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Recent Perspectives On Media & Gender Issues

By

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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
 * -.- economic clout

- TIRED OF THE OLD FORMAT :

♀ portrayed in ≤ domestic, seductive, subservient } role

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 & SHARED } RESPONSIBILITY

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 & control } - to < sharing & empowerment
from centralization to 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 ON ANGLE OF REPORTING
-
- environment
 - health
 - population
 - consumer protection
 - rural development
 - appropriate technology
 - human rights
 - etc.
- political scene
 - economic

- GENDER-NEUTRAL CONCEPTS ↔ CONCEPTS OF DIFFERENCE
 - * family management
 - * business
 - * political leadership

- MEDIA-CODE :
 - * non-judgemental
 - * balanced
 - * respect the dignity of individuals
 - * non-exploitative
 - * etc } ♂ and ♀

- ♀ ROLE MODELS :
 - * the art of possibility
 - * exist in all — sectors
— levels

- ♀ ORAL CULTURE → WRITING SKILL