

AUGUST 2019

<p>INTRODUCTION</p>	<p>In Costa Rica, the advancement of communication rights with a gender perspective is a debt. Despite being a pioneer in the Central American region, the Law on Criminalization of Violence against Women (2007) does not contemplate symbolic violence or media violence, as if its counterparts do in Guatemala, El Salvador, and Nicaragua (Ochoa, 2019).</p> <p>Advances in the demand for communication rights with a gender perspective have come hand in hand with civil society and the public university. Such as the creation of the Observatory of Image of Women in Advertising (Center of Research on Women's Studies) of University of Costa Rica. Regarding the initiatives from civil society, GEMA, Gender and Media Regional Observatory have the Costa Rican chapter of Project GMMP and the ACCEDER Association, the organization that addresses representation media of them. The main goal of these initiatives is to organize public opinion regarding media representation of women and contribute to the articulation of citizen demands in the face of media industries.</p> <p>From government initiatives, it is essential to point out the work that has been carried out by the Office of Propaganda Control (OCP) of the Ministry of Interior, which regulates commercial advertising in the country. This entity has dedicated its agenda to sensitizing students and communication professionals about human rights and publicity.</p> <p>On the other hand, in 2018, the National Women's Institute (INAMU) in the design of the National Policy for the care and prevention of violence against women of all ages (2017-2032) defines symbolic violence as a specific form of aggression against women. It establishes joint action strategies for its eradication. One of these strategies is to articulate the work of academia, civil society, state, and academic institutions. The introduction of the category represents an advance in recognition of symbolic violence as an expression of gender inequality.</p>
<p>EVIDENCE</p>	<p>1. The development of gender-based Public Policies</p> <p>On March 8, 1990, the Law for the Promotion of Women's Social Equality entered into force in Costa Rica (Law No. 7142). Article 1 states that the state is obliged to "ensure that women do not suffer any discrimination because of their gender and that they enjoy equal rights as men, whatever their marital status, in all political, economic, social spheres. and cultural, following the Convention on the Elimination of All Forms of Discrimination against Women, of the United Nations, ratified by Costa Rica in Law No. 6968 of October 2, 1984." (1990, p. 1).</p> <p>Even though there's not content related to media representation of violence against women in Law 7142, but it opened a path to the creation of a Women's Ombudsman, which goal is the identification and prevention of Gender discrimination in Costa Rican society.</p> <p>In the case of the Law of Telecommunications (Law 8642, 2008), there's no reference to media's social responsibility on the eradication of prejudices, and the reproduction of gender stereotypes, although both issues included in CEDAW, signed by the Republic of Costa Rica.</p> <p>In Law 7586 Against domestic violence, passed in 1996, amended in 2010, appears specific forms of violence are defined and framed within the domestic</p>

sphere and mediated by the victim-perpetrator relationship. As in the case of the Law for the Promotion of Women's Social Equality, the Law Against Domestic Violence and the Law on Criminalization of Violence Against Women there is no reference to media content or the impact of the media on the reproduction of gender roles and stereotypes, understanding this as a form of symbolic violence. Since 2015, it is possible to find some actions to develop and actualize gender equality prevention of VAW policies at the national level, included some issues related to mass media communication.

The Instituto Nacional de las Mujeres (INAMU) developed in 2017 the National Policy for the Attention and Prevention of Violence against Women of All Ages Costa Rica 2017-2032 (PLANOVI). PLANOVI incorporates the "regulation and control of the use of images and treatment of sexist and sexist contents to promote an ethic for equality between women and men" as part of the strategic actions of the promotion of a non-sexist culture."

Meanwhile, the National Policy for Effective Equality between Women and Men (PIEG, 2018), also developed by INAMU, considers the role of the media and advertising in "changing socio-cultural patterns and gender stereotypes that legitimize violence towards women and gender inequalities" (p.53-54). Even though the Action Plan unpublished at this moment.

## 2. Media contents: Advertising

In 2016, the OCP actualized the outlines to analyze advertisement contents according to CEDAW and Belem do Para Conventions. However, this update is not covered by reform to Law No. 5811 Law of the control of Propaganda (1975), which will allow its most effective compliance.

Law No. 5811 has many limitations to achieve effective regulation of discriminatory content for women in advertising. Some of them are: 1) concentration on explicitly sexual or violent content, 2) protection focused solely on commercial advertising, 3) lack of economic sanctions and remedial measures by the advertising companies that incur the inappropriate practices, among others (Ordonez & Carpio, 2019).

Between 2016 and 2018, the OIMP received 178 citizen complaints about "bad advertising practices," in commercial and non commercial advertisements pieces, by an average of 29.6 advertisers per year, of which 87.5% belong to the private sector, and the remaining percentage corresponds to autonomous, public, and non-governmental organizations.

The OCP reported 184 complaints from 2018 to June 2019; it received 131 consultations by advertising companies or agencies previous the launching of advertising campaigns, and a total of 122 resolutions issued to the withdrawal of inappropriate content in different media.

## 3. Media contents: the news

Each newspapers: "La Teja", "Diario Extra" and CRHoy.com have sections dedicated to the publication of images of sexualized bodies of young women. This shows that the legal limitations of the Costa Rican State and specifically the Comisión para el Control de Espectáculos Públicos (CCEP) to regulate inadequate use of women's images in printed and digital press. The Ombudsman's Office ruled in 2009 against these practices, according to file No. 19972-2008-SI. In 2016, a citizen filed a lawsuit against the newspapers. The lawsuit was declared without place, according to court file 14-002990-1027-CA. According to the National Chapter of Global Media Monitoring Report developed by GEMA (GEMA, 2015), women appear in 25% of the press, while men appear 74% in traditional news media. In internet news media, women appear in 37% of the news. Women are cited as experts, only 25% of times, while men represented

66% of times as government and political leaders. Women's interventions in news media contents refer to the domestic sphere or cultural issues.

In the news, women play mainly the role of victims of violence. Femicide and domestic violence are the most described types of VAW, and women appear regularly as victims and men as perpetrators. 85% of news appear in Crimes Sections of the newspapers (GEMA, 2015).

According to a study (Martínez, 2019), news about political violence against women has taken relevance during 2018. Media news about femicides keep been the most important in terms of news coverage of VAW. But violence against women in Costa Rican parliament became one of the media issues in 2018.

#### 4. Participation of women in the mass communication industry

Universities in Costa Rica offer careers in journalism, advertising, audiovisual communication, and public relations in private universities. Only one of the five public universities in the country provides the degree of interaction.

Career	Public universities	Private Universities
Communication	1	0
Journalism	1	6
Social Communication	1	0
Advertising	1	4
Public relations	1	3
Audiovisual and Multimedia Communication	1	4

In the curricula of the universities, there is a systematic absence of a gender or human rights perspective of women in the curriculum design.

There are few data to describes women's situation in the media industry in Costa Rica. The State of Education Report (2015) identified the growth of women professionals of communication in 2000, 2004, and 2007 were women 60% of the working force in 2015 (the State of Education, 2015: 195). According to data provided by the College of Journalists of Costa Rica as of April 2015, there were 2,551 registered journalists, of which 1,537 were women and 1,014 men. In the advertisement industry, according to Hidalgo (2018) and Rodríguez (2016), the working environment in this industry is "predominantly masculine," and sexism jokes are part of women's everyday life. As Rodríguez (2016) affirms: women in creative areas in the advertisement "are aware of the difficulties they face every day in the industry," such as "sexism, exhausting schedules and the lack of balance between work and personal life".

#### 5. Ethical codes and self-regulation

Unlike other Latin American countries, Costa Rica does not exist normative or laws that expressly obliges advertisement and media industries to develop codes of conduct and self-regulation in gender equality promotion (Ordoñez & Carpio, 2018; Ochoa, 2017).

Recently, the Community of Communication Companies of Costa Rica (COMMUNITY) developed its Code of ethics to "promote respect for Human Rights, and refrain from performing any discriminatory practice, disrespectful, illegal or undesirable."

The Code encourages to eradicate sexual harassment in the workplace. Also, promote "equal opportunities, without discrimination of any kind: gender, ethnicity, religion, sexual preference, socioeconomic status, or any other discrimination contrary to human dignity." (Art. 23 and Art. 24)

The leading television broadcasters in the country, Repretel, and Teletica do not have any code of conduct accessible to the public. In 2018, the National Radio and Television System created the Ombudsman of Audiences, so audiences could be able to report sexist or misogynistic contents that undermine the dignity of women or discriminate against people because of their sexual orientation or gender identity, in radio and television.

The professional association Colegio de Periodistas de Costa Rica (COLPER, 2011) has a code of ethics in which there is no reference to gender equality or control of media content that discriminate, make invisible or violate women. Although in Article 2, it states: "Respect the rights of children, adolescents, women, the elderly, people with disabilities, nature, and pluralism in all areas of human relations." (P. 21).

#### 6. ICTs education with a gender perspective

There is no record of the incorporation of the gender perspective in the academic curricula of public or private universities in the country ICTs related careers. Currently, there is no formal training program in this area, at the graduate or postgraduate level. There are some policies to improve the access of women to ICTs careers developed by Ministerio de Ciencia, Técnica y Tecnología (MICITT, 2019).

At research level, the University of Costa Rica (UCR) have developed activities, research and community projects and programs related to gender, media and ICTs issues: such as the Women's Image Observatory (OIMP) at Center of Research in Women Studies (CIEM), Representation of VAW, Women professionals in Advertisement, Gender and Media Policies in Costa Rica, all of them as part of Gender and Cultural Practices of Center of Communication Research (CICOM).

#### 7. Good Practices in the promotion of gender equality in media and communication

The University of Costa Rica Channel broadcast "Palabra de Mujer," a television program that contributes to "modify the current cultural patterns and to highlight the productive, reproductive and community role of women. UCR Radio broadcast "Gender Visions," which contributes to "a more equitable society between men and women."

Various NGOs and public institutions have developed strategies to watch media and advertisement content and to promote awareness about media representation of women. They have also contribute to creating training spaces for audiences, opinion leaders, and decision making actors. OIMP; Central American Gender and Media Observatory (GEMA), the Gender Observatory of Violence against Women and Access to Justice of the Ministry of Justice, and the Sexismographer developed by the filmmaker Laura Astorga, are an example of this.

In 2019, during the International Film Festival (held by the Costa Rican Center for Film Production, Ministry of Culture and Youth), female directors and co-directors represented 52% of the material exhibited during the Festival.

In the area of ICT, the chapter on Women in Digital Technologies of the Chamber of Information and Communication Technologies (CAMTIC) since 2016 seeks to "promote the integration of more women" to this sector, as well as the creation of

	the network Tic-as and the celebration of female Hackathons at national and Central American level, driven by the Sulá Batsú cooperative.
RECOMMENDATIONS	<ol style="list-style-type: none"> <li>1. To share this information with Instituto Nacional de las Mujeres (INAMU) in order to develop some articulate strategies between institutions</li> <li>2. To create an intersectorial expert group of NGO, Public and Private Institutions, in order to generate information with impact in public opinion</li> <li>3. To develop research about indigenous women, because at the moment there's not available data on the subject.</li> <li>4. To create space for dialogo between universities in order to incorporate gender contents in academic curricula</li> </ol>
REFERENCES	<p>Global Media Monitoring Project (2015). América Latina. Proyecto de monitoreo global de medios 2015. Informe Regional. Retrieved from <a href="https://goo.gl/JRPAgY">https://goo.gl/JRPAgY</a></p> <p>Hidalgo Mora, Silvia. (2019). El entorno de la creación de mensajes publicitarios en temas de género: una visión desde la experiencia de creativos y creativas. Informe final de investigación. CICOM, UCR. Documento sin publicar.</p> <p>Instituto Nacional de las Mujeres. (2015). Segundo Estado de los derechos de las Mujeres en Costa Rica / Instituto Nacional de las Mujeres. San José, Costa Rica: INAMU.</p> <p>Instituto Nacional de las Mujeres. (2016). III Plan de Acción de la Política Nacional para la Igualdad y Equidad de Género. San José, Costa Rica: INAMU.</p> <p>Instituto Nacional de las Mujeres. (2017). <i>Política Nacional para la Atención y la Prevención de la Violencia contra las Mujeres de todas las Edades Costa Rica 2017-2032</i>. San José, Costa Rica: INAMU.</p> <p>Instituto Nacional de las Mujeres. (2018). <i>Política Nacional para la Igualdad Efectiva entre Mujeres y Hombres 2018-2030</i>. 2 ed. San José, Costa Rica: INAMU.</p> <p>Martínez, Yanet, &amp; Jiménez, Claudia. (2016). Los sucesos de la violencia: Mapeo de noticias sobre violencia contra las mujeres en el mes de julio de 2015 en los diarios La Prensa, Nicaragua y Prensa Libre, Guatemala. Cuadernos Inter.c.a.Mbio Sobre Centroamérica y El Caribe, 13(2), 17–38.</p> <p>Martínez, Yanet (2019) Tensiones entre libertad de expresión y derechos humanos de las mujeres en el caso de las noticias sobre violencia contra las mujeres en nacion.com y crhoy.com en 2018. En: Boza, Giselle (ed.) // <i>Informe de Libertad de Expresión en Costa Rica</i>. PROLEDI, Universidad de Costa Rica, San José</p> <p>Instituto Nacional de las Mujeres. (2019). <i>Tercer Estado de los Derechos Humanos de las Mujeres en Costa Rica</i>. San José, Costa Rica: INAMU.</p> <p>Ochoa, L., Cubero, E., &amp; Castro, A. (2017). Leyes de comunicación en América Latina: Derecho a la comunicación con perspectiva de género. Cuadernos Inter.c.a.Mbio Sobre Centroamérica y El Caribe, 14(2), 44–76.</p> <p>Ordóñez Laclé, Camila. (2016). <i>Retos, reflexiones y recomendaciones para favorecer una cultura publicitaria respetuosa de los derechos de las mujeres y de la igualdad de género en Costa Rica</i>. San José, Costa Rica: UCR. Centro de Investigación en Estudios de la Mujer.</p> <p>Ordóñez Laclé, Camila y Carpio Alvarado, Cristina. (2019). <i>Regulación de la publicidad con perspectiva de género: una revisión de la legislación iberoamericana</i>. Informe final de investigación. CIEM, UCR. Documento sin publicar.</p> <p>Rodríguez, Diana. (2016). <i>El rol de la mujer en el proceso creativo de la publicidad y la construcción de mensajes sexistas</i>. Resumen en español. San José, Costa Rica: Universidad para la Paz.</p>
LIST OF AUTHORS	<p>Camila Ordóñez Laclé, Center of Research in Women Studies, University of Costa Rica</p> <p>Vilma Peña Vargas, GEMA, Costa Rica</p> <p>Yanet Martínez Toledo, Center of Communication Research, University of Costa Rica</p>

Existing Good Practices	Links to BPfA	Links to SDGs
<p>TV Program “Word of Women”  <a href="http://www.canal15.ucr.ac.cr/palabrademujer/">http://www.canal15.ucr.ac.cr/palabrademujer/</a></p> <p>Radio Program “Gender Vision”  <a href="http://radios.ucr.ac.cr/radio-870/programas?playlist_name=visionesdeg%C3%A9nero">http://radios.ucr.ac.cr/radio-870/programas?playlist_name=visionesdeg%C3%A9nero</a></p>	<p>239 e) Encourage, to the extent consistent with freedom of expression, these bodies to increase the number of programmes for and by women to see to it that women's needs and concerns are properly addressed;</p>	<p><b>5.1</b> End all forms of discrimination against all women and girls everywhere</p> <p><b>5.2</b> Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation</p>
<p>Audiences Ombudsman of National System of Radio and Television (SINART)  <a href="http://defensoriadelasaudiencias.sinart.go.cr/">http://defensoriadelasaudiencias.sinart.go.cr/</a></p>	<p>240. Develop, consistent with freedom of expression, regulatory mechanisms, including voluntary ones, that promote balanced and diverse portrayals of women by the media and international communication systems and that promote increased participation by women and men in production and decision-making.</p>	<p><b>5.1; 5.2</b></p>
<p>Observatory of Women in Advertisement (OIMP)  <a href="http://oimp.ciem.ucr.ac.cr/">http://oimp.ciem.ucr.ac.cr/</a></p>	<p><b>239 b)</b> Support research into all aspects of women and the media so as to define areas needing attention and action and review existing media policies with a view to integrating a gender perspective;</p> <p><b>243. a)</b> Promote research and implementation of a strategy of information, education and communication aimed at promoting a balanced portrayal of women and girls and their multiple roles.</p> <p><b>c)</b> Encourage gender-sensitive training for media professionals, including media owners and managers, to encourage the creation and use of non-stereotyped, balanced and diverse images of women in the media;</p> <p><b>d)</b> Encourage the media to refrain from presenting women as inferior beings and exploiting them as sexual objects and commodities, rather than presenting them as creative human beings, key actors and contributors to and beneficiaries of the process of development;</p> <p><b>e)</b> Promote the concept that the sexist stereotypes displayed in the</p>	<p><b>5.1; 5.2</b></p> <p><b>5.C</b> Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels</p>

	media are gender discriminatory, degrading in nature and offensive;	
Research Program "Cultural Practices gender and communication" of Center of Communication Research, University of Costa Rica	<b>243 a); c); d)</b>	<b>5.1; 5.2; 5.C</b>
Graduate course "Communication ,gender and sexualities" Mass Communication School, University of Costa Rica Postgraduate course "Gender, Communication and Development", Postgraduate Program in Communication, University of Costa Rica	<b>243 a); c); d)</b>	<b>5.1; 5.2; 5.C</b>
Central America Observatory of Gender and Media (GEMA) <a href="http://www.observatoriongema.com/">http://www.observatoriongema.com/</a>	<b>242. a)</b> Encourage the establishment of media watch groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly reflected; <b>e)</b> Encourage the media industry and education and media training institutions to develop, in appropriate languages, traditional, indigenous and other ethnic forms of media, such as story-telling, drama, poetry and song, reflecting their cultures, and utilize these forms of communication to disseminate information on development and social issues.	<b>5.1; 5.2</b>
Observatory of Gender Violence Against Women and Access to Justice <a href="https://observatoriodegenero.poder-judicial.go.cr/">https://observatoriodegenero.poder-judicial.go.cr/</a>	<b>243. d)</b>	<b>5.1; 5.2</b>
Sexismograph <a href="https://www.facebook.com/sexismografo/">https://www.facebook.com/sexismografo/</a>	<b>242 a)</b>	<b>5.1; 5.2</b>
Women and ICT Chapter, CAMTIC <a href="https://www.camtic.org/sobre-camtic/capitulos/capitulo-de-mujeres-en-tecnologias-digitales/">https://www.camtic.org/sobre-camtic/capitulos/capitulo-de-mujeres-en-tecnologias-digitales/</a>	<b>242. b)</b> Train women to make greater use of information technology for communication and the media, including at the international level <b>244. c)</b> Create networks among and develop information programmes for non-governmental organizations, women's organizations and professional media organizations in order to recognize the specific needs of women in the media, and facilitate the increased participation of women	<b>5.5</b> Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life

	in communication, in particular at the international level, in support of South-South and North-South dialogue among and between these organizations, inter alia, to promote the human rights of women and equality between women and men	
Red Tic-As y Feminist Hacktons <a href="https://hackaton.sulabatsu.com/">https://hackaton.sulabatsu.com/</a>	<b>239 f)</b> Take effective measures or institute such measures, including appropriate legislation against pornography and the projection of violence against women and children in the media. <b>242 b)</b>	<b>5.5</b> <b>5.B</b> Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women