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<th>Recent perspectives on media and gender issues.</th>
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<td>Author(s)</td>
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Recent Perspectives On Media & Gender Issues

By

Erna Witoelar
RECENT PERSPECTIVES ON MEDIA & GENDER ISSUES
by: Erna Witoelar, Indonesia

WHY GENDER ISSUES:

- EDUCATION & INCREASED ACCESS ON INFORMATION → MORE READERS, LISTENERS, WATCHERS
  ↓
  CONSUMERS OF MEDIA SERVICES
  * more critical awareness
  * increased economic clout

- TIRED OF THE OLD FORMAT:
  ♀ portrayed in domestic role
  ♂ subservient

INSTEAD:

more realistic, accurate & positive picture of ♀ active & confident working in partnership with ♂ in the family & in development processes

PARADIGM SHIFT → GENDER BALANCED DEVELOPMENT

- social equity
- economic necessity
A LOT TO GAIN IN EQUAL PARTNERSHIP

synergy in♂ & ♀ collaboration

complimenting micro & macro

long term & short term

diversity means added value

I. WHAT MESSAGE ON GENDER ISSUES:

- MULTIPLE ROLE ≤ spouse
  ≤ parent
  ≤ member of community ≤ ♀ and ♂

  JOINT RESPONSIBILITY
  SHARED

GOOD NEWS:

♀ ARE NATURAL MANAGERS:

* time management
* consensus building
* negotiation & listening skills
* resourceful
* concern of process
* nurturing power

BRING NEW VISION TO LEADERSHIP

* a need for change/shift:
  from ♂ dominance to ♀ sharing
  from control to empowerment
  from centralization to decentralization
* speak to the conscious
* break down rigidity with flexibility
* ability to sow diversity

BAD NEWS:

- RAPED VICTIMS → RAPIST
- WIFE BEATING
- ABUSE ON GIRL WORKERS
- AIDS AMONG GIRL
- FEMALE CIRCUMCISION IN AFRICA
- ETC.

III. HOW TO APPROACH GENDER ISSUES:

- DIVERSITY (8 INTERDEPENDENCY) OF GIRL ISSUES → VARIETY ON ANGLE OF REPORTING
  
  { environment
  - health
  - population
  - consumer protection
  - rural development
  - appropriate technology
  - human rights
  - etc.
  }

{ political scene
- economic -
- **GENDER-NEUTRAL CONCEPTS**
  - family management
  - business
  - political leadership

- **MEDIA-CODE**
  - non-judgemental
  - balanced
  - respect the dignity of individuals
  - non-exploitative
  - etc

- **ROLE MODELS**
  - the art of possibility
  - exist in all sectors and levels

- **ORAL CULTURE**
  - **WRITING SKILLS**