

GENDER EQUALITY IN MEDIA DISCOURSE: CORPUS ANALYSIS

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ГЕНДЕРНА РІВНІСТЬ У МЕДІА: КОРПУСНИЙ АНАЛІЗ

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The article focuses on the study of gender equality and its verbalization in the media, highlighting it as a key topic in human rights and social progress. using corpus analysis using sketch engine, the study explores how gender equality discourse is constructed and disseminated in media texts.

Using the European Institute for Gender Equality (EIGE) Gender Equality Index as a tool to monitor progress on gender equality in the EU. The literature review traces the evolution of interest in gender equality, from early feminist theories to contemporary research on global equality. Discourse analysis in media texts was conducted using web corpora available through Sketch Engine. It was determined that the most frequently discussed topics touch multi-topic, politics and government, science, business, culture, entertainment, education, religion, health, nature, and environment. The results show a significant preponderance of mentions of women over mentions of men, indicating a gender gap in innovation and leadership. The article emphasizes the role of media as a means of social change, especially in the context of new media, and emphasizes the acuteness of the problem of gender equality in developing countries. The conclusion emphasizes the importance of the media in shaping public attitudes and supporting gender equality.

Keywords: gender equality, corpus analysis, media, women, men.

Стаття зосереджується на гендерній рівності та її вербалізації в ЗМІ, висвітлюючи її як ключову тему прав людини та соціального прогресу. Використовуючи аналіз корпусу за допомогою Sketch Engine, дослідження досліджує, як дискурс гендерної рівності будується та поширюється в медіатекстах.

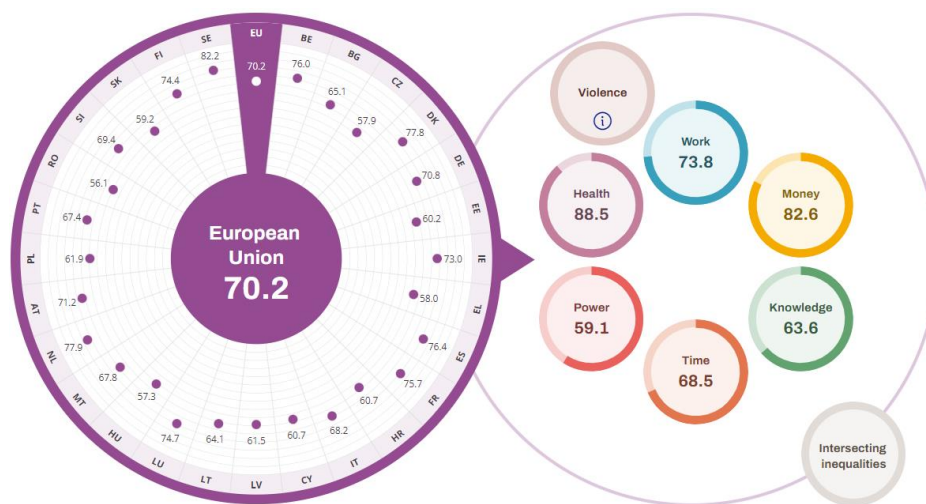
Використання Індексу гендерної рівності Європейського інституту гендерної рівності (EIGE) для моніторингу прогресу у сфері гендерної рівності в ЄС. Огляд літератури простежує еволюцію інтересу до гендерної рівності від ранніх феміністичних теорій до сучасних досліджень глобальної рівності. Аналіз дискурсу в медіатекстах проводився за допомогою веб-корпусів, доступних через Sketch Engine. Визначено, що найчастіше обговорювані теми стосуються багатотематичних, політики та влади, науки, бізнесу, культури, розваг, освіти, релігії, здоров'я, природи та навколишнього середовища. Результати показують значну перевагу згадок про жінок над згадками про чоловіків, що вказує на гендерний розрив в інноваціях і лідерстві. У статті наголошується на ролі медіа як засобу суспільних змін, особливо в контексті нових медіа, наголошується на гостроті проблеми гендерної рівності в країнах, що розвиваються. У висновку підкреслюється важливість ЗМІ у формуванні громадських настроїв та підтримці гендерної рівності.

Ключові слова: *гендерна рівність, корпусний аналіз, ЗМІ, жінки, чоловіки.*

Introduction. In the evolving discourse on human rights and social progress, gender equality emerges as a cornerstone, influencing a myriad of socio-economic and cultural dimensions globally. Despite substantial advancements, disparities persist, underscoring the complexity and multifaceted nature of achieving gender parity.

The Gender Equality Index, created by the European Institute for Gender Equality (EIGE), serves as a mechanism for tracking gender equality progress within the EU. It highlights areas requiring enhancement, thereby aiding policymakers in crafting more impactful gender equality initiatives.

The results for 2023 within the European Union show (Figure 1) that the overall gender equality index has only been achieved at 70.2 out of 100. Each country has its own gender equality achievement index, but no country has reached 100% (Pic. 1) [10].



Pic. 1. Gender Equality Index in EU

The results of this index make it possible to understand that gender equality currently remains a relevance issue in the world and requires certain theoretical and applied research on this topic.

In 2013, the Committee of Ministers of the Council of Europe adopted its Recommendation CM/Rec (2013)1 on gender equality and media calling on Member States to support efforts by media to promote gender equality. According to this Recommendation media freedom, encompassing the freedom of editorial content, and gender equality are deeply interconnected. Also in the Recommendation is mentioned that gender equality is a core component of human rights, closely aligned with the fundamental right to freedom of expression [19].

Despite the pervasive influence of media, ranging from traditional platforms to digital spaces, in shaping societal views on the roles of girls and women, there remains a significant trend where media content often reinforces gender disparities [13].

The study aims to analyze the collocation with GENDER EQUALITY in media texts, using the text from Sketch Engine.

Literature overview. Gender equality as an academic and social interest has evolved significantly, from early feminist theories to contemporary research on intersectionality and global equality.

Early research on gender equality focused on identifying inequalities between men and women in areas such as wages, access to education, and jobs. Classic works such as *"The Second Sex"* by Simone de Beauvoir [2] i *"The Feminine Mystique"* by Betty Friedan [9], laid the foundation for the feminist criticism and analysis of gender roles.

Current research focuses on a global analysis of gender equality, examining how policies and practices in different countries contribute to or hinder the achievement of equality. Topics such as gender-based violence [23; 6], women's political representation [18; 11], and economic participation [14; 8] on gender equality are also given significant attention.

Judith P. Butler's work on gender performativity and identity has been seminal in understanding the construction and deconstruction of gender roles [3].

Sushmita Nande focuses on the topic of gender equality and its promotion through the media. She emphasizes that society should equally value both commonalities and differences in the roles played by men and women. She urges women to focus on developing the skills necessary for progress, development and success, as well as on their empowerment. Special attention is paid to new media as important tools that should bring innovative ideas to promote social change and cause a revision of views on gender discrimination and prejudice [15].

Results and Discussion. In our research, we used the web-based corpora available through Sketch Engine. The English Web Corpus (enTenTen21) is an English corpus made up of texts collected from the Internet. The corpora are built using technology specialized in collecting only linguistically valuable web content [7].

The analysis of the texts placed in the corpus made it possible to determine that the articles touch on various topics, such as multi-topic, politics and government, science, business, culture, entertainment, education, religion, health, nature, and environment. So, we can see that the collocation GENDER EQUALITY is often used in various fields (see Pic. 2).

Topic	Frequency
<input type="checkbox"/> ==NONE==	23,054 ...
<input type="checkbox"/> multi-topic	1,197 ...
<input type="checkbox"/> politics & government	353 ...
<input type="checkbox"/> science	197 ...
<input type="checkbox"/> economy & finance & business	159 ...
<input type="checkbox"/> culture & entertainment	84 ...
<input type="checkbox"/> education	82 ...
<input type="checkbox"/> religion	56 ...
<input type="checkbox"/> technology & IT	41 ...
<input type="checkbox"/> health	36 ...
<input type="checkbox"/> home & family & children	22 ...
<input type="checkbox"/> nature & environment	20 ...
<input type="checkbox"/> sports	19 ...
<input type="checkbox"/> cars & bikes	14 ...
<input type="checkbox"/> arts	13 ...
<input type="checkbox"/> beauty & fashion	11 ...
<input type="checkbox"/> travel & tourism	11 ...
<input type="checkbox"/> games	8 ...
<input type="checkbox"/> history	5 ...
<input type="checkbox"/> hobbies	2 ...

Pic. 2. Representation of GENDER EQUALITY

The following table presents the spheres that are covered in multi-topic spheres. We agree with David Forrest Melton Caskey, that the multi-topic sphere is any speech that encompasses discussions necessitating advanced cognitive engagement with a subject., such as political debates, psychological evaluations, or deliberations on global events. Numerous topics mentioned previously demand substantial cognitive effort, and this sphere specifically includes any themes not previously identified that require critical analysis or thought [4].

TABLE 1. Topic representation of GENDER EQUALITY

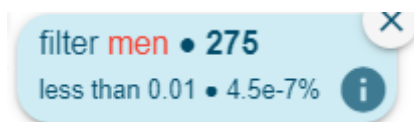
Topic	Examples
World affairs	
<i>Food Summit</i>	The future of the world depends on good food..."We need women's voices and leadership to be prominent in food systems. It's the only way to guarantee that food systems are just,"...in this conversation about equitable livelihoods, gender equality and women's empowerment [16].
<i>Sustainable Development Goals</i>	<i>UN DESA's work is firmly focused on inclusion of the most vulnerable, giving particular attention to youth, indigenous peoples, older persons, and persons with disabilities. Promoting gender equality and the empowerment of women remains a constant guide. Insufficient financing remains one of the greatest bottlenecks that prevents the world from achieving the Sustainable Development Goals [17].</i>
<i>International Decade for Action, 'Water for Life'</i>	<i>It also provides case studies to illustrate ways to support and encourage women's leadership in water governance and decision-making processes for disaster risk reduction in general. The case studies also point to practical tools for implementing gender equality and mainstreaming gender perspectives. Gender and water [12].</i>
<i>Health Issues</i>	<i>These rumours have hindered vaccination efforts everywhere. Freedom of opinion and expression, which includes the right to access to information, is a human right. It is essential to enable people to be part of the solutions, to advocate for their right to education, healthcare, gender equality and justice, and to realize sustainable development in which no one is left behind [21].</i>
<i>World Organization for women</i>	<i>UN Women is the UN organization dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide [1].</i>

<p>Conferences</p>	<p><i>It set strategic objectives and actions for the advancement of women and the achievement of gender equality in 12 critical areas of concern. The Beijing conference built on political agreements reached at the three previous global conferences on women, and consolidated five decades of legal advances aimed at securing the equality of women with men in law and in practice [24].</i></p>
<p>The Day of the Seafarer</p>	<p><i>This year's theme, "I Am on Board with Gender Equality", focuses on the importance and value of women within the professional ranks of the maritime world. The theme is also in line with this year's theme for World Maritime Day: "Empowering Women in the Maritime Community" [5].</i></p>

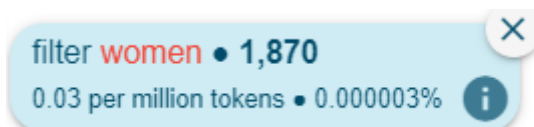
Corpus-based discourse analysis provides empirical evidence showing that women globally are supported by numerous public organizations (United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), International Women's Health Coalition (IWHC), Global Fund for Women, Women's World Banking, International Center for Research on Women (ICRW) etc.) dedicated to achieving gender equality and the empowerment of women. This analytical approach examines large collections of texts to uncover patterns, themes, and discourses that reveal societal attitudes and institutional efforts toward these goals.

As part of this study, an analysis of the number of mentions of women and men in the selected textual materials was carried out. The results showed that the terms "woman" and "women" occur significantly more often than mentions of men.

To obtain quantitative confirmation in the analyzed texts, we applied query filtering using the keywords "men" and "women". As a result of the analysis, it was found that the frequency of mentions of women (1870 cases) significantly exceeds the frequency of mentions of men (275 cases). (See Pic. 3, 4).



Pic. 3. Frequency of mentions MEN



Pic. 4. Frequency of mentions WOMEN

However, when it comes to men, the text often associates them with innovation and leadership positions. For example, one of the sentences emphasizes the importance of not positioning women against men, citing the example of household management and social responsibility, with an emphasis on finding ways to avoid competition between the sexes.

Additionally, the study points to the existence of a gender gap in innovation, particularly highlighting the results of an analysis conducted by the World Institute for Development Economics Research (UNU-WIDER) in Tanzania. Businesses founded by women are found to be 18.1 percentage points less likely to innovate compared to men. This is illustrated in the following sentence: «... **innovation generally takes place in male-dominated industries**. A gender gap might therefore exist. The study "found that **female-owned enterprises** faced an 18.1 percentage point **lower probability of innovation** when compared to male-owned enterprises» [22].

In addition, the study notes that the issue of gender equality is particularly relevant for women living in countries with developing economies, emphasizing the geographical aspect of gender disparities. We will give examples of such mentions: «The global internet user gender gap is growing, from 11 percent in 2013 to 17 percent in 2019, and widest in the world's least developed countries at 43 percent. 2.2 billion people below the age of 25 do not have internet access at home, with girls more likely to be cut off. », «The commitment demonstrates a renewed focus on a liberal internationalist tradition of advancing action on global concerns like climate change, peacekeeping, promoting gender equality, and helping Syrian refugees».

Conclusion. Analyzing gender equality through the prism of contemporary discourse on human rights and social progress, it becomes evident its key role in influencing a wide range of socio-economic and cultural aspects at the global level. The Gender Equality Index, developed by the European Institute for Gender Equality (EIGE), as a tool for monitoring progress in this area in the European Union, highlights significant differences and indicates the need for further efforts to achieve full gender equality, as no country has yet achieved the ideal in 100% The Recommendation of the Committee of Ministers of the Council of Europe on Gender Equality and the Media emphasizes the importance of the link between media freedom and gender equality, emphasizing the role of freedom of expression in promoting gender equality.

The literature review and research findings confirm that gender issues remain at the center of academic and social debates, from early feminist theories to contemporary analyzes of intersectionality and global gender equality. A corpus analysis of discourse in media texts using Sketch Engine revealed that despite frequent mentions of women in the context of gender equality, there is a gender gap in innovation and leadership that requires balanced policy solutions to support women in developing their potential.

Considerable attention is paid to the importance of media as a tool for social change, especially in the context of new media, which have the potential to bring innovative ideas to combat gender bias and discrimination. However, the problem of gender equality is particularly acute in developing countries, which requires global attention and cooperation to achieve significant progress in this area.

In conclusion, this study highlights the need for further analysis and policy development aimed at ensuring gender equality and empowering women at the global level, as well as the importance of the media in shaping public attitudes and supporting gender equality.

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