

Analysis of the representation of the female figure in the main media, newspapers and sports newspapers.



Let's start with a fun fact. A capture from a program on the Hungarian National Television (M1)

The topic of the discussion is "Women's equality in the 21st century"

It is not a representative study, only a picture, but a clear sign that the decision makers are still mainly men.

As a result of changes and modernization across Europe in the 20th century, women have become increasingly important and visible in the society. The gap between the educational attainment of women and men has gradually narrowed, the emergence of women in the world of paid work have become generally accepted. Despite all this, we still cannot talk about gender equality.

Guidelines

The European Union pays special attention to gender issues in the media. One of its important and current objectives is the critical analysis of gender markers represented in various press products.

The multiplicity of gender role models also requires the media to present a realistic picture of the changing roles of women and men in today's society, rather than mediating stereotypical gender roles.

Female representation in the media

According to calculations, roughly **80 percent** of the news in Hungary today is about men, and only **20 percent** about women or women. This is a low value in international comparison. In tabloids, women are often only portrayed as either **celebrities**. Or are often portrayed as **victims** (as victims of abuse, victims of rape). It's as if only these events have news value for women. So women often only get into the news feed as subjects of star news.

Female journalists and online harassment

Recently, the Guardian newspaper found that, after analysing 70 million comments left on its site between 2006 and 2016, eight of the 10 most abused journalists were women. On average, female journalists receive more negative comments, bullying and threats than their male counterparts.

Rebeka Kulcsár, a journalist with 444.hu: Kulcsár described receiving various forms of harassment, ranging from simple bullying ("stupid bitch"), to sexual threats ("I'm going to rape you"), disturbing comments ("If you were to kill yourself, how would you do it?")

Csilla Urbán, former front-page editor: She previously received numerous patronising and/or sexist comments on the site's comment systems. Users frequently called her a "bitch" or "stupid girl", or questioned her work due to her gender.

Index.hu's photo editor, Tímea Karip: Online bullying aimed at women is frequently of a sexual nature. She recalled a time when she would receive hardcore porn images via email along with comments describing her forced participation in sexual intercourse.

For female journalists, irony is also a powerful tool in efforts to cope with the harassment that gets through the filters. Brigitta Kiss, of Mandiner.hu, observed that calling female journalists a stupid bitch was an everyday practice online. She said she receives even harsher comments but "can't take them seriously".



And another thing. It is not really harassment, just comments:

Alinda Veiszer, reporter. One of the most popular and influential cultural TV program hosts.

„People often criticized of my hair or the lack of make-up.” ... „You have to learn: if you are on TV, it is important how you appear. It matters how you walk down the street, how your hair looks. It really bothers me, but I’ve accepted that it comes with appearing on TV and I’m trying to learn it.”

Age groups and female media workers

Based on the data, we found traces of age discrimination against female media workers. Young presenters and middle-aged people (30-45 years old) had roughly equal chances of appearing, but the proportion of older women (46-60 years old) fell by a third, while that of men increased by a factor of one and a half. So it seems that older female presenters are no longer considered “screen-capable” by media service providers.

Sportscasters, female journalist and the approach to them

There are good tendencies. Extracts from a study made in 2016: (Nemzeti Média-és Hírközlési Hatóság, 2016) The two most watched domestic televisions are close to parity featured female hosts (RTL: 53%, TV2: 47%). According to the research, the “most masculine” type of program is the sports program. The relative majority prefer to see a male presenter (72%). This is especially true for male viewers. Overall, the gender of the respondents does not influence the answers so much. So the preferences of both men and women show a very similar picture.

I made a search on Google. I typed in: sportscaster woman

I looked at only the first 4 pages of the search engine. Topics I found:

- The top 5 most gorgeous sports reporter women
- The beautiful sports reporter is getting divorced
- The female sports reporter is having a baby
- The hot sports reporter woman is changing workplace

Key adjectives I mostly found: hot, gorgeous, supersexy

„Everyone is fascinated by the beautiful Italian reporter” (Nemzeti Sport)



but why is that so? Instagram search of female sports reporters:



Women in advertising

In advertising, the proportion of women is strongly overrepresented. There are a lot of products that are only and **exclusively for women**, so it is natural that they advertise with them. In the case of products for men, women should also be included in advertisements in addition to men, because **women go shopping**. There are aesthetic aspects, the **beautiful female face** and figure itself has an eye-catching effect.

There are 3 major types of women in the adverts:

1. Well-situated mother / housewife

She cooks, washes, cleans, takes care of everyone, soothes fever, takes care of children. It represents the upper middle class. They are all too pretty... you don't see a simple woman in the ad.

2. The supermodel

Beautiful pretty women who are very young, very thin. their hair is beautiful, shiny, their skin is flawless. Why a 25-year-old girl needs eye wrinkle cream?

3. Sexist adverts

When the woman is only a sexual object.

Sportswomen in Hungarian media

It is clear that representations of sportswomen in the Hungarian context reflect some of the global rules of representation, such as "non-sport-related aspects," "compulsory heterosexuality and appropriate femininity".

A recent study assessed how female athletes appeared in *Nemzeti Sport*, a daily Hungarian sports newspaper, during the 2016 Rio Olympic Games. It found that "the tabloid style articles focused on outstanding female sports achievements, unique records, representing one's country. The sport newspaper dedicated much less textual and visual coverage to female athletes than to male athletes overall, but especially in non-Olympic sporting events. Further research can be particularly valuable in examining how ideologies of national identity and gender converge within the context of Hungarian sport.

Hungarian sportswomen are invested in their education and are preparing for a life outside of sport. The importance of education is emphasized in the description of current athletes who are already planning for their future after sports career.

The most featured athlete is world champion swimmer Katinka Hosszú. Many articles covers a wide variety of topics, but the lead paragraphs describes Hosszú as the "most glamorous, most successful, and certainly most charming, and most delightful swimmer of our day". The articles about Hosszú place heavy emphasis upon her relationship with her husband-turned-coach and feature photos of them as a couple in an outside of competition setting.

The National Sports newspaper focuses mainly on female athletes who can boast of more serious results. This is mostly the case with men as well, but there are also more modest athletes in the results. The tabloid news about female athletes is mainly about their privacy, their spouse, their shopping. They like to put pretty athletes on the front page. There are very many articles where the prettiest chick athletes are ranked before a prestigious women's sporting event. This is never done before men's world events.