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# **STEREOTYPICAL GENDERISATION IN PICTURE SECTION OF OPINION-FORMING DAILIES IN SLOVAKIA AND ITS DEVELOPMENT AS DEMONSTRATED BY SAMPLES FROM 2007 AND 2012\***

**Summary:** The paper deals with the ever-current topic of stereotypisation in mass media. The issues of the usage and the effectiveness of stereotypes are being broadly discussed in the domain of marketing communication. In the study, the author focuses on identifying stereotypes (gender or other stereotypes) in so-called opinion-forming printed daily newspapers in Slovakia, while trying to note the type and direction of the trends to portray people stereotypically in picture section of the dailies between 2007 and 2013. The author has used a quantified content method [Scherer, 2004] with the results processed statistically by non-parametric procedures. 1685 people pictures and images have been analysed in total. Multiple stereotypes have been identified – including gender related and also stereotypes in the presentation of the elders and children.

**Keywords:** gender stereotypes, mass media, opinion-forming media, communication, content analysis.

## **Introduction**

A person is not able to **apprehend reality** in its complexity; thus, creates simplified constructs often leading to stereotypes. **Stereotypes** are therefore functional and convenient shortcuts in contemporary and future thinking [cf. Hewstone, Stroebe, 2006; Spálová et. al., 2006; Musil, 2004 and others]. The presence of stereotypes in marketing communication is still a subject of

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discussion, while we can spot opinions that highlight the negative influence on the effectiveness of promotion and subsequently also on economic results [e.g. Bednářová, 2012; Otnes et. al., 2012], together with opinions presenting their functionality and substantiation in marketing communication (e.g. Hůlová, 2010).

Stereotypes<sup>1</sup> represent a schematic **perception of social reality** and people create them to acquire and process information about other people. A stereotype is not a product of first-hand experience of an individual; it is taken over and kept by the traditions [Nakonečný, 1999]. Since society is a complex system and our cognitive capacity is limited, people create stereotypes to understand and anticipate the behaviour of other people [Džambazovič et. al., 2009]. Even though stereotypes do make our comprehension of reality easier, they save our energy and enable a fast information processing and saving – even at the cost of distorting them [Hartl, 2004]. They have various positive functions: positive functions, cognitive (that we use for categorisation and our orientation in the world), emotive (compensation and so forth) and social (creating social identity, self-definition against others) [cf. e.g. Nekula, 1999; Ogonowska, 2007] help in cognition research [Rich, 1979; Fandelová, Kačániová, 2012], help to maintain the traditions in a society [Jesenská, 2009], however, it is advisable to notice their *problematic aspects*, too. Since stereotypes are essentially a type of attitudes and attitudes are judging relations forming a certain acting agility as mentioned by M. Nakonečný [1999], J. Satková [2006], Ł.P. Wojciechowski [2004], it is not appropriate by the means of media to represent stereotypes that would incite negative phenomena in a society. Attitudes are being formed during one's lifetime, in particular by social learning [e.g. Wąsiński, 2003; Šramová, 2007; Stranovská, 2009; Walotek-Ściańska, 2010; Lomnický, 2009; et al.], where the decisive factor is the influence of individuals, small social groups as well as the influence of mass media. Stereotypes – especially those relating to perception of people – frequently lead to **prejudice** [e.g. Devine, 1989] and prejudice is a base for **discrimination** [e.g. Fiske et al., 2002; Cuddy, Fiske, Glick, 2008].

For several decades professional literature has been mapping **various stereotype areas**: social stereotypes [e.g. Snyder, Tanke, Berscheid, 1977]; ethnic and national stereotypes [e.g. Brigham, 1971; Kite, Whitley, 2012 et al.]; age stereotypes and agism [e.g. Chan, McCrae et. al., 2012; Posthuma, Campion, 2009] and others. **Gender<sup>2</sup> stereotypes** are the ones most commonly discussed.

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<sup>1</sup> In our context we apply the term stereotype as used for the first time in 1922 by the American journalist Walter Lippmann who coined it in his book *Public opinion*. It is a fixed image in person's mind via which we perceive the behaviour or qualities of the members of social groups in their main features as homogeneous, constant, given.

<sup>2</sup> *Gender* is understood as a social and cultural construct. It is to be distinguished from the term *sex* that relates to biological properties of men and women.

Their definitions by various authors differ only slightly, a typical definition being the definition by I. Lukšík [2003] who describes them as “fixed, simplified, rigid and biased beliefs about a »appropriate and adequate« behaviour of men and women and their »appropriate and adequate« traits and other psychical and social qualities”.

J. Cviková [2006] in a relatively accordant definition with the above mentioned one also emphasises their ‘unrealistic and idealized quality’ of the expected role models. Simultaneously, she points out that by reproducing gender stereotypes, they create the semblance of spontaneity and naturalness. In their aftereffects they *harm* girls and boys, women and men for they prevent them from developing their individuality (e.g. when choosing a profession, evolving one's interests and also in relationship to other people). The author presents analysis of *textbook contents, toy catalogues and other materials*, that we encounter in everyday life. Gender stereotypes are significant in many areas, we will mention only some from her research: girls are offered toys of the type: let's play mummies and housewives (boys are not offered toys of the type: let's play daddies and housekeepers), girls are offered toys – let's dress up and make up (pointing at what is important for a girl and for a woman). On the other hand, boys are offered toy such as: young scientist, creator or adventurer.

S. Romaine brings similar findings [1999, p. 253] in a paper called *Communicating gender* where she presents the results of a women and men roles **in adverts** analysis. The results have shown that: when depicting females: the adverts emphasise that woman's place is at home (most often they are depicted in a bathroom or in a kitchen), if a woman is depicted outside the house then she does shopping as a wife or mother, a woman is depicted as an assistant or only as a model outside the house. A man is portrayed as intelligent and well-informed, sports oriented. If a man is depicted at home, he is presented as unintelligent and disoriented. Similar finding in adverts area are reported by authors from various countries: from Australia [Mazzella, Durkin, Cerini, Buralli, 1992]; from Spain [Fullerton & Kendrick, 2000]; in the USA [Lindner, 2004] and others.

D. Lasorsa and J. Dai [2007] compare presenting stereotypes **in news**, these appear even though the perceiver is motivated not to be a subject of stereotypes. According to M. Gallagher's report *Who makes the News?* [2010] media show a high partiality based on gender. It was found, for example, that up to 46% of the news strengthen gender stereotypes. Only 13% of the news are focused on women and in the news – women outside home are not represented with such frequency as would correspond with their real proportion on labour market in particular fields. The report also shows that in media the vast majority of expert statements are given by men only, in five male professionals – there is only one

woman (according to the report [Gallogher., 2010]). Similar findings, however, concerning **Czech media**, are mentioned by P. Pavlík [2005, p. 55]. In his analysis, the incidence of male and female names and citations on front pages of the major Czech dailies showed the male to female names rate is 10:1 and higher. Women were mostly missing at the pages dedicated to key political and key business events. The reports about activities and events related most of all to women or a group of women are mostly presented as less important, as news with a personal undertone (soft news) and are pushed into secondary, “non-news sections“. Media reflect and mirror already existing gender inequalities in society and at the same time help to maintain them. The research of G. Tuchman [1979] pointed at the fact that media deform social status of women in society and do not represent them in variable roles. At the same time, she states that media dominantly portray men and introduce their superiority. Women are portrayed stereotypically as sexual objects or as inferior to man with a typical role of taking care of the household.

The cited sources originate both in older and newer data and it seems that the **tendency towards change** is only very low, as confirmed also by a more extensive study of K. Lindner [2004]. The authoress observed female portrayal in adverts published in general and also fashion magazines and their changes over the last 50 years. The results of the study show that in both cases (general magazines and magazines oriented primarily on females) they depicted women stereotypically. In the course of the researched 50 years, the way of portrayal has changed only a bit; in spite of women’s movement only a mild reduction in stereotypical portrayal was recorded. Similarly, only little positive changes are stated by D.J. Bretl and J. Cantor [1988] who monitored the changes in TV advertising and broadcasting in the period between 1975 and 1985. Even though the results indicate gradual closing of the gap between the portrayal of men and women, the rate of women to men depicted as a central character at work is still too low. Their findings show that women were continuously more frequently than men depicted at home, especially, in the adverts promoting household products. A reverse trend is stated by J.B. Ford, P. Kramer et. al. [1998, after: Kubálková, Wennerholm-Čáslavská, 2009, p. 52] who examined the changes in stereotype portrayal in media between 1970 and 1990. They found that stereotypes strengthened over the years.

Professionals also pay attention to identifying *the consequences of presenting stereotypes in mass media* or advertising. Let us name a few of them: gender stereotypes presented in the media and established in society consequently shape our preconceptions of man’s and woman’s role, that are mirrored then at our *expectations* as confirmed by study of Z. Bútorová et. al.

[1999]. In their research, which was beside other issues focused onto the qualities of men and women as demanded and expected by the society, they found significant stereotyping: it is expected from women to take care of household and to have a pleasant appearance whereas a man is, above all, expected to financially provide for his family (Table 1). Expectations are in this context obliging and not meeting them puts a pressure onto the individual that can lead to various sorts of interpsychical and intrapsychical conflicts (a man who earns less than his wife or a woman who does not meet the beautiful women standards can develop an inferiority complex, etc).

Table 1. The research results by the authors Z. Bútorová et. al. (1999) focused on the qualities of men and women as demanded and expected by the society in percentage

	Right man	Right woman
Household care	46	86
Sensitivity to the problems of others	38	71
Nice appearance, beauty	8	38
Support family financially	92	23

Source: Based on: Bútorová et. al. [1999].

Except the above mentioned problems, there are also other. E.M. Heilman [2001] in her study claims that gender stereotypes and expectations leading to the way women are (descriptive) and how they should behave (prescriptive) can lead to devaluation of their achievement, denying belief in their success or their *penalisation* for that they are competent.

They say, in the aforementioned research, that even if a woman has the same competence and productivity as a man, she would not be promoted at work at the same speed as a man and her chances of promotion were significantly lower than a man's. The results presented by J. Kilbourne [2010] demonstrate that the youth who were exposed to advertising portraying women in stereotypical roles, exhibit far more *negative attitudes towards women and negatively asses women's managerial skills*. K. Lanis and K. Covell [1995] examined the link between advertising and one's attitude towards sexual violence. They found out that explicit portrayal of women leads to higher acceptance of violence and aggression against women from the part of male participants. Similar outcomes were also confirmed by other studies [e.g. MacKay & Covell, 1997; Satková, Wojciechowski, 2010; Mikuláš, 2010].

When considering the consequences of stereotypical portrayal of women, G. Gerbner [1972] goes even further – in the way women are depicted – in their lower or less frequent presentation in important roles, making their portrayal trivial and so on, sees an indication of symbolic annihilation of women.

Based on the above mentioned research, content analysis of adverts, media content and news in foreign environment as well as the identified contradictory trend of men's and women's media stereotypisation as noted by foreign authors, we will deal with the mentioned issue in our paper from the perspective of Slovak media space. In our study, we focus on identifying stereotypes (gender and others) in so-called opinion-forming printed daily papers, while trying to note the type and direction of the trend of stereotypical people portrayal in the picture section of the daily papers.

## 1. Research aims and research issues

The aim of the study was to identify the ways people are depicted on photographs and timelines in opinion-forming daily newspapers and mark the conformities and discrepancies during a five year time interval (year 2007 and 2012).

**P1:** How do media present particular groups of people (can stereotypisation be identified in the presentation?)

**P1a:** How do selected printed media in Slovakia depict men during the observed period?

**P1b:** What are the most typical portrayals of men in the selected printed media in Slovakia during the observed period?

**P1c:** How do selected printed media in Slovakia depict women during the observed period?

**P1d:** What are the most typical portrayals of women in the selected printed media in Slovakia during the observed period?

**P2:** Are there any significant differences in depicting men and women during the observed time period in opinion-forming daily newspapers in Slovakia?

With regard to the type of the research and its focus, we have not formed a hypothesis and the formulation of research issues limited the research scope while some details and findings occurred only during the analysis execution.

## 2. Methods applied and research material

### 2.1. Methods to identify variables and data collection

In the presented paper, we deal especially with the quantified content analysis technique of printed media (for more information see Scherer, 2004).

## 2.2. Research material

### 2.2.1. Media selection:

When selecting a sample file, we proceeded in a standard way from selecting media, selecting content up to setting time period. In our research we opted for Slovak print media and focused on daily newspapers. To make the print range even more specific, we chose so-called opinion-forming dailies that should aim at informing public in an objective and unbiased way. (What is the reality is also shown in our research). Even though the criteria for involving dailies into the set of the opinion-forming ones could be questioned (for instance: do the newspapers with higher readership help to form the public opinion – model of major impact or is it formed by those which deal with content relevant to public discussion and related form?), with respect to the paper scope, we will not deal with the discussion. The fact remains that the daily in Slovakia with the highest readership is the tabloid “Nový čas“ (New Times) and the second place is shared between the tabloid „Plus jeden deň“ (Plus One Day) and so-called opinion-forming daily “Sme“, third position very narrowly taken in 2012 by opinion-forming daily “Pravda“ (The Truth, see Figure 1).

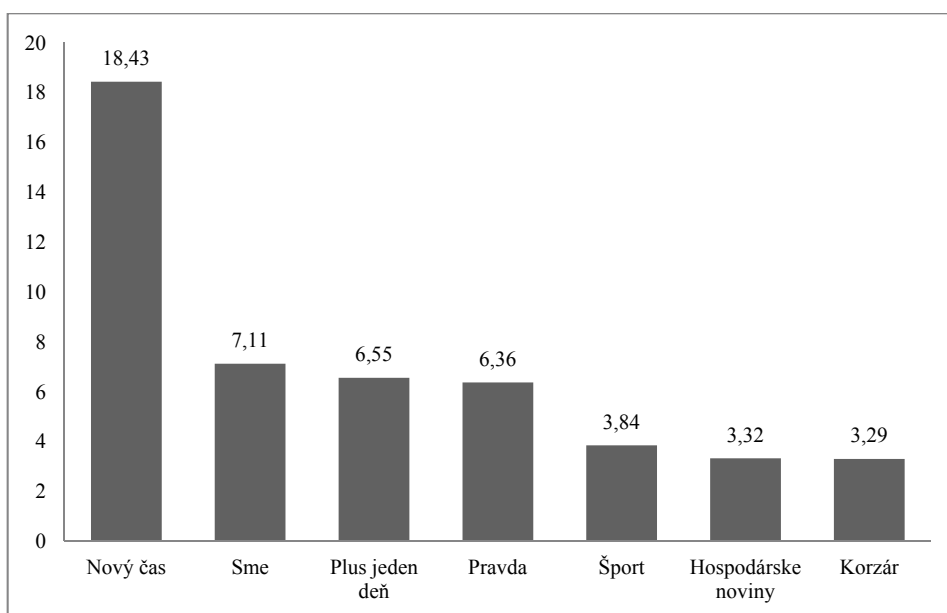


Fig. 1: Daily newspapers readability in Slovakia in 2012

Sources: [www 1].

With regard to the extent of the paper, we incline to one of the definitions: opinion-forming are the dailies which are *primarily focused on news, comments,*

analyses, economics, culture and international affairs [e.g. Šefčák, Sand, 2006; Gajdka, 2012]. For the aims of the research we selected daily Pravda and daily SME.

### 2.2.2. Setting a time scope and selecting the content

All the issues that came out in the period between 12.09.2007 and 26.09.2007 and between 12.09.2012 and 26.09.2012 including, were analysed, in total **47 issues** of dailies, while the number of images to analyse (focused on people portrayal) was **1685**. Analysis was focused on **picture components** (so-called: analysis unit): all images except commercial and advertising presentations, supplements, sport pages, comics, horoscopes, TV listings.

### 2.3. Data processing methods

For the analysis we used triangular methodological procedure for processing the obtained data, combining qualitative and quantitative approach. To analyze the quantified data we used non-parametric tests – Mann–Whitney U-test that is often used to compare medians of two independent samples [Rimančík, 2000]. The test answers the question if the median difference in two data sets is statistically significant or only random.

Table 2. Overview of statistical tests used in the study

Name of the test applied	formula
<i>Mann-Whitney U test</i>	$U_A = n_1 * n_2 + \frac{n_1 * (n_1 + 1)}{2} - R_A$ $U_B = n_1 * n_2 + \frac{n_2 * (n_2 + 1)}{2} - R_B$ $U = \min(U_A, U_B)$

It is the most prominent and most sensitive non-parametric alternative to t-test for independent files [Hill, Lewicki, 2006]. The second method used was chi – squared while in our case number of degrees of freedom was  $Df = (r - 1) * (s - 1) = 1$ . The used formula version can be found in Table 2. Simultaneously, we used descriptive statistics procedures.

## 3. The results of the analysis

### 3.1. Total number of portrayals and their (un)balance in depicting men and women in Slovak dailies

As the first step, we targeted onto identifying images and photos that depict people. In Table 3 we present the basic findings related to analysing picture section of



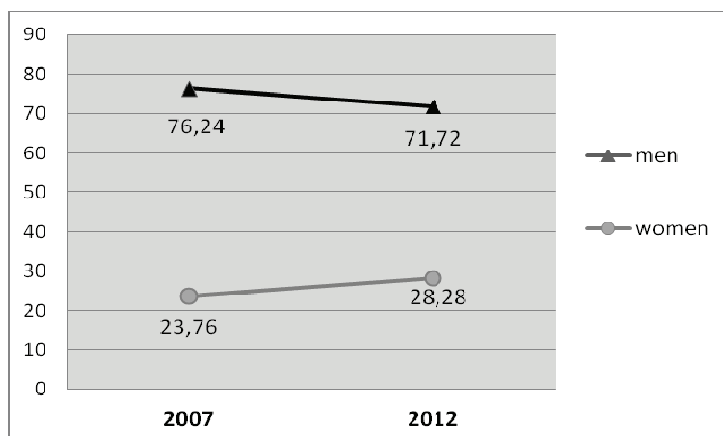
the dailies (photos). It is evident that the majority of the photographs and illustrations in the dailies depicts people (from 2601 detected images 1685 depicted people).

Table 3. Results of the picture section analysis

		Number of analyzed issues	Number of images	Number of images with people
<b>Sme</b>	2007	11	472	<b>379</b>
	2012	12	763	<b>426</b>
<b>Pravda</b>	2007	12	679	<b>476</b>
	2012	12	687	<b>404</b>

Source: Own research.

Figure 2 shows how was the depiction of people distributed between the depiction of men and women – even the first look tells that in both observed years (in 2007 and in 2012) the overwhelming majority of the people depiction in opinion-forming dailies in Slovakia was focused more on men, in fact, more than 76.24% from the total number in 2007 and almost 72% in 2012. That is in accord with the observation of P. Pavlík [2005] in the Czech media space and M. Gallagher's observation [2010] from 108 different countries including the Czech Republic, Poland, Hungary in the media space of 2009 (the Slovak Republic was not included in the mentioned list). The data we have discovered also imply a certain although minimal trend towards ‘steading’ the number of portrayed men and women in the observed dailies, the number of portrayed men fell (from 76% to 72%) and vice versa – the portrayal of women raised mildly (from 24% to 28%).



Notes on graph data: The calculation for 2012:  $U = \min(144,0) = 0$  (5% critical value for  $n_1 = n_2 = 12$  is 37.7; 1% critical value for  $n_1 = n_2 = 12$  is 24.7).

Fig. 2. Number of men and women portrayals in the whole content of the dailies in 2007 and 2012

Source: Own research.

The differences in depicting men and women in the scope of entire observed dailies as confronted by Mann–Whitney U test confirmed that there is a statistically significant difference ( $U = 144$ ) in the observed files. The trend we have identified corresponds with the findings of K. Lindner [2004] who noted only a mild decrease of stereotypical portrayal of women during the fifty years he observed as well as D.J. Bretl and J. Cantor [1988] who state similar data in the USA in the course of 1975 to 1985. However, the difference between the observed years is small and statistical significance was not confirmed ( $\chi = 3.25$ ; at the degree of freedom equal to 1 and the significance level of 5% it is 3.84 (from the chart).

### 3.2. Portrayal of men and women on the frontpages of Slovak dailies

The differences between the portrayal of men and women on frontpages in the examined Slovak dailies (we have examined both the most prominent and the secondary pictures on frontpage) radicalise the overall findings mentioned above. In the observed time period between 2007 and 2012 *almost exclusively it was men who were presented on frontpages* (for example in 2012 it was 65.2% of all the visuals), on a small scale other objects than people were depicted (skyscrapers, a ship, storm – without the visible presence of people) – it was 8.7% out of the total number (Table 4).

Table 4. The differences in depicting men and women on frontpages of dailies *Pravda* and *Sme* during the observed time period

	Men	Women	Children	A man and a woman on one photo	other	Mann–Whitney U test
%	<b>65.2</b>	<b>0</b>	<b>0</b>	<b>26.1</b>	<b>8.7</b>	$U = \min(-497, -235) = -235$
Total	15	0	0	6	2	5% critical value for $n_1 = n_2$ = 12 is 37.7.
Sme 2012	7	0	0	3	1	1% critical value for $n_1 = n_2$ = 12 is 24.7.
Pravda 2012	8	0	0	3	1	

Source: Ibid.



Figure 3. Portrayal of a man and a woman on frontpage of one of the observed opinion-forming dailies in Slovakia – the focus is on the man, the woman is blurred and becomes a “background“ even though appears in the foreground of the photo

Source: Research material – dailies “Pravda” and “Sme”, issued in the time period from 12.09.2007 to 26.09.2007 and between 12.09.2012 to 26.09.2012 including.

*Women, if they appeared on the frontpage, were solely in a male company and not as a autonomous motif of the main photograph, as in 65.2% per cent of the men portrayal cases. A woman and a man on a mutual title photo occurred in 26.1% of the cases.*

The stated findings also underwent statistical confrontation via Mann–Whitney U test ( $U = \min [-497, -235] = -235$ , where 5% critical value for  $n_1 = n_2 = 12$  is 37.7 and 1% critical value for  $n_1 = n_2 = 12$  is 24.7).

The results mean and confirm that there is a statistically significant difference between the observed files (in the number of depicted men, women and other objects).

Also worthy of note is one more fact that came out in our study – in case of portrayal of a man and a woman together in one title photograph: the woman was the main motif in none of the observed cases. We also noted a case (Figure 3) when *the woman becomes a ‘background’ by the way she is portrayed – by blurring the part of the photo where she is depicted and vice versa by placing focus on the man.* If we wanted to evaluate the changes between 2007 and 2012, we must say that in both cases we noted a similar situation.

### 3.3. Portrayal of men and women via portraiture in dailies

Another fact, that we have focused on in the presented research, was portrayal of people on so-called portrait photographs in the whole observed content of the opinion-forming dailies. Portraiture is often used in dailies, monthlies or professional literature to underline credibility, professionalism or the importance of the presented information as well as its source. Formalised and officialised portrait implies objective and significant points of view. As confirmed by the study of U. Steinbrück et. al. [2002] publishing a portraiture has a significantly positive influence on the perceived credibility of the observed content by the recipients. Formal clothes and formalized situation usually indicate being organised, intelligent and ready in the audience (compare to e.g. teacher research of [Malandro, Barker & Barker, 1983, p. 93]). In our study, during the evaluated period of time we identified in the observed dailies in total 651 of such portrayals, of which up to 79.41% depicted men and only 20.58% depicted women. You can find more detailed distribution of perceptual representation of portraitures of men and women between 2007 and 2012 in Table 5. *Thus, men are more frequently portrayed in the opinion-forming media as experts than women.*

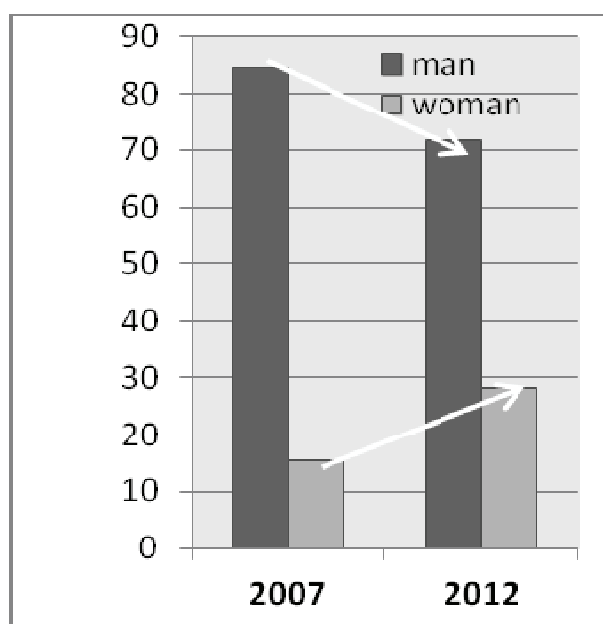


Figure 4. Graphical representation of proportion of all the identified portrait representations of men and women in the observed image file in the opinion-forming Slovak dailies during the evaluated period of time

Source: Own research.

Table 5. Chi-squared and proportion of all identified portraits of men and women in the observed image file in the opinion-forming dailies during the evaluated period of time

%	Men	Women	$\chi^2$
2007	<b>85.00</b>	<b>15.00</b>	13.57
2012	<b>73.31</b>	<b>26.69</b>	

Source: Ibid.



Figure 5. Examples of so-called portraits published in the observed Slovak opinion-forming dailies – differences in men and women portraits – qualitative aspect

Source: Research material – dailies “Pravda” and “Sme”, issued in the time period from 12.09.2007 to 26.09.2007 and between 12.09.2012 to 26.09.2012 including.



Figure 6. Typical and most frequent portrayal of men and women in the observed Slovak opinion-forming daily newspapers

Source: Ibid.

The presented differences are also confirmed by statistics – the value of chi-squared confirms that between the observed numbers of portrayals there is a statistically significant difference with the level of significance equal to 0.05.

When comparing the years 2007 and 2012 we can again note change – a positive trend towards the growth of the percentage of women portrayals in portrait photos (Figure 2), where the stated rate increased from 15% in 2007 to 26.69% in 2012. When analysing the photographs in more detail, we again came to quantitative differences in the way men and women are portrayed: while men were portrayed in a really formal way (formal environment, formal clothes, gestures of an expert, props – microphone or name tags) to emphasize not only credibility of the presented information, but backwardly also their expertise (see already mentioned research of [Malandro, Barker & Barker, 1983]).

Women often appeared in portraits in a casual posture and clothes, without any props. Typical portrayal is illustrated in Figure 5. *A woman even though presented in relationship to some expert work, is portrayed as a non-expert.* A woman portrayal that undermines her expertise is also mentioned in the study of C. J. Anderson and G. Imperia [1992]. The authors analysed photographs in annual reports of 25 airlines during six years and found out that women are portrayed in subservient and less serious and less formalised roles than men.

### 3.4. The ways men are portrayed

During the course of the research, we also obtained except quantitative data a lot of information of qualitative sort. In both observed years the results were similar. Men are in opinion-forming dailies portrayed as follows: a strong well-dressed man in power (political and/or economical), man in a suit at a meeting or in a debate, a man reading a book, lawyer, rescuer, soldier or a warrior, male teacher or lecturer, man – specialised worker (in a laboratory or in protective clothes, props are various intricate devices), using a PC or a laptop. In 2013 except the most common portrayals, a portrayal of a man in a police uniform became frequent and overall there was an increase of portraying men in a kind of uniform (army, fire-fighter, aviation, etc.). Also frequent in that year was a depiction of a man and men at a demonstration which was not that numerous in 2007. There remains a question whether a society becomes more radical and media only mirror that process or the number of demonstrations and police raids is equal only they are more often visualised in the dailies we analysed. J. Krafka [2013] in his doctoral thesis<sup>3</sup> provides an analysing content structure of the television Markíza news, according to which between 2007 and 2010

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<sup>3</sup> Under the leadership of K. Orbán and P. Mikuláš.

dramatically decreased the number of news dedicated to sport and politics and the number of the news with a crime theme multiplied. The results are, however, not caused by a real increase in criminality in the mentioned period, but by the change in the TV Markíza management who decided to focus more on crime and suppressed the range of the news from the area of politics and sports. The stated supports the theory that media do not mirror society, but on the contrary, they form it and provide own images about it, by which they backwardly shape our perception of reality.

In the observed dailies during the selected period of time a man is (in contrast to a woman depiction) less frequently portrayed at a manual work<sup>4</sup>.

### 3.5. Portrayal of women

In contrast, women are more often depicted at manual work (cutting vine, drawing fashion designs, making coffee, sweeping street) as well as at taking care of a child or care of an ill person. In 2012 the most common portrayal included a woman as a shop assistant at the grocer's and newsagent's. Other common depictions present a woman doing the shopping, a woman calling, a woman as a weather illustration (a woman with an umbrella) or other topic (young woman as an illustration to the topic: petrol price increase). The dailies at times also depicted a beaten woman or a scarcely dressed woman with a clear sexual undertone in 2007 as well as in 2012. Other depictions included a woman at a protest march in 2012 the portrayal became significantly frequent.

There is no need to comment on the above stated in more detail, the results themselves make evident that *opinion-forming daily papers present men and women and what role they assign them in a society: man is in power, is intelligent, specialist and rescuer; a woman is fit for manual work, taking care of the others as well as 'image background' or a sexual object.*

### 3.6. Portrayal of men and women in one photo

In our analysis, we have also studied photographs and depictions that presented **men and women at the same time**. Most frequently they were depicted together in the following situations: a crowd, demonstrations, disasters, refugees – these are most often situations with negative connotations. That can be freely (with author's permission) translated as: the connection of a man and a woman equals a disaster or at least a problem. A bit less common is a depiction

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<sup>4</sup> If men were depicted at manual work, they were, for example: miners, fishermen, men laying flooring, builders; man – harvester, truck or bud driver, railwayman; a man in a forest – environmentalist.

of men and women together at a sporting event, in a restaurant or a bank. In other variation there is a kissing couple or a man who shows something to a woman (teaches her). The depiction of a man and a woman is also rather frequent: the man is at the expert position: healing a child, woman in a passive position, other woman as an aid; or a man lecturing a group (group formed by women who are listening to him); a man giving advice to a woman, explaining and showing her something; or men chatting over a tree pests, a woman in the background; he is casting his vote in elections, she is only looking at him. If a woman is depicted as an active one, the activity serves men: a woman pouring a drink to a customer; or welcoming a man at a party. In 2012 a man portrayed starts to take the roles that in 2007 belonged only to women – in the man-woman couple he quite frequently becomes a caretaker and she is powerless in a wheelchair. In negative or somehow problematic and unsolved situations (e.g. retirement insurance), a man is again presented as active and positive in the way he solves the situation and a woman remains passive (e.g. silhouette of a man with a text about retirement insurance: *“Insurance compulsory for the self-employed”* while a woman's silhouette comes with the text: *“Those who are neither employed nor self-employed...”* or another situation in relation to price raise: it is the photo with the text: *“cooks economically”* and next to him a photo of a woman who is canceling her standing order in a bank; or: a man depicted with the text *“Aid package for countries is being prepared”*, woman depicted with the caption: *“A bad bank takes over toxic assets”*). It is also worth to notice that in the situation when the article informs about various Nazi times facts there were three photographs (women on one of them) published, there was only one photo caption for all of them containing the words: *“SS members and having fun only a few kilometers from the death camp...”*. The men were not drawn attention to in such a way.

Very rarely there are photos of men, women and children together and if such a situation is portrayed, usually it is evident it had been arranged (fake smiles and the composition reminding an advert for a toothpaste) and does not seem authentic.

### 3.7. Portrayal of the elderly

Portrayal of **the elderly** in the observed dailies in 2007 and 2012 is also tendentious and stereotypical. We have found out they copy and at times even emphasise the portrayals which were described with the portrayal of men and women above. Typical portrayal of an elderly or an old man was the following: corporation CEO, an older important and slender man with a young blond woman, a man playing a non-typical instrument (xylophone), a very old man



having birthday, an old man as an active expert (archetype of a wise old man in the Jungian sense). Scarcely a portrayal of an elderly man with chickens. Typical portrayal of an elderly woman: grazing a goat, elderly women in folk dresses, an obese elderly woman in home apron in a wheelchair, elderly women carrying a man's portrait (fans), an elderly woman is complaining; an older woman next to a text about tragic event. Scarcely portraying an elderly woman as an expert. It is worth pointing out that majority of the pictures of the portrayed elderly men was in 2007 in full color while women were portrayed on black and white photographs. In 2012 this difference is vanishing, since both newspapers became fully colored.

### 3.8. Portrayal of children

In our analysis, we noticed that children in opinion-forming dailies are also portrayed in a specific way. Most often the portrayal of a child or children in 2007 was as follows: a sad child in front of a destroyed house; children surgery; abortion, disasters, abusal topics; Gypsy children: neglected, dirty, barefoot and scruffy. Less frequent portrayal was related to more positive topics: children at the cinema with popcorn – but the heading of the text part already hints the problem: stopping vouchers.... Children and PC Games – mostly they were articles dealing with various types of addiction or behaviour problems (violence...).



Fig. 7. Example of children portrayal in the observed opinion-forming daily newspapers

Source: Research material – dailies “Pravda” and “Sme”, issued in the time period from 12.09.2007 to 26.09.2007 and between 12.09.2012 to 26.09.2012 including.

Minimal number of pictures offered rather neutral or positive meanings: a child in a folk dress or at school. Based on the aforementioned, children are presented in the opinion-forming dailies in a substantial majority in a negative context. In 2012 there are only few children portrayals in the observed dailies (even when compared to 2007), most frequently those are children who were kidnapped, taken for adoption, abused, dead, or with an attribute 'problematic Gypsy', on a smaller scale they are also portrayed as bored. We can notice on the example from the Figure 7 also how the 'child' theme is made problematic formally – a photo of children who play in the way as they were behind bars.

Children are not left out of gender stereotypisation – even little boys are often depicted in a suit and girls, similar to women, are depicted less often.

In the daily papers we also noted children depiction together with men and women. If depicted with an adult person, children were significantly more often depicted with a man – father than with a woman – mother. During the observed time period they were not accompanied by grandparents at all. In case the child was accompanied by a woman, the photo usually occupied a little area and was presented as a secondary theme. Usually it is an infant or a toddler, woman – mother is holding him/her on hands and in contrast to a man with a child, the depiction is static, without any activity.

On the contrary a man in a company of a child is active: teaches child something (e.g. ride a bike), shows him/her more or less important activities (elections or fishing, sports...).

## Conclusions

Based on the presented results of the content analysis of print media – Slovak daily newspapers – we can justify the most important findings as follows:

- In the opinion-forming daily newspapers we noted cases of stereotypical portrayal of some groups (women, men, the elderly, Gypsy) placing some groups of people into disadvantage or creating their negative images.
- We have identified a tendency to form a new type of stereotype: 'a child means a problem', that can have further consequences related to the falling birth rate (although other more important factors influence the phenomena) and new forms or alternative models to traditional cohabiting (he-she-child). Newly formed stereotype needs to be investigated further and research should follow.

Based on the findings, we can claim that opinion-forming media participate only on a small scale on supporting the fight against discrimination, prejudice and stereotypes and we can even claim that they create or co-create (according to the theory of social construction of reality – see e.g. [Bočák, 2009]) and confirm

the stereotypes. That is in relation to the attributed 'opinion-forming' function of the observed dailies highly socially inappropriate. We assume that this way of communication creates a negative image of analysed newspapers. In the current trend of socially responsible business, corporate social responsibility, the evolution of consumer – recipient of communication where we can notice a worldwide trend of an increasing demandingness of consumers and recipients regarding also ethics, diversification, equality, democracy and gender equality, persisting stereotyped presentation of men and women in leading daily newspaper can be risky and counterproductive. It can lead to a dropout of readers together with economic consequences. For us, these interpretations and insinuated consequences play a role of a challenge and perspective for following research studies in the near future.

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## STEREOTYPOWA GENEDERYZACJA W FOTOGRAFIACH OPINIOTWÓRCZYCH DZIENNIKÓW SŁOWACJI ORAZ JEJ ROZWÓJ NA PRZYKŁADACH PRÓBEK Z LAT 2007-2012

**Streszczenie:** Prezentowany artykuł jest poświęcony aktualnej problematyce stereotypizacji w masowych mediach. Wykorzystywanie i efektywność stereotypów w komunikacji marketingowej jest poddawana polemice. W artykule autorka koncentruje się na identyfikacji stereotypów (genderowych i innych) w tzw. opiniotwórczych drukowanych dziennikach na Słowacji i co ważne, stara się uchwycić typ i kierunek trendu obowiązującego w stereotypowym ukazywaniu ludzi na zdjęciach dzienników w latach 2007 i 2013. Autorka wykorzystuje w badaniach metodę kwantyfikowanej analizy treści (Scherer, 2004), a wyniki są opracowane nieparametrycznymi statystycznymi procedurami. Przeanalizowano łącznie 1685 zdjęć ludzi. Zidentyfikowano kilka stereotypów związanych m.in. z gender, ale również stereotypy dotyczące prezentacji starszych ludzi i dzieci.

**Słowa kluczowe:** stereotypy gender, media masowe, media opiniotwórcze, komunikacja, analiza treści.