

# ANALYSIS OF THE MEDIA TREATMENT OF GENDER VIOLENCE IN CROATIA

in Programmes of Three National TV Broadcasters





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# 1. INTRODUCTION

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Media play an important role in shaping public opinion and influencing the perception of the public on various social issues. The manner in which they initiate, cover, and promote a given topic significantly influences the formation and development of public awareness of a number of issues whose position is determined through their mediation. Media have a particular importance in reporting on sensitive issues related to human rights.

The issue of gender-based violence in particular is of extreme importance due to the worrying data on the extension of the problem in Croatian society. The role of media in reporting on gender violence can be determined in relation to their treatment of the victim and by assessing the scope of their influence on raising public awareness of this social problem.

By treating violent behavior as a social problem, not just a private one, media can make a significant step in exposing and questioning the causes of the problem. Through a responsible approach to creating contents they sensitize the public to the inadmissibility of violent behavior. By respecting high ethical and professional standards in reporting on gender violence, media can ensure the protection of victims and at the same time impose a positive direction for discussion and increase social sensitivity and empathy.

## 2. VIOLENCE AS DISCRIMINATION AND A VIOLATION OF HUMAN RIGHTS OF WOMEN

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According to the 1979 **UN Convention on the Elimination of All Forms of Discrimination against Women**, violence against women is a form of discrimination against women. States have a duty to act with due diligence to prevent violence, protect victims, and punish perpetrators.<sup>1</sup> According to Article 1 of the 1993 **UN General Assembly Declaration on the Elimination of Violence against Women**, the term “*violence against women means any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.*”<sup>2</sup>

**General Recommendation No. 35 on Gender-Based Violence against Women of the UN Women’s Discrimination Committee**, updating General Recommendation No. 19 of 1992, emphasizes that “*gender-based violence against women is one of the fundamental social, political and economic means by which the subordinate position of women with respect to men and their stereotyped roles are perpetuated. Throughout its work, the Committee has made clear that this violence is a critical obstacle to achieving substantive equality between women and men as well as to women’s enjoyment of human rights and fundamental freedoms enshrined in the Convention.*”<sup>3</sup>

According to the **Council of Europe Committee of Ministers’ Recommendation REC(2002)5 on the Protection of Women against Violence**, violence against women is understood as “*all acts of gender-based violence that result in, or are likely to result in, physical, sexual, psychological or economic harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life. This includes but is not limited to:*

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1 UN Convention on the Elimination of All Forms of Discrimination against Women, Office for Gender Equality of the Croatian Government, Zagreb 2009

2 UN Declaration on the Elimination of Violence against Women, December 1993 (<http://www.prs.hr/index.php/medunarodni-dokumenti/un-dokumenti/270-un-deklaracija-o-uklanjanju-nasilja-nad-zenama>)

3 General Recommendation No. 35 on Gender-Based Violence against Women updating General Recommendation No. 19, Office for Gender Equality of the Croatian Government, Zagreb 2017

- *violence occurring in the family or domestic unit, including, inter alia, physical and mental aggression, emotional and psychological abuse, rape and sexual abuse, incest, rape between spouses, regular or occasional partners and cohabitants, crimes committed in the name of honor, female genital and sexual mutilation and other traditional practices harmful to women, such as forced marriages;*
- *violence occurring within the general community, including, inter alia, rape, sexual abuse, sexual harassment and intimidation at work, in institutions or elsewhere, trafficking in women for the purposes of sexual exploitation and economic exploitation and sex tourism;*
- *violence perpetrated or condoned by the state or its officials;*
- *violation of the human rights of women in situations of armed conflict, in particular the taking of hostages, forced displacement, systematic rape, sexual slavery, forced pregnancy, and trafficking for the purposes of sexual exploitation and economic exploitation.”<sup>4</sup>*

**The Council of Europe Convention on the Prevention and Combating Violence against Women and Domestic Violence** defines violence against women is understood as “*a violation of human rights and a form of discrimination against women and shall mean all acts of gender-based violence that result in or are likely to result in, physical, sexual, psychological or economic harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life*”, and domestic violence as “*all acts of physical, sexual, psychological or economic violence that occur within the family or domestic unit, or between former or current spouses or partners, whether or not the perpetrator shares or had shared the same residence with the victim*”.<sup>5</sup>

4 Council of Europe Committee of Ministers’ Recommendation REC(2002)5 on the Protection of Women against Violence and Explanatory Memorandum, April 2002 ([https://ravnopravnost.gov.hr/UserDocsImages//arhiva/preuzimanje/dokumenti/ve//Preporuka%20Rec%20\(2002\)%205%20Odbora%20ministarar%20VE%20dr%20C5%BEavama%20C4%8Dlanicama%20o%20za%20C5%Aititi%20C5%BEena%20od%20nasilja%20i%20Memorandum%20s%20obja%20C5%A1njenjima.pdf](https://ravnopravnost.gov.hr/UserDocsImages//arhiva/preuzimanje/dokumenti/ve//Preporuka%20Rec%20(2002)%205%20Odbora%20ministarar%20VE%20dr%20C5%BEavama%20C4%8Dlanicama%20o%20za%20C5%Aititi%20C5%BEena%20od%20nasilja%20i%20Memorandum%20s%20obja%20C5%A1njenjima.pdf))

5 Council of Europe Convention on the Prevention and Combating Violence against Women and Domestic Violence, Office for Gender Equality of the Croatian Government, Zagreb 2014

### 3. VIOLENCE AGAINST WOMEN IN CROATIA

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According to the data presented in **the 2017 Annual Report** <sup>6</sup> of the **Ombudsperson for Gender Equality**, 90 women were killed in Croatia in the period from 2012 to 2017 by their husband / partner / ex-husband or close relative. Femicide accounts for 25-30% of all murders committed in Croatia. The highest number of murders of women in Croatia was recorded in 2016 and 2017 - 38 women were killed, 33 of them by perpetrators close to them. This represents 40% of all women killed in intimate relationships in the last five years.

According to the joint data of the Ombudsperson for Gender Equality and the Ministry of the Interior, which the Ombudsperson provides in the 2017 Report, a total of 18 women were killed in that year, 15 of whom by men - male family members or intimate partners.

*“Unlike other forms of violence in the Republic of Croatia, domestic violence and violence against women are characterized by a series of specifics and characteristics that make them particularly harmful and dangerous for both the affected person and for the society as a whole. Some of their specific characteristics are the fact that such violence is gender-based, in some cases difficult to recognize because it occurs in various forms and almost always without the presence of a witness, it lasts for a long time, and victims are sometimes reluctant to report it due to fear and distrust in state institutions, which leads to the creation of a high dark figure of this form of violence.*

*As mentioned above, even with the clear trend of brutalization of violence, i.e. the legislative shift of violence against women and domestic violence from the scope of misdemeanor to the scope of criminal law, the noted rise in the number of femicide cases indicates that legal, judicial, media and other educational and informational measures introduced to fight violence against women have not, however, achieved the desired results in terms of reducing the number of cases of violence against women with the worst outcome, but on the contrary, the number of murdered women is unfortunately growing.*

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<sup>6</sup> 2017 Annual Report, Ombudsperson for Gender Equality, Zagreb, March 2018 ([http://www.prs.hr/attachments/article/2404/IZVJE%C5%A0%C4%86E\\_O\\_RADU\\_ZA\\_2017.pdf](http://www.prs.hr/attachments/article/2404/IZVJE%C5%A0%C4%86E_O_RADU_ZA_2017.pdf))



*Along with the numbers still clearly indicating that women are significantly and seriously physically endangered by men who are close to them, this trend of the rise of the most serious criminal offenses among intimate persons as well as the lack of an adequate legal framework for the protection of victims in relationships in which partners do not share the same residence, urgently require further improvement of legislation and the system of punishment, and likewise a public awareness campaign on this issue (especially one aimed at men), education of police officers, members of the judiciary and state attorneys, as well as continuous work on the prevention of domestic violence and violence against women at all social levels.”<sup>7</sup>*

Through a newly founded body for surveillance of violence against women “Femicide Watch” the Ombudsperson has begun collecting data and analysing in detail manslaughter and murder cases committed by men close to the female victims.

The Ombudsperson points out that this is a common social and gender-based problem. She also warns media that, when reporting on violence against women, they have a significant social, moral, and personal professional duty and responsibility to approach this issue with sensitivity to victims, rather than with sensationalism.

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<sup>7</sup> 2017 Annual Report, Ombudsperson for Gender Equality, p.95, Zagreb, March 2018 ([http://www.prs.hr/attachments/article/2404/IZVJE%C5%A0%C4%86E\\_O\\_RADU\\_ZA\\_2017.pdf](http://www.prs.hr/attachments/article/2404/IZVJE%C5%A0%C4%86E_O_RADU_ZA_2017.pdf))

## 4. THE CURRENT REGULATORY FRAMEWORK FOR MEDIA REPORTING

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The Ministry of Demography, Family, Youth and Social Policy has published **the Guidelines on Media Reporting on Domestic Violence**, stating that *“the Republic of Croatia has taken a zero tolerance stand on domestic violence, and in that sense, since 2005 to date, the Government of the Republic of Croatia has adopted four National Strategies for Protection Against Domestic Violence, for the periods 2005-2007, 2008-2010, 2011-2016 and the latest for the period 2017-2022. The National Strategies for Protection against Domestic Violence from 2005 to date prescribe measures aimed at sensitizing the public about the harm and inadmissibility of violent behavior in the family, whereby media play a key role through electronic and print media, radio and TV shows. Presenting stories of victims of violence and violent behavior in the family and inviting experts to participate in radio and television shows are good ways to turn the public’s attention to this pronounced social problem. An important role of media in promoting this topic is warning institutions of the need to enforce legal obligations so as to prevent the occurrence of new cases of domestic violence. Furthermore, the public can be additionally sensitized through promotional materials which point to the need to prevent both such behavior and harmful consequences for the victims of violence.”*<sup>8</sup>

**The Explanatory Report to the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence**, with regard to Article 17 concerning the participation of the private sector and media, particularly emphasizes that it is *„intended to encourage media to adopt self-regulatory standards to refrain from harmful gender stereotyping and spreading degrading images of women or imagery which associates violence and sex. Moreover, it means encouraging these actors to establish ethical codes of conduct for a rights-based, gender-sensitive and non-sensationalist media coverage of violence against women. All these measures must be taken with due respect for the fundamental principles relating to the freedom of expression, the freedom of the press and the freedom of the arts.”*<sup>9</sup>

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8 Guidelines on Media Reporting on Domestic Violence, p. 5, Ministry of Demography, Family, Youth and Social Policy, Zagreb 2018 (<https://mdomsp.gov.hr/UserDocsImages/Publikacije/PRIRUCNIK%20SA%20SMJERNICAMA%20ZA%20MEDIJSKO%20IZVJESTAVANJE%200%20%20NASILJU%20U%20OBITELJI.pdf>)

9 Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence, Office for Gender Equality of the Croatian Government, Zagreb 2014

In the Republic of Croatia, the provisions on media coverage of domestic violence are contained in the following regulations:

**THE MEDIA ACT** (Official Gazette No. 59/04, 84/11 and 81/13) <sup>10</sup>

The Media Act, Article 3, guarantees the freedom of expression and freedom of media, which among other things “*encompass in particular: respect for the protection of human personality, privacy and dignity*”. According to Article 16 of this Act:

**(1) Media are obliged to respect the privacy, dignity, reputation and honor of citizens, especially children, young people and families, regardless of sex and sexual orientation. Disclosure of information revealing the identity of a child is prohibited if this endangers the child’s well-being.**

**(2) Media are obliged to respect the right to protect the identity of witnesses and victims of criminal acts, and without their knowledge and consent they must not disclose their identity.**

**THE ELECTRONIC MEDIA ACT** (Official Gazette No. 153/09, 84/11, 94/13 and 136/13) <sup>11</sup>

Article 12 of the Act prescribes:

**(2) Audiovisual and / or audiovisual media services shall not be allowed to promote, favor the promotion of and spreading of hate or discrimination based on race or ethnic affiliation or skin color, sex, language, religion, political or other belief, national or social origin, property, trade union membership, education, social status, marital or family status, age, health condition, disability, genetic heritage, gender identity, expression or sexual orientation, as well as anti-Semitism and xenophobia, ideas of fascist, nationalist, communist and other totalitarian regimes.**

**THE GENDER EQUALITY ACT** (Official Gazette No. 82/08 and 69/17) <sup>12</sup>

Article 16 of the Act provides:

**(1) Through their programme contents, programme bases, programme orientations and self-regulation acts media shall promote raising awareness of equality between women and men.**

<sup>10</sup> Media Act (Official Gazette No. 59/04, 84/11, 81/13), Zagreb, April 2014 (<https://www.zakon.hr/z/38/Zakon-o-medijima>)

<sup>11</sup> Electronic Media Act (Official Gazette No. 153/09, 84/11, 94/13, 136/13), Zagreb, July 2013 (<https://www.zakon.hr/z/196/Zakon-o-elektroniki-medijima>)

<sup>12</sup> Gender Equality Act (Official Gazette No. 82/08, 69/17), Zagreb, July 2017 (<https://www.zakon.hr/z/388/Zakon-o-ravnopravnosti-spolova>)

(2) *It is prohibited to display and represent women and men in an offensive, disparaging or humiliating way, with regard to their gender and sexual orientation.*

## THE CODE OF HONOUR OF CROATIAN JOURNALISTS

**The Code of Honour of Croatian Journalists**<sup>13</sup> is one of the self-regulation acts of journalistic profession and ethics, i.e. the rules that determine the professional and other codes of conduct or regulate relations in the media sector, which are independently determined by publishers, journalists and their associations, as defined in Article 2 of the Media Act (Official Gazette, No. 59/04, 84/11 and 81/13).

The Code of Honor of Croatian Journalists was adopted at the 50th Assembly of the Croatian Journalists' Society, held on November 27, 2009. With regard to the protection of human rights, the Code states in the following points:

*13. Journalists shall in their actions **respect, protect and promote fundamental human rights and freedoms, and in particular the principle of equality of all citizens.** Special responsibility is expected when reporting or commenting on the rights, needs, problems and demands of minority social groups. A journalist shall provide information on race, colour, religious or national affiliation, age, sex, sexual orientation, gender expression, any physical or mental traits or illness, marital status, lifestyle, social status, property or educational level, only where it is extremely relevant in the context in which it is presented. **It is unacceptable to use stereotyped, pejorative expressions, humiliating rendering, as well as any other form of direct or indirect encouragement or support of discrimination.***

*15. **Special attention, discretion and responsibility are required in reporting about suicides, accidents, personal tragedies, illnesses, deaths and violent acts.** A journalist should avoid interviewing and displaying persons directly or indirectly affected by these events, except in a case of an exceptional public interest. In this case, the journalist is obliged to take into account the honor, reputation and dignity of the person he or she is reporting about.*

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<sup>13</sup> Code of Honour of Croatian Journalists, November 2009

## THE COUNCIL OF EUROPE RECOMMENDATIONS

There are a number of recommendations and resolutions of the Council of Europe on the representation of women in media and some of them are listed in the Guidelines, for example:

**Recommendation Rec(2002)5 of the Committee of Ministers to Member States on the Protection of Women against Violence**<sup>14</sup> states with regard to media that member states should:

- encourage media to promote a non-stereotyped image of women and men based on respect for the human person and human dignity and to avoid programmes associating violence and sex; as far as possible, these criteria should also be taken into account in the field of the new information technologies (17);
- encourage media to participate in information campaigns to alert the general public to violence against women (18);
- encourage the organisation of training to inform media professionals and alert them to the possible consequences of programmes that associate violence and sex (19);
- **encourage the elaboration of codes of conduct for media professionals, which would take into account the issue of violence against women and, in the terms of reference of media watch organisations, existing or to be established, encourage the inclusion of tasks dealing with issues concerning violence against women and sexism (20).**<sup>15</sup>

**Recommendation CM/Rec(2007)17 of the Committee of Ministers to Member States on Gender Equality Standards and Mechanisms** emphasizes that Member States should introduce effective measures to ensure that gender equality, as a principle of human right, is respected

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<sup>14</sup> Recommendation Rec(2002)5 of the Committee of Ministers to member States on the protection of women against violence and Explanatory Memorandum, April 2002 ([https://ravnopravnost.gov.hr/UserDocsImages//arhiva/preuzimanje/dokumenti/ve//Preporuka%20Rec%20\(2002\)%205%200dbora%20ministara%20VE%20dr%C5%BEavama%20C4%8Dlanicama%20o%20za%C5%A1titi%20%C5%BEena%20od%20nasilja%20i%20Memorandum%20s%20obja%C5%A1njenjima.pdf](https://ravnopravnost.gov.hr/UserDocsImages//arhiva/preuzimanje/dokumenti/ve//Preporuka%20Rec%20(2002)%205%200dbora%20ministara%20VE%20dr%C5%BEavama%20C4%8Dlanicama%20o%20za%C5%A1titi%20%C5%BEena%20od%20nasilja%20i%20Memorandum%20s%20obja%C5%A1njenjima.pdf))

<sup>15</sup> Recommendation Rec(2002)5 of the Committee of Ministers to member States on the protection of women against violence and Explanatory Memorandum, Office for Gender Equality of the Croatian Government, 2006.

in media, in accordance with the social responsibility associated with the power that media have in the modern society.<sup>16</sup>

**Resolution 1751(2010)1 of the Council of Europe Parliamentary Assembly on Combating Sexist Stereotypes in the Media**<sup>17</sup> by which the Assembly calls on media to:

- raise journalists' awareness and train them to include the gender equality dimension in journalism and in media;
- promote the gender equality dimension in regulatory and self-regulatory authorities and, where appropriate, implement the recommendations contained in codes of good practice;
- favour a more balanced representation of women in media and a non-stereotyped representation of women and men, thereby helping to overcome obstacles to gender equality.

**Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media**<sup>18</sup> states that gender equality means equal visibility, empowerment, responsibility and participation of both women and men in all spheres of public life, including media. Public service media are to be the vanguard of the modern media system and have to serve all communities in society. This calls for particular attention to gender equality both in terms of participation and access to public service media as well as content and the manner in which it is treated and presented. Public service media is, or should be, a reference for social cohesion and integration of all individuals, and has an important role in furthering gender equality within media and through media.

The Committee of Ministers recommends that the governments of the Member States:

- adopt adequate policies in line with the appended guidelines which can create the appropriate conditions under which media can promote gender equality as a fundamental principle of their activities and institutional organisation in the new multidimensional media environment;

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<sup>16</sup> Recommendation CM/Rec(2007)17 of the Committee of Ministers to Member States on Gender Equality Standards and Mechanisms, Office for Gender Equality of the Croatian Government, 2008

<sup>17</sup> Resolution 1751(2010)1 of the Council of Europe Parliamentary Assembly on Combating Sexist Stereotypes in the Media, 2010 (<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=09000016805a23f5>)

<sup>18</sup> Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media, July 2013 (<https://rm.coe.int/1680595b31>)

- widely disseminate this recommendation and its guidelines and raise awareness among the relevant stakeholders and media, in particular about the central role of gender equality for democracy and the full enjoyment of human rights;
- bring the recommendation to the attention of the media sector, journalists and other actors and their respective organisations, as well as the regulatory authorities for media and new communications and information services for the preparation or revision of their regulatory and self-regulatory strategies and codes of conduct.

## 5. ANALYTICAL FRAMEWORK AND METHODOLOGY

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The Analysis of Media Treatment of Gender Violence was conducted as a part of *the Study about the media treatment of gender violence in the Mediterranean broadcasting area* which was initiated by the Women and Media Work Group within the Mediterranean Network of Regulatory Authorities.

The Agency for Electronic Media has been an active member of the Network since 2014, and therefore a party to *the MNRA Declaration on the fight against gender stereotyping in the audiovisual media*.

To date, the Agency has conducted four analysis of media contents within its Women and Media Working Group: *Visibility of Women in Central News Broadcasts*, *Gender Stereotypes in Advertising*, *Equality between Men and Women in Sports Programmes of Audiovisual Media*, and this latest *Analysis of the Media Treatment of Gender Violence*.

The aim of the present Analysis was to review the media coverage of gender violence. For this purpose news programmes of three national TV broadcasters (HRT - Croatian PSB, Nova TV and RTL Hrvatska), broadcast in the period from March 1 to May 31 2018, were analysed.

The contributions from following programmes were analysed: main news broadcasts *Dnevnik 1* (Daily News) and *Dnevnik 2 with Tema dana* (Topic of the Day) on the Channel HTV1; *RTL Danas* (RTL Today) and *RTL Direkt* (RTL Direct) on the Channel RTL TV; and *Vijesti u 17* (Five O'clock News) and *Dnevnik Nove TV* (Nova TV Daily News) on the Channel Nova TV, as well as main investigative journalism broadcasts *Labirint* (Labyrinth) on the Channel HTV4; *Potruga* (Search) on the Channel RTL TV and *Provjereno* (Verified) on the Channel Nova TV.

The methodology for the present analysis was developed by the Catalan regulator CAC and was accepted by other members of the Working Group at the Technical Workshop in Barcelona in April 2018.

A quantitative and qualitative analysis of the broadcast contents devoted to gender-based violence has been conducted.

The following parameters were applied:



## **IMPORTANCE OF A NEWS ITEM IN A NEWS BROADCAST**

- a) Position in the news broadcast
- b) Appearance of the news item in the news broadcast headlines

## **NEWS TIME ACCORDING TO THE ONLY OR MAIN SUBJECT**

- a) Aggression/violence (including criminal reports)
- b) Sexual exploitation
- c) Other concretions of gender-based discrimination
- d) Judicial reports/chronicle
- e) Activities and proposals of political actors
- f) Statistical reports and surveys
- g) Social actions and awareness programmes (including those from public administration, from private associations or from NGOs)
- h) Assigned information time
- i) Time devoted to the information about sexist violence in relation to all the information about the event.

## **QUALIFICATIONS OF THE SOURCES**

What kind of direct sources (interviews, inserts) are used in the informative speech

1. Speaking time of the actor categories
2. Speaking time of experts (it includes people talking from the point of view of a professional, as well as people with a political role related to male violence)
3. Speaking time of third parties (neighbours, relatives, witnesses)

## **DRAMATIZATION AND SPECTACULARIZATION**

1. SPECTACULARIZATION THROUGH THE VISUAL TREATMENT:
  - a) Registration of close-ups
  - b) Registration of zoom-ins on spectacularizing elements
  - c) Registration of other spectacularizing elements

## 2. SPECTACULARIZATION THROUGH THE AUDIO TREATMENT:

Registration of audio sources (*i.e. reiteration or prominence of sirens, shouts, etc.*)

## 3. SPECTACULARIZATION THROUGH THE LANGUAGE

Registration of expressions coming from the journalists in the news bulletin that might provoke an effect of sensationalism and drama

### **ANALYSIS OF JOURNALISTIC SPEECH**

Registration of the terms used in the informative discourse in relation to the assault

### **RESPECT FOR THE PRIVACY OF THOSE AFFECTED**

a) Registration of images that enable identification (videos, photographs, images from the social media, etc.) It does not include statements for camera nor interviews.

b) Registration of personal data (name, surname, age, residence, etc.)

c) Registration of situations of “media harassment” of the affected persons

d) Registration of the refusal of the affected persons to appear on camera or to be interviewed (*refusal to be understood as an explicit denial – verbal or gestural*)

e) Registration of techniques to disguise the identity of women or girls assaulted (*for instance, pixelated or blurry faces, images of bodies that do not allow identification, etc.*)

### **CONTEXTUAL INFORMATION**

a) Registration of information on gender violence

b) Registration of contextualization of the aggression/violence

c) Registration of information about negative consequences

## 6. RESULTS OF THE RESEARCH

Table 1. Summary of the results

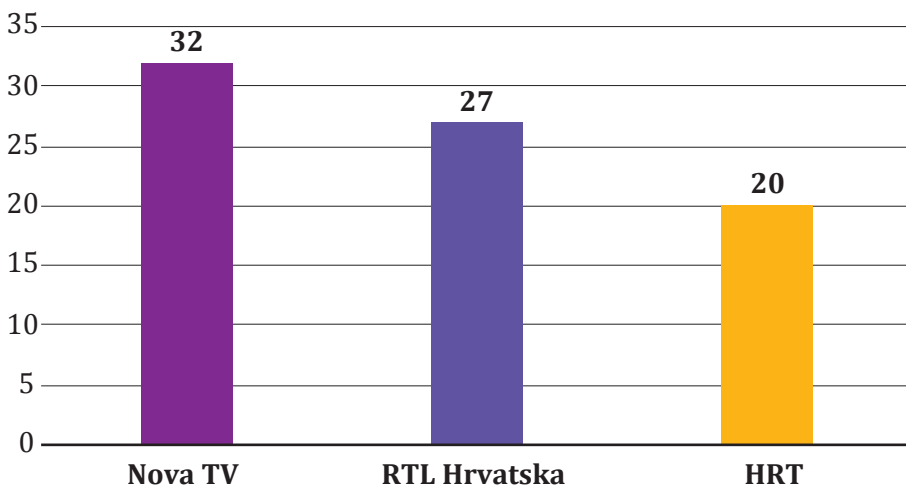
Total data for the period:	1 March 2018 – 31 May 2018
TV broadcasters:	Nova TV, RTL Hrvatska, HRT
Broadcasts:	Dnevnik Nova TV, Vijesti u 17, Provjereni; RTL Danas, RTL Direkt, Potraga; Dnevnik 1, Dnevnik 2 with Tema dana, Labirint
Total number of news items:	10,512
Number of news items on gender-based violence:	79
Total duration of the analysed broadcasts:	52:40:31
Total duration of contributions on gender-based violence:	2:56:42 (the share of 5,59% in the total duration of the analysed broadcasts)
The share of time of the contributions on gender-based violence in the total duration of analysed air time of Nova TV:	3.56%
The share of time of the contributions on gender-based violence in the total duration of analysed air time of RTL Hrvatska:	5.96%
The share of time of the contributions on gender-based violence in the total duration of analysed air time of HRT:	7.93%
News headlines:	23 (the share of 29.11% in the total number of contributions on gender-based violence)
Positioning of the news within the broadcast:	Item 1 - 2 times; item 3 - 2 times; other items - 75 times
The most represented topic in contributions on gender-based violence:	aggression/violence - 40 contributions
The share of time of the most represented topic:	36.89%
Number of sources/ actors who gave their statements:	152
The total duration of the speaking time of all sources:	1:18:43
The major share of time in the total duration of the speaking time of all sources:	experts 50.05%
Visual spectacularization – close-ups:	in 43 individual news items (54.43% of total news on violence)
Visual spectacularization – zoom-ins:	in 33 individual news items (41.77% of total news on violence)
Visual spectacularization – other means:	in 60 individual news items (75.95% of total news on violence)
Spectacularization through language – terms/ expressions used by journalists:	in 43 individual items (54.43% of total news on violence)

Spectacularization through sound – registration of audio means:	in 20 individual news items (25.32% of total news on violence)
Privacy – registration of the personal data of the aggressor:	in 43 individual news items (54.43% of total news on violence)
Privacy - registration of the personal data of the woman:	in 49 individual news items (62.03% of total news on violence)
Privacy - registration of techniques for disguising identity:	in 2 contributions (2.53% of total news on violence)
Contextual information – registration of data on gender violence:	in 6 individual news items (7.59% of total news on violence)
Registration of contextualization of the aggression/attack (causes, history of violence):	in 9 individual news items (11.39% of total news on violence)
Registration of negative consequences for the aggressor:	in 35 individual news items (44.30% of total news on violence)

### 6.1. Number of broadcasts, programme items and duration

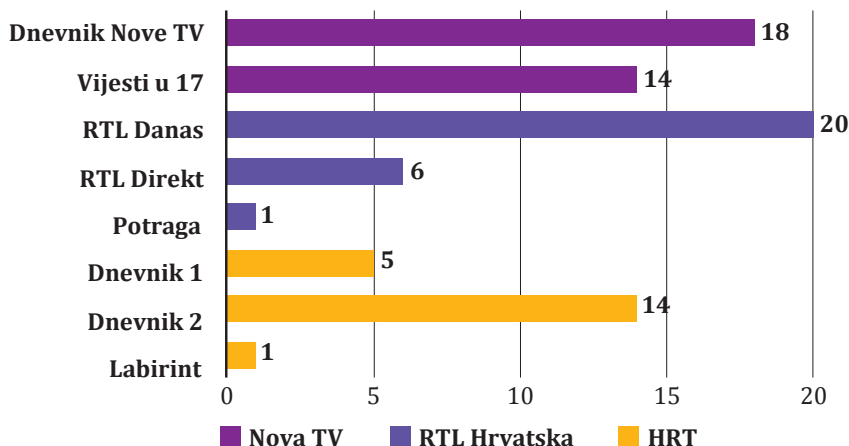
Programmes of three national TV broadcasters in the period from March 1 to May 31 2018 were analysed: two programme items on HTV1 (Dnevnik 1 i Dnevnik 2), one on HTV4 (Labirint), 3 items on RTL TV (RTL Danas, RTL Direkt and Potraga) and three items on Nova TV (Vijesti u 17, Dnevnik Nove TV and Provjereno). A total of 10,512 contributions was broadcast, out of which 79 contributions on gender-based violence was registered.

Chart 1. Number of news items per TV broadcaster (N=79)



Most of the broadcast contributions were registered on Nova TV. The chart below shows the number of broadcasts per programme item for each of the TV broadcasters.

Chart 2. Programme items and the number of contributions per item



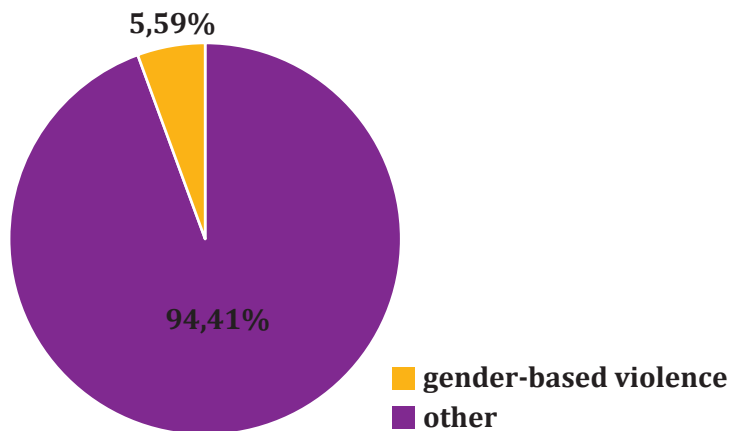
Most of the contributions were broadcast in the main daily informative programme items, 52 in total, while the rest were broadcast in other current affairs programme items outside the prime time hours, 25 in total.

The total duration of analysed programme items of all TV broadcasters is 52 hours, 40 minutes and 31 second. Almost three hours (2:56:42) were dedicated to contributions on gender-based violence.

Table 2. Duration of analysed programme items and of contributions on gender-based violence therein

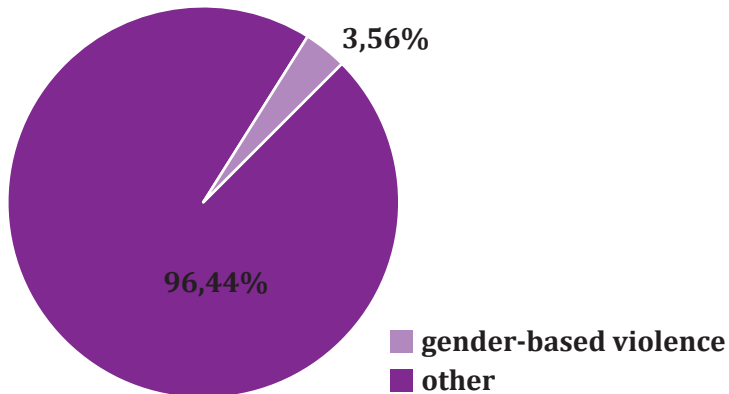
TV broadcaster	Duration	Duration of contributions on gender-based violence
Nova TV	19:53:45	0:42:29
RTL Hrvatska	18:21:59	1:05:38
HRT	14:24:47	1:08:35
Total	52:40:31	2:56:42

Chart 3. The share of contributions on gender-based violence in the total duration of all analysed programme items



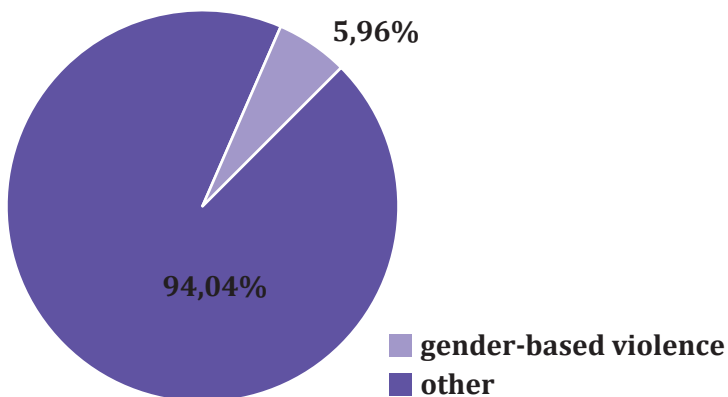
The share of contributions on gender-based violence represents 5.59% of the total duration of all analysed programme items.

Chart 4. The share of contributions on gender-based violence in the total duration - Nova TV



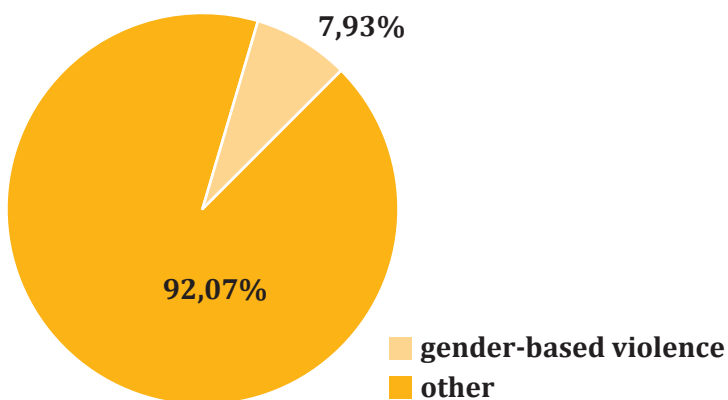
The share of contributions on gender-based violence on Nova TV channel represents 3.56% of the total duration of all analysed programme items of that broadcaster.

Chart 5. The share of contributions on gender-based violence in the total duration - RTL Hrvatska



The share of contributions on gender-based violence on RTL TV channel represents 5.96% of the total duration of all analysed programme items of that broadcaster.

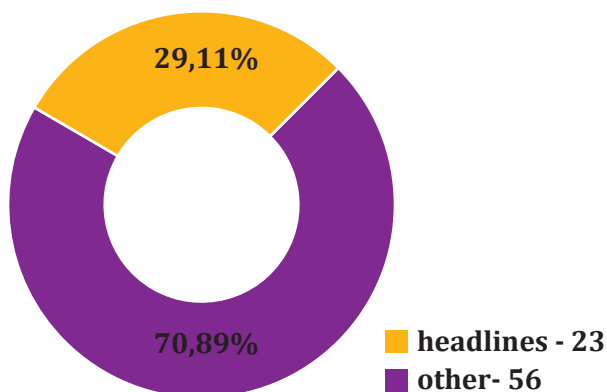
Chart 6. The share of contributions on gender-based violence in the total duration - HRT



The share of contributions on gender-based violence on HTV channels represents 5.96% of the total duration of all analysed programme items of that broadcaster.

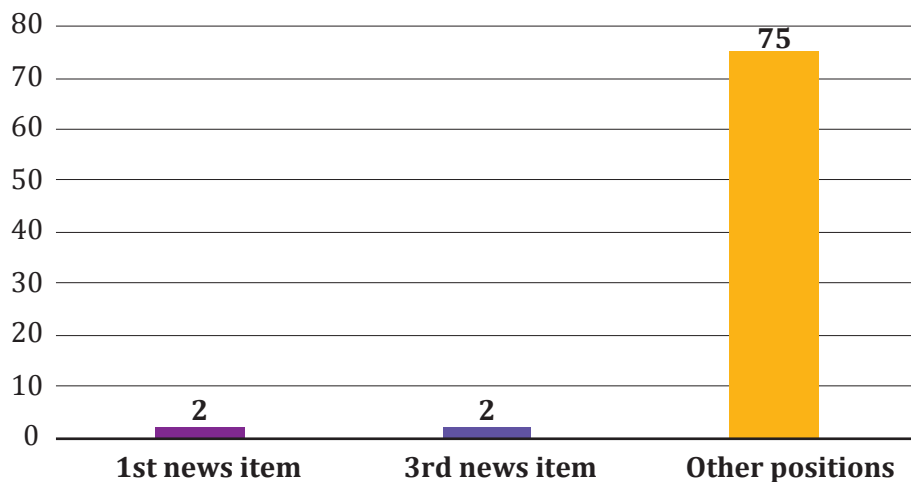
## 6.2. The importance of news through positioning and headlines

Chart 7. Headlines (N=79)



Of the total number of the contributions, 29.11% were announced in the headlines, however they were placed among the first three news items only four times, two times as the first, and two times as the third item.

Chart 8. Positioning of a news item within a broadcast (N=79)



Regardless of the priority in the headlines, the contributions were not highly ranked in the news line-up.



### 6.3. Topics

The aggression was the most present topic, followed by court chronicles, social actions and awareness-raising programmes.

Chart 9. Topics (N=79)

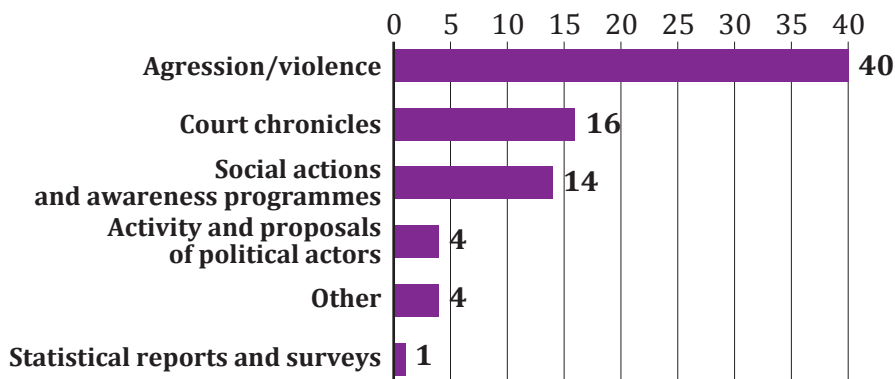
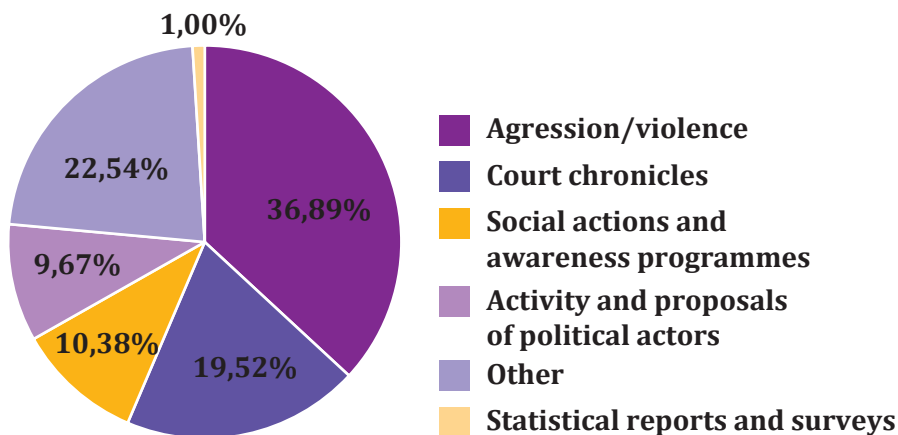


Chart 10. Duration of contributions according to topics (N= 79)



The aggression/violence was the most present topic in the analysed programme contents of all three TV broadcasters.

The number and duration of contributions dedicated by each TV broadcaster to the above mentioned topics was analysed, as well as the total number and duration of contributions on gender-based violence.

*Table 3. Topics – Nova TV*

Topics - Nova TV	Number of contributions	Duration
Aggression/violence	18	0:21:47
Court chronicles	8	0:12:01
Social actions and awareness-raising programmes	4	0:04:07
Other	1	0:02:48
Statistical reports and studies	1	0:01:46
<b>Total</b>	<b>32</b>	<b>0:42:29</b>

*Table 4. Topics – RTL Hrvatska*

Topics – RTL Hrvatska	Number of contributions	Duration
Aggression/violence	14	0:32:50
Court chronicles	7	0:22:05
Social actions and awareness-raising programmes	5	0:07:55
Activities and proposals of political actors	1	0:02:48
<b>Total</b>	<b>27</b>	<b>1:05:38</b>

*Table 5. Topics – HRT*

Topics - HRT	Number of contributions	Duration
Aggression/violence	8	0:10:34
Social actions and awareness-raising programmes	5	0:06:19
Activities and proposals of political actors	3	0:14:16
Other	3	0:37:02
Court chronicles	1	0:00:24
<b>Total</b>	<b>20</b>	<b>1:08:35</b>

The largest number of contributions was broadcast on Nova TV, however the share of time of Nova TV puts it in the third place. RTL Hrvatska had five contributions less than Nova TV but it devoted more time to the

issue, in total 22 minutes and 9 seconds more than Nova TV. The broadcaster with the largest share of time dedicated to the issue was HRT, but it must be noted that four of the *Tema dana* broadcasts were entirely dedicated to the gender-based violence.

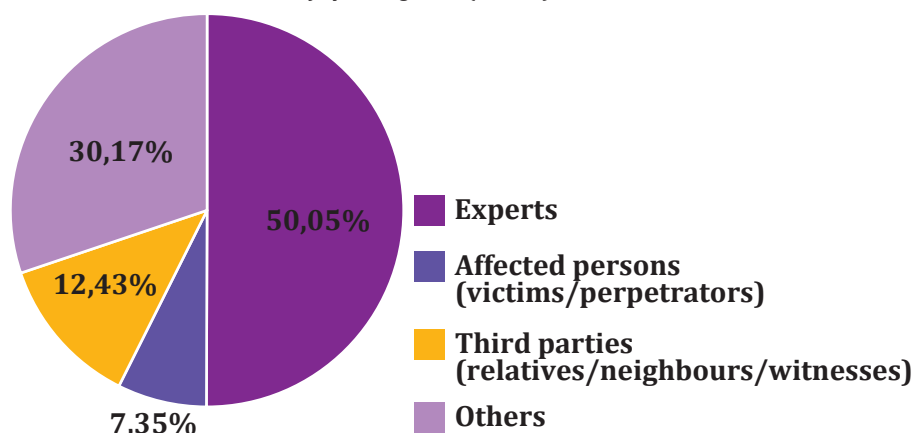
#### 6.4. Sources and speaking time

A total of 152 sources/actors who gave their statements were recorded in the contributions.

Table 6. Sources – number of sources and duration of speaking time (N=152)

Source	Duration of speaking time	Number of sources	The share of time in the total speaking time (%)
Experts	0:39:24	58	50,05
Affected persons (victims/perpetrators)	0:05:47	11	7,35
Third parties (relatives/neighbours/witnesses)	0:09:47	61	12,43
Others	0:23:45	22	30,17
Total	1:18:43	152	100

Chart 11. Sources – the share of speaking time (N=152)



The duration of the total time allocated to statements was 1:18:43. Regarding the structure of persons whose statements were taken, the most

represented category were experts wherein are included all persons who are in their professional activity involved with gender violence - whether they were activists with long-standing experience in the field of violence against women, gender violence specialists, persons from the judicial administration, police officers or the attorneys of both parties.

The high proportion of experts among selected interviewees is important in media mediation because the selection of qualified interlocutors reduces the trivialization of social problems while focusing on aspects that make it relevant as a topic of general interest.

Of the 152 sources in the contributions, the same number was recorded on Nova TV and RTL Hrvatska channels (both at 55) and 42 on HRT channels.

Table 7. Number of sources and duration of speaking time per TV broadcaster (N=152)

TV broadcaster	Duration of speaking time	Number of sources
RTL Hrvatska	0:17:36	55
Nova TV	0:12:20	55
HRT	0:48:47	42
Total	1:18:43	152

The following charts present data for each TV broadcaster separately.

Chart 12. Sources and the share of speaking time – Nova TV (N=55)

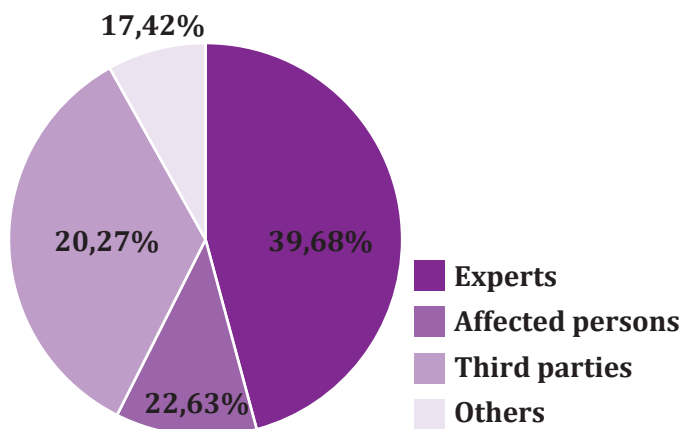


Chart 13. Sources and the share of speaking time – RTL Hrvatska (N=55)

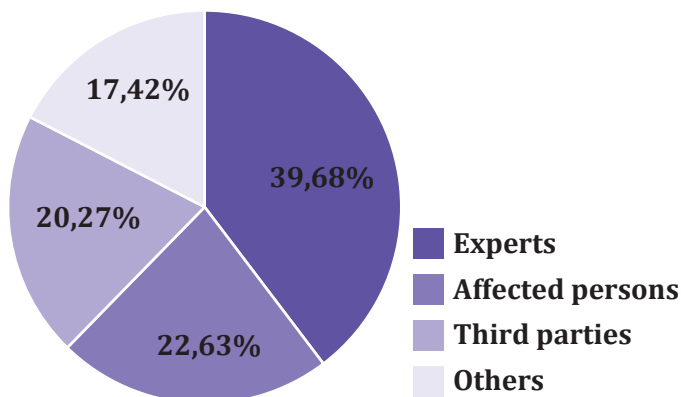
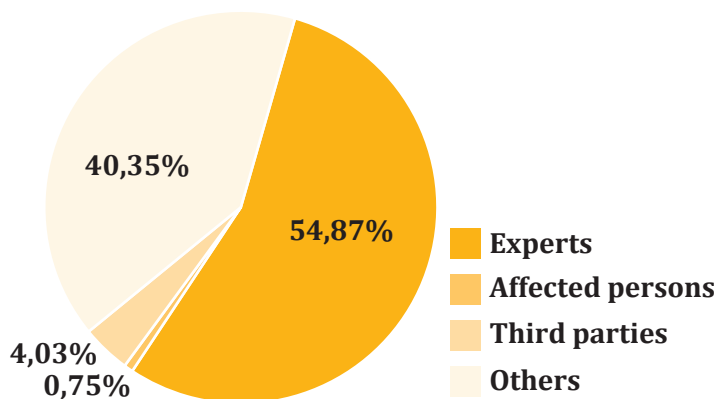


Chart 14. Sources and the share of speaking time – HRT (N=42)



As before, experts were the most represented category in giving statements in programme contents of all TV broadcasters. They represented 45.81% of Nova TV sources, 39.68% of RTL Hrvatska and 54.87% of HRT in the total duration of statements broadcast in the analysed items of each TV broadcaster.

## 6.5. Dramatization and spectacularization

It was analysed whether there was any inadequate graphic presentation of news on gender violence, namely whether there were any el-

ements of spectacularization. They were divided into visual (close-ups, zoom-ins and other spectacularization elements), language (terms/expressions used by journalists) and audio elements.

Table 8. Visual spectacularization (N=79)

Elements of spectacularization	VISUAL spectacularization	
Close-ups	<b>In 43 individual news items (54,43% of total news on violence)</b>	The perpetrator sitting in the courtroom; scenes of the victim's mother and grandmother crying in the courtroom
		The face of the attacked women with tears in the eyes; the face of the aggressor in the courtroom; the victim's crossed arms; the mobile screen displaying a message from the attacked woman
		The flame of a candle lit in front of the house which was the site of the violent event; the gun
		The victim's house; crying neighbours; candles
		Eyes; keyboard; hands typing
Zoom-ins	<b>In 33 individual news items (41,77% of total news on violence)</b>	The face of the perpetrator; the victim's grandmother; the perpetrator's father exiting the courtroom; the victim's uncle trying to hit one of the perpetrator's friends who had been verbally insulting a close member of the victim's family
		The entrance door of the house; the crime scene
		A candle; a book; a church door
Other elements of spectacularization	<b>In 60 individual news items (75,95% of total news on violence)</b>	A girl's schoolbag; a man sitting at his computer in a darkened room; silhouettes of a man and a girl in a darkened room; children on a playground; a girl on a swing with her sneakers being focused on
		A man's hand holding knife
		A photo of the perpetrator on a video-wall

A significant number of elements of visual spectacularization were present. The most often used elements were close-ups and zoom-ins. Extreme and unethical scenes were avoided in reporting, but there was a tendency of using potentially revealing scenes (for example, identification of the violence site was enabled).

Table 9. Spectacularization through language (N=79)

Elements of spectacularization	Spectacularization through LANGUAGE	
Terms/expressions of journalists	In 43 individual news items (54,43% of total news on violence)	"... murdered his former girlfriend, stabbing her 88 times."; "He was frantically stabbing with a kitchen knife ..."
		" ... stabbed his former girlfriend, who was pregnant, 88 times ... "; "... the most brutal murder ever recorded in Croatia."; "... stabbed her 88 times with a 20 cm long kitchen knife."; " ... murdered his former girlfriend inflicting 88 stab wounds."
		"... the most brutal murder ever recorded in Croatia."; "... stabbed her 88 times."
		"... brutally murdered his former girlfriend, who was pregnant, stabbing her 88 times."; "He did not even blink when he was sentenced to 30 years in prison."
		"... stabbed her 88 times."; "... one of the most brutal crimes ever committed in Croatia."; "monstrous attack"; "...he did not even blink when he was sentenced to 30 years in prison."; "The police officer guarding the convict in the courtroom held his hand on the gun."
		"... an affair which had shocked the town of Koprivnica and the surrounding area."
		"They found her in a pool of blood, stabbed with knife."; "monstrous murder"
		"He touched her many times, trying to pull up her skirt and asking her if she had any underwear on her."
		"The body of a dead woman was found..."; "the mother of six children"

The linguistic structures that contribute to spectacularization are also present in 54.43% of contributions on gender-based violence.

Table 10. Spectacularization through audio elements (N=79)

Elements of spectacularization	Spectacularization through AUDIO elements	
Registering of audio elements	<b>In 20 individual news items (25,32% of total news on violence)</b>	The sound of a plate breaking when it hits the floor
		Screaming of the victim's grandmother during the incident
		The sound of a typing machine
		Dramatical music playing in many scenes
		The sound of a ring thrown on a table
		Protesters shouting: "This is rape, not sexual harassment!"

Spectacularization through audio elements is represented in a slightly smaller share, in 25.32% of total news items.

Table 11. Nova TV - spectacularization (N=32)

Dramatization and spectacularization	Number of contributions
Visual	
Close-ups	24
Zoom-ins	19
Other elements	28
Language	
Terms/expressions of journalists	23
Audio	
Registering of audio elements	11



Table 12. RTL Hrvatska - spectacularization (N=27)

Dramatization and spectacularization	Number of contributions
Visual	
Close-ups	10
Zoom-ins	9
Other elements	19
Language	
Terms/expressions of journalists	13
Audio	
Registering of audio elements	6

Table 13. HRT - spectacularization (N=20)

Dramatization and spectacularization	Number of contributions
Visual	
Close-ups	9
Zoom-ins	5
Other elements	13
Language	
Terms/expressions of journalists	7
Audio	
Registering of audio elements	3

It should be noted that in most cases more than one type of spectacularization elements was used in a contribution whereby the same contribution was listed in the table more than once and therefore the total number of used spectacularization elements is significantly higher than the total number of contributions.

## 6.6. Use of concepts

Table 14. Use of terms, trivialization, justification (N=79)

Use of concepts		
Registration of the used terms	<b>In 48 individual news items (60,76% of total news on violence)</b>	brutal murder, domestic violence, criminal, violence against women, inappropriate sexual behaviour and abuse, family violence, procuring, attempted murder, gender-based violence, femicide, sexual harassment, rape, tragedy, murder, murder of a girl, homicide, abuse, family violence victims
Use of expressions/statements of trivialization		
Registration of expressions/statements of trivialization	<b>None registered</b>	
Registration of justification	<b>None registered</b>	

In 60.76% of the total news items terms describing violence were used. However, the increasing use of terms suggesting that violence against women is gender-based violence must be commended. All terms additionally indicating the social dimension of the problem, as opposed to the private tragic situation of the affected persons, signify a certain shift in media treatment of news on violence. Rather to treat a case as an isolated phenomenon, an attempt is made to put it in a wider context.

## 6.7. Privacy and dignity of affected persons

As regards the privacy protection, data enabling identification of the involved parties were registered in 43 news contributions, the most common being the age as well as names and surnames of both the perpetrator and the victim. When reporting on new cases of violence the age was the most commonly used data for both parties. The names and surnames of

the attacker and the victim appear most frequently in reporting on court proceedings.

No situations of media harassment or of persons refusing to appear before cameras were registered. The use of the identity concealment techniques was registered in two contributions.

Table 15. Privacy (N=79)

Registration of personal data		
<b>perpetrator</b>	<b>In 43 individual news items (54,43% of total news on violence)</b>	name, surname, age, photo, Facebook status, occupation, video
<b>women</b>	<b>In 49 individual news items (62,03% of total news on violence)</b>	name, surname, age, photo, occupation, personalized photo of victims, Facebook status, video, Facebook photos, street where the victim lives
Registration of situations of media harassment		
<b>None registered</b>		
Registration of situation of persons refusing to appear before cameras		
<b>None registered</b>		
Registration of identity concealment techniques		
	<b>In 2 contributions (2,53% of total news on violence)</b>	changed voice, changed name, turning the back to the camera, talking in a darkened room  blurred eyes on the Facebook photos

## 6.8. Contextual information

Table 16. Contextual information (N= 79)

Contextual information			Number of contributions
Registration of data on gender violence	In 6 individual news items (7,59% of total news on violence)	15 women murdered in 2017 by closely related men; in 2016 and 2017 the largest recorded number of femicides; 25 criminal cases of rape; 2488 women experienced some kind of violence; 104 women reported severe bodily injuries	1
		187 cases of family violence in this year	1
		In the last five years 90 women were murdered by their intimate partner; three women have been killed since the Istanbul Convention was ratified	1
		There are seven independent women's shelters in Croatia; there are 12 women's houses; there have been 156 murder victims in Croatia to date; 114 women murdered by a family member; 69 murdered by an intimate partner	1
		Legal actions related to domestic violence can last up to six years; in 9/10 cases of partner violence victims are women	1
		Women in Spain are paid 13% less than men; last year 49 women were murdered in Spain; the year before 44 women were murdered in Spain	1
Registration of contextualization of the aggression/ attack	In 9 individual news items (11,39% of total news on violence)	History of violent behaviour of the aggressor	1
		escalation of violence due to lack of institutional support for victims	1
		A registered history of violence	6
		three women have been killed since the Istanbul Convention was ratified, urgent implementation is needed	1
Registration of negative consequences	In 35 individual news items (44,30% of total news on violence)	a man arrested; he surrendered to the police; sentenced to 30 years in prison; taken into custody	35

## 7 CONCLUSION

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Programmes of four television channels with national concession were included in the research, in the period from March 1 to May 31 2018, whereby two daily news broadcasts and one investigative journalism broadcast per broadcaster were analysed (HRT, RTL Hrvatska and Nova TV).

A total of 79 news items with content related to the analysed topic of gender-based violence were recorded.

The largest number of topic related news items was broadcast on Nova TV, followed by RTL Hrvatska and HRT. Nevertheless, as regards the duration of contributions, the share of time of Nova TV puts it in the third place. RTL TV had five contributions less than Nova TV, however it devoted more time to the issue and therefore had the duration of contributions 22 minutes and 9 seconds longer than Nova TV. HRT has devoted the largest share of time to the issue of gender violence, but it must be noted that the inclusion of programme *Tema dana*, as a regular addition to *Dnevnik 2*, has significantly contributed to the increase of its share. Namely, violence against women was discussed in four releases of *Tema dana* during the public debate over the ratification of the Istanbul Convention, when the problem of violence against women was pointed out as a significant argument in favour of the adoption of that document (for example, on two occasions the guest of *Tema dana* was Ms. Dubravka Šimonović, UN Special Rapporteur on violence against women).

Most of the contributions (53) were broadcast in the main daily news releases, and 26 in other news broadcasts outside the prime time. A smaller number of contributions was recorded in investigative journalism type releases, although that format of broadcasts offers a broader range of different approaches to content management – both content-wise, in the sense of presenting it as a social problem, and the ability to allocate greater media coverage and therefore visibility to the subject.

Out of the total number of contributions, 23 were announced in the broadcasts' headlines, however only in four cases they were positioned among the top three news. Regardless of the announcement of the topic

at the beginning of the broadcast, the subject itself was not highly positioned in the programmes' production.

A total of 152 interlocutors were recorded in the contributions. Regarding the structure of persons whose statements were taken, the most represented category were experts wherein are included all persons who are in their professional activity involved with gender violence - whether they were activists with long-standing experience in the field of violence against women, gender violence specialists, persons from the judicial administration, police officers or the attorneys of both parties. The high proportion of experts among selected interviewees is important in media mediation because the selection of qualified interlocutors reduces the trivialization of social problems while focusing on aspects that make it relevant as a topic of general interest.

The main topic in covering gender-based violence was the aggression followed by court chronicles, social actions and awareness-raising programmes, activities and proposals of political actors, and, in one case, a statistical report (an annual report by the Ombudsperson for Gender Equality).

Among the reported cases of aggression the most present were murders, attempts of murder, rape and sexual harassment.

With regard to court chronicles, the most prominent case was the trial for the murder of Kristina Krupljan, a girl stabbed to death by her ex-boyfriend. The circumstances of this case had been used by media to question the responsibility of institutions dealing with the prevention of violence and as an example of extreme consequences in cases where institutions responsible for the prevention of violence do not react on time.

Contributions on social actions and awareness-raising programmes related to the reporting on the protests held on the International Women's Day both in Croatia and worldwide, several humanitarian actions that raised funds for the continued operation of shelters for women victims of violence as well as protests against frequent murders of women.

In the "Other" section, the contributions from HRT *Dnevnik 2* have been included in which the ratification of the Istanbul Convention was

addressed by inviting relevant interlocutors who repeatedly warned of the issue of gender violence in advocacy argumentation. The contributions on the same topic in which the issue of the gender-based violence was mentioned were included in the Analysis, however those which focused on the political relations in the country, affected by the debate on ratification, were not.

Dramatization and spectacularization in the treatment of information were analysed by recording visual, sound and linguistic elements. There was a tendency to use visual elements of spectacularization and in particular the close-up and zoom-in techniques (for example, it was possible to identify the site). In the contributions, journalists used phrases that contribute to spectacularization in a total of 54.43% of the news.

Processing gender violence through news broadcasts did not eliminate factors that contribute to spectacularization, however there were no extreme and unethical scenes that would undermine the dignity of the victim. Stressing details on specific cases of violence should be reduced to the benefit of data that can shift the problem from the category of crime chronicle into the social problem area.

As regards the privacy protection, data enabling identification of the involved parties were recorded in 43 news items, the most common being the age as well as names and surnames of both the perpetrator and the victim. When reporting on new cases of violence the age was the most commonly used data for both parties. The names and surnames of the attacker and the victim appear most frequently in reporting on court proceedings. The use of the identity concealment techniques was recorded in two contributions. No situations of media harassment or of persons refusing to appear before cameras were recorded.

The increasing use of terms that suggest that in a case of violence against women the violence is gender-based, therefore a social problem, not a private tragic situation (eg. domestic violence, female murder, femicide ...) is commendable. All the terms that additionally infer the social dimension of the problem represent a positive shift in media news coverage.

Given the analysed data it can be concluded that there is a tendency in the media coverage of gender-based violence that the reported cases are not treated as isolated occurrences but as information of general interest. By promoting in the media coverage the zero tolerance stand on violence, by increasing the number of qualified persons as interlocutors in TV contributions and by introducing into reporting the contemporary terminology that contextualizes gender-based violence as a socially relevant issue media professionals can contribute to the change so as to meet all media reporting standards regarding this issue. The manner of dealing with the subject should be gender-sensitive and respectful of the highest ethical and professional standards. Through such responsible behavior media fulfill an important social function and have the opportunity to become the initiators of discussions that can contribute to raising awareness of the need to address social problems.





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