

WOMEN AND MEDIA IN EUROPE

In February 2006 the publication of a “**White Paper**” concluded the research project entitled “**Women and Media in Europe**” set up by the Fondazione Adkins Chiti: Donne in Musica in collaboration with the Fondazione Censis, Fondazione Risorsa Donna, il Groupe de Recherche sur le Rapport Enfants Médias (Francia) and the Media Literacy Network (Grecia). This book represents a concrete and valid support towards the promotion of Equal Opportunities for Men and Women in Europe, sustained by the European Commission.

“The research was undertaken by the entire group of partners because we wished to see, statistically where women stand in the Media – we realise that we can't change the actual state of affairs, which is certainly dramatic, but by researching and publishing the results we can contribute towards a change in the way in which women are portrayed. Certainly if we don't raise our voices and show facts, nothing will change ever, and this is very “undemocratic” when you consider that women make up 55% of the population in Europe”: Patricia Adkins Chiti, President of the Foundation.

The launch of the “Women and Media in Europe” project began with the content analysis study on the representation of women in Italian television because television is the most widely diffused medium and because it is no coincidence that “Women and Media in Europe” project idea arose in Italy. Contributions from Spain, France, Austria, Slovenia, Montenegro and Greece as well as much data from Northern Europe, Great Britain and the United States completed the picture. We cannot of course believe we can automatically transfer some experiences that have been put into practice in other countries without great difficulty. It would for instance be premature to think about creating an interdepartmental forum, something that has been both feasible and effective in countries with different traditions in terms of cultural policy and planning within the PA. Yet it would appear useful to promote other types of action, less structural perhaps but no less effective.

The analysis examined 24 hours of programmes in a sample week for the 7 national broadcasting companies: Rai, Mediaset and La7.