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## **ANALYSIS OF THE GENDER PERSPECTIVE IN THE COMMUNICATION MEDIA IN MEXICO AND THE IMPORTANCE OF ITS INCLUSION IN UNIVERSITY CURRICULAS WITH A JOURNALISTIC APPROACH**

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## INTRODUCTION

Gender violence against women in the press is becoming more latent every day. We have become accustomed to reading, listening and seeing journalistic notes that violate the vulnerable conditions of women who are part of the culture or already a tradition.

Phrases that degrade, humiliate, exhibit and mock the condition of women are continually written in the Mexican press without legal action being taken in this regard. There is also a phenomenon that in the same way can be categorized as gender violence, which is to minimize violent acts against women.

The issue of gender violence against women in the press has a social impact because it involves all of us. We are all responsible for this type of violence, from the editor to the reader, we are in collusion, since we consume the information that becomes our reading.

This will continue to happen in the face of a lack of education with gender equality. Faced with the myopia of the readers or the consumer of notes, they go on a daily basis to constitute the information of our world without detecting gender violence.

The education of readers must be an important part of this work to prevent and eradicate violence against women with the help of the media. But it must also be pointed out that we must educate from the universities those who are the transmitters of information, that is, future journalists, reporters, publishers, writers, communication experts, etc.

Currently in Mexico there are approximately 423 communication careers with a focus on journalism and only one of them is a subject on gender that it is the Intercultural University of Chiapas; in her Bachelor's degree in intercultural communication; and the subject is entitled "Gender and Rights".

Therefore, through this research, it is

about making visible the lack of academic preparation in universities in careers related to the media on violence against women in the Mexican media.

## PROBLEM STATEMENT

In 1980, the United Nations Organization recognized the Mass Media as media that reinforce gender stereotypes in the use of images and content of their speeches, referring men to the public space and women to domestic and family spaces.

Communication campaigns must encourage the construction of respectful relationships on equal terms between men and women and the recognition of their contributions to society in all areas. It is through the media that the elimination of all forms of gender violence, roles, stereotypes that generate discrimination against women must be promoted.

UNESCO, which is the agency of the United Nations for Education, Science, and Culture for its acronym in English, has already pointed out the importance that the media imply for education, since they are the ones who create the guidelines on what is correctly valid in a society and what is not, on what is appropriate or not, since the media are a source of information that with practice becomes culture, said agency states the following: "Given the importance of "the media as the way in which society learns about itself and shapes the understanding of values"<sup>1</sup>.

In 2014, UNESCO launched the Gender Indicators of Communication Measures (GSIM) for its acronym in English. Among other results, it shows that in the media men occupy 74.1% and 72.7% in managerial and executive positions, respectively.

76% of the people who read, watch and/or listen are men. The picture of the world that

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1 UNESCO (2008) Media Development Indicators: Framework for evaluating the development of social media. <http://unesdoc.unesco.org/images/0016/001631/163102S.pdf>

is presented in the news is still predominantly male (global media monitoring project 2010, who is in the news?).

The media have a great influence within any society, that is unquestionable, they reinforce gender stereotypes in the use of images and content of their speeches, they highlight the masculine presence in the public space and women in domestic and family spaces, They naturalize macho and sexist behaviors that degrade women and with the passage of time they are welcomed by a society that makes them its own.

The vast majority of people depend on what the social media reports, since they are the ones who have information about facts that we cannot verify through our senses, therefore we take the information as true.

The media have been trained, legislation has been passed to regulate content that threatens victims, all of the above has been a great achievement, but it has not been enough. What if we try sowing a seed in the new generations of communicators, reporters, presenters or announcers from the University?

For the Chilean María Teresa Ruiz, “language is relevant because it builds the way in which the world is understood, so when we see that in the media and it is used irresponsibly, in general, not only in terms of gender, we know that this use generates effects. When it comes to sexist practices, this is even more important, and makes us think as a society about how to prevent this way of acting from transferring to everyday life, or worse, how to eradicate it”.

In this regard, we point out that the world of communication has been managed by men, they have been the ones who direct, edit, give their opinion, decide, and really the problem is not that, but rather that it has been done without a gender perspective. And this has historically translated into the creation of domestic roles for women linked only to the

tasks that are characteristic of the biological role, such as motherhood and also the upbringing of sons and daughters.

We can talk about 3 waves in the empowerment of women. The first is located in the triumph of the women’s movement for the vote and recognition of their political rights, the second is located in the sixties approximately where the recognition of the sexual rights of women was achieved. women, freedom of expression among others and the third which I place in 1995 when the Beijing platform is celebrated, where the actions to achieve the empowerment of women in the world are clearly outlined. In the last two social media, it was a topic of relevance.

The media have the opportunity to prevent, eradicate stereotypes, stigmas that violate and discriminate against women or to perpetuate and legitimize them, it is these who through culture can be allies in changing the collective thinking of a society regarding the perspective and gender violence, equality for women, discrimination stereotypes among other topics.

Currently, as already mentioned, the curricula at the national and local level do not have a focus on the gender perspective, its implementation is necessary, because despite public policies, the great progress legislation in favor of the equality of women and men, there seems to be no truce with gender discrimination and violence, especially against women.

This problem must be addressed from an early age, from home, from basic education, however, when people decide to study the media, it is essential that the gender perspective be the basis of their communication, since they will be the future architects of culture.

The French sociologist Pierre Bourdieu established the term symbolic violence in the 1970s, describing it as violence that does not use physical force, but rather the imposition

of power and authority; its manifestations are so subtle and imperceptible that it is allowed and the spaces where it is presented can be educational, labor, economic, etc. and through institutions such as the family, school, church, and the media, images, messages, values, and norms are transmitted that reinforce gender stereotypes and determine the thoughts, perceptions, and actions of those accepted by the dominator and the dominated.

The media play an important role by being part of the dissemination of culture, at least in Mexico, the National Survey of Audiovisual Content Consumption 2018 ENCCA for its acronym, in its most recent edition which began in November 2018 and concluded in the month of January 2019 reveals that 98% of the households surveyed have a television, and that each household reaches almost two televisions per family, in addition to the fact that the daily consumption time of said medium exceeds five hours a day. In addition to the content offered by television stations, we consume the commercials or advertisements that they offer.

Through history we can see that the symbolic violence indicated as already mentioned in the 1970s was presented in the media legitimizing the role of women in the home, taking care of the family, family spending, attending to the husband and the latter as the provider and protector of the family. We saw it inside the programs, the movies, in the commercials and also in the news, but we still hear it on the radio, we read about it in magazines, newspapers and in the literature.

Symbolic violence through the media has a strong impact on society as it becomes an indicator of behaviors, criteria and references where the messages that are sent to the community have the people who receive the violence as accomplices without knowing it. information to consumers.

This is how the media legitimized gender roles such as that of the Mexican macho who is dedicated to providing and being the head of the family, while the place of women would be with their sons, daughters, cleaning and sacrificing themselves for the family, whatever is closest to perfection.

Given this scenario, communication and journalism schools are committed to educating with a gender perspective in order to eradicate and prevent any type of violence and discrimination against women.

We have experienced the perpetuation of gender roles, of stereotypes through the media that have been in charge of legitimizing them and, in their extreme, even punishing through discrimination those who do not take seriously the role that society has assigned them.

The first step is for the Mexican State and Coahuila specifically to have a legal framework for institutions, whether public, private or decentralized, such as the Autonomous University of Coahuila. This step is satisfactory at the local level. Well, as we will address later, we have the necessary legislation to address the need to deal with the issue.

As a second step, we have to take care of incorporating the legal precepts into practice, such that Universities take their responsibility and include the gender perspective in the curricular, so that university students are aware of the inequalities that are experienced. in the professional field, in addition to generating awareness and commitment to eradicate all those manifestations of hate, discrimination, inequality, stereotypes and roles that have accompanied Mexican culture in the audiovisual media.

Although it is true that it is not a requirement that all people who work in the communications sector have studies in communication, journalism or other related fields, it is also a requirement that those

who decide to study it have a perspective in accordance with the needs of a society that is eager for professionals who have the sensitivity and preparation to stop legitimizing information full of messages that perpetuate inequalities between men and women.

It must be noted that as the communicators point out, they are not the ones who decide what information or advertising is handled in the audiovisual media, that in the majority it is the businessmen, the publishers who have the last word, however the latter rely on the knowledge technicians from people trained in the media, in the sale of advertising, it is there where an area of opportunity is seen for professionals in the field, creating cross-cutting policies within companies to eradicate discriminatory and unequal practices, is the great challenge.

## **NATIONAL LEGAL FRAMEWORK**

In accordance with the General Law of Access to a life free of Violence for women, in its article 3 section IX it defines that the gender perspective is defined as:

“IX. Gender Perspective: It is a scientific, analytical and political vision of women and men. It is proposed to eliminate the causes of gender oppression such as inequality, injustice and the hierarchization of people based on gender. Promotes gender equality through equity, advancement and well-being of women; contributes to building a society where women and men have the same value, equal rights and opportunities to access economic resources and political and social representation in decision-making arenas;”<sup>2</sup>

From this definition we can establish that since the gender perspective is a scientific, analytical and political vision of men and women, it is therefore necessary that communicators, journalists, editors and other personalities in the media and on social

<sup>2</sup> general Law on Women's Access to a life free of violence

<sup>3</sup> general Law on Women's Access to a life free of violence

networks have the scientific bases of this subject, that better than the Universities take the social responsibility that corresponds to them.

The same Law mentioned in its article 17 states the following:

ARTICLE 17.- The Mexican State must guarantee women the eradication of violence in the community, through: I. Re-education free of stereotypes and warning information about the state of risk faced by women in an unequal society and discriminatory; II. The design of a monitoring system for the violent behavior of individuals and society against women, and III. The establishment of a data bank on protection orders and the persons subject to them, to carry out the corresponding criminal policy actions and facilitate the exchange of information between the instances.<sup>3</sup>

The General Law on Women's Access to a Life Free of Violence indicates the creation of the national system to prevent, address, punish and eradicate violence against women, which includes the Secretary of the Interior and the Secretary of Public Education, both Secretaries that play an important role in education, and the regulation of programs in the media.

The aforementioned order outlines the guidelines for doing work in universities, which without pointing it out directly, what is proposed is that based on education, professionals are trained with a gender perspective, since as has been proposed at an international level, inequality between men and women is a matter of all, because it translates into an incomplete democracy, underdevelopment, lack of growth for the entire population.

At the local level, Coahuila has the Law on Women's Access to a Life Free of Violence, which in its article 2 sections IV and V establishes the following:

Article 2. The purpose of this Law is:

IV. Guarantee the right to education with a gender perspective, free of prejudice, without stereotyped behavior patterns, based on concepts of inferiority or subordination;

V. Propose measures to raise awareness and sensitize the community, with the purpose of preventing and eradicating all forms of violence against women;<sup>4</sup>

The foregoing is important, because derived from the General Law for Women to a Life Free of Violence, Coahuila assumes at its local level, the commitment to educate with a gender perspective, regardless of the level of education it refers to, education In Coahuila it must be taught according to the Law in reference to a gender perspective, free of prejudices, without patterns of behavior, all of the above suggests that there must be a review on this subject at the university level, who takes care that what is in the Law is fulfilled in higher education in Coahuila?

Responding to the previous question, the SEDU Secretary of Public Education in Coahuila, is in charge of a program called Gender Equality and Human Rights, this only addressed basic education, through the implementation of policies, personnel training, among other activities through collaboration with other state and national institutions. However, higher education is not included in its target population.

While the State Law of Education in Coahuila in its article 7 states the following

ARTICLE 7.- The education provided by the State, Municipalities, decentralized agencies, decentralized bodies and individuals with authorization or recognition of official validity of studies will have as its objective the full development of the human personality and the strengthening of respect to human rights and fundamental freedoms;

4 Law on Women's Access to a Life Free of Violence for the State of Coahuila

5 State Education Law for Coahuila

6 State Education Law for Coahuila

It will promote understanding, tolerance and friendship among all nations and all ethnic or religious groups for the maintenance of peace. In addition to the purposes and criteria established by Article 3 of the Political Constitution of the United Mexican States and the General Education Law, the following purposes:

V.- Promote an awareness of respect for the rights of individuals and society to promote a better human coexistence; VI: To seek the necessary conditions for the eradication of social inequalities and thus contribute to the construction and development of a society with better living conditions;<sup>5</sup>

It is also of special interest what it offers in its article 7 bis

ARTICLE 7 Bis.- The criteria that will guide the education that the State and its decentralized organizations impart - as well as all preschool, primary, secondary, upper secondary, normal education and others for the training of teachers of basic education that individuals impart-will be based on the results of scientific progress; will fight against ignorance and its causes and effects, servitudes, fanaticism, prejudices, the formation of stereotypes, discrimination and violence, especially that exercised against women, girls, boys and adolescents, having to implement State public policies oriented to the transversality of criteria in the three orders of government and;<sup>6</sup>

The foregoing forces universities to eradicate violence against women, and we can safely point out that the education and training of future communication scientists or reporters is an important step to achieve the objective. The National Population Council points out that symbolic violence is the basis of all types of violence; through customs, traditions and daily practices, relationships



based on dominance and submission are reinforced and reproduced<sup>7</sup>.

For its part, the Autonomous University of Coahuila in its University Statute, specifically in the explanatory statement, has as one of its aspirations to contribute to economic development, social welfare, the use of technologies, the fight for gender mainstreaming, rights rights, equality, inclusion among other objectives.

Within its principles, it states that in the elaboration of its educational programs there will be gender equality, which allows the same opportunity for all people as well as the perspective of human rights.

Then, in the 10th title of the same University Statute, he again touches on the issue of human rights and gender equality and university social responsibility, in said title he addresses the issues of the creation of the University Human Rights Ombudsman, the protocol to prevent, attend to, and sanction violence. of gender and committee to prevent gender violence.

There is talk about gender equality as the establishment of rules and the adoption of attitudes that allow the same opportunities for all the people who are part of the university community, including access to positions of decision-making representation at the University.

The recognition that university students have rights and that at no time may they suffer discrimination due to their nationality, race, gender, sexual orientation, etc., is part of the perspective of Human Rights as the duty of the University to promote, disseminate and protect within the scope of its competence the fundamental rights and freedoms that people have, as well as the idea of establishing the guarantees so that university education complies transversally with adequate training and in accordance with the highest international and national standards in the

matter.

However, within the careers of the Communication faculties in the City of Saltillo and in Torreón, they do not have subjects, laboratories, clinics or seminars where the gender perspective is specifically studied.

We conclude in this section that there is a legal basis that requires at the national level as well as at the local level, the inclusion of the gender perspective in its curricular, where the substantive equality of women is addressed, where concepts such as discrimination, its scope are included. legal, repercussions on society, however this has not yet been put into practice in our universities.

The professionals in the area of communication, as those responsible for the information that they display in consumers, in the collective conscience that is generated with their daily work, require a curriculum that is the watershed of the incessant gender violence in our country.

## **INTERNATIONAL RECOMMENDATIONS**

In July 2018 in Geneva, Switzerland, the Committee of the Convention for the Elimination of All Forms of Discrimination against Women, better known by its acronym in English CEDAW, met.

As a result of this meeting, compliance with the recommendations given to each State party made by the Committee was reviewed. Mexico was present and submitted a new compliance report to the Committee for the Elimination of All Forms of Discrimination against CEDAW Women for their Acronym in English for the United Nations Organization.

The CEDAW committee recognized Mexico's progress in legislative matters and the efforts undertaken by the Government to guarantee non-discrimination against women and equal opportunities for girls and

women in the country through the reform of various Mexican laws and the development of national programs intended to promote but expressed concern about the context of violence insecurity that exists in the country derived from factors such as organized crime.

As a result of the work days at the meeting, the committee formulated recommendations that will serve as the basis for the actions and policies that must be undertaken in terms of prevention and eradication of violence against women and girls in the coming years.

Recommendations include improving knowledge of women's human rights through campaigns and public activities adopting a general strategy aimed at women men girls and boys to overcome the macho culture and discriminatory stereotypes about the roles and responsibilities of women women and men in the family in society and eliminate international forms of discrimination against women.

One of the ways that as a Mexican State we can materialize the recommendations made by the CEDAW Committee, may be to include studies of the gender perspective in the university curricula of journalism, communication and related careers.

It would be an important achievement that would have a very positive impact on the international evaluation of the Committee for Mexico, since said public policy would be reflected in the eradication of cultural patterns that have validated gender roles and that have consequently discriminated against men and women. women for not complying with them.

The Convention, in turn, within its articles is clear when it obliges the States that ratify it to take the necessary measures for the eradication and prevention of discrimination against women for reasons of gender, I would like to cite the following articles of the aforementioned international instrument: article 2.

The States Parties condemn discrimination against women in all its forms, agree to pursue, by all appropriate means and without delay, a policy aimed at eliminating discrimination against women and, to this end, undertake to:

d) Refrain from engaging in any act or practice of discrimination against women and ensure that public authorities and institutions act in accordance with this obligation;

e) Take all appropriate measures to eliminate discrimination against women practiced by any person, organization or company;

On the other hand, in its article 5, the Convention states the following issues:

States Parties shall take all appropriate measures to:

a) Modify the sociocultural patterns of conduct of men and women, with a view to achieving the elimination of prejudices and customary practices and of any other nature that are based on the idea of the inferiority or superiority of either of the sexes or on stereotyped roles of men and women;

## CONCLUSION

The inclusion of the gender perspective in the university curricula in Mexico and in our federal entity is ambitious, but incorporating them into the study program in the Schools and faculties dedicated to training communication and journalism professionals is a matter of urgency.

We currently see how without more awareness than selling a note, a commercial, a joke or a television, radio or social network program, people use a condition of inequality of certain social groups due to their gender, especially women. Women especially are a vulnerable group captive of harsh criticism, scrutiny, ridicule and social devaluation when we do not meet the standards of our social role related to biological reasons such as motherhood, home, morality or good



customs.

Much of this culture has been passed from generation to generation through the media such as television, radio, newspapers, magazines, etc. It is for this reason that we must fight as academics committed to gender equality for the inclusion of subjects aimed at raising awareness among future generations of reporters, writers, television presenters, presenters of the problem in which we live, and that when not We work for its eradication and prevention when we are colluded in the responsibility for each of the acts of violence against men and women because of their gender.

It is important that the student knows, the international obligations of which Mexico is part, of the legislation that sets the standard to implement educational policies aimed at training professionals with a more humanistic profile, capable of detecting inequalities and preventing their perpetuation, this is It can only be achieved with a commitment from the Secretary of Education, the federal entities and private schools and universities, so that they have a commitment to society and the problems that currently afflict us.

The creation of an empathic society is not created from one day to the next, we must begin to build it, to validate it, until we are able to feel the pain and obstacles of people who live in a situation of discrimination, violence and inequality due to their gender, this will be achieved among other actions through quality education, committed to equality, dignity and the human rights of men, women, girls and boys.

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