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Eliminating gender stereotypes in the media

Motion for a resolution
tabled by Ms Yevheniia KRAVCHUK and other members of the Assembly

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

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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[1]*:*

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