



Gender Mainstreaming in Information and Communications: A Reference Manual for Governments and Other Stakeholders (Gender Management System Series)

Joan Ross Frankson

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Explores the major gender issues in media and communications, including both the public and private sector. Examines gender issues and offers recommendations in various areas of the media including: the media market, female/male media audience, image and portrayal of women and men, editorial policy, gender-sensitive language, media and violence, employment patterns, training, research. Bar charts show the proportion of female/male journalists in main subject areas by region; and the presence of women/men in newspapers, radio and television by region. Provides models of good practice; tools and guidelines for policy making, the institutional environment, and media companies; and lists of women's media associations and networks.

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