Chapter 4

The Marginalization and Exploitation of Women in Media Industry

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ABSTRACT

The woman in media is still a face that symbolizes the field of popular culture and hypersexualized naked body, and it is most often presented in the media as a victim. In the last decade, the representation of women and the women’s movement in the media has managed to get some progress. In the media, we will not see Roma women, disabled women, we will not see poor women, because they are not topics that manage to sell media content. The only topic that sells newspapers is the topic of violence against women, first of all because it is a type of secondary victimization, where female identity through media content is again represented as ‘another’, and through the identity of the victim. The dead or scorched female body and the continuum of violence satisfy the logic of market capital. The main areas that were highlighted in this research paper are the portrayal of women by the media, the marginalization of women in mass media, the image of women in media, the influence of media on the views of the gender, and the stereotypes of girls and women in the media.
INTRODUCTION

By collecting data and monitoring the media, analyzing and archiving articles, it became clear that this shift is small but extremely debatable. Some topics that were completely absent in the media, such as domestic violence (which were taboo in Serbia), women's health (which was not mentioned and it was completely embarrassing to mention), it began to remember even very often and began to work on solving these problems.

If judging by the image of a woman who is being transmitted by the media, a modern woman or woman of modern times has remained one part stuck in the 70s of the last century, and her other part is still not allowed to go elsewhere except in entertainment and bustle sections, a foreseen place for her. As for other minority groups, the situation is much worse, because they are almost non-existent.

News received from the media are modest, reduced and placed in less visible places, while the analysis of these news shows rampant discrimination and stereotyping. The vocabulary has changed, the phrases are modernized, but indirect, hidden marginalization, and the maintenance of invisibility of women still exists and survives. Women are represented in the media as much as five times less than men, although women make at least half of the population and in Serbia even more. If they even appear in the media, they are expected to satisfy the physical and visual standards that are not expected from the man. The news that has been reported about sexual, ethnic or national minorities must be a scandal, violence or announcement of a particular public event or campaign (Milivojević, 2005).

In theory, the media have three basic functions: informative, entertaining and educational (Filipović & Kostić-Stanković, 2012). Practice, however, shows that domestic media use only two of these function in their work: informative and entertaining. The educational function that is most important for the formation of public opinion, the deconstruction of stereotypes and the social advancement of one community is forgotten and it is more precisely oriented to the “upside” (Dajer, 2010). By transmitting something that will inform or entertain their audience, the media doesn’t investigate the news. The media doesn’t point to historical or social facts that would enrich primary information and make it useful.

SOCIAL ASPECT OF MEDIA

Media activity is a conscious activity directed towards a specific goal, it takes place in natural and social conditions, uses certain resources and oriented towards some values and norms. This activity is predominantly creative, reproductive and
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