

Gender does not matter...

Journalism and Gender in Brazil

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- 2 questions
- Same answer: gender is not an issue in the professional performance
- Brasilia: 79% (T) and 67% (N)
- Rio de Janeiro: 74% (T) and 71% (N)
- Vitória: 75% (T) and 92% (N)

- That means the majority do not perceive the gender as something that affects, modifies, or interferes in their work

Context

- According to Mick and Lima (2013), most of the journalists in Brazil (59%) has not more than 30 years of age
- And is mostly female: 63% of the total sampled in their studies is formed by women.
- Among journalists of up to 30 years of age, 69% are woman.
- The feminilization of profession will grow in the next years: only in the range of older the male presence is larger.

Why?

- Women in Brazil have higher education when compared to men, and this education is mostly in universities or higher education courses, among them, the course of Journalism, which helps to understand the female predominance in the area

But

- At the same time, the difficulties of access to higher education according to color or race explain the predominance of young and white women in the labor market. According to the research, while 50.7% of Brazilian population is formed by Afro descendants, 23.7% of the journalists declare to be Afro descendants.

Gender and race matters

- This is an interesting data, as it helps to think the relationship of the woman journalist in face of broader issues about the woman in the labor market:
- The conquest of valued space remains a possibility in first place for women with higher buying power
- Most of woman labor force concentrates in unqualified functions—especially those thought as "feminine", such as domestic and care activities.

However

- Even breaking the access levels to the profession, women journalists suffer from the same problem that affect the group of Brazilian working women: they earn less than their male counterparts, in a gap explained both by gender and age group:
- In Journalism women represent a larger percentage than men in all income up to 5 minimum wages. Men are majority in all income ranges over 5 minimum wages

And More

- As identified by Neves "in high level positions, the payment gap between men and women is still quite large: in 2010, women earned the equivalent to 63.8% of the men wages
- Flexibilization tends to affect specially woman work

Looking to interviews answers

- Gender does not matter, as there are many women in the newsroom
- More: the clear female presence creates a problem when reducing the male presence

Women are to many

- “The male presence is already lacking in Communication courses, this is obvious. **I believe there should be more men in the newsroom.** There are many more women. In a journalism classroom, 70-80% of the audience is composed by women. Thus, **the newsrooms have started to worry about this issue, wanting to have a male presence to balance,** and I believe that in some interviews the gender becomes a predominant factor.”

“There is a preference for woman”

- **I believe the prejudice exists in reverse compared to other professions. In Brazil, the problem is the journalist to be man. 80% of the newsrooms are women; it is only natural that they reach management positions. On TV (...) women have more advantages. TV works with image, and it is nicer to watch a beautiful woman than to watch a beautiful man. A beautiful woman on TV is much more pleasant, much more newsworthy. I would not say prejudice, but there is a preference for women**

- “Reverse discrimination“
- The division between possible and probable positions to occupy: component strongly present in the explanations about man/woman relationships in the profession
- There are "natural" divisions socially present, that means, positions and functions that are deemed inherently as "female" or "male" conditions. The woman, in this case, is better on TV, as "it works with image" and beauty is a female attribute

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There is no such thing

- “I believe there is no such kind of prejudice. I, as a manager, would rather work with women. As **women are more flexible, have more suppleness, are able to handle many things at the same time.** Men, on the other hand, are capable of doing certain things better in journalism, such as investigative work (that does not mean women cannot do that). Men have an attitude with reports that is interesting and that I do not identify in most of women. Men tend to have more initiative, to investigate deeper. But I believe that, **in my team and since I entered the labor market, I do not remember to have suffered any kind of gender discrimination.**”

Another history

- In general (profession) is highly tiered. **The boss is the man. This is always the same, so much so that if you notice (...), we tend to have higher consideration for the news regarding women, that which values them, complaint about rape, violence.** We tend to be highly directed to that, as my female employee and I have already gone through complicated situations. **I consider myself an activist in the matter of gender.** I consider we have greater freedom to speak out what we want and direct our work to where we consider more interesting. We take these struggles seriously. **The issue of being a woman has already affected me several times.**

To finish

- In terms of gender in Journalism, there is a history that remains hidden, pervaded in daily practices.
- This history is invisible to most men, which is quite understandable
- But also barely perceptible for women working more and more under precarious and "flexible" conditions.
- Young women, which may deem "natural" the efforts they must endure
- Young women that not perceive gender issues because they are in majority (yet) very young and single. So, they don't have (yet) to balance the work demands with those at home and with the children, which they will continue to exercise almost entirely and also "naturally"

THANK YOU!

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