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GENDER POLICIES ON MEDIA. WHAT EXISTS AND WHAT SHOULD EXIST TO REGULATE THE CONTENT AND THE LANGUAGE OF JOURNALISM INFORMATION

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ABSTRACT:

This paper studies gender policies on the media in Spain, analyzing what exists and what is missing in this area. Specifically, we look for the need for media professionals to regulate language. To do this, we propose a historical analysis of the statements of intent and the equality legislation including social media and women, from the Declaration of the Rights of Women and the Citizen Declaration of Olympia de Gouges to the most recent actions of the UN and the European Union. Also, we reflect on the current Spanish laws that take into account the media, focusing on those plots lacking provisions. To do this, we use as a methodology a relevant literature review and the results of a focus group meeting with Spanish journalists working for the most important Spanish media. These professionals, largely without specific training on gender issues, recount their experiences in camera, the editorial line or the sexist language they use or are sometimes forced to use, and we propose new lines of ethical and deontological rules concerning gender, and specific training in communication and gender.

KEY WORDS: Gender Policy – Media – Language – Sexism – Journalism – Gender Perspective – Gendered training – Feminism.

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POLÍTICAS DE GÉNERO SOBRE MEDIOS DE COMUNICACIÓN. QUÉ EXISTE Y QUÉ DEBERÍA EXISTIR PARA REGULAR LOS CONTENIDOS Y EL LENGUAJE DE LA INFORMACIÓN PERIODÍSTICA

Palabras Clave: Acciones complementarias a la investigación: Medios de Comunicación, Igualdad y violencia de género. Formación de profesionales de la información y de la comunicación. Modalidad del proyecto: De investigación y desarrollo incluida transnacional. Ámbito del proyecto: Nacional. Instituto de la Mujer. Dirigido por la Profesora Dra. Dña. Isabel Tajahuerce Ángel.

RESUMEN:

El presente artículo pretende estudiar las políticas de género sobre medios de comunicación en España, analizando qué existe y qué falta en esta materia. Plantea la necesidad de regulación del lenguaje por parte de las y los profesionales de los medios de comunicación, para lo cual se realiza un análisis histórico de las declaraciones de intenciones y de la legislación de igualdad que incluye a los medios de comunicación social y a las mujeres, desde la Declaración de los Derechos de la Mujer y de la Ciudadana de Olympe de Gouges, hasta las acciones más recientes de la ONU y de la Unión Europea. Se abre una reflexión sobre las leyes españolas actuales que tienen en cuenta a los medios de comunicación, incidiendo en aquellas parcelas donde falta normativa. Para ello, se utiliza como metodología una revisión bibliográfica pertinente y los resultados de un focus group o encuentro con periodistas de los medios de comunicación españoles más importantes, profesionales, en gran parte, sin formación específica en temas de género, que a puerta cerrada relatan sus experiencias, la línea editorial o el lenguaje sexista o no inclusivo que usan o se ven obligados a utilizar en algunas ocasiones, proponiendo nuevas líneas de regulación ética y deontológica en materia de género y formación específica en comunicación y género.

PALABRAS CLAVE: Políticas de género – Medios de comunicación – Lenguaje – Sexismo – Periodismo – Perspectiva de Género – Formación con perspectiva de género – Feminismo.

1. INTRODUCTION

The social communication media play a key role in political actions and legislative changes occurring in the late XX and early XX centuries, on equality and combating gender violence. Let us not forget that women were always journalists, although not always journalism opened its doors to them. Similarly, they were newsmakers, although his opinion was overruled continuously. Journalism, when it became an enterprise and in support of an economic system that deprived women from the beginning of their political rights, was male and gave voice and visibility to the

patriarchal power. However, they did not give up and continued to fight, from different areas, so that their rights and their opinions had recognition and made visible their reality to transform it.

This article explores and reflects on gender policies about media in Spain, analyzing what exists and what is missing in this area. Explores the importance of regulation on the language of the professionals of the media, based on a historical analysis of the declarations of intent and equality legislation which includes freedom of speech, the social media and women, since the Declaration of the Rights of Woman and the Female Citizen by Olympe de Gouges to the most recent actions of the UN and the European Union. We consider this historical analysis relevant to verify if indeed there has been an evolution and progress in gender policies on media. We chose these texts, and not others, because they were the first to address the issue and are milestones in the history of Social Communication. Moreover, they also allow us to reflect whether the Spanish gender policies are rooted in approaches to women's movements in Spain and specific policies of certain governments, who assume the reivindication of these social movements, or respond to the inspiration and adhesion to international policies .

2. OBJECTIVES

Spanish current laws covering the media, focusing on those parts where regulations are lacking, are: Organic Law 1/2004 of 28 December on Comprehensive Protection Measures against Gender Violence and Organic Law 3/2007 of March 22, for the effective equality and women and men. We chose these laws, and not others, because they are pioneering respect to the rest of the world, because they have served as inspiration to other member countries of the European Union and to the rest of the current Spanish laws, which treat gender policies on media, as a pillar backbone. From the analysis of the current situation in this area, we face a number of questions whose answers will score the goals of this work.

First: What are the first texts or international policy initiatives that have examined and regulated gender issues in relation to the media? Secondly, what historical texts inspired subsequent texts and managed to intervene effectively? To bring near and match international policies on gender and the media, what proposals, initiatives and texts have been elaborated by international organizations ?; How the Spanish regulation has synthesized these directives or advice regarding media and gender? Although there laws exist, journalists and media professionals know them, apply them, detect errors or require more legislation and training in this regard?

Before responding to the issues raised, we consider essential a brief introduction to the topic at hand, in a comprehensive and current form. One topic that is no longer questioned is the reality of gender violence. Violence should not be perpetuated in democratic societies and its eradication is only possible by an effective intervention, involving different agents. Training is essential; explaining the causes of violence is only possible from a thorough analysis of inequality between women and men globally, from a historical perspective and from the study of power relations. Only

then appropriate policies to intervene can be developed. The media are key agents of change. Therefore, proper training of professionals, from a gender perspective, is vital.

News of violence against women have historically had a perspective related to social and legislative context with power relations and the position of women in different societies. In Spain, in the 60s, a newspaper specializing in events "noir" *El Caso*, began to systematically introduce the murders of women, called then, and for a long time, "crimes of passion". Gil Ambrona (2008, p. 478) notes that all the numbers dealt with the murder of a woman by her husband. According to the author, it passed from four or five cases a year in the 50s, to more than fifty cases reported only in 1973. Violence of gender remained a denied, private, family problem (Martinez Garcia, 2008 , p. 22). In *El Caso* it was not dealt with enough depth, because it was no part of politics, of society and, as we have seen, of the laws of equality of women.

Gil Ruiz (2007, p. 22) indicates that, being relegated to the private sphere, the violence of gender was not part of the concepts of crime or individual rights. Remained in the domestic area and in that space, it enjoyed a dangerous immunity. The same author explains that it was "normal" in the home, due to the patriarchal values that had made invisible the women as subjects, cosificating her and legitimizing its biological and moral fragility (2007, p. 181). The legislative and social awakening should arrive, that would report the cases of violence of gender, to get them out of the private sphere, thanks to the reivindications and actions of the feminist movement and the gender studies.

A part of the awakening of society to the reality of inequality and violence of gender is due to the media, that have always had the dual role of supporting the power and denouncing it. News of murdered women, from a gender perspective, allowed the public to become aware of the problem and realized that these crimes were not only in urban slums, in the field or in the lower classes (Lorente Acosta, in Marin Lopez Lorente Acosta, 2008, p. 29). It was a widespread, unknown reality in all its magnitude because it was produced, in most cases, behind closed doors; a reality affecting women of all social classes, cultural background, economic status, religious beliefs and ideologies. The information becomes a key element and the media, in indispensable agents for the prevention and detection. It was necessary to report from a specific objective: to raise awareness to prevent and make women who suffer violence and their environment, to understand the need for the accusation.

On this point, Justice Orga Larrés (2008, p. 27) states that very few victims present themselves in the court or the police station to report, after a process of reflection and planning. They are afraid to make public their problem because they believe that society is not yet ready to understand them. They were right, because even today, despite the actions taken, despite laws and equality policies, victims continue to bear the guilt of being a victim. Thus, it is essential that the journalists are adequately trained to understand that violence occurs because there are very complex power relations. Only with training they may transmit to society the reality of violence of

gender from an adequate framework that makes visible the history of women and the causes of discrimination that remains in contemporary societies, in many of them in subtle ways, helping to break the stereotypes and banish the prejudices that keep the inequality and, therefore, violence against women.

3. METHODOLOGY

3.1 Methodological framework

This paper attempts to study gender policies on media in Spain, analyzing what exists and what is missing in this area. As mentioned in the introduction, we start with several questions that should spin the whole item, analyzing the main gender policies that have led to the current Spanish situation. To do this, a historical analysis of the declarations of intent and legislation is done, that take into account freedom of opinion and speech, as well as various media and women, since the Declaration of the Rights is made Women and Citizen of Olympe de Gouges, that already raised the question of the opinion of women, to the most recent actions of the UN and the European Union. We used a longitudinal, quantitative and qualitative bibliographical review. On the other hand, we reflect on the current Spanish legislation regarding equality, incorporating the media as agents of change, trying to complete those parts where regulations are lacking.

The methodology includes a closed doors focus group or meeting with Spanish journalists of the most important means of communication, not necessarily have prior training in gender matters, nor attitudes favorable to gender equality. The meeting with the professionals took place at the Faculty of Information Sciences, Complutense University of Madrid, for four hours in the academic year 2013/2014.

We chose this research methodology because we felt a qualitative research was really necessary. The quantitative analysis through surveys and tests, would have not been enough because the journalists do not have enough time to respond in depth to these issues; because polls are a very cold and incomplete tool to answer vital questions and imply different levels of analysis and complexity given the low gender training in the formation of media professionals; because some people preferred an environment of trust and confidentiality for their answers, proposals and statements; because it was positive that we summoned them to an appointment where there were more professional colleagues with whom to discuss issues that tend to generate many doubts; and because thanks to all the above, we created the best climate of complicity and confidence to speak, expressing opinions, doubts, uncertainties and ignorance, sometimes about real gender policies in the Spanish media and about equality between women and men in the formation of the journalistic profession.

Journalists from radio, newspapers, television and news agencies came, all of a national level, and public and private ownership. We can not include a list of the medium and the name of the professional who represented each medium because we will fail to accomplish confidentiality. We can point out that the major Spanish

media were represented. They were selected by writing to the Management of each media, asking for the contact person that was devoted to gender issues or that were interested in the subject or by contact with other media professionals. The person in charge of making the contacts was the journalist and researcher Marta Solano, who was also in charge of moderating the desk. There was no selection, nor access was closed to anyone. They were cited by email and phone and the meeting was closed for a reunion that lasted about 4 hours, as noted above, in the Staff Room of the School of Information Sciences, chaired by the Dean of the Faculty, Carmen Perez de Armiñán.

4. DISCUSSION

4.1 Theoretical framework

The triumph of the liberal revolutions did not mean a space of freedom for women. They participated actively in the revolution, with their voice and words, writing and spreading the ideas of change. They also did it with the weapons and their names have a place in history. Although these names have no place in textbooks of schools or universities, and have been forgotten. They were publicists and journalists of the Revolution, renowned heroines and also anonymous women committed to the freedom. However, when the debates were opened to build a new political, social and economic model, they were excluded, they were deprived of political rights and also the access to education, they were relegated to the private sphere and denied citizenship rights.

Let us recall the Declaration of Rights of Man and Citizen of 1789, a text which opens a deep reflection on the inequality between men and women since the women were not incorporated in the "Rights". It was inspired by the Declaration of Independence of the United States in 1776. Its preamble states that the National Assembly has met to create a "solemn declaration" setting out the "natural, inalienable and sacred rights of man." Some of their clauses are very important from our position of professionals of the media. Thus, Article 11 cites the free communication of ideas and opinions and calls it "one of the most precious rights of man." This right allows every citizen "speak, write and publish freely, except what is tantamount to the abuse of this freedom in the cases determined by law".

These freedoms supposed great breakthroughs and supposedly, for all (men), but excluded women, betrayed in the early years of the revolution. Olympe de Gouges be condemned and guillotined for exercising her right to freedom of speech. Two years after the Declaration of Rights of Man and of the Citizen, she denounced the previous text because it did not include women. The Declaration only spoke of "man", "men", "citizen" and "citizens". The revolutionary activist, politician, thinker and writer drafted a new text. This act and her clash with Robespierre and Marat would lead to her death for writing a public letter against the first (*Pronostic de Monsieur Robespierre pour un animal amphibie*).

She reinvigorated the women that were forgotten in the Universal Declaration of the Rights of Man and of the Citizen. The structure of the text, which includes Men and Women, is very similar to the first text, because it reproduces the same items introducing the necessary changes to highlight the reality of women and their special circumstances. For example, Article 4, speaking of freedom, argues that women's rights have been limited by the perpetual tyranny of man. Article 10, which spoke of opinions, included an important idea: the right of women to speak in public, just like they can climb up the gallows. This right allows women to be taken from the private space, to which they have been relegated. Finally, Article 11 reinvigorates the freedom of thought and opinion as "one of the most precious rights of women".

These ideas would not be materialized in policies and regulations until the XX century, although many women continued to struggle in different parts of the world for their rights, that are human rights, and were therefore repressed, imprisoned, murdered and condemned to exile or discrimination. The struggle for the suffrage will be one of the most extensive and bitter, for even "universal suffrage" was originally called what was "male suffrage" and parties and models called "democrats" that excluded women were created. The women would be getting the right to vote very slowly, throughout the XX century, and without political rights, they had no access to other rights.

The United Nations (UN) in 1946 took a step forward with the Commission on the Juridical and Social State of Women. It created a draft that attempted to be a legal instrument for articulating the rights of men and women. As pointed out by Hernandez Garcia-Berrio (2008: 146), her busiest years were those between 1975 and 1985, with the first three World Conferences of the United Nations on women. Before arriving to these conferences centered on women, other important moments for the advancement of women's rights must be reviewed.

The first one took place in 1950, when the United Nations changed its Universal Declaration of the Rights of Man by Universal Declaration of Human Rights. Later, in 1979, the General Assembly created the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW). In 1980 the World Conference of the Decade of the United Nations for Women, takes place in Copenhagen (Denmark).

The next step, and of great importance, will be in 1993 with the World Conference on Human Rights held in Vienna between June 14 and 25 of 1993, to reaffirm and renew the principles of the Universal Declaration of Human Rights of 1950. This text includes in its Clause 18, what we are most interested in for meeting the objectives proposed in this research: "The human rights of women and the girl child are an inalienable, integral and indivisible part of the universal human rights. The full participation, on equal terms, of women in political, civil, economic, social and cultural life at the national, regional and international levels, and the eradication of all forms of discrimination on grounds of sex are prioritized objectives of the international community".

In the international context, another important milestone was the Fourth World Conference on Women of the United Nations, held in Beijing (or Peking, China), from September 4 to 15, 1995. It was attended by over 180 government delegations and 2,500 NGOs. It was the first time that human rights of women were dealt worldwide, for achieving positive results in the five continents. Previously, there had been similar conferences in Mexico (1976), the aforementioned Copenhagen (1980) and another in Nairobi (1985). However, Beijing is considered of the greatest magnitude and importance. Through 12 items or "areas of concern", all obstacles to women "to live in equality, development and peace" were identified. Among those points we find precisely: "Insufficient mobilization of the mass media to promote women's contribution to society".

The Beijing Conference also has another set of points that interest us because they focus on the media. They are those contained in Chapter J, which deals with "Women and the media". According to it, technological advances have facilitated global communication, eliminating borders and influencing adults and youth. However, many times, the media broadcast negative images of women, and pornographic and degrading products that should be persecuted and eliminated through self-regulation. It not only focuses on innovative approaches as it dedicates great importance to all national and international traditional media. These must defend freedom of speech and the balanced semblance of men and women. The goal is to eliminate sexist stereotypes, pornography and violence scenes.

The year 1999 marks a breakthrough in awareness of gender violence, when the UN General Assembly declared November 25 the International Day for the Elimination of Violence Against Women. Gil Ambrona (2008: 511) explains that that day was chosen in memory of the sisters Patria, Minerva and Maria Teresa Mirabal Reyes, murdered by agents of the Military Intelligence Service of Dominican dictator Leonidas Trujillo. The aim was to invite all governments and institutions to organize, every year, in that date, activities against sexist violence, including violence in the media.

4. 2 Gender policies on media in Spain

After learning the most important international precedents, it is necessary to focus on the state of affairs in Spain, to answer the question proposed in the first lines: How has the Spanish regulation synthesized these directives or advice regarding media and gender? We can state that it has done it through two organic laws: Organic Law 1/2004 as of December 28 on Comprehensive Protection Measures against Gender Violence and Organic Law 3/2007 as of March 22 for effective equality and women and men. To analyze them, we shall not describe all elements of each law. We only focus on the most modular topics dealing with gender policies on media.

The Law on Integrated Protection Measures against Gender Violence firmly states that violence against women is not a problem of the private sphere and is the most brutal symbol of inequality in our current society. It cites Article 15 of the Spanish

Constitution, which defends the right to life and to physical and moral integrity, and the Beijing Conference of 1995. Here we have the first contribution of the international policies of the UN, studied in the previous point, but also the historical claims of the feminist movement that the international and national policies echo.

The law records that the public authorities must take action to defend and make inalienable rights real. Martinez Garcia (2008, p. 24) explains that this law is an indisputable value for its transdisciplinary nature and its search for prevention as a means of social transformation. Its most important goal is to prevent women from becoming victims; the solution is prevention.

The media have an important and unavoidable task in this prevention. Chapter II refers to advertising and media. Article 10 speaks of illegal advertising and states, in accordance with the provisions of Law 34/1988 as of November 11, General Advertising, that advertising that uses the image of women with an abusive or discriminatory nature shall be deemed unlawful. Article 11 ensures that the public body shall ensure that audiovisual media treat women in accordance with constitutional principles and values. For its part, Article 13 states that the behavior favoring inequality of women in the media shall be eradicated. Self-regulatory agreements and preventive control mechanisms shall be favored. The media shall deal with information related to gender violence objectively and defending human rights, freedom and dignity. This article specifically states that "special care shall be taken in the graphic treatment of information".

4.

Title III contains other fundamental ideas that must be known by media professionals. In fact, Article 29 cites the Special Government Delegation on Violence against Women, attached to the Ministry of Labor and Social Affairs, at the time the law was drafted. The following article deals with the creation of the National Observatory on Violence against Women, attached to the same ministry. It will advise, evaluate and prepare reports, studies and proposals for action on violence against women and submit an annual report on gender violence to the Government and the Autonomous Communities.

On the other hand, Organic Law 3/2007 as of March 22 for effective equality and women and men also cites the Convention on the Elimination of All Forms of Discrimination against Women, adopted by the General Assembly of the United Nations in December 1979, the conferences in Nairobi (1985) and Beijing (1995) and the Amsterdam Treaty of 1999. We want to quote its Title III, which sets out measures on equality and the media. The publicly owned media shall broadcast "an egalitarian, plural and non-stereotyped image of women and men in society and promote knowledge and dissemination of the principle of equality between women and men." Specifically, RTVE Corporation shall reflect the presence of women in the various fields of social life, shall use non-sexist language, and shall adopt self-regulatory codes that convey the principle of equality. These same measures are applied to EFE Agency. On the other hand, privately owned media shall avoid any discrimination and promote self-regulatory agreements for law enforcement.

After analyzing these two laws, we will ask: do journalists and communication professionals know them, apply them, detect errors or demand more legislation and training in this regard? We will answer this question in the next section, after detailing some points of the two main Spanish laws, which are pioneers regarding the rest of the world, an inspiration to other member countries of the European Union and elsewhere, the backbone of another current legislation addressing other policies on gender in the media, more or less deeply.

4.3 Results of research with the focus group

In the following lines, as mentioned at the beginning of the article, we will explain the statements of the journalists and the people engaged in the field of communication with whom there was a discussion in the focus group. The meeting with professionals took place at the School of Information Sciences, Complutense University of Madrid, for four hours in the academic year 2013/2014. It was moderated by the journalist of TVE, Marta Solano, led by the authors of this article, in collaboration with the Dean of the Faculty of Information Sciences, Maria del Carmen Pérez de Armiñán Garcia-Fresca.

The ceremony was closed, without attendance of students, because the objective was to assess knowledge of legislation on equality by those who must report on equality and violence, and their training on equality and understanding of gender concepts and terms. On the other hand, knowledge and use of gender-neutral and inclusive language was taken into account. In the section on the methodological framework, we reviewed all the criteria and reasons for selecting the research methodology of the focus group and the invitation to the media and their professionals. As we expressed in the preliminary questions, our objective was to find out whether journalists and media professionals in Spain know about media-related gender policies and if they understand their need and significance.

The guests shared their experiences, the editorial line of their media or the sexist or non-inclusive language they sometimes use out of ignorance or because they are obliged to use it on other occasions. Through conversation and discussion, the attendees stated that they not always act properly when informing and, at times, it is because they lack gender training. All their academic background has ignored gender issues. To avoid this, they propose new lines of ethic and deontological regulation as regards gender and feminism (the term "feminism" is the most misunderstood and misused) allowing a theoretical framework from which to approach information on equality issues and gender violence.

We have divided the long conversation into thematic blocks to make understanding easier. These themes respond to titles and quotations selected from the policies analyzed in the theoretical framework, and the two Spanish laws on which we have reflected. Thus, they go from the general to the specific, from public policy to the real and daily work of communication professionals; and in the same time order in which they came up at the meeting, where trust and complicity led to more concrete and profound answers. The topics that were discussed more in depth are the ones

set out below, trying to keep opinions and reflections in the same tone in which they were expressed and raised.

4.4 From understanding the differences between sex and gender to understanding that reporting on violence against women does not mean introducing equality in the media

Some confusion arises. Some professionals had not wondered before about the distinction between "sex" and "gender", nor about the difference between reporting on "equality" or reporting on "gender violence or male chauvinistic violence." In fact, reporting on equality is linked to reporting on gender violence without understanding the concept of "gender" at times.

Professionals who did not have any previous training in gender equality believe they are reporting on equality when reporting on male chauvinistic violence. From there, the effects of the term "crime of passion" to refer to male chauvinistic murders are addressed. It is a matter of training, of knowing, but not all people engaged in journalism have that training and all have been socialized (like the rest of the population) from non-equality between women and men and naturalization of this inequality (what is unseen and unknown cannot be transmitted, because it does not exist).

The use of "collective" to refer to women is commonly used in the media. But you cannot treat women as a collective because they make up more than 50 percent of society. More than half of the population has rights that are usually not given visibility. Human rights cannot occupy the society pages; however, issues related to "equality" or "violence" are introduced in the sections of "society." Inequalities are a political matter and should occupy pages of national and international policy; in turn, male chauvinistic violence should be treated as an issue that affects democracy. No democratic society can allow women to be murdered just because they are women, and in the current democracy there are more murdered women in Spain due to male chauvinism than due to political terrorism men and women. Something which is not always reflected on. The media have a great responsibility in it.

This question opens a debate from a reflection on violence and on how male chauvinistic violence, stereotypes, roles and naturalized values are "looked" and "seen". The concept of "gender" as a social and cultural construction must be transmitted and, to do so, it is therefore necessary to train communication professionals from a gender perspective. What relates to women, perhaps because it was historically linked to what is private, has been seen as something of a "social" and particularly non-political nature. Gender violence is a crime against human rights. Women's rights are human rights and, in that context, they must be analyzed and explained.

Although both rights are not usually linked in the media; not even the causes of this violence that must be explained from a feminist theoretical framework, because you cannot continue to report on violence against women without explaining that it has

nothing to do with isolated issues, with specific and personal cases, neither does it occur in environments of marginal populations but because there is a structural violence. The guests have very different training on equality, and different sensibilities, ideologies, ages. This fosters a debate that shows, once again, the need to train from very basic concepts because, otherwise, the protocols of performance or the Best Practice Guidelines will not have the desired effects.

The case of a female judge murdered by her husband is explained, which had a different media echo than the other murders out of male chauvinistic violence. A murdered woman of a high economic and cultural level does not have the same informative treatment as an illiterate woman murdered in a small town. There is another similar case, that of a young Argentinean woman murdered in Spain. Her companions went to the media to say she was not an illegal immigrant but a university doctoral student who had traveled to Spain to complete and defend her thesis. They were outraged by the treatment their friend and companion had received in the media after being murdered out of male chauvinistic violence.

It is imperative that the deep and real causes of such violence are explained in the news reports. At a given time, it is stated that politics "chokes everything" and, therefore, there is neither space nor time to delve into issues of "equality". At that time of the debate, it was stated that we must redefine the concept of "politics". Policies on equality and the value of equality should be part of the sections considered to be of "higher value": national and international, economy and, of course, opinion. Equality between women and men, which must be separated from male chauvinistic violence, is transversal in politics and economy, and it has heavy implications in social change.

4.5 Visibility of news about male chauvinistic violence

Several attendees agree that there is a before and an after the death of Ana Orantes in the journalistic field concerning information on violence. Violence began to have visibility in the media and, therefore, in the Spanish society, and journalists became aware of this reality and its severity. The policies aimed at making male chauvinistic violence visible have been effective and act as an example to other countries, because violence has left the private sphere.

They say that there is violence on unaddressed issues and gender violence should not be treated outside other sorts of violence, although the causes of such violence must be clearly explained. We must highlight the causes of inequality between women and men in Spain and the world. Such training is not given at the universities, the whole process of segregation of women in political spaces after the liberal revolutions or their legal standing as women in different historical moments is not even discussed in history lessons. There is talk of the Declaration of Rights of Man and the Citizen, without specifying that women were out of rights, that question is not even set out.

Where there is inequality, there is violence finally. So, the first thing is to fight for

equality between women and men in all areas. There are protocols established by the two Spanish laws on equality, to report on cases of gender violence, but there is no training to detect inequality or to disseminate content aimed at the society being aware of the standing of women and men in the workplace, of the subtle barriers, of indirect discrimination, of the need to add positive action, also splitting off from stereotypes of women and women's roles and prejudices.

The most experienced female journalists on gender issues argue that violence and inequality should never be disengaged. All information should have a gender perspective and, above all, equality. And it should be taught at the Faculties of Information and / or Communication Science, as claimed by the attendees coming from the academia. In addition, one should not differentiate between soft and hard issues, something that is usually done in the media, or between issues of men and issues of women. Equality is an issue that matters to all. These are issues that should be of interest, and indeed they are of interest, if properly explained.

4.6 Special attention to language, because only what is named exists

The use of inclusive language is important to give visibility to women in Spanish society. Not all attendees agree with this. Education has been very strong and "what is not named does not exist." Therefore, we must appoint women, use the female gender for those women who were not named to have a place in public spaces. It is not a minor problem and the male gender does not include women, however much we talk of "generic". The issue opens a very intense debate.

A sector recommends to force the feminine inclusive so that you can say "The king has had his eighth granddaughter" instead of "The king has had his eighth grandchild, who was a girl." Some attendees recognize that a making a differentiation by sex and always saying "ladies and gentlemen" is impossible, but it would suffice to use words that include, for example, instead of male and female citizens, "citizenship". But sometimes it is necessary to focus on the feminine gender to make the incorporation of women into the public sphere visible.

Meanwhile, a female journalist expert in gender, encouraged to review ancient expressions that we take for good but are wrong, such as "universal male suffrage". This topic is still maintained in many history books and universal suffrage can only be universal if it includes the whole citizenry consisting of women and men.

Another journalist said that there is a mistake not only out of sexism, but a mistake for not knowing history. On the anniversary of "La Pepa" few media said the constitution allowed, for the first time, all men to vote, regardless of their income, but did not allow women to vote no matter how much income they had. These are data must be clear, they must be disseminated because, in addition, in journalism and elsewhere, "man" is too often used as "human species". This clearly violates the principle of equality, since it is a term that was used in contemporary times, precisely because "man" was the citizen and the one who had rights that the rest of the non-citizen population did not have, regardless of the fact that women did not stop

claiming.

The Language Academy is also misogynistic and sexist in some of its decisions, and belligerent against the use of female language, say some female journalists. It is a problem of power and the Academy must incorporate women because they represent at least half of its speakers. The problem of language also comes from the Academy itself because language names and there are inconsistencies. In addition, the media have decalogues, both written and unwritten, that are not incorporated into style books or are treated with "tiredness".

Other views focus on the problem that it is not so much the use of language, but the processing of information. Someone remembered the headline "My dad killed my mom," and many news that give name and last name, the street and the town or city where the events occur. These reports are sensationalistic and have blood on each line, no matter that they do not use a purely sexist language, delving into the idea that violence is not in linguistics. Language is not grave, grave is what underlies language. Someone mentioned the president of Argentina as an example, she is known worldwide as Cristina Kirchner, when her real name is Cristina Fernandez.

4.7 Violence in information

It is explained that the sensationalist treatment of violent news is against all decalogues, for example, RTVE. Its workers try to escape phrases and topics that add nothing about the facts but put us away from them instead. RTVE does not use addresses, names, blood stains or images of corpses under the yellow thermal blanket. However, there are news programs that only focus on blood. TVE does not do it, but the other channels just launch newscasts with a high concatenation of news events. Someone said that you have to tell everything and not leave details for fear of causing an effect of imitation. Also, somebody said that the news are catered too urgently and this prevent data, informants, etc from being contrasted. Journalism does not delve into details and, if it does, it does not matter because, next day, nobody asks and they have gone on to something else.

The media tend too much to show and statistics and you have to flee from infoshow. We must avoid overloaded information due to too much news and give little, but well analyzed news. Similarly, there is a problem in addressing gender violence. They try so many and so similar news they do not know what to do to reach the viewer. They strive to find new approaches to treat them differently. We must find new approaches and new stories. Furthermore, information must be treated from other areas never or seldom are treated: orphans, trials, convictions ... Someone provided the example of Afghanistan, because no medium has again spoken of its women after the end of the war. They are no longer visible.

4.8 Stereotypes about women

The media have built models of highly stereotyped women: the sexual object, the

rebellious or older woman, the "freak of nature", who triumphs at work and at home, and the victims (who are the ones who have more room in news reports). Also, together with the female stereotypes, they have also created male stereotypes, which must also be eliminated. In addition, we associate male beauty to a particular concept of masculinity and this is another form of stereotyping and putting an end to the desired equality.

We see stereotypes and patterns in journalism, both in the information transmitted and in the profession itself. For example, sports journalism has very special characteristics. Some sports journalists attending the meeting fled from a belligerent stance and accept, a priori, that all what is said about sexism in sports journalism is surely true. It is a structural problem and women who come to their first job bring in that built machismo. In sport, sexism sells and we must just look at the famous photograph on the back cover of the newspaper *As*. It has existed since 1967, when they took a photo of Concha Velasco. Later, it was changed to a picture of a journalist girl who was writing and they had to change it again. They know that is what is most visited their website. There are also attractive female sports journalists because, unfortunately, the soccer players stop to talk to them and not to men.

On the other hand, sportswomen do not have good coverage. No one can say more than two names of women professionally engaged in a sport. This is because they do not come out in the media or because, when they do, they are not dealt with as normally as it should be, neither are they boosted, nor interest is generated. María de Villota, a Formula 1 driver in the 2012 season, is the best example. Even in Spain we did not know her as she deserved until her tragic accident and subsequent death. Women only appear on covers when they win a medal at the Olympics, and they are quickly forgotten. In addition, the Spanish journalists have a dangerous Latin character. In Anglo-Saxon media, for example, there is not sexism in sports journalism and female journalists and sports professionals are respected. This reflection is well worth further study and research.

On the other hand, some attendees claim that there is a male chauvinistic substrate and an obvious inequality between journalists and journalism students. We are at the dawn of equality because any analysis or comment, in any medium, eventually drifts. The struggle for equality is not over, instead it is at the heart of society itself and it will begin to succeed when it becomes a struggle of men.

Continuing training and awareness of journalists and an effort to eliminate men's agendas is proposed. Generally, when experts are sought to review certain issues in the media, we tend to look for "men". For example, male economists are asked when there are many female economists (because there are issues that are identified with the "masculine" or the "feminine") and it is necessary to recover certain fees of parity to achieve equality, in the opinion of women, in what refers to the value of women. The only female director of a Spanish medium (at the time the meeting was held) is Montserrat Domínguez, who then prepared the national version of *The Huffington Post*. She is the only woman to have a clear position of power in the Spanish media. This should open many reflections on the concept of power and on

how the information is transmitted. In contrast, almost all professionals working for RTVE are women, especially in the Department of News Programs.

The newly graduated female journalists are the first who have to fight against this situation. It does not help them to submit their first resume with their body size, as someone said in the room, hoping to get a job out of their looks; which says much of the male and female "imageries". Many women are aware of inequality, but they do not denounce: Women are asking, "What if I denounce, will I remain unemployed?". We must address the issue of the employer and think about what happens in "our work," says one participant.

4.9 Positions on prostitution: the income of "personal" ads

The media can look "very decent" in appearance and make style manuals to incorporate matters of gender, also promising a fairer treatment of the reality of women. But many newspapers continue to include in their pages the so-called "personal ads" which are advertisements for prostitution that result in large incomes. "This way, no one believes in equality." It is impossible to ask the manager of a newspaper to do without those ads, although it is the first step they should take, if they respect the principle of equality and legislation on equality and struggle against gender violence. The newspaper *Público* pioneered in Spain and ended in a ruinous situation, which has resulted in its withdrawing its paper edition, many attendees point out. That is an issue that would generate more debate, but in the end it is not studied in depth.

4.10 Education at all levels of teaching

There should be courses and initiatives at all levels of education. Thus, a critical society will be created, which will analyze the information from a different perspective and will not tolerate information violating the rights of women. The foundation of society is male chauvinistic and girls and boys should be educated with new standards, putting an end to harmful stereotypes that favor gender violence: in particular, the myth of romantic love. Many attendees defend the value of the subject "Education for the Citizenry".

It is imperative to train journalists having with a gender perspective and broad culture. Though when studying at the university, most of them do not understand the value of subjects not specifically related to the practice of journalism, in the long run these subjects are critical in shaping the future professionals. Journalists should be able to relate politics, economy, sport, art, literature, culture in general, and incorporate ethics transversely. Super-specialization should not be a target because, currently, being interdisciplinary ensures you a job. You have to furnish heads as a prior step to achieving equality, say many professionals.

Some female journalists raise the need for education to detect gender inequalities when training professionals in universities, from taught subjects to the speech of professors. Someone tells the Rector about the need for an observatory at the

Faculty of Information Science on gender. The journalist should leave the University with a specialization in gender allowing him/her to transversally address different topics. Male chauvinistic violence is not a minor issue, or a low priority, as stated on several occasions. Unfortunately, it is related to second-division social issues, also in university education. We must train in gender equality. We will advance when it is dealt with as a political issue and is part of the education as the first step to introduce it in the sections of "politics".

5. CONCLUSIONS AND CONSIDERATIONS

Journalism was, at its beginning, a means to vindicate social, political and economic transformations, used by those who participated in the liberal revolutions as a means of expressing their ideas. Women also participated actively in the revolution and journalism was one of their weapons, they used the so-called recurring roles to disseminate their ideas and thoughts, and they were later suppressed at the times of reaction and had to go into exile or suffered penalties.

Women were also doubly repressed for defending their right to political participation and citizenship. And they were suppressed by the opponents of the revolution and by those who had fought to change the political and economic system. Many more were condemned, marginalized, segregated or sent into exile, but they do not occupy the space they deserve in the books that are studied at the Faculty of Journalism and / or Communications, which does not allow the existence of referents relating to the training of communication professionals with a gender perspective.

The press and other media were also guarantors of the established patriarchal system, which attributed a particular place in society to women, relegating them to the private area. They will fight passionately against the suffragettes, and against the feminist movement, against those who demand rights and laws that protect against inequalities. But women will also occupy a space in the media and use it to highlight the inequality and the need for change, while disseminating developments occurring internationally and nationally. They will also be journalists and direct vindicative, revolutionary and innovative magazines and newspapers, with difficulty but without stopping in their endeavor, while they have been gaining spaces in traditional press and in the mass media throughout the nineteenth and twentieth centuries.

The 21st century opens with big changes resulting from the claims of the feminist movement over two centuries and from the achievements attained with their struggles. Spain, following the guidelines set by international organizations in this field, has introduced fundamental changes since 2004 with the Organic Law on Integral Protection Measures against Gender Violence, a law that marks a before and an after in the fight against gender violence and involves different actors in prevention, including the media. The Law for the effective equality of women and men in 2007 also entails a leap forward by introducing measures to ensure that equality is incorporated into different fields and to work on awareness and fundamental changes. However, the laws do not change everything. It is imperative

to train in equality, to explain the causes of inequality to entirely understand that, under the guise of something "natural", there a structure allowing perpetuation of inequality and therefore male chauvinistic violence.

This was revealed by the focus group, which was organized at the Faculty of Information Sciences at the Complutense University of Madrid and was attended by journalists and professors, without gender training in most cases, which over nearly four hours of conversation and discussion, concluded that gender policies on media are not sufficient to address such complex issues.

The communication professionals recognized and revealed that many "inappropriate" actions are due to ignorance and poor training. Many professionals do not know anything about the feminist movement, not even the Declaration of Rights of Man and of the Citizen includes women, neither do they know when women began to vote in European countries and they often do not think about it, because there is no mention of gender at school or at other levels of education, including university. History is explained following models that do not include the gender perspective, as in schools and in high schools, and what is not known cannot be told.

It is necessary to train in gender perspective at universities, especially those who work in the field of information, but also in other areas of knowledge. To do this, we must begin the training of university professors who, at the time, did not receive adequate training as courses did include gender studies. Universities should incorporate, linked to Equality Units established by law, Observatories of Gender, to ensure equal education and the incorporation of a gender perspective in teaching and research. It is also necessary to incorporate gender-specific core subjects and, in the field of communication, subjects on "Communication and Gender".

The professionals who are already working in the media should receive continuous training courses in gender and equality taught by specialists from the academia, with a rigorous theoretical framework that allows adequate incorporation of basic concepts and other more complex concepts, linked to socialization processes that build stereotypes and prejudices. That way, they can transmit information from a perspective that helps to understand the causes of inequality, effectively intervening to end this social evil: gender violence.

You can only eradicate gender violence by investing in equality. Equality policies are fundamental and it is essential to have a clear policy, with appropriate budgetary allocations for the universities, that can train professionals in all areas of knowledge and therefore give them the opportunity to actively participate in the eradication of gender violence. This will only be possible with the resources to training their professors and researchers so that, in compliance with the current legislation, they can incorporate the gender perspective in a transversal manner. Training should also be made from a feminist theoretical framework, valuing feministic and gender studies and demanding inclusive language that names women and values them. Because only what is named exists, and trying to include women in the generic masculine arouses confusion and prevents the construction of referents, denies the

value of what is feminine and transmits the wrong idea of equality that implies the incorporation of women into the dominant male values. Androcentric visions contribute to new and subtle forms of violence.

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