



spino fact 7

Media Monitoring of the 2023
Parliamentary Elections in Montenegro
with a Focus on Gender Perspective

Metodology

Monitoring includes **qualitative and quantitative** research.

The total number of media announcements on the topic "PARLIAMENTARY ELECTIONS 2023"

Number of posts in analytical parameters per CANDIDATE LISTS.

Thematic overview of the pre-election campaign (what was discussed?)

- Gender equality in the narrative during the electoral campaign.
 - Sentiment of announcements related to women
 - Tone of posts and other analytical parameters per LISTS INDIVIDUALLY
 - provided time and space for the promotion of the political messages of the CANDIDATE LISTS (planned campaign)
-
- **Period:** 11 May– 09 June 2023 (until 00h)

Which media did the monitoring cover?



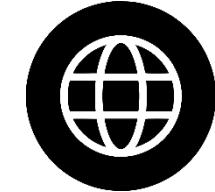
10 televisions

TVCG, TV Vijesti, Nova M, Prva TV, Adria TV, Gradska TV, TV E, TV 7, TV A+, PINK M



3 daily newspapers

Dan, Vijesti, Pobjeda

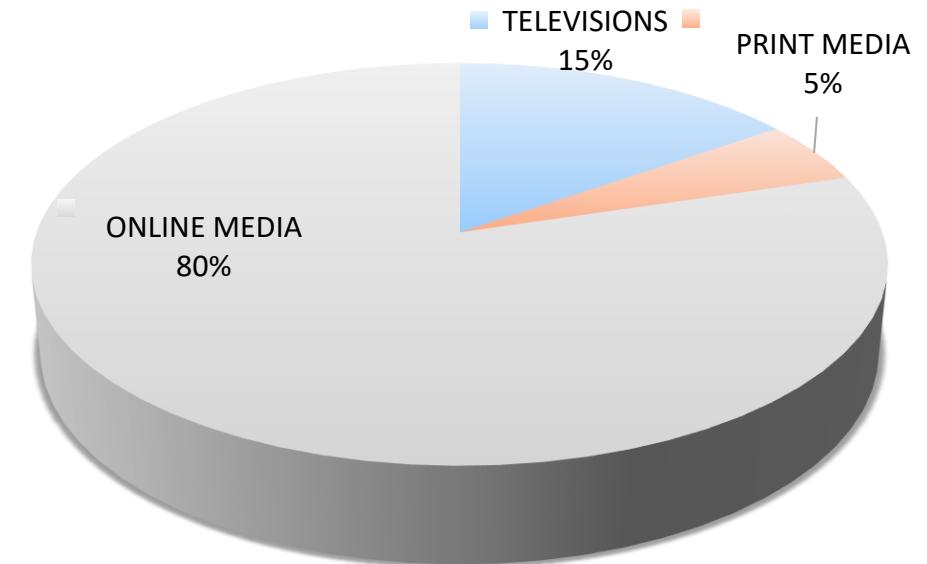
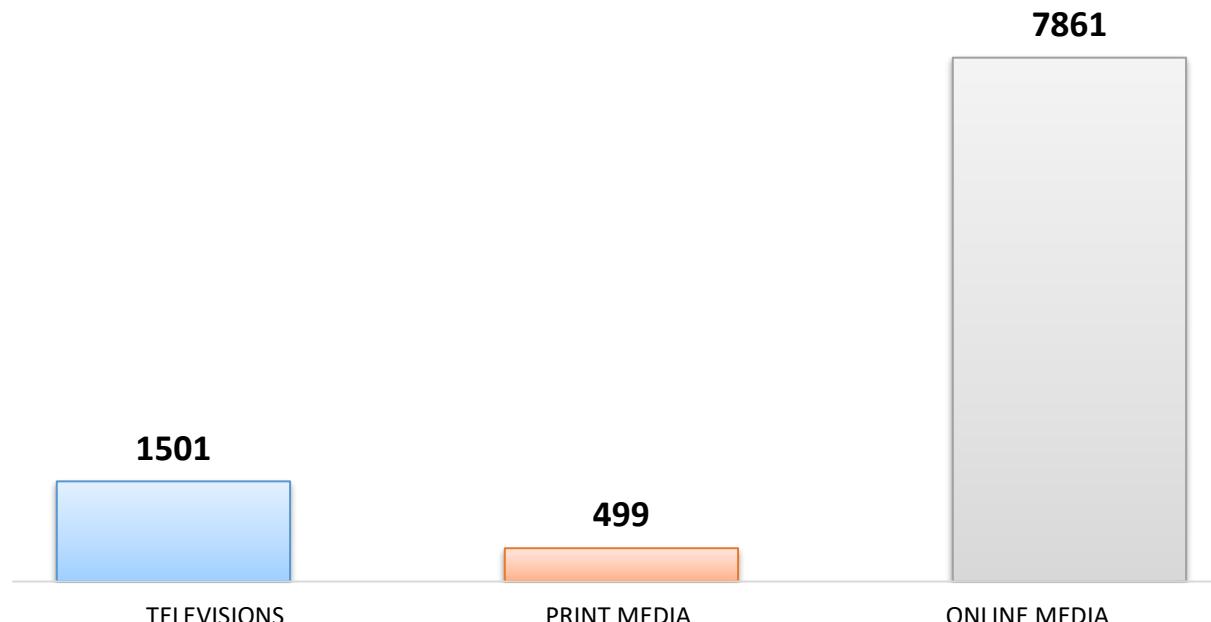


12 portals

Vijesti, CdM, Analitika, RTCG, Antena M, IN4S, Standard, Gradski, Borba, Dan, Pobjeda, Aktuelno.

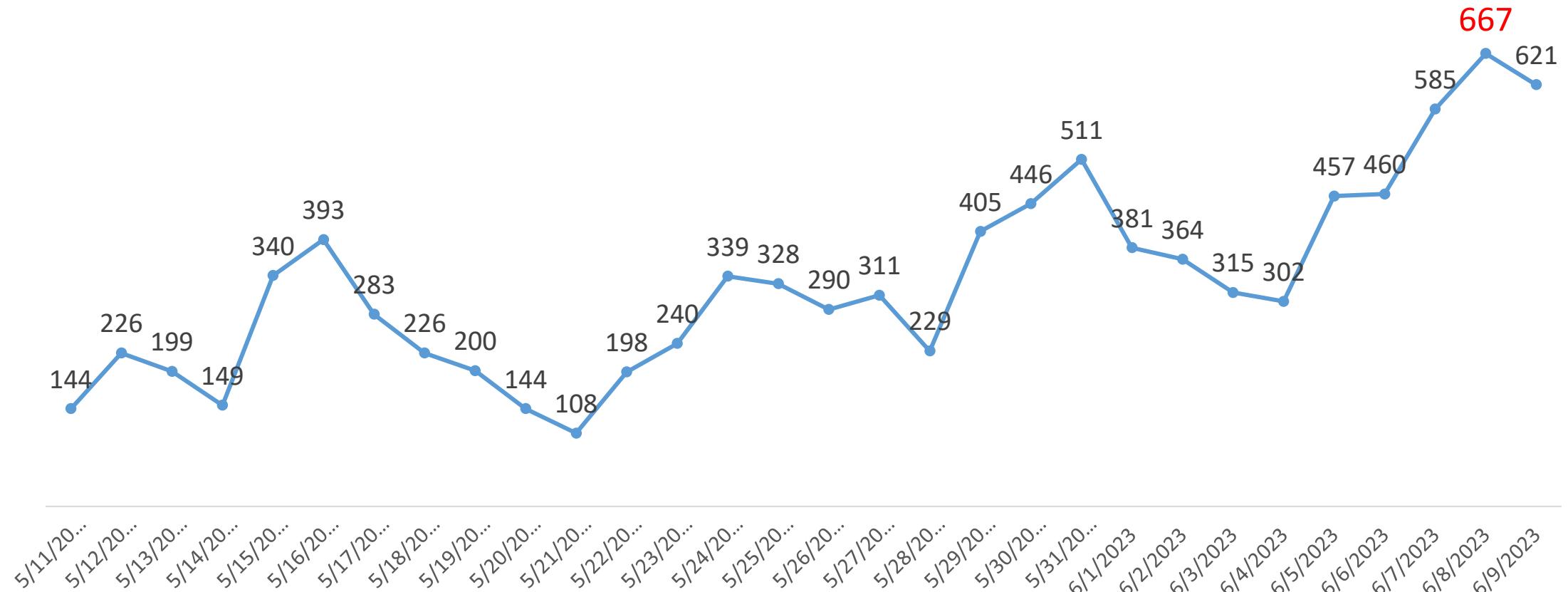
Note: When it comes to the monitoring of TV content, the basic programme segment that was monitored are the central news programmes and shows aired during PRIME TIME.

The largest number of announcements on portals

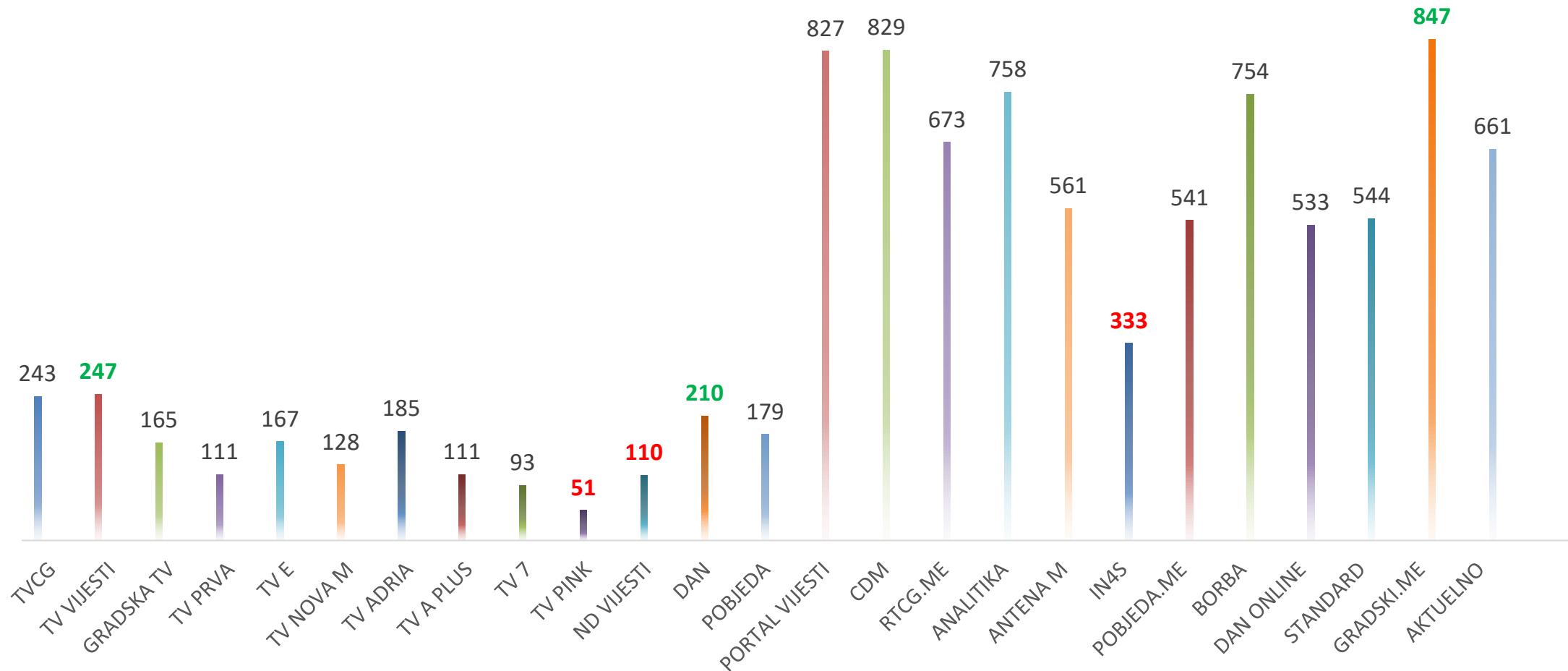


NOTE: The number of posts in the graphs represents the total number of announcements on the topic of parliamentary elections, while the index number, i.e., the media presence of CANDIDATE LISTS within this number of posts, is significantly higher (one media post may contain information about multiple candidate lists, which was most often the case).

Daily trend of announcements during the pre-election campaign



Number of announcements by individual media



Thematic review

GENERAL POLITICAL ISSUES (actual political issues and situation, coalition capacities and combinations, candidate list submissions, general regional matters, programme presentations, etc.)

IDENTITY ISSUES (identity-related questions, nationalism, attitude towards minorities, religion, the influence of regional or other power centers, etc.)

EKONOMY

(macro and microeconomic issues and all related matters)

SOCIAL ISSUES (social policies, poverty, education, culture, sports, etc.)

CORRUPTION AND ORGANIZED CRIME

EU ACCESSION PROCESS

NATO

PREDICTION OF RESULTS

OTHER

Issues related to gender equality:

POLITICAL PARTICIPATION OF WOMEN

POLITICAL AND ECONOMIC EMPOWERMENT OF WOMEN

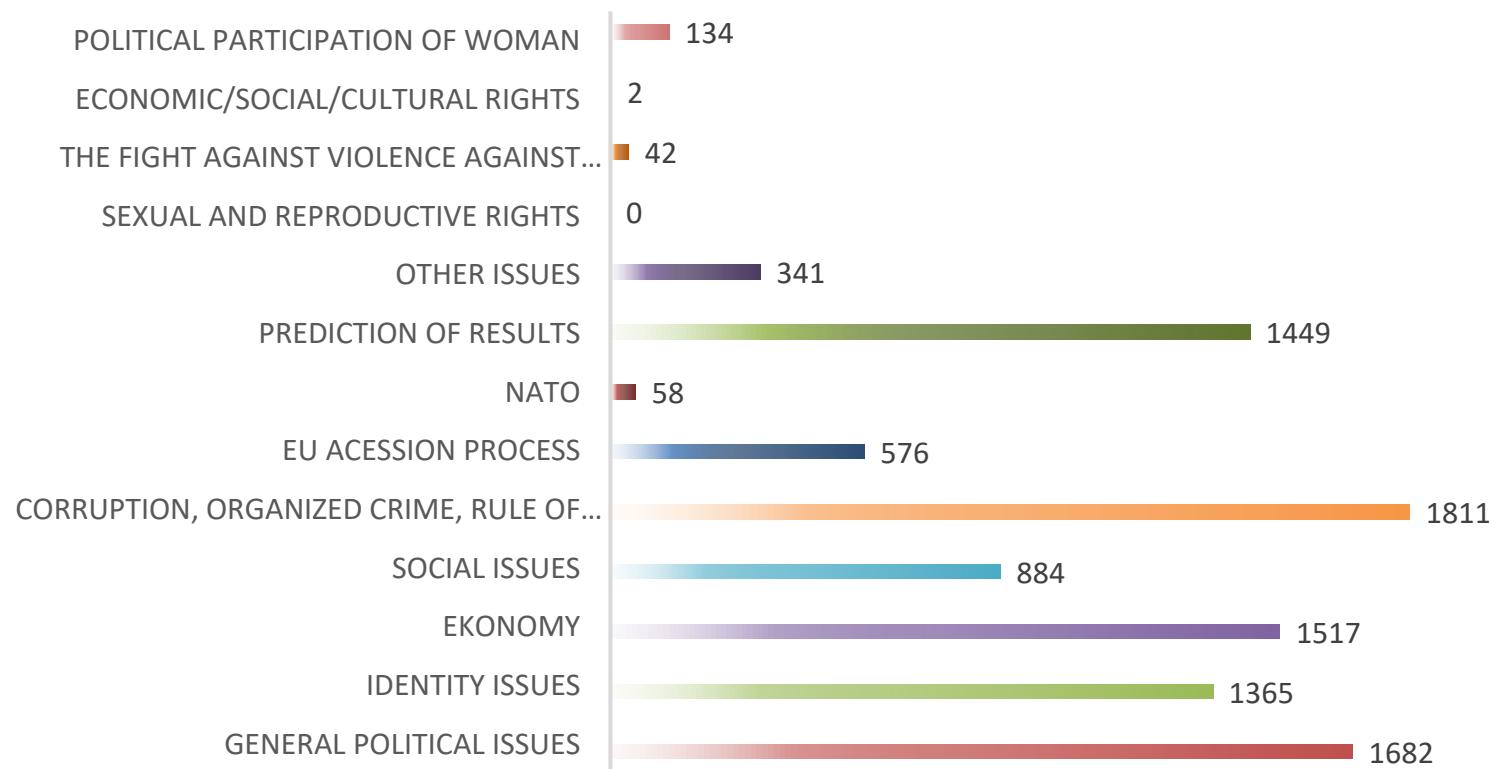
SEXUAL, REPRODUCTIVE AND OTHER RIGHTS OF WOMEN

FIGHT AGAINST VIOLENCE AGAINST WOMEN

ECONOMIC/SOCIAL/CULTURAL RIGHTS

OTHER RELATED TOPICS

Dominant issues. Gender equality is poorly represented.



- "CORRUPTION, CRIMINAL, RULE OF LAW" stands out as dominant issue in 1,811 media announcements, or 18%;
- Issues related to gender equality had a low representation;
- Only 178 or 2% of the announcements related to gender equality were recorded: 134 on "political participation of woman," 42 on "violence against women – combating violence," and 2 on "economic, social, cultural rights of women."".

Sentiment of media announcements related to women

IN THE OVERALL NARRATIVE DURING THE PRE-ELECTION CAMPAIGN, GENDER EQUALITY WAS PRESENT IN ONLY 2% OF THE POSTS

SENTIMENT OF ANNOUNCEMENTS REGARDING WOMEN

343 POSITIVE

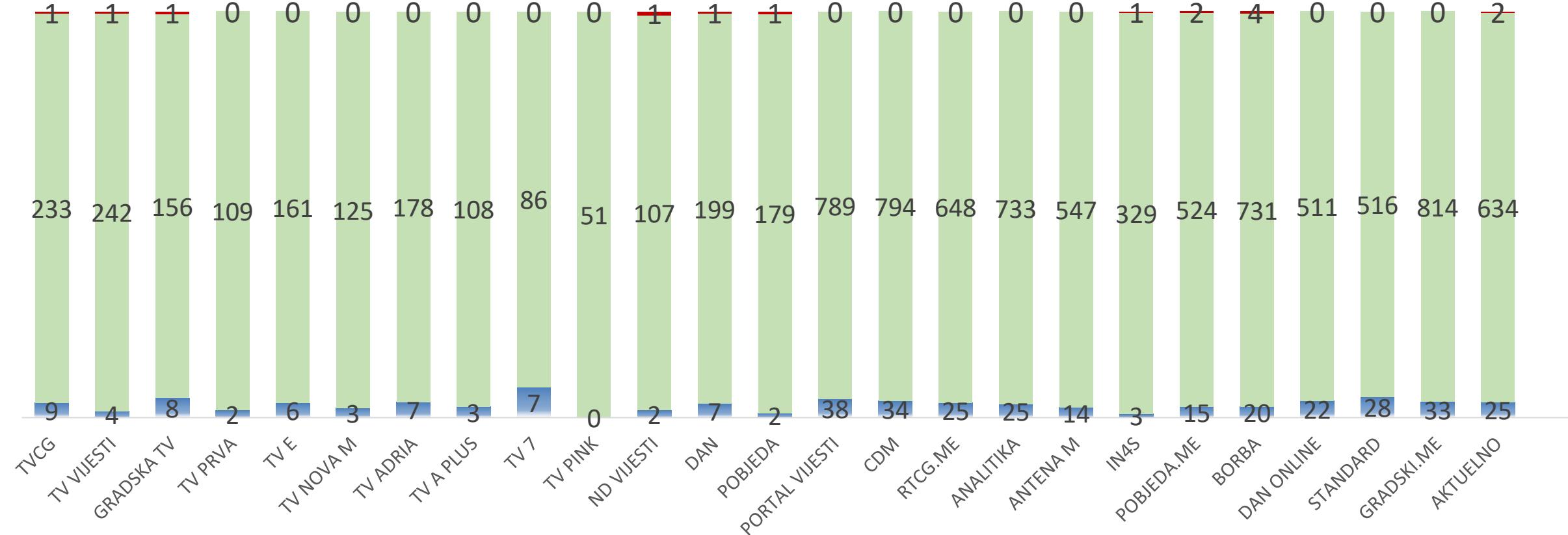
9503 NEUTRAL

15 NEGATIVE

ONLY 3% OF THE POSTS PORTRAYED A POSITIVE IMAGE OF WOMEN.

Sentiment of media announcements related to women - by media

■ POSITIVE ■ NEUTRAL ■ NEGATIVE



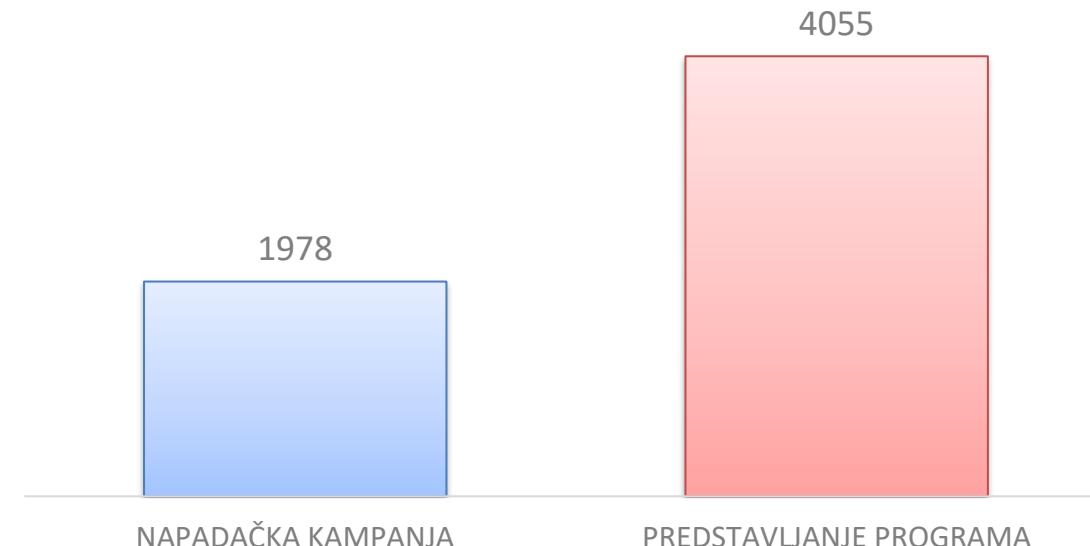
General characteristics of the pre-election campaign

- An extremely large number of announcements in the media (9861 announcements), which is in accordance with the large number of election offers and the expressed activity of campaign participants;
- In the overall narrative created by all political subjects during the election campaign, the issue "CORRUPTION/CRIME/RULE OF LAW" dominates, followed by the issues "prediction of results and forecasting", "general political issues" and "economy and business".
- While in the first part of the campaign no significant polemics regarding political competition were observed, in the second part of the campaign (after 22 May), the campaign got different note and it can be said that it acquired the character of the so-called offensive campaign - expressed in the last days of the campaign.



OFFENSIVE CAMPAIGN VS PROGRAMME PRESENTATION

- In comparison to the campaign period, the number of negative criticisms of the political competition started to increase sharply on 29 May, and the most negative evaluations were registered on 8 June.
- Although at one point there was a typical negative campaign, i.e. complete neglect of the programmes and offers of electoral lists, the planned appearance of electoral lists in this political controversy certainly had positive tones for those lists that were planned to be present as a result.
- The graphic below shows the number of mentions for election lists cumulatively in relation to the campaign mode.



OFFENSIVE CAMPAIGN VS PROGRAMME PRESENTATION

Medojević: Kvon mjesec dana živio u stanu
Spajića u Beogradu, kupio ga za dva
miliona eura

© 06/06/2023 12:08 Izvor: CdM



Knežević: Na poslaničkoj listi Evrope sad ima Đukanovićevih i
Ročenovih vedeta; Stranci hoće da spoje PES i DPS, jedino narod to
može da spriječi!

OFFENSIVE CAMPAIGN VS PROGRAMME PRESENTATION

Ivan Vuković
@pg_citizen · Follow

Zahvaljujući prijateljskoj relaciji jednog našeg partijskog druga sa jednim od visokih funkcionera pokreta 'Evropa Sad', došli smo - ekskluzivno! - u posjed programa 'EVROPA SAD2' 🙌🙌



2:34 PM · Jun 3, 2023

452 · Reply · Share

[Read 29 replies](#)

„E grete, što se učinje od nekad dominantne partije u Crnoj Gori“, dodao je Dragaš.

Tihomir Dragas
@TihomirDragas · Follow

Ovo je nekad bio gradonačelnik Podgorice. Ovo je potpredsjednik DPS-a. Ovo je univerzitetski profesor.

Ovo je u rangu osnovca koji trči kod učiteljice da tuži druga, što me ne iznenađuje od lva.

E grete, što se učinje od nekad dominantne partije u Crnoj Gori.

Ivan Vuković @pg_citizen
Zahvaljujući prijateljskoj relaciji jednog našeg partijskog druga sa jednim od visokih funkcionera pokreta 'Evropa Sad', došli smo - ekskluzivno! - u posjed programa 'EVROPA SAD2' 🙌🙌

TVRDNJE VASILIJA ČARAPIĆA

"Botovi DPS-a šire lažnu vijest da su smanjene plate u Glavnom gradu"

Botovski nalozi DPS-a na socijalnim mrežama šire lažnu vijest da Skupština Glavnog grada planira manjenje zarada zaposlenima u sistemu gradske uprave, tvrdi član odborničkog kluba Pokret Evropa sad Vasilije Čarapić.



OFFENSIVE CAMPAIGN VS PROGRAMME PRESENTATION

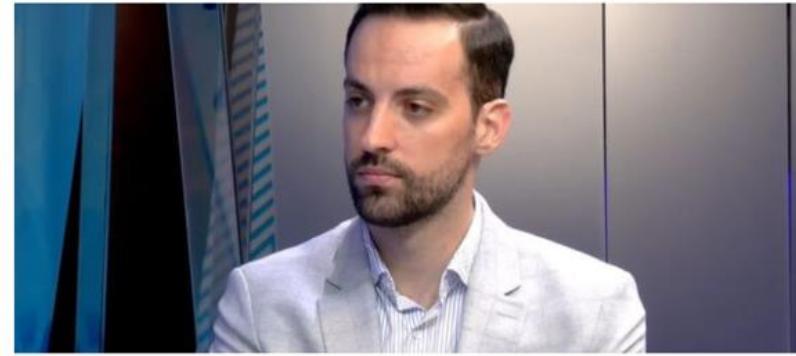
Đurašković: Game over Kovačeviću, ni rodbina više ne glasa za tebe

4. Jun, 2023 / 09:24



Zirojević: Đurašković jednom prevario Crnu Goru, više nikad mu to neće poći za rukom

8. Jun, 2023 / 21:27



POLITIKA

Đurašković: Prijete nam da će izaći nastavak snimka koji se pojavio dan prije prvog kruga predsjedničkih izbora

Autor: Standard | 08/06/2023 10:32 | 0

Nakon odluke da idemo samostalno, a ne s DPS-om dobili prijetnju da će izaći nastavak audio snimka koji se pojavio dan prije kruga predsjedničkih izbora, poručio je nosilac liste 'SOP - za našu kuću' i predsjednik Prijestonice Cetinje Nikola Đurašković.



NAJNOVIJE

Povijesna | 08/06/2023 10:30
Andrić: Milatović nastavlja onim putem kojim je naučio državu...

Povijesna | 08/06/2023 10:18
Alazović: Atak na Miloševića je atak na mene, nemam...

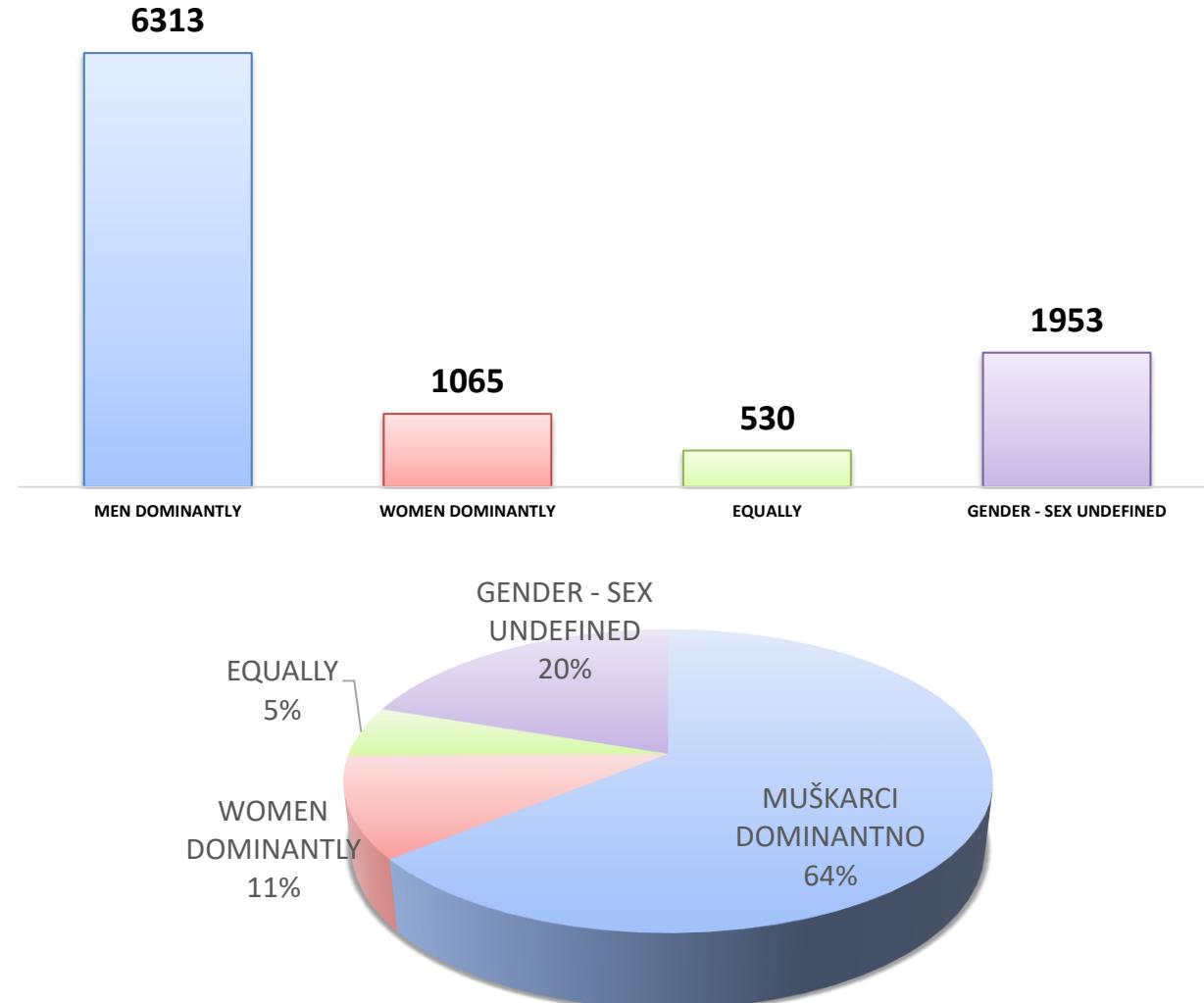
Povijesna | 08/06/2023 10:18
MANŠ: Milion eura ostalo neplaćeno nakon predsjedničkih izbora, najviše...

Povijesna | 08/06/2023 10:18
Nova kadrovska rješenja Vlade u tehničkom mandatu

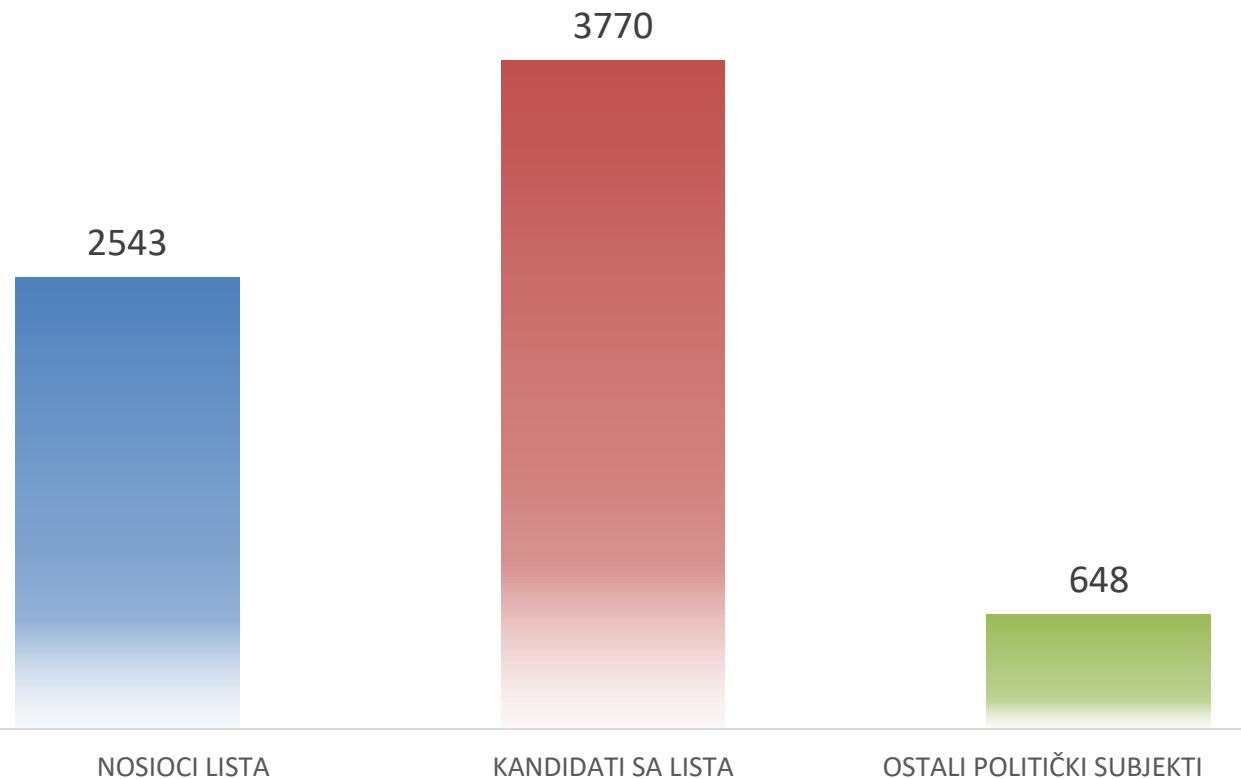
Ekonomija | 08/06/2023 10:18
MERT raspisao javni poziv za izbor agenata domena.me

Male vs. female voice - who speaks in media releases?

- In the overall narrative created during the pre-election campaign, the **male voice dominates** with 6313 posts (64%);
- **The female voice appears as dominant** in 1065 media announcements or 11%;
- There were 530 (5%) posts with an equal presence of male and female voices.

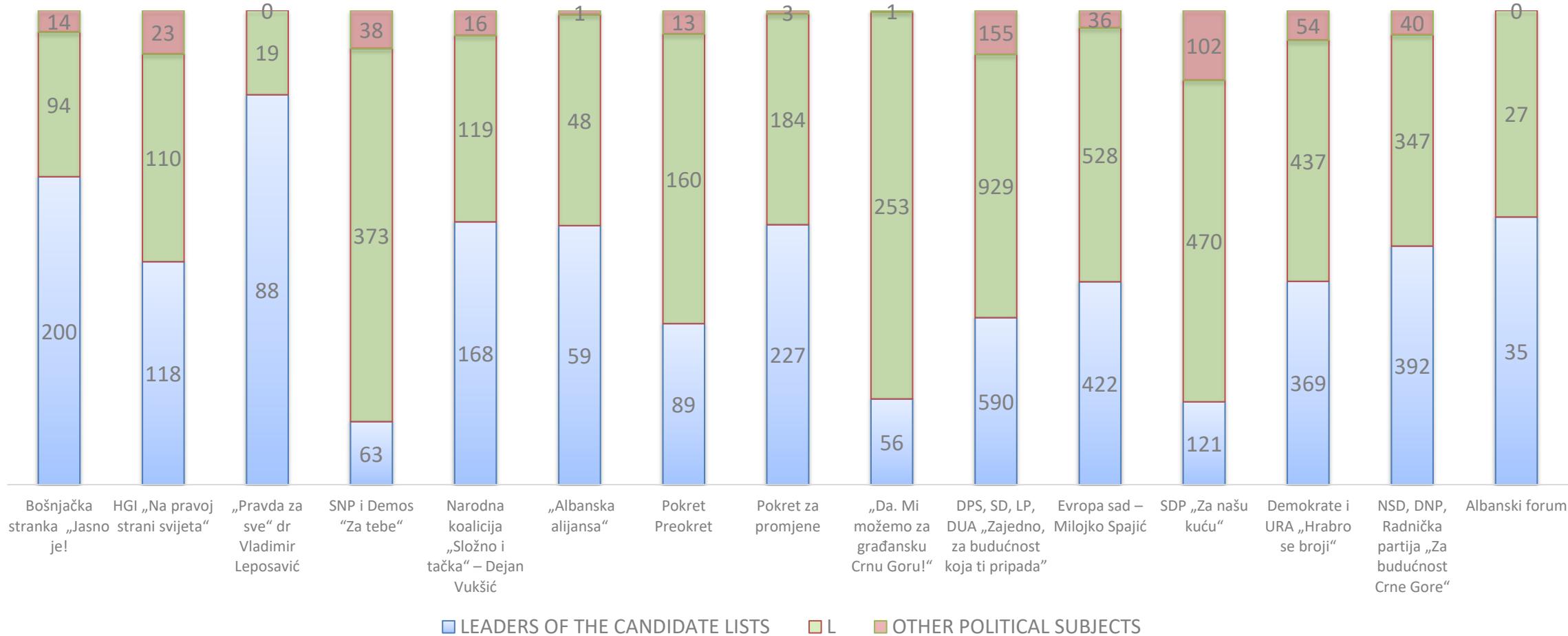


Who takes the lead in addressing the voters?



- Although electoral lists communicated to the greatest or most significant extent through written announcements, gender-neutral and on behalf of all candidates from the list (most lists over 50), with some lists, noticeable communication through the leaders of candidate lists can be noticed.
- Dominantly noticed within lists whose leader was Mr. Ervin Ibrahimović, i.e. Mr. Vladimir Leposavić (50% - 49% of the total planned presence of the list).

Who takes the lead in addressing the voters? Cross-section by candidate lists (planned appearances)



Examples of misogynistic reporting

Rubrika: POLITIKA

RASHODOVANE: Izborna lista bez Jelušić i Zoronjić

Poslanica Jelušić je u aktuelnom sazivu predsjednica Odbora za rodnu ravnopravnost, a članica je Odbora za prosvjetu, nauku, kulturu i sport, Komisije za praćenje i kontrolu postupka privatizacije, Kolegijuma Ženskog kluba Skupštine Crne Gore

© Aktuelno | Prije: 6 dana



Rubrika: POLITIKA

Odlazak starleta političke prostitucije

Zoronjić, a posebno Božena Jalušić ostaće upamćene kao osobe koje su izazivale gnušanje kod crnogorske i regionalne javnosti verbalnim presnijećivanjem, izlivima laži i demagogije, dok su u isto vrijeme radile za interesetakozvane SPC i neočetničkih političkih snaga u širenju velikosrpske hegemonije

© Aktuelno | Prije: 4 dana



Najnovije

In the observed period, there was negative coverage of women engaged in politics, which caused numerous reactions and condemnations from the public.

Examples of misogynistic reporting

Rubrika: POLITIKA
Etiketiranja neće zastrašiti Portal Aktuelno!

I sam Abazović zna da nije tačno da je portal Aktuelno "mafijaški medij" iz prostog razloga što je čitavoj crnogorskoj javnosti jasno da je upravo naša medijska kuća okučila tehničkog premijera da u javnom nastupu 19. avgusta prošle godine iznese sumnje o navodnoj najvećoj kriminalnoj organizaciji na ovim prostorima.

© Aktuelno | 22/05/2023-06/47



Najnovije

- DIGITAL: Ovo je trenutno najpopularan Mac računar
- SPORT: Džudović se nadalje pozitivno rezultatu protiv šampiona /
- SOCIETE: Karlos Alkarak osvojio Kvini se na prvo mjesto ATP liste
- ECONOMIA: Od početka godine tunel So opljužio 1,35 miliona vozila
- SOCIETE: Rolerkoster iskočio iz Šina u Švedskoj: Jedna osoba poginula, nekoliko povrijeđenih

Foto: URA
 Lavina licemjerja, dvostrukih aršina, podlog podmetanja i etiketiranja, lansirana od strane antigradnjičkih marginalaca, ponovo se obrušila na Portal Aktuelno.
 Naša medijska kuća u kontinuitetu je na udaru apsolutno neutemeljenog etiketiranja za mizoginiju od strane određenih krugova ogrežih u podmuklom licemjerju, kojima u susret izlazi pritajena velikosrpska platforma – medijski koncern Vijesti poznatiji kao "medijski gang".



Vijesti ONLINE VIJESTI SPORT SVIJET LIFESTYLE TV VIJESTI KULTURA

POLITIKA DRUŠTVO EKONOMIJA CRNA HRONIKA AUTO

politicke scene pokusaj nastavka polarizacije i nasilja

"U društvinama koja normalizuje nasilje nad ženama i nasilje nad ženama u politici, mladići mogu da internalizuju društvena očekivanja dokazivanja agresijom i nasiljem. Zato praksa pokazuje povezanost maskuliniteta i političke polarizacije, i to ne samo u Crnoj Gori", kazala je poslanica

RTCG Radio i Televizija Crne Gore VUESTI PARLAMENTARNI IZBORI SPORT KOLUMNE KULTURA MAGAZIN TV RADIO SHQIP

#KORUPCIJA I KRIMINAL #RAT U UKRAINI #PARLAMENTARNI IZBORI 2023



POLITIKA

[A.B.] 20. 05. 2023. | 20:25 >> 20:26 | 2

OGLASILA SE POSLANICA URA

Jelušić: Nasilje koje sam iskusila zasnovano je na dezinformacijama

Negativna maskulinizacija crnogorske političke scene pokušaj nastavka polarizacije i nasilja, kazala je poslanica Građanskog pokreta Božena Jelušić, nakon uvreda koje su iznesene na njen račun na jednom portalu.

Examples of misogynistic reporting

Prvo o Spajketu i „Evropi sad 2“. Na što će izaći njihova ponuda - ne zna se ni pet dana pred izbore, jer neprekidno mijenjaju strane i stavove i kadrovsku strukturu i možda ćemo u nedelju imati ponudu „Evropa sad 5“. Ono što sada znamo je sljedeće: minimalna zarada 700 eura, minimalna penzija 450 eura, radni dan 7 sati. I, za sada najnovije obećanje - „Zdrav pojedinac je zalog za budućnost - Zdravlje sad“. Hej, Spajke, jesli zaboravio da si razvalio zdravstvo? Ali, nema problema, možeš kao interkontinentalni sex guru obećati momcima program „Koke k'o salate sad 2“.

Он је додао да грађанима не може обежати да ће их јурити Сингапурке, Јапанке и Францускиње и да ће резати вене за нама јер „не режу за њим“, и жели да будем поштен према вама.

Examples of visual representation of women

PRVA TV DEBATA BEZ ŽENA MEĐU UČESNICIMA/AMA

POLITIKA

Ivanović: Sa DPS-om nećemo, sa NSD i DNP možemo razgovarati

① 18/05/2023 21:29 Izvor: Portal RTCG



Emissija "Argumenti"/ Foto: Screenprint tVCG

IAKO SU NA SLICI DVije ŽENE, ONE SE U TEKSTU NE POMINUJU

⌚

12/05/2023 18:32

🗨️

14 Comments

⌚

Mugoša, Nenezić, Canović i Zirojević
na listi SD-a

① 12/05/2023 18:32 Izvor: CdM



Foto: Socijaldemokrati

Socijaldemokrati

ZA NOVO
VRIJEME
GLAVNILODROR / 2

Na predlog i čvrsto insistiranje predsjednika SD Damira Šehovića, koji je danas jednoglasno na partiskim organima, prvi na listi kandidata za parlamentarne izbore, koja će biti dio šire liste, biće Boris Mugoša, potom Branislav Nenezić, Nihad Canović i Nikola Zirojević, saopštio je predsjednik partije.

Examples of visual representation of women

ŽENE KAO „UKRAS“ U POZADINI



Naj

POLITIKA
DPS Ze
komiči
perfor

CRNA GOR
Odnije
ograda

POLITIKA
Đurović
Azerbe
jsporu

SPORT
Moguć
finala

SVIJET
Tužilač
Karim

IZBOR FOTOGRAFIJE KOJI

POLITIČKI PRIKAZUJU NA VIZUELNO NEGATIVAN NAČIN

[Portal Analitika](#) / [Politika](#) / [Đurović: U Crnoj Gori značajno podignuta svijest o važnosti činjenice da smo članica NATO](#)

Uplitanje bilo kog stranog faktora me zabrinjava, istakla je predsjednica Skupštine

Đurović: U Crnoj Gori značajno podignuta svijest o važnosti činjenice da smo članica NATO

Ako posmatramo geopolitička dešavanja u Evropi, onda moram da kažem da je u Crnoj Gori značajno podignuta i svijest o važnosti činjenice da smo članica NATO alijanse i sa tim je jedno od naših strateških opredjeljenja ispunjeno. Ali vrijednost toga je upravo uočljiva u ovom periodu, poslednjih godinu dana, kazala je u intervjuu za Glas Amerike Danijela Đurović.



Examples of visual representation of women

POLITIKA

Koalicija Zajedno: Predstavljanje liste u Baru, rekordan broj žena na listi – preko 40 procenata

© 18/05/2023 17:49 Izvor: CdM



DISCREPANCY BETWEEN TEXT TITLE AND PHOTO - ALTHOUGH THE LIST HAS 40% WOMEN, THE PHOTO SHOWS 19% OF THEM

Are women represented in the candidate list videos and how?

The video "Courage counts - a sports story" - women are not represented in any way - the action takes place on the football field and in the locker room

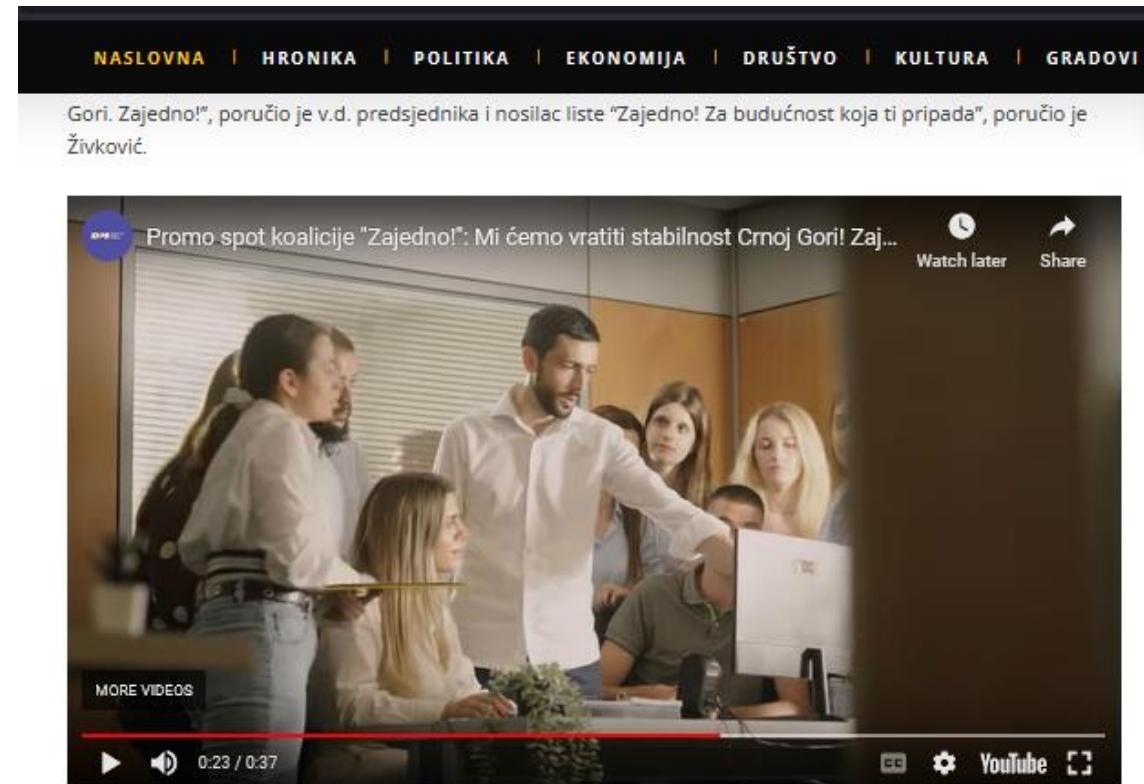


The video of the Movement for Change (PzP) is designed so that the leader of the list speaks, while the pictures of the male and female candidates for MPs alternate. Apart from him, no one speaks, and the portrayal of female and male actors is descriptively balanced. The female characters are not heard, but are shown speaking.



A qualitative review of the visualization of media announcements

Significant presence of women in media announcements, but still dominated by men - both in announcements where individuals are the main actors, as well as in announcements, videos and photos where several people are shown, including women.

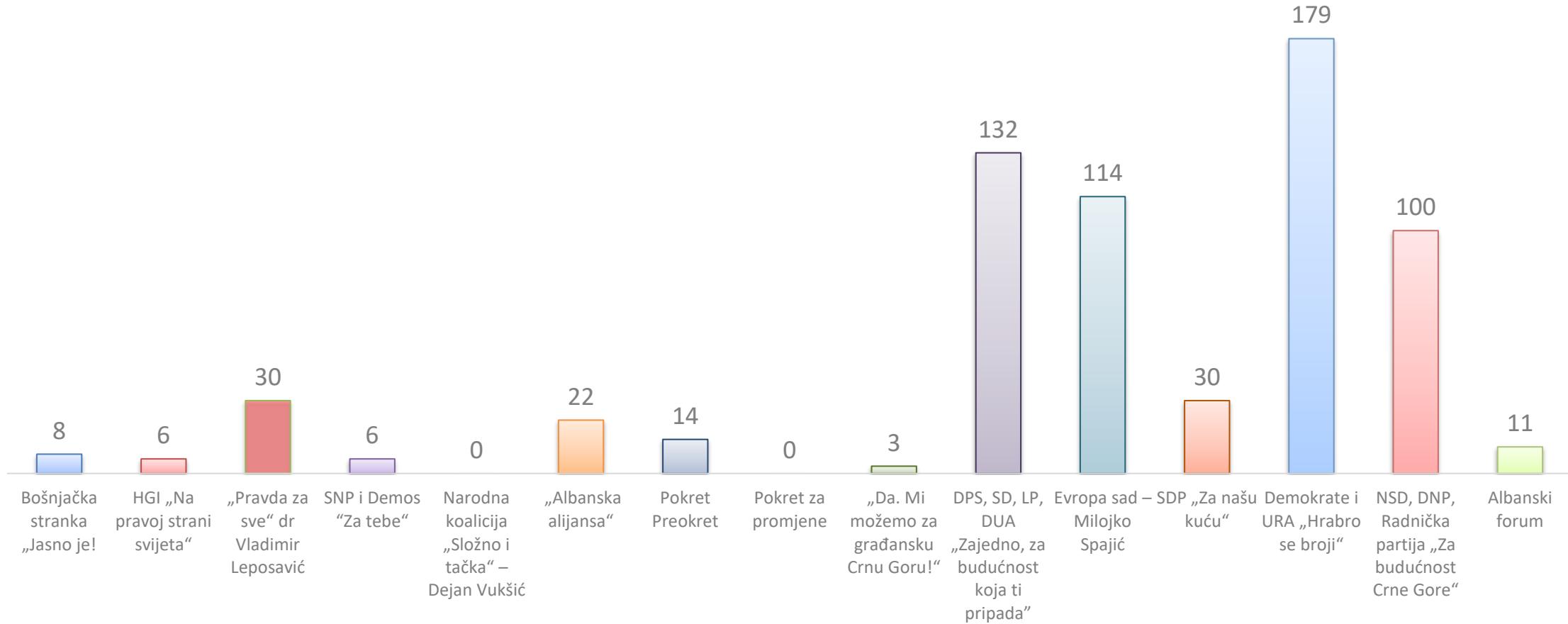


QUALITATIVE ANALYSIS OF BILLBOARDS AND TV VIDEO CLIPS

Billboards in the election campaign

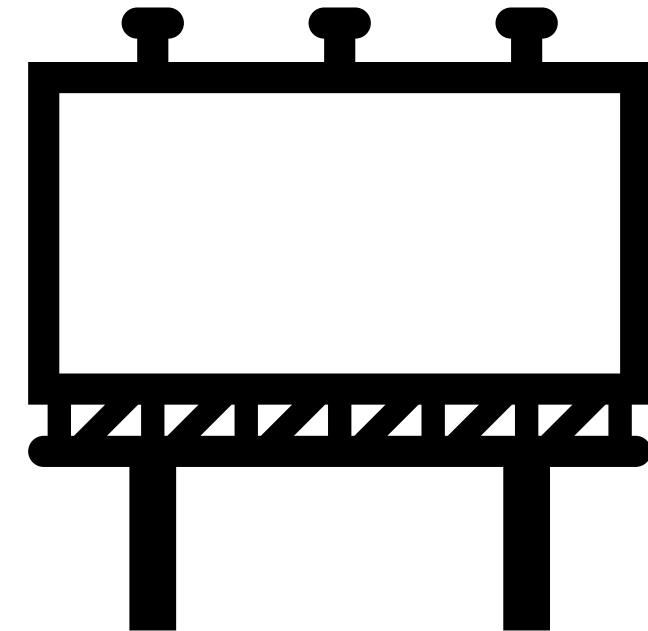
- Analizirano ukupno **655** pojedinačnih bilborda iz 21 opštine u kojima su se partije oglašavale koristeći ovaj instrument političkog marketinga. Najviše bilborda bilo postavljeno u Podgorici – preko trećina od ukupnog broja
- **Najviše bilborda iskoristila lista „Aleksa i Dritan – Hrabro se broji“ - 27.3% bilborda. Slijedi „Zajedno za budućnost koja ti pripada – Danijel Živković“ (20.3%), pa Pokret Evropa sad (17.4%) i koalicija „Za budućnost Crne Gore“ (15.3%).**
- Dvije izborne liste se nisu oglašavale bilbordima – Narodna koalicija – složno i tačka i Pokret za promjene – Prvo Crna Gora.

Broj bilborda po IZBORNIM LISTAMA



Prisustvo žena i muškaraca na bilbordima i u TV spotovima

- ANALIZA BILBORDA POKAZUJE DA PARLAMENTARNE IZBORE 2023. GODINE KARAKTERIŠE ODSUSTVO ŽENA U POLITIČKOJ KAMPANJI, ŠTO KORESPONDIRA SA ČINJENICOM DA SU NÁ NJIMA NAJČEŠĆE PRIKAZANI NOSJOCI LISTA, KOJI SU S JEDNIM IZUZETKOM MUŠKARCI.
- U SITUACIJAMA KADA SU PRIKAZANE GRUPE LJUDI, KAMPANJE SU PRIKAZIVALE MJEŠOVITE GRUPE – I MUŠKARCE I ŽENE. IPAK, I U TIM SITUACIJAMA, ŽENE SU NAJČEŠĆE U DRUGOM PLANU I IMA IH MANJE.
- ZNAČAJAN IZUZETAK OD NAČINA PRIKAZIVANJA ŽENA JE IZBORNA LIŠTA *MI MOŽEMO*. IPAK, S OBZIROM NA TO DA JE NA ČELU OVE LISTE BILA ŽENA, OVIM SAMO POTVRĐUJEMO PRAVILO DA OD TOGA KO VODI LISTU ZAVISI I DOMINANTNI TON SAME LISTE.



Bilbordi u izbornoj kampanji - primjeri



DOMINACIJA NOSILACA IZBORNIH LISTA PRESLIKALA SE NA DOMINACIJU MUŠKIH AKTERA NA BILBORDIMA

Bilbordi u izbornoj kampanji - primjeri



NA BILBORDIMA SU UGLAVNOM PRIKAZANI LIDERI
PARTIJA I NOSIOCI IZBORNIH LISTI

Bilbordi u izbornoj kampanji - primjeri

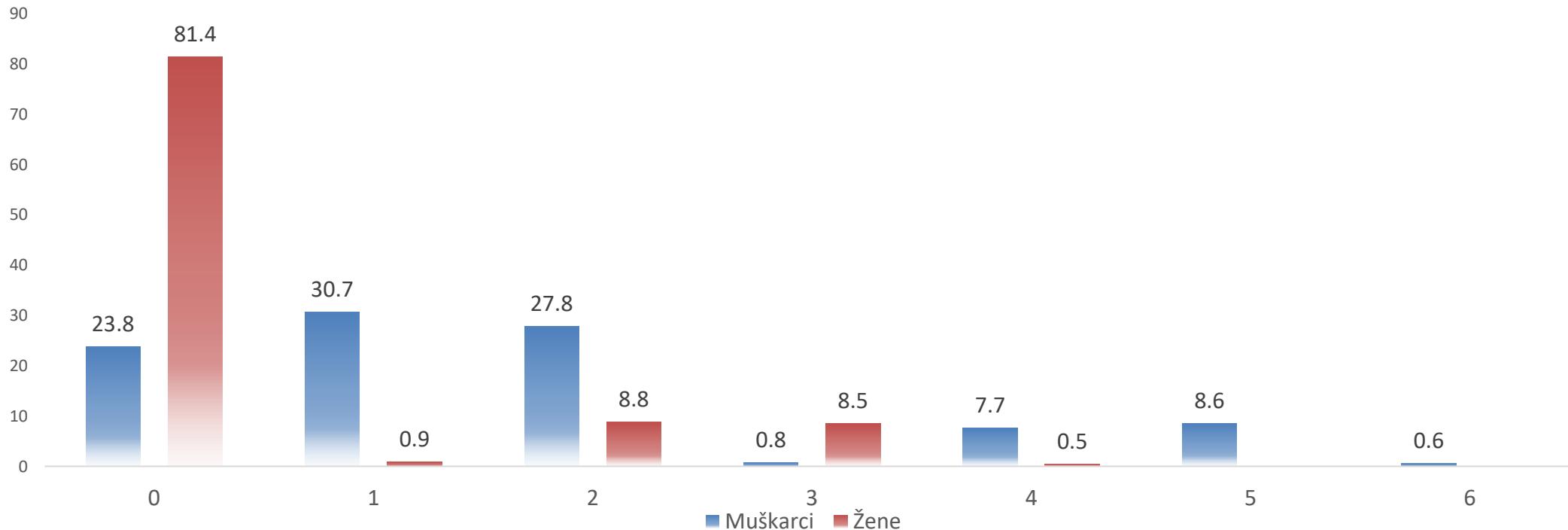
ŽENE PRISUTNE NA BILBORDIMA SU PRIKAZANE
U POSLOVNOM IZDANJU



KAMPANJA MI MOŽEMO IZUZETAK U ODNOSU NA TIPIČNO
PRIKAZIVANJE MUŠKARACA I ŽENA NA BILBORDIMA

Prisustvo žena i muškaraca na bilbordima (procentualni prikaz u odnosu na broj figura na bilbordu)

- Na čak 81.4% bilborda nije bilo nijedne ženske figure, dok isto važi samo u slučaju 23.8% bilborda kada su u pitanju muške figure. Značajne su razlike i kad je u pitanju jedna, dvije ili više figura, u korist muškaraca.



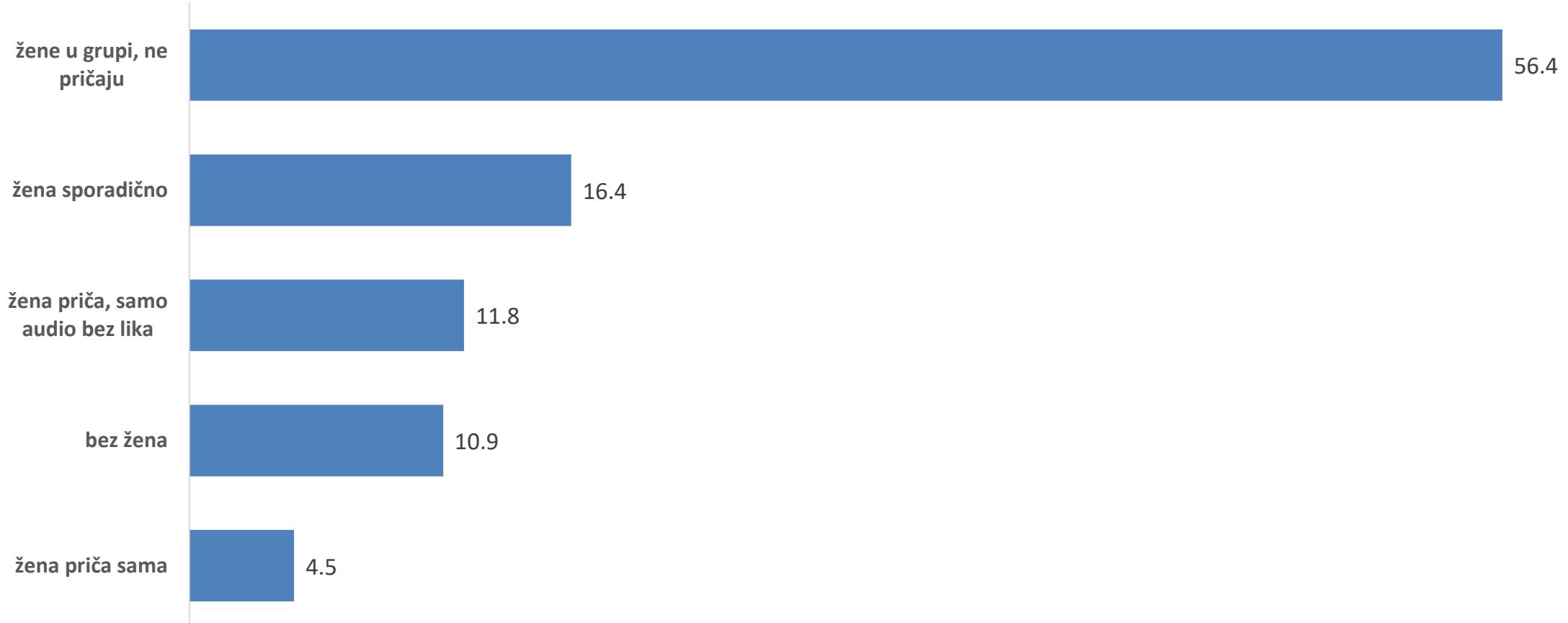
Prisustvo žena i muškaraca u TV spotovima

- Istraživanje je obuhvatilo 220 političkih spotova, koji su emitovani na devet TV stanica tokom izborne kampanje, a koji su emitovani 5. juna 2023. godine.
- Najviše spotova na taj dan koristio Pokret Evropa sad (16.4% od svih emitovanih), zatim slijede koalicije „Aleksa i Dritan – hrabro se broji“ (11.8%) i „Zajedno – Za budućnost koja ti pripada“ (10.5%).
- Iako prisutne, u političkim spotovima žene najčešće igraju sporednu podržavajuću ulogu. U čak 56.4% spotova žene su prisutne, ali im ne možemo čuti glas.

Prisustvo žena i muškaraca u TV spotovima

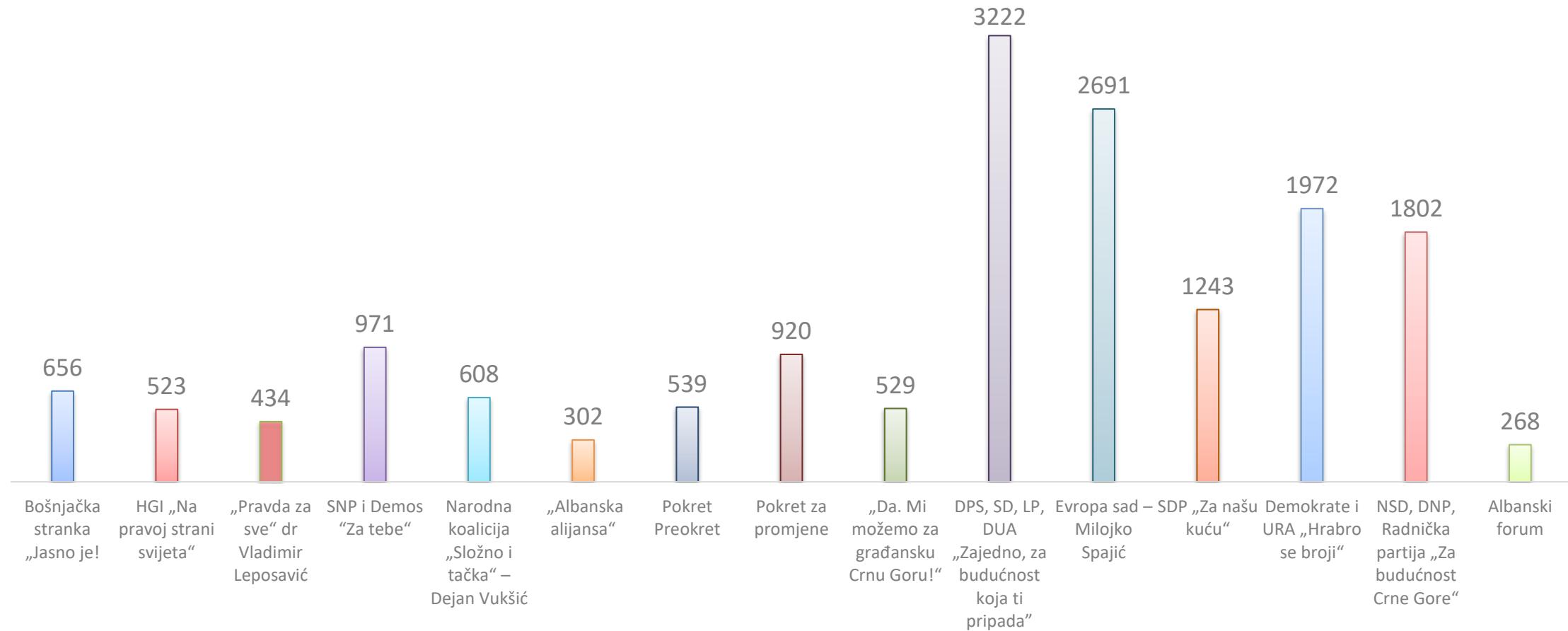
- Istraživanje je identificovalo primjere stereotipne podjele uloga – žene koje pričaju o majčinstvu, a muškarci o diplomaciji i razvoju.
- Kada je supstantivna reprezentacija u pitanju, teme i problemi žena koji su rijetko tretirani u političkim spotovima, a i kada se to desi, u pitanju su stereotipne uloge – npr. uloga majke.
- Primjer suprotan stereotipima bili bi spotovi koalicije *Mi možemo* u kojima su žene prikazane na inžinjerskim i tradicionalno muškim poslovima.

Prisustvo žena i muškaraca u TV spotovima (uloga žena u TV spotovima)



PREGLED MEDIJSKOG PRISUSTVA IZBORNIH LISTA

Koje su liste su najčešće pominjane u medijima, a koje najmanje?

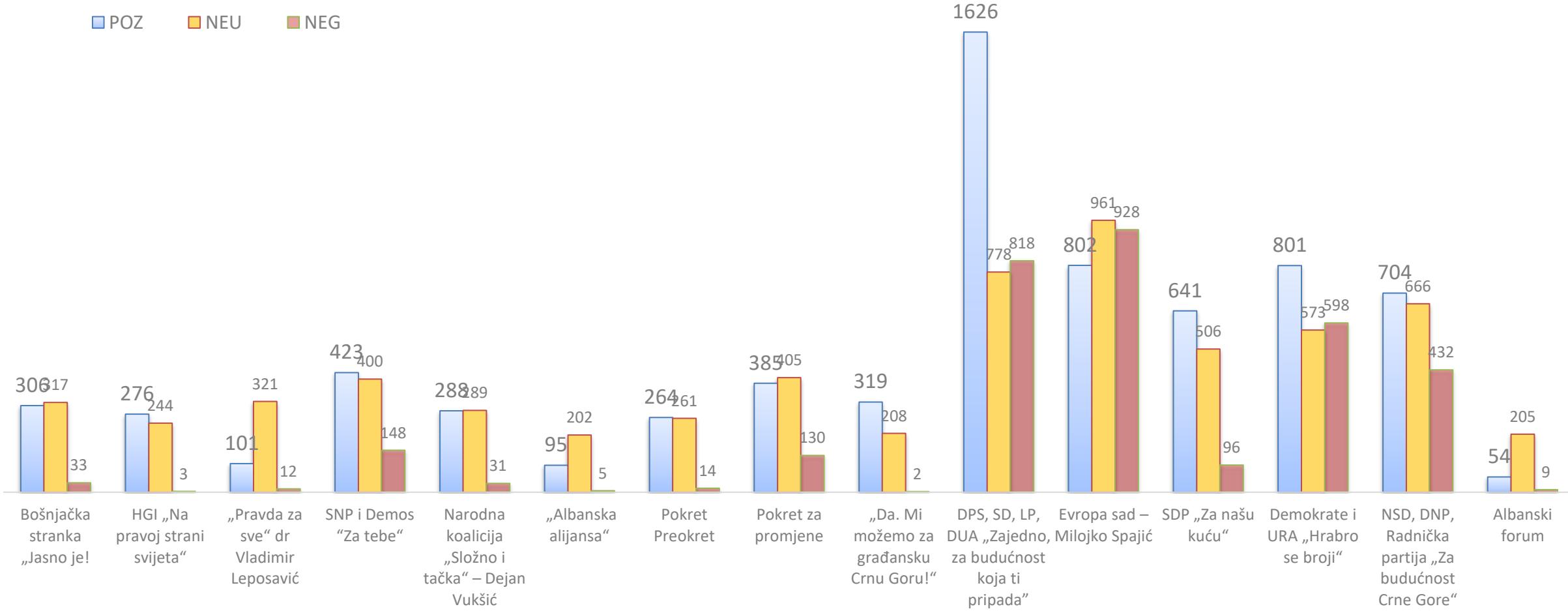


Koje su izborne liste diktirale izborne kampanju?

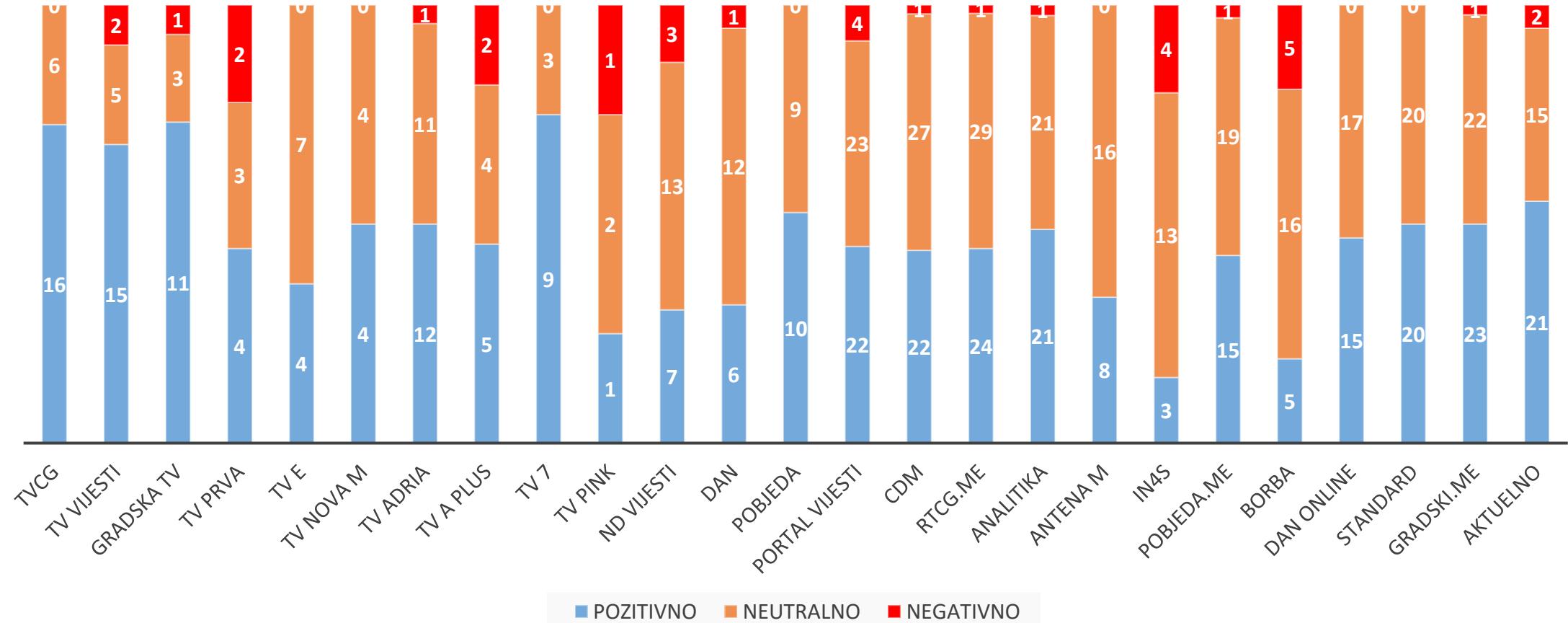
- Dobijeni podaci jasno ukazuju na ono što je uočeno tokom predizborne kampanje, odnosno na činjenicu da se glavna politička polemika vodila među nekoliko političkih subjekata, tj. da je tzv. napadačka kampanja u najvećem obimu uočena kod medijskih istupanja nekoliko vodećih političkih subjekata (DPS koalicija, Pokret Evropa sad koalicija, bivši DF, Pokret Ura, Demokrate...).
- Statistika pokazuje, a i generalni je utisak da DPS nije više jedna politička partija koja trpi negativne kritike od ostalih političkih subjekata već je takvih političkih subjekata više, prvenstveno Pokret Evropa sad koji je bio izložen izraženoj negativnoj kampanji (i generalno i dodatno vezano za slučaj „Do Kvon“).

Ton medijskih objava po IZBORNIM LISTAMA pozitivno, negativno, neutralno

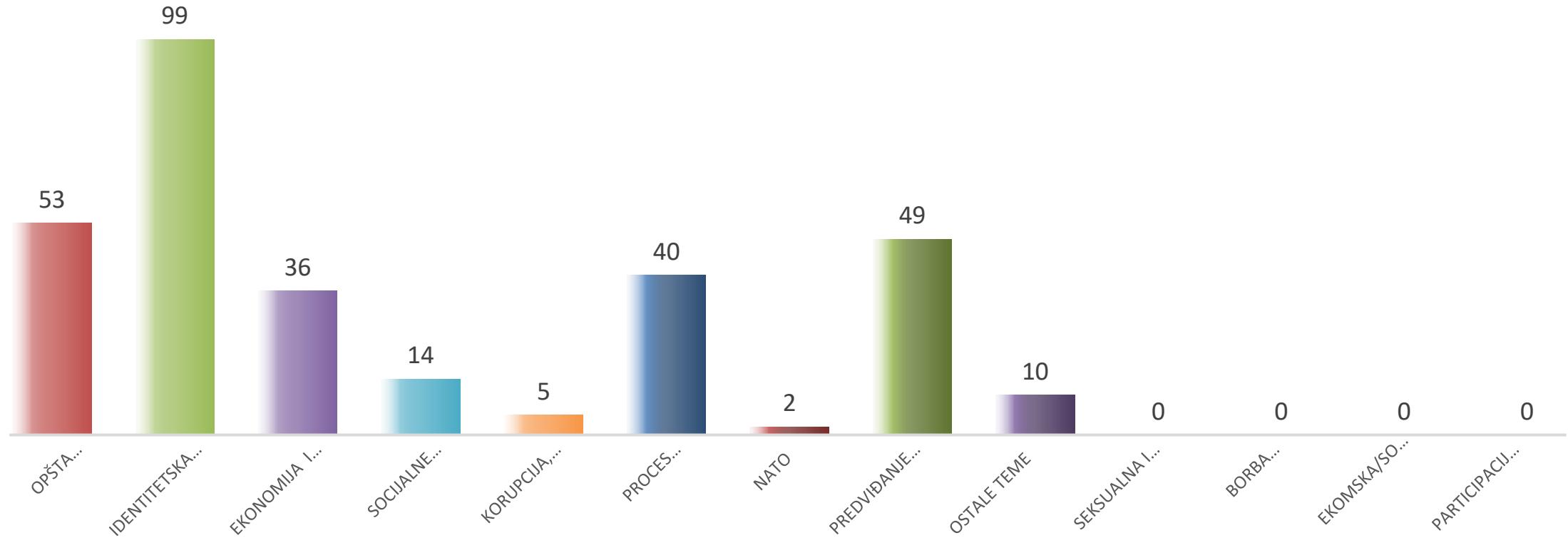
POZ NEU NEG



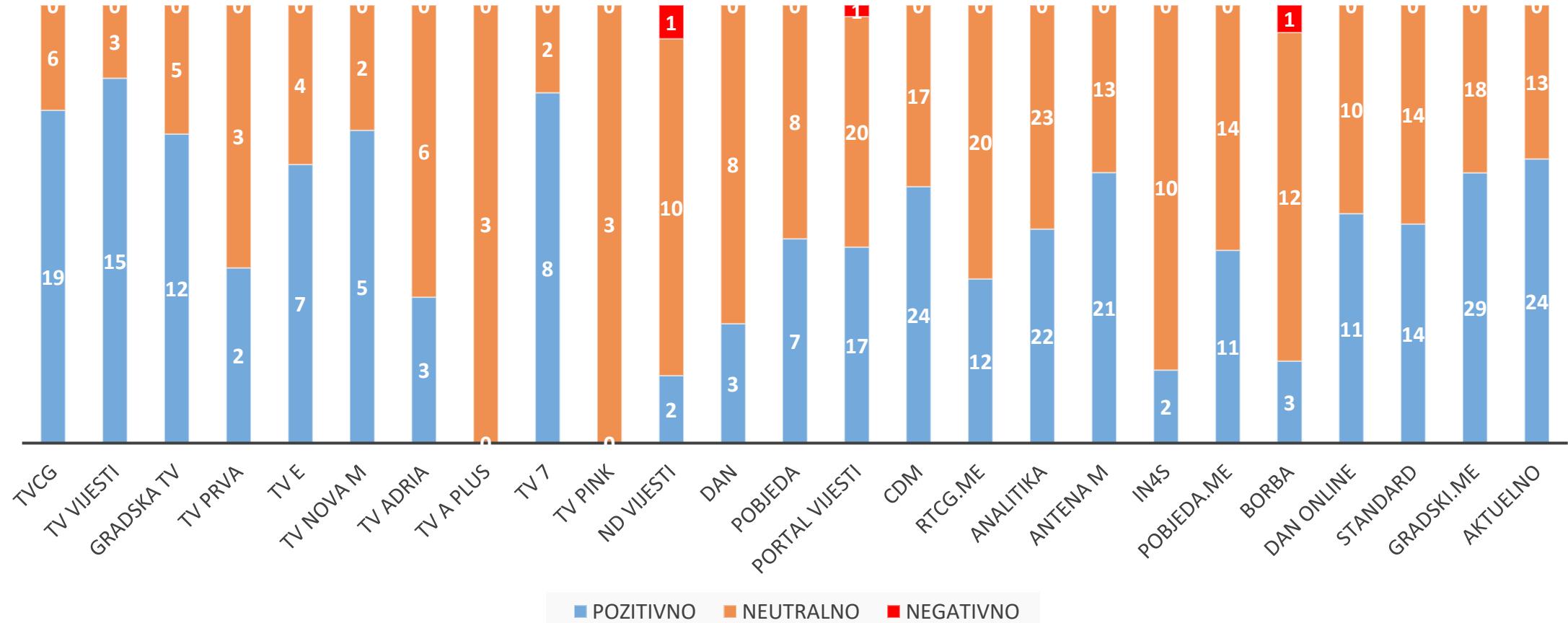
Jasno je! Bošnjačka stranka mr Ervin Ibrahimović



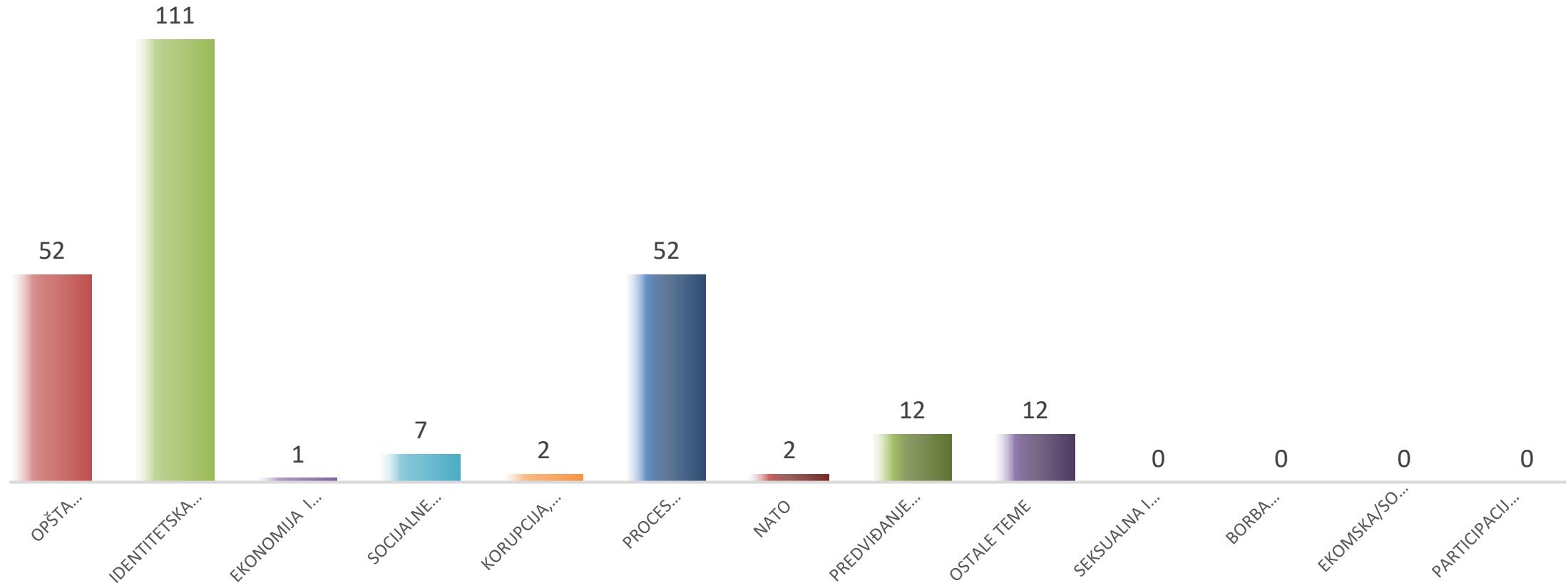
Jasno je! Bošnjačka stranka - teme



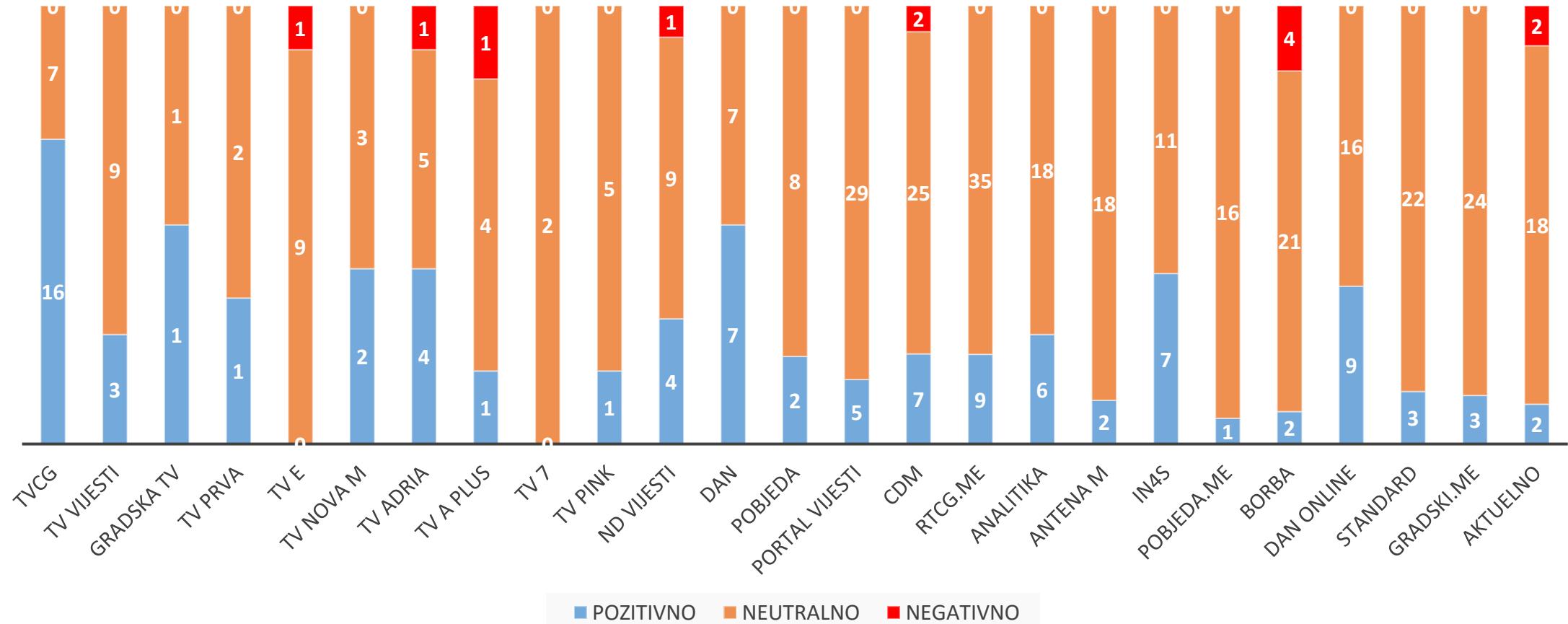
HGI – Na pravoj strani svijeta!



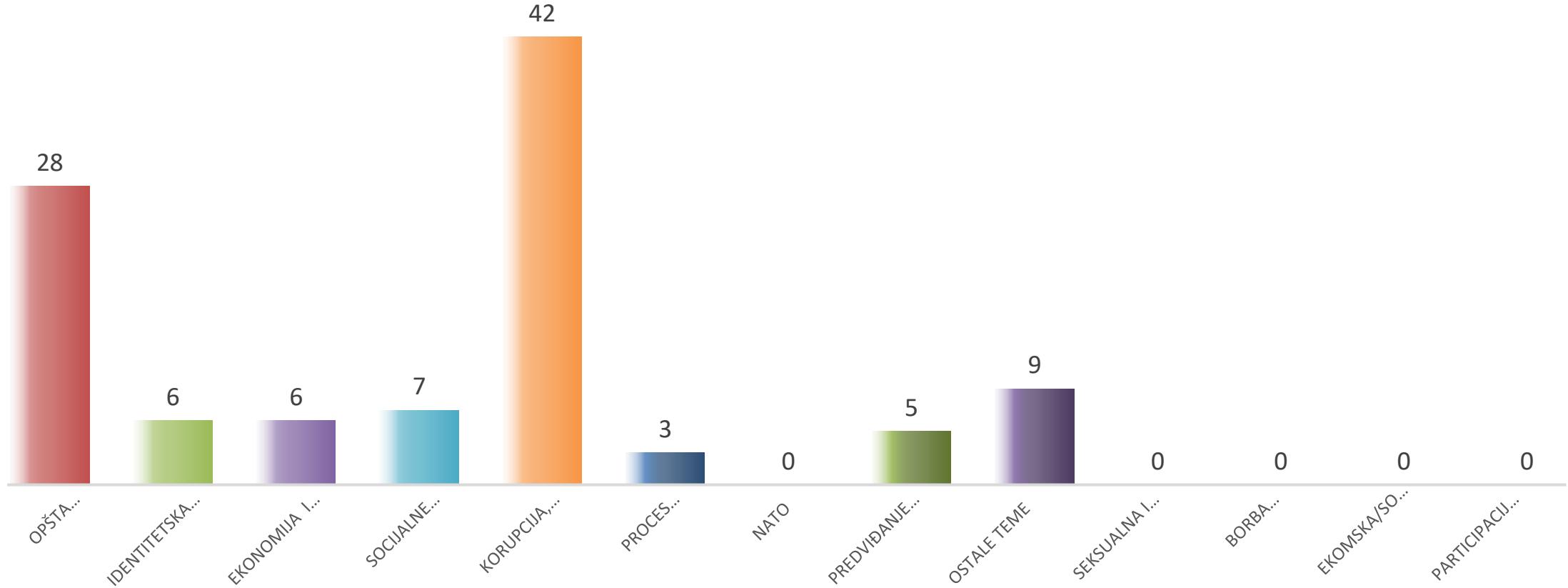
HGI – Na pravoj strani svijeta - teme



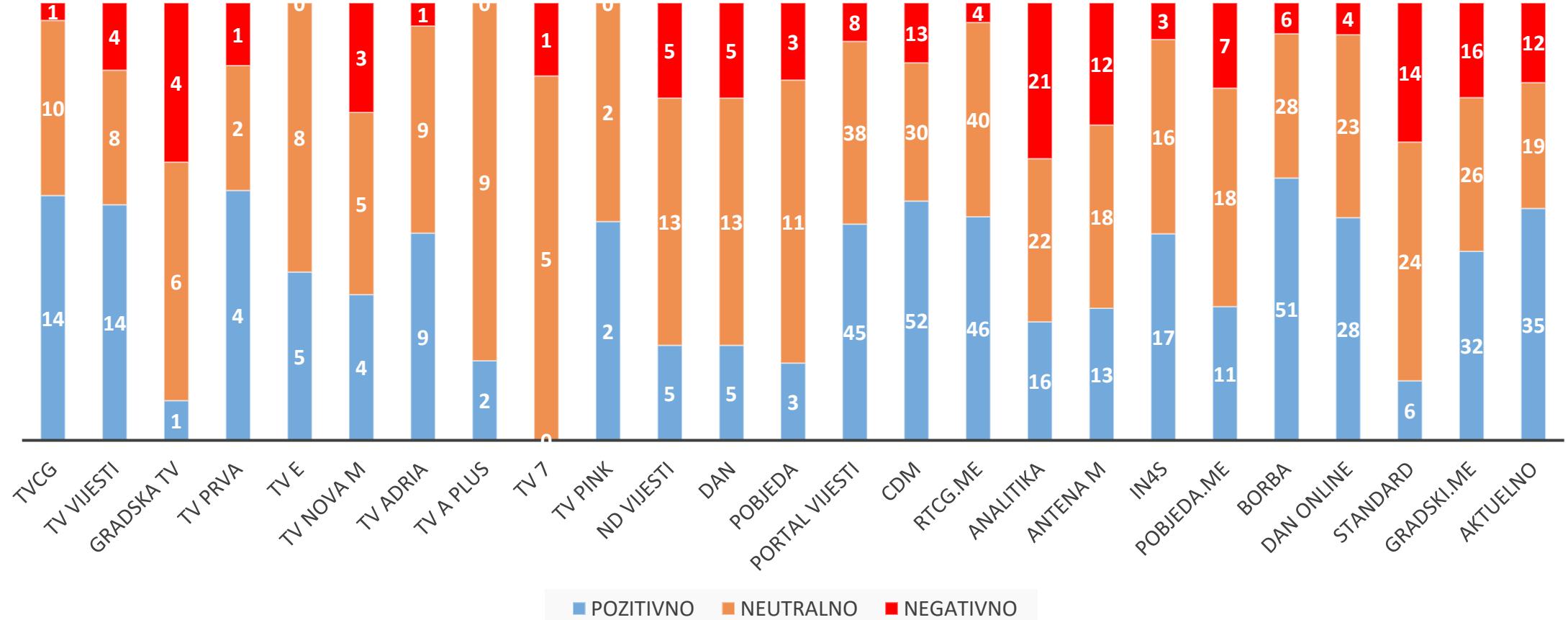
PRAVDA ZA SVE – dr Vladimir Leposavić



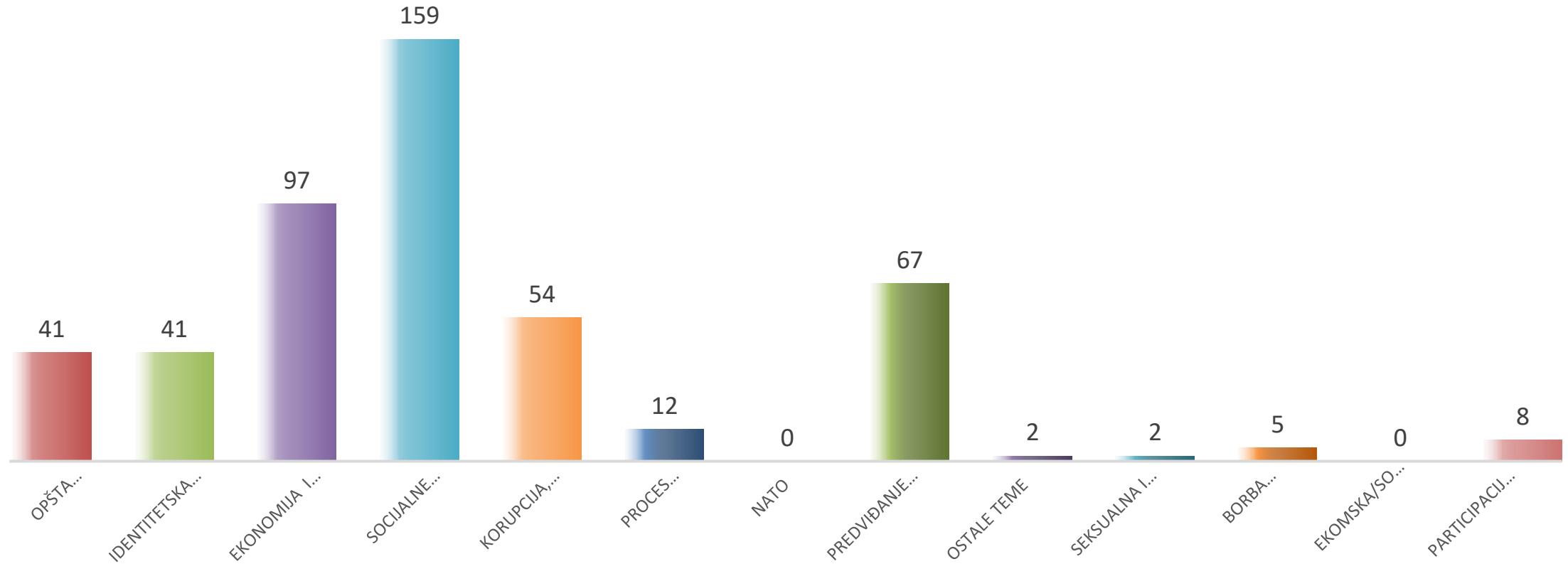
PRAVDA ZA SVE – dr Vladimir Leposavić - teme



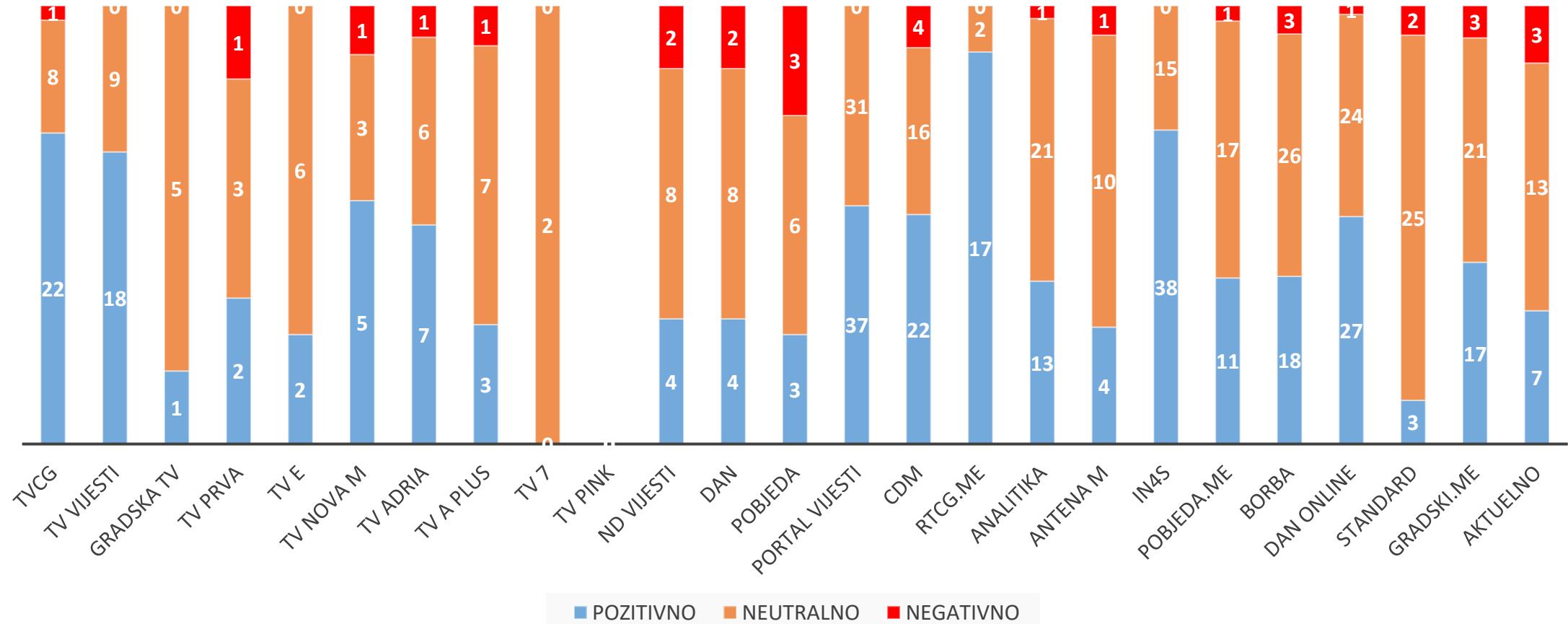
SNP – DEMOS – ZA TEBE



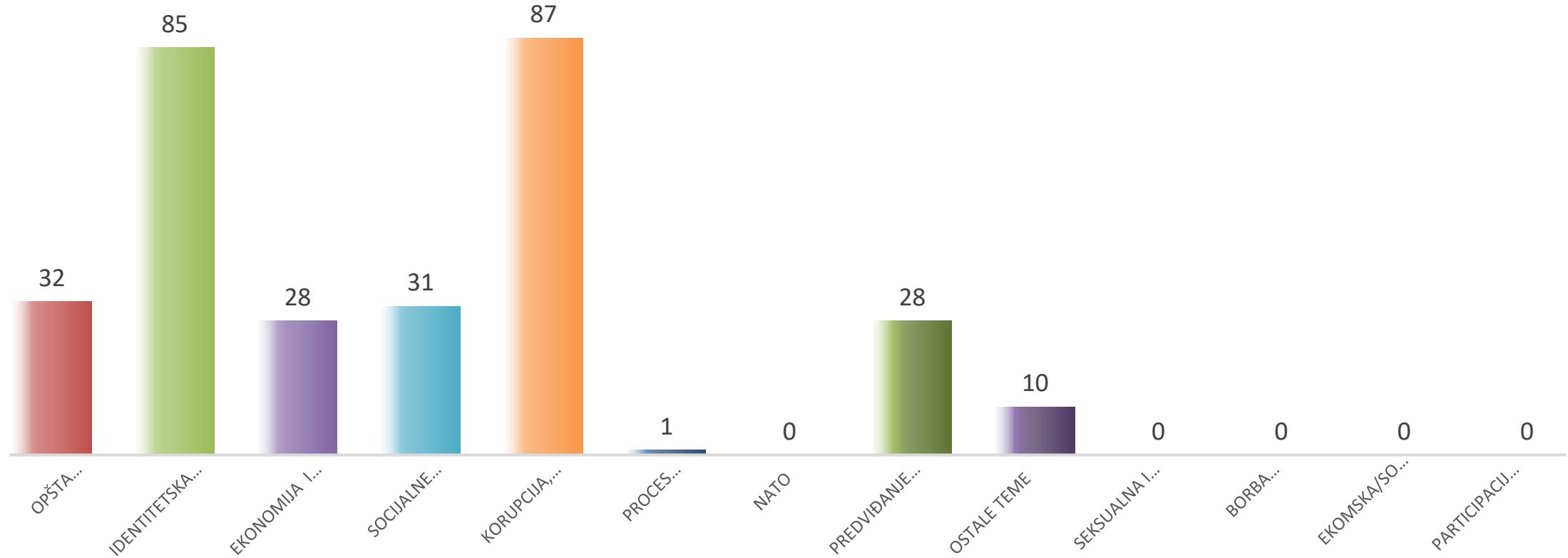
SNP – DEMOS – ZA TEBE - teme



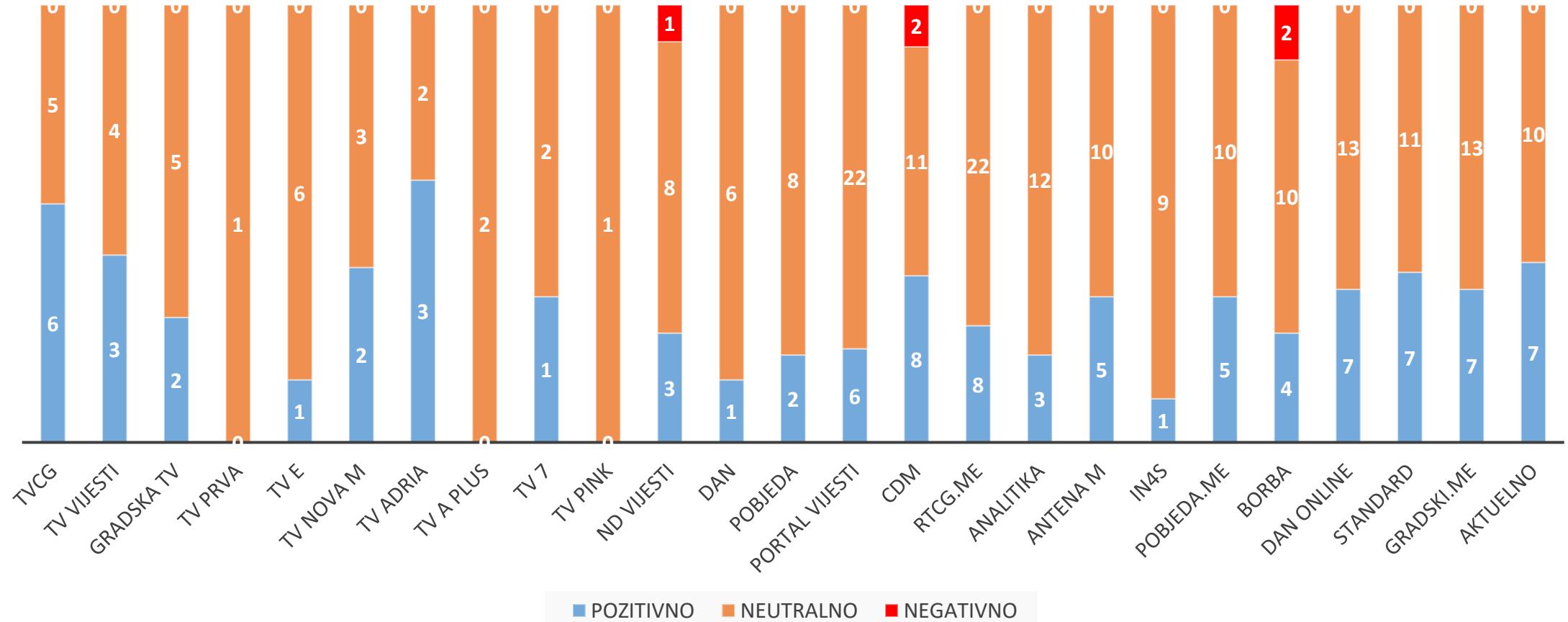
Narodna koalicija – složno i tačka (Dejan Vukšić – Demohrišćanski pokret, Prava CG, Slobodna CG, Demokratska srpska stranka, Pokret za Pljevlja)



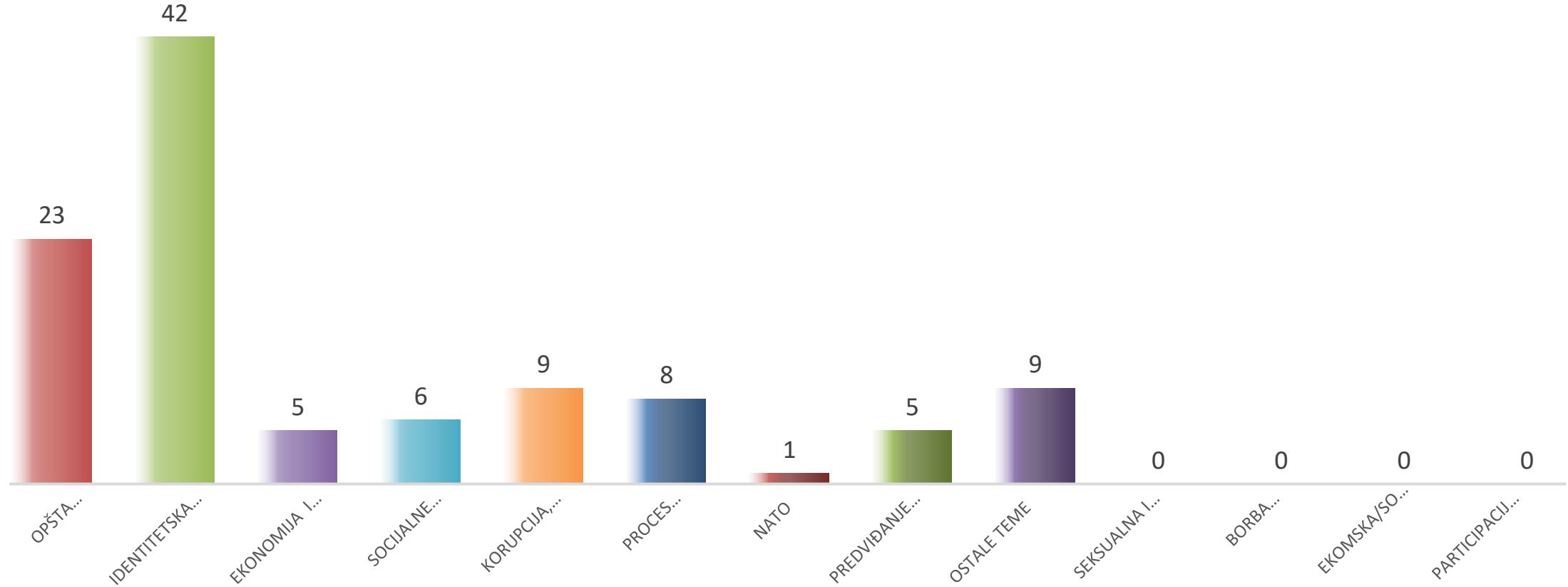
Narodna koalicija – složno i tačka - teme



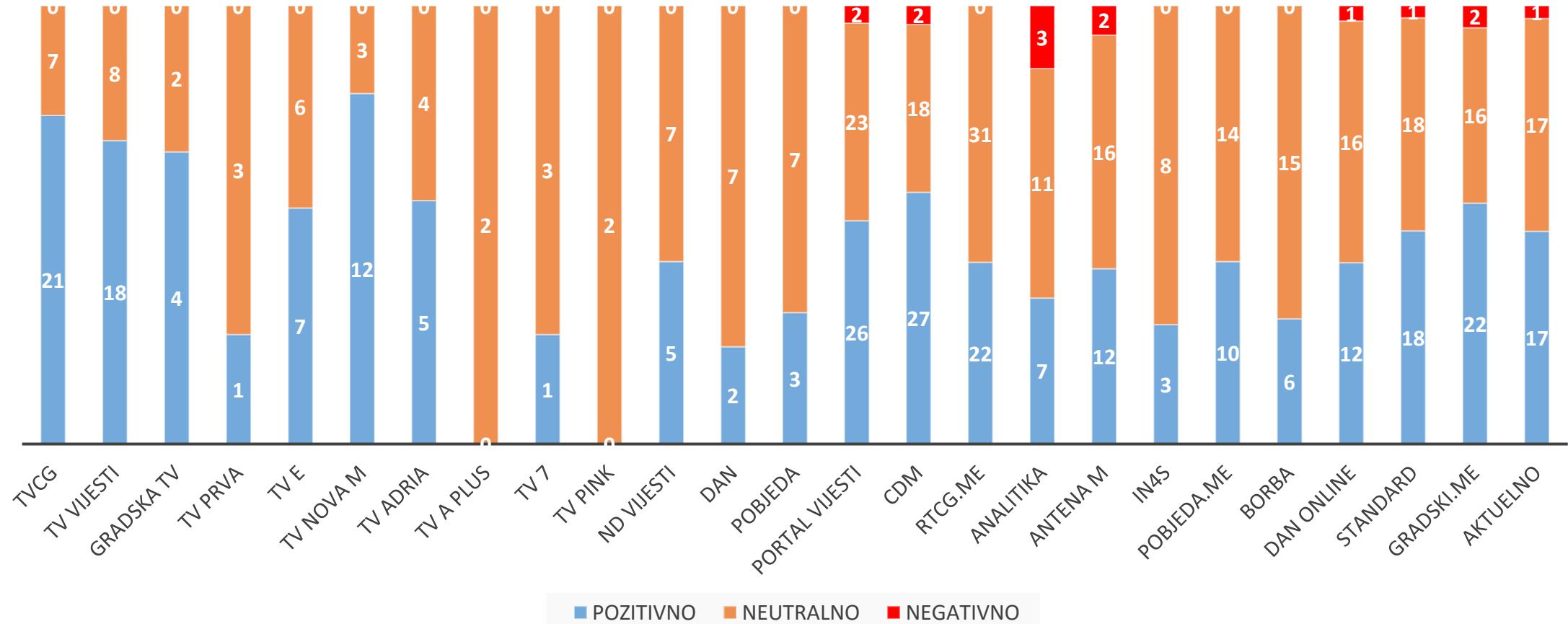
ALBANSKA ALIJANSA



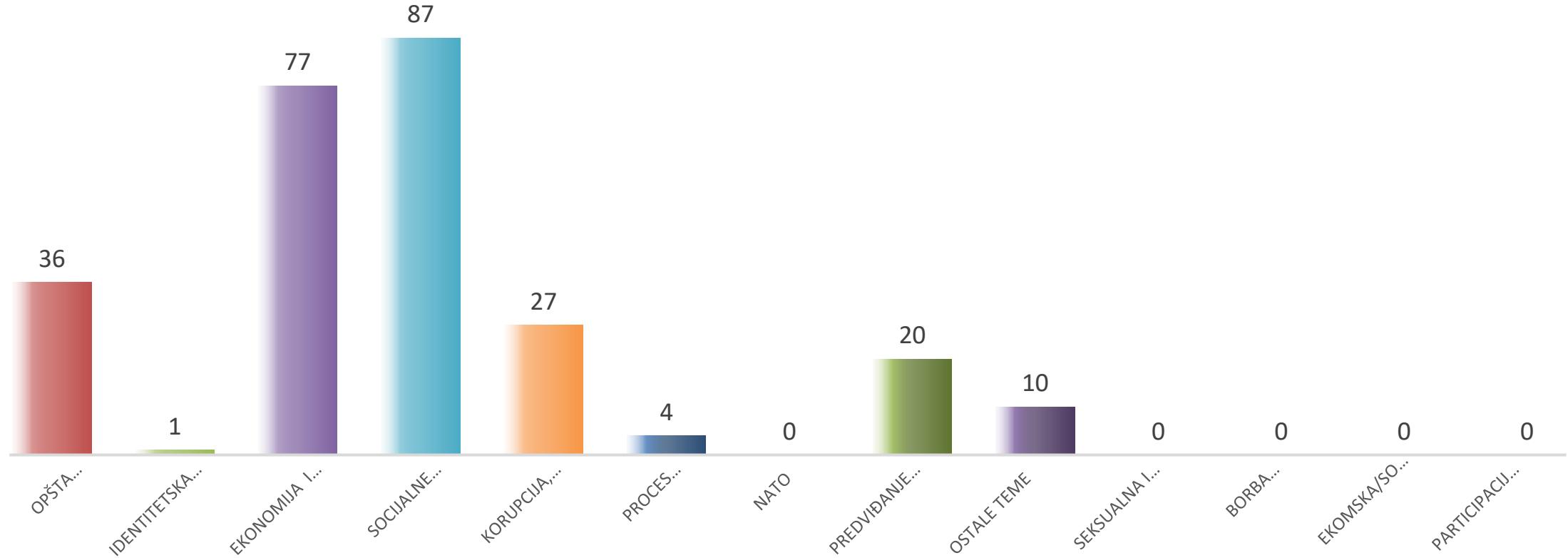
ALBANSKA ALIJANSA - teme



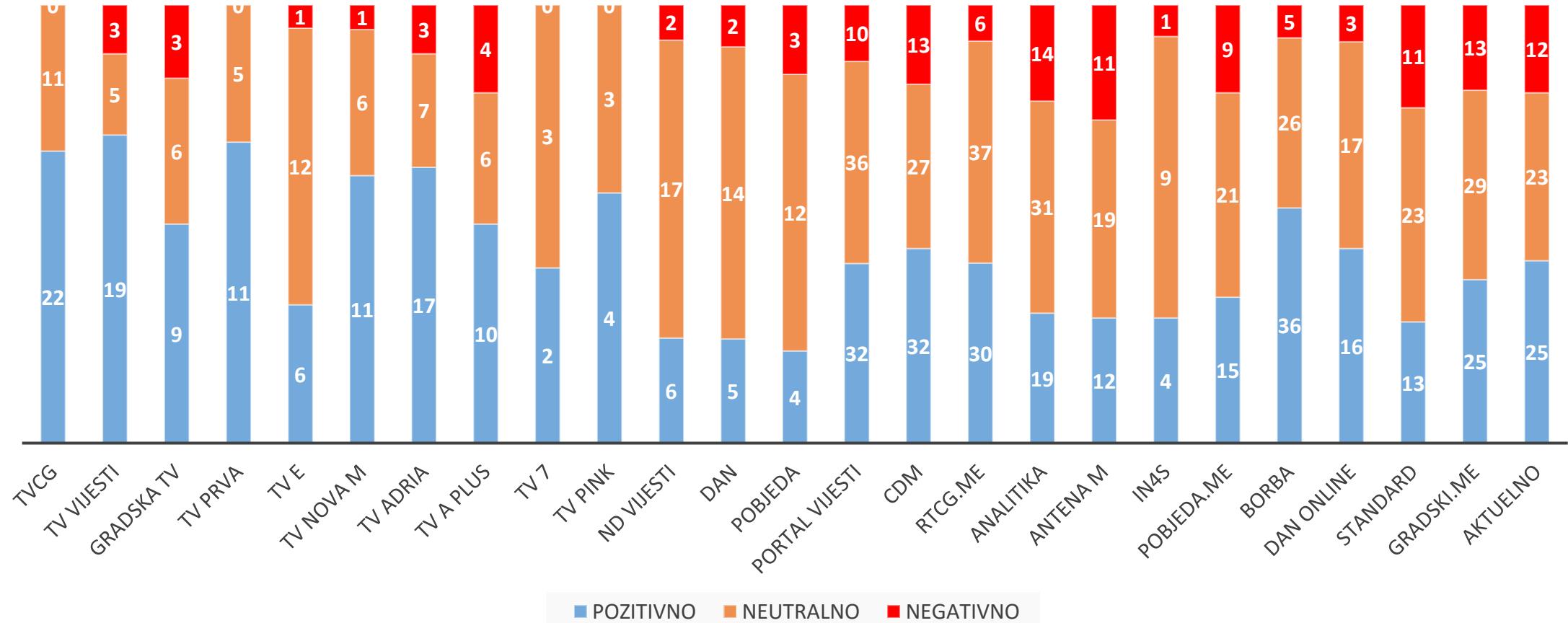
Preokret za sigurnu Crnu Goru – Srđan Perić



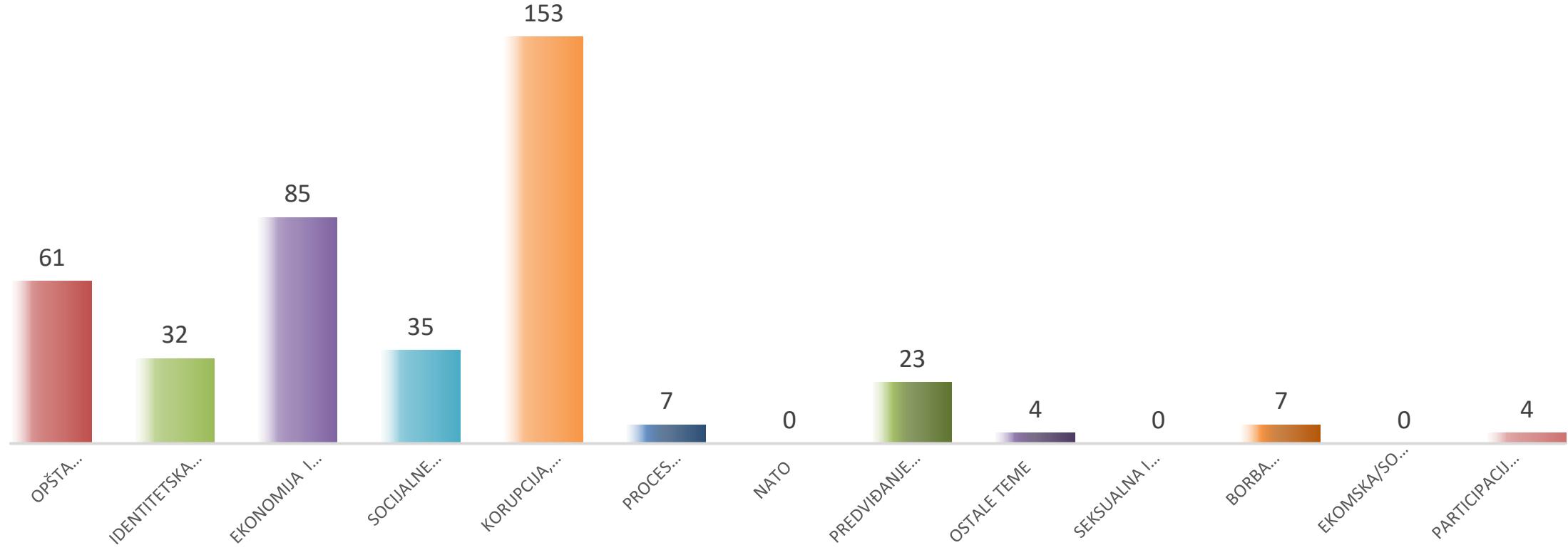
Preokret za sigurnu Crnu Goru – Srđan Perić- teme



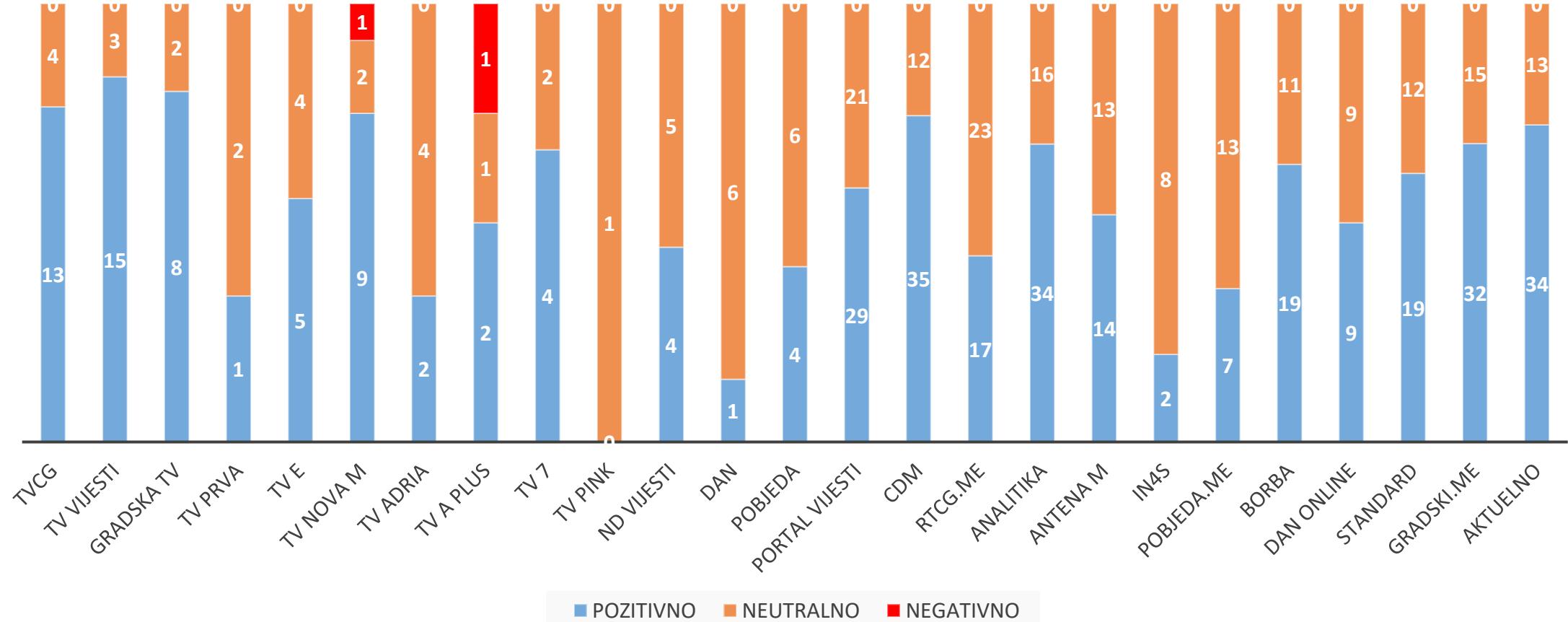
POKRET ZA PROMJENE – PRVO CRNA GORA



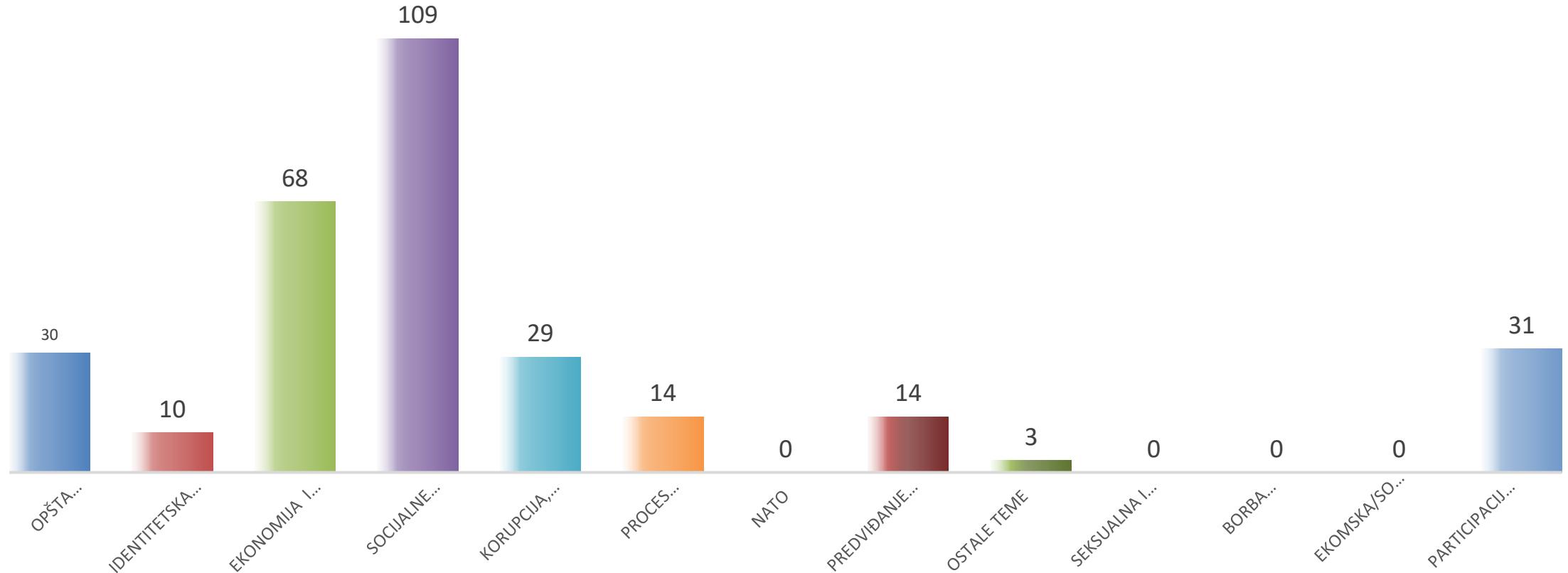
POKRET ZA PROMJENE – PRVO CRNA GORA - teme



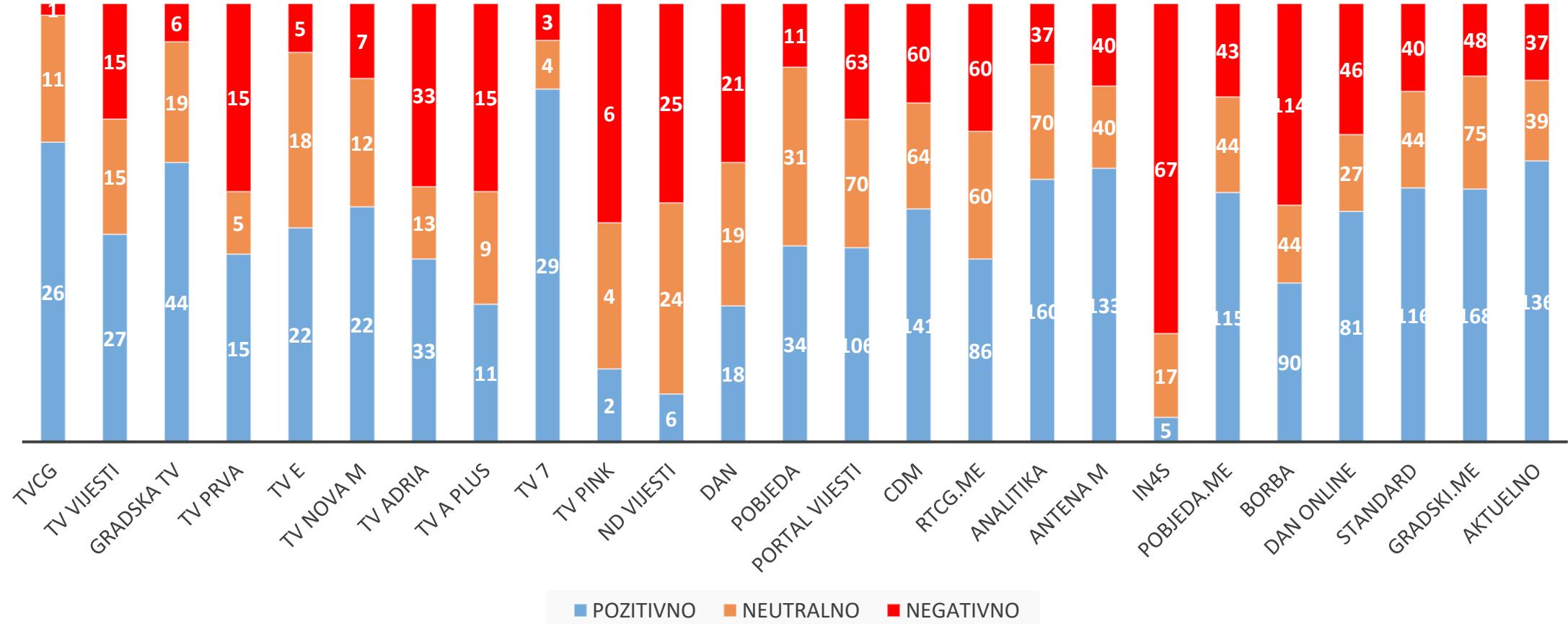
Mi možemo za građansku Crnu Goru



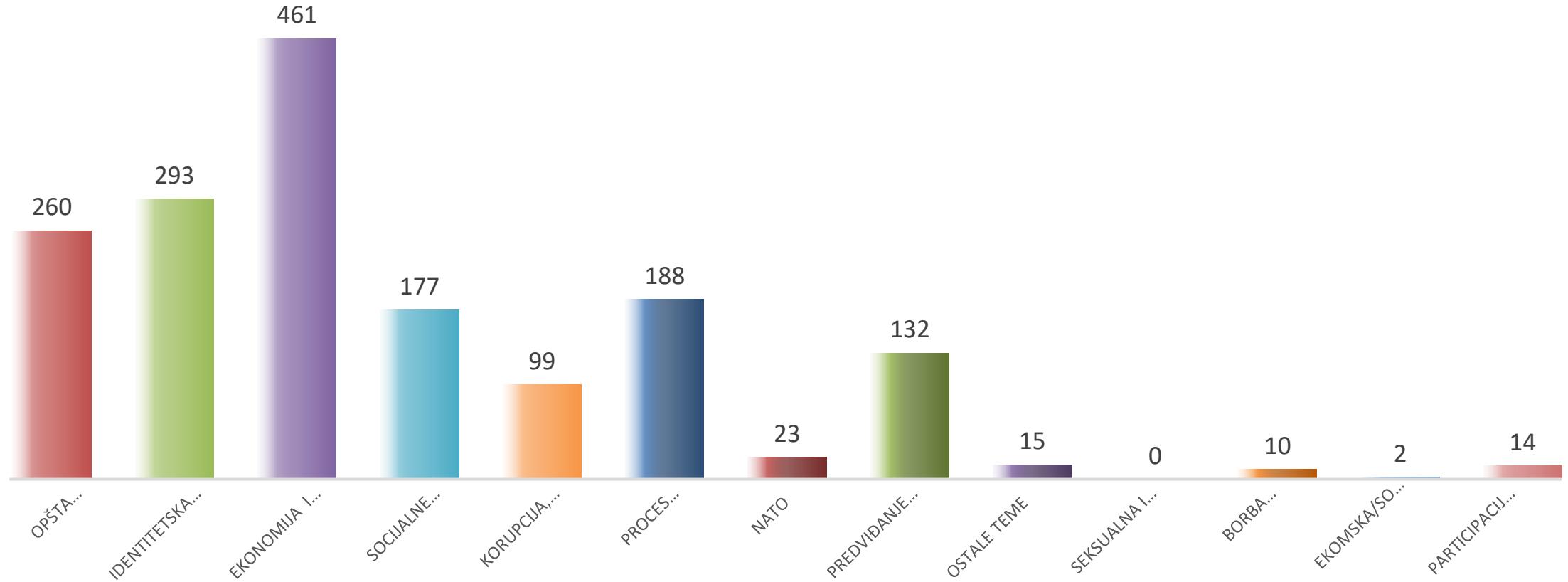
Mi možemo za građansku Crnu Goru- teme



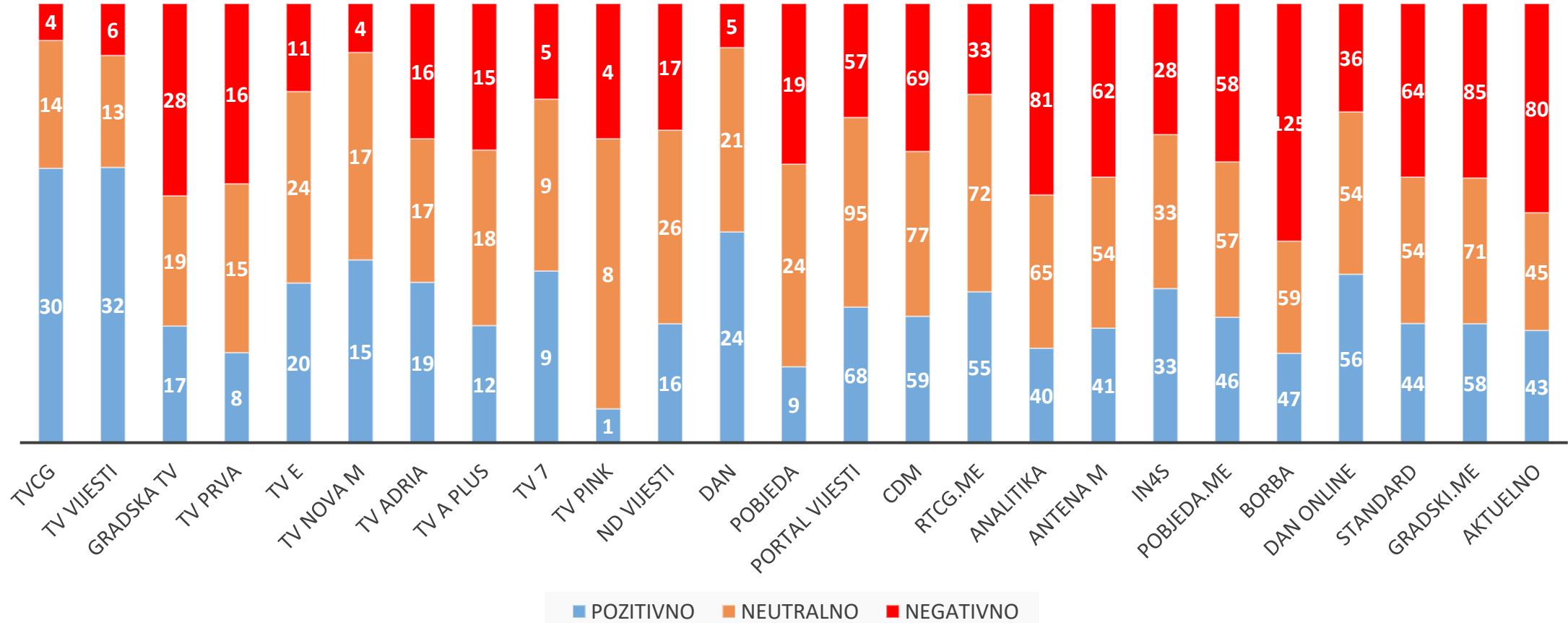
ZAJEDNO! Za budućnost koja ti pripada – Danijel Živković (DPS, SD, DUA, LP)



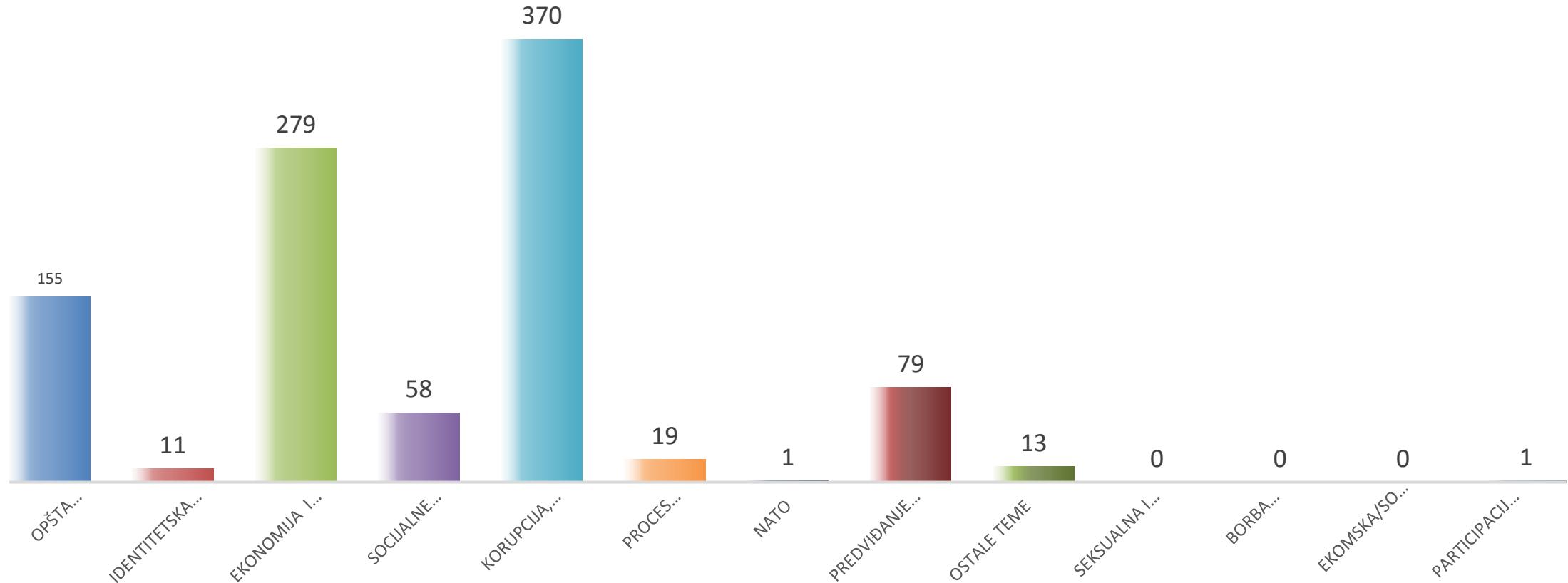
ZAJEDNO! Za budućnost koja ti pripada – Danijel Živković (DPS, SD, DUA, LP) - teme



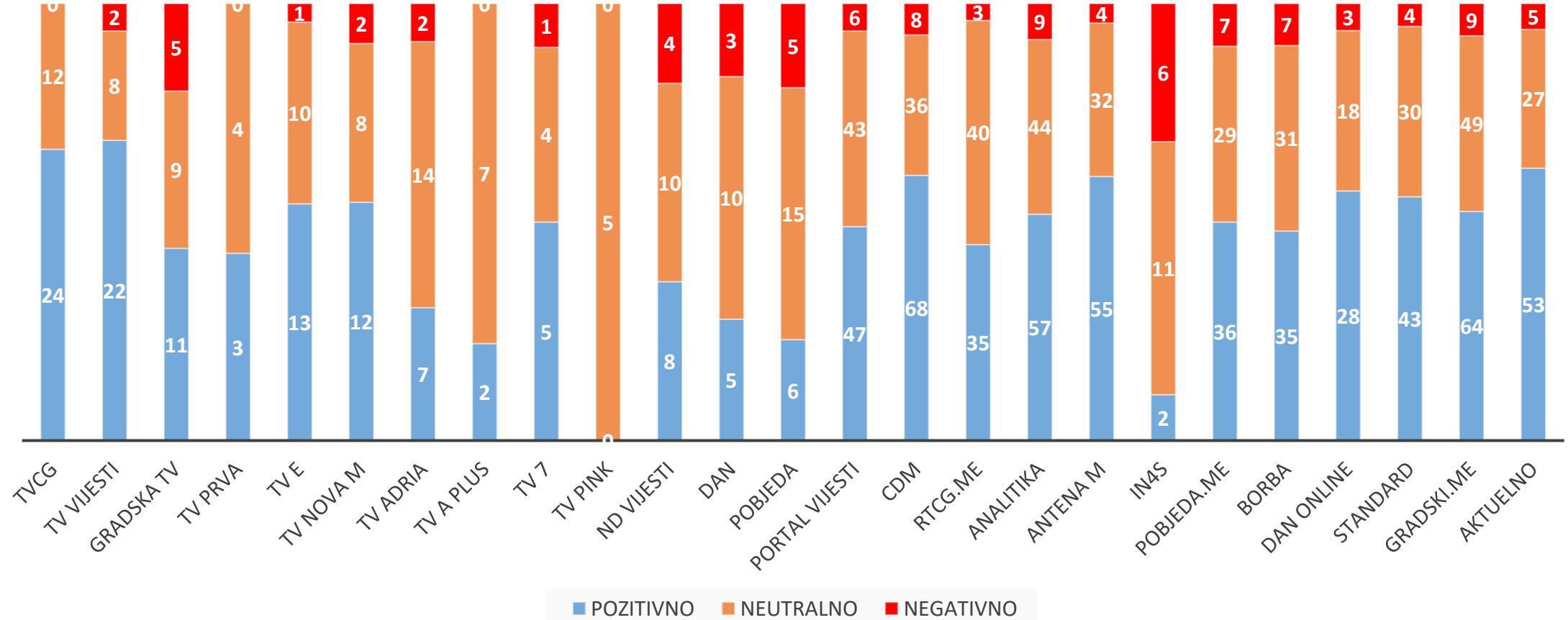
EVROPA SAD! – Milojko Spajić



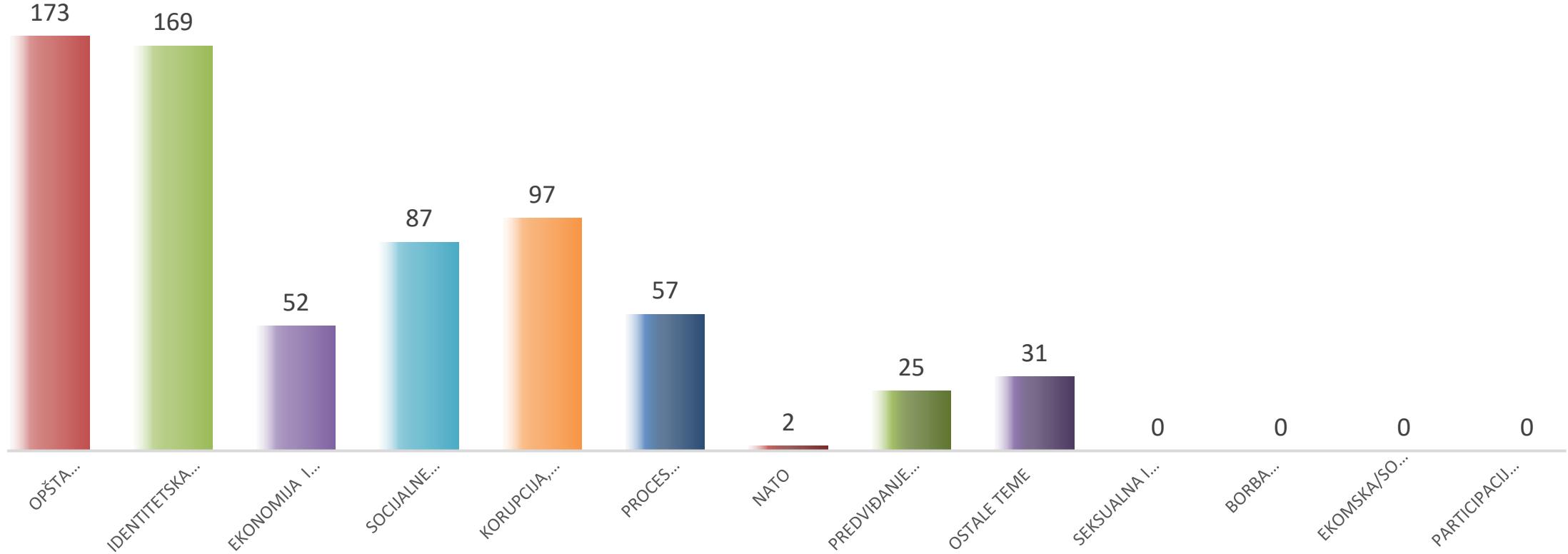
EVROPA SAD! – teme



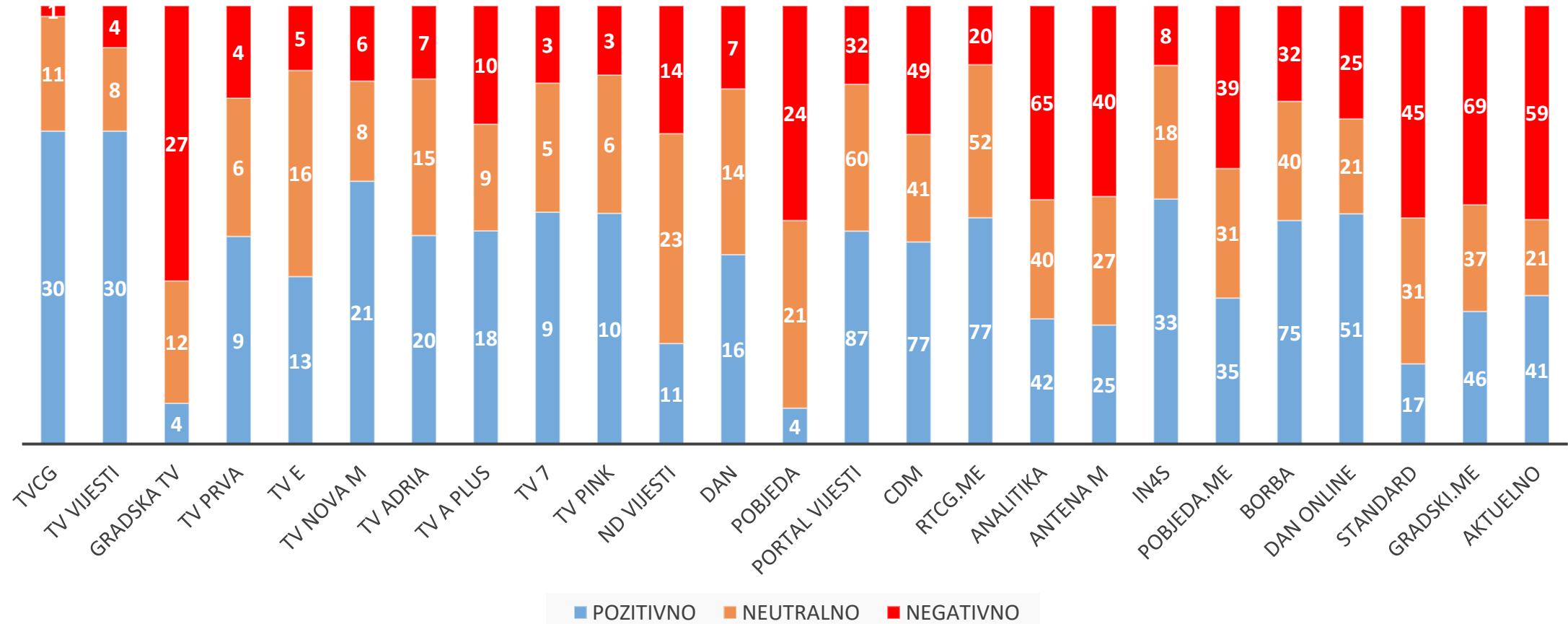
SDP – Za našu kuću



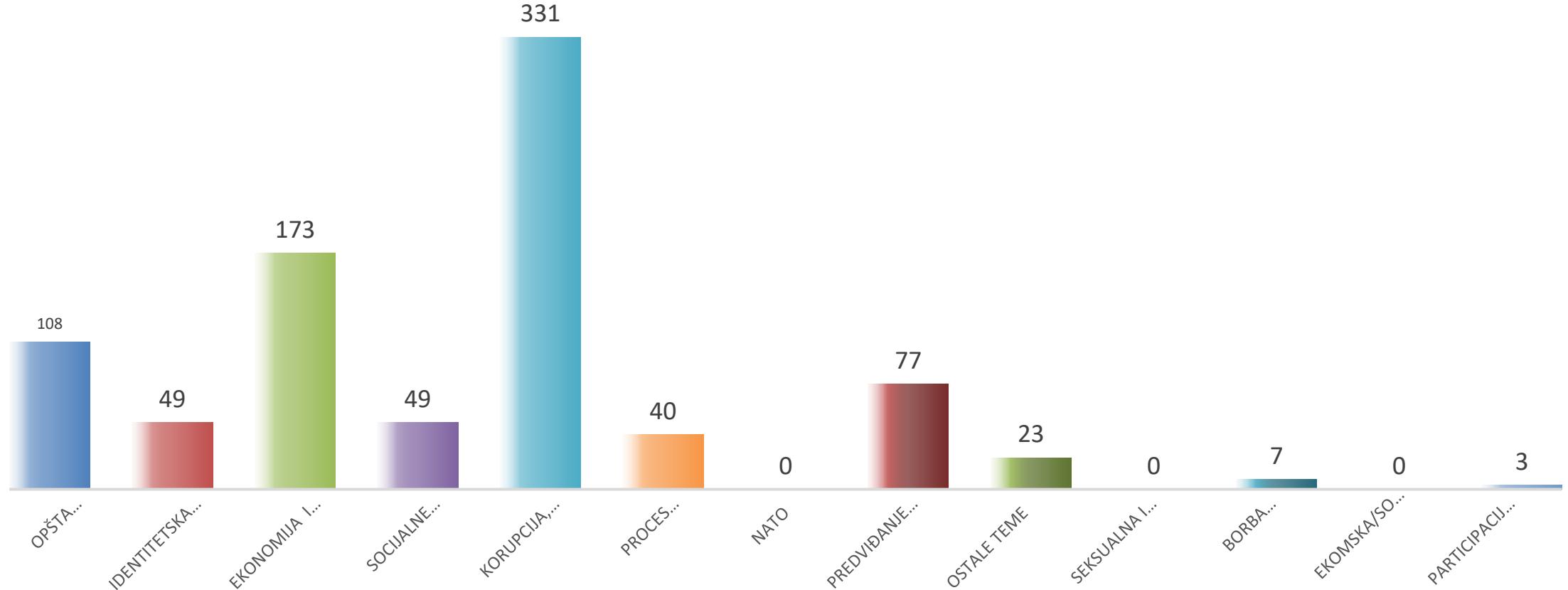
SDP – Za našu kuću - teme



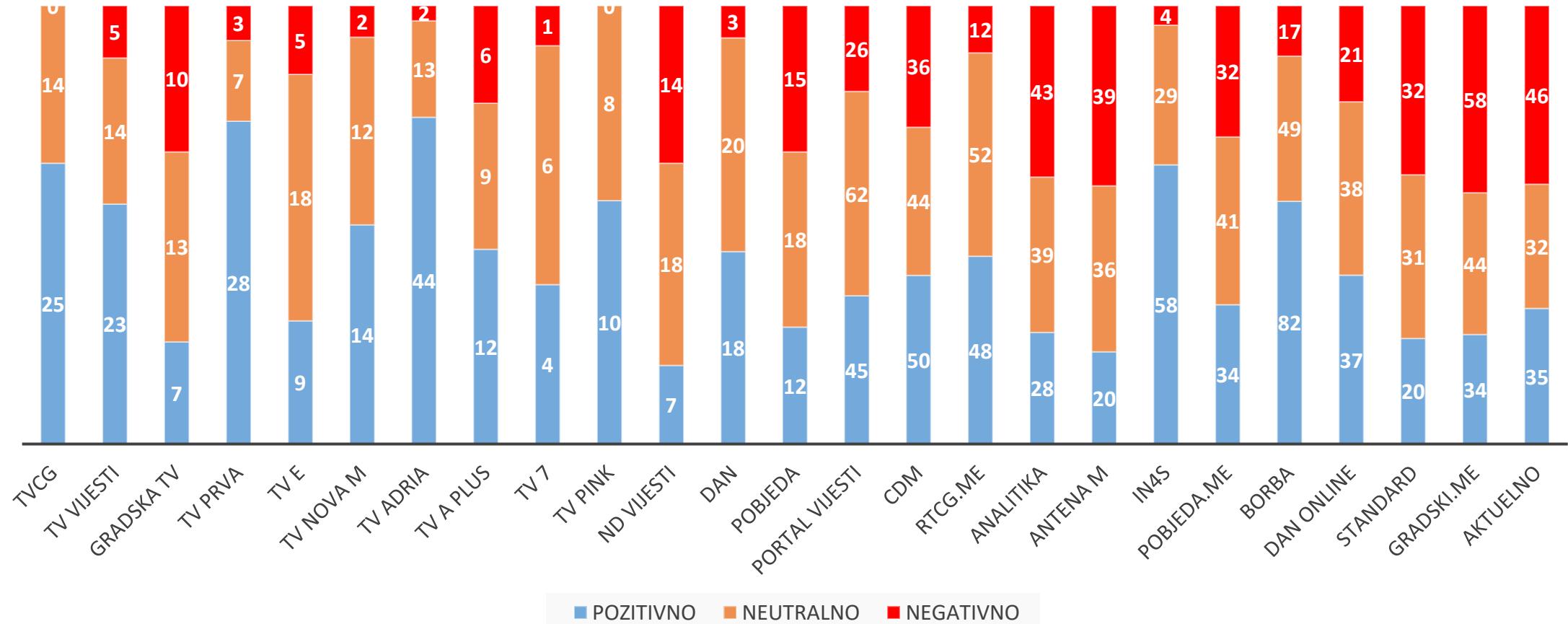
ALEKSA I DRITAN – HRABRO se broji! (Demokrate i URA)



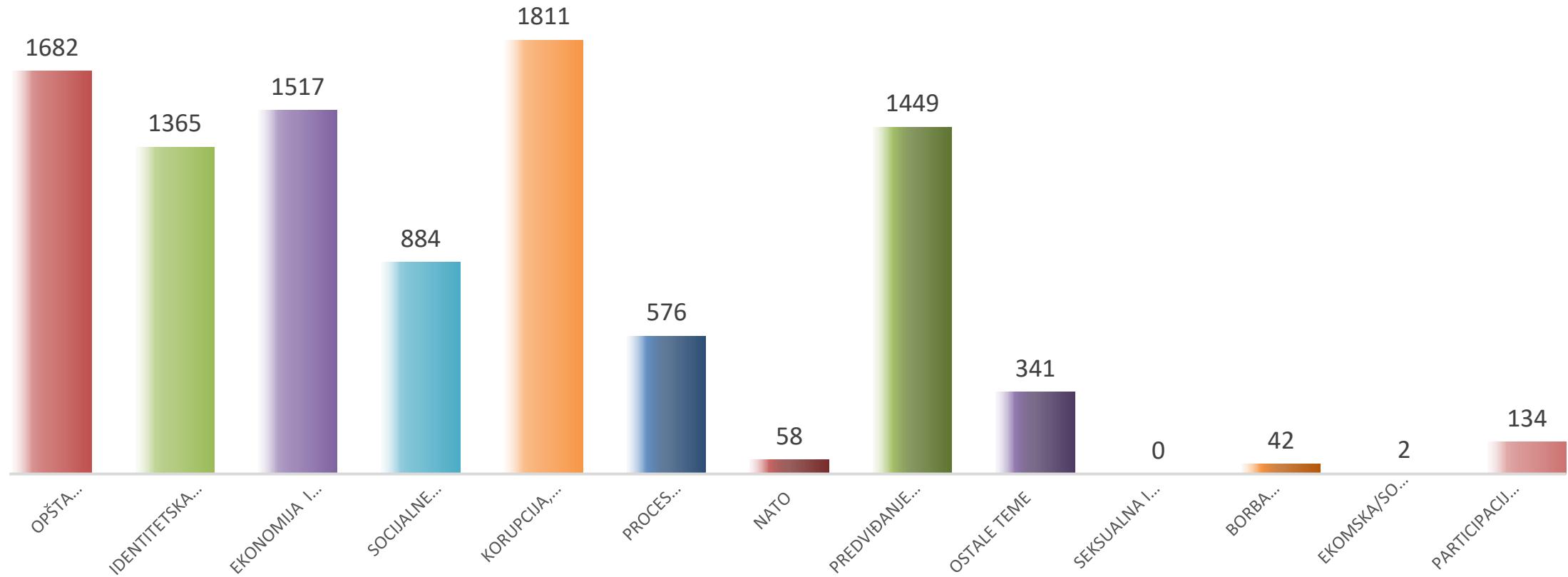
ALEKSA I DRITAN – HRABRO se broji! - teme



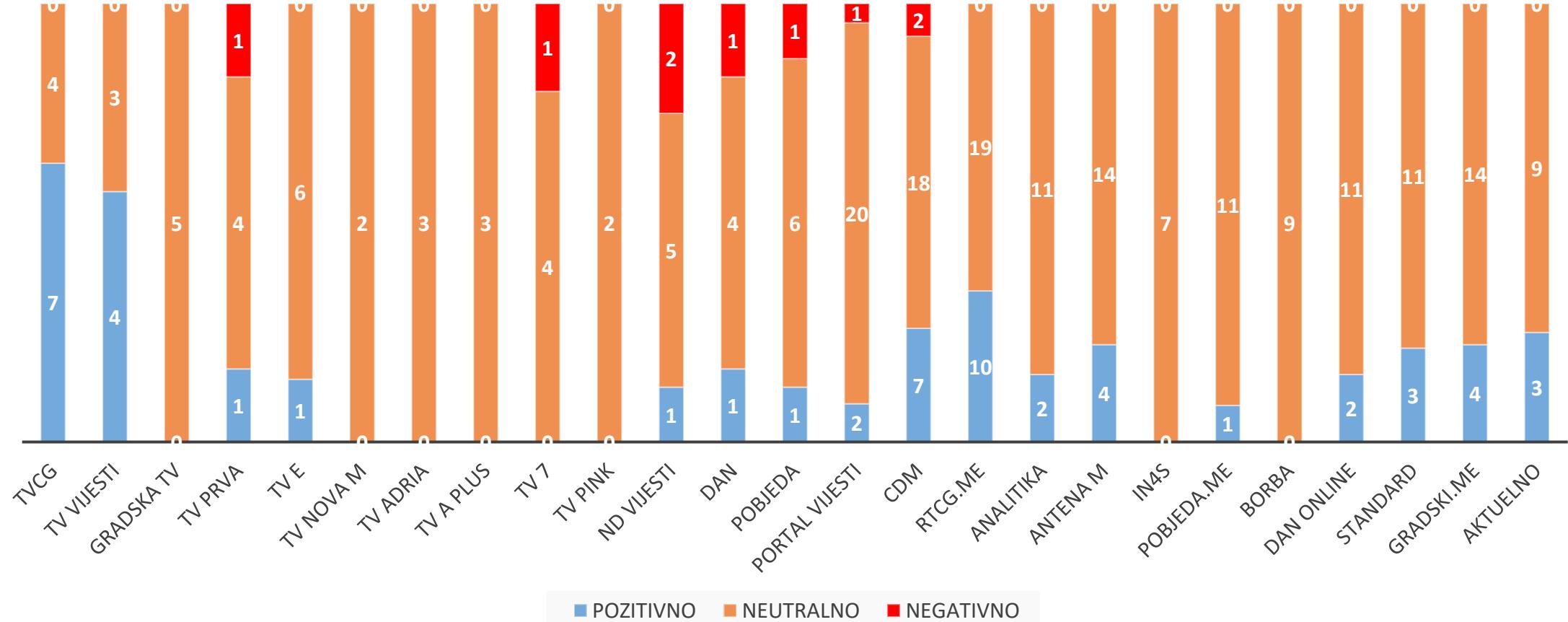
ZA BUDUĆNOST CRNE GORE (Nova srpska demokratija, Demokratska narodna partija Crne Gore, Radnička partija)



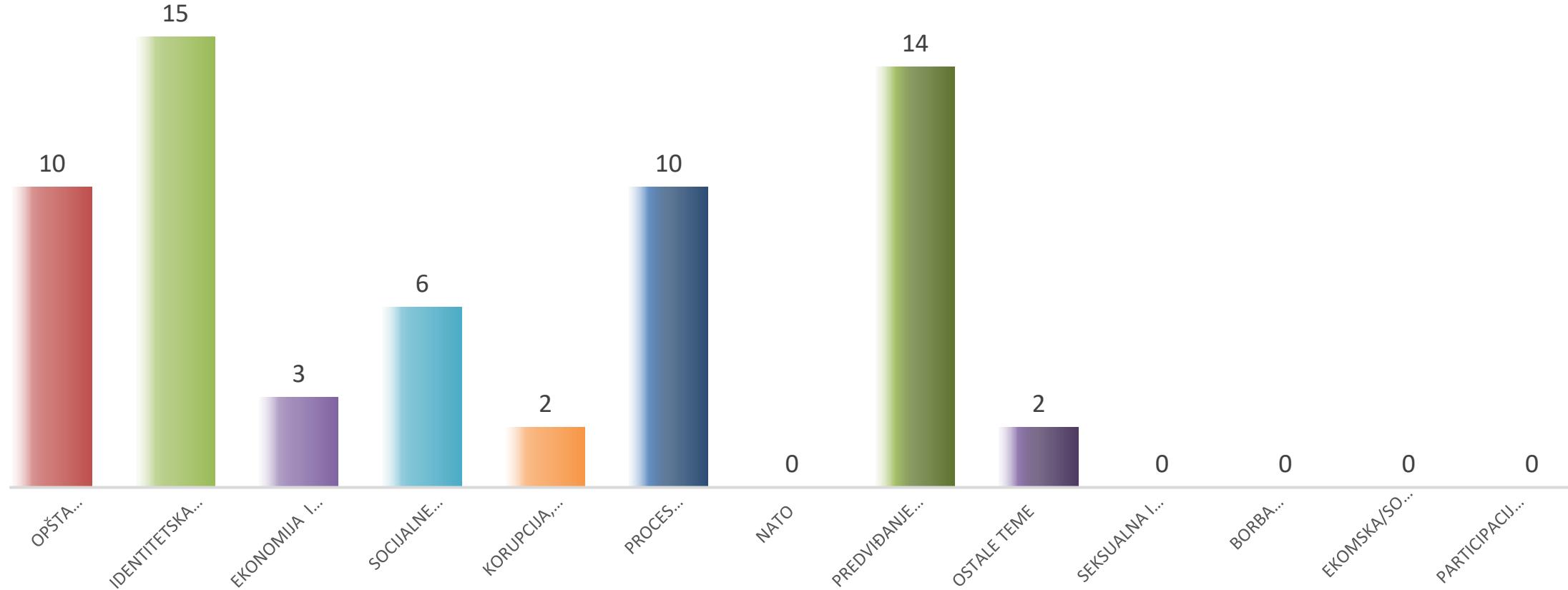
ZA BUDUĆNOST CRNE GORE - teme



Albanski forum – Nik Đeljošaj – BESA Za Evropski razvoj



Albanski forum - teme

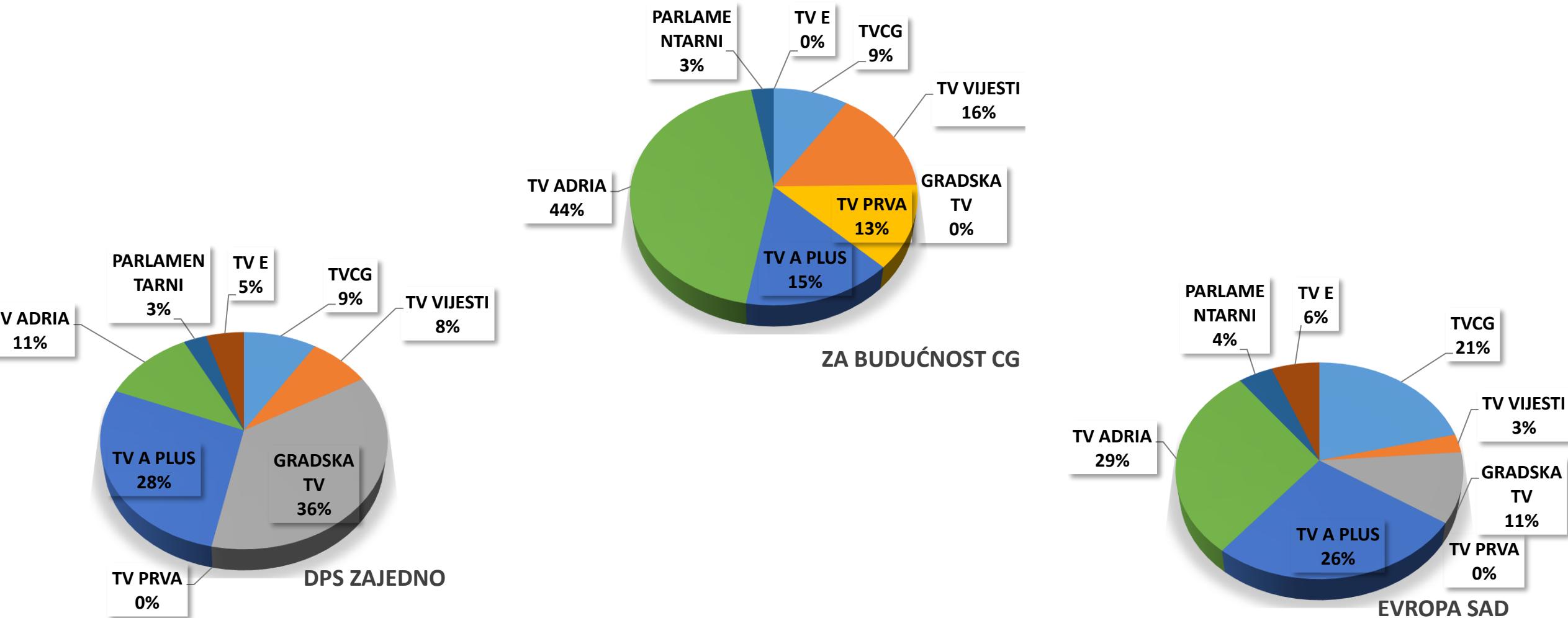


Vrijeme i prostor za planirane medijske objave

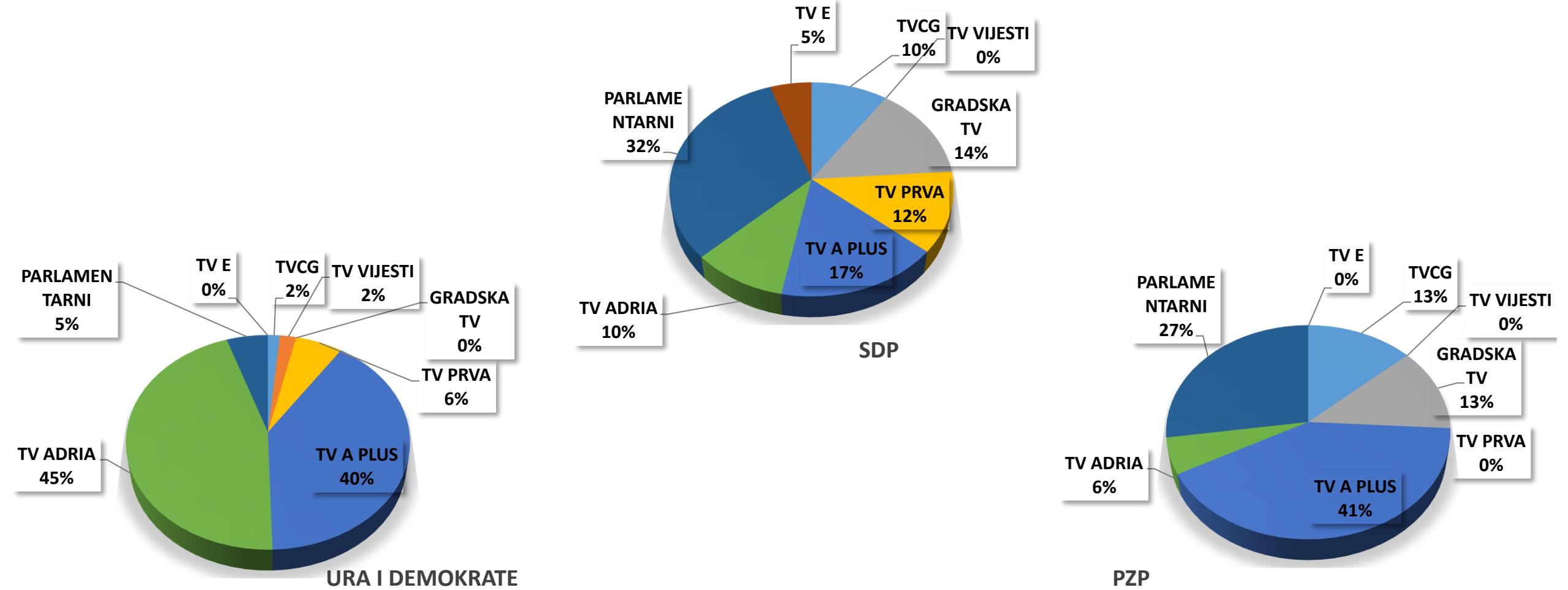
Ižraženo u sekundama (TV) – SVE EMISIJE cm2 (štampani mediji)

	TVCG	TV VIJESTI	TV PRVA	GRADSKA TV	TV ADRIA	TV A PLUS	NOVA M	TV 7	TV PINK	TV E	ND VIJESTI	DAN	POBJEDA
“PRAVDA ZA SVE” VLADIMIR LEPOSAVIĆ	1838	96	5	15	3508	1749	77	0	28	0	823	932	0
POKRET “PREOKRET”	2110	245	6	1382	3249	0	374	78		1210	1186	442	271
POKRET ZA PROMJENE	2050	550	684	2281	2651	5798	470	120	166	286	1737	808	1274
SAVEZ “MI MOŽEMO ZA GRAĐANSKU CRNU GORU”	1560	355	51	2642	1154	1794	0	384	0	186	1176	248	1843
HRVATSKA GRAĐANSKA INICIJATIVA (HGI)	1320	347	42	3103	71	0	81	615	0	188	525	460	573
SDP CRNE GORE	2127	690	2478	3475	2148	3265	378	491	18	1357	1406	399	1998
DPS-SD-LPCG-DUA “ZAJEDNO”	4163	4176	633	18773	6438	11785	1052	5391	82	3277	4174	3608	13337
ALBANSKI FORUM	1330	60	24	18	0	0	0	0	0	23	1160	0	0
BOŠNJAČKA STRANKA	1582	366	113	1949	1717	144	255	725	8	1038	1483	1125	1345
POKRET EVROPA SAD	4025	5916	400	2565	5649	5203	911	587	109	1820	1976	3220	2587
SAVEZ “ZA BUDUĆNOST CRNE GORE” NSD-DNP-RP	3081	5239	8075	660	27521	5149	707	258	475	590	3099	2811	2953
SAVEZ DEMOKRATA I URA	3658	5321	1649	389	11828	9708	1014	1209	363	468	3408	2092	635
SAVEZ SNP – DEMOS	1948	426	182	15	2061	111	139	0	40	166	247	1109	71
ALBANSKA ALIJANSA	1370	18	0	17	1447	0	16	129	0	8	1169	6	781
SAVEZ PRAVA CRNA GORA – DHS – DSS- SCG – POKRET ZA PLJEVLJA	2143	509	55	4	170	1951	111	0	0	70	1865	527	111

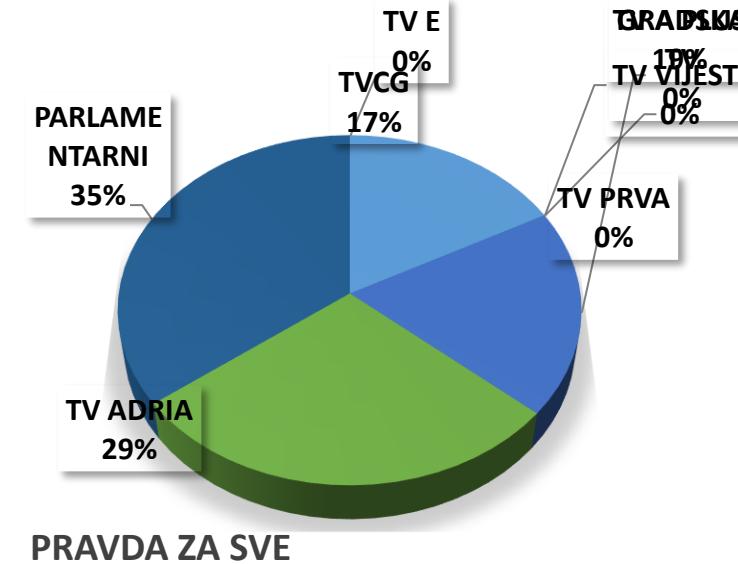
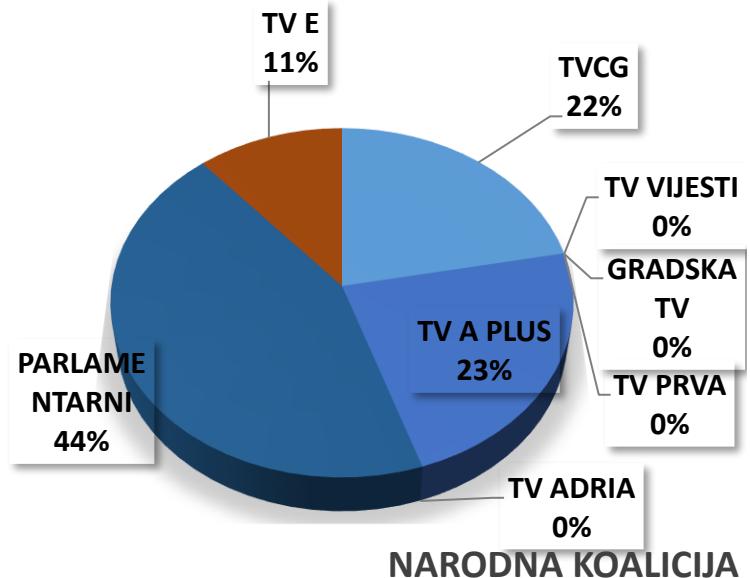
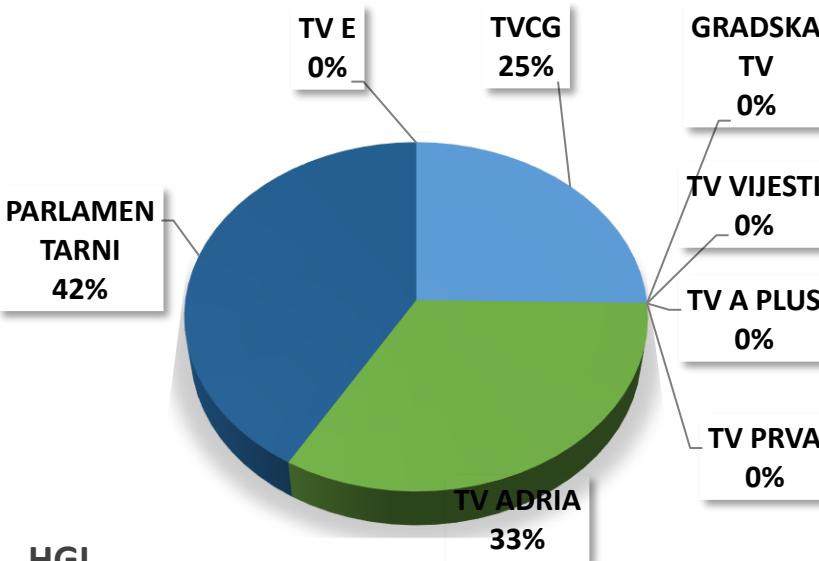
Vrijeme za planirane medijske objave Ižraženo u sekundama (TV) PRIME TIME EMISIJE I DEBATE



Vrijeme za planirane medijske objave Ižraženo u sekundama (TV) PRIME TIME EMISIJE I DEBATE

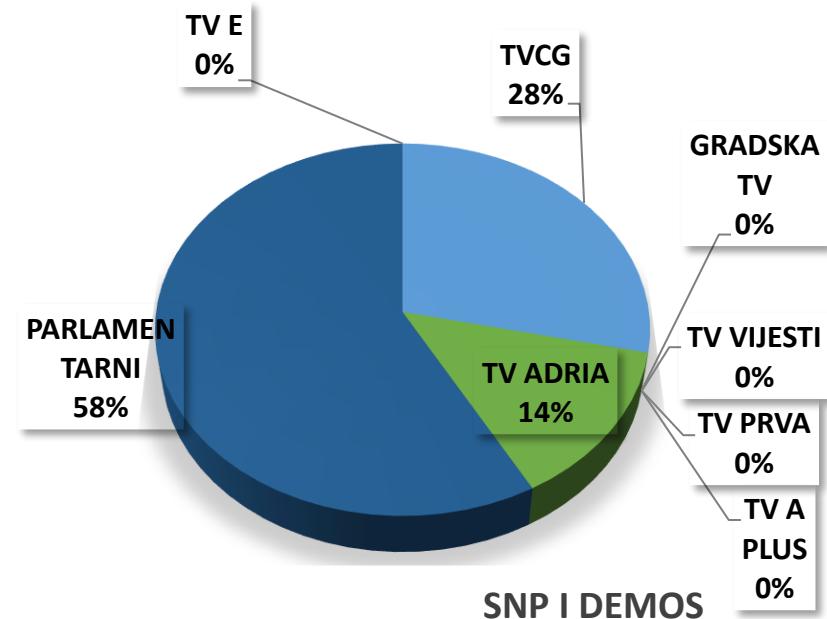
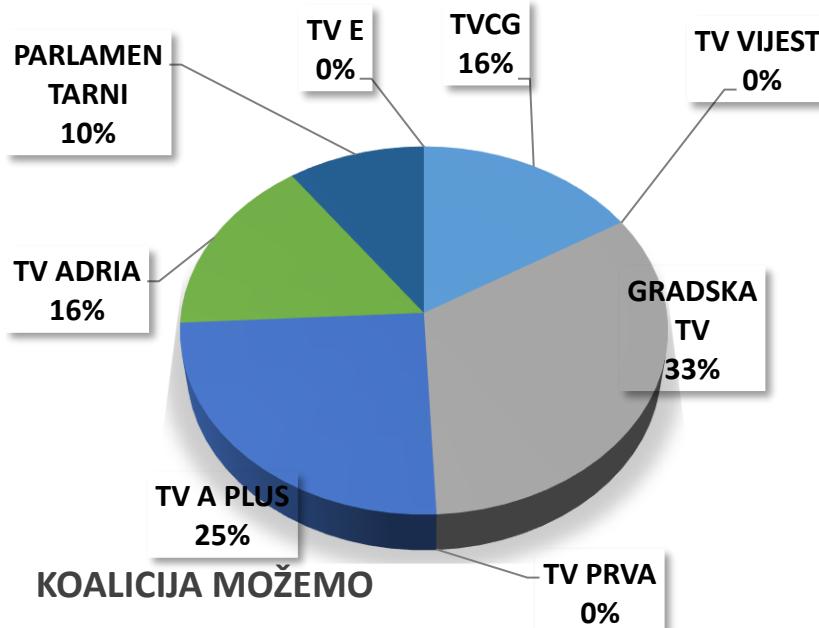


Vrijeme za planirane medijske objave Ižraženo u sekundama (TV) PRIME TIME EMISIJE I DEBATE



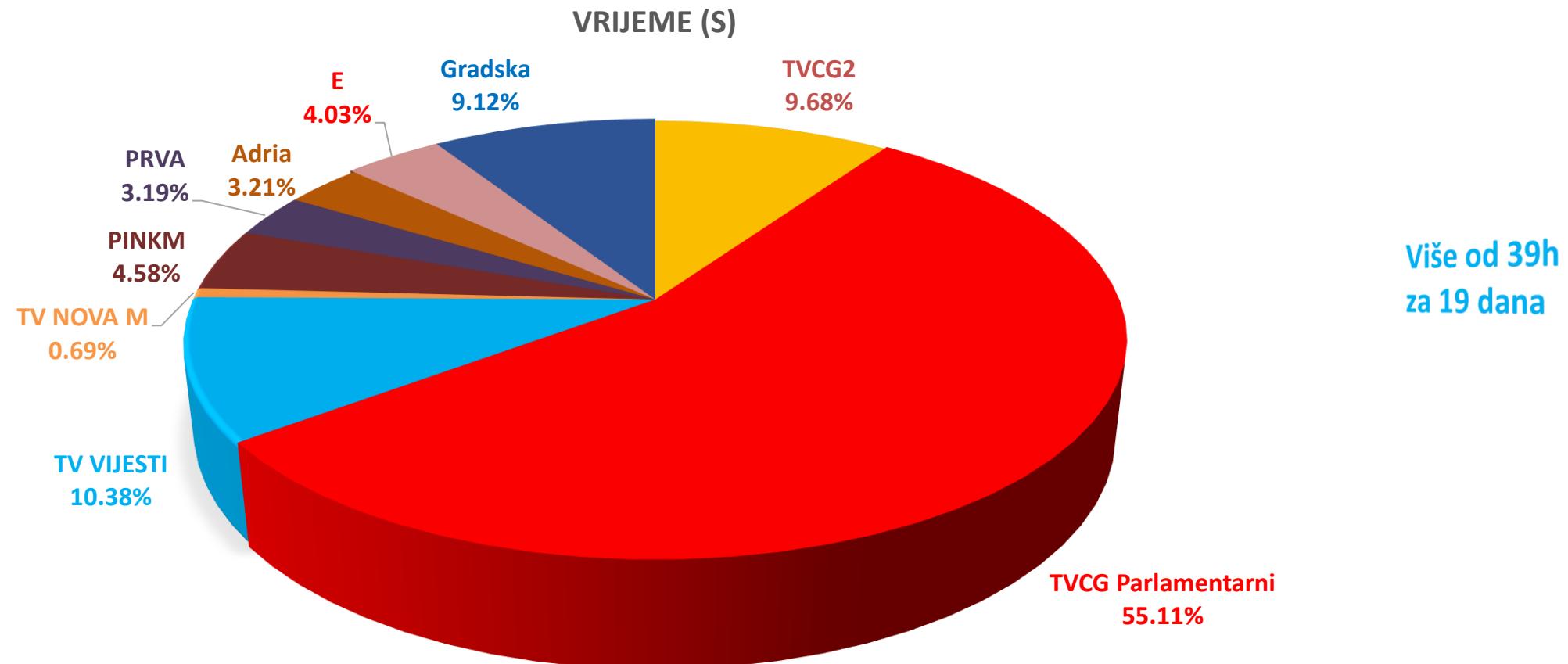
Vrijeme za planirane medijske objave

Ižraženo u sekundama (TV) PRIME TIME EMISIJE I DEBATE

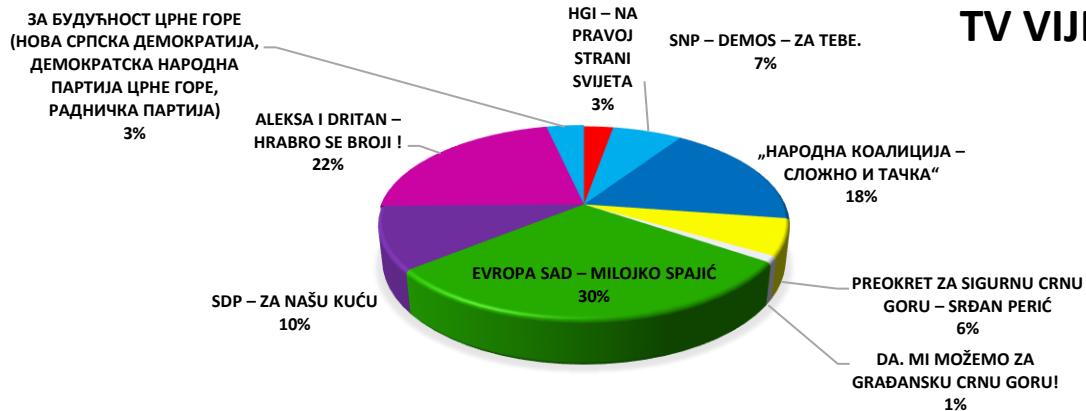


MONITORING REKLAMIRANJA

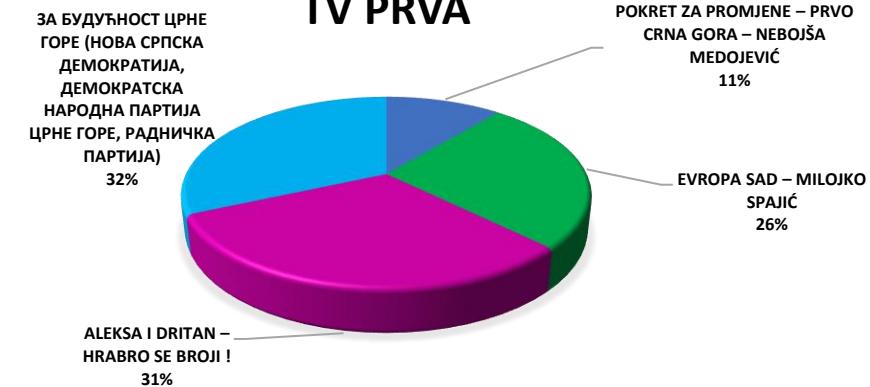
VRIJEME POLITIČKO PROPAGANDNIH KLIPOVA I REPORTAŽA EMITOVAJIH NA SVIM TELEVIZIJAMA (izraženo u sekundama)



VRIJEME POLITIČKO PROPAGANDNIH KLIPOVA I REPORTAŽA (IZRAŽENO U SEKUNDAMA)



TV VIJESTI



TV PRVA



TV PINK M



TV E

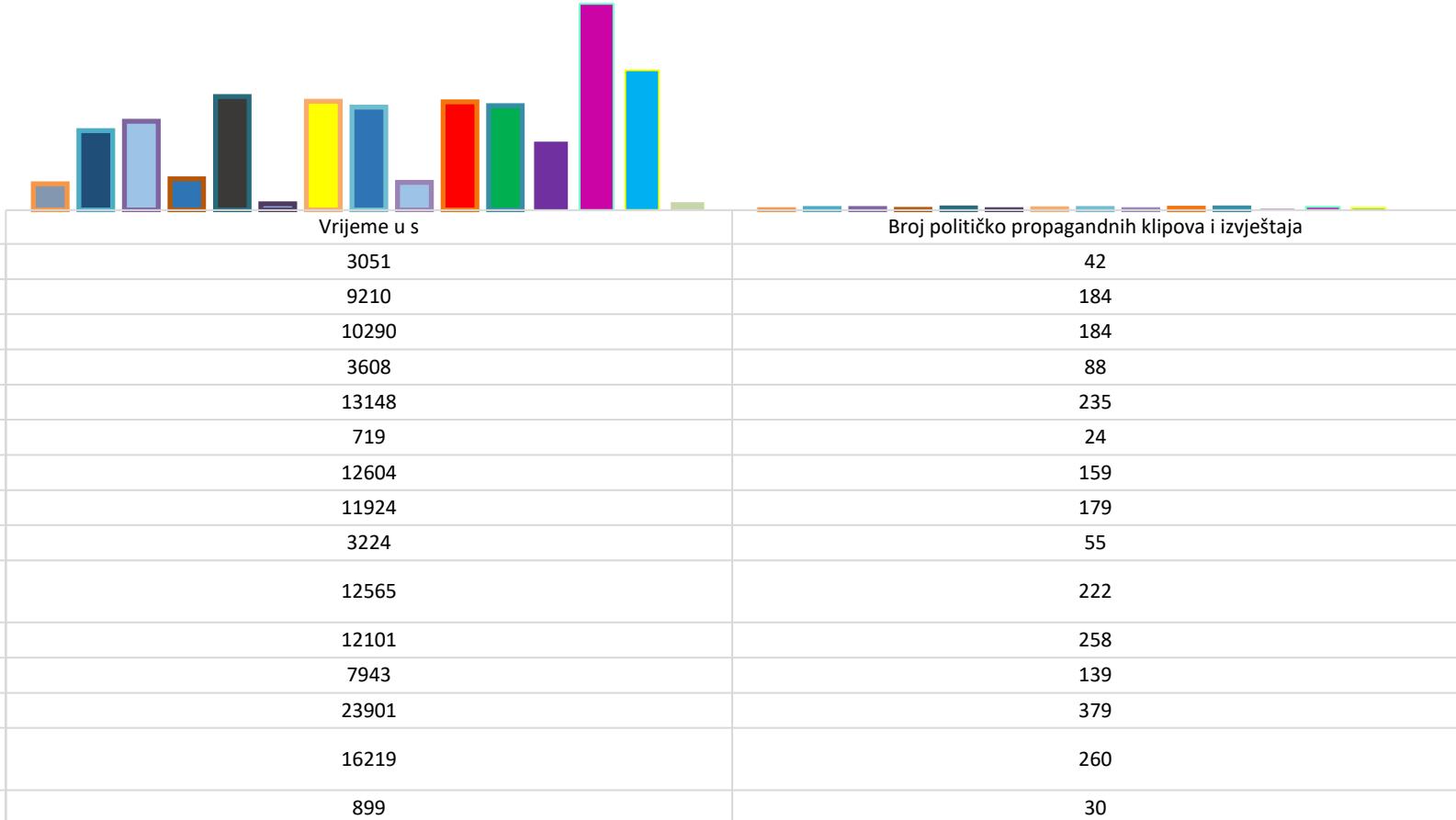


TV ADRIA



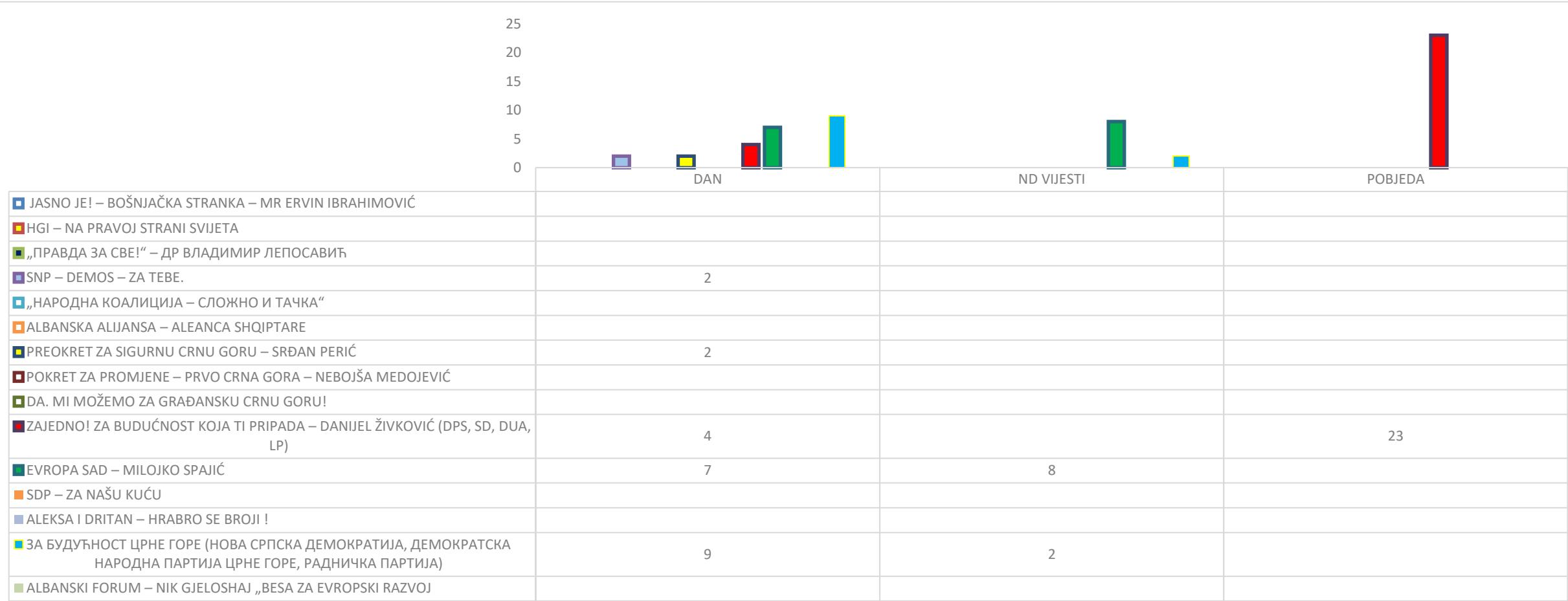
TV NOVA

TRAJANJE(S) I BROJ POLITIČKO PROPAGANDNIH KLIPOVA I IZVJEŠTAJA NA TELEVIZIJAMA (UKLJUČUJUĆI I TVCG2 I TVCG Parlamentarni)



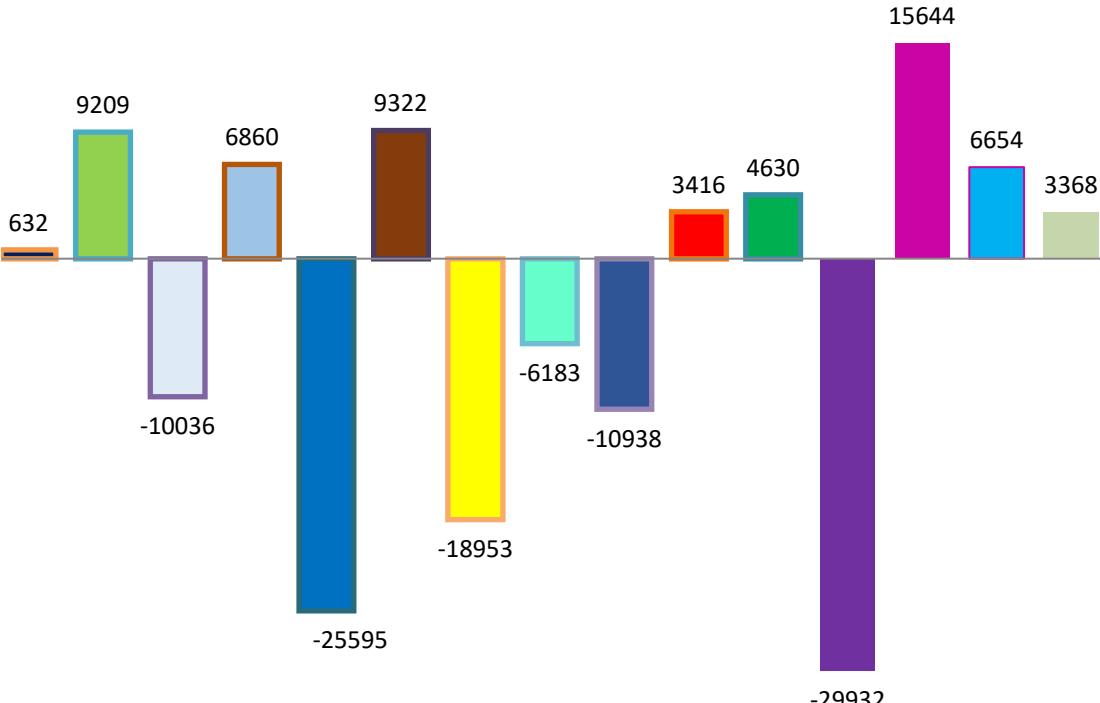
- JASNO JE! – BOŠNJAČKA STRANKA – MR ERVIN IBRAHIMOVIĆ
- HGI – NA PRAVOJ STRANI SVIJETA
- „ПРАВДА ЗА СВЕ!“ – ДР ВЛАДИМИР ЛЕПОСАВИЋ
- SNP – DEMOS – ЗА ТЕВЕ.
- „НАРОДНА КОАЛИЦИЈА – СЛОЖНО И ТАЧКА“
- ALBANSKA ALIJansa – ALEANCA SHQIPTARE
- PREOKRET ZA SIGURNU CRNU GORU – SRĐAN PERIĆ
- POKRET ZA PROMJENE – PRVO CRNA GORA – NEBOJŠA MEDOJEVIĆ
- DA. MI MOŽEMO ZA GRAĐANSKU CRNU GORU!
- ZAJEDNO! ZA BUDUĆNOST KOJA TI PRIPADA – DANIJEL ŽIVKOVIĆ (DPS, SD, DUA, LP)
- EVROPA SAD – MILOJKO SPAJIĆ
- SDP – ЗА НАШУ КУЋУ
- ALEKSA I DRITAN – HRABRO SE BROJI !
- ЗА БУДУЋНОСТ ЦРНЕ ГОРЕ (НОВА СРПСКА ДЕМОКРАТИЈА, ДЕМОКРАТСКА НАРОДНА ПАРТИЈА ЦРНЕ ГОРЕ, РАДНИЧКА ПАРТИЈА)
- ALBANSKI FORUM – NIK GJELOSHAJ „BESA ZA EVROPSKI RAZVOJ

BROJ REKLAMA PO PARTIJAMA ŠTAMPANI MEDIJI



UTROŠAK SREDSTAVA PO DOBIJENOM MANDATU (TV, PRINT, OHH, RADIO, SN) *izraženo u €*

TV, PRINT, OHH, RADIO, SN



- JASNO JE! – BOŠNJAČKA STRANKA – MR ERVIN IBRAHIMOVIĆ
- HGI – NA PRAVOJ STRANI SVIJETA
- „ПРАВДА ЗА СВЕ!“ – ДР ВЛАДИМИР ЛЕПОСАВИЋ
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- ПОКРЕТ ЗА ПРОМЈЕНЕ – ПРВО ЦРНА ГОРА – НЕБОЈША МЕДОЈЕВИЋ
- DA. MI МОŽЕМО ЗА ГРАЂАНСКУ ЦРНУ ГОРУ!
- ZAJEDNO! ЗА БУДУЋНОСТ КОЈА ТИ ПРИПАДА – ДАНИЈЕЛ ЖИВКОВИЋ (DPS, SD, DUA, LP)
- EVROPA SAD – МИЛОЈКО СПАЈИЋ
- SDP – ЗА НАШУ КУЋУ
- ALEKSA I DRITAN – ХРАБРО СЕ БРОЈИ !
- ЗА БУДУЋНОСТ ЦРНЕ ГОРЕ (НОВА СРПСКА ДЕМОКРАТИЈА, ДЕМОКРАТСКА НАРОДНА ПАРТИЈА ЦРНЕ ГОРЕ, РАДНИЧКА ПАРТИЈА)
- ALBANSKI FORUM – НИК ГЈЕЛОШАЈ

Monitoring of social networks with focus on the gender perspective



Facebook: a total of over 3200 analyzed posts and about 50 monitored subjects



Instagram: a total of over 2,800 analyzed posts and about 40 monitored subjects



Twitter: a total of over 600 analyzed posts and about 30 monitored subjects

Issues of gender equality and women's empowerment ignored on social networks too

- Only 1% of content focused on issues of gender equality was recorded;
- There are almost **no announcements of whose main and basic goal is the promotion of gender equality**, but the participation of women is mostly dedicated to one sentence in the announcement, which refers to the electoral list, programme, general campaign messages, etc.;
- Men as the faces of the campaign, women almost invisible, with the exception of *We can* and with a somewhat balanced visibility at *Reversal, PzP, Demos and SNP*;
- Progress in hate speech and negative comments directed at women.



Facebook

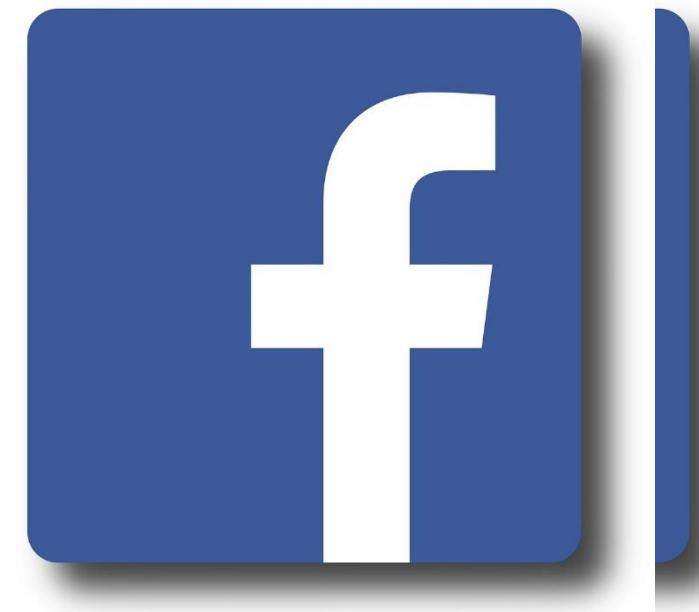
Subjects (pages on Facebook) that communicated these questions the most:

We can, Boris Mugoša, BS, SD, PzP, SNP, Forca, Nik Đeljošaj, DPS, Demos, URA...

Content of communication:

Percentage of women on election lists and women in the focus of the election programme (We can, BS, DPS, SD, PzP...);

- Encouraging women's participation in politics and public life; economic empowerment of women and development of female entrepreneurship; stronger integration into the labor market (We can, BS, DPS, SD, Nik Đeljošaj, Boris Mugoša, Forca...);
- The fight against gender-based violence, condemnation of verbal violence and hate speech directed at women (URA, BS, SNP...);
- Reactions to the misogynistic article of the "Aktuelno" portal, which targeted female members of the URA (Jelušić and Zoronjić) (URA, BS, SNP...);
- Legal protection against dismissal during pregnancy absence and increase in maternity absences (SNP); lack of funds for artificial insemination (Boris Mugoša)...
- Announcements regarding the election for the leadership of the Women's Forum (BS) and the initiative to form a Women's Club in the Municipal Council of the Capital City (PzP), organizing a round table (We can), etc., support for SD representatives on the electoral list (Boris Mugoša).



Instagram

Subjects (pages on Instagram) that communicated these questions the most:

We can, SNP, DPS, SD, GP URA, BS, Albanian forum, Albanian alliance

Content of communication:

- Percentage of women on election lists and women in the focus of the election programme (We can , BS, DPS, SD, PzP...);
- Encouraging women's participation in politics and public life; economic empowerment of women and development of female entrepreneurship; stronger integration into the labor market (We can, SD, Albanian forum, SNP...);
- Fight against gender-based violence, condemnation of verbal violence and hate speech directed at women (URA, BS, SNP...);
- Reactions to the misogynistic article of the "Aktuelno" portal, which targeted female members of the URA (Jelušić and Zoronjić) (URA, BS, SNP...);
- Announcements regarding the election for the leadership of the Women's Forum (BS) and the initiative to form a Women's Club in the Municipal Council of the Capital City (PzP); organizing a round table (We can);
- URA on the importance of electing a woman to the position of vice-president of the party;
- The fight for women's rights - Amina Cikotić (SDP) - women must not be threatened with dismissal from work after they become pregnant, etc.



Twitter

Subjects (pages on Twitter) that communicated these questions the most:

DPS, SD, BS, LP

Content of communication:

- Percentage of women on election lists and women in the focus of the election programme (BS, DPS...);
- Reactions to the misogynistic article of the "Aktuelno" portal, which targeted female members of the URA (Jelušić and Zoronjić)
- Announcements regarding the elections for the leadership of the Women's Forum and the Youth Forum (BS);
- Support for a colleague from the committee benches - Jelena Marković (SD spokesperson Nikola Zirojević);
- Improving the position of women in the countryside (DPS) etc.

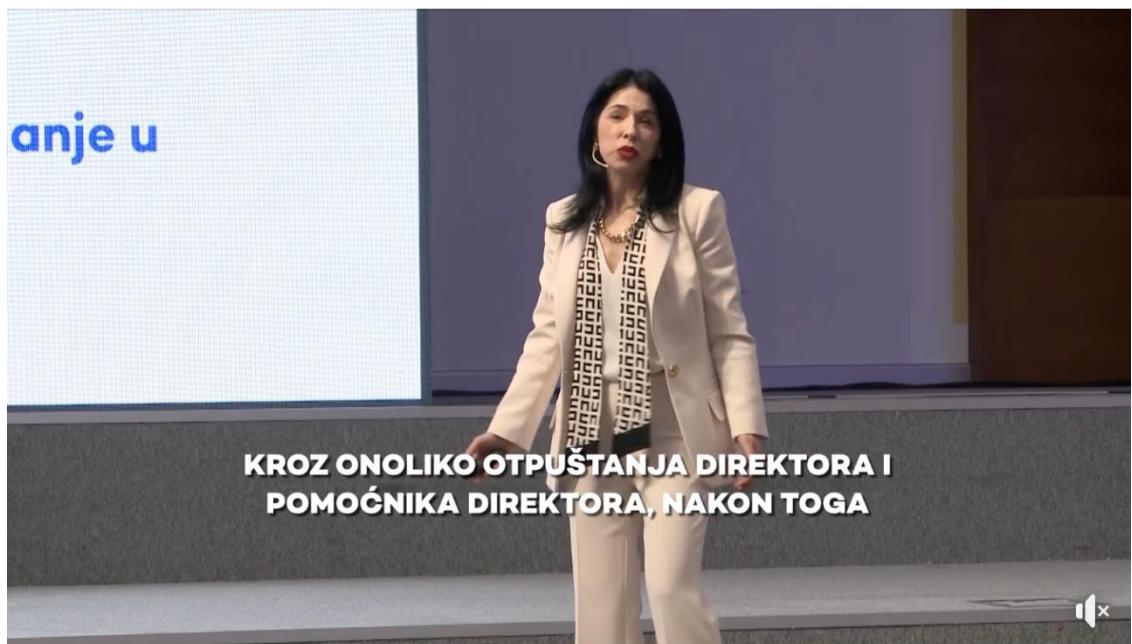


Less hate speech and misogyny compared to the previous period

- Progress compared to the previous period: fewer negative/misogynistic comments;
- Only one woman was the holder of the election list, women were generally not the key figures of the campaigns, nor did they have significant media space, which created the impression of a lower level of misogyny;
- Women in politics who were most often the subject of misogynistic comments and comments containing hate speech:



- Positive comments regarding gender equality or women's rights, the reaction of citizens due to the low representation of women on electoral lists, were also observed;



89

4 коментара 3 дељења

Свића ми се

Коментар

Подели



Напишите коментар...



Zoran Jacimovic

Koliko si lepa toliko si i lažljiva. Gde ti je Vladika NJEGOŠ. BRUKO. ODREKLI STE SE CRNOGORKE ISTORIJE. PRIHVATILI SEKULU DRLJEVIĆA I ANTE PAVELIĆA. NAPRAVILI OVU USTAŠKU DRŽAVU.



Nikola Marjanović @PlameniOganj01 · May 12
Najbolji Vaš politički potez je što ste se nedavno udali.
...

...

45

URA.ORG.ME

Abazović predlaže Vuković Sekulović za potpredsjednicu URE

Građanski pokret URA će sjutra održati Glavni odbor na kojem će predsjednik partij

Ilja Stanic, Marija Kandić и још 265

15 комента

Свића ми се

Коментар

Подели

Сви



Predrag Milogoric

Ova gospodja. Ka Mira Markovic. Malo joj jedno prezimee

Свића ми се Одговорите 1 нед.



 pokretura 

...
diskriminacije, a pomagaju su mi da svestranije razumijem probleme sa kojima se suočavaju i osobito neadekvatan odgovor društva i institucija na te probleme. Kao i u protekle tri godine, primjer nasilja koje smo koleginica i ja iskusile je zasnovano na dezinformacijama, govoru mržnje i mizoginiji, na koje je nepotrebno odgovarati. Žalim što će i ova moja javno objavljena zahvalnost doprinijeti dodatnoj vidljivosti opskurnog sajta i istrajnog zagadivača javnog prostora, kakvi postoje na oba pola političkog spektra Crne Gore i regionala".
[See translation](#)

 4768gara Utvara
[Reply](#) [See translation](#)

 _art_is_born_ Skloni se kako si odvratna Mrzis Srbe a uciš djecu
Samo se Boris za stolicu. To neces dozivjet za zivota -----.
[Reply](#) [See translation](#)

   
49 likes

 **Vlado R** @BBMN_13_13 · May 17
Kakva diskriminacija. Imate samo jednog Roma na listi i cak za petinu manje žena nego muškaraca... I vi ste mi neki građanisti, sramota.



Iso Bjelak

Odkako vi dobiste pravo glasa sve ode u picku materinu samo ste za cuvat ovce i do u malom broju da ih nepogubite

Sviđa mi se Odgovor 5 d.



Petar Vukajlov

Vi ne možete u svoju kuću ništa da učinite a kamo li u državi...

Sviđa mi se Odgovor 1 d.



Slavisa Joksimovic

Pomamljene žene?! Dabogda vas manite po Gorici vatali!!!

Sviđa mi se Odgovor 1 d.



↳ Miodrag Pajović odgovara · 3 odgovora



Paso Radetic

NE SERI CURKO



Sviđa mi se Odgovor 2 d.



Tomislav Lovric

Ne prdi glupaco



Sviđa mi se Odgovor 2 d.



Hrabrost mijenja svijet. Vrijeme je
da budemo hrabri i stvorimo bolju



aepali2 @aepali2 · Jun 2
Koja jadulja



126



CRNOGORAC @VM(CG_) · Jun 2
A mrš, vrano.



2

182



pokretevropasad and maida.sukurica



laural7767 Vi ste kopija Draginjina..lopovi,huskaci,lazovi sve u
jednu celinu smece.



3d 1 like Reply See translation



joksovicbudimirka 🍏ako bog da🍏



3d Reply



milos_pekovic5 ❤️❤️



3d Reply ...



merovingianbee 🍏🍏🍏🍏🍏🍏



3d Reply



momcilo_boskovic 🍏👏👏👏👏❤️❤️



3d Reply

Heart Q Retweet



566 likes



Aleksandar Milenković @acabrziisolom · Jun 11



Jadna ona koza koju si ti jebavao!

Nije što nije imala izbora, nego je i sto je sa tobom na najniže grane spala u
hijerarhiji zlostavljenih životinja od strane čovekolikih isprdaka i raspada!



12



