ECUADOR

SITUATION OF WOMEN IN THE MEDIA AND ICTS

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INTRODUCTION

The Beijing Platform for Action (PAB), together with the activism of the women's movement, have been decisive for the Organic Law of Communication, promulgated in 2013, to recognize the rights of women to a dignified communication without sexism, without discrimination for reasons of gender and free of sexist violence. In the Ecuadorian context, the PAB allowed to revitalize the Convention of Belem do Pará, and to facilitate the legal development of regulations in the Organic Integral Criminal Code that, with the inclusion of the figure of femicide in 2014, promoted a different treatment of the informative material which gradually went from the passion crime approach to gender violence. Finally, the Integral Organic Law to prevent and eradicate violence against women, enacted in 2018, includes in its "Statement of reasons", the broad mobilization of the women's movement on the subject of the PAB, and its subsequent gravitational role in the design of regulations and public policy that favors the human rights of women. This normative body is the most recent in insisting on the role of the media in the dismantling of the cultural patterns that sustain machismo and gender violence (Registro Oficial, 2018).

For its part, the 2030 Agenda promotes particular designs, such as the academic curriculum, in which the estimates of the agenda are recorded together with the country's commitments to build an equitable society, free of violence, discrimination and sexism.

EVIDENCE

1. Freedom of expression (violence against women journalists, including online violence, protection mechanisms, etc.)

From a meeting place between women journalists promoted at the Zarelia Festival: Journalism, Digital Media, Gender and Feminisms, a festival organized by the El Churo Foundation, Wambra Community Digital Media and the IDEA Initiative, a diagnosis was made on the situations that particularly affect women journalists. Some of the situations that were registered at the national level were:

- Sexual and labor harassment: both inside and outside the workplace; that is, if you are not a direct boss or co-worker, there may be a male source who comments on harassment of women. Among colleagues there are warnings about the type of clothing to wear, or what behaviors to expect from an identified source. We must add the lack of support from the media in which the journalist works, since when a woman has pointed to her superior situations of gender violence, whether from a partner, editor or a source, in instead of supporting the victim and taking measures to curb these situations, at the most they are called to attention, the woman is required to continue her work with her aggressor, and she is even asked to exploit the situation to her please and get some information that is required.

- The exclusion of women in policy coverage, or other media spaces, makes very few women interested in these issues.

- Censures to gender issues: many women journalists who have a sensitivity to gender inequalities, often propose different issues and approaches to cases of gender violence, among others. This results in a dynamic of permanent struggle, and in an extra work of pedagogy towards their classmates, editors and bosses. Although there are times when it is possible to convince editors and colleagues, in others it is not achieved, generating an over-effort, an increase in work pressure, frustration, mental health problems or the dropout of their work spaces.

- Mental Health: the mental health of journalists is a topic very little addressed and worked from the editorial offices. Although they are exposed to situations of violence by their own work, the media rarely, or never, have psychological containment protocols. If we add to this the lack of protocols for action in situations of risk and internal conflicts, the result is a high impact journalistic work for the mental, emotional and physical health of its professionals, especially women.

- Maternity and profession: women journalists discuss their difficulties in maintaining their jobs in the media when they are mothers. They are considered to be less productive, and a hostile environment is generated that prevents them from continuing in their work.

- Data scarcity: there are no specific or official data on the situation of women journalists. Therefore, it was proposed to prepare a regional survey that would be constructed in a participatory manner with the purpose of identifying the risks and difficulties for both communication workers, journalists and entrepreneurs of communication projects. The survey would include topics such as labor relations and conditions, internal and external risk situations, maternity, etc.

2. Gender and Communication Policies (laws, regulatory frameworks, policies, etc.)

In 2013, the "Organic Law of Communication" is promulgated, which in article 32 establishes the protection of children and adolescents against revictimization in cases of sexual violence. Article 62 prohibits the dissemination of discriminatory content; in 94 prohibits the dissemination of sexist advertising; and in 67 prohibits contents that make an apology for violence. For the purposes of gender equality, a relevant citation is that of article 43 which establishes parity between men and women in the work composition of the media. (Registro Oficial, 2013)

In 2018, the reform of the Organic Law of Communication included an article of affirmative actions, from which those community media that belong to an organization of people who have suffered historical discrimination by gender can benefit. This article commits the State to implement public policies for this population, as stated in Art. 86, paragraph 1 that proposes a "Permanent Development Fund for the installation, equipment, training, research and production of content with an intercultural approach. and gender […]." (Registro Oficial, 2019)

In addition, the definition of community media included that these be those that foster a rights and gender approach: "Art. 85.- Definition.- The community media are those whose ownership, administration and direction correspond to the movements and social organizations, collectives, communes, communities, peoples and nationalities, universities and polytechnic schools, through which they exercise the right to democratic communication The community media are not for profit and their profitability is social. They have a communication project that promotes broad participation and strengthening of the community they serve and to which they are a part. These media are defined by their pluralistic, inclusive, intercultural, academic, educational and formative programming, with a gender focus, defender of Human Rights and Nature, oriented towards social transformation,

the community life system and Good Living. Its technical, administrative and financial management will be of a community nature." (Registro Oficial, 2019).

For its part, in 2018, the Integral Organic Law is promulgated to prevent and eradicate violence against women, which includes regular article 41 and prohibits the dissemination of content that produces and reproduces violence against women. In Article 37, literal h, the Ombudsman is assigned the power to develop campaigns for the deconstruction and transformation of patriarchal, discriminatory and violent cultural patterns. And Article 31 provides that the governing body in the regulation of communication has the power to "a) Establish mechanisms that guarantee communication content with a gender approach that includes the prevention and eradication of violence against women, girls, adolescents, youth, adults and older adults; b) Develop awareness campaigns to disseminate content that promotes women's human rights and to prevent and eradicate violence against women; c) Guarantee educational contents that promote sociocultural changes and the eradication of gender stereotypes that promote violence against women, girls, adolescents, youth, adults and older adults; d) Develop and implement awareness and continuing education programs aimed at media personnel, on women's human rights, gender focus; and, e) Ensure compliance with regulations that avoid discriminatory, sexist content or that promote violence against women, girls, adolescents, youth, adults and older adults in the public, private and community media ." (Registro Oficial, 2018)

3. Content in the media (representation of women in the news -GMMP-, sexist stereotypes, etc.)

In 2014, the Observatory of judicial and media sentences, of the Corporation Humanas Ecuador, applied to ten newspapers of national circulation of the country, establishes that, when dealing with gender violence, these media develop the following informative trends:

- "As of 2011, the term femicide is incorporated into the news and begins to be used more accurately in 2013 and 2014, although there is still some confusion between femicide and feminicide. As of March 2014, information on deaths of women (by gender) falls under the figure of femicide and not murder.

- […] The absence of testimonies and life stories is almost 100%, as if women and women's bodies were invisible.

- […] The newspapers remain in a dangerous simplification by reiterating arguments such as madness, jealousy obfuscation or alcohol, with the result of attenuating or exempting the perpetrator from abuse or crime." (Diego 2014, 33-38)

In 2014, the study "Equality, diversity and discrimination in the media", carried out by the National Councils for Equality and the Ministry of Economic and Social Inclusion concludes: "Important visibility as a result of social struggle, persistence of treatment as objects, victim / sexual object. Persistent mechanism, morbidity about inequality. Justification of violence from a cultural perspective, underestimation of capacities." (CORDICOM 2016, 21)

In 2015, the global media monitoring of March 25 concludes, in relation to the news situation, that:

- "In radio, press and television, 50% of women appear related to notes on science / health, 38% with celebrities / arts / sports, 29% on social / legal issues, 23% with economics and 15% on topics of crime / violence. On the other hand, 85% of men appear in notes related to crime / violence, 77% to economic issues and 73% to policies / government." (WACC-GAMMA 2015, 10)

- "On the' serious 'issues of the news: politics, government, science and economics, etc., the presence of men continues to be the majority; This realizes that even the 'issues' considered of women are not front-page or important in the media.

- When women are central to the news, they are related to celebrity / arts / sports, social / legal issues and crime / violence issues. This accounts for the bias assumed by the news to address the news.

- In the notes published and disseminated on the day of monitoring, no news or piece of news was found that challenges or questions gender stereotypes." (WACC-GAMMA 2015, 21)

In 2016, the comparative research carried out on forty songs in Ecuador and 38 in Spain, to locate the levels of violence and sexism in the music that is distributed in those countries, regarding Ecuador, gave the following data: The 92, 5% of songs refer to sentimental relationships; 2.5% at physical volence; 50% to psychological violence; 12.5% to sexual violence; 72.5% to implicit sex; 20% to explicit sex; 32% to the desire of a boy to get a girl; 40% upon the breakup of the couple and the desire to return; 20% relative to the love of a boy for another boy; 5% to the incitement to risk behaviors (Jiménez, Vayas, Medina, 2016, 16).

In 2019, CORDICOM investigates the representations and stereotypes towards women in different media of the country, both radio, television and press, as well as in different formats such as the red chronicle, the reality show, the sitcoms, or the informative The conclusions of this research indicate that in the Ecuadorian media, women are persistently represented as "a body of desire"; "A hypesexual body [...] that considers women as an inferior being, and exploits it as a sexual and well-known object"; as "weak, martyr, guilty and / or responsible for abuse infringed upon her; as beautiful and "as an object of contemplation"; as dumb; as "interested [...] according to the stereotype of the bad woman"; as lustful; as a girl [...] weak and incomplete "; as passive [...] unable to act on its own, obedient and subordinate "; as "virtuous [...] the housewife woman"; as "selfless"; as "mother"; as "super woman [...], that is to say, its incorporation into the public sphere does not justify the lack of care of the private sphere, and, in addition, it must look great"; as "dramatic [...], irrational, unable to control their attitudes, emotions and feelings." (CORDICOM 2019, 320-321)

4. ICT content (cyber-violence against women, hate speech sexist, #MeToo and other movements in social networks)

In 2015, the global media monitoring of March 25 concludes, in relation to the management of gender in ICT content, that:

- On the Internet "The presence of women in: Science / health 50%, social / legal 33%, crime / violence 29%, economy 21%, Politics / government 17%, and celebrities, arts and sports 0%.

- In the journalistic notes 60% of the women are identified by their family or kinship situation while only 40% of the men are related to their role in the family.

- Women who are subject in the news are in the following age ranges: 13-18 years 25%; 35-49 years 50% and 65 years or more 50%. The ages of the men are in: 13-18 years 75%; 19-34 years 100%; from 35-49 years 50%; 50-64 years 100%; and 65 years or more 50%.

- The subjects mentioned directly in the notes are 29% women and 71% men, demonstrating that there is a large gap in the presence and participation of women and men in the media.

- The situation of women on the internet, twitter and facebook is similar to that experienced in conventional media such as radio, press and television. Women continue to be stereotyped, excluded and discriminated against for various reasons including their age." (WACC-GAMMA 2015, 14-16)

5. Women in community and indigenous media (women's access to the operation of these media, gender discrimination, etc.)

To date, the presence of women in community and indigenous media is related to the access of communities to the ownership of these media; and with the presence of women in the generation of content in the programming of the mentioned media.

Even so, there are few community media owned by indigenous peoples and nationalities, afro descendants and montubias in Ecuador; and many of the FM radios registered as community, belong to religious groups of the Catholic or Christian Church, evangelical. Finally, in Ecuador there is no single means of community communication that belongs to a women's organization, LGBTI or feminist.

6. Gender and media and ICT industries (women's access and participation at all levels of these industries, particularly in decision-making positions, labor rights, wage inequality, workplace harassment, etc.)

In 2015, the global media monitoring of March 25 concludes, in relation to the distribution of tasks in the journalistic field, that:
- "If we analyze the sex of the reporters according to the media, we observe that in the written press the women reporters are 29% while 79% are men; in radio, the percentage of women is 23% compared to men who occupy 77%; and on television the percentage of reporters corresponds to 24% contrasting with 76% of male reporters." (WACC-GAMMA 2015, 10).
- "In the different media, either as reporters, broadcasters and presenters, in written press women (12) presented 57% of notes and men (9) 43%; in radio 53% of news were presented by women (33) and 47% by men (29); while on television 41% of the notes were presented by women (43) and 59% by men (63).
- Generally in a television studio, the age of reporters and presenters ranges from the following ranges: 19-34 years (6) women 18% men 0%; 35-49 years 71% are women (24) and 85% men (29); 50-64 years women 12% and 65 years or more 15% only men."(WACC-GAMMA 2015, 12)
- "Women are leading reporters in 50% of economic issues; 50% in crime and violence; 33% in politics / government while in other journalistic lines they do not appear (0%).
- On twitter, the specific areas in which women appear as journalists are politics / government 33%; social / legal 33% and crime / violence 33%." (WACC-GAMMA 2015, 15).
- In 2017, the Public Media Registry provides the following information:
- "Of the 5,267 registered workers, 3,755 define themselves as male, figures that correspond to 71.29% of the entire workforce of the social media, while the number of people who define themselves as female, who work in the media it is 1,503,

which represents 28.54% of the media workforce, workers who define themselves in another gender (9 people) represent 0.17%. "

- On the other hand, the 2017 RPM data shows that there are 772 people responsible for senior media management, which includes owners, presidents, general managers and, in general, all top media authorities. Of this total, 70.85% define themselves as male (547), while 29.02% (224) define themselves as female. Only one person defines himself in another gender (0.13%).
- These data show that there is in proportion a greater number of women working within the media in positions related to the areas of production, content, technicians, etc. (30%), than women assuming positions of high responsibility and decision making (24%). However, the figure is quite low when compared to that of men, who reach 70% of production, content, technical, etc., within the media; and 76% of their ownership, which confirms that in Ecuador labor inequality in the communication sector is still a reality that must be modified." (CORDICOM 2019, 99-100)

7. Gender in media education, journalism and ICT (gender perspective in the journalism and communication faculties curriculum, gender dimension in media and ICT education programs, etc.)

CORDICOM (2019) evaluates the role of women in different fields such as education, media industries and communication content. In relation to education, it is pointed out that: "According to 2013 data from the Evaluation, Accreditation and Quality Assurance Board of Education, Ceaaces, women represent 56% of students in 9 main universities in the country. At the Central University, the second largest in Ecuador, women enrolled in the Social Communication degree represent about 55% of undergraduate and 46% of postgraduate students […]. However, this figure is not related to the reality of women working in the Ecuadorian communication industry, where only 30% of all who make it up are women." (CORDICOM 2019, 98)

In 2018, the UNITWIN network on gender, media and ICT, of UNESCO, invited the Faculty of Social Communication of the Central University of Ecuador and the Communication Area of the Andean University Simón Bolívar, Ecuador Headquarters, to participate in the research project "Mapping educational strategies for the creation of journalism, media and ICT curricula sensitive to gender". This project mapped third and fourth level courses, programs and degrees that include or promote gender equality in the media and ICT.

In the first university, it was observed that there is no subject that teaches gender and communication issues. In the second university, it was found that there is a subject entitled "Body and Visuality", which is taught in the Master of Culture Studies of the Area of Letters and Cultural Studies; and another subject called "Communication, gender and representation", which is taught both in the Master of Strategic Communication and in the Reception Studies Department of the Communication Area. Additionally, in this last Area, the research master's degree in Gender and Communication will open for the academic year 2020.2021, which will have an international call. This master's degree relies heavily on the contributions of the UNITWIN Network that are included in the curriculum proposal that was published by UNESCO in 2019. (French 2019)

8. Gender and digital rights (universal access to ICT, women and girls in STEM areas, gender and Artificial Intelligence, gender and Big Data, etc.)

In 2017, the Ecuadorian Institute of Statistics and Census (INEC), carried out the "Information Technology and Communication Technology Survey", which yields the following results:

- The percentage of women using the computer is increasing from 46.1% in 2014, 49% in 2015 to 51.2% in 2016. In 2017 it decreases to 50.6%. (INEC 2017, 10)
- The percentage of women who use the Internet maintains a permanent increase: 45.2% in 2014, 49.6% in 2015, 54.5% in 2016 and 57.3% in 2017. (INEC 2017, 15)
- In the item "Reasons for Internet use", the survey shows the following results: "Obtain information" is increasing from 35.2% in 2014, 36.9% in 2015, 38.0% in 2016 up to 40.7% in 2017. "Obtaining information is imposed on the reasons "Communication in general", "Education and learning", and "Work reasons". (INEC 2017, 20)
- Disaggregated by gender the previous data, women obtain information on the Internet in an increasing way: 34.5% in 2014, 36.1% in 2015, 37.5% in 2016 and 40.7% in 2017. (INEC 2017, 21)
- The percentage of women who have their cell phone activated is increasing: 53.0% in 2014, 54.4% in 2015, 55.3% in 2016 and 58.0% in 2017. (INEC 2017, 25)
- The percentage of women who own a smartphone ranges from 12.9% in 2014, 20.1% in 2015, 29.5% in 2016 to 37.0% in 2017. (INEC 2017, 30)
- Regarding digital illiteracy, the percentages decrease in the case of women: 16.7% in 2014, 14.2% in 2015, 13.4% in 2016 and 12.0% in 2017. (INEC 2017, 39)
- The percentage of women who use social networks from their Smartphone is 31.85% in 2017. (INEC 2017, 41)

9. Access to Information. Freedom of expression and great platforms.

In the journalistic research exercise on gender issues: gender violence, abortion, feminicide, disappearance of women, morbidity and maternal mortality, etc., there is a lack of data classified by gender. The Prosecutor's Office and the Judiciary Council do not have gender disaggregated data on crimes that directly affect the lives of women. Nor does ECU 911 have data disaggregated by gender. This makes it difficult for journalists to properly communicate the issues and make them visible.

RECOMMENDATIONS

1. Ecuador witnessed in 2019, through all types of 2019 screen, the almost live femicide of a woman in the city of Ibarra. Femicide acted in the presence of the impregnated presence of citizens and, what is worse, of the security forces called to protect the population. There was no way to stop the spread of this atrocious fact, because months before the Organic Law of Communication had been amended and all forms of sanctioning control had been eliminated. Because the self-regulation of the media has historically been ineffective in curbing content that denigrates and exposes the lives of women and gender / generic diversities, it is recommended that the Ecuadorian State develop the corresponding sanctioning regulations that regulate the dissemination and promotion of content that promotes discrimination, sexism and gender violence.

2. It can be seen from the above that harassment and violence against communicators and journalists persist. The Ecuadorian State is recommended to legislate and create regulations at the level of regulations that expressly condemn and punish harassment and gender violence against communicators and journalists in all areas and platforms.

3. There are different regulations that benefit women and sex / diverse populations; However, their application remains difficult or scarce. The Ecuadorian State is recommended to generate all the regulations that make the norms in terms of gender, women's human rights and communication operational.

4. The Ecuadorian State is recommended to provide sufficient economic means for the accurate and timely application of laws that allow women and sex / generic diversity to have a non-discriminatory, non-sexist communication, and supported by cultural patterns that do not encourage culture of sexist violence.

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