

ETHICAL PRINCIPLES ON COMBATTING VIOLENCE AGAINST WOMEN IN THE MEDIA

1. ILLUSTRATE THE PERPETRATOR, NOT THE VICTIM

AVOID EXPRESSIONS THAT WOULD PRESENT
WOMEN UNDIGNIFIED AND UNABLE
IN THE NEWS CONTENT, BE SURE
THAT THE NEW'S LANGUAGE POINTS OUT
THE PERPETRATOR NOT THE VICTIM





2. DO NOT LEGITIMATE THE VIOLENCE



**AVOID ATTENUATING LANGUAGE THAT
LEGITIMATES THE EVENT AND ABSTAIN FROM
OBSCENE STORIES WHEN REPORTING THE ACT
OF VIOLENCE, RAISE AWARENESS ON
PSYCHOLOGICAL, ECONOMICAL,
CYBER VIOLENCE**

3. NOT PRESTIGIOUS YET CULPRIT



OBSTAIN EXPRESSIONS THAT ADD CREDIBILITY TO THE PERPETRATOR OR MITIGATE THE CRIME (e.g. THE MAN WHO HAS BEEN UNEMPLOYED FOR LONG RUN AMUCKED AND ASSAULTED HIS WIFE) AND DEFINITIONS THAT AFFIRM THE CRIME (e.g. RESPECTED BUSINESS PERSON, FATHER OF TWO CHILDREN, FAMOUS ARTIST)

DO NOT TURN THE SPOT OF LIGHT ON THE CONDITIONS AND SITUATIONS WHERE THE VIOLENCE AGAINST WOMEN OCCURS (e.g. IN THE PARK AT MIDNIGHT), OR ON THE PERSONAL FEATURES (e.g. DRESSING STYLE, MARITAL STATUS, PERSONALITY). ADHERE TO THE PROTECTION OF PERSONAL DATA AND RESPECT THE PRIVACY OF THE VICTIM AND THE FAMILY

5.SET AN EXAMPLE TO THE CHILDREN

TAKE THE ADVERSE IMPACTS OF ACTUAL AND FICTIONAL VIOLENCE INTO CONSIDERATION PARTICULARLY IN CHILD-ORIENTED PROGRAMS, PRESENT THE DIVISION OF DOMESTIC LABOR AND FAMILY RESPONSIBILITIES EGALLY, GIVE MESSAGES EMPHASISING THE EQUALITY OF WOMEN AND MEN VIA BROADCASTS



6.SHOW FORTH THE STRONG WOMEN, DESCRIBE WOMEN AS STRONG



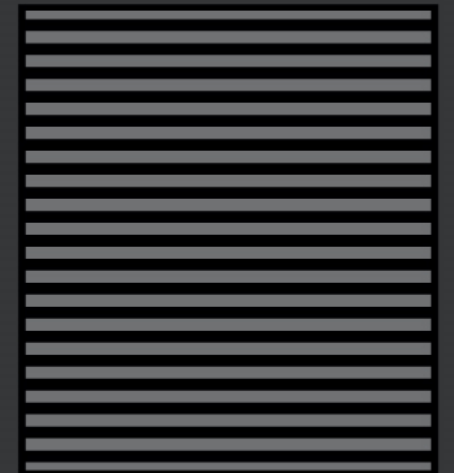
IN ORDER TO ELIMINATE STEREOTYPES, PRESENT WOMEN AS STRONG AND SUCCESSFUL PERSONALITIES NOT ONLY WITHIN THE CONTEXT OF CERTAIN OCCUPATIONS, BUT IN DIFFERENT AGE, PROFESSIONAL, CULTURAL AND SOCIOECONOMIC GROUPS (e.g. NATIONAL ATHLETE, SUCCESSFUL FARMER, ENTREPRENEURIAL HOUSEWIFE). INCREASE THE VISIBILITY OF FEMALE ROLE MODELS



7.BROADCAST THE PENALTY, POINT OUT THE JUSTICE



**SHARE THE SENTENCES OF THE COURTS AND
THE IMPOSED PENALTIES TO THE PERPETRATOR
WITH THE PUBLIC IN ORDER TO ENHANCE
THE DETERRENCE AND REPEAT THE MESSAGES
FREQUENTLY ACCENTUATING
THE RETRIBUTION OF VIOLENCE**





8.GET SUPPORT, GIVE SUPPORT

MEDIA CONTENT PRODUCERS ARE ENCOURAGED TO INVOLVE IN; CONSULTING EXPERT OPINIONS ON VIOLENCE AGAINST WOMEN (e.g. PSYCHOLOGISTS, PEDAGOGUES, LAWYERS, SOCIOLOGISTS, ETC.); ESTABLISHING ETHICS COMMITTEES WITHIN THE SCOPE OF DEVELOPMENT OF SELF-REGULATION MECHANISMS, INCREASING THE AWARENESS ON THE SUPPORT MECHANISMS (e.g. KADES, ALO 183) BUILT BY THE PUBLIC OFFICIALS TO PREVENT VIOLENCE



THANK YOU