worker	3	1	2	1	2	2	7	4	64	36
Intelligentsia, scientist scientific assistant	17	5	14	3	15	6	46	14	77	23
Unemployed		1			2	1	3	2	60	40
Housewife		2	1	3	-	1		6		100
Sportsman, sportswoman.	3	1	2	2	4	1	9	4	69	31
military personnel	5		4		2	-	11		100	

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	8		4	2	4	3	16	5	76	24
Economy	6	2	2	3	3	1	11	6	65	35
Business/finance	1				2	1	3	1	75	25
Public movement/ parties	5	4	3	2	4	2	12	8	60	40
International relations/ Foreign policy	13		8	2	3		24	2	92	8
Education	6	1			4		15	3	83	7
Science/ research	2			2		1	3	2	60	40
Healthcare	7	5	4	2	3		14	7	67	33
Social sphere	1	1	1	2	1		3	3	50	50
Culture/ art	11	8	6	2	8	4	25	14	64	37
Show business		1		2		2		5		100
Sport	3	1	1	2	3		7	3	70	30
Law and order	12	1	10		8	2	30	3	91	9
Communications/ mass media	7	1	5		3	2	15	3	83	17
Industry										
Tourism	2		3		4		9		100	
Psychology		3					1		25	75
Bringing up of children / family				1		3				100
Household economy/ everyday life						5				100
Sex/love										
Health/beauty		3		2		2		7		100
Food		4				5				100
Astrology										

MONITORING OF PHOTOS

General data (A)

Criteria		October		November		December		Total		%	
		M	W	M	W	M	W	M	W	M	W
Authors of photos		5	1	6	3	4	4	15	4	79	21
Images		6	5	4	3	3		13	12	52	48
Type of images	official	4		5	1	4	2	13	3	81	19
	non-official	2	4	2	5	2	4	6	13	32	68
Dynamics of images	active	4	2	6	4	5	5	15	11	58	42
	passive	2	3		2	1	2	3	7	30	70
Plan of image	close-up	3	2	4	1	2		9	3	75	25
	middle	2	1	2			1	4	2	67	33
	general	5	2	2	3	2	2	9	7	56	44

Degree of gender correctness of the photos (B)

Degree of correctness	Number			
	October	November	December	Total
Neutral (=)	7	8	4	19
incorrect (-)	3	1		4
correct (+)	4	2	3	9
for the idea of gender-equality (!)	3	1	3	7

ARMENIA
KAZAKHSTAN
AZERBAIJAN
TAJIKISTAN
GEORGIA
KYRGYZSTAN
RUSSIA
UZBEKISTAN

**AT FIRST GLANCE –
A PROGRESSIVE PAPER.**

It turned out to be hopelessly behind in terms of representing female opinions on its pages.

I started my publications in the youth paper "Komsomolets Kirghizii" when I was a school girl, during Brezhnev's times. I'm happy, I've lived till totally different times in journalism – without censure – when I can really influence certain processes in the country, when I can go beyond the "iron curtain". I've learned a thing or two in the US. I'm participating in the "IREX" program "Visitors". When I started my routine work of monitoring "MSN" paper, I was more than sure, that this paper was absolutely OK in terms of gender equality! The most resounding names in the paper are the women's names, the paper itself is utterly leftist, conservatives are not tolerated in it. I've received, what I've received: some gotten data are even more depressing, than the data in the utterly conservative governmental paper "Slovo Kirgystana"...

Natalia DOMAGALSKAYA
Bishkek

"MSN"

"MNS" is an independent, overtly oppositional national paper. It's published in Russian 3 times a week and has a circulation of 12 000 {on weekdays} to 70 000 copies {under the title "Subota MSN"}. It was founded in Mai, 2001. It has changed its name a number of times as the ministry of justice, on different pretexts, has suspended publication of the paper not once. Composition of the journalists' staff – 40% women, and the female correspondents of this paper are more famous in the republic, than male correspondents.

In connection with this, we asked Elena Skorodumova, the correspondent of the paper "MSN", who was recently awarded a diploma of UN Development Program for consistent coverage of gender equality theme, a number of questions:

**Tell me, please, aren't you surprised with the results received by us?
It turns out, you openly ignore female opinion and prefer to interview men.**

- Yes, for sure, this is a very unexpected result of the monitoring. Actually, it's not what we prefer. I don't really care, whom to work with, as long as my interviewee is clever and competent. By the way, I probably allude more to women in my articles, but I've never paid attention to this really. Simply I try to mainly cover social sphere – and this is medicine, pensions and benefits, custody of children. This is a sphere, where women represent the majority of employees.

- And who are their bosses?

- Yes, men are the bosses. So, if I have to speak not with a physician but a head doctor, then, as a rule, this is a man. But, somehow nobody has given this a thought in our editorial staff.

- More so, as you mostly write about politics, where women are far and in between. Haven't you ever tried to somehow set quotas for your heroines and interlocutors in the paper?

- This somehow has never crossed my mind, and had it even crossed my mind, my colleagues would not have understood and supported me.

- Hold on, hold on, but your staff is not a monolithic male staff, so where does this manly chauvinism come from?

- Yes, 40% of writing journalists are women. But they've also put their backs up against regularly printing special rubrics on the necessity of promotion of women in politics, because of which they complicated my relationship with PROUN, the organization, which awarded us a special grant for this purpose.

- Wherefrom does this mistrust of women come?

- It's not the attitude towards the issue as such, It's the "local conditions". You remember, don't you, how the rumors were spread about president Akaev's wife, who allegedly wanted to run for the presidency in the next elections? Then Bermet Akaeva, his daughter put forward her candidature for the Parliament. My colleagues opined thus: discussions on promotion of women in politics are not timely, as with these we are paving the way for the female members of the presidential family into the corridors of power.

MSN

<http://www.msn.kg>

independent newspaper, 3 times a week, format A3,

circulation – 12-70 thousand copies

Period: October, November, December, 2004

The work has been carried out by: Natalia DOMAGALSKAYA

Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	46	2	31	-	48	1	125	3	97.6	2.3
Middle level manager/ the main specialist	25	6	20	7	23	5	68	18	84.5	15.5
Businessman	7	-	2	-	2	2	11	2	84.6	15.4
Employee of the cultural field	12	88	10	4	6	6	28	18	68.9	31.1
Representative of show-business	-	-	-	-	5	2	5	2	71.4	28.6
Employee/ worker	3	-	3	1	2	2	8	3	72.7	27.3
Intelligentsia, scientist scientific assistant	20	3	21	3	15	2	56	8	87.2	12.8
Unemployed	8	1	-	-	4	1	12	2	85.7	14.3
Housewife	-	1	-	3	-	1	-	5	0	100
Sportsman, sportswoman.	1	1	2	-	6	1	9	2	81.9	18.1
Military personnel	-	-	3	-	4	-	7	-	100	0

Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	10	1	13	2	3	3	26	6	81.5	18.5
Economy	7	-	10	3	3	-	20	3	87.1	12.9
Business/finance	3	-	1	-	2	1	6	1	85.7	14.3
Public movement/ parties	7	4	10	3	4	4	14	11	56.0	44.0
International relations/ Foreign policy	17	-	9	3	4	-	30	3	90.0	10.0
Education	10	1	5	-	5	2	20	3	87.1	12.9
Science/ research	5	-	-	2	3	1	8	3	72.7	27.3
Healthcare	7	8	5	3	3	-	15	11	57.1	42.9
Social sphere	1	1	1	8	1	-	3	9	25.0	75.0
Culture/ art	12	8	10	7	8	4	30	15	67.0	33.0
Show-biz					5	2	5	2	71.4	28.6
Sport	4	3	1	1	3	-	8	4	66.3	33.6
law and order	15	1	9	-	6	2	30	3	90.0	10.0
Communications/ mass media	10	-	6	4	3	1	19	15	79.0	21.0
Industry										
Tourism	5	-	3	-	4	-	12	-	100.	0
Psychology	-	1	-	-	3	-	-	4	0	100
Bringing up of children / family	-	3	-	-	-	1	-	-	0	100
Household economy/ everyday life										
Sex/love										
Health/beauty	-	3	-	2	-	2	-	7	0	100
Food										
Astrology	-	4	-	3	-	4		11	0	100



ARMENIA
 KAZAKHSTAN
 AZERBAIJAN
 TAJIKISTAN
 GEORGIA
KYRGYZSTAN
 RUSSIA
 UZBEKISTAN

MUFFLED ECHO

it reflects only male activity

Monitoring teaches discipline. This was the first conclusion I made for myself. The second – I started reading papers from a different point of view and found out the things I never noticed before. The third – I started to respect myself more for the fact, that I had diligently calculated data, put it in the tables, compared. And the main thing: I took to working in the team, it does not let you relax.

We carried out the monitoring in order, that we could operate with our data and rely on it. Personal conclusions are always more important, than conclusions made by others, even if they are authoritative and imposing.

Alla PIATIBRATOVA
 Town of Osh

"Echo Osha"

"Echo Osha" – a social-political newspaper, has been published since 7 November, 1938. Formerly it had been published 5 times a week and the last years – 2 times a week, on Wednesdays – 4 type-pages, on Saturdays – 8 type-pages. The circulation is not known, but it's clear it's not big. The editor – Eugene Breslavskii. Only male journalists remain on the staff. The only woman in the editorial office is Tatiana Viugina, the chief secretary. The newspaper has been founded by the regional administration of Osh and the regional Kenesh {council}

The main-page features official materials – information on appointments, meetings and visits of the region's authorities, news, congratulations for different anniversaries and celebrations, reports on the events in the republic and the Southern regions etc. The most frequently mentioned names – high and middle level authorities, the main specialists. 90% of the names are men's names, as all the governmental positions in the regional administrations as well as other governmental structures are occupied by men.

The ordinary headings for the title page: "Anniversary Congratulations", "Jubilee Congratulations", "Sessions", "Official Information", "The governor's press-secretary informs", "Celebrations" etc. If a celebration is connected with "women's" profession {e.g. the teachers' day}, the information is accompanied by mainly women's photos and only very occasionally – by men's photos.

The balance is more or less preserved if the theme is e.g. medicine – on such photos men and women are represented in equal numbers. But ordinarily the first page shows male photos – authorities of different ranks, cotton-growers {although there are more women cotton-growers, than men cotton-growers}, police officers. Both of the sexes are equally represented on the group photos of students, school-pupils, children in nurseries. But on the whole, the first page is a men's page.

It can be said, that men densely populate all the pages of the paper. They are represented 3-4 even 5 times more in all the main spheres of activity, from politics, economy, trade unions, business and finance to sport. Women hold leadership in "household economy/family life and a 100% leadership in "health/beauty". They are slightly ahead of men in healthcare, and almost on par in education. Albeit, they've given up to men even, at first glance, their own social sphere. Over the period of three monitored months {September-November-December} nobody has taken pains to bring children up and, alas, nobody has thought about sex and love. We got somewhat unexpected results in the field "culture/art": mass of "cultured" men – 93.8% is overwhelming in comparison with the mass of "cultured" women – 6.2%.

Over these months men have exclusively represented local self-governance, social movements and parties, communications and mass media, church and astrology and army {against which I have no objections}

Let's now look at the table "social status". Women-managers – just a few. This mainly attributes to the top ranking managers. But there are far too many female pensioners and housewives – just like students and schoolgirls. These are the only two sections, where women lead. Women work twice less in science, art and culture and even less as entrepreneurs.

These figures do not fully reflect the actual situation, but they objectively reflect the details. Thus, there are very few women among the top ranking officials indeed. Women are also seldom represented in business, banking etc. But many more women, than men are involved in small business and entrepreneurship. Traditionally, there are more women in the sphere of social services, school education. But the specialists of this rank scarcely appear on the pages of the paper. The materials are mostly presented in the information form; there are a lot of interviews, discourses, notes. Analytical articles are a rare genre. Even when they appear, they are congested with figures and are clearly boring, which puts readers off. The theme of women's or children's rights does not crop up on the pages of the paper at all.

I've been working in the paper "Echo of Osh" for almost twenty years now. While studying it, I called to my mind the years, when the paper had a name understandable for all – "Leninski Put" {"Lenin's Way"}. It used to be published 5 times a week and had a high circulation. Despite the fact, that nobody knew the word "gender" then, the gender balance, at least quantitatively speaking, was observed.

Naturally, in those times it was even more difficult for a woman to become an editor, than now. Thanks to the female reporters' efforts, the themes, which, for no apparent reason, are considered to be women's themes {family, raising children, education} have appeared on the pages of the papers with envious regularity. At the same time, women came out as experts regularly, and not only on the purely "female" themes...

There is not a single female reporter remaining in the newspaper today! Can male reporters really be interested in those subtleties, which worry women? They are scarcely attracted even by such a topic as health, even if it were their own. When they decide to take an interview, they opt for the interlocutor of their sex, if, naturally, there is such option. Even the types of sport in the papers are exclusively for men! So on and so forth. Social-political newspapers have clearly the man's image. To achieve this, the collectives of these papers do not even stir a finger, everything comes out of its own accord.

Gender topics are seasonal for the paper {and not only for this paper} During recent years, materials on this topic have appeared in the paper "Echo of Osh" only during the "gender" competitions, which have been carried out in the republic by the "Soros Kyrgyzstan" foundation, SIDA, PROUN, also in the framework of the project supported by Internews. Before and after the competitions, which last 2 to 5 months, the topic is abandoned till the next season i.e. the next competition. This refers to any burning problem, which is to be brought to the public attention {drug addiction, HIV/AIDS, trafficking".



Ekho Osha (Echo of Osh)

www.echoosha.narod.ru

regional newspaper, 2 times a week, 4-8 pages,

format A 3, the number of copies is not mentioned

Period: October, November, December, 2004

The work has been carried out by: Alla PIATIBRATOVA

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Internal policy	7	0	5	2	3	1	15	3	83,3	16,7
Economy	2	2	3	1	5	0	10	3	76,9	23,1
Business/finance	4	1	3	1	6	0	13	2	86,6	13,4
self-government					1	0	1	0	100	0
Public movement/ parties			1	0			1	0	100	0
International relations	2	2	8	0	3	2	13	4	76,4	23,6
Foreign policy										
Education	1	3	8	3	0	1	9	7	56,3	43,7
Science/ research	1	0	4	1	2	1	7	2	77,7	22,3
Healthcare	5	7	5	6	3	2	13	15	46,4	53,6
Social sphere	5	4	3	1	13	6	21	11	63,6	36,4
Culture/ art	2	0	5	0	8	1	15	1	93,8	6,2
Sport	2	0	23	0	13	4	38	4	90,4	9,6
law and order	7	3	9	1	16	7	32	11	74,4	25,6
Communications/ mass media	5	0	1	0	4	0	10	0	100	0
Industry	3	0			3	1	6	1	85,7	14,3
Army					4	0	4	0	100	0
Ecology					3	1	3	1	75	25
Household economy / everyday life.	0	2	1	0			1	2	33,3	66,7
Characters							2	2	50	50
Health/beauty			0	3			0	3	0	100
labor unions					6	1	6	1	85,7	14,3
Church			1				1	0	100	0
Astrology					1	0	1	0	100	0

Additional data

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	3	0	17	0	20	1	40	1	97,5	2,5
Middle level manager/ the main specialist	20	3	17	12	32	7	69	22	75,8	24,2
Businessman	3	1	3	0	4	1	10	2	83,3	16,7
Employee of the cultural field	4	0	1	0	5	2	10	2	83,3	16,7
Military personnel/Employee/ worker	2	3	8	2					62,8	37,2
Intelligentsia, scientist scientific assistant	10	5	9	8	12	8	22	13	66,6	33,4
Housewife/Pensioner	1	3	0	2	1	0	2	5	28,5	71,5
Sportsman, sportswoman.	23	0	1	0	13	4	37	4	90,2	9,8
Student			2	3	0	1	2	4	33,3	66,7
Criminal					1	0	1	0	100	0
Priest			1	0			1	0	100	0

MONITORING OF PHOTOS

General data (A)

Criteria	M.	W	Total%		
			M	W	
Authors of photos	0	76	0	76	
Images	127	226	36	64	
Type of images	official	0	35	0	35
	non-official	125	186	40,2	59,8
Dynamics of images	active	84	122	40,8	59,2
	passive	31	88	26,1	73,9
Plan of image	close-up	18	38	32,2	67,8
	middle	22	37	37,3	62,7
	general	86	155	35,7	64,3

Degree of gender correctness of the photos (B)

Degree of correctness	Number
Neutral (=)	79
incorrect (-)	33
correct (+)	14
for the idea of gender-equality (!)	8



ARMENIA
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"Argumenti i Facti" in Europe being a platform for expert opinions,

does not necessarily mean, that the newspaper provides adequate arguments

The newspaper "Argumenti i Facti" and its international supplement have not been selected for analysis at random. It is the most read paper among the CIS countries. It is the paper, which has been included into the Guinness Book of World Records because of the highest circulation in the world {2 993 500 copies!} It is the paper, which has 68 regional supplementary sheets and is distributed in 52 countries of the world.

It will not be overestimation to say, that "Argumenti i Facti" set the journalistic trends for all the post Soviet states. Besides, this newspaper fully consists of expert opinions. Thus it is more interesting, from the gender viewpoint, to find out whose opinions prevail in the most read paper of the world.

Alma Bekturganova-Andersen
Copenhagen

"Argumenti i Facti"

As it is known, mass media reflects social opinion on different issues. So, in this respect it's not surprising, that women experts are practically not represented in such spheres of social activity, as politics {6.9%}, economy {7.6}, business/finance {9.6}. It is surprising, that in traditionally women's fields, female expert opinion prevails – slightly – in only one field {Bringing up children/family – 55.6%} and is represented on par with male expert opinion only in two other fields – Household {47.1%} and sex/love {47.7%}. Even such – for the time being perfunctory – glance will notice, that thematic distribution of materials among the pages of the publication under study does not quite adequately reflect a woman's place in the society.

Seemingly, women contribute more to social sphere. In many CIS countries, women are in charge of this field. Even at the ministerial or regional level. But female expert opinion lags behind male expert opinion on the pages of the "Arguments and Facts" {29.8% vs 70.2%}. It turns out, that the quest for solution of social problems, the main burden of which – according to stats data – has been shouldered by women, comes easier for men. This, at least, is what we see on the pages of the popular weekly. We can speak about an unacknowledged information blockade, in which the women with active position towards social-political life of our society find themselves.

Gender scanning of mass media, carried out a number of times by women's organizations, defined the presence of women in the cultural sphere as an already conquered bridgehead. Albeit, even in this sphere women-experts are under-represented: 26.5% v 73.5%. At the same time, the heroes of the "women plots" are mostly singers, actresses, sportswomen, ballerinas... As a rule, they discuss events of daily lives, diet, fashion. In certain cases the reason for introduction of women personages was to better portray male characters {reports on Lev Iashin's wife or Vassili Shukshin's daughter.}

Meanwhile heroes of the "men plots" {Vitali Vulf, Iuri Shevchuk, Nikolai Karachentsev, Alexander Rozenbaum} opine on the state foreign policy, on how to pull out the country from quagmire and how to boost morals of the population. Exemplary in this respect is the headline of an interview with Sergei Bubka, a famous sportsman – "With a Pole over Orange Opposition"

Men-reporters address women as experts much more seldom, than their women-colleagues. To this end, it's a good sign, that the role of women in the journalistic profession is undergoing changes and that the editorial staff becomes more gender-balanced. The paper "Arguments and Facts" is not an exception to this. Of course, the weekly can not really brag about the presence of women in the managerial staff yet – they are not there yet, but there are quite a few women among the rank-and-file members of the paper. This paper, like most of the publications, could not really avoid the typical situation: men manage, whereas creative work is done by women. Meanwhile, the later did not notice an explicit manly chauvinism. How else can one assess emergence of such signatures: Lulia Shigareva, leader of the type-page {Tatiana Kuznetsova} How come nobody notices the sheer futility of such signatures?

Women must not wait, they have to conquer information space more decisively and become newsmakers. Just as much as it is interesting to read the sites of the women's organizations, so are the themes covering women's problems poorly represented on the pages of the Russian publication. But in my opinion, one can and one should create a cause for journalistic story out of each project, described above. Which problems of women remain outside the journalists' view? The problem of women inequality, as a cause and result of all the other problems – women's employment and unemployment, professional discrimination, family violence, sexual solicitations at work, trafficking of women. Why is it so important? For instance, newspapers do run materials about unemployment of women, but superficially, presenting them like hot facts – describing a prostitute, a killer woman, an alcoholic. But the reports about these concrete women are not in any way linked with the general policy of the state, absence of women in the corridors of power. I'm not calling on each journalist, describing uneasy lives of women, to start an article by alluding to the Convention on Ending Discrimination against Women {CEDAW} This knowledge must be intrinsic in him and then the ways of providing hot facts will change.

Without analyzing deep underlying processes, it's not easy to change the situation in the whole. But which publication can cope with carrying out an all embracing analysis of the processes underway? "Arguments and Facts" do

not economize on newspaper space to cover topics they like. For example, an interview with Iuri Shevchuk was spread out over two issues, because, as "AaF"-ians explained, after the singer's visit to the Ukraine, new thoughts occurred to him. The publishers did not grudge Mikhail Jhvanetski newspaper space either, running through a series of issues the records of Andrei Maximov's program <<On Duty around the Country", which carried the speculations of the satirist. By the way, one of the articles had a significant title – "I'm drinking to the mini-dress permanently hovering above the banquet table".

Reporters underestimate the importance of the studies carried out by women's and gender organizations. Very often they let the chance to enrich the themes of published materials by non-traditional information obtained by the researchers of gender problems slip through the fingers. E.g. the experience of the Feminist League of Kazakhstan, which has carried out an analysis of the new labor legislation, which has been proven to violate women's rights, is quite interesting. It is doubtful, that those, who drafted the new legislation had calculated all the outcomes of their initiatives and it's also to be doubted, that journalists understand what kind of an unexpected twist they can put onto any story about a woman's broken life. The analysis carried out by the Almaty women's information center, which concerns the new land legislation is also quite tale-telling. The analysis describes in detail, how women are gradually deprived of the right on land, how the new provisions of the law doom female part of the population to poverty. Unfortunately, the results of this research have not come to the attention of the reporters, and correspondingly, to the public attention. It's also quite clear, that reporters have no clue of the strategy of that part of female movement, which tries to better understand the female experience and change women's mentality.

Presently I live in Denmark. I can't help being surprised about the number of young fathers tending to their offspring in the streets, about the presence of men in kinder-gardens and schools {in the capacity of teachers}, about the volume of household work, which the spouses share. There are special rooms for children in the museums, where kids can touch, put on, mold or paint anything, while their parents take their time admiring the exhibits. They come to restaurants together with their tots, as there are all the necessary conditions. A young mother, having two children, one of whom is not two yet, is appointed a minister by the government. All of this is a result of those planned efforts to overcome stereotypes concerning the obligations of men and women, which this country started to make in the 70-ies. Our reporters have no inkling as to how can one make ads without speculating by the traditional stereotypes of men and women.

Unfortunately, the Scandinavian experience is dealt with on the pages of the "Arguments and Facts" not as a positive experience of attaining equality between men and women but as an expression of dangerous feminism, which can infect Russia too. I base my conclusions on the article "Swedish Amazons Charge" published in the "Arguments and Facts" {# 32, 2004}, which also has a characteristic subtitle "Harsh Backlash of Feminism". It's hard to understand, what the author wanted to prove in her article, but it's a fact, that it is directed at reproduction of the stereotypes about the biological predestination of men and women. Such position undermines the possibility of forming an opinion about human dignity – the core idea of the human rights concept and the feminist theory. It's a pity, that having visited the West, the reporter noticed only what she wanted to notice, and having circulated her erroneous attitude, she dealt one more blow to women's rights.

The photos of experts on the newspaper's pages, their format – official/non-official, active/passive - and the angle {Close, middle or long-range } came to our attention. During the analysis, we have not found anything distinguishing the journalists of "Arguments and Facts" from the man in the street attitude.

Women, more frequently than men, are represented in the everyday family atmosphere. They are passive as a rule and get on the newspaper pages rarer than men. Women's photos are more often on the middle or back pages of the paper, where they are represented as caring mothers or wives, loving daughters or diligent housewives. Even if a woman is a real personality {e.g. a movie, sports or pop star} she is mainly snapped at the backdrop of some male, the presence of whom underscores the fact, that even in private life she has everything in ship-shape. Men are shown without such "attributes". Women at work, in office, in negotiations – i.e. women transforming the world – such images

are few and far between. The number of pictures we referred to the category "For the Idea of Gender Equality" is 15, out of 404 published, which is 3.7%.

Summing up, we can conclude: The newspaper "Arguments and Facts", just like any other paper of the post Soviet space, is not only subject to stereotypical perception of women's role and status, but it also actively promulgates the stereotypes, which are not that innocent at all, and ignoring of which, threatens to further aggravate social and psychological health, which is quite ailing as it is, of quite a vast area.

Argumenti i Facti

<http://www.aif.ru>

weekly, format A 4, 32 pages,

circulation – 2 993 500 copies

Period: October, November, December, 2004

The work has been carried out by: Alma BEKTURGANOVA-ANDERSEN.

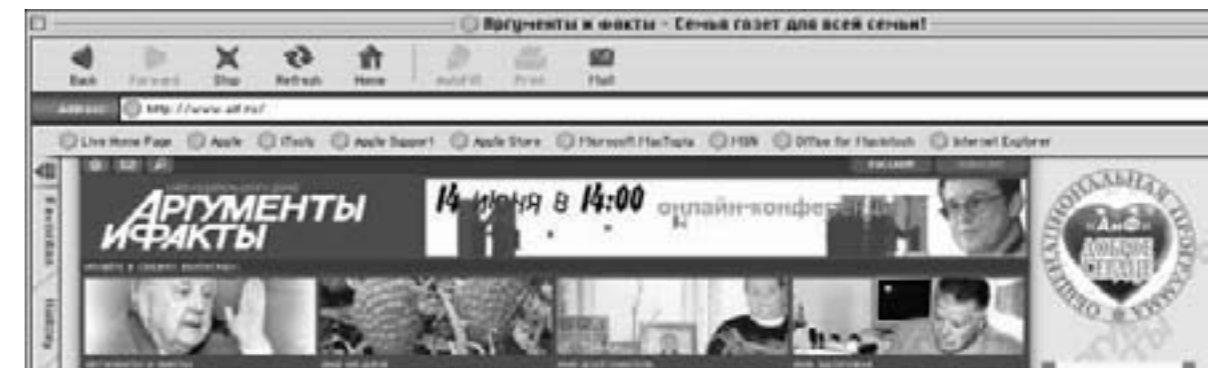
Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
Politic	37	5	18	3	53	0	108	8	93,1	6,9
Economy	23	2	17	3	33	1	73	6	92,4	7,6
Business/finance	9	2	9	0	1	0	19	2	90,4	9,6
defente/safety	2	0	3	2	6	1	11	3	78,5	21,5
Science/ research	21	2	9	1	5	1	35	4	89,7	10,3
Social sphere	20	2	13	3	19	17	52	22	70,2	29,8
Culture/ art	41	11	24	11	21	9	86	31	73,5	26,5
Sport	11	2	3	1	11	3	25	6	80,6	19,4
law and order	12	4	3	1	11	2	26	7	78,8	21,2
religion	6	0	4	0	5	4	15	4	78,9	21,1
Bringing up of children / family	2	5	1	0	5	5	8	10	44,4	55,6
Household economy/everyday life	3	3	3	2	3	3	9	8	52,9	47,1
Sex/love	0	2	8	2	3	6	11	10	52,3	47,7
Health/beauty	0	1	2	0	11	4	13	5	72,2	27,8

Additional data

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	83	7	49	5	78	6	210	18	92,1	7,9
Middle level manager/ the main specialist	40	27	12	11	32	16	84	54	60,8	39,2
Businessman	6	1	1	0	3	2	10	3	76,9	23,1
Employee of the cultural field, employee of the art field	24	7	24	6	24	12	72	25	74,2	25,8
Employee/ worker	3	0	4	2	8	11	15	13	53,5	46,5
scientist scientific assistant	21	4	23	4	16	4	60	12	83,3	16,7
Unemployed	0	1	2	0	0	2	2	3	40	60
Deputy	7	1	3	0	6	2	16	3	84,2	15,8
Pensioner	0	0	1	2	4	5	5	7	41,6	58,4
Student	0	0	0	1	1	1	3	5	37,5	62,5
Housewife	0	5	0	1	0	4	0	10	0	100

MONITORING OF PHOTOS

Criteria		men	women
Authors of photos		11	119
Images		135	315
Type of images	official	29	132
	non-official	94	148
Dynamics of images	active	69	177
	passive	45	104
Plan of image	close-up	61	147
	middle	43	121
	general	9	16



WHOM DO WE SEE IN THE CAPACITY OF EXPERT?

an attempt to look at one's work as a journalist,
 through a researcher's eyes

When I learned about the project to analyze gender composition of experts in the press, I jumped on the opportunity, as I've been involved in the monitoring of mass media for quite some time now. Naturally, an idea dawned on me, that I would not really see any progress in highlighting gender themes, as there are the same stereotypes in representing men's and women's images, the same obsolete approaches, which still smell of the Soviet epoch. We can't speak about new approaches or a new balance in journalism. But deep in my heart, I had a nagging feeling, that it's worthwhile to dig into a pile of newspaper copies, analyze them from the gender balance point of view, track down concrete data for the purpose of using them in future professional and social activity. We have worked with enthusiasm and it has been a formidable and challenging work: dozens of letters a day, daily on-line discussions, piles of copies, tables, figures. The main thing I acquired during these months, is the exclusive information. This is a good foundation for future work. Besides, I now have reliable partners in other countries.

"Pravda Vostoka" (Oriental Truth)
 "Novosti Uzbekistana" (Uzbekistan News)

Carrying out of the content-analysis of the newspaper materials by journalists, who are used to work with the ready facts, I confess, is not easy. It's a matter of precious time and patience, which is necessary for scrupulous investigation and gleaning of data and, later, processing of figures. This is a head over heels immersion in the theme and hard work. During the course of work, an idea came to us to study the photos in parallel, as they are one of the main additional elements of journalistic materials and sometimes they are even more effective. Our team had a concrete task – any type of unordinary approach was also welcome – to make sure, that the received results did not drown in the whole mass of different studies and to encourage those, who will draw on them, for new ideas, projects and activity. This has been the underlying idea of the undertaking.

For monitoring the Uzbekistan press, I used two social-political newspapers: "Pravda Vostoka" {The cabinet of minister's publication} and an independent publication "Uzbekistan News". The priority topics for these publications are practically alike: politics international affairs, economy, social sphere, culture, sport – ordinary set of topics for official papers. The only difference – periodicity and the volume of the publication. If the first is a daily {to be more precise, it's published four times a week} and has 4, sometimes 8 type pages, the second is a weekly and is printed on 16 type-pages.

The tables of general data attest to semblance of these papers – the gender composition of experts, characters in the articles, number of authors. There is some difference, tantamount to plus-minus 3%, but the semblance is very conspicuous. Not just papers – the twins!

Based on the received results, one can maintain, that men come out as experts and are the main characters in the newspapers three-four times more often than women. But the difference between journalists as authors is not so big in comparison with other indices: 57/43% {"P.V"} and 62/38 {"U.N"}

What is the reason of this? When we are interviewing, we try to get information straight from the horse's mouth. As a rule, "the horse" in politics and economy is a man. My private observations allow me to note, that reporters – maybe subconsciously – favor the man-leader, despite equal positions. It's simpler to quote a prominent official or a manager of enterprise, than proffer a woman's image, which also will rid you of the editor's query "Where did you find the wise girl?" - and you will not have to explain to your boss, what the gender equality means.

Let's now pay attention to the social status and the fields of activity of the heroes of our publications. Translating the results of monitoring into an easier understandable language, we can present them in the following way. Woman ranks last out of ten representatives of the managerial level. Each fourth woman is a representative of scientific field, each third – a sportswoman; women from the sphere of art occupy roughly the same position. Men enjoy absolute leadership in business sphere on the pages of the paper "Uzbekistan News", although in "Pravda Vostoka", through mediation of men, women tried to show themselves to the best in 16% of the cases. The only example of gender equality, which we could find in the "U.N." was in the rubric <<Ordinary citizens>>. In reality, gender composition of Uzbekistan population is 51% women, 49% men.

Whatever concerns the analysis of the spheres of activity, the leading positions of men in the paper "U.N," have been distributed in the following order: science and technology {10/0 – absolute leadership}, economy, politics, healthcare {9/1}, ecology {7/1}, military affairs {5/1}, sport {4/1}, culture {3/1} etc. Again gender balance is observed only in social sphere {50%}, where the problems of vulnerable layers of society and social protection have been covered. A relatively different situation is in the paper "Pravda Vostoka": military affairs, economy, science/tech-

nology, crime/terrorism{9/1 and 8/1}, international affairs, ecology {7/1}healthcare and social{4/3, 5/1}, sport, culture, education{3/1}.

Both of the papers carry gender-neutral photos. A photo can show images of representatives of one gender. By appearance, these photos do not infringe upon anyone's rights. But if you count these "neutral" images, it turns out, that they fall under the general criterion of "incorrect photo", as out of the total number of images 78% {"U.N."} and 65% {"P. V."} comprise men's images. "Correct" photos can only be those, which represent men and women in equal positions or conditions. The number of such photos amounts to 9.6% in "U.N." and 16.5% in "P.V."

Such is gender representation of the experts, whose opinions are held in high esteem by the editorial staffs. The problem of gender imbalance can be solved and for this purpose we have to start with editorial policies. The global experience showed the efficiency of forming public opinion and correct coverage of the events and opinions, by means of adhering to the main principles of editorial approach to the gender issues. One can not achieve all the goals, set and ratified by the state, if editorial staffs and representatives of mass media – consciously, or subconsciously – strengthen discriminatory, stereotypical cliches. Reporters, themselves, must start by uniting in journalistic public campaigns, associations, networks and not just wave their hands, telling us, that all this contradicts our world outlook, culture, mentality. One must not haste calling this trendy or relevant to the situation. The concept of harmonious coexistence of men and women came to existence neither today nor yesterday. Some time ago, one of the public organizations of Uzbekistan convened the journalists and announced the results of gender monitoring of some publications. This fact triggered far from a positive reaction from the part of our colleagues. Hot debates ensued. At first glance, this was very angering and the whole thing could have been forgotten as a nightmare. Although, during the next workshop, when we were discussing political advertising of the political parties and their leaders, one of the participants drew our attention to gender incorrectness of one of the clips. One can conclude from this, that reporters and gender activists should meet more frequently to discuss common problems, exchange ideas, share experience and learn from one another. One can find many new interesting topics, which can increase popularity of the paper and change the situation to the better.

Pravda Vostoka (Oriental Truth)

www.pv.uz

governmental newspaper, 4 times a week, 4-8 pages, format A3, circulation – 7 thousand copies.

Period: October, November, December, 2004

The work has been carried out by: Zarifa TAJIEVA

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	154	56	153	34	76	36	127	42	75	25
experts	48	9	37	7	24	9	36	8	82	18
characters	10	4	9	4	8	3	9	4	69	31
Mentioning/enumeration	96	44	107	23	44	24	82	30	67	33
authors of publications	33	19	27	16	13	9	24	15	62	38



Additional data (A)

Social status	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
High level manager	94	9	87	13	19	2	200	24	89	11
Middle level manager/ the main specialist	110	21	98	25	76	18	284	64	82	18
Employee of the cultural field / of show-business.	66	21	89	43	11	10	166	74	69	21
Intelligentsia, scientist scientific assistant	109	22	48	10	14	7	171	39	81	19
Businessman	18	1	3	3	-	-	21	4	84	16
Sportsman, sportswoman.	113	118	163	24	36	15	312	157	67	33
Employee/ worker	25	11	10	2	1	-	36	12	75	25
Student	8	9	3	1	-	3	11	13	46	54
Participants of the events	20	3	-	4	4	2	24	9	73	27



Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
International relations/ Foreign policy	21	1	30	5	25	6	76	12	86	14
Internal policy/Elections	56	9	35	9	37	10	128	28	82	18
Economy/Industry/ Business/finance	103	12	61	9	19	1	183	22	89	11
Education	31	24	30	8	2	-	63	32	66	34
Science/ research	71	6	12	2	6	4	89	12	88	12
Healthcare	15	5	5	3	3	1	23	9	72	28
Culture/ art/ Show-biz	75	36	95	46	13	11	183	93	66	34
Sport	128	118	173	33	23	6	324	157	67	33
defenfe/sofety/ army	22	-	10	1	2	2	34	3	92	8
Community	31	5	14	10	8	7	53	22	71	29
Ecology	1	-	2	1	3	-	6	1	86	14
Criminal/Terrorism	21	2	13	3	2	-	36	5	88	12

MONITORING OF PHOTOS

General data (A)

Criteria	October		November		December		Total		%		
	M	W	M	W	M	W	M	W	M	W	
Authors of photos	43	2	20	2	22	-	85	4	95,5	4,5	
Images	137	80	32	24	85	35	254	139	65	35	
Type of images	official	72	27	21	14	53	18	146	59	71	29
	non-official	65	53	11	10	32	17	108	80	57	43
Dynamics of images	active	35	25	4	2	22	6	61	33	65	35
	passive	102	55	28	22	63	29	193	106	65	35
Plan of image	close-up	9	14	7	6	13	6	29	26	53	47
	middle	31	27	15	10	29	20	75	57	57	43
	general	97	39	10	8	43	9	150	56	73	27

Degree of gender correctness of the photos (B)

Degree of correctness	Number									
	October		November		December		Total		M	W
	M	W	M	W	M	W	M	W		
Neutral (=)	35	17	26	18	34	15	95	50	=145	
incorrect (-)	-	-	-	-	-	1	-	1	=1	
correct (+)	10		10		9		29			
for the idea of gender-equality (!)	-		-		1		1			

Novosti Uzbekistana (Uzbekistan News)

www.novostiuzbekistana.st.uz

independent newspaper, weekly, format A 3, 16 pages,
format A3, circulation – 4 thousand copies Period: October,
November, December, 2004

The work has been carried out by: Zarifa TAJIEVA

General data

The date of publication of the newspaper	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
proper names (total)	36,2	9,2	88	24	48.8	16.6	57.6	16.6	77.6	22.4
experts	16	4	22,3	5,6	17.2	5.2	18.5	4.9	79	21
characters	2	2,2	5,3	2,3	2.6	1.2	3.3	1.9	63	37
Mentioning/enumeration	14,6	3	58	16	28.8	10.2	33.8	9.7	78	22
authors of publications	4,4	4	7,8	5,8	6.4	4	6.2	4.6	57	43



Additional data (A)

Social status	October		November		December		Total		%	
	M	Ж	M	Ж	M	Ж	M	Ж	M	Ж
High level manager	55	3	92	9	61	9	208	21	91	9
Middle level manager/ the main specialist	39	6	41	8	46	14	126	28	82	18
Employee of the cultural field / of show-business.	34	23	42	21	40	21	116	65	64	36
Intelligentsia, scientist scientific assistant	7	1	25	7	7	2	39	10	80	20
Businessman	-	-	-	-	3	-	3	-	100	0
Sportsman, sportswoman.	1	1	101	41	71	35	173	77	69	31
Employee/ worker	8	9	-	-	10	-	18	9	67	33
Student	-	-	1	-	6	-	7	-	100	0
Participants of the events	-	-	16	14	-	2	16	16	50	50



Additional data (B)

Field of comment	October		November		December		Total		%	
	M	W	M	W	M	W	M	W	M	W
International relations/ Foreign policy	39	1	11	1	9	3	59	5	92	8
Internal policy/Elections	23	2	55	4	18	1	96	7	93	7
Economy/Industry/ Business/finance	19	3	34	4	27	2	80	9	90	10
Education	-	-	2	3	-	-	2	3	40	60
Science/ research	3	-	10	-	5	-	18	-	100	0
Healthcare	8	-	6	1	-	-	14	1	93	7
Culture/ art/ Show-biz	35	32	56	25	74	33	165	90	65	35
Sport	-	-	123	42	80	36	203	78	72	28
Military affairs Army/security	-	-	2	-	1	1	3	1	75	25
Social	3	2	6	3	2	6	11	11	50	50
Ecology	-	-	4	1	2	-	6	1	86	14
Criminal/ terrorism	-	-	4	4	8	2	12	6	67	33
Communications	11	5	10	3	8	-	29	8	78	22
Tourism	2	2	1	2	-	-	3	4	43	57
Private	-	-	9	5	-	-	9	5	64	36

MONITORING OF PHOTOS

General data (A)

Criteria		October		November		December		Total		%	
		M	W	M	W	M	W	M	W	M	W
Authors of photos		-	-	-	-	-	-	-	-	-	-
Images		71	31	85	37	100	39	256	107	71	29
Type of images	official	34	4	65	10	60	15	159	29	85	15
	non-official	37	27	20	27	40	24	97	78	55	45
Dynamics of images	active	34	15	15	7	23	12	72	34	68	32
	passive	37	16	70	30	77	77	184	123	60	40
Plan of image	close-up	27	10	14	12	28	14	69	36	66	34
	middle	28	12	29	5	35	13	92	30	75	25
	general	16	9	42	20	37	12	105	41	72	28

Degree of gender correctness of the photos (B)

степень корректности	Number									
	октябрь		ноябрь		декабрь		итого			
	M	W	M	W	M	W	M	W		
Neutral (=)	40	15	38	5	43	13	121	33	=154	
incorrect (-)	-	5	2	5	-	3	2	13	=15	
correct (+)	8		9		1		18			
for the idea of gender-equality (!)	-		-		1		1			



Representation of female expert opinions in mass media: IN SEARCH OF REGULARITIES

Tamara HOVNATANYAN

The idea of studying representation of female expert opinions in press is borrowed from the Beijing Platform of Actions – a program document, worked out by the Fourth World Conference on the Status of Women. This document consists of the recommendations for achieving gender equality in all spheres of life. As it is known, one of the 12 critical fields of the Platform is entitled "Women and Mass Media" and solution of problems in this direction is formulated in the form of two basic goals. First – improvement of the possibilities for women to make decisions and express opinions in mass media. Second – creation of the balanced and non-stereotypical image of women in mass media. Studying of female expert opinions in mass media fully accommodates itself in the context of these goals. Innovativeness of the given study lies in the unification of all efforts of female journalists and researchers from the 8 post Soviet countries. Such consolidation has facilitated collection of the rich and interesting material.

1. METHODS OF RESEARCH

Methods of research consisted of the monitoring of press with the content analysis of certain materials, interesting in terms of reproducing gender stereotypes, or conversely, rejecting universally accepted practices and clichés. On the whole, the methods of research have been based on the traditional approaches and jointly worked out tools. It included a number of steps agreed upon by all the participants:

1. Monitoring of quantitative representation and qualitative evaluation of male/female expert opinions for each issue of the studied publications.
2. Carrying out of monthly summing up according to three positions.
 - Status of experts
 - Spheres, in which the comments have been made
 - Photo-visual sequence

The tools: **the final tables – IT-2A – status of experts**
IT-2B – the field of expert comments
FT-3A - photos, general data
FT-3B – gender correctness of the photos

3. Summing up for the four free tables over the whole period of the study.
4. Final comments on the national level, combining qualitative and quantitative characteristics of the studied materials.
5. Final general comments, based on the analysis of generalities and differences, revealed on the level of different countries.

2. THE PERIOD OF STUDY

The study has been carried out over the period of three months – October – December 2004. According to practice, this is an optimal duration for monitoring of press – the minimum observation period, for guaranteeing provision of representative conclusions. Coincidence of the carried out study with the end of the year, also conducted to provision of the representative conclusions, as during this period, which is traditionally rich with social and political events, the press reaches its peak from the point of view of its versatility and content.

3. SELECTION OF THE NEWSPAPERS TO BE STUDIED

15 publications have been selected for studying. Their selection has been carried out taking into account the following criteria.

1. Popularity of the publications. The focus of study – the most popular publications in each of these countries.
2. Periodicity – the priority has been given to dailies, although this has not been an obligatory precondition.
3. Circulation – maximum or average for the given country.

4. Volume – no less, than 8 type pages; format – mostly A3 or A2.
5. The type of publication – social-political publication {in separate cases – gutter weeklies}
6. Political orientation: one of the studied publications – an official organ, another – opposition or independent publication {exceptions are Tajikistan and Russia}
7. Language – preferably national, in certain cases – Russian.

All of these criteria have also been directed at ensuring representative conclusions. They've allowed us to reveal general trends and make certain comparisons, remaining, at the same time, in the brackets of scientific correctness.

4. PRELIMINARY HYPOTHESIS FOR THE STUDY

Preliminary hypothesis for the study has been based on the premise, that female expert opinions practically do not appear on the pages of the periodicals and this is a result of gender-imbalanced policies of the mass media. Despite the social-economic differences and mental peculiarities of the Southern Caucasus and the Central Asian countries, there are more similarities in representing female expert opinions in the mass media of different countries, than differences.

The tasks, which the representatives set for themselves, have been in the form of the following questions:

- How often does the press resort to female and male expert opinions?
- What is the social status of the popular experts – both female and male - in the press?
- In which fields are male/female expert opinions popular?
- How does the number of female expert opinions relate to the type of the publication?
- What's the connection between the sex of a journalist and his/her preferences in terms of female/male expert opinions?
- What is the ratio of women-to-men representation in the photo-visual aspect?
- What is the editorial policy of the studied publication from the point of view of gender correctness?

5. FINAL COMMENT

- **Representation of female opinion: quantity does not always grow into quality.**

In the official publications female expert opinions vary from 8% to 37% {see the diagrams} In the majority of the studied papers the ceiling of female expert opinions does not exceed 15% level.

Representation of female expert opinions on the pages of the studied publications lags considerably behind {on average 6-10 times} the representation of male expert opinions.

Almost a balanced correlation of male to female expert opinions in a number of publications is definitely not a result of correct gender policy of a given publication, but is most probably connected with either the commercial interests of the paper or reproduction of the gender stereotypes.

Official and opposition press.

Comparative analysis of representation of female opinions in the official and opposition publications has not revealed any regularities, characteristic of all the countries without exception. The correlation of male/female expert opinions is not directly tied up with the political direction of a publication and is specific for each country and each publication. One thing, we can maintain for sure, is that gender sensitivity is not at all compatible with the commercial interests of a publication, irrespective of whether it is an official publication or an opposition one. Thus, the political direction of a publication is not a decisive factor in terms of its gender policy and, hence, we can not speak about gender advancement of opposition publications, which claim to have more progressive and democratic approaches.

What do they prefer to ask women?

The analysis of the fields, in which women have been addressed to for expert opinions, has revealed the expected results. The publications of different directions in different countries have revealed a strange unanimity in entrusting women to comment on the issues of family and bringing up of children, social sphere, education, healthcare, culture, art and show-biz. But, even in these, seemingly traditional fields of female activity, female expert opinions are not prevailing. In the best case, we witness here a balance in resorting to male and female opinions. In the worst, women are not simply used in the capacity of experts.

Presence of men/women in the upper echelons of the power pyramid can be viewed as a free pass to the main pages of the periodicals, be that official or non-official press. Correspondingly, the percentage of women in the parliament and the executive government is correlated with their representation in the press. The status of an expert is a decisive factor from the point of view of being addressed to for an expert opinion. This is why even in the traditional fields of women activity, women lose to men.

Whom do journalists trust more?

The results of the study allow us to speak about discrimination on the level of preferences, which is exercised by journalists in relation to female expert opinions. At the same time we can not claim, that the reporters act consciously. The causes are much deeper, than just mere personal journalistic preferences. They lie in the patriarchal social formation and can be overcome only in the conditions of gender-sensitive policy of the media as well as the state.

Please, put in a word for female photos!

Analysis of gender context of the photos shows its complete identity with the representation of female images from the point of view of their content. No publications under study have revealed gender-balanced photo-visual sequences. It couldn't have been otherwise. To keep balance in representation of photos, as a minimum, you must have the self-same balance in the contents of the paper.

The photos are viewed by the researchers from two positions:

- Characteristics of the images {types of images, dynamics of images and the range.}
- Degree of gender correctness of the images

In terms of the first position, women frequently fall in the niche of non-official pictures of the generic type. The researchers characterize the results of the analysis of the second position in the overwhelming majority of the cases

{over 90%} as gender neutral. Gender-correct photos are but a few. The photos promoting the idea of gender equality, haven't practically been found.

"The Gender Season" in the press

The study has shown, that in the majority of cases, resorting to gender topics is of haphazard character – "seasonal", as the researchers have put it. "The gender Season", as a rule, comes either in the context of the events of the international and women's public organizations or in the framework of some competitions on this topic. These publications, just like butterflies with short lives, die together with the project, to which they are dedicated. Gender themes, as a rule, are not covered on the permanent basis. Problematic, analytical materials on this topic are also very few.

Gender issues in the editorial policies: more no, than yes

The data from the given study does not allow us to speak about gender balanced policies of the publications. This conclusion holds true for the official as well as the opposition or the independent papers {we must note, that speaking of independent press in the post Soviet area, is carrying it too far.}

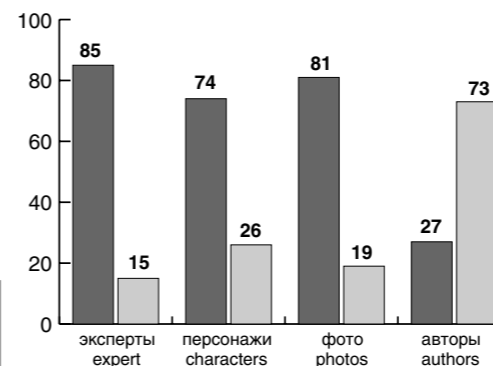
The problem of introducing gender approaches into the editorial policies is one of the hardest tasks today. Only the efforts of separate gender-sensitive journalists can not solve this problem. Gender policies of mass media must be an integral part of the gender policies of the state. Although this does not mean, that mass media must tail behind and stubbornly represent the stereotypes, which conduce to regress of gender relationships in the society. Unfortunately, the carried out study confirmed staunch adherence of the mass media to such approaches. Whether this is done consciously or not, it does not change the situation.

DIAGRAMS

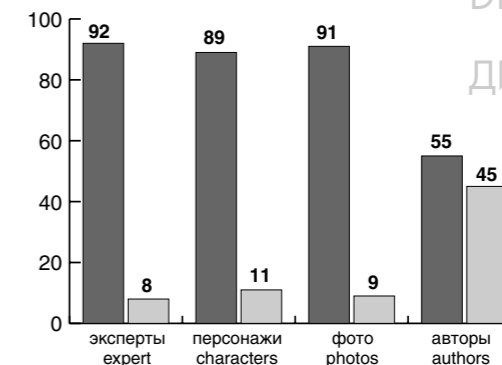
Armenia АРМЕНИЯ

■ мужчины men
■ женщины women

**"Айастани Анрапетутюн"
"Aiastani Anrapetutюн"**

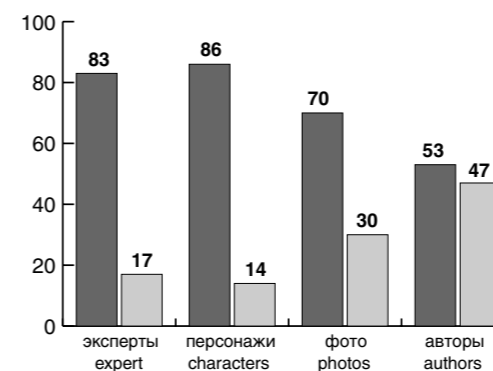


**"Айкакан Жаманак"
"Aikakan Jamanak"**

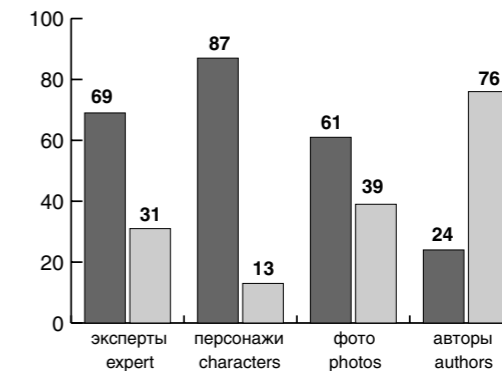


Kazakhstan КАЗАХСТАН

**"Казахстанская правда"
"Kazachstanskaia Pravda"**

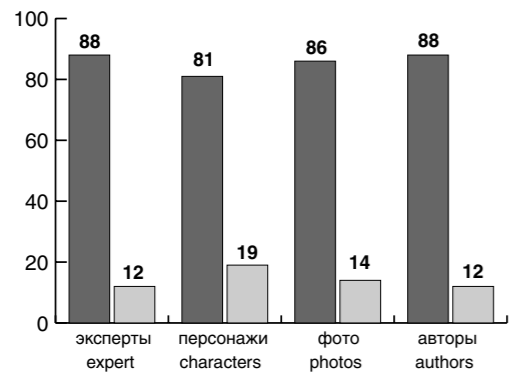


**"Новое Поколение"
"Novoe Pokolenie"**

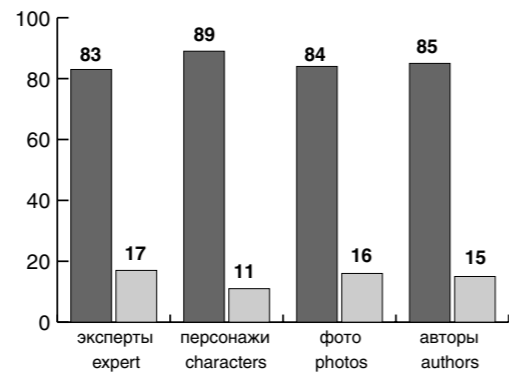


Azerbaijan АЗЕРБАЙДЖАН

"Халг газети"
"Khalg Gazeti "

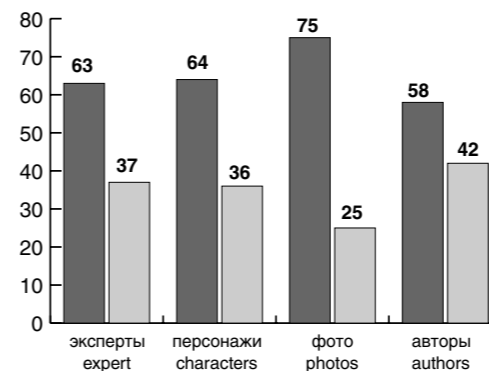


"Баки Хябяр"
"Biaki khiabiar"

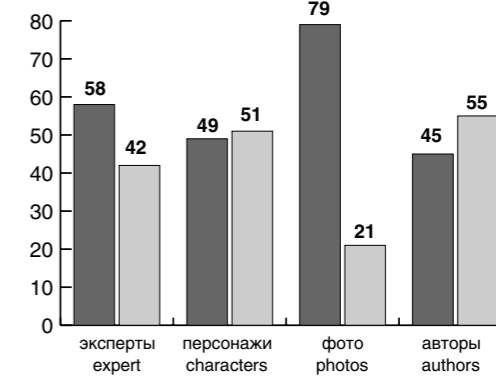


Georgia ГРУЗИЯ

"Свободная Грузия"
"Svobodnaia Gruzia"

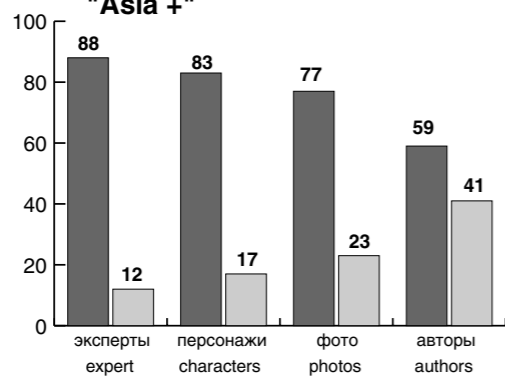


"Алия"
"Alia"



Tajikistan ТАДЖИКИСТАН

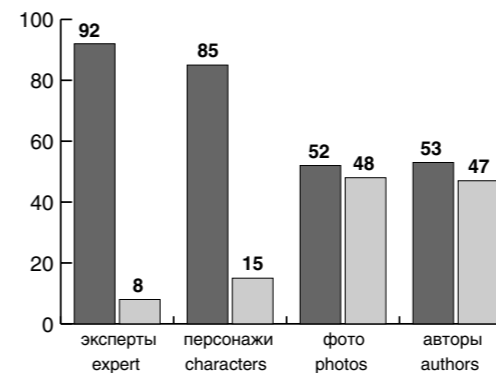
"Азия Плюс"
"Asia +"



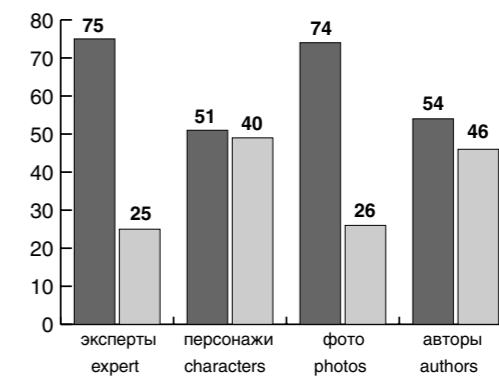
■ мужчины men
■ женщины women

Kyrgyzstan КЫРГЫЗСТАН

"Слово Кыргызстана"
"Slovo Kyrgyzstana "

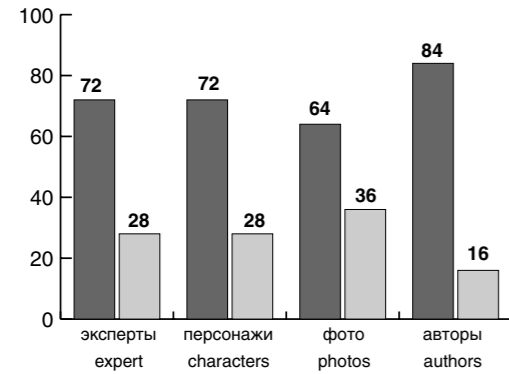


"МСН"
"MSN"



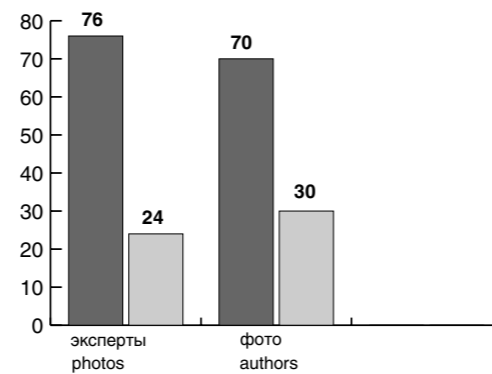
Kyrgyzstan КЫРГЫЗСТАН

"Эхо Оша"
"Ekho Osha" (Echo of Osh)



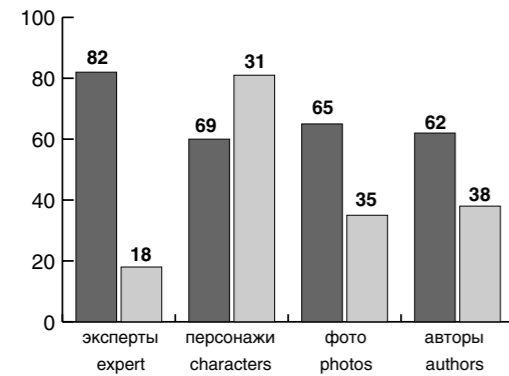
Russia РОССИЯ

"Аргументы и факты"
"Argumenti i Facti"

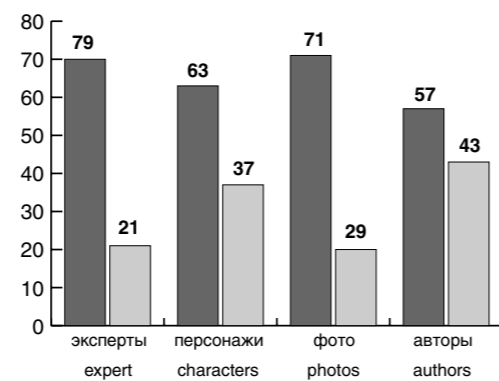


Uzbekistan УЗБЕКИСТАН

"Правда Востока"
"Pravda Vostoka (Oriental Truth)"



"Новости Узбекистана"
"Novosti Uzbekistana (Uzbekistan News)"



**GenderMediaCaucasus
Journalists' Association**



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Monitoring of national newspapers in countries of South Caucasus and Central Asia

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