



**Doc. 15975**

17 April 2024

## Eliminating gender stereotypes in the media

### Motion for a resolution

tabled by Ms Yevheniia KRAVCHUK and other members of the Assembly

---

This motion has not been discussed in the Assembly and commits only those who have signed it

---

Discriminatory gender stereotypes and gender roles are deeply entrenched in the media and social networks, not only reinforcing detrimental social norms, but also giving rise to hate speech and gender-based discrimination. This, in turn, deepens gender inequality and impedes progress towards achieving gender equality in general.

Media in all its forms (including written and online press, advertising, social networks and fiction production) has an omnipresent and significant impact on shaping and changing societies. Despite efforts on the part of some stakeholders, media's persisting reproduction of gender stereotypes and sexist representations affect women and men and may violate their human rights.

Moreover, gender stereotypes in the media directly affect the equal participation of men and women in political and other areas of public life. By portraying men as dominant and women as submissive, these stereotypes limit women's ability to fully participate in decision making and assume leadership roles.

Parliamentary Assembly [Resolution 1751 \(2010\)](#) "Combating sexist stereotypes in the media" refers to the disastrous impact that sexist stereotypes in the media can have on public opinion, as they "perpetuate a simplistic, immutable and caricatured image of women and men, legitimising everyday sexism and discriminatory practices". The recommendations in this text should now be reviewed, especially in the light of the exponential development of social media.

It is time for the Assembly to take further action to combat these harmful phenomena in the media and social networks. By addressing the root causes of gender inequality and promoting positive representations of men and women, we can create a more inclusive and just society. To achieve sustainable results, it is important to promote the development of media self-regulation institutions, which could devise codes of ethics and professional standards. A media environment that promotes diversity, inclusiveness and gender equality would contribute to respect and empowerment for all.

*Signed (see overleaf)*



*Signed*<sup>1</sup>:

KRAVCHUK Yevheniia, Ukraine, ALDE  
ÅBERG Boriana, Sweden, EPP/CD  
BAKUNETS Pavlo, Ukraine, EC/DA  
BATENKO Taras, Ukraine, NR  
BAYR Petra, Austria, SOC  
BILOZIR Larysa, Ukraine, ALDE  
BONNEAU François, France, ALDE  
BOUYX Bertrand, France, ALDE  
BULAI Iulian, Romania, ALDE  
CLAPOT Mireille, France, ALDE  
DE BATTISTA Randolph, Malta, SOC  
EDER-GITSCHTHALER Andrea, Austria, EPP/CD  
EFSTATHIOU Constantinos, Cyprus, SOC  
FOULKES George, United Kingdom, SOC  
FRESKO-ROLFO Béatrice, Monaco, ALDE  
FRICK Peter, Liechtenstein, ALDE  
GHAZARYAN Sona, Armenia, ALDE  
GJONAJ Etilda, Albania, SOC  
GRIPPO Valentina, Italy, ALDE  
HELLELAND Linda Hofstad, Norway, EPP/CD  
HOOP Franziska, Liechtenstein, ALDE  
KERN Claude, France, ALDE  
KONSTANKEVYCH Iryna, Ukraine, EC/DA  
LACROIX Christophe, Belgium, SOC  
MARTINEZ SEIJO Luz, Spain, SOC  
MEZENTSEVA Mariia, Ukraine, EPP/CD  
MOSHENETS Olena, Ukraine, ALDE  
NATALUKHA Dmytro, Ukraine, EC/DA  
NEAGU Denisa Elena, Romania, ALDE  
NOWICKA Wanda, Poland, SOC  
O'LOUGHLIN Fiona, Ireland, ALDE  
OVCHYNNYKOVA Yuliia, Ukraine, ALDE  
STAMATIS Georgios, Greece, EPP/CD  
TISTYK Rostyslav, Ukraine, EC/DA  
VASYLENKO Lesia, Ukraine, ALDE

---

1. ALDE: Alliance of Liberals and Democrats for Europe  
EC/DA: European Conservatives Group and Democratic Alliance  
EPP/CD: Group of the European People's Party  
SOC: Socialists, Democrats and Greens Group  
NR: Representatives not belonging to a Political Group