



**EEMPS**

**OUTPUT  
SUMMARY**

**MEDIANE**

## ***Media in Europe for Diversity Inclusiveness***

### **EUROPEAN EXCHANGES OF MEDIA PRACTICES**

Pair: **CMFE 100**

#### **FRENCH - CZECH REPORT ABOUT WOMEN EXPERTS IN MEDIA CONTENT**

##### **1. Exchange Partners**

	Partner 1	Partner 2
Name and Surname	<b>Béatrice FAINZANG</b>	<b>Magdaléna DAŇKOVÁ</b>
Job title	<i>Freelance Journalist</i>	<i>Journalist</i>
Organisation / Media	<b>LCI, M6, Arte</b> France	<b>Aktualne.cz</b> Czech Republic

##### **2. Summary**

Lorsqu'on s'interroge sur la diversité dans les médias, on s'intéresse souvent aux acteurs qui produisent l'information : sont-ils assez représentatifs de la société ? C'est fondamental, mais pas suffisant. Il est nécessaire de questionner aussi les acteurs qui produisent la parole, véhiculée ensuite par les médias. Qui sont-ils ? Les « interviewés » constituent un groupe très hétérogène, des vox populi aux experts conviés à l'antenne. C'est sur ces derniers que nous avons choisi de nous arrêter. Qui sont ces experts ? Qu'est-ce que ce terme recouvre ? Comment sont-ils choisis ? Mais surtout - et c'est là le point central de notre enquête - pourquoi sont-ils majoritairement des hommes ? En effet, les femmes sont sous-représentées du monde des experts. Or leur place dans le discours médiatique est d'autant plus important qu'elles constituent la moitié de l'humanité, représentant ainsi une vision tout aussi légitime du monde que celle des hommes. Favoriser la diversité dans les médias, c'est donc avant tout donner la parole à tous les acteurs de la société, faire entendre de multiples opinions, mais aussi diverses sensibilités et regards sur le monde. L'ensemble de notre enquête franco-tchèque (articles, vidéos) est publiée sur un site internet intitulé : "Women diversity" que nous avons créé pour l'occasion.

<https://bfainz.wordpress.com>

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### **3. *Dissemination of the Output***

Our aim was to compare the situation of women experts in France and the Czech Republic. We decided to ask several people in both countries to explain it and to suggest ways to change it. We decided to choose respondents who are working on this topic like Jaromír Volek and Lenka Vochocová, two university teachers and researchers from two Czech universities, specialized in media sector and gender studies. We also decided to have the point of view of people who work in media. The editorial view like Hana Andělová, a woman chief script editor of the publicist debate programme in the Czech public service television. We chose her because she decides which experts are invited and she also establishes criterions. We also met Daniela Drtinová, a woman journalist from the private Czech TV who interviews experts every day. We would like to know her feelings about expert's behaviour (men as women). We asked the same Arlette Chabot, a famous French journalist who is invited to media as an expert too. We wanted to know how is to be a woman expert working for media. And finally we asked the institution. We met Brigitte Grésy, a woman specialist from the French institution for equality (Membre of the Conseil supérieur de égalité professionnelle entre les femmes et les hommes en France) and the author of the Report about experts and the image of women in the media. We asked her to explain the situation in France and in Europe, to show us the ways to change it and to find out the view into future.

### **4. *Biographies of the authors***

**Béatrice Fainzang** (28) - French journalist. She started to work as a freelancer two years ago, after her graduation at the École de journalisme de Bordeaux (IJBA). Beatrice is interested in minorities issues, problems of the immigration and a woman position in the society. She mainly works for French television channels, like LCI, M6 or Arte but from time to time writes articles for print media. She also works on documentary projects as a director. She would like to continue in the research of the women and discrimination issues on european level and why not with the Council of Europe.

**Magdaléna Daňková** (24) - Czech novice journalist. She studied Media studies and journalism at the Faculty of Social Studies, Masaryk University, Brno, Czech Republic. After her Erasmus in Bordeaux, France (2012 – 2013) she gained professional experiences in the national Czech online news Aktuálně.cz. After the internship (2013) she stayed there as a freelance novice. Even though she writes for Czech national news department, she is not specialized yet. Her favorite topics are minorities, social problems and civil activism.