



"Gender equality and media freedom in Azerbaijan" Project

CURRICULUM

on

"GENDER EQUALITY AND MEDIA FREEDOM"

a course for Journalism faculties

This document has been developed within the Council of Europe Project "Gender equality and media freedom in Azerbaijan". The views expressed herein can in no way be taken to reflect the official opinion of the Council of Europe.

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Prepared by:

Aynur Bashirli, Ph.D. on Political Sciences, media expert

Sevinj Aliyeva, Ph.D. on Philology, Baku State University

Gulnaz Alesgerova, Ph.D. on Law, Baku State University

Shafag Mehraliyeva, ADA University, School of Public and International Affairs, faculty member

Alasgar Mammadli, expert on media law

Reviewed by: Dr. Krisztina Rozgonyi, University of Vienna

This curriculum is recommended for printing by the Academic Council of the School of Journalism of Baku State University (decision dated 14 February 2019, Protocol # 4).

1. Subject and objectives of the course:

Gender and women affairs (problems), gender stereotypes and media as the subject of the course.

The main objective of the course "Gender equality and media freedom":

- Provide students with an insight into fundamental issues of gender equality and media freedom; and promote an approach from a gender perspective towards the media freedom, including pluralism, independence and safety;
- Familiarize students with the European standards of human rights, national legislation and practice in this field;
- Introduce the current situation of gender equality in terms of media freedom concept in Azerbaijan;
- Develop students' ability of critical thinking to analyse social gender stereotypes and standards, sexist approaches in the society and in the media.

2. Expected results of the course

At the end of the course, students will get familiar with the concepts of gender and gender equality, their historical development path in the world and in Azerbaijan, contemporary approach to gender equality, including a comprehensive approach from a gender perspective to all components of media freedom. They will study the history of gender and media in Azerbaijan, and legal aspects of gender equality both in Azerbaijan and internationally. Students will be able to judge on gender stereotypes in the media as well as apply the tools they use to keep the media away from these stereotypes and sexist attitude.

3. Theoretical and practical importance of the course

Students will get familiar with the principles of gender equality and media freedom, and be able to explore how the principles are respected in the country's media.

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5. The orientation of the curriculum

This curriculum has been developed for students studying at a Master's degree of higher education institutions.

6. Significance of the delivered subject (basic or optional course)

“Gender Equality and Media Freedom” is an optional subject.

7. Methods of teaching

The students will get acquainted with lectures, watch video clips and video materials, conduct research, and perform practical exercises featuring the subject area during interactive teaching.

8. Number of lessons during the week-semester

The subject "Gender Equality and Media Freedom" is held in the first semester of the 2nd course. One semester consists of 15 weeks. The course will be taught for 31 hours that includes 30 hours basic and 1 hour consulting. 30 hours will be divided into 16 hours of lectures and 14 hours of practical training.

9. Eligibility criteria for exam admissions

a) Subject examination

- *interim exam* - 20%

- *final exam* - 40%

b) Current assessment

Current assessment is 30%. During the semester a student is tasked to work on the essay for discussion and presentation. The essay should be delivered until the final examination. Each response, presentation and exercise performed by the student in the audience is evaluated under a 0-10 score system. At the end of the semester, the total number of the collected scores during the activity is found, the aggregated number is divided into the number of responses, and the divided number is multiplied by three as the activity in the class has been 30.

c) Attendance

Attendance is 10%.

N	Scores	Mark	Category	G.P.A.
1	0-50	Unsatisfactory	F	0
2	51-60	Fair	E	0,5
3	61-70	Satisfactory	D	1
4	71-80	Good	C	2
5	81-90	Very good	B	3
6	91-100	Excellent	A	4

Characteristics of the final examination

At the final examination, each student will be given 1 ticket consisting of 5 questions. Each question will be evaluated with a maximum of 10 scores, and incorrect responses will be evaluated with 0 score.

Topic 1. The concepts of gender and gender equality

Historical and theoretical views on gender concept. What does gender-based thinking mean?
The critical thinking style of bio-politics to win a space in public hierarchies. What is equality?
Recognized human rights definitions, direct and indirect discrimination, positive discrimination,
gender equality from the human rights standpoint

The first topic of the course "Gender equality and media freedom" will be dedicated to clarify the definitions of "gender and gender equality". The students will get familiar with historical and the theoretical evolution of gender, including feminist history and theory, and will learn the impact of this evolution on modification of gender-based thinking in the society. By means of this topic they will develop a critical thinking style for gender-based approach that will influence on wider social aspects of gender as a critical concept challenging both conceptual and structural elements of ancient and modern thinking. Upon discussing the political movement of gender and its wider scope of impact, the definition of "equality" will be explained to students; from this standpoint the definition of the essentiality of difference and discrimination, as well as positive discrimination will be explained. Gender equality will be positioned in the context of human rights as an indicator of modern society.

As part of the topic, the types of sexual identity based discrimination faced by women as a population group will be studied, as well as the way that fundamental human rights debates in modern societies can change social, economic and political status of women will be explored. The main arguments that are part of public debates will be analysed which include: gender pay gap, lower representation of women at decision-making positions, sexual abuse in the entertainment industry, the effect to family planning and violence against women. The strategic role of human rights protection as a political tool leading to social changes will be evaluated.

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Exercise 1

Discuss the law which permits the women to drive vehicles in Saudi Arabia. In addition to positive aspects, take a glance at the wider impacts of the car design as a gender object in a critical thinking mode.

Source:

www.bbc.com/azeri/international-41410767-

www.nytimes.com/2018/06/22/world/middleeast/saudi-arabia-women-driving.html
www.autolife.umd.umich.edu/Gender/Walsh/G_Overview2.htm

Exercise 2

Get familiar with the European Convention on Human Rights and the Law of the Republic of Azerbaijan on guarantees of gender equality. Draft an article that justifies the legal framework for the provision of women's rights in view of human rights in Azerbaijan.

Source:

https://www.echr.coe.int/Documents/Convention_AZE.pdf

<http://www.e-qanun.az/framework/12424>

Topic 2. Media freedom and the role of media in the society

The role of media in a democratic society, the fundamental functions of the media, the place of the media in the provision of information, the philosophy of the media as the fourth branch of the government in terms of public administration watchdog, the place of media freedom in the notion of freedom of expression, a view to media freedom, pluralism, independence and safety from a gender equality perspective, documents ensuring media freedom in international and national legislations

Free media has a great importance in terms of shaping the society on democratic values. The essence of media freedom within the topic will be disclosed in different ways: along with elucidation of essential elements of political and economic freedom of the media, their roles in ensuring media independence, at the same time the pluralism, independence and safety as the pillars of media freedom, will be specifically focused and will be evaluated from a gender perspective. Students will get familiar with contemporary trends on media freedom, independence, pluralism and safety of journalists.

The importance of legal environment created by the state to ensure media freedom will be dealt with, and in this context, the exclusive role of international legal acts amongst the sources of national law of Azerbaijan, as one of the 47 member states of the Council of Europe, will be explained to students. International norms that provide legal guarantee for media freedom within the topic of the media freedom, especially Article 19 of the UN International Covenant on Civil and Political Rights, its application, the scope of Article 10 of the European Convention on Human Rights, as well as the information on the case law of the European Court of Human Rights will be evaluated in view of its application framework and in terms of freedoms and restrictions of the Article 10 of the European Convention on Human Rights.

At the same time, the provision of media freedom in the national legislation, the freedom of thought and speech, the freedom of information, the freedom of mass media and the key principles of the state censorship impermissibility, as stipulated under the Articles 47 and 50, as well as the Article 151 which regulates the fundamental principles of international legal acts, the essentiality of Article 71, which displays the essentiality of the freedom of expression,

particularly the essentiality of the mass media law, as defined in the Constitution of the Republic of Azerbaijan, will be explained.

The essentiality of the freedom of the press, and deployment and operation of the mass media (newspapers, magazines, news agencies, televisions and radios, news-reel programs, Internet) freedom, occupational standards, rights and duties of journalists, source privacy protection, the responsibility of the mass media, legal, as well as criminal, administrative, civil liability forms that may arise as a results of unlawful interference with the freedoms of journalists, will be explained within the topic.

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Exercise

The case of Rovshan Mahmudov and Yashar Agazade v. Azerbaijan (Application no. 35877/04), The judgment of the European Court of Human Rights, Strasbourg, 18 December 2008, will be explored for discussion from the standpoint of freedom of expression and media. The audience will be divided into two groups during the discussion. The first group will vocalize the journalists' arguments, and the second group will suggest arguments for protection of the interest of the state and justify their stance in terms of practical application of the Convention.

Source:

<http://academy-justice.gov.az/aih/31.pdf>

Topic 3. Legal aspects of gender equality: international practice and the standards of the Council of Europe

Gender equality as a legal concept, the relation of gender equality with social justice and media freedom

Since gender equality has emerged in Europe as a legal concept, numerous international initiatives have been put forward to guarantee this right. Many of these initiatives have been finalized upon formulation of certain standards. Legal aspects of gender equality will be studied within this context considering international experience and the standards of the Council of Europe.

The essence of total prohibition of discrimination as provided for in Article 1 of Protocol No. 12 in Article 14 of the European Convention on Human Rights, which is recognized as a capstone document of human rights in 47 countries of Europe will be disclosed, the impermissibility of gender discrimination together with other forms of discrimination in exercising any those rights provided by law, will be explained. In this case, information on the documents adopted by the Council of Europe will be provided:

- Recommendation CM/Rec(2013)1 of the Committee of Ministers to member States on gender equality and media;
- Council of Europe Gender Equality Strategy for 2018-2023;
- Council of Europe Convention on preventing and combating violence against women and domestic violence (CETS No. 210, 2011, the Istanbul Convention);
- Council of Europe Convention on Action against Trafficking in Human Beings (CETS No. 197, 2005);
- PACE Resolution on political rights and status of women (1975);
- PACE Resolution on Equality between Women and Men (1986);
- Balanced participation of women and men in political and public decision-making Recommendation Rec (2003) 3 adopted by the Committee of Ministers of the Council of Europe on 12 March 2003 and explanatory memorandum;
- Recommendation CM/Rec(2007)17 of the Committee of Ministers to member states on gender equality standards and mechanisms;
- Declaration of the Committee of Ministers of the Council of Europe on making gender equality a reality (Adopted on 12 May 2009);
- Recommendation 390(2016) of the Congress of Local and Regional Authorities of the Council of Europe on Women's political participation and representation at local and regional levels;
- Recommendation CM/Rec(2019)1 of the Committee of Ministers to member States on preventing and combating sexism (Adopted on 27 March 2009).

The factors that stipulate the importance of reflecting all the differences between men and women in media for the formation and development of democratic societies will be analysed in terms of the recommendations of the Committee of Ministers of the Council of Europe for different media fields (Recommendation CM/Rec(2014)6 of the Committee of CoE Ministers to member States on a Guide to human rights for Internet users; Recommendation CM/Rec(2007)3 of the Committee of Ministers to member states on the remit of public service media in the information society; Recommendation CM/Rec(2007)2 of the Committee of Ministers to member states on media pluralism and diversity of media content.

The essentiality of the recommendation CM/Rec(2007)17 of the Committee of Ministers to member states on gender equality standards and mechanisms adopted by the CoE Committee of Ministers in 2007, which has been considered one of the necessary documents for gender equality in the member states, will be disclosed, and the media professionals which were highlighted in the 2009 Declaration of the Committee of Ministers on the Implementation of Gender Equality, and overall measures to stimulate the promotion of non-stereotyped image of women and men in the media sector, will be studied.

The relationship between social justice and media freedom of the gender equality will be explained, and the recommendations of the Committee of Ministers to the Governments of the Member States will be disclosed in accordance with Article 15.b of the Council of Europe's Charter to ensure gender equality when implementing the standards set out in the media field.

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<https://rm.coe.int/resolution-1751-2001-1-of-the-parliamentary-assembly-of-the-council-of/16808e6ef5>

Exercise

Read the article “*Switzerland: A Muslim couple who did not extend her hand during the meeting was not granted citizenship*”.

The audience is divided into two groups consisting of singles and couples in sequence. The first group – the singles supporting the position of the municipality by arguing that it has been in line with Article 14 of the European Convention on Human Rights (ECHR), and taking into consideration the case law of the European Court of Human Rights (ECHR), pass the triple test (1. Was it envisaged in the legislation? 2. Is it legitimate? 3. Is there a necessity in a democratic society?), and justifies the superiority of the principle of impermissibility of disrespect to gender equality.

The second group - couples deal with the issue in terms of various rights of the couple with refused citizenship, and builds upon the self-defence particularly in terms of the Article 9 (freedom of thought, conscience and religion), Article 10 (freedom of expression), Article 14 (prohibition of discrimination and right to equality). This group also relies on ECHR's experience to validate its arguments by passing the triple test. Finally, the teacher evaluates the positions of the parties from a legal aspect.

Source:

<https://www.bbc.com/turkce/45232111?SThisFB>

<https://www.telegraph.co.uk/news/2018/08/17/swedish-muslim-wins-case-refusing-handshake-man-job-interview/>

Switzerland: A Muslim couple who did not extend her hand during the meeting was not granted citizenship

The Swiss city of Lausanne has blocked a Muslim couple's bid to become Swiss nationals over their refusal to shake hands with members of the opposite sex...

The municipality said it refused to grant the couple's citizenship application over their lack of respect for gender equality, Lausanne mayor Gregoire Junod said. He said a municipal commission had questioned the couple several months ago to determine if they met the criteria for citizenship, but had determined that they missed the mark on integration. The ruling made public on Friday.

The municipality refused to divulge the couple's nationalities or other identifying details, but said they “did not shake hands with people of the opposite sex”. They also “showed great difficulty in answering questions asked by people of the opposite sex,” he said.

Some Muslims argue that Islam does not permit physical contact with a person of the opposite sex, with the exception of certain immediate family members.

Junod pointed out that freedom of belief and religion is enshrined in the laws of the Canton of Vaud, which encompasses Lausanne. But “religious practice does not fall outside the law,” he stressed. “The decision is very satisfactory”.

His vice-mayor, Pierre-Antoine Hildbrand, who was on the three-member commission that questioned the couple said he was “very satisfied with the decision” to deny the couple’s application. Hildbrand said “the Constitution and gender equality will prevail over fanaticism”.

The couple has 30 days to appeal the decision.

Tensions took place in Switzerland in earlier periods as well for not shaking hands. In 2016, there was national uproar over revelations that a middle school in the north of the country had allowed two Syrian brothers (7th grade students) not to shake their teachers’ hands after they complained that doing so was against their religious beliefs if the teacher was a woman. This ran counter to a deeply entrenched Swiss tradition of students shaking their teacher’s hands as a sign of respect, and amid the outcry regional authorities quickly overruled the school’s decision.

Topic 4. Legal aspects of gender equality: Azerbaijani legislation and practice

After gaining its independence, Azerbaijan has modified its own national legislation, taking into account the guiding principles of the international documents that Azerbaijan has been a party to. In this regard, the legislation on gender equality is also unexceptional.

The essentiality of the equality right and the protection of the fundamentals of the gender equality right under Article 25, par. 3 of the Constitution of the Republic of Azerbaijan within the subject will be explained at first. The responsibility which is constituted as a result of violation of equality right, including the violation of gender equality set out in Article 154 of the Criminal Code of Azerbaijan, when committed by official with use of the service position, will be highlighted.

The Law of the Republic of Azerbaijan on guarantees of gender equality (Men and Women) adopted on October 10, 2006, reflecting the importance of gender equality, will be polished. The goal will be about interpreting the following items from the law broadly: gender equality definition, impermissibility of gender discrimination and sexual harassment, key directions of the state policy and the duties of the state to ensure the gender equality, prohibition of gender discrimination at employment relations, protection of equal pay, impermissibility of gender discrimination for exercising the right to education, ensuring gender equality in economic and social relations, ensuring gender equality in the activities of political parties, non-governmental organisations and trade unions as well as the right to demand recovery of damage from the children for their parents who were exposed to discrimination, and the liability to be imposed on perpetrators, and the accountability of relevant executive body implementing control over this field. The steps taken to ensure and protect gender equality and practical experience since the adoption of the law in 2006 will be explained in detail.

Harmonization process of existing legislative acts with the law of the Republic of Azerbaijan on guarantees of gender equality (men and women), and the steps to be taken in this direction will be shown.

The impermissibility of the abuse set forth in Article 10 of the law on mass media, the requirements for programs proposed in Articles 11 and 32 of the law on television and radio broadcasting, and the measures to be taken in case of incompliance, will be disclosed. The essentiality of Article 17 which promotes women's participation in management as provided for

in the Law on public television and radio broadcasting, as well as the necessity of prohibition of gender discrimination during the selection process of staff and signing employment contracts in the public broadcasting services, which are specifically referred to in Article 8, will be explained.

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Exercise

Discuss the issues addressed in the movie “Sold Life” upon watching it, shot in 2009 by the State Committee for Family, Women and Children Affairs.

Source:

https://www.youtube.com/watch?v=VdRcDga7i_4

Topic 5. Women's rights in Azerbaijani media: Historical Overview Women's rights in Azerbaijan Democratic Republic

The issue of woman in the socio-political opinion on the eve of the declaration of the Democratic Republic of Azerbaijan. Declaration of Independence in 28 May 1918, and Women's Rights. The measures focused on ensuring the rights of women in the Democratic Republic of Azerbaijan. The issue of women's rights in the media during the period of the Democratic Republic. Women's rights in Shafiqə Afandizadə's works.

The issue of woman in the socio-political opinion on the eve of the Declaration of Azerbaijan Democratic Republic was one of the most important issues. While the first factor was about the Azerbaijani enlighteners' opinions towards the women's place and their extensive view about their rights in the society, the second factor was related to the prevalence of revolutionary socialist ideas, and activation of political activity of social and democratic groups and associations. The above-mentioned factors will be studied within the topic, and the essentiality of women's issues will be explained.

The principle of equality, as set out in Article 4 of the Declaration of Independence, reflecting the fact of official declaration of the republic, will be analysed in terms of both realities of history and modern world; at this time, the legislative acts addressing the issue of women's rights in the period of the Republic will be examined, and the real steps taken to ensure women's rights will be studied. The influence of these steps on shaping the literary-cultural environment and the increase of women's activity, will be investigated on the basis of examples of scientific-publicist and artistic creativity of female intellectuals, especially Shafiga Efendizade, as well as S. Qaspirali, Sh. Akhundzade, E. Yusifbayli, U. Sadiqzade.

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Exercise

Read Shafiga Afandizade's article "Our national holiday and women" (Azerbaijan, 5 June, 1919, No. 196). In this article select the progressive ideas and challenges for that time, evaluate them from yesterday's and today's perspectives, and analyse how urgent they have been for our modern world and for Azerbaijan.

Source:

Shafiga Afandizade, "Our national holiday and women" // *The Azerbaijan newspaper*, 5 June, 1919, No. 196.

Topic 6. Gender stereotypes

What is a stereotype? Social stereotype. Formation of gender stereotypes. Gender roles. Gender stereotypes in media.

In this topic, regardless of gender, the importance of participation of all people in the civil society building process, dual roles of social stereotypes played in the mutual understanding of

individuals and communities, and the factors contributing to the formation of stereotypes, the adequate degree of social stereotypes will be discussed. How stereotypes direct people, and the reason why they are not reliable in the information flow, will be explained.

The place of gender stereotypes among social stereotypes, and their historical formation according to gender roles, and their positive and negative aspects will be analysed. The introduction of gender stereotypes in media, the role of these stereotypes in the promotion of gender discrimination will be examined separately based on examples.

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Exercise

Follow the media reports from the last week, and find articles that reflect gender stereotypes as per your opinion. Analyse these stereotypes asking the following questions:

1. Where do you think the grassroots of this stereotype originate?
2. Which factors have shaped it?
3. To what extent did gender roles contributed to its formation?
4. To what extent did the national and local characteristics affect the formation of these stereotypes?
5. To what extent are gender stereotypes promoted in the article?

Topic 7. Sexism in the media

What is sexism? Recommendation CM/Rec(2019)1 of the Committee of Ministers to member States on preventing and combating sexism, Sexism in the media. Sexist stereotypes. Resolution 1751 of the Council of Europe on Combating sexist stereotypes in the media".

In the frame of this topic the students first of all will get acquainted with the Recommendation CM/Rec(2019)1 of the Committee of Ministers to member States on preventing and combating sexism. The notion of sexism will be explained in the light of above-mentioned Recommendation. The sexism, which is a gender discrimination or biased attitude is manifested in many areas of the society's life and plays an important role in shaping up the sexist stereotypes. The place and the role of the sexist stereotypes in the media, within the context of the sexism in the media, historical reflection of these stereotypes in the media, the changing and unchanging elements from time to time will be polished at first. The influence of the sexism on the society in different branches of the media – in promotional materials, video games, animated films will be investigated. The ways of how the addiction of the society to the sexist stereotypes, and frequent ignorance of the results of overt and concealed messages that are transmitted through media products have impacted on formation of the subconscious sexist approach in the younger generation, will be analysed. The adverse effect that these stereotypes can play in modification of the public opinion, especially in young people, will be explained, as emphasised

in the Resolution 1751 of the Council of Europe "On combating sexist stereotypes in the media». The measures that media can take to eliminate the sexist approach and achieve gender equality as proposed in the resolution will be disclosed. The tasks of the journalistic and journalists in such an environment: to define the method to identify the sexist approach which is inconspicuous at first glance; to avoid sexist stereotypes and messages; and take an advantage of non-sexist language, will be discussed.

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Exercise

Read D. Somov's article "Female tennis player was penalized for changing her shirt on court", Watch the video, read the comments, and see the US Open statement. How would you report this incident as a journalist? Prepare your own news story.

Source:

<https://www.sport-express.ru/tennis/grand-slam/reviews/tennistka-pereodelas-na-korte-ee-za-eto-nakazali-1451210/>

Female tennis player was penalized for changing her shirt on court

Dmitry Somov

A scandal broke out in the US Open tournament, which has already been stigmatized as sexism recently. The hero of the scandal was Alize Cornet from France. In New York, where the tournament is held, it is hot and humid, and the thermometer's column does not drop below 30 degrees in the daytime this week. On Tuesday the temperature has reached to 34 degrees.

That is why the organizers decided to give the players a 10-minute break to unwind – for women after the second round, for men after the third round (of course, if the match is not over). After the first round of the match with John Larsson on Wednesday, Cornet went to the locker room and on the way back she realized that her shirt was on backwards. The French lady without hesitation for a moment removed it at the back of the court and turned it the right way round, and prepared to continue the game.

Cornet reacted with a big surprise when she was then handed a code violation by chair umpire Christian Rask. "Violation? Is it true?", – she asked Rask.

Fortunately, she was only assessed a warning with no further penalty or fine. Anyway, Cornet went on to lose – 6:4, 3:6, 2:6.

Under the Women's Tennis Association (WTA) rules, the female tennis players can change their clothes only in the locker room.

However there are no such restrictions for men. They can change their shirts right on the court. In New York, they undress completely between the game rounds and hang wet towels and ice bags around their necks to cool down for a while.

Evidently, this event had infuriated many fans, players and professionals. They didn't understand the reason why Corne had been penalized.

Corne returned to the court after 10 minutes of brake. Her shirt was on backwards. She changed her shirt right on the court again. And she assessed a warning for violation. For non-sports behavior... Men change their shirts right on the court, people overlook it, said Ms. Judy Marray, mother of Andy Marray, former world champion on tennis.

American tennis player Ms. Bethanie Mattek-Sands called this decision a "weak" decision. Australian Keith Delakua said the rules were "trivial and funny".

The organizers of the US Open tournament withdrew on Wednesday and acknowledged that they were fair by issuing a special statement.

The statement read: "All players can change their shirts when sitting in the player chair. This is not considered a code violation. We regret that a code violation was assessed to Ms.Cornet. We have clarified the policy to ensure this will not happen moving forward. Fortunately, she was only assessed a warning with no further penalty or fine. Female players, if they choose, may also change their shirts in a more private location close to the court, when available. They will not be assessed a bathroom break in this circumstance (the number of these breaks is limited to each round)".

Fortunately, it is expected that the weather will cool down a little bit in New York, and the temperature will drop to 24-35 degrees on the weekend.

Topic 8. Gender-based violence and sexist hate speech in the media

Sexist hate speech, gender-based violence, stigma, instigation to sexual violence, sexual harassment, stereotype-based sexist rhetorics, gender-based violence propagation

This will cover the definition of gender-based violence and the hate speech that may result in it, and the problem and its solution will be processed in terms of the standards set out within regional and international institutions.

Within the topic, the differences between the freedom of speech and hate speech, and between the hate speech and manifestation which includes disturbing, insulting and shocking expressions against others will be reviewed. The definition of the hate speech will be explained. Gradually expanding hate speech will be reviewed as a threat to public debate in democratic societies, and the approach and case law of the European Court of Human Rights related to the hate speech will be analysed.

The problems that arise during the coverage of gender-based violence in the media will be explored, and journalists, when writing a story about this topic, will be provided with the explanation on protection of the rights of victims of gender-based violence, and how to avoid manifestation.

Additionally, the initiatives of the Council of Europe, UNESCO and OSCE Representative on Freedom of Media to prevent hate speech and to protect women journalists, and adopted documents in this framework will also be reviewed. In this context, the issue of journalists and bloggers, in particular the protection of women journalists from online harassment and intimidation, will also be analyzed. Civil society and NGO campaigns in combating hate speech will also be addressed (eg., Everyday Sexism Project, Women, Action and the Media group (WAM!), etc.).

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Exercise

This article is about the allegations of sexual harassment of an actress of Azerbaijani origin by a well-known Russian movie producer. How do you think this article should be evaluated: hate speech, manifestation against women, or freedom of speech? Students are divided into 2 groups. The first group must argue that the article contains elements of hate speech and manifestation, and the second group must prove vice-versa.

Source:

<http://www.moderator.az/news/215304.html>

If an Azerbaijani woman creates conditions for a Russian man to rape her! ..

It is the end already...

Someone may accept this statement as insulting the people and may get offended.

But I always suggest one reality that needs to be proven with facts; we are in the process of privatization of two aspects implicitly, which we used to observe and mock in non-Muslim, non-Turkic nations once a time. One of these is boozing of our young men and women, that is, addiction to vodka, beer and wine ... the second one is the explicit of our women...

The elderly and middle-aged generation might well remember that in many cities of Azerbaijan, including Baku, Sumqayit and Ganja, in the 1970s and 80s of the last century, one would very rarely come across girls and women in narrow trousers or mini-skirts, in open chest and shoulder dress on the streets. When such had been seen the others were whistling at them, and they were turning into severe reproach objects... Truly, in the 1970s, mini-skirts had become fashionable. But the girls and brides who had courageous fathers, brothers would never get dressed such way, and at the worst case they would have done so covertly... In those times our men had already addicted to vodka, beer, and started to "flirt". The destruction of Turks' and Azerbaijanis' personality also started with the facts of drinking alcohol, smoking cigarettes, and betrayal of husbands which would have been promoted as manhood attributes. Hey, are you not a man, smoke! Hey, are you not a man, drink vodka! Hey, are you not a man, let's go to flirt..." At that time there were very few men, such as Karbelayi Ismayilbey, who had been the guardians of the

values of the shot and exiled ancestors in the 20s and 30s of the XX century. They were about to be replaced by Abbasqulu bey-type of community leaders who were withdrawing inch by inch out of liberal values. That is, the process of the gradual degradation of our national values has actually begun with the Soviet era for which we feel grateful nowadays...

Now, look around, look carefully...Our men have overridden the Russians to whom we had mocked erstwhile... Now one may find a lot of video footages that reflect how our girls and women have drunken vodka in the bars and juggled thousand times on the streets... Boozing men are no longer physically able to "flirt", in lie, women are committing adultery... Not only with aliens, but also with outsiders and non-muslims...We are descending to the level of Armenians, Russians, and Frenchmen to whom we were mocking at one time claiming that "their girls lose virginity at 13-14 years old". Now, our producers acknowledge overtly on the air that they are asking the girls if they are "virgin" when they hire them. There are cases in which our teenage girls are selling out their virginity... 7th grade school girls have sexual intercourse with boys in secondary schools...

One dishonest Azerbaijani actress (whom I don't want to name) has recently claimed of being allegedly raped by a well-known Russian movie producer. And she acknowledges it 12 years later...Our media publishes this news laudably...No one is asking this strayed woman with the question "Why did you turn to such a committed and stripped art worker day by day which cheered up a Russian movie producer to rape you"... It doesn't matter what other people may say, the majority of facts are related with alcohol drinking of men and explicitly dressed women. If an old actress of this nation acknowledges that she would have stripped off if she were 16 years old, then what else can be told? Of course, it does not mean that all explicitly dressed women are immoral. In all cases, such girls and women commit blames through wallowing both men and young people in sin. They change their program and persuasion by instigation of the sense of lust. And one day it will lead to committing adultery with a strange man, betrayal and rape...

Truly, in the 1920s, when the Bolsheviks turned Azerbaijan upside-down, I never heard about the Russian men raping the Azerbaijani women...Look, where we have come from?

In summary, gentlemen, masters, bosses, ladies: this is the end of deviation from the Islam towards prostration at Americanization, Europeanization, false independence and strange "feminine freedom". The rape of the Azerbaijani women by aliens has been simplified since their flow to Dubai and Istanbul... Nobody should say that, well, everyone is responsible for his/her honour, and there are no such cases in my family. No, if it does not happen to him/her today, tomorrow it may happen to his/her son, daughter and grandchildren...Because a smutty immorality flood is running against us, and if we do not join together and prevent it we will all be erased from the earth by it... You should know that we are accustomed to be immoral, prostitute, and "the blue" [homosexuality] in witness of us. We are acclimated to them gradually...They habituate us to the clamour of our raped daughters and brides in Khojaly by armenian "males" (diqaz) for decades... Throughout "the ceasefire", which is aimed at cutting off the fire of the Azerbaijani manhood, they habituate us to all forms of humiliation, deceitfulness, dishonesty, racketeering, theft, booziness, drug addiction and prostitution.

In general, why do we live? Let's not commit suicide by plunging into this question - let's think and comply with our traditions and religion as far as possible in order not to perish...

Topic 9. Strategies to be used in professional media to ensure gender equality

The factors which hinder the gender equality in professional media, representation of women in the media outlets, production media products which leads us to gender equality, the approaches ensuring the gender equality in media outlets

The inclusion of this topic in the curriculum is aimed at creating an idea about the professional situation related to gender equality in the field of the media. In this context, given the fact that the field of the media has been characterized with the gender pay gap, gender-based discrimination, sexual humiliation and abuse, the students will discuss approaches that may lead to elimination of these challenges, and learn about the necessity of giving preferences to the gender equality both horizontally and vertically, given the sexual humiliation. Moreover, the public roles of women free from stereotypes, their contributions to the society, the benefit of using materials about their different activities, the necessity of conscious choices and decisions to ensure gender equality in professional media will be analysed.

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Exercise

Get familiar with the database of the European Institute for Gender Equality on the best practices ensuring gender equality in the media. Furthermore, analyse the role of women in managing the media structure over the ten media samples (including television, radio, print and news agencies) of the country's traditional media that modifies the news agenda, and create info-graphics accordingly. Write an essay on the topic "Modern Azerbaijani woman through the eyes of the media" based on the information you have collected.

Source:

[https://eige.europa.eu/gender-mainstreaming/good-practices?topic\[\]=627](https://eige.europa.eu/gender-mainstreaming/good-practices?topic[]=627)

Topic 10. Gender equality in the audio-visual sector

Descriptions of gender stereotypes and women in the audio-visual sector, gender stereotypes, sexism and the role of the audio-visual sector on combating violence against women, Recommendation No. 9 of the CoE Committee of Ministers to Member States on gender equality in the audio-visual sector

As the audio-visual sector, which includes, but is not limited to, cinema, broadcasting, digital media and video games, has opened ways to expand gender equality ideas it may also lead to

deep-rooted gender stereotypes in the well-placed community. Within this topic, women's relationships with gender stereotypes in the audio-visual sector, and the roles and problems designated for women in the audio-visual sector will be analysed, the role of this sector in gender stereotypes, sexism and combating violence against women will be investigated. The Recommendation No. 9 of the CoE Committee of Ministers will be reviewed in order to prevent role divisions among women and men based on gender stereotypes in the audio-visual sector.

The reasons of broad representation of women in the audio-visual sector and horizontal and vertical segregation in the labour market will be analysed. The ways of women's participation in decision-making in this sector, representation in political news and non-traditional (disclose) professional organizations and elimination of discrimination in this field will be studied.

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Exercise

Examine the scenarios of popular Turkish TV series (*for example, Alemin Kralı* (King of the World), *Sen Anlat Karadeniz* (You Tell The Black Sea), *Siyah Beyaz Aşk* (Black White Love) and etc.) and provide an essay with no more than 300 words about the impact of those TV series on women's images in the audio-visual sector.

Topic 11. Gender factor in promotional and advertising products

Gender stereotypes and characteristic features of the images of women in promotional and advertising products, femvertising, gender stereotypes in the advertising market of Azerbaijan, existing international experience to ensure gender equality in advertising, Recommendation 1799 of the Parliamentary Assembly of the Council of Europe - The image of women in advertising

Within this topic, the reason of gender factor in promotional and advertising products will be polished in terms of various aspects, the role of gender stereotypes played at this time, the transmitted messages of these stereotypes into the society and the impact of modification of the public opinion will be disclosed. The roots of the women image will be explained through introducing gender stereotypes in the advertisements. Gender stereotypes will be investigated separately according to samples in Azerbaijan's advertising market.

The experience of different countries will be explained in order to ensure gender equality in advertising and promotional materials and the Recommendation 1799 of the Parliamentary Assembly of the Council of Europe - The image of women in advertising will be studied.

At the same time, students will get familiar with the modern trends in advertising – experience of femvertising and a number of well-known brands (Dove, Procter & Gamble, Pantene).

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Exercise

The audience is divided into two groups. The first group shoots maximum of 30-40 seconds of advertising reel based on gender stereotypes. The second group develops a PSA against the negative stereotype in this advertising reel.

Topic 12. Social Media and Gender Equality

Gender equality in social media, e-mail harassment, and possible contribution of social media to gender equality

Within this topic, gender equality will be polished in terms of social media aspects: where is gender-based inequality reflected more in the social media?; what is e-mail harassment?; what is the level of women's willingness to share their views on social media versus to men?; which platforms (Twitter, Facebook) do they choose to share, and why; What are the reasons for women's inactivity and silence in the social media?

The possible contribution of the social media to gender equality will be discussed, and the following question will be disclosed: what must journalists know when benefiting the social media.

Additionally, the initiatives of the Council of Europe, UNESCO and OSCE Representative on Freedom of Media to prevent hate speech and to protect women journalists, and adopted documents in this framework will also be reviewed. In this context, the issue of journalists and bloggers, in particular the protection of women journalists from online harassment and intimidation, will also be analyzed. Civil society and NGO campaigns in combating hate speech will also be addressed.

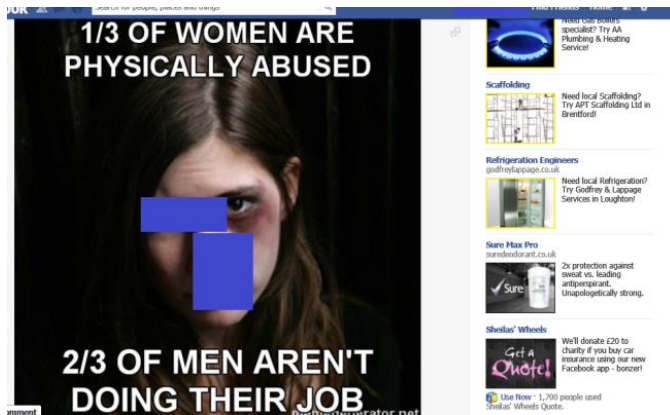
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Exercise

You are a representative of a popular social media company. Your company is requested to block the following sharing. In your opinion, does this sharing refer to an example of freedom of speech that embodies the feeling of black humour, or is gender-based hate speech? Justify your opinion.



1\3 of women are physically abused. 2\3 of men aren't doing their job.

Topic 13. The role of women in representation and media

Gender quota as a positive discrimination. The essentiality of the gender quota. Women's representation in management. Women's representation in the Azerbaijani media

The essentiality of the gender quota proposed to ensure the gender equality within the framework of this topic will be explained in terms of positive discrimination. In particular, the importance of the gender quota for democratic society building and inclusive development aimed at ensuring the representation of women in political leadership and their active involvement in the political decision-making process will be disclosed. The problems that would arise during the quota system implementation and the importance of not sacrificing the quality for quantity will be underlined. The experience of the countries applying the quota system in different fields will be introduced, the participation of women in political representation in Azerbaijan will be polished specifically in terms of the international documents and conventions that Azerbaijan was a party to.

In case the majority of the workforce is constituted by the women in Azerbaijan, the reasons of their lower representation in the management of media outlets, journalism organizations and editorial offices and managerial positions will be investigated, and the potential contribution of deployment of the quota system aimed at ensuring the gender equality will be discussed.

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Exercise

Develop gender-related TV and radio broadcasts.

The students are divided into different groups, and each group develops one of the following components of the broadcast.

1. Hold a vox pop and consolidate its results.
Question: “How women have been represented in political leadership in Azerbaijan?”
2. Investigate statistics of women and men who hold high positions.
3. Investigate the areas in which women have the least, the highest and equal levels of representation as men.
4. Invite an expert on gender issues. Develop questions to be addressed to the expert on the basis of the above research.

Topic 14. Coverage of elections and gender factor

The importance of media coverage in election campaigns, gender approaches applicable to female candidates, the importance of keeping the gender balance in media during elections

Elections are one of the political events that the media requires to polish further. Although social media has developed extensively, the vast majority of people still prefer the information and presentation that traditional media would usually transmit during elections. Within this topic, the importance of the media's role in view of gender in the elections, and the importance of keeping (maintain) the gender balance will be explained. The ways of exposure of gender stereotypes to female candidates in the election campaigns will be disclosed. Even in the situations where women are actively involved in political life, the reasons of scarce appearance of women in the media and sexist approach against them will be analysed. The strategies to ensure gender equality in the elections and the best practices achieved in this area will be reviewed.

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Exercise

Find the articles about female candidates in the country's media during parliamentary elections. Analyse these articles from a gender standpoint.

Topic 15. Gender equality and inclusive development

Inclusive development and its indices, factors contributing to inclusive development, impact of gender equality on inclusive development, inclusive development indicators of Azerbaijan, media approach of defining the gender image of inclusive development

The final topic of the “Gender equality and media freedom” course is to understand the impact of gender equality on inclusive development of states and nations based on the lessons learned from the topics discussed during the academic semester. After familiarisation with the factors that have led to inclusive development the students will learn how inclusive development and its indices had resulted in modification of more perfect societies around the world in the late 19th century. At this time, potential benefits of women's participation in social, economic and political fields not only to themselves, but also to the entire community and nation, will be disclosed. In most cases, potential contribution of women to the sustainable development through involvement in the decision-making process as they may have managed their families with available resources and are aware of their solutions will be analysed.

The course participants will learn about transformation of gender equality into absolute requisite (not as a target) to ensure inclusive development, and analyse the inclusive development indicators of Azerbaijan and get acquainted with the media approach that defines the gender image of inclusive development.

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Exercise

Get familiar with the latest inclusive development index of the World Economic Forum about Azerbaijan. Follow local media and analyse public agenda trends for the last month that support and reject these indicators.

Source:

http://reports.weforum.org/the-inclusive-development-index-2018/?doing_wp_cron=1535349408.3386399745941162109375