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**Programme And Guidelines
&
List Of Participants**

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AMIC Seminar on Women and Media in Asia
Singapore, January 7-9, 1987

P R O G R A M M E

TUESDAY, January 6

Arrival of participants
Check-in at Royal Hotel

WEDNESDAY, January 7

8.45 a.m.	Registration at AMIC
9.00 - 9.30 a.m.	Opening Session Group photograph
9.30 - 10.00 a.m.	Tea Break
10.00 - 12.30 p.m.	<u>Session I:</u> Portrayal of women in the media Discussion
12.30 - 1.30 p.m.	L U N C H
1.30 - 3.00 p.m.	<u>Session II:</u> Access of women to journalism and communication education Discussion
3.00 - 3.30 p.m.	Tea Break
3.30 - 5.00 p.m.	<u>Session III:</u> Skills development needs of women in different media Discussion
6.30 p.m.	D I N N E R

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THURSDAY, January 8

9.00 - 10.30 a.m.	<u>Session IV:</u> Status of women in media Discussion
10.30 - 11.00 a.m.	Tea Break
11.00 - 12.30 p.m.	<u>Working Groups Meet:</u> Group I : Access of women to journalism and communication education Group II: Skills development needs of women in different media
12.30 - 1.30 p.m.	L U N C H
1.30 - 3.30 p.m.	<u>Working Groups Meet (Cont'd)</u>
3.30 - 4.00 p.m.	Tea Break
4.00 - 5.00 p.m.	Report writing

FRIDAY, January 9

9.00 - 10.00 a.m.	Reports of Working Groups Summing up and closing
10.00 a.m.	Tea

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ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE
39 NEWTON ROAD, SINGAPORE 1130, REPUBLIC OF SINGAPORE

**GUIDELINES FOR PREPARATION OF PAPER FOR SEMINAR ON:
"WOMEN AND THE MEDIA IN ASIA"
Singapore, January 7-8, 1987.**

We would like to look at four specific aspects so that all the papers have a common basis for determining the status of women and the media in Asia. We would, therefore, like to:

- (a) examine access of women to journalism and communication education;
- (b) look at the status of women in the media;
- (c) determine the skills development needs of women in the different media; and
- (d) analyse the portrayal of women in the media.

The areas to be examined in your paper should ideally include the following:

1. What is the degree of access women have to journalism and communication education? Has it improved in recent (say, the last 5 to 10) years? How many women are enrolled in journalism, communication and other media-related courses? (If it is not possible to find out the exact number in the country, it would be worthwhile to look at a few institutions). What is the sex ratio? Are more women enrolled in certain courses than in others? Are there any special reasons for this?

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2. What is the status of women in the media? Do they hold executive, technical, production, creative or assistant positions? What is the sex ratio in relation to these jobs? What are the possible reasons for job distribution at these levels? Has the position changed significantly in the last 5 to 10 years?

3. What are the skills needed by women to get into the media? What are the practising media professional's perceptions of skills development or training needs of women aspiring to move into media practice, or move up to higher positions in the media hierarchies? What are the implications for curriculum development in communication education and training institutions?

For objective (4), a content analysis of selected media materials (articles and ads in the press, dailies and periodicals, or ads and programmes in other media), may be adequate. It would be useful to obtain the views of women media professionals to find out how they react to the portrayal of women in the media. It would also be interesting to find out if they contribute in any way to such portrayals.

There should be a fair amount of secondary data available on these different aspects of women and the media in your country. It might be easiest to obtain these by checking with a publication and also with an academic. If any additional help is required in collecting the data and payment is called for, you may draw upon our local funding resources. However, kindly let us know what is your estimate of expenditure before you proceed to incur any expenses.

We would ideally like each paper to be of about 3,000 words. We can then consider publishing the papers in an issue of Media Asia.

Content analysis of newspapers and magazines will certainly gain in interest if you can attach specimens of advertisements that you refer to.

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