

# THE PROBLEM OF GENDER IMBALANCE IN DIGITAL MEDIA

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In Ukraine, media coverage of sensitive topics such as gender nervousness and inclusiveness has repeatedly been disrupted. Considering that media actively shape the thoughts and ideas of society and have a significant impact, the presentation of information on such important topics must be appropriate. Unfortunately, the experience in Ukraine is not very positive. In line with new perspectives on the development of society, digital media must be progressive and incorporate sexism, ageism and intolerance into their work.

We surveyed European standards on gender issues in the media and analysed Ukraine's low legislation: the Code of Sex and Family; the

Labour Code; and the Law of Ukraine “On the Prevention and Combating of Discrimination in Ukraine”. The CM/Rec (2013) Recommendation on Gender Equality and Mass Media states that the media should monitor the implementation of self-regulatory measures and internal codes of conduct that contribute to the formation of non-stereotypical images of women and men. In addition, health education with a gender equality perspective is imperative. [1]

When we talk about discrimination based on social parameters, we immediately think of the enemy language, which, unfortunately, is very widespread in mass media. Civic language is a concept that involves aggressive language, imagery or any context that seeks to denigrate certain groups of society. That is to say, a discourse that belittles the person of all humanity. The source of language is usually seen as negative stereotypes. They are mainly created to justify discriminatory actions. There is also another reason: the journalist’s lack of knowledge or absolute absence of tolerance. The use of “enemy language” in such cases is often unnoticed by those who produce the material. However, this does not absolve the journalist of responsibility.

According to a 2019 study by the Institute for Mass Information, over 60% of all discriminatory materials in the Ukrainian media were sexist. This means only that the topic of sexism, women’s activism and feminities still generates the most emotion, sarcasm and jealousy at best. At worst, aggressive non-acceptance in general. [2]

In Ukraine there is now a list of publications that specialise in human rights and gender equality. These include Gender in Detail and Wonderzine. For example, the digital media “Gender in Detail” focuses on topics that help people understand gender in themselves and in the world they live in. Gender in Detail is a place of gender education, self-awareness, self-actualization, networking and exchange of experiences and thoughts. Gender is recognized in the publication in various ways, e.g. thematic reviews and research articles, statistics and life examples, blogs and practical guidelines. In addition, the publication publishes thematic events on the Feminist Evening or Women and Power website.

Wonderzine is still a young, independent women’s magazine on an online media platform. Now the site has 6 columns: life, health, beauty, culture and style. The editors of the publication say they want to create a safe space without shaming or bullying, without violence or toxicity. Here every woman can share her story and receive support.

Of course, the portrayal of articles in the media requires extensive systematic research. In order for the language of speech to become more fluent in the media, independent media with strong and professional journalists as

well as quality education are essential, The media literacy, self-regulation of the journalistic community as well as the awareness of Ukrainian citizens, in particular of the media workers. It is important to please readers and engage the audience with the quality of the material and not with confrontational, scandalous and manipulative texts.

**References:**

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