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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**
  \[ \Rightarrow \text{MORE} \frac{♀}{♂} \text{READERS} \]
  \[ \Rightarrow \text{MORE} \frac{♀}{♂} \text{LISTENERS} \]
  \[ \Rightarrow \text{MORE} \frac{♀}{♂} \text{WATCHERS} \]
  \[ \Rightarrow \text{CONSUMERS OF MEDIA SERVICES} \]
  \[ \Rightarrow \text{MORE CRITICAL AWARENESS} \]
  \[ \Rightarrow \text{- ECONOMIC CLOUT} \]

- **TIRED OF THE OLD FORMAT**
  \[ \frac{♀}{♂} \text{PORTRAYED IN} \frac{♀}{♂} \text{DOMESTIC \& ROLE} \]
  \[ \frac{♀}{♂} \text{SUBSERVIENT} \]

**INSTEAD**:  
more realistic, accurate & positive picture of \[ \frac{♀}{♂} \text{ACTIVE} \]
working in partnership with \[ \frac{♀}{♂} \text{IN THE FAMILY} \]
& \[ \frac{♀}{♂} \text{IN DEVELOPMENT PROCESSES} \]

- **PARADIGM SHIFT** → **GENDER BALANCED DEVELOPMENT**  
  - social equity  
  - economic necessity
A LOT TO GAIN IN EQUAL PARTNERSHIP

- synergy in ♀ & ♂ collaboration

- complimenting micro & macro

- 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 centralization to decentralization

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BAD NEWS:

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

III. HOW TO APPROACH GENDER ISSUES:

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

  - political scene
  - economic
- GENDER-NEUTRAL CONCEPTS ↔ "DIFFERENT"
  * family management
  * business
  * political leadership

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

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

- ⊃ ORAL CULTURE → WRITING SKILL