

Media and Gender Promotion: Analysis Essay through the Treatment of Current Events on International Women's Day 2022 by Ivorian Dailies

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Abstract: *Taking as a pretext the celebration of International Women's Day 2022, this article revisits, under the prism of the issue of gender promotion, the foundations of the agenda setting and exposes some limits, in light of the media treatment reserved for this event by Ivorian dailies. On this basis, the complementary concepts of agenda-building and public journalism are presented. The idea is to invite us to rethink the omnipotence attributed to the media and their alleged ability to make or break the news. Without denying them their power of influence, this case study nevertheless leads to relativize their true hegemony in a media ecosystem, very often a reflection of dominant thoughts and powers, where other actors and/or no less important factors play a decisive role.*

Keywords: Gender promotion, agenda-setting, women's rights, Ivorian dailies, public Journalism.

1. Introduction

Every year, the whole world lives to the rhythm of the celebration of international days: International Day of Education (04 January) ; International Day of Human Fraternity (04 February) ; International Day of Zero Tolerance for Female Genital Mutilation (06 February) ; International Women's Day (08 March) ; etc. These are all opportunities for the media to place at the heart of the news concerns or topics with high social stakes of which they inform their readers, listeners or viewers. It is the staging of this socio-media reality through the place given by Ivorian dailies to the promotion of gender in connection with International Women's Day 2022 that constitutes the challenge of this article.

Since the second half of the twentieth century, through the dissemination of international fundamental principles based on gender equality, it has become increasingly recognized that there can be neither democracy nor sustainable development without the participation of women. The term "gender" has gradually become established to evoke the gender problem as well as the living conditions of women who often assume a "triple role": producer, reproductive and community. Gender was able to benefit from an institutional and scientific anchoring thanks to "women's studies" from 1970 with the beginning of feminist movements in North America and Northern Europe before reaching French-speaking countries. The concept crystallized with the first world conference on the status of women, held in Mexico City in 1975, under the aegis of the United Nations. This summit as a marker allowed the international community to sensitize governments on the phenomenon of discrimination against women, persisting almost everywhere in the world. Since the 1990s, "gender's studies" have been conceptual and methodological levers for the renewal of the epistemological landscape of the human and social sciences (Berger, 2019).

By sticking to research, gender inequalities remain visible, in developed countries and even more so in developing countries (Brun, 2009, Saitta, 2010, Berger, op.cit.). Gender therefore offers tools for a critical analysis of systems of discrimination based on sex. It allows dominated and marginalized groups, especially women, to make their voices heard. In the current context of global crisis and increasing inequalities (Verchuur et al. 2015), we adopt the analysis of gender inequalities favoring a gender approach. If, originally, the notion of gender, opposed to that of sex, was intended to put an end to biological determinism, to avoid the confinement of women or men in a biological sexual definition and to circumvent a biological determinism in the name of freedom, the same is not true today. This approach thus has the advantage of going beyond gender considerations alone and questioning inequalities in a more open perspective integrating different social and cultural factors at the societal level. Gender is emerging as a tool for development analysis. A wide range of publicly available media that can present these issues are analysed by researchers reporting on the 1995 Beijing Platform for Action in relation to issues related to media portrayal, particularly that of women.

Using as a pretext the celebration of International Women's Day 2022 in Côte d'Ivoire, this article revisits the main foundations of the setting agenda, examines its implementation, in light of the media treatment reserved for this news by Ivorian dailies, while highlighting some limitations.

The study is based on two theories:

First theory: agenda setting (Maxwell McComb and Donald Shaw, 1972) refers to a model that establishes a causal relationship between the importance that the media give to certain topics (issues) and the perception that news consumers have of the importance of these subjects. The media influence the agenda of public affairs to the extent

that the public adjusts its perception of the relative importance of subjects to the importance that the media attach to them (Charon, 1995). It refers to the way in which citizens' concerns are structured by the media. According to McComb and Shaw, "There are things in the political, economic and social fields that citizens do not control. So they need the media to get informed."¹

This theory thus reveals at least two sides:

- 1) The conformity of what the media publish with social issues
- 2) The perception of the world that consumers may have of information products, under the influence of media content.

All these things underline the role of the media as a barometer and prescriber of current events.

Second Theory: Theory of Gender and Power (Connell, 1987, Gupta, 2000)

Gender inequality is a social construct that comes from long processes of socialization and education. Inequalities in power are reflected and perpetuated in conditions that, for example, put women at increased risk. Gender approaches aim to meet the different needs of men and women in a way that contributes to the balance of power and equitable practices. They are also working to find ways to empower women through the acquisition of skills, information, services and technology. In relation to gender issues, the media generally focus on the factors that maintain inequalities around specific issues as well as those (factors) that deter women from gaining more power, while highlighting equitable initiatives that promote gender.

Also, the whole world celebrated, on Wednesday 08 March 2022, the International Women's Day (IWD) around the theme "Equality today for a sustainable future".

In this article, we analyze to what extent the first side of the concept of agenda setting (conformity of the content proposed by the media with social issues) worked in Ivorian dailies, on the occasion of this event. We are trying to find out whether these newspapers have sufficiently put this major news on the agenda in their various publications, what media treatment they have given it, how, about what and under what angle they treated it. We are thus putting the theory of agenda setting to the test of the facts, in the light of the articles published on March 8, 2022 by the Ivorian dailies.

2. Methodological Approach

From a methodological point of view, we mainly mobilize documentary research and content analysis. Our reading grid takes into account the following main questions inspired by the 5 W method (Who ?, What ?, When ?, Where ?, Why ?) of the rules of journalistic writing: Who? (who are the identified articles talking about), What ? (about what), When ? (date of occurrence of the facts), Where ? (place of the

course of the facts/events mentioned), Why ? (the reasons, which explains, justifies the facts described) and in the alternative How ? (how the event was carried out).

These different items are related to the direction and meaning that UN Women² has given to the celebration of International Women's Day 2022 as set out in the text below. This analysis also takes into account the actions carried out by the Ivorian State and reported by these dailies.

The theme for International Women's Day, 8 March, 2022 (IWD 2022) is, "**Gender equality today for a sustainable tomorrow**", recognizing the contribution of women and girls around the world, who are leading the charge on climate change adaptation, mitigation, and response, to build a more sustainable future for all.

Advancing gender equality in the context of the climate crisis and disaster risk reduction is one of the greatest global challenges of the 21st century. The issues of climate change and sustainability have had and will continue to have, severe and lasting impacts on our environment, economic and social development. Those who are amongst the most vulnerable and marginalized experience the deepest impacts. Women are increasingly being recognized as more vulnerable to climate change impacts than men, as they constitute the majority of the world's poor and are more dependent on the natural resources which climate change threatens the most.

At the same time, women and girls are effective and powerful leaders and change-makers for climate adaptation and mitigation. They are involved in sustainability initiatives around the world, and their participation and leadership results in more effective climate action. Continuing to examine the opportunities, as well as the constraints, to empower women and girls to have a voice and be equal players in decision-making related to climate change and sustainability is essential for sustainable development and greater gender equality. Without gender equality today, a sustainable future, and an equal future, remains beyond our reach³

The importance given to this news according to the size of the articles is also taken into account. In order to better analyze the content of publications, we have chosen the following reading grid:

² UN Women is the United Nations organization dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. Specialized Agency for Promoting Gender Equality and the Empowerment of Women Worldwide. It was created in July 2010.

³ International Women's Day 2022: "**Gender equality today for a sustainable tomorrow**". Accessed July 07, 2022 on <https://africa.unwomen.org/en/stories/in-focus/2022/02/international-womens-day-2022-gender-equality-today-for-a-sustainable-tomorrow>

¹ KATZ et al. cited by J.LOHISSE (2009) in *la communication: de la transmission à la relation*. Bruxelles: De Boeck Université, p.53

Table 1: Analysis grid of Ivorian dailies published on March 8, 2022

N°	News papers	Nature and purpose of the subjects covered by the journal according to the 5 W	Number of articles on International Women's Day	Size of information related to International Women's Day in cm ²	Presence of information related to UN Women's guidance	Number of pages in the log	Total log area in cm ²	Mention du sujet à la UNE	Comments

Source: Our study.

In fact, on Tuesday, March 08, 2022, nineteen (19) Ivorian dailies of general information of the traditional press (printed) were published. These are Le Nouveau Réveil, Le Panafricain, Fraternité Matin, Soir Info, L'Inter, Le Patriote, L'Avenir, Le Béliér, Le Sursaut, Le Mandat, L'Intelligent d'Abidjan, L'Essor ivoirien, Le Temps, Le Quotidien d'Abidjan, L'Expression, Le Matin, Dernière heure du monde, Notre Voie and Le Jour Plus.

Nevertheless, our exercise focused on five newspapers that represent the main Ivorian trends and opinions: Le Panafricain, the news organ of the PPA-CI¹ (Opposition), Le Patriote (close to the RHDP² in power), Soir Info (independent), Le Nouveau Réveil (close to the PDCI³, opposition party) and Fraternité Matin (pro-government newspaper).

It should be noted that the PDCI and the PPA-CI are the leading parties of the Ivorian opposition in terms of representativeness (number of deputies) in the National Assembly. The newspaper Soir Info is the second most read Ivorian daily with 18.94% market share in the first quarter of 2022, just behind Fraternité Matin (30.79%) and before Le Nouveau Réveil (16.29%).⁴

II. Media and gender promotion, an overview of the 1995 Beijing Summit Plan of Action

The Fourth World Conference on Women held in Beijing in 1995, under the theme "Equality, Development and Peace", developed a plan of action defining twelve (12) priority areas, including the media, in which measures were deemed necessary to achieve gender equality.

These axes were reiterated in the context of the commemoration of Beijing + 5 at the twenty-third special session of the United Nations General Assembly held at the Headquarters of the United Nations in New York from 5 to 9 June 2000 on the theme "Women 2000: gender equality, development and peace in the twenty-first century". The session adopted a Political Declaration and an outcome document entitled "Further actions and initiatives to implement the Beijing Declaration and Platform for Action". It is in the same dynamic that the media are mobilized and solicited to bring this cause as on the occasion of the World Summit on the Information Society (WSIS) held in Tunis in 2005, sanctioned by the adoption of the "Women and Media" action plan. Two years earlier, in response to issues related to the image of women in the media, the United

Nations Commission on the Status of Women (2003) expressed concern about the functioning and content of the media. The issue of stereotyping was particularly focused on the narrow range of representations of women in the media and the sexually reifying nature of women's imagery. The researchers' criticisms of the media treatment for this purpose show that the struggle for the advancement of women is long, proven and a milestone. This issue on the emancipation of women at the cultural, political, economic and social level must be thought of by the media with the 4 "R" foundations of democratization that are: Representation, Rules of Law, Recognition and Redistribution. According to Srebeny's (2005) approach, when the term representation is taken in its sense of mediation, it is clear that the media in society represent a threat to cultural diversity.

In many countries, the author insists, struggles against sexist and distorted descriptions of women and gender expression in the mainstream media are on the agenda. Knowing full well that the media are essential as tools, spaces for debate and channels for making one's voice heard. In the analysis of the issue, the Global Media Monitoring (GMMP), i.e. the Global Media Observatory on Gender (OMMG), aims to examine at regular intervals the representation of men and women in the media. According to a study carried out in 71 countries and presented in 1994 at the Bangkok International Conference on Women and Communication, the visibility of women in the news media remains low and progress almost insignificant. Only 21% of news items deal with women, whether they are subjects or subjects of news. They are mainly presented by stars and "ordinary" people, rarely as figures of authorities (Coulomb-Gully, 2011).

The 2010 edition of this study marks a new stage according to the author with 108 countries involved. Research covers 55% of the world's countries, totalling 82% of the world's population. As a result, 76% of the subjects or objects of the information are men and 24% of women.

The reference to their physical appearance and the tendency to portray them as victims largely characterize the representation of women.

III. International Women's Day 2022: very little news relayed

As shown in the table below of the analysis of the content of the corpus, the news relating to International Women's Day (IWD) was very little covered by the Ivorian dailies published on March 8, 2022. Apart from Fraternité Matin which devotes three (3) articles and 11.95% of its space, the other supports are below the 5% mark, with the exception of The Pan-African (5.19%). Le Patriote and Soir Info respectively dedicated 2.56% and 2.04% of their content to IWD 2022, while Le Nouveau Réveil made a blackout on this event that does not appear anywhere in its columns.

¹ Parti des Peuples Africains-Côte d'Ivoire

² Rassemblement des Houphouëtistes pour la Démocratie et la Paix

³ Parti Démocratique de Côte d'Ivoire

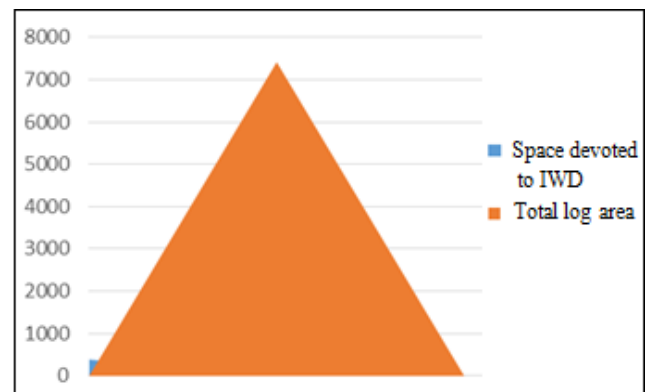
⁴ Source: ANP (Agence Nationale de Presse), Presse Quotidienne Nationale. Baromètre des ventes 1^{er} trimestre 2022. Accessed July 11, 2022 on <https://anp.ci/document/statistique/70>.

Table 2: Synoptic table of the treatment of International Women's Day 2022 by ivoirian dailies

N°	Newspapers	Number of articles dedicated to International Women's Day	Information size in connection with International Women's Day in cm ²	Log size in cm ²	Mention of the subject in the NEWS	Number of pages in the log	Treatment related to UN Women's guidance	Percentage of information devoted to International Women's Day
1	Le Panafricain	01	385,18	7 419, 84	Non	8	Non	5.19
2	Le Patriote	01	292, 8	11 416,8	Oui	12	Non	2.56
3	Soir Info	01	318, 25	15 580	Non	16	Non	2.04
4	Le Nouveau Réveil	0	0	7 420	Non	8	0	0
5	Fraternité Matin	3	3 526, 4	29 510,4	Oui	32	Oui	11.95
Total		06	4 522,63	71 347, 04		76		

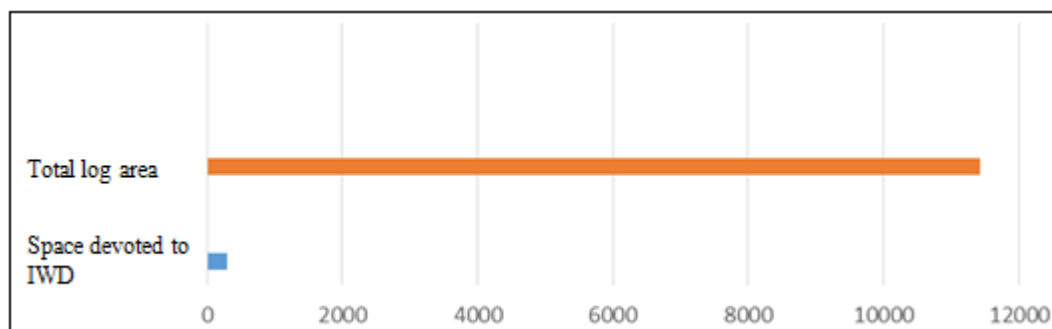
Source: Our study.

The Pan-African, with only one article produced, merely repeated the statement made by the Ivorian government on the occasion of this celebration. It recalls the efforts made and initiatives taken by the Government to promote the empowerment of women in Côte d'Ivoire. Gender parity and the advancement of women through, in particular: the schooling of girls, the promotion of women's rights, the establishment of legislative, regulatory and legal frameworks and the ratification of numerous international instruments (Beijing Declaration in 1995 [The Beijing Declaration and Platform for Action (or "Platform") was adopted on 15 September 1995 by 189 States present at the 4th International Conference on Women. This statement is reputed to be the most progressive plan for the advancement of women's rights], Convention on the Elimination of All Forms of Discrimination against Women). At the national level, laws have been passed to combat bad practices that violate the physical integrity of women, mainly Law No. 98-757 of 23 December 1998 on the repression of female genital mutilation.

**Figure 1:** Area diagram of the space in cm² devoted by Le Panafricain to IWD 2022

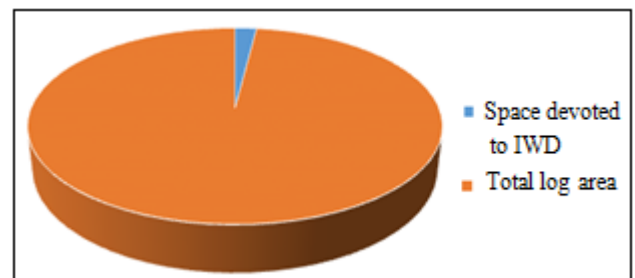
Source: Our study

Le Patriote reports on the training of about sixty women from the commune of Cocody in e-commerce. These women have benefited from capacity-building to increase their incomes.

**Figure 2:** histogram of the space in cm² dedicated by Le Patriote to IWD 2022

Source: Our study.

Soir Info publishes the statement of Mrs. Anne Bacoum, President of the Social Commission of the Organization of Professional Journalists of Côte d'Ivoire, who invites women to be inspired by the example and career of Mrs. Euphrasie Yao, former Ivorian Minister for the Advancement of Women as well as all those who were not expected at the top of society, who have nevertheless succeeded by dint of hard work and perseverance. "It is necessary to be inspired by these women who, by their self-sacrifice to the task, value women by accessing decision-making positions"¹

**Figure 3:** Pie chart of the space in cm² devoted by Soir Info to IWD

Source: Our study.

¹ Soir Info (2022, 12). Journée Internationale des droits des femmes. L'Ojpei invite les femmes à s'inspirer de l'exemple de l'ex-ministre Euphrasie Yao.

As the graph below shows, Le Nouveau Réveil did not devote any lines to the event.

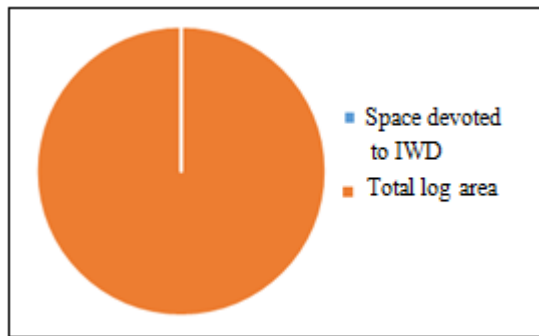


Figure 4: pie chart of the space in cm² devoted by Le Nouveau Réveil to IWD
Source: Our study.

Of all the dailies studied, *Fraternité Matin* is the one that produced the most information related to IWD 2022 (in terms of the ratio of devoted space to total area of the newspaper) with a total of 3 articles and 3 advertisements related to the event.

After announcing the activity on its front page, the pro-government newspaper presents on page 8 the content of its official celebration in Côte d'Ivoire, in the Abidjan commune of Koumassi, in the presence of the wife of the Head of State, Mrs. Dominique Ouattara, godmother of the 45th edition of the IWD. One of the articles briefly evokes the theme of the 2022 edition by stressing that the First Lady of Côte d'Ivoire "will also exchange with women on this year's theme which addresses the notion of equality, equity and positive discrimination. This, in line with the theme chosen at the global level which is "equality today for a sustainable future"¹.

The newspaper does not say more and does not give any precise light on the stakes of this specific declination proposed by UN Women. He merely notes that "as with each of her outings, the First Lady will honor women through donations of food and non-food. It is also planned decorations of men and women, a presentation of trophies to the victorious teams of a tournament, a visit to stands, testimonies of the beneficiaries of the Fafci"², support fund for women in Côte de j'Ivoire, of which Mrs. Dominique Ouattara is the main promoter.

The second article proposed by *Fraternité Matin* is a column (Amanien³) entitled "Further improving the status of women for the good of humanity". The author outlines the progress and achievements in the promotion and improvement of the status of women in Côte d'Ivoire, but also the difficulties and real challenges on the road to the emancipation and empowerment of women in this country: "In Côte d'Ivoire, the most symbolic is undoubtedly the introduction in our constitution of a minimum quota of women for candidates in the various elections. The gap between the formidable text and the harsh reality of its difficult, if not impossible,

¹ Sylla, F. (2022, 08 mars). Journée internationale des droits de la femme. Dominique Ouattara communique avec les femmes aujourd'hui. *Fraternité Matin*, 8.

² Ibidem

³ News, in languages of the Akan group (Agni, Baoule) of Côte d'Ivoire

application reminds us of the need to keep the fighting spirit of this 08 March."⁴.

The third article offers the report of a panel, as a prelude to IWD 2022, which brought together women leaders in finance on 5 March 2022 to share their experiences in this area.

Apart from these three articles, three full-page advertising inserts from two banking institutions and a mining company highlight the place of women in development. "Barrick celebrates women in the mines. Stimulating gender diversity in the mining industry" (page 17),

"A fulfilled woman for a resilient society" (page 18),

"Women are an asset, valuing them is offering society a real chance to strengthen its cohesion" (page 32) are the messages displayed by these mercantile contents.

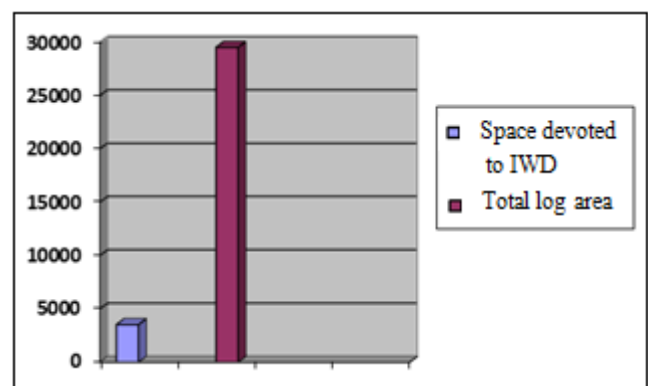


Figure 5: histogram of the space in cm² dedicated by *Fraternité Matin* to IWD 2022
Source: Our study.

Basically, the articles that have addressed the issue have done so only superficially. Moreover, none of the papers produced really relayed or supported the point of view suggested by UN Women. Apart from *Fraternité Matin*, which has tried it quite a bit, the other dailies have completely ignored it.

In the light of the data processed, on the basis of the sample selected, it appears that Ivorian newspapers devoted a tiny part of their publications of 8 March 2022 to the celebration of International Women's Day.

3. Discussion

Media reflects the dominant genders and thoughts, not so much masters of the agenda as that ?

The results of the present study show that, although the issue of the advancement of women is one of the priorities of contemporary society' issues, it is still marginal and remains an insufficiently publicized subject. But in fact, as a mirror of society, don't the media ultimately send us back the image of a civilization where the thoughts and points of view of the dominant genres take precedence ?

⁴ Banga, A. (2022, 08 mars). Améliorer davantage la condition féminine pour le bien de l'humanité. *Fraternité Matin*, 8.

In the 1990s, Pierre Bourdieu initiated a critical reflection on the role of the media. In particular, he believed that market imperatives today impose their logic on journalists (...). From 1970 to the early 1980s, much of media thought developed a vision of the media as a tool for class domination. due in particular to the conjunction between Marxism or radical thoughts and the post-1968 social and political movement (FR, 2008).

In reality, the information and communication sciences for which the media are a privileged object of analysis have long remained aloof from this questioning of gender (Coulomb-Gully, Op.cit.). The use of the word reflects the changes, including three principles at the foundations of the concept (Bereni and al, 2008):

- The distortion of the social, anti-essentialist that presides over the definition of the sexes
- Overcoming the gender binary
- The exclusion of gender in a complex set of power relations.

The tight focus on women alone seems to be over. The gender approach therefore reflects these changes. "Gender" research is institutionalized in a self-centered, even ethnocentric and conformist position, aligned with the political and cultural norms of the evolution of peoples.

The media are constructivist, they interpret the world, they do not transcribe it faithfully. They are hyperrealistic because they diminish the socially weak groups including women and increase those who hold social power (men especially) and performative, that is to say, prescriptive and descriptive.

Faced with this dominant content, feminists have created many forms of alternative media that are channels and forms of expression of their words and practices of recognition (Srebeny, Op.cit.).

Media content on women in terms of representation is a limitation of gender analysis. In this regard, obstacles such as the persistence of the literacy rate, ad hoc, alienating and inadequate training methods for women are deeply rooted obstacles in the culture that limit access to decision-making power. Thus, this case study seems to show that the media are not as reflective and catalytic of current events as it seems, and therefore absolute masters of the agenda on the public media space. All things that lead us to wonder if other actors, factors or contexts do not interact to compete with the media for their original prerogative of the only makers of the news.

Unless we fall into a kind of "media-centrism", it would be naïve to believe in an autonomy of the journalistic field and to act as if we could understand what it produces only in the light of these internal logics. The media coverage of an "event" or a theme is in fact the product of internal changes in the journalistic field but also of transformations that affect the different social spaces considered (scientific and medical, judicial, economic, political, etc.). They are then "retranslated" according to the logic of the media space (Marchetti, 2002).

In fact, despite the power that is attributed to them rightly or wrongly, the media themselves are often dependent on the agenda of sources (states, international organizations, politicians, promoters of cultural or sporting activities) or exceptional events (cases of force majeure, sudden change of regime, death of head of state, natural disaster, etc.) that force them to adjust or rearrange their content according to the conjuncture. "The rise of the mass media has influenced the processes of collective mobilization. On the one hand, the media are increasingly instrumentalized by groups struggling to mobilize sympathizers, to transmit information and slogans between activists and to structure their organization (internally). On the other hand, the media are used as a strategic resource and as a vector of visibility to collect donations and to place demands on the political agenda (external communication) (Ben Youssef, 2018).

Charon (1995) went further by revisiting the question of agenda setting and questions the real capacity of the media to dictate current events.

The idea that the media succeed, to a certain extent, in dictating the order of citizens concerns, raises several fundamental questions: doesn't agenda-setting also affect people's judgments or attitudes towards objects prioritized by the media? What is the autonomy of the media in setting their own agenda and what is the contribution of information sources in defining the media agenda ? How is the agenda of political decision-makers shaped ? What is its influence on the media and public agenda? In short, how is the respective influence of decision-makers, the media and citizens exercised in the process of shaping the public affairs agenda, and what is the extent of this influence ? (Charon, Op. cit.).

In an Ivorian media ecosystem where most media are not yet ideologically liberated and financially autonomous, it can be hypothesized that their content is likely to reflect more the concerns of their mandates and donors rather than issues related to social issues. This is probably what could explain why *Le Nouveau Réveil* for example, a newspaper close to the PDCI (the largest Ivorian opposition party) did not devote any lines to International Women's Day 2022, without this being blamed on it. While common sense would have wanted such an important political organization, which aspires to lead the country, not to ignore a major current issue such as IWD, relating to women (almost half of its electorate). However, this observation raises a no less important question: that of the media, in their editorial line, taking into account the principle of public journalism in the management of social issues.

A concept that has emerged since the late 1980s, public journalism can be defined as an approach in which the media must play a much more active role within their environment: 1) by providing concrete solutions to citizens' daily problems; 2) by encouraging them to become more involved in democratic life (Beauchamp, Watine, 2000).

It aims to increase the social utility of information professionals within their immediate environment in order to guarantee a better functioning of democratic life

(...). Main initiator of the movement with Arthur Charity and David Merritt". Jay Rosen, a research professor in the Department of Journalism at New York University, defines public journalism as both a set of "principles," a "professional reality," and a "movement." According to Rosen, four key principles must animate those who claim to be public journalists:

- newspaper readers are a priori active citizens (i.e. ready to engage, if asked, in public life), and not mere passive spectators-or even victims-of daily news ;
- the press can help citizens to solve certain problems in practice rather than encouraging them-consciously or not-to passivity or disengagement;
- contrary to their natural inclination to add fuel to the fire, the media must do more to improve the quality and usefulness of public debates ;
- Media companies generally have a decisive role to play in public life.

If these general principles are respected, Rosen believes, journalists will be able to regain the public's trust, re-establish constructive ties with citizens and, for some of them, regain the public's trust. to re-establish constructive links with citizens and, for some of them, to regain the flame for the profession. Better yet, they can contribute to a better "yield" of democracy (Watine, 2003).

Such an awareness would certainly have led Ivorian dailies to devote more space and interest, both in substance and form, to the treatment of current events on an event of such importance as International Women's Day. Nevertheless, the multiplicity of social issues in the face of the many challenges posed by the constant changes as well as the upheavals (social-economic, political and cultural) of our current societies constitute a real challenge for the media. For example, more than two hundred world or international days are celebrated each year¹, or on average one day and as many problems to be treated every two days. This can seem exhausting and lead to an effect of weariness and saturation for the media.

Faced with the limitations thus exposed of the agenda setting, Charon (Op. cit.) advocates a completed model in an ecosystem where media, decision-makers and audiences interact to set the agenda of the news.

Aware of this limitation of the model, some authors have suggested abandoning the notion of agenda-setting in favor of the notion of agenda-building, which refers to a collective process of developing an agenda involving a certain reciprocity between the media, decision-makers and the public. But whether it is "setting" or "building", the model assumes an exchange between the source and the press, where each acts and reacts to the action of the other according to its interests, values, resources and constraints. The news would be in a way the product of the addition or combination of the contribution of one and the other; the source suggests an agenda that the journalist eventually transforms. This

model neglects to consider the possibility – the most likely – that the action of one is a function of the anticipated reaction of the other (Charon, 1995).

4. Conclusion

Scrutinized in the light of the media treatment reserved by Ivorian dailies for International Women's Day 2022 and under the prism of the issue of gender promotion, it appears that the theory of agenda setting is probably not the only one to explain the content of the media and the importance they give to current issues ; thus mitigating the omnipotence that tends to be granted to them in putting the news on the agenda. Other paradigms no less important, such as that of public journalism, are likely to encourage news producers to take better account of certain important societal issues. It is undoubtedly its greater sensitivity to this issue that has made *Fraternité Matin*, a pro-government news outlet, devote more space to International Women's Day 2022. Its status as a public service newspaper has certainly increased its commitment and its responsibility in the face of this subject, which carries one of the most prominent issues of our time: that of women's empowerment and gender equality. A status that obliges it to process practically all information relating to the well-being of all components of the population, where the private media do not feel sufficiently concerned or challenged by the subject at stake.

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