



# A Feminizing profession and traditional values in Russia

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# The Beginnings of Russian Journalism

- Tsar, Peter the Great, the founder and editor of the first Russian newspaper *Vedomosti*, 1702
- Ekaterina II, empress of Russia, 1729–1796, a founder and contributor to a magazine *Vsiakaia vsiachina* (*Anything*), 1769; *Sobesednik liubitelei rossiiskogo slova* (*A Conversationalist of Lovers of Russian Word*), 1783–1784
- 1901–1916, more than 850 women - active in journalism (Farris 2001)

# Feminisation

1905 Union of Journalists established

Before the October Revolution:

460 members, only one woman

**7%** in the 1920s; **35%** in the 1970s; **37%** in 1992

Svitich (2000); Svitich, Shiryayeva and Kolesnik (1995)

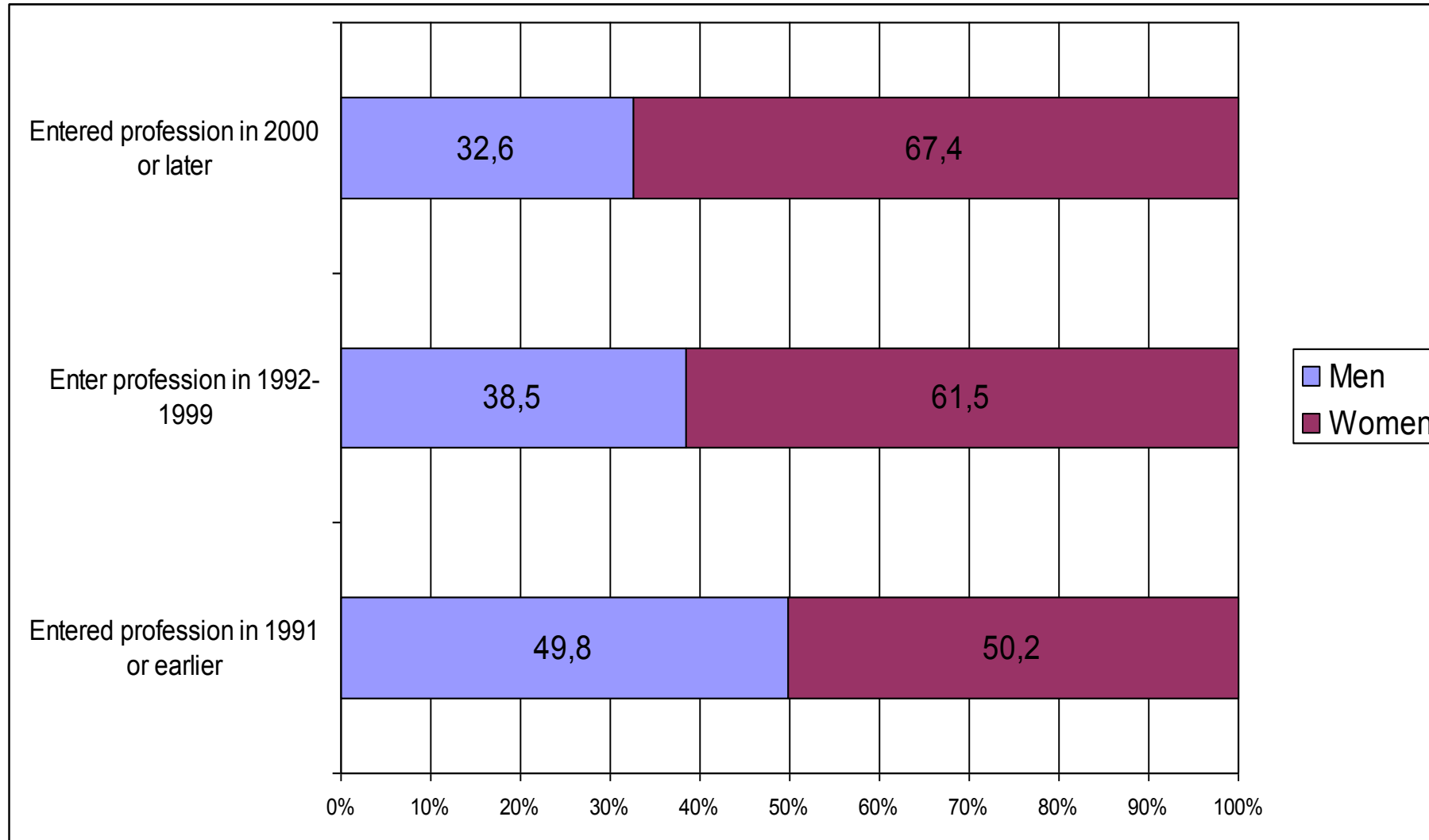
## The Soviet time: 1960-70s

- The Leningrad media:  
women accounted for 36% (Kuzin 1971)
- The seven republican newspapers:  
women accounted for 17% of personnel  
(Romanchuk 1970)

# Post-Soviet time, 2003-2004: Representation of man in regions

- Gender, Man, by Generation:
- Soviet generation (prior 1992): 41 %
- Transitional generation (1992-1999): 30%
- Post-2000 generation: 15%
  - The study on the Regional Journalists
    - Pasti & Pietiläinen 2008

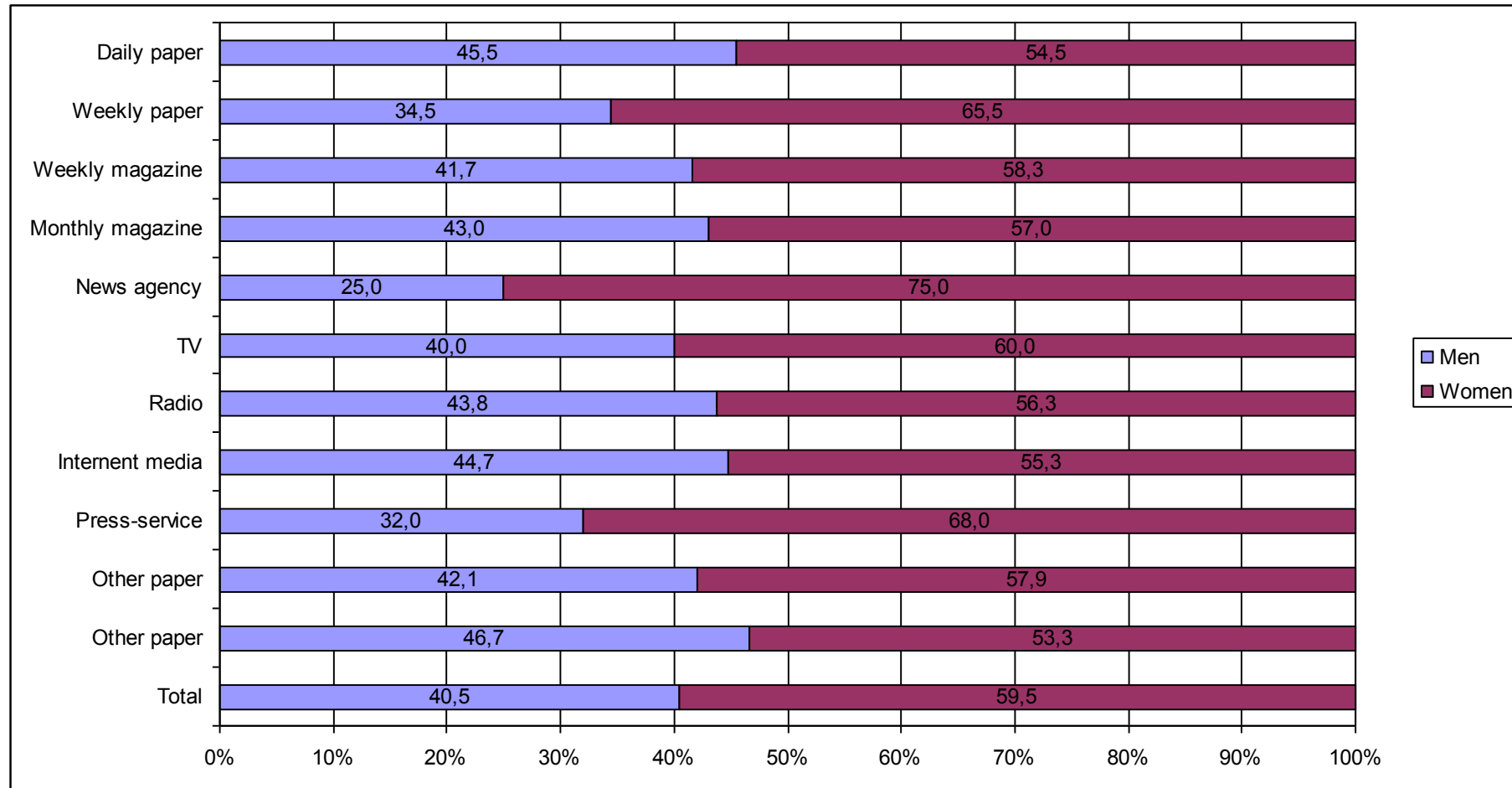
# Men and women in generations of journalists in 2008



# Representation of man and women in cities, 2008

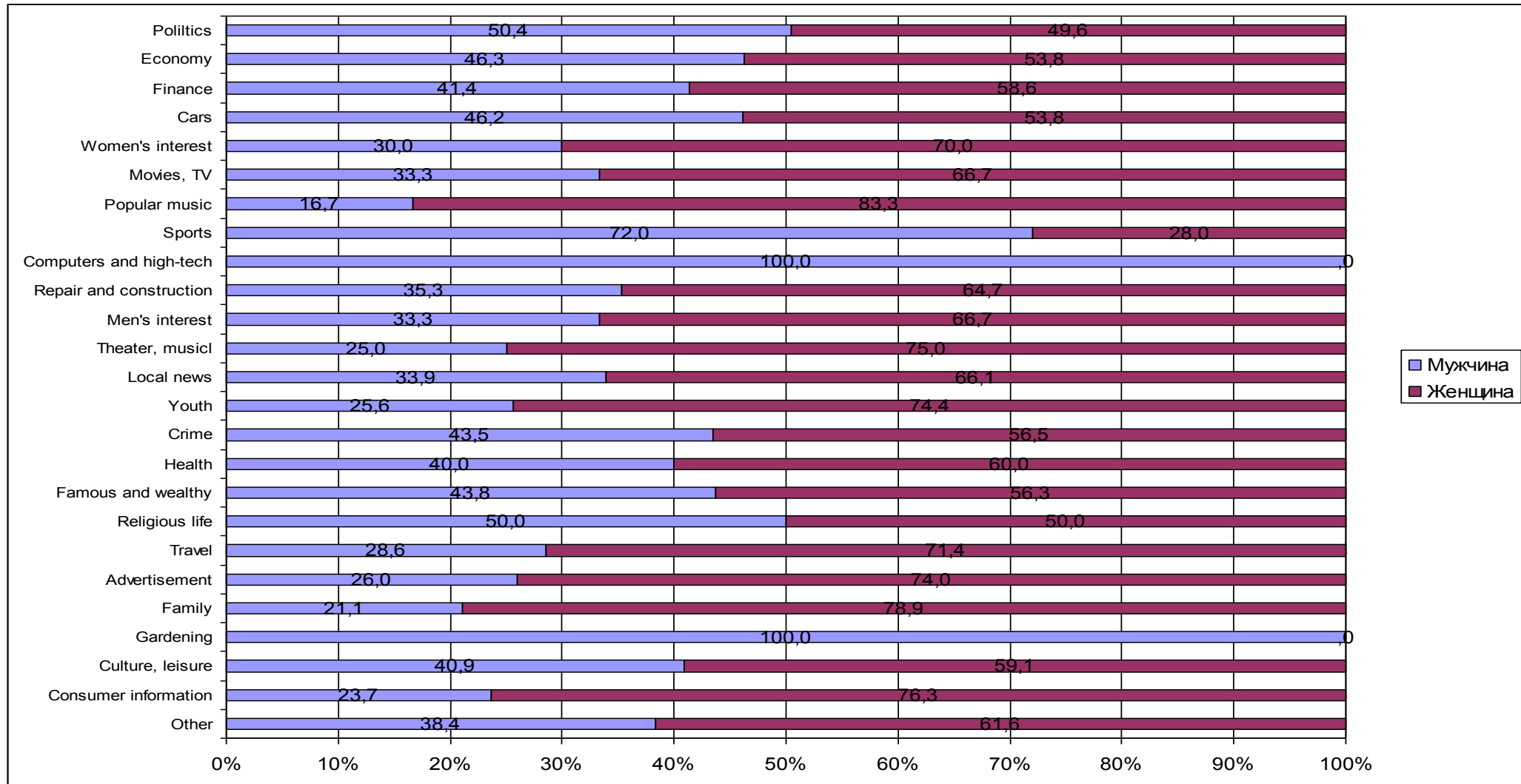
<i><b>Gender (%)</b></i>	<i><b>Large city</b></i>	<i><b>Mid-sized city</b></i>	<i><b>Smaller city</b></i>
Male	44	45	11
Female	36	46	18

# Proportion of men and women in different media in 2008





# Gender distributions in fields of coverage, 2008



# A typical portrait of a Russian Journalist in change: From 1992 to 2008

- 1992: Male aged 40, Russian, married, having one-two children, with journalism education and journalism experience about sixteen years, devoted to the profession, member of the Union of Journalists
- 2008: Female under 35, living in the big or middle sized city, the offspring of the middle class, high educated in (no) journalism, with income from 10-30.000 rubles (300-900 euro) and a second job, married, having children, without membership in the Union of Journalists

# BRICS study, 2012-2015

- Four cities: Moscow, St Petersburg, Yekaterinburg and Petrozavodsk
- 144 journalists (110 females) from 72 media outlets:
- Traditional media: 74 journalists (57 females)
- Online media: 70 journalists (53 females)
- The study investigated journalistic perceptions of gender influence on job and professional career

# Feminization increase: Reasons

- Economic crisis (2008-2009):
- *They went into public relations, marketing, because they had to provide family. Many political and economic commentators men are gone and the number of women has increased. Our media does not have all the men, we write a lot about statistics, monitor different databases, it is hard work and requires concentration and men is not always interesting.*
- (R.4, F., online post-2000).

# Feminization increase: Reasons

- Technological change (digitalization)
- *They run away from us (media outlet) very quickly. They say 'we cannot work in such a tempo'. Among the correspondents, we have more women. As regards the technical things – there males dominate. In the commercial department head is male and all female are employees.*

(R.2, F., online, Soviet generation).

# Influence of gender

- No effect:
- 44 (59%) in the old media
- 48 (68% ) in the new online media

# No effect: Female voice

- Gender in the profession disappeared: life is difficult, everybody survives independently:
- *In fact, it seems to me there is absolutely no gender factor. Now women turned into muzhiks (man). Despite the women's appearance, they (women) plow as man. So ... We, women, predominate in all media. We had a moment in Karelia, when we had all the leading media headed by women. Now not quite so, but in my opinion, that full equality*

(R.1, F, online, Soviet generation).

## No effect: Male voice

- Men: no reason to think about gender, no experience any discrimination towards himself
- When entering the Faculty of journalism, male sex a bonus
- "If you're a boy, even weaker than the girls, then you would assume the Faculty because there are not enough men in the profession

(R. 49,M, St Petersburg, post-2000 generation).



# Gender influence: Female voice

- A career in journalism is easier to make a man, but in practical journalism, women work better
- *My friends working in Moscow, they say that the girl is much more difficult to break into television than boys, boys are preferred .*  
(R.10, F., TV, post-2000).
- *As the editor, I would like to hire guys. However, I think that the degree of responsibility of the woman more. With the guys realize that you can very tough and well-defined subject, but they have a slovenliness, women are more disciplined* (R.1, F, online, Soviet generation).

## Gender influence: Male voices

- *It seems to me that now just in journalism more women. In my opinion, this is due to the greater conscientiousness of women. Women approach carefully and check more. Let's put it this way, if the bulk of working in journalism are women, still occupy management positions more often male.*

(R.26.M, newspaper, Sov. generation)

# Gendered newsrooms: Male voices

- *Gender helped me in finding a job. If it were iron casting, it would be the same. Because the employer is sure that, it is better to take a man. The man will not go on maternity leave, will not fall ill very often, i.e. it is solely, physiology.*

(R.11, M, online, post-2000 generation).

# Gendered newsrooms: Male voices

- *It helped because ... the fact that boys are always a little, and on the faculty at the time of study is always better (the faculty of brides) and you are just two boys learn. And in the media it was always somehow a plus, because I remember when I was looking for work in the editorial office is required, first and foremost, boys. When I was arranged to the press service, then there the main condition was that it was a young man that was not a girl. At the public service, mostly staffed by women, but as there's press service headed by a woman, she was not going to work with women. This is also how the party "Women of Russia" do not choose women: the majority of women, but they do not support each other, and it played a role, too. And I enjoyed it, Yes*

(R.13, M, online, post-2000 generation).

# Gendered newsrooms: Female voices

- *Gender helps. I do believe that women have a specific set of benefits, there is the possibility to use their sex, including establishing contacts with the speakers. Some speakers easier to talk to a woman.*
- (R.12, F, online, post-2000).

# Gender and traditional values

- Topics

*It is clear that a journalist specializing on crime topics should be a man . And, perhaps, a man aged. Women may be more rigorous, can spend more time on the company in some detail. What the economy is a necessary requirement (R.12, F, online, post-2000).*

# Traditional values: Management culture

- *Women leaders and men leaders in Russia - are two different things. The man is on top of the pyramid, he gives orders his deputies and so on, the woman – in the middle and everything revolves around her. That is, the woman is in the center of the circle. Around her, as if the planets revolve, and the men - a strict hierarchy.*

(R.1, F, online, Soviet generation).

# Traditional values out gendered rooms

- *Men have the advantage, of course, in Russia, although I am an opponent of this. My wife is a very successful journalist. I've always found it very frustrating when she talked about the facts of male chauvinism in the profession. I think that in the province of women's affairs at all bad, because there are other traditions. Petersburg more European city. I remember we rested at the lake in Pskov region, it was the beginning of the 90s, when my wife sat behind the wheel, local guys with a mixture of amazement and ostentatious admiration applauded, I really riled , to be honest (R.24, M, newspaper, Sov. generation).*



# Journalism for women

- *In general, the journalist is probably a women's profession; I think so. Because society believes that man is someone who earns a lot, and in journalism you won't make much money. We strive to get a job in media management with media products or to the business. There you can earn. And if a purely craft engaged - such ridiculous salary. Craft, it is journalism, it seems to me that the girl should be doing, because she will marry. Firstly, the husband would pay in addition; secondly, if the girl is married, she can easily change jobs (R.19.M, online, post-2000 generation).*

# Passing the profession woman

- Women did not complain of cases of discrimination and inequality in career opportunities or salary
- On the contrary they were concerned by the fact that men less becomes in newsrooms, for instance for radio programs hard to find beautiful male voices, and women cannot completely replace them.

# Conclusion

- Feminization is connected with the political liberalization of journalism: the transition from 'hard power' to 'soft power', the shift from the propagandist function (entrusted mostly to males to defend communist values) to a plurality of functions to satisfy varied consumer interests
- Most students of journalism schools are young girls, in many media the majority of journalists are girls
- There appeared purely women's media organizations. Women are active in career development and the opening of their media.

# Conclusion

- Traditional views persist on gender relations and gender roles within the profession:
- Man should earn and hold the highest position in the hierarchy,
- Woman must be attractive and a conscientious worker.
- No a difference from gender expectations in Russian society:
- Ideal man must be physically strong and healthy (59%), do not have harmful habits (38%), to be able to provide material wealth (33%) and have the intellect (33%).
- The ideal woman should be attractive (67%), sexual (40%), faithful in love (24%) and love children (24%) (Lezhnina 2014, 2-3).

Thanks for your attention!

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<http://www.uta.fi/cmt/en/contact/staff/svetlanapasti/index.html>