

Press Statement:

Objectification of women in the media hinders gender equality

The National Commission for the Promotion of Equality (NCPE) is hereby expressing its concern with regards to the objectification of women's bodies in the media, including online media. Over the past months the Commission has received a number of objections from the public with regards to videos and statements that depict women in an over-sexualised manner and reinforce negative gender stereotypes in society.

NCPE condemns these representations and stresses that those involved in the media should refrain from issuing material which objectifies and sexualises women and girls. The pervasive sexualisation of women and girls in media representations reinforces the stereotype that a woman's value is determined by her physical appearance and that woman's primary role is that of pleasing men. This correlates with unequal relations in society and has a direct adverse impact on women's equal participation in all spheres of life as well as sexual harassment.

NCPE works towards gender equality and respect and dignity for all persons.

Stqarrija għall-Media:

L-oġġettifikazzjoni tan-nisa fil-*media* hija ta' xkiel għall-ugwaljanza bejn is-sessi

Il-Kummissjoni Nazzjonali għall-Promozzjoni tal-Ugwaljanza qiegħda hawnhekk tesprimi t-tħassib tagħha dwar l-oġġettifikazzjoni tal-ġisem tal-mara fil-*media*, inkluż fil-*media online*. Tul dawn l-aħħar xhur il-Kummissjoni rċeviet numru ta' kummenti mill-pubbliku fir-rigward ta' *videos* u dikjarazzjonijiet li jissesswalizzaw lin-nisa b'mod żejjed u li jsaħħu sterjotipi negattivi fis-soċjetà.

L-NCPE tikkundanna dawn ir-rappreżentazzjonijiet u tişhaq li dawk kollha involuti fil-*media* m'għandhomx joħorgu materjal li joġġettiva u jissesswalizza lin-nisa u lill-bniet. Is-sesswalizzazzjoni mifruxa tan-nisa u l-bniet fil-*media* issaħħaħ l-isterjotip li l-valur tal-mara jiddependi mill-apparenza fiżika tagħha u li r-rwol primarju tan-nisa għandu jkun dak li joġġbu lill-irġiel. Dan iwassal għal relazzjonijiet inugwali fis-soċjetà u għandu impatt negattiv dirett fuq il-partecipazzjoni b'mod ugwali tal-mara f'kull sfera tas-soċjetà, kif ukoll fuq il-problema tal-fastidju sesswali.

L-NCPE taħdem favur l-ugwaljanza bejn is-sessi u għar-rispett u d-dinjità ta' kulhadd.

L-Erbgħa 8 ta' Ġunju 2016