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<th>Recent perspectives on media and gender issues.</th>
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<td><strong>Author(s)</strong></td>
<td>Witoelar, Erna.</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

  \[ \Rightarrow \] MORE \( \varphi \) \( \leq \) listeners

  CONSUMERS OF MEDIA SERVICES
  \( \downarrow \)
  \( \# \) more critical awareness
  \( \# \) - \# - \# economic clout

- TIRED OF THE OLD FORMAT:

  \( \varphi \) portrayed in \( \leq \) domestic \( \# \) role

  \( \downarrow \)
  subservient

INSTEAD:

  more realistic, accurate & positive picture of \( \varphi \) \( \leftarrow \) active & confident

  working in partnership with \( \varphi \) in the family & in development processes

- PARADIGM SHIFT \( \rightarrow \) GENDER BALANCED DEVELOPMENT

  - social equity
  - economic necessity
A LOT TO GAIN IN EQUAL PARTNERSHIP
- synergy in Q & O collaboration
  ↓
- complimenting long term & short term
- diversity means added value

I. WHAT MESSAGE ON GENDER ISSUES:
- MULTIPLE ROLE
  - spouse
  - parent
  - member of community
  \{ Q \text{ AND } O \}
  \text{JOINT RESPONSIBILITY SHARED}

GOOD NEWS:
- Q 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 \text{dominance} to \text{sharing}
  from \text{control} to \text{empowerment}
  from \text{centralization} to \text{decentralization}
* speak to the conscious
* break down rigidity with flexibility
* ability to sow diversity

**BAD NEWS:**

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

### III. How to Approach Gender Issues:

- DIVERSITY ( & INTERDEPENDENCY) OF § ISSUES → VARIETY OR ANGLE OF REPORTING

- environment
- health
- population
- consumer protection
- rural development
- appropriate technology
- human rights
- etc.

- political scene
- economic
- **GENDER-NEUTRAL CONCEPTS** <-> **DIFFER**
  * 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 - levels

- **ORAL CULTURE** —> **WRITING SKILL**