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IX

**ВСЕУКРАЇНСЬКА
НАУКОВА КОНФЕРЕНЦІЯ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

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Матеріали

activities have a positive impact on human health and help to delay the ageing process. The huge opportunities inherent to the body of each person can be realized in health and active longevity only under the condition of systematic and regulated physical activity.

Prospects for further research will focus on the development and implementation of badminton recreational and health programs for the elderly to improve their health and slow down the aging of the body.

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GENDER STEREOTYPES IN SUMY REGIONAL TELEVISION NEWS

Traditional mass media, including television, is a special form of social communication. It acts both as a mirror and a pointer, identifying and establishing the unwritten rules of society. A special place among the latter is occupied by gender stereotypes – repertoire of emotions, attitudes, behaviors, and perceptions that are commonly associated more with one sex than with the other. Content analysis of journalistic materials can give us an existing picture: which stereotypes exist now in our society.

Anything related to gender remains problematic and provokes conflicts among people. Many issues are not fully resolved and articulated. At the same time, the vast majority of people perceive the idea of gender equality quite controversial [1].

The relevance of this study is caused by the need to identify the current state of gender presentation in regional Sumy region television: trace various aspects of gender balance or imbalance in media in numbers. The purpose of the study: to reveal the gender picture of the world reflected by regional media.

Objectives of the study: to analyze the video materials of the regional media of Sumy region over the selected period, paying attention to the gender composition of the heroes and experts appearing on the screen; topics and contexts in which men or women appear more often; the presence of stereotypical gender images, sexist content, hate speech against women or men; the coverage of some specific issues such as gender-based violence; use of femininities to denote women by field of activity, profession, social status, etc; to provide interpretation of the obtained data.

The object of the study is news videos of three Sumy TV channels, which were broadcast on weekday evenings from November 30 to December 13, 2020 (materials for analysis are taken from the official websites and YouTube pages of mentioned TV channels [2–4]):

- «Syohodni. Holovne» ('Today. The main thing') is an informational and analytical program lasting from 40 to 50 minutes, which is broadcast on the TV channel «UA: Sumy» on weekdays at 19:00.

- «Novyny Sumshchyny» ('Sumy Region News') is an informational and analytical program lasting from 10 to 15 minutes, which is broadcast on the STS TV channel on weekdays at 19:00.

- «Objectyv» ('Lens') is an informational program lasting from 10 to 25 minutes, which is broadcast on ATV at 20:00.

Research method: qualitative and quantitative content analysis of videos.

A total of 183 materials with a total duration of 12 hours and 20 minutes were studied. The results of the study are presented in Tables 1 and 2.

Table 1. Distribution of men and women by news topics.

News topics	Heroes and experts			
	Men		Women	
		%		%

Army and War	22	96	1	4
Art and Culture	7	50	7	50
Crimes Reports	21	75	7	25
Ecology	12	80	3	20
Economics and Business	18	75	6	25
Education	5	36	9	64
Everyday Life	5	28	13	72
Legal sphere	11	85	2	15
Medicine	28	55	23	45
Politics	87	84	17	16
Quarantine	8	50	8	50
Roads and Transport	42	84	8	16
Social Issues	10	29	25	71
Others	13	93	1	7

Table 2. Distribution of men and women by TV channels.

TV Channels	Heroes and experts			
	Men		Women	
		%		%
ATV	100	66	52	34
STS	72	71	30	29
UA: Sumy	108	70	46	30

In general, women are represented as heroines or experts in 31% of journalistic materials (respectively, men – in 69%). So on average, men are about 2 times more likely to get into news stories as heroes or experts. There is no significant difference between the channels.

Army and war (4%), law (15%) and politics (16%) are the least saturated by women topics. The most "equal" areas are Medicine (55% of men, 45% of women), Art and Culture (50% / 50%) and Quarantine (50% / 50%). Men are heroes or experts in 69% of videos. They are least represented in the topics of Everyday Life (28%), Social Issues (29%) and Education (36%). We also must notice the high number of

men in the materials classified as Crimes Reports. 100% of the criminals mentioned there are men, women – mostly victims.

Issues of gender-based violence were covered twice by UA: Sumy and ATV in the selected period of time. No separate material was devoted to gender equality, but in some issues it was mentioned casually. No stereotypical gender images, hate speech against one sex, etc. were observed during the study period.

All 4 channels adhere to the rules of the new spelling and use femininities in 100% of cases when needed.

The obtained data does not contradict other studies, including monitoring of national TV channels and regional channels of other regions of Ukraine [5–6].

The significant gender imbalance in TV news is caused by several factors, which can be divided into objective and subjective. The following are objective:

- there are far fewer women in politics, sports, army and other traditionally masculine spheres of life, especially in leadership positions; likewise, men are less involved in social work, child rearing and education;
- experts of the required level of competence among women or men sometimes may be absent altogether;
- journalists cannot influence who will respond to the information request sent to the institution;
- men are more likely to commit crimes, and therefore more likely to become heroes of news about it.

Subjective factors are how journalists or editors choose which events to respond to and who to involve. In this matter, we can speculate for a long time about the probable causes of their actions. But if we want these assumptions to be more serious, we need to communicate with the journalists themselves: develop a questionnaire or a series of tests to identify mental patterns. This may be a topic for further research of gender balance in the media. It is difficult to determine the proportions of objective and subjective factors in each case.

The value of this study: it gives us a situational picture of gender balance and the presence of the sexism in the regional TV channels of Sumy region covering the most

important issues of gender discourse in the media. We see that modern society is far from gender equality. Women are much less likely to be in the spotlight, which may indicate certain authors' bias, as well as low number of women in various fields. The picture of the world created by media helps to reinforce the stereotypes though it is impossible to speak about conscious advancement of certain opinions by authors of materials.

The obtained data is interesting for science and practice because it depicts specific examples and numbers the gender picture of the world, which is reflected and formed by the media. It can be a stimulus for further research of the presence of gender stereotypes in social communications, a basis for creating manuals for journalists, and so on.

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