

Presentation of female soldiers in the Croatian radiotelevision dnevnik

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Abstract

The main research goal of this paper was to determine how female soldiers are presented in relation to soldiers by the Croatian Radiotelevision (HRT) in its central news programme Dnevnik (Daily News) and what information about female soldiers is sent to the public. The following research question was asked: What is the presentation of female soldiers in Dnevnik HRT? The research of media presentation of female soldiers was conducted on a sample of television coverages that were broadcast in Dnevnik HRT in the period from 1 January 2016 to 7 November 2018. The research methods used are quantitative and qualitative content analysis. In research, under the term female soldiers the paper included female cadets, female soldiers, seamen, specialists, non-commissioned officers, officers, captains, generals, that is, all the women wearing a uniform in the Ministry of Defence of the Republic of Croatia (Croatian MoD) and the Croatian Armed Forces (CAF).

In the paper, the results of research on media presentation of female soldiers on a sample of television coverages from Dnevnik HRT are represented.

The paper shows how the cooperation between the HRT and the Croatian MoD could contribute to the efforts of the CAF, and suggests considering a project aiming at the positioning and branding of Croatian female soldiers in the function of strengthening the identity of the Croatian Armed Forces and Croatia in general.

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Keywords:

Croatian Armed Forces, female soldiers, media, Dnevnik HRT, television presentation of female soldiers

Introduction

Human history is women's history. Perhaps it was these very beginnings of humanity that determined the future position of women, and defined their position near the hearth as well as care for the household, away from the public events, trade and impact on social changes. We are witnessing the centuries-old struggle of women to take an appropriate position in society. The necessity of the struggle is showed by Leinart Novosel's researches in 2009 and 2016. The research results confirm that for both female and male students – respondents the ideal of the family is the entirely egalitarian role of women and men outside the home as well as inside the home. However, these researches confirm "the presence of a constant gap between ideals and real life which, without a wider involvement of society, remains insurmountable and focused on individuals, as evidenced today by numerous acute problems in society". This gap is visible despite the growing belief that it is easier for men "where men admit it twice as many as before" (Leinart Novosel, 2018).

The only possible way to make social changes is to acquire new knowledge because knowledge is the only weapon with which these changes can be made. Every new research, the new truth, contributes to the development of knowledge. Sometimes it is really necessary to start from scratch, to get rid of everything learned so far, and to move towards new truths, information and knowledge. That was exactly the motive, that is, the purpose of creating this paper and conducting research on female soldiers, which is perhaps the most challenging form of women's participation in society, particularly due to the fact that the public still believes that the military system is reserved for men. The motive of the research was to provide credible and useful information to the competent authorities – institutions in society and in the CAF in order to include them in the process of making future decisions. In this paper, under the term *female soldiers* the research includes female cadets,

female soldiers, seamen, specialists, non-commissioned officers, officers, captains, generals... that is, all the women wearing a uniform in the Ministry of Defence of the Republic of Croatia (Croatian MoD) and the Croatian Armed Forces (CAF).

Television was chosen as the focus of the research, and the objective is to see how the social reality of the presence of *female soldiers* in society is presented by the HRT central news programme, as a public media service. Although it is difficult to measure the impact of media content on society, because as McNair points out "causal relationships between media text, individual consciousness and social action depend on too many variables to be reliably determined" (McNair, 2004). But there is no doubt that the influence exists. Therefore, even if it is low, it is still significant in each size for initiating changes related to the equal position of women in society.

The research problem in this paper refers to the way the HRT, through media presentation of *female soldiers* in central Dnevnik, sends information to the public, thereby influencing the development of knowledge of an individual and society, as well as the changes of *female soldiers'* position in military organization, and understanding the role of women in society in general.

Review of previous researches

After reviewing available domestic literature, a small number of researches related to the presentation of *female soldiers* in the Croatian media was noted. The research Women in Television News – an Analysis of the HTV, RTL and Nova TV Central News Programmes can be singled out. Its results showed that women as carriers of actions, relevant persons and experts are extremely underrepresented in making statements. The paper points to the responsibility of female and male editors (Knežević and Car, 2011). Inequality is also indicated in another research – Women and Men in Television News: Voices of Unequal Values, which shows that women as the authors of the news are less visible – in front of cameras in news than men despite egalitarianism in editorial positions and the leading position as regards the authorship of the analysed news (Car et al., 2017). The research A Woman on Public

Television – the Case of News Programmes In medias res and Otvoreno, also confirms that “women on Croatian public television, at least within the analysed episodes of two news programmes, are an inaudible voice when talking about serious political, social, economic and other issues” (Sever and Andraković, 2013). The research into content analysis of the Croatian press on the Croatian Armed Forces should also be pointed out, namely The Croatian Armed Forces – Croatian Society, Content Analysis of the Croatian Press on the Croatian Armed Forces covered 14,569 coverages related to the Croatian Armed Forces from 1990 to 2006. Although 5% participated in the Homeland War, the research revealed that “the topics of women in the CAF during the war period (1991 – 1996) were marginally represented in the daily press”. For example, in that period “only daily newspapers Večernji list and Slobodna Dalmacija published coverages on the topic of women in the CAF in the analysed sample”. Similar results were obtained by the analysis of the post-war period (1997 – 2006). In that period “the topic of women in the CAF was marginally represented in the daily press... (0.1%). The analysis of weekly newspapers showed similar results. In the weekly newspapers in the war period, 0.9% of the coverages were dedicated to the women in the CAF, and 0.2% of coverages in the post-war period. Women in the CAF as a dominant theme were noted in the weekly newspapers Nedjeljna Dalmacija coverage (1991) and in Nacional (1999) (Institute of Social Sciences Ivo Pilar, 2008).

Research goal and methodological framework

The main research goal of this paper is to determine how *female soldiers* are presented in relation to *soldiers* by the Croatian Radiotelevision (HRT) in its central news programme *Dnevnik* (Daily News) and what information about *female soldiers* is sent to the public.

The research questions of the paper are:

Q1: What is the presentation of *female soldiers* in *Dnevnik* HRT?

Q1.1: What information about *female soldiers* does *Dnevnik* HRT send to the public?

Q1.2: What is the ratio of the number of appearances of *female soldiers* in relation to soldiers in Dnevnik HRT?

Q1.3: What is the ratio of the time of appearances of *female soldiers* in relation to soldiers in Dnevnik HRT?

Q1.4: In what role do *female soldiers* appear in Dnevnik HRT?

Description of research methods

The research of the media presentation of *female soldiers* was conducted using the research method of content analysis (Riffe, Daniel; Lacy, Stephen; Fico, Frederick, 2014), according to the defined protocol. Quantitative and qualitative content analysis were used in the research.

The research was conducted on a sample of the central news programme Dnevnik HRT. Dnevnik is broadcast starting at 7 pm on the HRT's first TV channel. The period from 1 January 2016 to 7 November 2018 was taken for the research.

The unit of research analysis means an individual news item or a report in which a *female soldier* appears visually, with or without sound, that was journalistically prepared and mounted (hereinafter referred to as: coverage). The announcement from the studio was not the subject of the analysis.

Quantitative content analysis was performed on 15 variables. The variables are as follows: (1) The topic of the coverage in which *female soldiers* appear; (2) Mission of the CAF in which *female soldiers* appear; (3) The county where a coverage was made; (4) Duration of the coverage in which a *female soldier* appears; (5) Appearance of a *female soldier* (or more *female soldiers*) in a frame (in sound and vision; in relation to the plan; duration of the appearance in a frame, and duration of the statement; (6) Appearance of a *soldier* (or more *soldiers*) in a frame (in sound and vision; in relation to the plan; duration of the appearance in a frame, and duration of the statement; (7) The function of a *female soldier* in a TV coverage; (8) The role of a *female soldier*; (9) The function of a *soldier* in a TV coverage; (10) The role of a *soldier*; (11) Signature of a *female soldier* / *female soldiers*; (12) Whether gender-sensitive language was

used in the signature of a *female soldier*; (13) Status in the MoD and CAF; (14) Duty of a *female soldier*; (15) Organizational unit of the MoD and CAF.

The research task was to answer the questions: What are the topics of the coverages in which *female soldiers* appear, and to determine the connection between the coverage and the mission of the Croatian Armed Forces. Another task was to investigate the duration of the appearance of *female soldiers* in coverages and the ratio of the time of the appearance of soldiers. Furthermore, apart from the time dimension of the appearance of *female soldiers* in the coverages, the task was to determine whether a *female soldier* appears visually with or without sound, and to investigate the ratio of the appearance of soldiers. In order to gain more detailed insights into the appearance of *female soldiers*, the task was to find out how often *female soldiers* make a statement in coverages, and to investigate the duration ratio of *female soldiers'* and soldiers' statements. Moreover, the task was to determine the function of the appearance of the female soldier in a coverage, that is, whether the *female soldier* is the carrier of the action, the source of information or only a participant in the action without a function. Also, whether the *female soldier* in the coverage is in the role of an expert in a certain field or in a supporting role.

As regards qualitative content analysis, out of the total number of coverages, five (5) of them were selected in which more attention was paid to *female soldiers*. The coverages are as follows: (1) 5th edition of the Best Soldier Competition (12 May 2016); (2) Deployment of the CAF *female soldiers* and soldiers to the mission in Afghanistan (4 September 2017) (3) Stay of the CAF *female soldiers* and soldiers in Afghanistan (25 July 2018); (4) The oath of *female soldiers* and soldiers in Požega (28 October 2017); (5) The promotion of military schools in Vukovar (21 June 2018). In these units of analysis, journalistic text (jargon: *off*), sound and image were analysed separately.

The results of this research will help to deepen and expand the scientific knowledge of women, and thus contribute to the general understanding of the role and position of *female soldiers*, especially their media presentation. Also, the results of the paper will certainly contribute to a generally important research of the role and to solving the problem of the position of women in society.

The role and power of television news in society

The media expand the view, through them it is possible to get to know and understand human history and present. One gets to know the importance of man as an individual, acquaints oneself with the people; hidden connections are revealed and new ones are created; society and culture are understood. However, the media also shape. They have an impact on knowledge, the value principles of society, and the spread of the idea of good. The media are something that surrounds people, and their messages affect the conscious and subconscious of people. Shirley Biagi, professor at California State University in Sacramento, Department of Communication Studies, sees the media, also, as a key institution in our society because they affect culture, consumer habits, our policies, and change our beliefs, tastes, interests and behaviour (Biagi, 2006).

The media are amazing, primarily on their good side, but they also have their negative side, as many experts point out. Hajrudin Hromadžić in his book *Media Construction of Social Reality* indicates that the media represent reality, and representation is not reality because there is still a distance from the social reality (Hromadžić, 2014). The imperfection of the media can put them in an awkward situation and deviate from the path of the truth. "Although all people ought to search for the truth, and when they get to know it, accept it and remain faithful" (Gelo, 2013), we are witnessing opposite examples throughout our lives. Hromadžić also talks about the imperfection of the media while pointing out that the media not only participate in shaping the social reality but they are also "a construct of many determining factors, such as corporate-business policies in the media markets or ideological-political social intentions", and adds there will be more and more social situations "in which it will be harder to draw a clear line of distinction between social and media reality" (Hromadžić, 2014). In the context of news, Paul Rapacioli noticed that "when it comes to news, the truth is the context. Lack of context does not make a story false, but it greatly diminishes the truth about it." (Rapacioli, 2018).

We live in an age with the phenomenon of disrespect for the truth within today's social media context (Chomsky, 2002 and D'Ancona, 2017), and the

importance of verifying sources, facts, and accurate presentation of data, especially scientific, is indicated by the research of international reporting on COVID-19 pandemic from Sweden, part of which was deceptive about the strategy of the Government and the public health agency, and which enabled the spread of untruth (Irwin, 2020). However, the fact that this is part of human history is testified by the words of Thomas Jefferson from 1807: "Today, nothing can be trusted what the newspapers write. Even the truth becomes questionable as soon as it is placed in that polluted vehicle" (Founders Online, 2007). Perhaps the difference between then and today is only in the dominant intention and the purpose of using the untruths, but the development of technologies provides greater opportunities and speed of spreading than living words and rumours. In this regard, the results of research by Nyhan and Reifler are of additional concern. They indicate, for example, that false reporting is extremely difficult to correct, and that despite correction it can still have an impact on beliefs, attitudes or phenomena, such as belief perseverance or the continued influence effect. (Nyhan, Reifler, 2015: 1).²

Since the media are the creators and distributors of information that influences the shaping of our knowledge, we can compare them with a knife. "You can use it to peel fruit or to kill someone. But that doesn't mean the knife is bad" (Kalinock, 2006), it means what will be done with the knife depends on the one who uses it. Seeing it that way, we can agree with Stjepan Malović's claim about the responsibility of the media. According to Malović, "Journalists have great power they are sometimes unaware of. Publishing half-truths or misinformation can destroy someone's social reputation, family life, or even lead to catastrophic consequences" (Malović, 2005). Ivica Crnić³ also warns of this, saying that "Humankind spent the nineteen and twentieth centuries

2 Original English text: "One reason for this persistence is the manner in which people automatically make causal inferences from the information they have at hand. As a result, false information may persist and continue to influence judgments even after it has been debunked if it is not displaced by an alternate causal account."

3 Ivica Crnić, currently judge of the Supreme Court of the Republic of Croatia, and in the mandate from 2001 to 2005 the President and judge of the Supreme Court of the Republic of Croatia.

fighting to ensure freedom of reporting for the media. It seems that the 21st century will be spent fighting the media to use the freedom thus gained responsibly" (Skoko and Bajs, 2007). Moreover, Gordana Vilović writes "The untruth that is published in newspapers with circulation of one hundred thousand copies can change someone's life. Looking at ethics from this point of view, journalists may seem like masters of life and death. Their tools and weapons are words." (Vilović, 2004).

We find out about the fact that television and news can change people's behaviour and thinking in scientific researches that have looked into it through various prisms. The impact of television and news on stress and mental health was investigated on the example of the 2013 Boston marathon bombing, as well as the repeated images of the 9/11 terrorist attacks, in which case the impact on dreams was also investigated. The research results have proved that television can be a channel for spreading the negative consequences of trauma even to the population that did not experience the trauma directly (Holman, Garfin and Silver, 2013, Propper et al., 2007). The authors of the research rightly questioned whether the repetition of traumatic images is in accordance with the purpose of television to serve the public, and pointed out the difference in the advantages of talking to friends and family (Propper et al., 2007).

The media really maintain what Weber, Giddens, and Morgenthau talk about by defining the power as the exercise of one's own will over another, the ability to fulfil something or to control the mind and action on another (Kalanj, 2010 and Morgenthau, 1948).

The results of research on news showing combat operations indicted that this news increases the level of viewers' involvement in the depicted war events, but decreases their support for the continuation of the war, as well as pride of the citizens on the American participation in the war (Pfau et al., 2008). Television news affects racism, that is, the intensification of negative attitudes toward African Americans among white, but not among black viewers (Gilliam and Iyengar, 2000). Examples of research on reporting on terrorism and missing children illustrate the possibility of policy-making through news (Altheide, 1991). The possibility of the media influence on the

success of policy implementation during the humanitarian crisis was shown in the case of the American intervention in BiH in 1995 to protect Goražde in BiH, and the American intervention in Kosovo (operation Allied Forces) (Robinson, 2000), as well as the effect of television news-propaganda on the policy preferences in an experiment of the Chinese public (Pan, Shao and Xu, 2020). The influence of the media in this region during 1991 was researched by professor Kanižaj, who proved the significant influence and role of regional media in the early 1990s (Kanižaj, 2011).

In order to describe the power of the media and journalists, we can paraphrase Mark Twain's words from one of his essays written around the year 1900⁴:

There is nothing journalist work cannot do. Nothing is below or above its reach. It can turn bad principles into good, and good ones into bad; it can destroy any principle, and then recreate; it can lower an angel to the level of man, and raise a man to an angel. And it can do each of these miracles in a year, or even in six months.

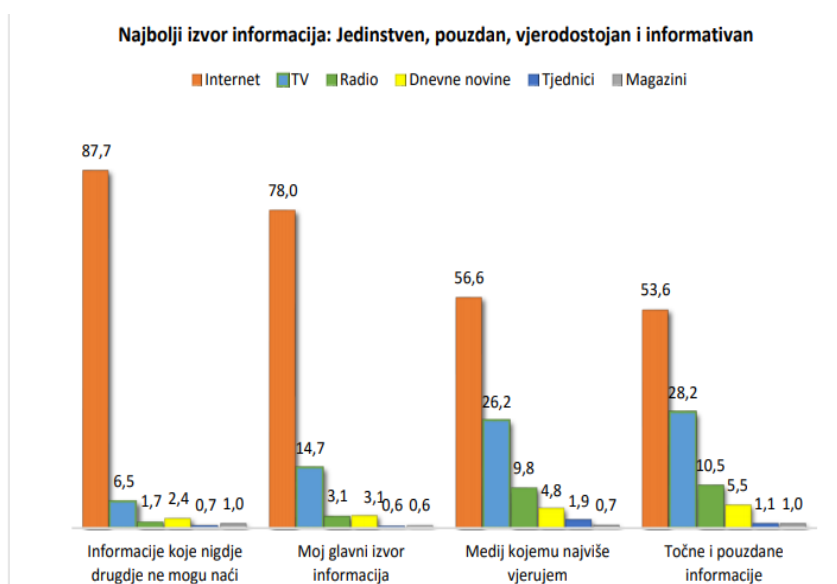
The media space has changed, but despite the fact of change, television still has great influence in the world and in Croatia. Regardless of its role as an entertainer, television remains one of the key sources of information in the 21st century, and retains the power of constructing the reality, value systems, and acceptable forms of behaviour (Car, Viktorija; Osmančević, Leali, 2016). The 2009 research "Confidence in the Media" showed that 57% of the population of Croatia watches television regularly or often, which indicates television is still the most followed medium in Croatia (Car, Viktorija, 2010). According to the 2018 research, in Croatia 4,3 hours on average is spent on watching television, which is above the European average of 3,8 hours and German average of 3,5 hours, where research also showed the connection with age groups, so it can be seen that people aged 14 to 29 spend 1,6 hours on watching television (Statista Research Department, 2020, Koptyug, 2020).

Research by Ipsos agency and 24sata on a representative sample of 1,023 respondents during January 2019 indicates the increased dominance of the

4 Original English text: "There is nothing that training cannot do. Nothing is above its reach or below it. It can turn bad morals to good, good morals to bad; it can destroy principles, it can re-create them; it can debase angels to men and lift men to angelship. And it can do any one of these miracles in a year - even in six months", Mark Twain, *As regards Patriotism*,

Internet (Chart 1), but television still holds a respectable position in relation to other media (IPSOS, 2019). In the relationship between the Internet and television, it should not be overlooked that the information published on the Internet has its source in television, or the Internet is only a medium for monitoring the information published on television.

Chart 1 Research by Ipsos agency and 24sata



M7. Za koju vrstu medija biste rekli da Vam je kao izvor informacija najbolja prema sljedećim kriterijima? / Total N=1023

SOURCE: https://showcase.24sata.hr/2019_hosted_creatives/medijske-navike-hr-2019.pdf, accessed 21 April 2019

As can be seen, television is not yet losing the race in the media space. What's more, recent researches show that under the influence of events regarding the COVID-19 pandemic people became even more connected to television and the news, even those who had not been closely connected to them before (Casero-Ripollés, 2020).

The results of research on television reflect on researches on watching the news in Croatia. The 2017 Reuters research shows that for 79% of the population

of Croatia, television is the source of the news. According to the results of that research, the HRT loses its primacy in relation to private television stations: Nova TV and RTL (Reuters Institute, 2017). Research conducted by the Agency for Electronic Media and AGB Nielsen for September 2018 ranked HTV1 in the second place of the 15 most watched channels for the time period all day, behind Nova TV, and if the time period from 7 pm to 11 pm is taken into consideration, HTV1 was in the third place behind Nova TV and RTL (Agency for Electronic Media, 2018).

Analysis of media presentation of female soldiers in Dnevnik HRT

The previous chapter points to the power of the media and television news, and shows that television still remains the dominant medium. This chapter aims to show what image of *female soldiers* is presented in Dnevnik HRT.

The above-mentioned researches refer to the invisibility of women in TV media in relation to men. Viktorija Car and associates conducted research on a sample of 3,148 news items from 180 central news programmes of HTV, Nova TV and RTL in the period from 2009 to 2013, which showed that women as news carriers appeared four times less in relation to men, in only 8% of cases, and as the source of information in only 4.6% of television news (Car et al., 2017). This research confirmed the results of previous research by Svjetlana Knežević and Viktorija Car conducted on a sample of central news programmes of the three television stations in the period from 2009 to 2010, which showed that women were present as carriers of actions in less than 10% of central news (Knežević & Car, 2011). Is this the case with regard to *female soldiers* as well?

To answer this question, the research by Dnevnik HRT, which is the central news programme of the public television in Croatia, i.e., the Croatian Radiotelevision (HRT)⁵ was chosen primarily due to its ratings, as well as due to the responsibility of the HRT as a public media service. Denis McQuail

⁵ The Croatian Radiotelevision, founded by the Republic of Croatia, operates under the Croatian Radiotelevision Act and regulations adopted on the basis thereof. The founder of the Croatian Radiotelevision is the Republic of Croatia, and the HRT is a full member of the European Broadcasting Union (EBU) (HRT, 2020)

in his book *Mass Communication Theory* thinks that the media are responsible to their sources, the audience in the broadest sense, the minorities, the community and the nation, which also implies greater responsibility of the public media service (Malović, 2014). 78% of the population of Croatia considers the public media service important for democracy (Car, 2019), and “provision of various information to the citizens create preconditions for shaping a qualified (informed) critical public as the most important factor of democracy” (Car, 2011). Research shows that 81% of the population of Croatia expects showing the news from the public media service content (Car, 2019). Of course, people should be enabled to know the truth while respecting the rights of the individuals, regardless of their gender (Car, 2011). According to the lawyer Vesna Alaburić, who dealt with the media and journalists: “Public media and journalists have a control (supervisory) function, because in the role of the so-called *public watchdog* they shape and maintain public opinion, and awaken critical public, while exposing various undemocratic and illegal actions of individuals and groups, governments, legislative or judicial bodies, and pointing to the appearance of corruption, nepotism and abuse of political power and authority, as well as violation of human rights and freedoms guaranteed by the constitution and laws” (Alaburić, 2003).

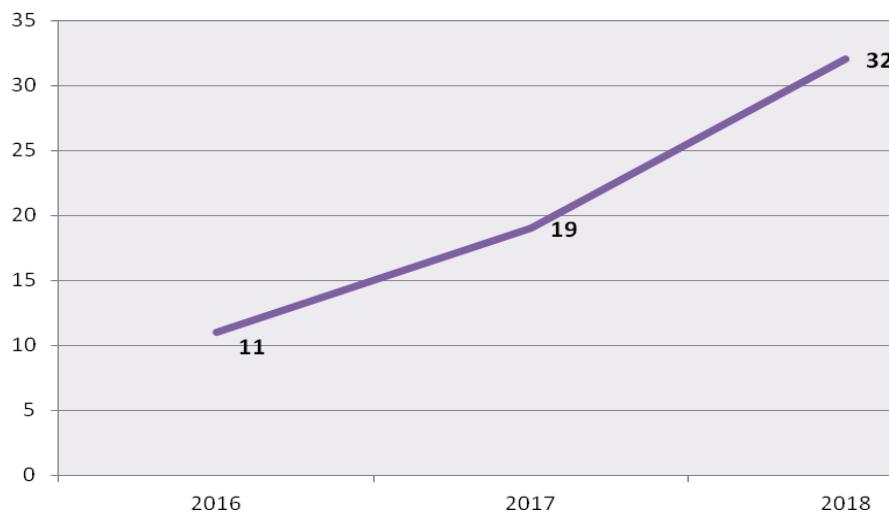
Dnevnik HRT was broadcast for the first time on 29 November 1956, the first day of broadcasting the experimental programme of Zagreb Television, at first because of technical deficiencies it had a symbolic role, but there was awareness of the significance and perspective of the show. “Since the late 1960s to 2010, Dnevnik has always been at the top of the ratings, and from 2004 to 2007 it was the most watched news programme in the EBU, it noted the record average ratings of 37% and a 75% share in the ratings. Dnevnik has always been an important source of information for the public (Radio and television lexicon, 2016).

Female soldiers in Dnevnik HRT

As described in the introductory chapter, this research covered the period from 1 January 2016 to 7 November 2018. Out of a total of **101** coverages broadcast in the central Dnevnik HRT in which soldiers appeared during

the period considered, the appearance of a *female soldier* was determined in **62** coverages, which is **62,62%**. During the research, no coverage was determined in which only *female soldiers* appeared. The research showed an annual increase in the number of coverages in which *female soldiers* appeared from 2016 to 2018 (Chart 2), but it is evident that it is still at a very low level.

Chart 2 No. of coverages in which a *female soldier* appeared in Dnevnik HRT 2016-2018



Topic of coverages regarding female soldiers

The analysis of **62** coverages in which *female soldiers* appear shows that **42** coverages refer to protocol activities, which is 68% of the total number of coverages. As the chart shows (Chart 3), other coverages thematically refer to the assistance to the civilian population (6 coverages, 10%), departure, stay, return of the CAF *female soldiers* and soldiers from operations (6 coverages, 10%), whereas four (4) coverages (6%) refer to the implementation of the CAF military exercises.

If the coverages are seen through the prism of the CAF missions (Chart 4), it is evident that 19 coverages (31%) refer directly to three (3) CAF missions, out of which seven (7) coverages can be classified as a sovereignty defence

mission, and six (6) coverages as a mission contributing to international security and support to civilian institutions, respectively.

Chart 3 The topics of the coverages in which a *female soldier* appears (N=62)

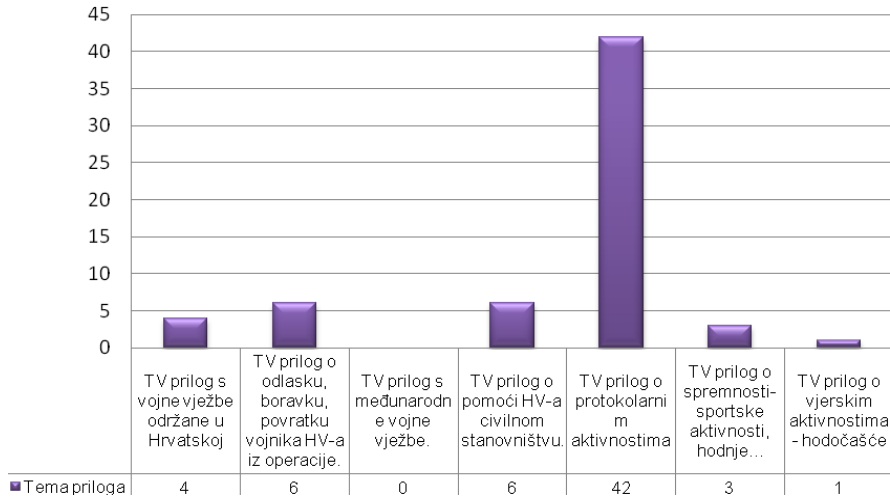
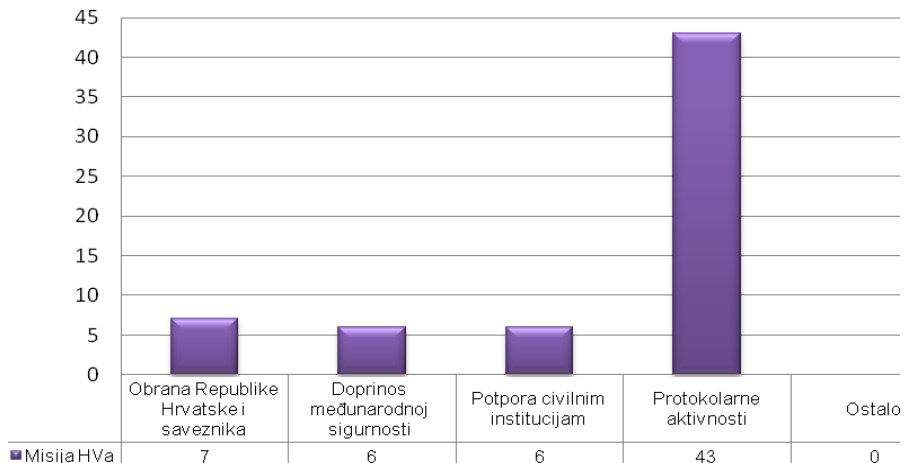


Chart 4 Coverages in which *female soldiers* appear considering the CAF missions (N=62)



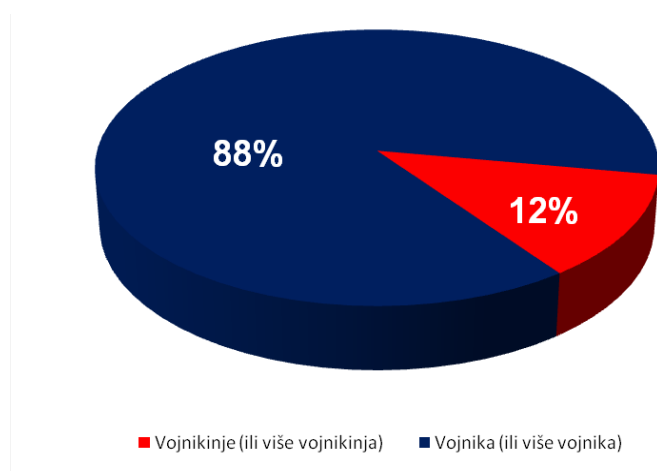
Visibility of female soldiers in relation to soldiers

The research showed that in the total duration of the 62 coverages: **2 hours, 31 minutes and 3 seconds**, soldiers appeared in the duration of **1 hour, 38 minutes and 5 seconds**, whereas the duration of the appearance of *female soldiers* is **13 minutes and 41 seconds** (Table 1), that is, *female soldiers* 12%, and soldiers 88% (Chart 5).

Table 1 Time of appearances of *female soldiers* and soldiers in a frame

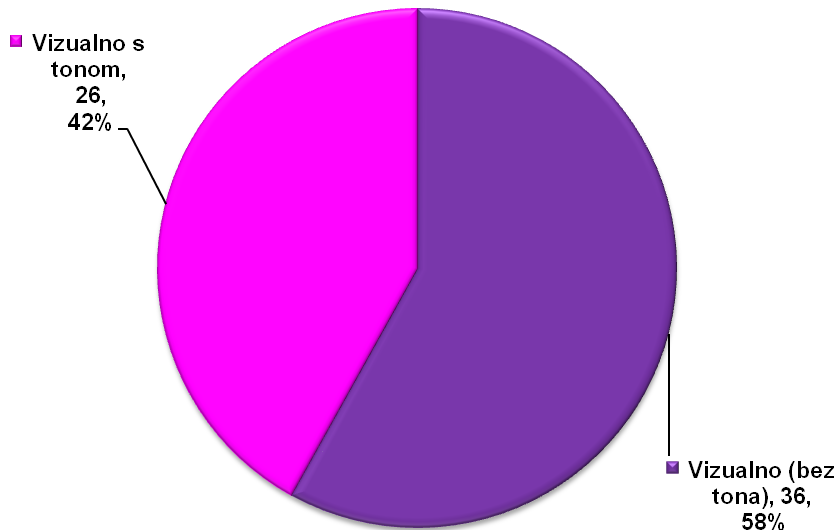
Time of appearance in a frame	h:min:sec
A female soldier (or more female soldiers)	00:13:41
A soldier (or more soldiers)	01:38:05

Chart 5 The ratio of appearance of soldiers and *female soldiers* in a frame



Female soldiers and soldiers appear in the coverages visually and visually with sound. The chart shows (Chart 6) that *female soldiers* appear without sound in **36 coverages (58%)**, and with sound in **26 coverages (42%)**.

Chart 6 The ratio of appearance of *female soldiers* visually with and without sound



If we compare the appearances of *female soldiers* with soldiers, we can see that soldiers lead in visual appearances with sound (Charts 7 and 8).

Chart 7 The ratio of presentation of *female soldiers* and soldiers – visually (without sound)

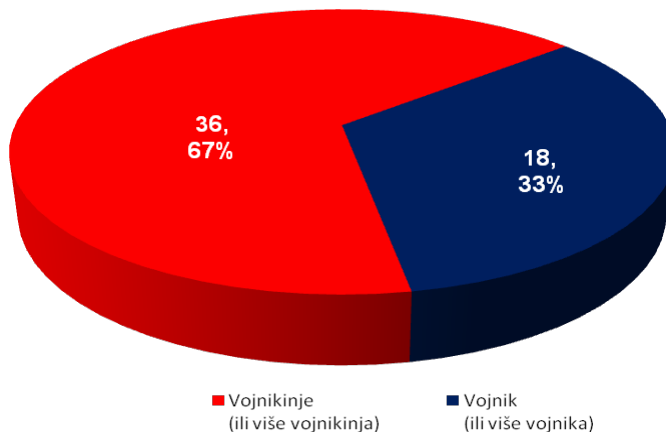
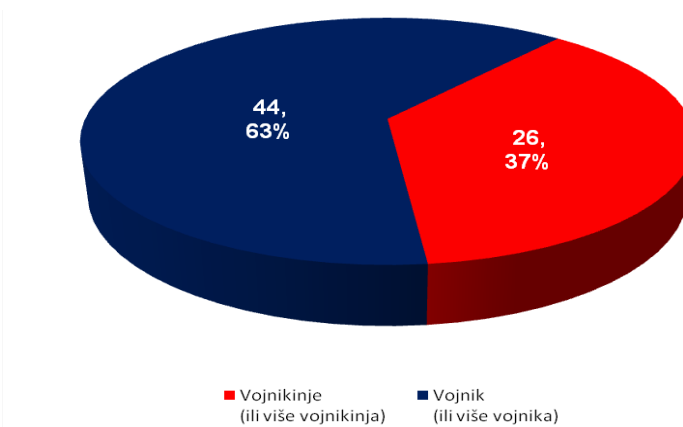
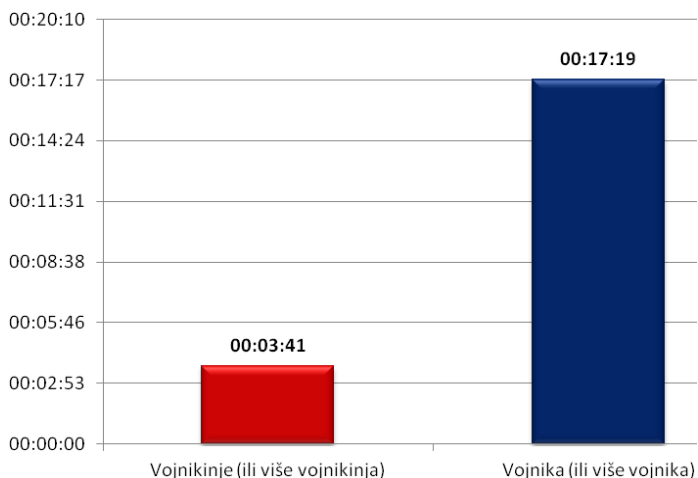


Chart 8 The ratio of presentation of *female soldiers* and soldiers – visually (with sound)



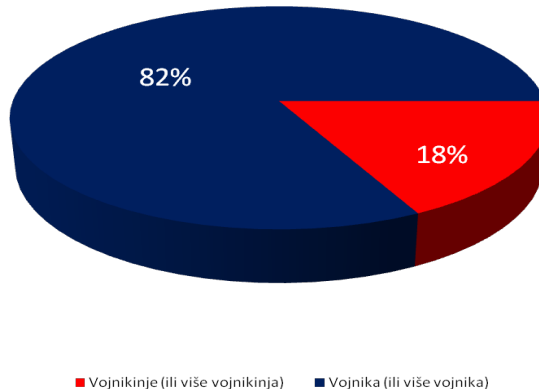
Apart from the appearance of female soldiers in coverages, an important part of the research was to determine if and how many times *female soldiers* were asked for a statement. The research showed that out of a total of 62 coverages, soldiers made a statement in 47 coverages (75%), and *female soldiers* in 20 coverages (32%).

Chart 9 Duration of statements made by *female soldiers* and soldiers



If we consider making a statement over the duration of statements, it can be seen that the statements made by soldiers lasted **17 minutes and 19 seconds**, while *female soldiers* made statements in total duration of **3 minutes and 41 seconds** (Charts 9 and 10).

Chart 10 The ratio of duration of statements made by *female soldiers* and soldiers



The analysis of the total number of coverages showed that *female soldiers* appear in the foreground **28** times, and **34** times in the background, while soldiers appear **46** times in the foreground, and **16** times in the background (Charts 11 and 12).

Chart 11 Presentation of *female soldiers* and soldiers in the foreground

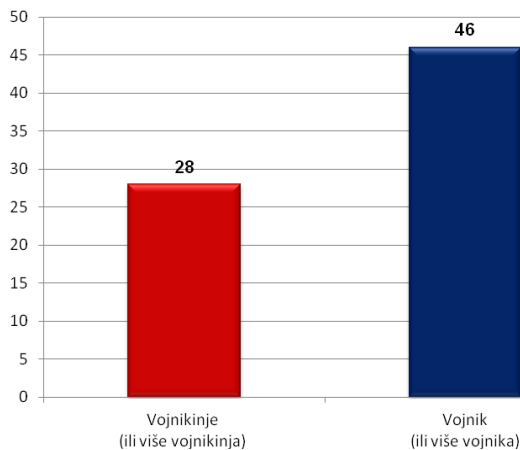
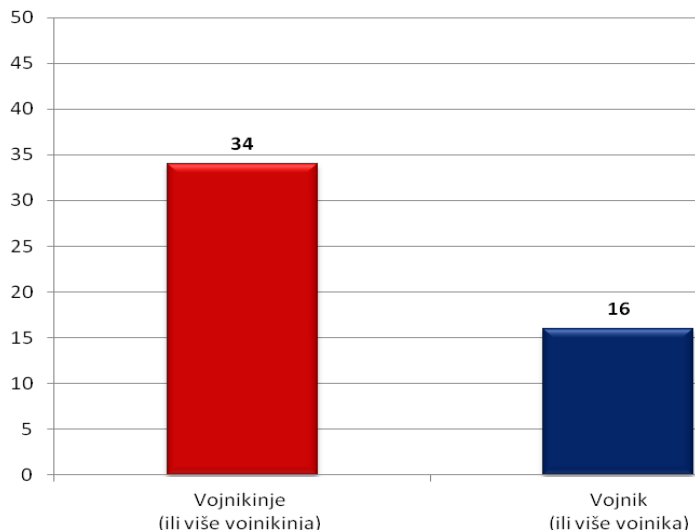


Chart 12 Presentation of *female soldiers* and soldiers in the background

Signatures of female soldiers and gender sensitivity

As stated in the previous chapter, out of a total of 62 coverages, *female soldiers* appear as the speakers of the statements in 20 coverages. During the analysis of these 20 coverages, it was determined that in 11 coverages the speaker of the statement was signed by rank, first name and surname, whereas in five (5) coverages she was signed by first name and surname, and in the other four (4) coverages the female soldier was not signed. The research task was to determine if in the signature of a *female soldier* gender-sensitive language was used. The research showed that in all 11 coverages in which the female soldier was signed by rank, first name and surname gender-sensitive language was used, that is, in the signature the rank was in feminine gender.

As for the analysis of ranks of *female soldiers* who made the statement, the research showed that the statement was made by four (4) junior officers, two (2) female soldiers, three (3) cadets and two (2) conscripts.

Functions of female soldiers in a coverage and their roles

The research task, among other things, was to determine the function of *female soldiers'* appearance in a coverage, whether they are carriers of the action, the source of information, or only participants in the action, that is, without a function. Also, the task was to determine whether the *female soldier* appears in the coverage in the role of an expert in a certain field or she is in a supporting role.

After the conducted research, it was determined that *female soldiers* appear in the coverages only as participants in the action or without a function. *Female soldiers* do not appear in the coverages in the function of carriers of the action or source of information.

Regarding the role of *female soldiers* in the coverages, the research showed that the role of female soldiers in the coverages was supportive, that is, *female soldiers* did not appear in the coverages as experts on a particular topic/problem.

Qualitative content analysis

In this part of the paper, the analysis of the audio-visual presentation of *female soldiers* will be shown. For this purpose, as already mentioned, five (5) coverages were selected. The research task is to answer the question how *female soldiers* were presented in the coverages visually and with a statement.

Television is a medium that displays information by means of an image, but there is also noise along with the image. Tena Perišin, journalist, editor and scientist, stated that "Sound and image in the television medium are complementary, and should be evaluated that way." As for the sound, Perišin believes there is no difference in importance between the sound channels: a recorded text by a journalist (off) and original sound from a scene (IT tone)" (Perišin, 2008). The question also arises as to how journalists select news. For Perišin, the criteria for the selection of news are: importance / relevance, impact of events, meaning / closeness / personal involvement, tension / news with uncertain outcome, conflict / controversy, personalization,

prominence, unusualness, novelty, visuality, and emphasis by a journalist as an image provider (Perešin, 2010).

The first coverage that was the subject of the analysis is the coverage on the 5th edition of *the Best Soldier Competition*. It is a competition that puts the most difficult challenges for the competitors, that is, the competition itself requires more effort than regular military tasks. The coverage included soldiers to a greater extent, especially when presenting the events related to overcoming obstacles and reaching the goal. The first appearance of a *female soldier* in the coverage is the *female soldier* of the Slovenian Army, wearing a combat vest, raising and adjusting a combat helmet on her head. The image clearly shows us that the *female soldier* is at the competition site, and is surrounded by other competitors – soldiers. The coverage also contains the statements of female soldiers at the competition site. The statements were made by two *female soldiers*, one from Croatia, and the other from Kosovo:

We all must prove that even when it's hard, we won't give up. It means that the pride is strong in all of us. (Andrea Lipovac, the Croatian Military Police team leader, 2016.05.12.3)

I'm a member of the Rapid Reaction Brigade and hard trainings are our everyday life, so it was not difficult for me to decide to participate. (Manushaque Nura, the Rapid Reaction Brigade, the Kosovo Security Force, 2016.05.12.3)

Female soldiers who made the statement are shown in close-up, which is common in television journalism for shots in which a person making a statement is shown. In close-up, the face of the *female soldiers* comes to the fore. If we pay attention to the manner of speaking and facial expression of *female soldier* Andrea, we can notice the expressed joy that she is participating in the competition, which is also confirmed by the sincerity of the pronounced words. In other words, the compliance of the utterance with body language is visible (Photo 1).



Photo 1 Andrea Lipovac

The next coverage that was the subject of the analysis referred to the deployment of the Croatian contingent to the area of operation in Afghanistan. In the coverage, *female soldiers* appeared six (6) times. We can point out the part in which the female soldier at the head of the column carries the Croatian flag, as well as the part when the *female soldier*, belonging to the column, together with other soldiers passes in front of the camera. However, the *female soldier* who makes a statement is the most prominent in the coverage. While making the statement, the *female soldier* was surrounded by other soldiers who were also making a statement. The *female soldier* has a short haircut, wears a green beret and expresses the emotion of determination (Photo 2).

The *female soldier* made the following statement on the preparatory training for the departure to the area of operations:

Working with vehicles we haven't met before, running into improvised explosive devices, urban fights. (Ana Barinić, member of the 7th Croatian contingent, 2016.04.09.2)



Photo 2 Ana Barinić (Source: HRT Archives)

Looking at this shot in which the *female soldier* makes a statement, we can notice that her visual presentation is in no way different from the presentation of fellow soldiers standing around her.

They are all equally dressed in uniforms, with military caps or berets on their heads. The only difference that we notice is that the *female soldier* is wearing an earring. Regarding the noticed earring on the *female soldier*, that is, jewellery in general, it should be pointed out that it is allowed to wear jewellery⁶, in accordance with the positive regulations on service in the CAF. Jewellery should be of appropriate colours and size, and must not distort the looks.

Regarding the activities related to the operations in Afghanistan, the coverage on the stay of the Croatian contingent in the mission was also selected as the unit of analysis. *Female soldiers* appear in the coverage five (5) times, but except for the part referring to the *female soldier* who is making a statement,

6 Women are allowed to wear jewellery, while it is forbidden to men.

in other shots a *female soldier* does not come to the fore. For example, in one part of the coverage, a *female soldier* and soldiers with beret caps forming a line are shown in a full shot from the back. At the head of the line there is a *female soldier* with brown hair, neatly arranged (tied) that does not cross the top of her collar. The coverage shows the President of the Republic of Croatia in uniform putting a medal on the soldier's uniform, who is standing to the right of the *female soldier* at the head of the line, and congratulating him. Unlike this part of the shot, in the middle distance of the next shot there is a soldier facing forward and the President of the Republic of Croatia, filmed from the back, awarding him a medal and shaking his hand. (2018.08.25.55).



Photo 3 The President of the Republic of Croatia and Commander-in-Chief visiting the mission in Afghanistan (Source: HRT Archives)

Regarding the appearance of *female soldiers* in the coverage, we can point out that one appearance refers to the detail showing a photo of the *female soldier* on the stone surface, and behind the photo there is a wreath with the Hungarian flag. Also, the shot included burnt candles around the photo.

As we have already mentioned, the appearance of the *female soldier* in the coverage came to the fore the most when making statements. The *female soldier* made a statement after the soldier's statement, and in the meantime while announcing the female soldier in off, the *female soldier* was shown talking to the soldier in a relaxed atmosphere in the camp area and operating equipment on the military vehicle. The *female soldier* is wearing a green beret and has a gun. Facial expression (raising her cheek and pulling the end of her lip) of the *female soldier* reveals the emotion of joy. We can notice in the photo that direct influence of the Sun on the *female soldier* was a great disruption in making a statement (2018.08.25.55).

During the statement, the female soldier describes the tasks she performs in the mission:

We follow and scan the route beforehand because of a possible threat, and if we notice anything, which is not typical, I report it to people in the field, so they know how to behave in a particular situation. (Captain Dragana Blažeković Babić, 2018.08.25.55).



Photo 4 Captain Dragana Blažeković Babić (Source: HRT Archives)



Photo 5 Captain Dragana Blažeković Babić (Source: HRT Archives)



Photo 6 Captain Dragana Blažeković Babić (Source: HRT Archives)

Again, we can conclude that the presentation of a *female soldier* is in no way different from the presentation of a soldier – neither by the type of the shot nor by the choice of the content of the statement. In both cases, the *female soldier* is fully presented in her professional role.

Further research related to the coverage on the oath ceremony in Požega. It was a short coverage with two statements, one by a soldier and the other by a *female soldier* (the first statement is the statement by a soldier). Both of them are shown *in a full shot*, but it can be noticed that the *female soldier* still had less favourable shooting conditions, since a part of her face was covered in a shadow, so face – eyes did not come to the fore. Through a close-up, clearly visible facial expressions, as well as her speech, the emotion of joy – ecstasy due to the achievement of the goal came fully to the fore.

Great! An amazing experience. I'm just happy to be here. That I've had the opportunity to see how one can actually undergo this whole training, and that I'm part of it." (Ana Lenard, conscript, Samobor, 2017.10.28.24).



Photo 7 Ana Lenard, conscript Samobor (Source: HRT Archives)

The last coverage that was the subject of the research referred to the solemn ceremony at military schools in Vukovar. In the coverage, the highest representation of *female soldiers* was recorded. Out of 17 frames in the coverage, female soldiers were represented in 11 frames. The appearance of *female soldiers* in the frames followed the development of the story in the coverage. Already at the beginning of the coverage, there are five (5) *female soldiers* in the middle distance who are together in one row approaching the President of the Republic of Croatia, the defence minister and soldiers holding medals in their hands. In the coverage, a female voice issuing the military order: *Salute!* is clearly heard, after which the *female soldiers* shake hands with people in front of them who then give them medals. In the coverage, the *female soldiers* made two statements. The first statement was made by a *female soldier* originally from Vukovar, whose father was a member of the brigade defending the town of Vukovar. In off, during her announcement, it is mentioned that the *female soldier* will continue her career in Petrinja. During her statement, the *female soldier* is wearing the official uniform with a tie and a hat on her head. All the *female soldiers* and soldiers around her are in the same type of the uniform. Under the cap, the hair is gathered and barely noticeable. On the face of the *female soldier*, discreet use of cosmetic products can be seen. In accordance with the positive regulations on service in the CAF, the use of cosmetic products is allowed, but must be inconspicuous⁷ (Photo 8).

The *female soldier* is shown in close-up, surrounded by soldiers and journalists. In the background, there are other *female soldiers* and soldiers who participated in the ceremony. In her statement, the *female soldier* talks about the reasons why she decided to join the army.

I decided to join the army because I was raised in a patriotic spirit. My father was a member of the 204th Vukovar Brigade, and he is present here today (Ana Antolović, military psychology officer, 2018.06.21.51).

7 The permit applies only to women in the military.



Photo 8 Ana Antolović, military psychology officer (Source: HRT Archives)

The next shot shows the *female soldier* together with her father who is making a statement (Photo 9).

I won't miss her. I will always be with her, and no matter how far away she is, she is always with us. The important thing is that she did not leave Croatia (Zdenko Antolović, Ana's father, 2018.06.21.51).

During his statement, the father hugs the *female soldier*, occasionally lifting his hand from her shoulder and patting her. During the statement, facial expressions of the *female soldier* reveal to the public the emotion of joy and pride.

Through the analysis of the coverages, it can be seen that the ceremony was attended by adults, and knowing the military protocol, parents and relatives are always invited. Therefore, it can be concluded, that the adults shown in the coverages are parents and other closest relatives of the *female soldiers* and soldiers. Since no parent was shown in the previous shots, it is assumed that in this case an exception was made, because it is a Croatian veteran, a former member of the 204th Vukovar Brigade, and in order to complete the story about the town of Vukovar and the Homeland War.



Photo 9 Ana Antolović, military psychology officer with her father
(Source: HRT Archives)

The coverage continues with the story about the new CAF female pilot, who is the only woman out of six (6) new pilots and the best student. The coverage follows her from the very beginning of the graduation ceremony, that is when she stepped out of the column and is completely shown in a full shot moving forwards and approaching the President of the Republic of Croatia, and greeting her with the military salute. By shifting from a full shot to the middle distance, in the last part of the frame, the *female soldier* is more clearly shown, as well as the President of the Republic of Croatia. After the *female soldier's* military salute, the President of the Republic of Croatia congratulates her, gives her a diploma and a medal, and then they shake hands. Next is the frame of a *female soldier* in close-up during which she makes the following statement:

After five years of education, I'm very happy and proud to be here in Vukovar, and that I can proudly say I am a Croatian Air Force officer and pilot (Anamarija Ćurković, Croatian Air Force pilot 2018.06.21.51).

The *female soldier* is wearing the official blue aviation uniform with a tie and a cap. Clearly visible facial expressions in the photo refer to the emotions of joy and satisfaction. It can be seen that the *female soldier* is wearing earrings. As pointed out above, in accordance with the positive regulations on service in the CAF, it is allowed to wear earrings of appropriate colours and sizes that do not distort the looks (Photo 10).



Photo 10 Anamarija Ćurković, Croatian Air Force pilot (Source: HRT Archives)

If we analyse the image of all the coverages, there is the low representation of *female soldiers* among the representatives who are behind the persons making a statement or giving a speech, and representatives of state institutions: The President of the Republic of Croatia, the defence minister, generals, etc. (Photos 11 and 12).



Photo 11 The deputy prime minister and minister of defence Damir Krstičević gives a speech (Source: HRT Archives)



Photo 12 The deputy prime minister and minister of defence Damir Krstičević gives a speech (Source: HRT Archives)

Conclusion

The main research goal of this paper was to determine how *female soldiers* are presented in relation to *soldiers* by the Croatian Radiotelevision (HRT) in its central news programme *Dnevnik* (Daily News) and what information about *female soldiers* is sent to the public. *Dnevnik* HRT was chosen given the importance of television as an influential medium and source of information in Croatia, and the role of the HRT as a public media service. The research was conducted on the coverages broadcast in *Dnevnik*, the most watched central news programme of the Croatian Radiotelevision, and in which *female soldiers* appear.

The research into the coverages of *Dnevnik* HTV, conducted by quantitative and qualitative content analysis, showed the underrepresentation of *female soldiers* in the coverages in relation to *soldiers*, regardless of the fact that the increasing trend of the appearances of *female soldiers* in the coverages is positive and grows every year. Positive examples of the presentation of *female soldiers* are coverages that talk about the promotion of military schools and the completion of training in voluntary military service, where there is a balanced appearance of *female soldiers* and *soldiers*. The research showed that the topics of the coverages in which *female soldiers* appear predominantly relate to protocol activities. However, it is necessary to emphasize here that it is a characteristic of coverages on the CAF in general. The coverages that dominate are on anniversaries, sending a contingent to an international mission, while a small number of coverages refer to military exercises, i.e., the defence of the Republic of Croatia and allies. This can also be taken as a reason why a small number of coverages refer to the CAF missions, with the exception of the mission in support of civilian institutions (e.g., floods, snow disasters) that is appropriately followed, which is also understandable given the significant role the army played in these activities at the level of Croatia.

Apart from the fact that the research showed an exceptional underrepresentation of *female soldiers* in relation to *soldiers* regarding the appearance in frames, the difference is also evident regarding the appearance of *female soldiers* and *soldiers* with or without sound. *Female soldiers* appear in a higher percentage

without sound, in the background of the frame, and in supporting roles. *Female soldiers* did not appear in the coverages in the function of carriers of actions or source of information. The ratio of the presentation of *female soldiers* in the coverages is best illustrated by the data on the duration ratio of the statements made by *female soldiers* and soldiers. According to these data, participation of *female soldiers* in the statements is 12% in relation to soldiers who accounted for 82% of the total duration of the statements. As regards the qualitative analysis, we can point out the positive results of the analysis regarding the appearance of *female soldiers*. The presentation of a female soldier was in no way different from the presentation of a soldier – neither by the type of the shot nor by the choice of the content of the statement. In both cases, the *female soldier* is fully presented in her professional role. It is the signature of *female soldiers* in the coverages that is necessary to draw attention to, because it was determined that *female soldiers* were signed by first name and surname, without rank, duty and position in the CAF. Regarding the gender sensitivity of *female soldiers'* signatures, all coverages containing a more detailed description of the *female soldier* (rank, duty, etc.) were properly signed.

Finally, it can be concluded that the research showed there are great opportunities for improving the presentation of female soldiers on television, which could be achieved through the cooperation between the HRT and the Croatian MoD, especially considering that the HRT is a public media service. All activities could be part of a project, which, in addition to determining the place and role of women in the development of capabilities of the Croatian Armed Forces, would aim at the positioning and branding of Croatian *female soldiers* as strong and lasting identity of the Croatian Armed Forces and Croatia in general.

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