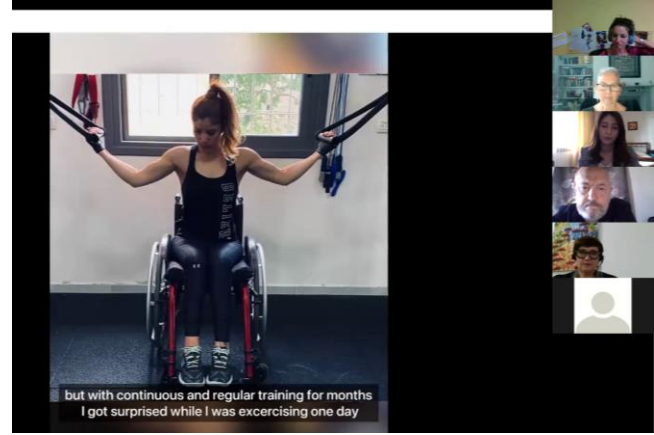


CLOSING WEBINAR “Gender-equality and media narratives”

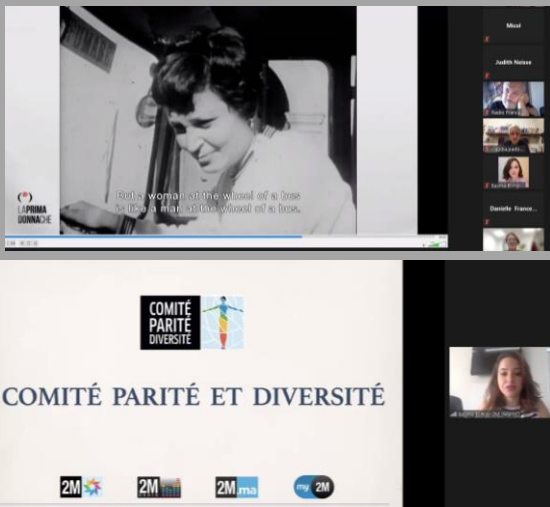
The closing webinar “Gender-equality and media narratives” was held on 6 October, 2021.

The webinar started with the witnesses of two training participants who told the attending audience about their learning experience, the improvement process from the awareness-raising phase to the conception/production of media contents with a new sensibility.

In the second part, Professor Brenda Murphy from Malta University presented an analysis of international good and bad practices in media representation, identifying the most common stereotypes and some expedients to overcome them.



A showcase of good practices promoted by two public service broadcasters followed:



“La prima donna che...” (The first woman who...), by Karina Laterza, Rai-Radiotelevisione Italiana: a collection of short documentaries about famous or common Italian women defying stereotypes and refusing to comply with the expectations of a society that prevents women from fulfilling their aspirations.

Gender-sensitive media strategies, by Basma El Hijri, 2M-SOREAD (Moroccan public broadcaster): a global gender strategy adopted by this Organization and covering a wide range of initiatives, from internal policies to women expert database, from internal monitoring to the production of gender-sensitive contents.

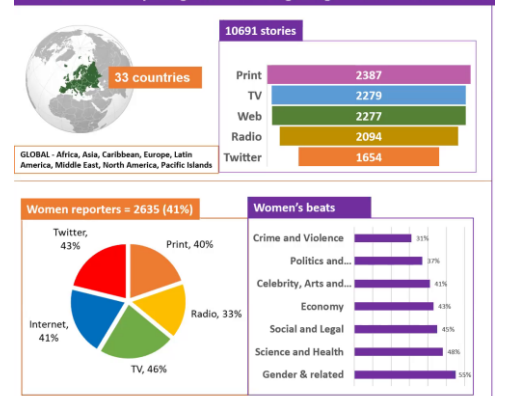
The last part was devoted to an overview of the international context. Karen Ross from Newcastle University outlined the last Global Media Monitoring Project results with a specific focus on Europe.

Urška Umek from the Council of Europe gave an overview on the main concrete initiatives implemented by the CoE on gender equality and media, in particular, the online harassment of women journalists, the need for more effective responses to cyberviolence and CoE’s strategies to counter it.

Finally, Claudia Padovani (University of Padua) made some remarks on the main aspects of gender equality in the media and proposed some future possible steps for new collaborations.

The webinar was organised in the framework of COPEAM “Gender Equality and Diversity” Commission, an annual meeting of media professionals from all the Mediterranean countries aimed at sharing projects and ideas to promote gender equality in the media and to fight against gender stereotypes.

GMMP2020 - Europe Region is one of eight regions in GMMP and const



Link to the webinar recording:
<https://www.youtube.com/watch?v=5VALm5AL5tg>

Link to the promotional video:
<https://youtu.be/QHaYTxbTff8>

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