

"Mind the Language"

Project Handbook

"The sole responsibility for the content of this publication lies with the authors, and does not necessarily reflect the opinion of the Anna Lindh Foundation"

About the Anna Lindh Foundation



The **Anna Lindh Foundation for the Dialogue Between Cultures** is a network of civil society organizations aiming to promote intercultural and civil society dialogue in the face of growing mistrust and polarization. The **Foundation** was founded in 2004 and its headquarters in Alexandria were inaugurated in 2005, making them the first common institution for dialogue co-created by the European Union and its Mediterranean Partner countries.



www.annalindhfoundation.org

The **Anna Lindh Foundation** tries to combat extremist discourses, radicalization, intolerance, and mistrust through its actions and initiatives by constantly promoting:

- The dialogue between cultures,
- A more inclusive and empathic society,
- The practice of Intercultural Dialogue;
- Intercultural Citizenship Education
- Empowerment young voices;
- Alternative narratives to fight harmful phenomena;
- A culture of peace.



The Albanian Media Institute

The **Albanian Media Institute** (AMI) was established by the end of 1995 and at present constitutes one of the main actors of civil society in Albania and one of most important journalistic training institutions in the Balkan region.

Albanian Media Institute is substantially engaged in media policy issues in Albania, such as the improvement of media legislation, Code of Ethics, various issues related to freedom of expression, access to information etc. In addition, the **Institute** has organized several research works, the most important one being "Monitoring Albanian Media Landscape" and has published within the last 5 years approximately 20 books in the fields of journalism, PR, etc, filling in this way the existing voids.

AMI is presently member of several international networks such as:

- The **Anna Lindh Foundation** - as the Head of National Network in Albania
- EJTA (where it had one chair in the board for 2001- 2003),
- World Association of Newspapers,
- Reporting Diversity Network, etc.



www.institutemedia.org

About the Project



This project has been funded by the Anna Lindh Foundation and co-funded by the European Union in the frame of the Intercultural Cities and Learning Programme.

Why this project idea?

Women's image and the role that women play in the media are heavily influenced by existing social and cultural norms, including gender stereotypes (generalized views or preconceived ideas, according to which individuals are categorized into particular gender groups, typically defined as "women" and "men", and are arbitrarily assigned characteristics and roles determined and limited by their sex).

Interestingly a Eurobarometer report issued in 2017 shows that more than half of all respondents (54%) thought there was a problem with the way women are portrayed in the media and advertising in their country. A total of 91% thought that promoting gender equality was key to ensuring a fair and democratic society.

About the Project



Regarding the advancement of gender equity issues and reduction of sexist and misogynistic language in the media sector itself, the lack of recognition of gender equality within the structures and policies of media organizations perpetuates a culture of inequality of treatment and as a consequence opportunity.

This contributes to lack of progress in terms of gender equality and change of mindset which draws the need for awareness raising and training on the topic, firstly of journalists and those working in the, and latter of the wide public.

Based on aforementioned reports that perpetually report worrying sexist and misogynistic language used against women and progress made in this regard in mainstream and social media outlets (popular TV shows, broadcasts etc.) this project aims to address this issue in the respective countries involved in this action and raise awareness on the phenomenon. As it can be understood this project along with its activities addressed the Women and Gender Stereotypes theme.

The activities that took place in the frame of this project offered a chance for youth from three countries involved (but also in the Euro-Med region and beyond) to exchange insights on their realities, to foster counter and alternative narratives, to map this phenomenon in their respective countries, to encourage and enhance their critical thinking on contents that media feeds us and notably on the way women are portrayed.



Aim The overall aim of this project is to defy obsolete gender stereotypes and raise awareness on sexist and misogynistic language.

Objectives

1. To raise awareness towards sexist language against women in media outlets and the consequences it has on audience' perceptions of gender roles.
2. To provide counter and alternative narratives of sexist and misogynist language.

Expected Results

1. Increased awareness among target groups on sexist language against women and its consequences on the public's perceptions.
2. All the beneficiaries that will be directly involved in each activity will gain knowledge and skills on how to create or use counter/alternative narratives to combat sexist and misogynistic language used against women in media outlets.

Partnership



The trilateral partnership of "Mind the Language" project consists of:



Albania- Albanian Media Institute - Lead Partner



Spain- Association of Innovation, Training and Employment for Sustainable Development (AIFED)



Tunisia- WeYouth Organization

Project Activities



Online Youth Debate



10-11-2021



Theater of the Oppressed



22-11-2021



Media Monitoring



01-11-2021

to

01-12-2021



Closing Hybrid Event



10-12-2021

Online Youth Debate - Implemented by AIFED



The online debate aimed at gathering together youngsters to discuss, map the realities and challenge themselves in a motion related to misogynistic attitudes or discourses in media outlets. The debate was conducted using the Oxford Model of Debating and the motion was:

"Content creators just satisfy what the audience demands: both sexist language and images"

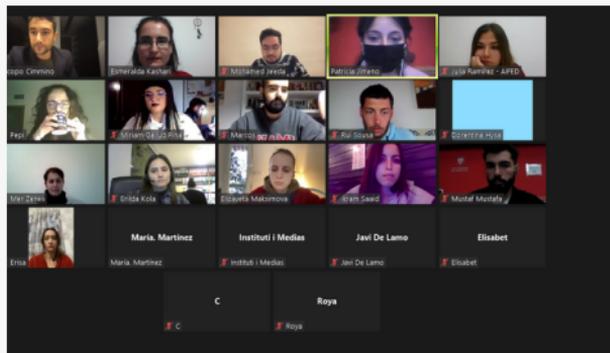
Anna Lindh Foundation

ONLINE YOUTH DEBATE

CONTENT CREATORS JUST SATISFY WHAT THE AUDIENCE DEMAND:
BOTH SEXIST LANGUAGE AND IMAGES

10 NOVEMBER 2021
18:00 CET / ZOOM

WEYOUTH AIFED Albanian Media Institute
Instituti Shqiptar i Medias



The debate registered the participation of **25 youngsters from Albania, Spain, Tunisia, Italy, Turkey, Libya, Egypt, North Macedonia, Morocco**

Click [HERE](#) to access full debate

Theater of the Oppressed - Implemented by WeYouth Organization



Youngsters from Tunisia generated their ideas and performed them in the format of theater of the oppressed by addressing the sexist language used in the media outlets against women.

With the Support of
Anna Lindh Foundation
LUNDNED

Theatre of the Oppressed
"Together We Stand"

ACT FOR WHAT YOU BELIEVE

Sfax, Tunisia
22 November 2021

Co-funded by the European Union

AFED

WEYOUTH

Albanian Media Institute
Instituti Shqiptar i Media

The poster features a central illustration of two stylized figures, a woman on the left and a man on the right, both wearing yellow and black striped shirts. They are holding up a banner that reads 'ACT FOR WHAT YOU BELIEVE'. The background is light pink. Logos for Anna Lindh Foundation, AFED, WEYOUTH, and Albanian Media Institute are at the bottom. A small circular logo is in the top right corner of the poster area.

The activity being recorded outside caused the reaction of the passersby who intervened to solve the dispute between the journalist (actress) and another passerby (actor).

The Theatre was titled "**Together We Stand**" symbolically to describe the fact that if we all act to the unjust attitudes/speeches made towards women, we have already made a step forward into combating them.

Click [**HERE**](#) to watch full video of the theatre



Media Monitoring - Implemented by AMI

Main findings & analysis

Why Media Monitoring?

- The sexist and misogynic language against women and girls remains one of the problems of media and journalism nowadays
- The expansion of the traditional media in the social media & digital media increased the use and spread of misogynic and sexist language
- Media has the power to amplify and reinforce harmful attitudes against women & girls just through sexist and misogynic language.

What is sexism ?

- ▶ Any act, gesture or behavior connected with the sex of a person or considering that
- ▶ person as inferior or essentially reduced to her or his sexual dimension.
- ▶ Connected to harmful gender stereotypes

Tema
 KREU AKTUALITET • EDITORIAL KRYSORE ANENA BLOGU TEMA RAJONI DOSSIER KULTURE LIFESTYL

Home / Aktualitet / Djali iu vra për një vajzë, nëna flet për "mollën" e sherrit: Ishte një k**vë, do marr 1 kile benzinë dhe do e djeg

Posted on 8 Nëntor, 2021 12:25 by L.B in Aktualitet, Kronika with 6 Comments

Share this:

[f](#) [t](#) [in](#) [p](#)



Nëna e Florencë Kiovaçit, ka folur për mediat pas ngjarjes së rëndë në Elbasan, ku djali i saj mbeti i vdekur si pasojë e goditjes me thikë në zemër. Ajo ka treguar se si ka marrë vesh tashmë e rëndë. Po ashtu, nëna e 26-vjeçarit kërkoi që autori i ngjarjes, Ardit Hida të marrë dënimin maksimal. Përkundrazi, ajo paralajmëroi se do të bëjë vetëgjyqësi.

"Kull di gjë fare, vetëm kur më thanë 'ij Lela ka vdekur ka 'shkur'!" - Është shprehur urrejtja

Fotolajm/ Deputetja Luljeta Bozo futet në Kuvend duke ecur me bastun

Nga OraNews | Përditësimi i fundit 25 Tetor 2021, 18:24



- ▶ Committed in a public or private place
- ▶ An intimidating, hostile, degrading, humiliating or offensive environment that violates the dignity of a person.

What is misogyny?



Hatred, dislike, or mistrust of women, manifested in various forms such as physical intimidation and abuse, sexual harassment and rape, social shunning and ostracism.

Ingrained and institutionalized prejudice against women; sexism.



esë në 5/ "Ti mendon se vajzën do ta kesh të virgjër me burrin e parë?!", debat i rtë mes 2 mamave në studio

6/11/2021 17:30



Sot në "Ftesë në 5" me Bieta Sulon u vunë përballë njëra-tjetrës mamatë e vajzave dhe ato të djerve.





Data Gathering process

During November 2021 were monitored:

- Traditional (national coverage TVs: TCH, Klan)
- Social Media (Facebook and Instagram accounts of TCH, Klan, EuroNews, Newbomb, Shqiptarja.com, etc.
- Digital media (online portals): Newsbomb, Tema, shqiptarja.com, Fax news, etc.

The units of the monitoring were:

- a) news editions;
- b) TV shows (including prime-time, entertainment and morning shows);
- c) articles and social media posts that contained any form of sexism or misogyny.

Sexism and Misogyny in the Albanian Media Environment

[Sign in to Google](#) to save your progress. [Learn more](#)

*** Required**

Email *

Your email

Incident Code (Example: EX01, DH01) *

Your answer

Date of publication *

Date @

What kind of content have you identified? *

Sexism/misogyny

Sexual harassment

Hate Speech

Other:

In what media was the content published? *

Traditional Media (TV, Radio, Newspapers)

Social Media (FB/IG/Twitter, etc.)

Info portal (online tabloids)

Other:

Who is/are the authors of the content? *

Journalist, media personnel, media writer/ analyst

Celebrity, Artist, Popular Culture person

Politician, political party, state official

Other type of public figure, Professor, Intellectual

Influencer, Blogger, Social media artist

Media Monitoring Results



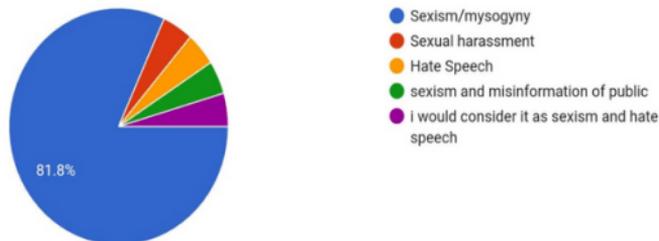
What kind of content was identified?

The content that has been identified in the media outlets that were subject of monitoring was in **81.8% cases sexism/misogyny that targeted women in general, and in particular women in the media, politics, showbiz and arts.**

On the other hand, **6.7% of the cases included in this report contained hate speech, 3% sexual harassment** and the remaining were **combined cases of sexism, hate speech, misinformation and intimidation.**

The most common patterns identified in these media contents, regardless of what is the content about, show **a short linkage that it is made with the person involved and their gender, ignoring completely the message that it is being said.**

These sexist and misogynic narrative in the media reinforce the harmful stereotypes against women in the real world, which can be very harmful, as they amplify the inequity, maltreatment and hate speech against women.



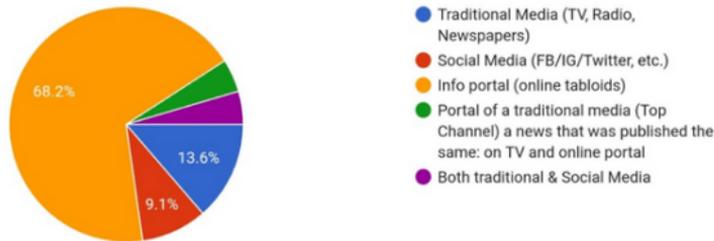
In what media was the content published?

Sexist and misogynistic contents identified were published **68.2% in info portals (online media), followed by 13% in traditional media and 9% on social media.** While the remaining were published both on traditional and social media.

The **online media/info portals are click-bate driven** and this explains somehow their approach in producing contents (which cannot be considered news at all) that sell, including here sexist, misogyny and hate speech. It is more likely that a sensationalist headline combined with sexist's tones will be clicked compared to a professional informative headline.

Besides that, quality and professional journalism needs resources, including time, financial and human, which most of the portals do not have and this reflects lack of professionalism in the media. Additional to that, **the online media it is not regulated by law and there is no media authority that can held these media outlets accountable.**

Traditional media reinforces traditional views and existing gender stereotypes that are harmful to women and girls. That is present in news editions, TV shows and the representation of women in the media and through media as **just "beautiful", "entertaining", "sexy", and "decorative".**





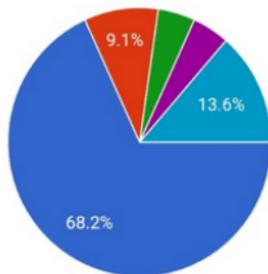
Who is/are the author/s of the contents?

The authors of the contents identified are **68.2% journalists'/media personnel, followed by 13.6 % private persons** who comment in the comments sections in online portals or social media. The other **9.1% of cases had as authors celebrity/artist/popular persons followed by the remaining 9 % who were public figures and influencers.**

Journalists and media personnel produce headlines that are click bait driven, including sensational and sexist's contents, **violating this way the Code of Ethics of Journalism.**

Individuals, on the other hand, **use sexist language and hate speech against women in the section comments both in online media and social media.** The comments are not filtrated nor moderated by the media outlets and that enables an environment full of hatred and sexism.

On the other hand, **celebrities and artists attack each-other on private life** in particular women against each-other and men against women, using media outlets as tools to spread these messages.



- Journalist, media personnel, media writer/ analyst
- Celebrity, Artist, Popular Culture person
- Politician, political party, state official
- Other type of public figure, Professor, Intellectual
- Influencer, Blogger, Social media activist
- Private person

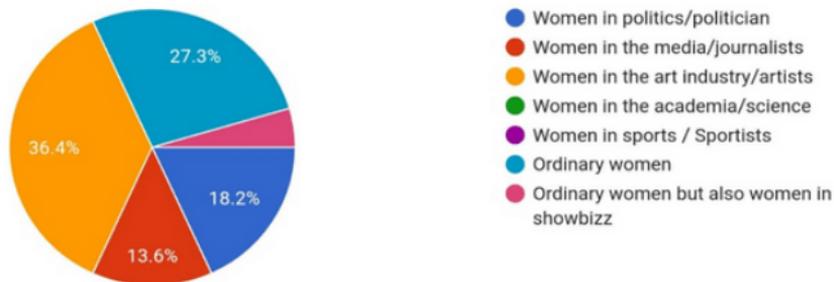


Who were the target of sexist & misogynic contents?

For the period monitored, **36.4% of cases targeted women in art industry, followed by 27.3% ordinary women, and 18.2% women in politics/politicians. The remaining 13.6% were targeting women in media, in particular journalists.**

These **women were target of sexism, hate speech and misogynic contents just because of their gender.**

The **massive presence of such content in traditional and new media** it is disturbing as it **worseness the status of the women in society, reinforces the inequity and it serves as a basis for discrimination and gender based violence.**





Conclusions from Media Monitoring

- **Sexism and misogyny are massively present in the Albanian media environment**, and that affects all women regardless of their status (politics, arts, media, ordinary, etc.).
- **Digital Media/ tabloids are the key sources of sexist and misogynic language**. The self regulation it is not working and that is something that needs to be addressed.
- **Media and journalists should be held accountable of their wrongdoings when it comes to reporting**. Everyone has to do it's part in this regards. Act and report the contents that worsen the social status of people based on their gender.
- **What (media think) it is interesting for the public outweighs the public interest**, and leads to the poor contents that multiply hate speech, sexism and misogyny.

Final closing event - Implemented by AMI



The final event aimed at introducing the participants to the project theme, aims and objectives, the implemented activities and most importantly to the findings of one-month media monitoring on sexist and misogynist language against women.

#WeAreALF

#InterculturalCities

#AlbanianHeadOfNetwork

#AMI #AIFED #WeYouth



The event registered the physical participation of national (Albania) network members and non-members, as well as the online participation of project partners from Spain -AIFED and Tunisia - WeYouth Organization.

Participants discussed and shared ideas on root causes of sexist and misogynistic language and shared recommendations on how to fight sexist and misogynistic language against women.

TESTIMONIALS



"I learnt new things and its interesting to see different point of views that we realize from the arguments and the way how they bring it",

"I had taken part in other Theater of the Oppressed activities, nevertheless it was my first time implementing it in a public space and having in mind the rather conservative mindset that exists in our country, I thought no one would intervene and take my side. I was wrong though by virtue of people interjected and they decided to condemn sexist language used and I am so glad to have been part of it"

"We are content that AMI organized the closing event online and in person thus we all had the chance to be part of such a meaningful and engaging workshop. I hope we will see more projects such as "Mind the Language" in the future, as women deserve to be treated equally as men and not less than the latter"

"For us it counts as an additional and remarkable experience to not only have been part and contributed but also learnt from it. We are more aware of this topic and we feel more confident to take actions in addressing and tackling this problem"

TESTIMONIALS



“It is definitely of high interest for us hearing out these findings in order to be updated about this theme. Unfortunately, these findings belonging to the Albanian context, can be also related to the one we have here in Spain, it may only change the target or the authors may vary, but in overall we find it present in our media outlets too. It's of great importance to keep taking actions like this project so that things can change step by step.”

“It has been a great chance to have discussed this topic and to have decided upon this motion for the debate, it was a pleasure working with these youth, who despite not having experience in debating, showed great commitment and seriousness in the event”

“Media Monitoring has been part of our daily work for years now, though we monitor and report different issues. Although it was only a month of media monitoring on sexist and misogynistic language used against women, the findings are eye opening for us to seek for the implementation of similar projects on a larger scale with the aim to minimize the existing problem.”

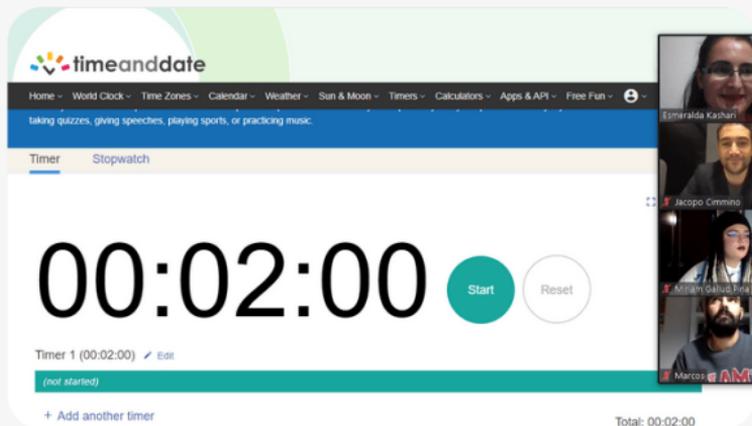
PHOTOS FROM ACTIVITIES



Theatre of the Oppressed

Theatre of the Oppressed





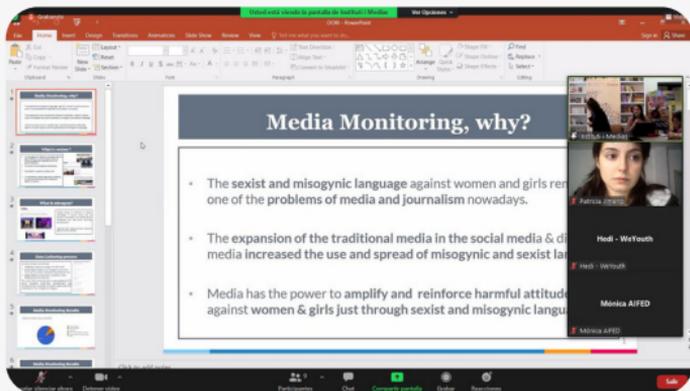
Online Youth Debate

Online Youth Debate





Final event



Acknowledgments to the **Anna Lindh Foundation** for supporting the implementation of 'Mind the Language' project and to the **Albanian Media Institute** for its consistent efforts towards education and training in media sector, for journalists and the general public.



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