



MEDIA TREATMENT ALONG THE INTERNATIONAL WOMEN'S DAY (IWD) TO "WOMEN'S" ISSUE IN THE REFERENCE NEWSPAPERS (ZARAGOZA- SPAIN)

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Abstract

This study presents the results of the analysis made upon the newspapers of Aragon¹ (Spain) on the issue "women" during the *International Women's Day (IWD) (8th-March-2012)*. This analysis is based on the comparison of two printed newspapers, focusing on three angles: 1) quantitative analysis of articles in any section; 2) qualitative analysis of the linguistic and journalistic treatment and, 3) analysis of the *Agenda Setting* and its journalistic and political convergence. The aim is to show the differences as far as the social and political engagement is concerned, according to their agenda-setting which is related to the public and political agendas at different extents. *El Periódico de Aragón* is much more

engaged, than *Heraldo de Aragón*, with the IWD being coherent with the ideological and editorial line, creating the corresponding public opinion among their readers.

Key words

Gender, Agenda setting, Mass media effects, International Women's Day (IWD).

1. Introduction

Media are integrated in social and political scenarios being witness, notaries and *rapporteurs* of social reality. Therefore they act as a reflection of both: events and public opinion. Since media cover issues of public or general interest, they act as valuable thermometer to describe and understand social reality, easily documentable, on one hand (Berger & Luckmann 1989; Hernando 1990) transforming the items dealt into the *repertoire* of topics that may interest or concern the population at large, i.e., to the public mind. As per López-Escobar, Llamas and McCombs (1996), when they argue that media are creating a space for common reflection that convey to their audience the priorities and hierarchization of

the issues to be perceived as important. Furthermore the relationship between news and public opinion are described in McCombs *et al.* (2011: 1) stating that: "the effects of the news media on the sequence of outcomes shape and define public opinion", whereas the effects on public opinion created by media are highly influential. Another starting-point arose when approaching this research: if public policy agenda is unique and connected to the journalistic agendas, or if there could be any difference in press coverage, based on their ideological selection of subjects, being a conservative newspaper *Heraldo de Aragón*, and a more progressive newspaper, *El Periódico de Aragón* in the same city, Zaragoza (Spain). It was decided to select and analyze a very special and crucial day: the *International Women's Day*, the 8th. March, 2012 (from now on *8-M*). The fact that this day was internationally proclaimed by the United Nations (UN) informs of the importance of this universal

¹ The autonomous community of Aragon in 2012: 1,350,000 inhabitants, more than half of its population living in Zaragoza, its capital city. It covers an area of 47,719 km². It has no sea-coast and limits with France by Pyrenees.

celebration day, where countless acts, events, meetings and celebrations take place.

The journalistic agendas are also figuring out the idea that citizens possess for the issues that are part of the political agenda. No matter if the *International Women's Day* issues are news, ephemeris, opinion columns, editorials, letters to the editor, society, economics articles, cartoons or salient issue of journalistic and political agenda, or even a recurrent temporary item. This research aims to provide an objective vision of the subject analyzing all the newspapers pieces related to the issue "women" in this particular *ad hoc* day within the Aragonese press, focusing on the treatment given by these two reference newspapers in Aragon, and more precisely in its city capital, Zaragoza: *Heraldo de Aragon* and *El Periódico de Aragón*.

This date, its celebration and the space dedicated by *media* could be considered a journalistic agenda item, with a professional coverage to celebrate the *journee* giving sense and contents to its celebration. Moreover, if considered like an event that occurs every single year could be catalogued like an ephemeris event, accepting that is considered a newsworthy anniversary as well as its celebration. It also can be considered some kind of journalistic

discourse (Van Dijk, 1990) defined as a text, a printed content (Balle, 1991) of diverse nature. Though this journalistic discourse has *women* as main subject, it does not mean that its textual style is written from a feminist perspective. To this point, Jose Luis Dader (2000: 24) asserts that: "the choice of *women* in these pieces does not necessarily imply that the prospect or speech used to narrate such presence has changed the dominant androgynous and traditional discourse...". Consequently, the choice of the item "women" for this paper does not mean that this analysis is made from a feminist perspective. Its aim is to bring into consideration the journalistic treatment as far as such an item is dealt related to the agenda-setting of two newspapers whose ideology is quite distinct and distant.

Consciously, the selected day and its discourse are not an everyday matter, on the opposite, it is exceptional. It is not usual such a news coverage on women's presence in the daily press. One ordinary (standard) day, news to be analyzed would have not significant to this extent (quantity & space much smaller, if any), what justifies the selection of this special celebration: *International Women's Day*.

2. Objective

The aim of this work is to answer this question: *What is the position of the daily reference newspapers in Aragon for the 8-M as far as the issue "women" is concerned?*

The possibility of describing and analyzing the position of the Aragonese press also implies acquiring the knowledge of public opinion of Aragon, as far as the necessary relationship between "published" and "the public" is concerned. In other words, public opinion is expecting, when not demanding some pieces on *women* this particular day (IWD) and simultaneously newspapers are crystallizing this social and/or political engagement as far as their media treatment is concerned. This study aims therefore to make a diagnosis of the two reference newspapers of Aragon, Zaragoza edition, as far as their own social and political engagement is concerned. This city is not only the political capital of the autonomous community of Aragon. Demographically is bigger

than the two other provinces: Huesca and Teruel, both together.

Summarising, the aim here is to evaluate the social and political agenda of the referred newspapers rather than to realize or establish some gender studies. Accepting however that women's studies imply some kind of social and political engagement, some conclusions can be reached. That is why the newspapers analyzed have an exceptional coverage this day *International Women's Day* (8th, March, 2012), and are alphabetical related: (1) *Heraldo de Aragón* and (2) *El Periódico de Aragón*.

Sections analyzed are:

- 1) Home or Front Page.
- 2) Editorial and/or Opinion
- 3) Special supplement dedicated to the 8th, March, 2012.
- 4) Society

- 5) Work and Economics
- 6) Letters to Newspapers' Director
- 7) General Information

Sections like literary supplements were not considered due to the difficulty for assessing if their apparition was due to accidental or voluntarily associated reasons with 8-M . On the other hand, thursday is the day of *Art and Literature* supplement in *Heraldo de Aragón*, whose analysis results could have been distorted from the starting point. Considering that the notion of news can be ambiguous and

complex, an overall consensus could be reached when accepting that the general concept for news is *new information*. Though this is not the case for celebrating the *International Women's Day*, most pieces included in these newspapers bring news and trending news topics about women all along this day. In other words, the information offered is new and is based on recent events associated with it. Therefore, the women's topics of this day can be considered news, though they can appear in different newspapers' sections and under different journalistic *genres*.

3. Research Corpus

The selection of the corpus for research and consequently the collection of the thirteen pieces (13: 8 in *Heraldo de Aragón* and 5 in *El Periódico de Aragón*) as well as their further analysis and evaluation have thrown a vision adjusted to the social reality of the studied object, *i.e.* *printed media* (daily newspapers), which is a material easily documentable, whose analysis provides testable and verifiable results. This corpus is clearly limited and defined by criteria above and includes the items listed below, numbered and filed for full identification and location, whose headlines are listed below:

3.1. *Heraldo de Aragón*² – 8th. March, 2012

- *Women mobilizing today in Aragon against "any step back"*
- *Alborch: Lecture.*
- *Demonstrations*
- *Traffic lamps that prevail men*
- *Vignette Humor: Cano*
- *Also Human beings*
- *Maternity and Work*
- *Gallardón³ believes there is "structural gender violence" that forces abortions.*

² Headlines have been translated in order to be easily understood, though the original title in Spanish is in the corresponding charters.

³ At that time, Gallardón was Minister of Justice in Spain (Partido Popular - Popular Party - PP).

⁴ Idem to note 2.

3.2. *El Periódico de Aragón*⁴ - March 8th, 2012

- *Do not cut your right to equality*
- *Vignette humor: Postigo.*
- *The crisis hits the backbone of equality policies.*
- *Calendar of events in Aragon: no step back.*
- *We must change our mind*

4. Methodological Application

This study consists of an empirical analysis that focuses onto the analysis corpus from two perspectives: quantitative and qualitative (Conde, 1990; Ibáñez, 1990) by means of discourse analysis. From this perspective, the issue "women" is crucial creating equality in public opinion through the *agenda-setting theory* (McCombs & Shaw, 1972). From a quantitative perspective, space and design devoted to this issue are measured and described. Once done, the outcoming characteristics are compared. From a qualitative perspective: the linguistic treatment of media is analyzed along the different items included in the corpus whereas special emphasis lays on the linguistic shift within Social Sciences which will evaluate the sensitivity of the public climate towards the topic (Bardin, 1986).

Undoubtedly, richness and nuances of language (Blanco & Bueno, 1983; Greimas, 1980) are determined by the authorship of the articles, whose attributes: sensitivity, writing style, are linked to the newspaper, ideology, etc. (Aguilera, 1990) and personal or professional attitude to the subject. From this point of view, every single article can be analyzed as far as different nuances are concerned, except for the texts created and sent by news agencies, usually written in the most neutral language for general use in any media, indistinctively. From this basis there are no traceable and differentiating linguistic features. There is a huge amount of print media that has been elaborated by news agencies, or press offices, which hinders this mentioned assessment. That is why unsigned texts are not analyzed from the socio-linguistic perspective, as they would not provide any differentiating factor. However, pictures and their size yield information on sociological and statistical basis. In theory and in praxis, in journalism is mainly accepted that size/extension is also shaping the importance, where the expressed attitude is also shown through the selection of the particular space: there are significant differences according to the page number, (front page, back page or inner pages), even or odd page, with some or none picture. It is also important noting if the text is accompanied by special design, including photos, drawings or graphics, or the creation of a monograph supplement, etc. Sometimes the composition of the page is so

meaningful and visible that socio-linguistic aspects would not even need to be analyzed. The mere journalistic treatment given to the text would be sufficient. However, formal analysis provides unequivocal results. Although coherence in terms of form and contents is always desirable, it is not always accurate. Much of the newspapers language is determined by the use of sources and resources (space, design, graphics, position, section, headlines, etc.).

With regard to the *agenda-setting theory* (McCombs, 2006) the concept refers to the journalistic agenda which yields information enabling researchers to deduce the reasons for selection criteria, based on the political agendas of emerging issues and underlying ideologies. As stated by Robert Ezra Park, one of the most important members of the Chicago School (1920-1930) in Dader (1992) the final choice of the topics offered to the public was in hands of power or political agenda. Therefore, setting the news agenda for each media provides visualization of the convergence or divergence with political agendas. As for the temporal sequences of the production of different agendas, it has been very enlightening the possibility of establishing a convergence of political and media agendas, that does not happen by accident, whereas it is much closer to the concept of time optimal agendas (OES - Optimal Effect Span).

4.1. Quantitative parameters

A description of all those external elements and presentation of the news are here taken into account for the analysis: sharing of space, inclusion of the news in specific sections, lay-out of pages, number of lines occupied by the title (headline), subtitle or foretitle, number of pages or even the linkage among news to calibrate the importance given by the newspaper, generating a sort of socio-statistical data (García Ferrando, 1995). As stated above, formal aspects like inclusion in an odd or even page has also been considered as it produces a different effect on readers, in the same way that a charter, drawing, graphic or pictures displays produce an important visual effect, social and analytically relevant. The never-ending cause-effect debate on the question if

media are a mirror reflection of society, or if it on the contrary, it is society who takes its social patterns from media, is still open. In this sense, the relationship between them may be observed in the detailed description of media content, which offers a very refined measure of the importance that each newspaper gives to the topic. Therefore, formal aspects are described including the page number of apparition (even or odd), section name, top or bottom of the page, the number of columns spanned by the text, if it is accompanied by a photograph or any other graphic illustration. As suggested above, it is also analyzed, due to its significance, if the article has an author, with top title and/or subtitle, and the number of lines or columns occupied, or the position of the issue in one specific page, and also if it is typographically highlighted remarked. All these formal aspects, necessarily present in the journalistic treatment of any newspaper are really significant for any media professional or analyst, even if they are hardly observable by common newspapers' readers. The question is that, even if readers do not perceive these analytical categories, they are affecting the way they make the interpretation and internalization of everyday news. The following summary table shows the numeric differences.

4.1.1. Summary- tables individualized

Table 1: Heraldo de Aragón - Summary Table

Original headlines	Section	Page	Pic/Drw.	Columns	% Pg	Typgphy.
Las mujeres se movilizan hoy	Aragón	6	No	4	35	-
Conferencia de Alborch	Aragón	6	No	2	10	Box
Las manifestaciones	Aragón	6	No	2	5	Box
Semáforos unisex que priman al hombre	Aragón	6	Yes	4	35	-
Viteta humor Cano	Tribuna	22	Yes	4	20	Bold
También Seres humanos	Cartas 8-M	23	No	1	15	Bold
La maternidad y el trabajo	Cartas 8-M	23	No	1	15	Bold
Gallardón cree que hay "una violencia	Sociedad	27	Yes	4	50	Highlighted

Own elaboration

Table 2: El Periódico de Aragón - Summary Table

Original headlines	Section	Page	Pic/Drw.	Columns	% Pg	Typgphy.
Que no recorten tu derecho a la igualdad.	Opinión	7	Yes	4	50	Highlighted
Viteta humor Postigo	Opinión	7	Yes	5	20	Bold
La crisis golpea en la espina dorsal	Aragón	16	No	4	40	Bold
Agenda de los actos en Aragón	Aragón	16	No	1	10	Bold
Hay que cambiar mentalidad	Aragón	16	Yes	5	50	Highlighted

Own elaboration

4.2. Qualitative parameters

Qualitative parameters have been analyzed from the "linguistic shift" in Sociology (Conde, 1990). A thorough review was necessary to conduct an analysis of most sense elements to find all the units with meaningful signs. As a result, quantitative and qualitative parameters throw definitive information to reach a conclusive though not final assessment. Each article or text was analyzed as a *unit of analysis*, from different linguistic elements, namely:

a) *journalist language* which has to take into consideration different characteristics like its own nature (emergency language); the journalism golden rule: *precision, conciseness and clarity*; the linguistic richness influenced by the journalist attitude; the tone of the text in itself; and the size distribution of space, and

b) *humor language*: whose expressiveness and iconicity allows a wide variety of meaningful readings: dramatization, caricature, irony and humorous criticism and satire (present in any humorous vignette).

Both resources offer full significant analytics, which provides valuable information and further interpretation. Actually, humor in journalistic analysis offers diverse possibilities. On one hand, it involves news (mainly in cartoons) as well as aesthetic or caustic criticism, concentrating all journalistic discursive elements in a single image (cartoon) allowing high expressiveness, containing a double symbolic value: drawings and texts create an acute and refined synthesis. On the other hand, iconic language creates as many readings as readers, without using a written text message that virtually could have a tighter social or political engagement. Among these infinite humor resources, some of them outstand: dedramatizing irony, caricature of the characters; absence of censorship, or self-censorship; use of irony and critic review.

4.2.1. Headlines

In any newspaper headlines are crucial and deserve special attention for an ongoing approach to any

story as far as readers' choice will depend on their appealing contents (Enzenberger, 1974). Headlines provide numberless effects, such as:

- drawing attention of readers;
- submitting an invitation for reading the news, even if only from one angle;
- express the attitude (approval of rejection) to the subject being reported;
- looking for connotations or associations charged with meaning, in different registers: literature, history, war, sports, or others;
- synthesizing, trying to cover many angles (supported by fore-title and subtitle usually);
- generating a sense of balance or harmony;
- creating complicity or adhesions;
- generating perverse, hateful or adverse feelings;
- producing ambiguity, confusion or uncertainty;
- other effects, if any.

Headlines may attract readers, as they have a great synthesizing power and sometimes can show, consciously or unconsciously, willingly or unwillingly, (Stubbs, 1987) much of the intention, attitude or ideology of their author.

4.2.2. Consonance among journalistic and political agendas

Channeling analysis or journalistic *agenda-setting* allows comparing also coincidences, see also "consonance or dissonance" (*Konsonanz*), as expressed by Elisabeth Noelle-Neumann (1973) for social or political agendas. To this point, though there are a complete positivist test use, the researcher has the possibility of venturing certain inferences without any other commitment that the scientific one. As far as temporal sequences of the production of different agendas are related, it is enlightening to have the possibility of establishing a convergence of agendas: politics and journalistic, where an Optimal Effect Span (OES) appears.

The issue *women* can be considered a salient item of annual temporary recurrency or even news of

the day, incorporating events that are occurring at present times, so that media give coverage to them. It is also a chronical and cumulative issue (*Kumulation*), as it appears every March, the 8th with an annual recurrency (every year). It is open because it allows the input and the incorporation of new emerging issues convergent/consonant with the celebration. The analysis of the *agenda-setting* launches the ideological position as far as newspapers are concerned. However, the selection and ranking of topics is increasingly important for the general schedule, mainly in media agendas. Moreover, there are some events -random or scheduled- that coincide with the celebration of 8-M.

The national institutions: Ministerio de Sanidad y Servicios Sociales e Igualdad (MSySSeI) (Ministry of Health, Social Services and Equality) together with the Instituto de la Mujer (Women's Institute) have their own agenda, known in media studies as "policy agenda" that has a great influence on the every day selection of journalistic issues, sometimes verbal and visual, managed by institutional advertising (León, 1996) and other less visible in *newsmaking*, related to the commemoration of this day. Simultaneously, most european democracies (and most western and democratic countries) share a common policy agenda (most created by United Nations - UN) that must show coincidence in some specific days, like the *International Women's Day*. Editors feel bound to publish issues from international agendas, socially accepted and politically correct. As argued by (Gómez y Patiño, 2011, 2012, 2014), the convergence of political and journalistic agendas of *El Periódico de Aragón* would have been probably greater within a government of the socialist party (PSOE), while *Heraldo de Aragón*, being more conservative, would be more likely to have an agenda closer to the popular party (Partido Popular - PP) in the regional and national government. Nevertheless, a broader coverage would be expected when the convergence is bigger, and a narrower one when not so ideological aligned with the party in power, though as stated above, a political agenda

including the issue "women" must be present at any democratic government.

4.3. Description and analysis of the articles: space and layout

Headlines possess and show such a significance that the mere list of them give a meaningful information on their contents and tone which, together with the rest of data and summary-tables give an accurate vision at a glance of the ideas transmitted which, to some extent, could predict the public opinion and/or interpretations. Furthermore, a synthesis of each article outlines and reinforces their content. Both: headlines and summaries are presented here for better understanding and analysis.

4.3.1. Heraldo de Aragón - March 8th, 2012

4.3.1.1. Women mobilizing today in Aragon against "any step back"

It consists of a four-column article on page 16 located at the upper right side, which informs of the acts and events commemorating *International Women's Day (IWD)* in the Aragonese provinces. In the two central columns and bottom a frame is included which is further developed along the following news. It is set in an even page of section *Aragon*, that occupies 35 percent of the total page.

4.3.1.2. Alborch Lecture

Article divided in two columns of a lecture that Carmen Alborch offered two days before 8-M. It is remarked within a thin line frame with top title, which literally says "Critics from Popular Party (PP)". It takes 10 percent of page 6 (even) of section *Aragon*.

4.3.1.3. Demonstration

This is an article integrated in the same page than the two previous pieces and refers exactly to the demonstrations to be held during *International Women's Day (IWD)*. It is

written in one column, occupying 5 percent of the page.

4.3.1.4. Traffic lamps that prevail men

It is an article on traffic lamps (highlighted in bold) written in four columns where a photo is included (three columns), while the rest of the article is presented in four columns equalling the headline. It has been signed by a journalist and takes 35 percent of the page.

4.3.1.5. Humor Vignette: Cano

The space of the vignette is around 20 percent, located at lower page, occupying only 4 columns, while the fifth one is an advance flash of news.

4.3.1.6. Also human beings

This is a letter to the editor, included in odd page (23). It is written in one column and is covering 15 percent of the page, at the upper left side. Title and author in bold.

4.3.1.7. Motherhood and work

This is another letter to the editor, included in the same odd page (23). It is a column that covers 15 percent of the page, starting in the lower left side and following at the upper right side. Title and author in bold.

4.3.1.8. Gallardón thinks that "structural gender violence" forces abortions.

It is an article within *Society* section on odd page (27). It takes 40 percent of the page completed by ads (50 percent) and 10 percent in a different subject and column. One-line subtitle (four columns), with a picture included within a signed article, though it is not typographically highlighted.

4.3.2 *El Periódico de Aragón - March 8th, 2012.*

4.3.2.1. *That they do not cut your right to equality*

This article, framed in *Opinion* page, is the *Article of the day (Artículo del día)*, taking 5 percent of the space on page 7 (odd), formatted to three columns, occupies the space of four standard columns being broader than regular ones and accompanied by a photo of the author and a drawing of the newspapers cartoonist.

4.3.2.2. *Humor vignette: Postigo*

This vignette takes four columns and is skirt ranked, occupying 20 percent of the same page 7 (odd) *Opinion*.

4.3.2.3. *The crisis hits the backbone of equality policies*

Page 16 (even) has been entirely dedicated to the celebration of IWD. The headline occupies four columns. It focuses on the

sentence expressed by Gallardón on structural violence, which is also the subject of the humor vignette, being the main issue the salary gap and unemployment of women. It takes 40 percent of the total space with an original, different and balanced page design in standard and bold characters.

4.3.2.4. *Agenda acts in Aragon*

This is a small columned article in the same page 16 (even) highlighted in bold types, occupying 10 percent of the page and highlighted on the upper side.

4.3.2.5. *We have to change our mind.*

This is a special article for the day, whose foretitle is marked by *8-M*, being its title an speech quotation. It presents an original photographic display: 3 photos horizontally aligned showing the images of protagonist women, occupying 50 percent of the space.

5. Analysis and discussion

Given the importance of quantitative data, the measurement results of these numerical parameters are shown in the final summary-table, which synthesizes all the news and provides, significant and unquestionable data, at a glimpse.

5.1. Quantitative parameters

Table 3 - Comparative Summary-table (both newspapers)

	<i>Heraldo</i>	<i>El Periódico</i>
Total number of articles	8	5
Art.in odd pages	3	2
Art. in even pages	4	3
Art. front page	0	0
Number of pages	1,85	1,70
Humor vignette	1	1
Special section	0	1
Fotos/Drawgs./Graphics	2	5

Own elaboration

Given for granted that the front page is the most important thermometer, it has been thematically hierarchized by the newspaper editorial board. It has to be approved “by consensus” and executed with no delay. The second indicator is the number of articles implied. Aragonese press is lead by *Heraldo de Aragon* (8), followed by *El Periódico de Aragón* (5). Third tester is the number of pages occupied by the issue. These data come from the sum of the percentages in each page. The total percentage yields the final number of pages, included those ones specially created for the *8-M*. *Heraldo de Aragón* (1.85) followed by *El Periódico de Aragón* (1.70), a non significant difference which does not allow drawing conclusive different findings.

The fourth signal are the images, crucial within present visual culture. There is a tight paralellism:

space and number of pictures for *El Periódico de Aragón* with (5) and *Heraldo de Aragón* (2). In advertising the type of page: even or odd is essential, being mainly accepted that odd pages have more readers, with longer time exposure to it, what justifies the different advertising fees. Therefore, the proportion of odd and even pages is also important: *Heraldo de Aragón* (3), *El Periódico de Aragón* (2).

5.2. Qualitative parameters

Being most qualitative parameters crucial, headlines require special attention, as they can comprise a huge and exceptional amount of revealing, suggesting and summarizing information (Barthes, 1969, 1987). They possess an extreme synthetical capacity that can show (Recio, 1994), unwillingly sometimes, much more information than intended by the author. Headlines can create a way of expressiveness (Bourdieu, 1980), or communication with extremely concise and suggestive information (Wolf, 1994).

5.2.1. *Heraldo de Aragón*

5.2.1.1. The first unsigned article celebrates the day. It refers to women at large, without any partisan limitation or exclusion including the three Aragonese provinces, in a conciliating unit, entitled literally: *Women mobilizing today in Aragón: "no step back"*.

5.2.1.2. *Alborch: Lecture*. It is remarkable that this piece of news is preceded by a foretitle: "Critics from Partido Popular (PP)", being exactly what they are, paying no attention to the lecture delivered by Alborch. Actually, the title is just an excuse for presenting the critical comments of Partido Popular (PP) to the lecturer belonging to Partido Socialista Obrero Español (PSOE). From the information point of view it makes no sense and its nature is quite unusual.

5.2.1.3. *Demonstrations in Aragón*. It shows the list of official events that will take place at the capital cities of Aragón: Zaragoza, Huesca and Teruel, framed in fine line black box.

5.2.1.4. *Traffic lamps that prevail men* is presenting the possibility of modifying the shape of traffic lights adding a skirt to former male pedestrians. Nevertheless, municipality has declined to implement them. It is not a salient issue compared with the depth of other topics of the day. However, it seems an attempt to draw attention to this topic, whose choice reveals the position of the newspaper.

5.2.1.5. *The Humor Vignette: Cano* clearly alludes to *δ-M* with a sentence issued by a woman dressed in Aragonese musician clothes ready for singing a "jota"⁵ that seems to say: What an amount of structural gender patience I need, mother! Though many interpretations are possible, it has not a very precise meaning. Apparently it refers to the most contested sentence stated by Gallardón (discussed in 4.3.1.8).

5.2.1.6/7. Two Letters to the Newspapers' Director: *Also human beings* and *Motherhood and work*, signed by two women of Zaragoza. The section *Letters to the director* do not represent the editorial line but their one personal line. Paradoxically, these letters do not correspond to the conservative line of this newspaper. These pieces are claiming the lost rights, on the one hand, and the difficulties of women: mother at work, on the other. It is quite exceptional that they have been even published, as they are not linked to the editorial ideology.

5.2.1.8. *Gallardón thinks that "structural gender violence" forces abortions*

It is included in *Society* section emphasizing on a social controversial aspect, which is already being introduced by the subtitle offered by *Heraldo* "parties and associations accuse him of behaving like the most reactionary wing of the Partido Popular (PP)" which is the most interesting declaration of the author: Alfonso Torices.

⁵ "Jota" is the generic name for the typical song of Aragón.

5.2.2. *El Periódico de Aragón*

5.2.2.1. *That they do not cut your right to equality* is signed by Rosina Lanzuela, Secretary of the trade union Comisiones Obreras (CCOO)⁶ Women-Aragón, who is in charge of fighting for women's rights, in accordance with the political and journalistic agenda of this newspaper. Both title and illustration are vindicative and match the authorship of the opinion column and the editorial line, being a suitable and beneficial article for the day.

5.2.2.2. *Humor vignette: Postigo*, featuring an urban married couple where she says: "After all what Partido Popular (PP) is saying, I can believe in Agapito and whatever else". The text refers to the statements made by Gallardón, commented in any newspaper. Humorous criticism refers to the lies of Partido Popular (PP). However, it could also be considered that media are offering too many lies, or not informing of true events. With these two titles, the page is totally dedicated to *8-M*, which makes it more important than if presented on different pages. Possibly, a double page has double effect.

5.2.2.3. *The crisis hits the backbone of equality policies*, signed by a male author: Antonio M. Yague, which honors him, and makes a direct critic on the existing inequalities between men and women. It focuses on the most important aspects, such as salary gap and unemployment and even the risk of poverty, according to the Eurostat Eurobarometer. *El Periódico de Aragón* approaches the subject in a very original design, presented under a 4 columns title where the third intermediate column is in bold and dedicated to comment Gallardón's statements, entering directly into the *8-M* repertoire.

5.2.2.4. *Calendar of events in Aragón*

The fifth column of this page is dedicated to the Agenda of the day events in Aragón, which presents the acts that will be held in the three provinces of Aragón.

5.2.2.5 *We must change our mind*

The fifth article is a report presenting the story of three different women who have suffered from diverse discrimination. Despite it, they have overcome that stage. It is signed by A.P.M. in Zaragoza. It presents three cases: 1) deputy Carla Antonelli (trans-sexual), 2) Celia Sanchez-Ramos, best researcher United Nations (UN) 2009 of the Universidad Complutense de Madrid (UCM), and 3) Antonia Malinche, abuse survivor. They are three life-stories as an invitation to change the collective consciousness, the look of media, children and judges. The 'happy end' of these stories is creating some expectations. In short: we must change our mind for future hope.

⁶ CCOO (Comisiones Obreras is a trade union linked to the Communist trends -PC or IU-)

6. Final Results and conclusions

Summarizing the results, both newspapers have offered a very consistent coverage within its own editorial line, in terms of content. Differences in space are minimal (0.15) which refers a similar hierarchy of the issue within the journalistic agenda setting. Both newspapers show a tight consonance between the journalistic and political agendas: no content is dissonant with the exception of the letters to the director of *Heraldo*, as commented previously, which is partly explained by the fact that these opinions are supported only by their authors, not by the editorial line of the newspaper, which is just the opposite.

Nevertheless, there is a noteworthy difference: the number of photos, graphics or illustrations. While in cyphers, *Heraldo de Aragón* has two more articles, *El Periódico de Aragón* offers a number inversely related to the photos. *Heraldo de Aragón* ratio: 7/2. *El Periódico de Aragón* is: 5/5. This ratio could be interpreted on the basis of demand or convenience or even that the issue needs or deserves to be illustrated. In other words, the proportion of *El Periódico de Aragón* is providing one picture per article, $1 > 1$, while *Heraldo de Aragón* does not reach this ratio, $1 < 1$.

In conclusion, *El Periódico de Aragón* is much more compromised with women's issue and shows a much more vindicative position than *Heraldo de Aragón*, except for the *Letters to the Editor* (they do not belong to

the newspapers ideological line). The latter is quite coherent with the editorial political line and party (Partido Popular - PP) in the government.

El Periódico de Aragón is a much more progressive newspaper (next to socialist party) and consequently much more engaged with the issue *women*. It has to be reminded that the *International Women's Day* (IWD) was founded in 1910, during the *International Women's Conference organized along the general meeting of the Second Socialist International in Copenhagen, Denmark*.

Nevertheless, the optimal expression of equality would be not to celebrate this date, as it would mean that equality would have been reached. But while the inequality persists, although decreasingly, mass and social media have to continue echoing the *8-M: International Women's Day*.

Once finished this paper, it has to be admitted there are some other aspects that could not be analysed, though they have high interest for complementing the information and knowledge coming out from the present analysis. More precisely these aspects would refer to textual tone and orientation, because paradoxically, in some cases, it could happen that though some newspapers could be dedicating a larger space to the issue, this very space could be written in a negative or pejorative sense. This is an open challenging invitation for future research.

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