

Alenka Jelen

Univerza v Stirlingu, Fakulteta
za umetnost in humanistične študije,
Velika Britanija

University of Stirling, Faculty of Arts
and Humanities, United Kingdom
alenka.jelen@stir.ac.uk

Mateja Malnar Štembal

Združenje ONA VE, Slovenija
Association ONA VE, Slovenia
mateja@onave.si

Samo Kropivnik

Univerza v Ljubljani, Fakulteta
za družbene vede, Slovenija
University of Ljubljana, Faculty of Social
Sciences, Slovenia
samo.kropivnik@fdv.uni-lj.si

Mostovi enakosti: pravičnost in vključenost spolov v akademskem prostoru in družbi

Povzetki tretjega posveta
o enakosti spolov za vključujočo
univerzo in družbo

Koper, 12. december 2025

Bridges of Equality: Gender Equity and Inclusion in Academia and Society

Abstracts of the Third Symposium
on Gender Equality for an Inclusive
University and Society

Koper, 12 December 2025

Trendi in ustvarjalni pristopi reševanja problematike neenakosti spolov v medijih

Študije že več desetletij opozarjajo na spolne neenakosti v medijih, predvsem na nizko zastopanost žensk in drugih spolnih identitet ter na spolne pristranskosti in stereotipe v medijskem poročanju. Raziskave Globalnega medijskega monitorja (GMMP) potrjujejo, da se je v zadnjih 15 letih napredek na tem področju ustavil. V Sloveniji z močno prisotnimi neoliberalnimi postfeminističnimi tendencami sicer po podatkih GMMP 2025 presegamo globalno povprečje zastopanosti žensk, vendar moški še vedno prevladujejo v osrednjih medijskih vsebinah in trikrat pogostejše kot ženske nastopajo kot strokovnjaki ali elitni uradni viri, kar jim pripisuje višjo stopnjo kompetenc, racionalnosti, kredibilnosti in avtoritete. Medijsko prisotnost žensk nadalje zakriva ne vključujoča raba jezika in pripisovanje dosežkov organizacijam, ki jih zastopajo. Rezultati so posledica kompleksnih družbenih dejavnikov, ki jih mediji odražajo in sooblikujejo; globoko zasidranih spolnih stereotipov in pristranskosti, spolnih nepravilnosti, percipirane nižje samozaveesti in kredibilnosti žensk ter nasilja nad ženskami v javnem prostoru. Zato smo zasnovali celostni intervencijski pristop, ki vključuje: (1) medijske zaveze za doseganja spolne enakosti, (2) naslavljanje predsodkov in stereotipov, (3) ozaveševalne kampanje in (4) programe mentorstva in izobraževanja. Prvi odzivi kažejo na dovtetnost medijev za spremembe medijskih praks (podpis Zaveze 50:50 s strani RTV Slovenija) ter večje medijsko in javno zavedanje o problematiki. Strokovnjakinje izkazujejo zanimanje za treninge medijskega nastopanja, zaznati pa je tudi porast prisotnosti žensk v medijih – vendar pot do spolne enakosti ostaja dolga.

Ključne besede: spolne neenakosti, mediji, spolni stereotipi, ozaveščanje, intervencije

Trends and Creative Approaches to Tackling Gender Inequalities in the Media

For several decades, studies have problematized gender inequalities, particularly the underrepresentation of women and other gender identities, biases and stereotypes in the media. The Global Media Monitoring Project (GMMP) results show that the progress in this area has plateaued over the past 15 years. The GMMP 2025 data for Slovenia, with strong neoliberal postfeminist tendencies, indicate that female representation in the media features above the global average. However, men still dominate the mainstream media content and are three times more likely than women to be represented as experts or elite official sources, with a higher degree of competence, rationality, credibility, and authority. Non-inclusive gendered language and attributing women's achievements to organizations they represent further exacerbate their invisibility. These trends are a result of complex societal factors reflected and co-shaped by the media; deeply embedded gender stereotypes and biases, gender injustices, lower perceived confidence and credibility of women, and gender-based violence in the public sphere. Therefore, we have designed an intervention approach including: (1) media commitments to achieve gender equality, (2) addressing gender biases and stereotypes, (3) awareness-raising campaigns, and (4) mentorships and educational programs. The initial responses indicate media inclinations to change their practices (e.g., RTV Slovenija signing the Commitment 50:50) and greater media and public awareness of the issue. There is notable interest in media training among female experts and an increased presence of women in the media, yet the path to gender equality remains long.

Key words: gender inequalities, the media, gender stereotypes, awareness-raising, interventions