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WACC

'Who Makes the News?' Three Weeks of Global Action on Gender and the Media

From 16th February – 8th March 2006, hundreds of gender and media activists, human rights groups, grassroots communication organisations, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups from North America, Latin America, the Caribbean, Europe, Africa, the Middle East, Asia and the Pacific will join forces to take part in the first ever Three Weeks of Global Action on Gender and the Media.

This unique initiative entitled 'Who Makes the News?' is being organized

by WACC as part of the second phase of the WACC Global Media Monitoring Project (GMMP) 2005.

GMMP 2005 is a grassroots media monitoring research and advocacy project which aims to promote the fair and balanced representation of women and men in news media worldwide. The third ever GMMP began on 16th February 2005 when groups in 76 countries monitored the representation of women and men in their news media.

Since then, national data from participating groups worldwide has been flooding into WACC and the GMMP 2005 data analyst group, Media

Monitoring Project (MMP), South Africa, has been running hundreds of data queries to produce the global, regional and national results for the project. The data analysis is currently being finalised and the GMMP 2005 consultant, Margaret Gallagher, is in the process of writing the global GMMP 2005 report which will contain global, regional and national quantitative and qualitative results. The global report will be available in English, French, Spanish and Portuguese making it accessible to a wide range of countries worldwide.

Editorial

Since the last issue of MGM, the Global Media Monitoring Project (GMMP) 2005 has been gathering momentum. It was with great excitement that last month WACC received the initial global results from Media Monitoring Project (MMP), South Africa, the organization that is undertaking the data analysis for GMMP 2005.

The global, regional and national results for GMMP 2005 are now being finalised and the GMMP 2005 consultant, Margaret Gallagher, is in the process of writing the global GMMP 2005 report. It is not long now until all those who gave their time and effort to participate in GMMP 2005 will receive the results of their media monitoring work and we will all be able to see how much, if anything, has changed in the five years since the last GMMP.

At the same time as the GMMP 2005 data analysis has been underway, WACC has been developing plans for the second phase of the project with its partners and members. It is with great delight that WACC announces a unique global initiative: 'Who Makes the News? Three Weeks of Global Action on Gender and the Media.

Taking place from 16th February – 8th March 2006, this is an important opportunity for all those concerned with the representation and portrayal of women and men in the media to join together to take action to promote gender equality in and through the media. We very much hope that many of you will take part.

GMMP
Global Media Monitoring Project

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In addition, many of the groups who participated in the media monitoring are planning to produce regional and national GMMP 2005 reports in a number of local languages tailored to the needs of their individual gender and media context.

'Who Makes the News? Three Weeks of Global Action on Gender and the Media, will begin with the launch of the global GMMP 2005 report in London by WACC in partnership with Amnesty International, Article 19, the International Federation of Journalists and the Open Society Foundation. Targeting international news media, the event will include a press conference and debate amongst media personnel on the gender and media issues that GMMP 2005 highlights.

During the following three weeks, groups worldwide will organise their own events to highlight to their national media what is wrong with current representations of women and men by media and will seek to explore ways in which these concerns can be addressed. Taking the three weeks as a framework within which to organise activities that respond to the specifics of their gender and media context, groups in over 70 countries will hold events to launch the GMMP 2005 global, regional and national reports. From

video-conferences across the continent of Africa to the establishment of a media observatory in Latin America, the GMMP network and related groups are planning a wide variety of unique and exciting activities for the Three Weeks of Global Action.

Ending on 8th March – International Women's Day – this period of action hopes to link up with UNESCO's 'Women Make the News' initiative when the Director General appeals to all media producing daily news to hand over editorial responsibility to women to cast the news on that day. WACC will be calling on its members and partners and the GMMP network to support this initiative as a first step in promoting the fair and balanced representation of women and men in news media worldwide.

If you would like to take part in 'Who Makes the News? Three Weeks of Global Action on Gender and the Media, or would like further information, please contact the Co-ordinator of the WACC Women's Programme on at@wacc.org.uk or visit the GMMP 2005 website: www.globalmediamonitoring.org

GMMP Under Scrutiny: Assessing the Experience and Looking Into the Future

Something interesting happened when we decided to take part in the third Global Media Monitoring Project in Italy. A number of different subjects were invited to cooperate – academics, citizens' associations, media professionals – and they all accepted with keen interest and a strong motivation.

A team of some thirty people dispersed throughout Italy was set up who devoted time and energy to the project in a very committed manner giving rise to an on-going exchange of information and ideas. This positive experience also gave rise to a shared interest in continuing the cooperation through the elaboration of a national GMMP 2005 report and plans for its circulation.

We all recognized that working together allowed the knowledge, expertise and values of different people to develop into a meaningful networking capable of addressing national issues in a coordinated and therefore more effective manner. Most recently, a group of students from the University of Padua, who had taken part in the monitoring, expressed their interest in making GMMP 2005 the main object of their degree thesis.

We realized that something similar to our experience of GMMP 2005 had probably happened in many other national contexts which demonstrates the relevance of the GMMP, not only as an effort to collect international data on the specific issue of gender and media, but also in terms of fostering networking and cooperation

among like-minded individuals and organizations. Therefore, we decided to organize a collective research effort to improve our understanding of the mobilization dynamics that developed worldwide thanks to GMMP 2005.

At present we have a team of seven people – four students, an expert methodologist, a sociologist and me as coordinator – working to master our understanding of the potential in terms of networking, knowledge and trust building and future developments, that has been fostered though the GMMP.

Placing our historical review of GMMP within the broader context of the emerging global movement on communication rights, we are going to investigate national and regional experiences to assess the impact of the GMMP in terms of the interactive processes activated through the project in the different regions involved in GMMP. This investigation will parallel the substantial findings which will emerge from the analysis of the GMMP quantitative and qualitative data.

WACC has provided access to the contextual and feedback information made available by the GMMP national coordinators. This has allowed some comparative reading of how teams got organized in different contexts and how they have worked, alongside issues that seem to be of crucial concern to them, such as freedom of information and availability of resources to promote awareness around gender and information.

A number of issues emerged from this initial analysis - from the composition and structure of participating teams to the dynamics that have involved other interested subjects, to plans for future outreach and diffusion of results - and we are now planning to address those issues through the collection of qualitative data. This will be done through the circulation of a questionnaire among the national coordinators, which should allow a reconstruction of the network of interactions which were fostered through the project, their strengths and weaknesses and potential for future developments.

The elaboration of this questionnaire is now underway and will be discussed with the GMMP planning group in order to make this investigation and its outcomes useful for future developments of GMMP. We plan to circulate and collect responses by November 2005. Elaboration of responses will be carried out individually as well as through group discussions and the expected outcome is four degree thesis works (each of them focusing on a specific regional context) and a summary of the findings that we would like to make available for the launch of the global GMMP report in February 2006.

In elaborating our tool for data collection, we decided to adopt a "concentric circles" perspective. We are therefore firstly looking at national experiences in order to have a more complete understanding of how the core group of people and organization

have worked in each country: their composition, role division, modes of interaction, on-line and off-line exchanges.

Secondly, we intend to investigate the broader network of interaction that has been made possible by the project: cooperation among diversified groups, contribution by experts and media professionals, expressions of interest, trans-national connections especially within regional contexts and initiatives to promote continuity in cooperation

Finally, we will analyse the visibility of the GMMP, looking at the publicity given to the project, plans for circulation of results and perspectives concerning the diffusion and use of the gender and media advocacy toolkit that will be produced by WACC.

Strengths, weaknesses and potentialities will be investigated for each "circle", in the hope that that this way of looking at GMMP will strengthen one of its major richness: that of creating a shared sense of belonging to a trans-national community of individuals and associations that is globally active to promote women's communication rights.

By Claudia Padovani, University of Padova.

Women Claiming the Information Society

The UN World Summit on the Information Society (WSIS) process has by now been underway for three years and will culminate in November 2005 in Tunis. From the local to the global level, many feminists have tried to direct this process towards gender equality. Meanwhile, other women's rights activists have worked in different spheres and contexts to impact the shape of the Information Society.

With the idea of bringing these diverse experiences together, in September of this year, the WSIS Gender Caucus in collaboration with the Heinrich Boell Foundation organized a one day conference – Women Claiming the Information Society (WOCTIS).

Held on 11th September, WOCTIS brought together feminist media and ICT researchers and activists from the European/North American region as well as advisors from other regions. One of the main tasks of the day was to assess crucial challenges within the region, which is characterized by uneven economic and social developments. Another was to assess the challenges posed by the European and North American regions to other regions, for example with respect to international policy, business or consumption patterns. On the basis of these assessments, goals and strategies for feminist cooperation in relation to media and ICTs were identified, and ties between potential cooperation partners formed or strengthened.

The conference began 'Regions Setting the Agenda' – a session designed to give representatives of other regions the opportunity to position themselves vis-à-vis the European/North American region.

Two panels followed, each one bringing together representatives from the sub-regions of North America, Western Europe and Eastern Europe. The first panel was designed to compare experiences and perspectives on the Information Society: What do the media and ICT-landscapes look like, what are the overall patterns of media and ICT use, what are the political hot spots regarding media and ICTs, and what are the feminist issues that appear most pressing? The second panel focused more on strategic aspects, trying to name good practices of media and ICT projects on the one hand and of political interventions on the other hand: Which components make these practices successful from a feminist or gender-equality point of view, and can they be duplicated and scaled? What types of endeavors are there?

Based on these analyses, participants then divided into several working groups to deepen the discussions begun in the panels with the aim of developing input for a joint political statement, whose drafting constituted the next and final session of the day. It was in one of these working groups that the WACC Women's Programme Co-ordinator gave a presentation on the Global Media Monitoring Project 2005.

The conference ended with the drafting of the 'Berlin Declaration on Women Claiming the Information Society' which will be fed into the relevant political processes including the WSIS.

This article is based on information

Gender and the World Summit on the Information Society (WSIS)

In December 2001, the United Nations (UN) General Assembly resolved to hold the World Summit on the Information Society (WSIS). This first summit, designed to address the challenges of building an information society, was divided into two phases.

The first phase from 2002-2003, hosted by the Government of Switzerland, aimed to 'develop and foster a clear statement of political will and take concrete steps to establish foundations for an Information Society for all, reflecting all the different interests at stake'. At the Geneva Summit in December 2003, 175 governments endorsed the WSIS Declaration of Principles and Action Plan.

Governments were, however, unable to reach consensus on two critical issues – financing mechanisms and Internet governance. Governments therefore requested the UN Secretary General to establish working groups on both issues to 'find solutions and reach agreements' which will be reported back to governments during phase two of the WSIS.

The second phase of the WSIS from 2004-2005 is hosted by the Government of Tunisia and focuses on monitoring and implementation of the 'progress of feasible actions laid out in the Geneva Plan and a concrete set of deliverables that must be achieved by the time the Summit meets again in Tunis in November 2005.

Throughout both the first phase of the WSIS and the current second phase, gender advocates have been amongst the most visible and consistently active. The results of their work in phase one is reflected in both the WSIS Declaration and Action Plan, though this was nearly not the case. After two years of intense lobbying, all references to gender equality and women's empowerment disappeared from the documents in a period just prior to the last preparatory meeting (Prepcom-3 in Geneva in September 2003). The majority of stakeholders taking part in the WSIS process did not prioritise gender concerns and the language that had been successfully incorporated into official regional documents was ignored. It was only after a t-shirt campaign that references to gender equality were reinserted in the form of one strong paragraph in the first section of the Political Declaration – paragraph 12.

"We affirm that development of Information and Communication Technologies (ICTs) provides enormous opportunities for women, who should be an integral part of, and key actors, in the Information Society. We are committed to ensuring that the Information Society enables women's empowerment and their full participation on the basis of equality in all spheres of society and in all decision making processes. To this end, we should mainstream a gender equality perspective and use ICTs as a tool to that end."

The enormous efforts of gender and ICT policy advocacy during phase one of the WSIS was carried out by a relatively small group of mainly women. The WSIS Gender Caucus (www.genderwsis.org) grew out of a regional meeting in Bamako, Mali and is a multi-stakeholder group of NGOs, gender advocates from specific UN agencies, private sector agencies and a small number of sympathetic governments. The NGO Gender Strategies Working Group (www.genderIT.org) developed out of the first Preparatory Committee meeting in Geneva in 2002 and includes some of the major women's organisations in the field of media, information and communication technologies and development such as the Association for Progressive Communication Women's Networking Support Programme, the International Women's Tribune Centre and Isis Manila.

These two groups have worked together and their materials and analysis have meant that gender concerns have been well articulated and organized throughout the WSIS process.

With preparations for the final summit well underway, gender advocates have once again been working to ensure that a gender lens be involved in every aspect of planning and implementation of the WSIS. Given the particular focus of the second phase of the WSIS, most work has focused on including gender issues in the discussions on Internet governance, post-WSIS implementation, and financing.

As the Tunis summit draws near, this issue of the Media and Gender Monitor asks five gender and ICT activists from different regions of the world, all of whom have been actively involved in the WSIS process, to assess the opportunities and challenges that the WSIS has presented for gender advocates and ultimately questions what impact the WSIS process will have on the promotion of gender equality worldwide.

Anita Gurumurthy is a founding member and executive director of IT forchange, an NGO in Bangalore, India. With over 15 years of experience working with grassroots NGOs, Anita has written extensively on issues of development, gender, health, globalization and civil society, and on information and communication. She is part of the advocacy team of the WSIS Gender Caucus and also its regional coordinator for the Asia Pacific and has contributed to several position papers and submissions on behalf of the Gender Caucus to the WSIS process.

Heike Jensen is a postdoctoral researcher and lecturer at the Department of Gender Studies of Humboldt University in Berlin, Germany, where she also obtained her doctorate. Her teaching and research foci are media theories, politics and strategies, women's movements and organizations, and globalization and global governance. Heike's volunteer work is dedicated to promoting women. She is a member of many NGOs, from the national level to the global level. In the WSIS process, Heike has worked with the German Civil Society Coordinating Group, the NGO Gender Strategies Working Group and the WSIS Gender Caucus, where she is a member of the Steering Committee.

Mavic Cabrera-Balleza is a feminist activist from the Philippines who has worked mainly on media, information and communication issues and how they impact on women. Mavic co-coordinated the work of the NGO Gender Strategies Working Group during the first phase of the World Summit on the Information Society. She was also active in the Community Media Working Group during WSIS. Mavic is currently a Senior Programme Associate of the International Women's Tribune Centre where she is in-charge of producing radio programs, print and online publications and other media materials to highlight women and peace building issues. She is also the

Vice President of AMARC (World Association of Community Radio Broadcasters) representing the Women's International Network. Concurrently, she is a member of the Steering Committee of the Working Group on Gender Issues of the International Telecommunication Union. She is also a member of the Asian Communication Network. Prior to her current post, Mavic was the Programme Manager for Media, Information, and Communication Services at Isis International-Manila.

Magaly Pazello is from Brazil and has a Masters in Arts and Literature. Magaly is a gender specialist and has worked for five years with DAWN-Development Alternatives with Women for a New Era. Magaly is one of the team leaders of the WSIS Gender Caucus advocacy and lobbying work. She is currently a member of APC Women's Networking Support Programme-WNSP, PSL-Mulheres (Free Software Project – Women/Brazil) and AWID - the Association for Women's Rights in Development. Magaly also works to consolidate the Brazilian chapter of the Communication Rights in the Information Society - CRIS Campaign.

What have been the challenges for gender advocates in the WSIS process? Why?

Mavic: One major challenge is the fact that there are very few feminist activists engaged in the WSIS process. Scarcity of funds to attend the preparatory meetings and the actual summits could be one of the reasons. However, the more compelling reason is the lack of understanding of the process and appreciation of the relationship between the WSIS issues and processes and the overall struggle for women's empowerment and gender equality.

This lack of engagement among women in civil society is also mirrored among other stakeholders. In government delegations, there is hardly any women's representation particularly of national women's machineries. This would have been an ideal time for women to be involved in gender and ICT policy making since ICT policies at the national and global levels are currently being formulated and in countries where there already are existing polices, they are in the process of being reviewed. The situation is the same in the private sector. Since very few women make it to decision-making positions in the IT industry and WSIS is all about political positioning and negotiations, it is not surprising (but nonetheless disappointing) to see very few women in the WSIS process.

In the second phase of the WSIS, there was even a lower level of participation—not just by women's organizations but also by NGOs in general. I believe most stakeholders had a greater difficulty in engaging and enthusing a larger constituency in the issues of Internet governance and financing mechanism, the two themes in WSIS phase 2. At the same time, it's also an issue of decreasing financial support for WSIS on the part of donors thus limiting civil society participation.

Anita: The main challenge is that the conceptual space of the information society is rather amorphous and has been seen as predominantly concerning technical issues. The entire debate on ICTs and more recently on the information society has been shaped by market logic and from government policies to donor strategies, there has been a reliance on the magic of the market. The emphasis on business players at macro levels, and revenue-based models in community initiatives has completely undermined empowerment and development dimensions of the new context offered by changing information and communication paradigms. At WSIS, negotiations have proceeded by and large to affirm the role of the private sector and have undermined public intervention for social change, including gender justice. Whether markets can operate on principles of equity and justice is anybody's guess.

At national levels, IT and telecom ministries have led ICTD initiatives in most countries. The technocrats or bureaucrats who are close to IT and telecom companies, from these departments have sat at the negotiating table at WSIS and coming from their backgrounds, have had little sympathy for discussions on "soft issues" including on gender.

In fact, in the second phase, negotiations have proceeded along familiar geo-political battle-lines and directed the posturing around issues of resource availability, governance of the Internet, new global policy spaces in the form of WSIS follow-up and implementation mechanisms. Most of the key nations and blocks have pushed for "compromise positions", and while Internet governance still is to be resolved, on all critical issues, ethical concerns have not informed the politics of negotiation. WSIS I would say has done little in the direction of transforming the power relations between men and women, and between countries of the north and south.

Many civil society groups at WSIS have also not understood the gendered connections of the issues on the table. Many civil society actors themselves come from a fascination with the new technologies and while they understand what technology paradigms are conducive to an open society, they may often not have the background and experience to understand how societies and people themselves are at different levels, and the fact that choices are negotiated within various constraints. While freedom from government regulation of media may be a top agenda for some societies, the dire need of government regulation may be an agenda for some others where community media processes are struggling for a foothold. The disconnect between civil society representatives whose stances are informed by the global politics around development and gender and those who don't has been stark in WSIS.

Unlike other global fora where mass based movements have had some presence, the WSIS has been largely untouched by struggle frameworks. This is a huge challenge for gender advocates and it is really imperative that we build constituencies around specific issues in the information society arena, and create a public discourse so that the dominant paradigms can be contested.

Magaly: One of the critical issues is how to increase women's participation in the WSIS process, how to engage more feminist activists, especially those from the South, with the WSIS agenda. In fact, this is a target to pursue beyond WSIS. It is crucial to engage women from different backgrounds in the political field of the information society given that information and communication technolo-

gies have expanded and today permeate all spheres of life.

Another issue relates to the global context of the development of the WSIS negotiations. In the first phase there was clearly a lack of commitment by the majority of governments to the language of the Beijing Platform for Action. It was like going backwards in time to when we were fighting to ensure the visibility of women in the documents. A good example was the Intersessional Meeting held in Paris, between PrepCom 2 and PrepCom 3, when any reference to gender and women's empowerment was deleted from the preamble of the Declaration of Principles.

In the second phase, the process has been developing at both regional and global levels. In the Latin American and Caribbean regions, for the first time governments raised the issue of gender equality language during the negotiations of the regional action plan. Despite this, the agreed document is weak and doesn't reflect the needs highlighted during the discussions. Argentina, the Dominican Republic and Venezuela were some of the few voices calling for the inclusion of gender language into the documents. The challenge now is how to move forward in this environment.

And then there is the USA. In the second week of the prepcom3 negotiations, the USA became more vocal and strongly blocked the documents agreement process. In particular, the USA has opposed all wording on implementation in the implementation document! In the Internet governance section, the USA has opposed any oversight proposal that reinforces multilateralism. For gender advocates, this makes it more difficult to deal with governments and advocate for our perspectives.

Heike: The prime challenges have

been in the WSIS agenda and the kinds of ministries entrusted with sending delegations to WSIS. In theory, the "Information Society" could be defined in all kinds of terms, for instance as a social and cultural utopia. This would have involved ministries dealing with social and cultural issues, which often include women's or gender sections. But the impetus to hold a world summit dealing with the Information Society came from the International Telecommunication Union (ITU) at the time of the Internet boom. Hence the agenda has been one of infrastructure development, (neo-liberal) economy and regional power play, with the involvement of the corresponding ministries. Given that women have not made significant inroads into the political and economic bastions of power, the delegations have been overwhelmingly male and/or overwhelmingly non-gender sensitive. In this kind of setting, which appears completely untouched by any efforts of gender mainstreaming, all that can be achieved is ground work, i.e. trying to explain that gender does matter, for instance because there is a gender digital divide in all world regions and all societies, and fighting for a basic commitment to women's rights and empowerment.

What do you see as the achievements of gender advocates in the WSIS process to date?

Anita: In phase 1, the notion of a gender digital divide was firmly planted within the discussion on principles and fundamentals. In fact, the lobbying around gender along with advocacy around communication rights helped in reconstituting the WSIS agenda, from a technology- towards a people-orientation. The gains in gender language may have left a lot to be desired in terms of specifics of the opportunities and risks in the informa-

tion society, but they did add in various ways to the rearticulation of the agenda of the WSIS in social and developmental terms.

And as we know, gender activism often needs to take heart in tokenistic gains as well. Gender language, even if tokenistic, does count and is part of the way rhetoric pushes for change in society by creating normative frameworks. The mere visibility of an issue in policy documents does contribute to paving the way for inclusion of gender as a factor in decision-making.

Also, with respect to WSIS much of the achievement has been outside the official process. WSIS and its related events did provide the nucleus for the confluence of gender and ICTs to achieve mass and momentum. Its meaning is still evolving, but the issues are being spelt out. Women are beginning to see the specific opportunities for more gender-sensitive institutional transformation as well as understand that issues like Internet Governance implicates them, like in regard to the controversy on .xxx domain.

Magaly: One tangible achievement was to bring back into the Declaration of Principles the gender equality and women's empowerment paragraph after a campaign by women during the first phase of WSIS.

More generally, in the WSIS process there has been a real variation in the levels of knowledge and experience among the women who have been advocating for UN language to be reflected in the WSIS documents. It has been vital to develop skills not only to dialogue with government and UN agencies but also with each other. We have had to work with civil society in terms of gender language. Whilst our advocacy work is targeted at government - governments are the principal objectives as they are the decision makers - but we have also had to keep

in mind that is absolutely necessary to contribute to and work closely with other civil society organizations.

Heike: I think our achievements need to be traced on different levels. The most obvious level is the one of the official documents, i.e. the Geneva Declaration of Principles and Plan of Action. The Declaration contains a paragraph that affirms women as "key actors" in the Information Society and pledges to enable "women's empowerment and their full participation on the basis on [sic] equality in all spheres of society and in all decision-making processes" (para. 12). It took a huge amount of work to get that paragraph in, so I tend to see it as a tremendous achievement. But in fact, as far as the Geneva documents are concerned, paragraph E28.d of the Plan of Action on the need to develop "gender-specific indicators on ICT use and needs" and "to assess the impact of funded ICT projects on the lives of women and girls" might be much more operable and useful than a sweeping and vague affirmation of women. Also, the special measures for girls and women that are called for in a number of scattered paragraphs are quite concrete and operable. Beyond that, I see the achievements in sensitizing members of all stakeholder groups to gender concerns and reaffirming and reinvigorating gender advocates who concentrate on media and ICTs as an important area of political intervention.

Mavic: Despite the challenges and disappointments, there had been considerable success in terms integration of gender issues in the official documents that came out of the Geneva phase of the Summit. Largely through the efforts of two gender formations in WSIS Geneva phase namely the NGO Gender Strategies Working Group and the WSIS Gender Caucus,

some text that reflect gender analysis and perspectives were integrated in the WSIS Declaration of Principles and Plan of Action. I would like to share some examples:

"Literacy and universal primary education are key factors for building a fully inclusive information society, paying particular attention to the special needs of girls and women" (Declaration of principles, Capacity building, paragraph 29).

"...development of ICTs provides enormous opportunities for women, who should be an integral part of, and key actors, in the Information Society. We are committed to ensuring that the Information Society enables women's empowerment and their full participation on the basis on equality in all spheres of society and in all decision-making processes. To this end, we should mainstream a gender equality perspective and use ICTs as a tool to that end". (Declaration of principles, Our Common Vision of the Information Society, paragraph 12).

"Work on removing the gender barriers to ICT education and training and promoting equal training opportunities in ICT-related fields for women and girls. Early intervention programmes in science and technology should target young girls with the aim of increasing the number of women in ICT careers. Promote the exchange of best practices on the integration of gender perspectives in ICT education" (Plan of Action, Capacity-Building, paragraph 11g).

"Encourage the development of best practices for e-workers and e-employers built, at the national level, on principles of fairness and gender equality, respecting all relevant international norms" (Plan of Action, E-employment, paragraph 19a).

Essentially, the WSIS process served as a platform to raise awareness on gender and ICT issues among different stakeholders ...but obviously there's

much to be done. We need to broaden the ranks of gender and ICT champions.

Can gender advocates realistically hope to achieve anything concrete in the second phase of WSIS?

Magaly: We have two levels at which we need to work. At the regional level, I believe we have the opportunity to move forward a common agenda which addresses gender equality and women's empowerment. This opportunity is the regional action plan for each region. In the Latin American and Caribbean regions, the strategy to build the agreed document was to establish basic common goals for the whole region and then revise it by 2007. This document has some areas in it where it is possible to link with other documents to create an enabling environment for women's empowerment. At the global level, the context and nature of the negotiations are a little different and we are currently in the middle of negotiations, I do not have too many expectations but I hope the multilateralism perspective will survive the US attack.

Whilst the documents agreed during the WSIS Ministerial LAC Meeting (Rio do Janeiro, June, 2005) are problematic, the Rio do Janeiro Commitment Declaration is somewhat encouraging. For the very first time the issue of racism was included in paragraph 9 and violence against women and girls was acknowledged. Some practical measures were also decided by governments in connection with the digital divide, access to ICTs and privacy protection among others. As for commitments concerned with education, goal 9 focuses on women:

"To prepare and disseminate ICT training programs for women, aimed at improving labor inclusion, the development of innovative potentialities and the strengthening of solidari-

ty-based networks at national and regional level." This goal must be claimed and even expanded at national and local level in conjunction with successful initiatives already in place. Although these goals are not fully comprehensive, they may provide a good reference point to demand better education conditions in the region.

Heike: Again, different levels have to be differentiated. As far as document wording is concerned, we were pushed back to zero after Geneva and have had to fight the same fights for recognition of gender as a crucial variable all over again. I do not think we will have a substantial impact on the Tunis documents, but all sections, and especially the ones on financing and follow-up, are well worth fighting over. Beyond document wording, the WSIS Gender Caucus has dedicated a lot of effort during this second phase to strengthening or creating regional networks of gender advocates active in the media and ICT field. Our rationale is that implementation, follow-up and evaluation require sound feminist involvement in all world regions, otherwise the paragraphs will just be dead paper. So a very concrete aim for us in the second phase has been to bring gender advocates together to discuss media and ICT issues, and also to sensitize larger women's movements to media and ICT issues. This has been particularly vital in view of the fact that media and ICT issues do not appear high on the agenda of feminists at this point in time.

Mavic: I don't think so because the parameters of discussion set in the second phase of the WSIS do not provide much space for the integration of gender. It was clear from the start of the Geneva phase that discussions on the utilization of ICTs for development was not to extend beyond the borders of the market. When you put this as

one of the parameters, you are limiting the scope of the discussions on financing mechanisms, you are leaving out some stakeholders including women and other marginalized groups. Even as WSIS is touted to be the first real multi-stakeholder summit, not all stakeholders are on equal footing. Women's organizations, along with other civil society actors, have less clout, less space, and less resource to fully participate in the WSIS process compared to governments and corporations.

The fact that women or gender is largely seen in WSIS documents in terms of labor and entrepreneurship is also a concern. Though I may appear like I am contradicting myself because I earlier cited provisions in the WSIS Declaration of Principles and Plan of Action that promote women's access to training and e-employment, what I would like to underscore is the need to create the necessary conditions so that women can use ICTs in ways that would enable them to know their rights, utilize these fully, make informed choices and widen their educational and economic opportunities.

With regards Internet Governance, the fact that gender equality was one of the primary criteria in the selection of candidates for the Working Group on Internet Governance was a welcome development. However, the whole issue of Internet governance remains arcane and largely technical to a lot of people more so when one tries to analyze how gender intersects with it.

At best, the second phase of WSIS serves as an extension of the platform provided by the first phase for women ICT activists to articulate and put forward gender and ICT issues on the global agenda.

Anita: The success of the first phase of WSIS, limited as it was, at least provided some broad policy directions.

The second phase has been really challenging and civil society has had to argue for dedicated financing, a strong implementation and follow-up mechanism, and a governance of the information society including of the Internet that opens out maximum spaces for legitimising the public policy discourse. The gendered character of each of the domains has been pushed by advocates, but there is an apathy and sometimes even intolerance with such a perspective as it is seen as distracting from or diluting the realpolitik of hard negotiation where unidimensional lobbying points - often meaning a lowest common denominator approach - are seen as effective ways to get something rather than nothing out of the negotiations.

However, the second phase has also seen strong arguments in favour of public resource commitments, open paradigms, community based approaches, and a shift from ICT based thinking which delimits the scope of discussions to ICTs-are-tools type of fragmentation to information society based thinking that accounts for changing paradigms of society and institutions in society, and the need to grapple with gender relations within this reconfigured space.

However, working in the WSIS space is rather difficult for gender advocates from the South, since the sensitivity within civil society to appreciate paradigms that affect the majority of the world's women and the most vulnerable among them is lacking, with the result that there is no space for interest based politics and what goes is a pragmatic opportunism which tries to work at a consensus mode rather than towards strategic gains. This is a reality and it's sometimes disheartening. Governments of the North have been particularly strident in their opposition of any new spaces for public policy that can address the emerg-

ing challenges and the new notions and paradigms of the information society, and for gender advocates not having these spaces open out is really a big loss. We need a policy basis that governments can adopt or be forced to adopt for national level debates and policy making in the information society – from IPR, to media, and trade, each of which has great implications for gender.

In the second phase, even the recommendation of the Working Group on Internet Governance about equal representation of women in the Forum has been ignored in the official documents. This is the reality with respect to gender within a larger canvas where the overall scorecard of successes for progressive politics indicates nothing positive. So, while the first phase did partially achieve its objective of laying broad policy guidelines, the second phase that had an ambitious agenda - purported to be the summit of solutions - and was supposed to deliver real outcomes beyond policy guidelines, can be said to have completely failed.

How has the WSIS process affected the gender and ICT movement at a global level and in your region of the world?

Heike: I am glad that the question suggests that there is a gender and ICT movement at all, although in all honesty I would say that this is a bit of an exaggeration. On the global level, if we take this year's Beijing+10 session at the UN Commission on the Status of Women (CSW) as any indication, media and ICT issues appear quite peripheral. I am not sure that the situation will look much different in the "off-UN" context of the Association for Women's Rights in Development (AWID) Forum in a few days in Thailand. And, as far as Europe is concerned, I do not think that there has been much concerted effort around

gender and ICTs in the past, at least not in Western Europe. I know that there has been some activity in Central and Eastern Europe, but again I am not sure that it can be described as a movement. WSIS, as indicated above, has offered a welcome framework for gender and media and ICT advocates to meet, synergize, network and in general feel validated in their chosen field of research and lobbying. For me personally, after having researched gender and the Information Society since the year 2000, it has been incredibly invigorating and gratifying to meet all those great gender advocates in WSIS and to exchange plans and scheme with them. It was a real treat for me to have organized our regional gender and WSIS conference WOCTIS a few weeks ago, and I hope that some more momentum can be build for gender and media/ICT issues as a WSIS spin-off or implementation.

Mavic: The WSIS brought together different actors in the ICT arena. It provided a venue for women activists who were engaged in the WSIS to articulate gender and ICT analysis and perspectives at the regional and global levels. In Asia-Pacific, it raised awareness among those involved in the process—which of course is a very small constituency even within the wider development circle. Globally, it also resulted in greater awareness but again, only among those who are already involved or at least interested in the issues and processes. Honestly, I don't think a gender and ICT movement already exists at this point. There are only individual gender and ICT activists and advocates as well as formations like the WSIS Gender Caucus and the NGO Gender Strategies Working Group. We have yet to see the post-WSIS scenario. Hopefully we will see sustained and organized efforts in policy advocacy, monitoring, and campaigning to

translate the gender principles articulated in the WSIS Declaration into action.

Anita: It is difficult to think of the issue of gender and ICTs as a movement, at least as of now . We are barely into a stage where gender advocates recognize ICT issues and the technical community and the ICTD community has begun to take serious note of gender issues. In fact although there are practitioners and activists working on gender, media and communications issues, their disconnect from WSIS is considerable.

NGOs and networks involved in gender and ICT issues that have been part of the WSIS process have attempted to link community based concerns with the WSIS agenda, but work still remains to be done on bringing what the information society and WSIS means to social movements let alone the women's movements. But what is happening at national contexts is that organizations working on gender issues have started examining the opportunities in the information society and appropriating them in their own work in various ways. This again is outside the WSIS space.

Magaly: The WSIS process has not directly affected the women's movement yet. The WSIS outcomes at both regional and global levels are only the first step in relation to what we call the information and knowledge society. How WSIS will affect the women's movement is the key question for us and this needs to be discussed. We need to understand how much understanding about ICTs there is amongst women's organizations working on labour, health, employment and the environment. There are other issues that will take more time to impact on the movement like the debates about Internet governance, or the different dimensions of the ICTs and its linkage

to other fields of knowledge, as well other processes.

Mavic: As I have said, I don't think a gender and ICT movement exists yet –whether at the regional or global level-- not even at the national level. Hopefully, gender and ICT activists and advocates that the WSIS process brought together will find ways to keep the momentum after the WSIS. We definitely have to exert a lot of efforts to make sense of the discussions and the corresponding documents that came out of the WSIS at the national and local levels. At the end of the day, we should be asking ourselves, what is the value to women in the communities of dedicating nearly four years to participating and keeping track of the WSIS deliberations let alone a lot of resources? What can we do on the ground?

We need to do a lot of unpacking and demystifying of the issues including Internet governance and financing mechanisms as well as all the documents coming out of the two summits. We also need to continuously work to put on the agenda of ICT policies and strategies the different gender dimensions in such issues as access, employment, education, media, poverty, violence against women and human rights. This might help us build a gender and ICT movement.

Anita: The crucial task is to push national governments to think and act with due cognizance of changing paradigms; recognize that the many divides in society will possibly be exacerbated if the digital divide is unaddressed.

Public finance is key in the architec-

ture of an equitable information society as also public policy and regulation. Gender experts must engage with the nuances that information society brings into debates on identity, sexual exploitation, work etc; and we must seek out and claim spaces to lend our views so that technocrats and market-oriented IT and telecom ministries listen to us in their endeavours to make policy. We also need to find ways to argue intelligibly that gender is completely embedded in seemingly neutral issues like telecommunications or e-governance.

There is then the old differences between the North and the South in the way debates are constructed and the relative roles of the government and civil society are defined. The casting of information society debates within hierarchies and the privileging of freedoms and rights within these and the relegation of basic needs and development issues is detrimental to progressive politics. The age of the Internet is more than about freedom to communicate and equally true is the fact that the internet cannot be an extended arm of the state, regulated heavily and divested of its intrinsic value to transcend geography, enable free flow of information, reduce time and connect human beings. Northern governmental and civil society players have to understand and appreciate the fact that the South can participate in the information society on an equal footing only when this emerging paradigm can meet the challenges of material and information poverty, bringing new opportunities for institutional revamp, for a redefined citizenship, in addition to the inalienable freedoms that are inherent to the notion of the information society.

Magaly: That's a good question! It is no longer possible to ignore the themes highlighted in the WSIS process. Internet governance, ICTs, e-

strategies and fields (e-health, e-government, e-learning etc.) are part of our lives and reflect existing inequalities among gender, peoples, countries and regions. I don't know that there will be one coherent movement after the Summit. The movement(s) is before and beyond WSIS itself.

Heike: I sincerely hope that we will be able to further strengthen the ties that have developed in the context of WSIS, and that we will be able to impact the implementation and follow-up process – or even create one. At this stage, it is still open whether the official WSIS process will have a substantial follow-up process and structure, but in any case we need to act in a concerted manner on all levels, from the local to the global, to remind governments of their obligations and the commitment to work for gender equality and women's empowerment in and through ICTs. On another level, it would also be important for feminists to reach out to the many different movements and networks that have surfaced or coalesced in the context of WSIS and that have agendas that are potentially compatible with feminist ones, such as communication rights groups, open access groups, and the like. Building these kinds of alliances would circumvent a great danger that I see in gender and ICT advocacy: Since basic media and ICT demands, from respectful representations of women to their participation in decision-making positions, have been voiced for decades and not been met, there is a danger of burnout. New coalitions and groups offer new perspectives, which can rekindle academic interest and political energies. In this respect, the WSIS experience has been very positive, particularly as far as civil society is concerned.

Getting Smart: Gender Sensitive Media Training in Ghana

The Southern Africa Media and Gender Institute (SAMGI) based in Cape Town, South Africa and partnered by WACC held a workshop in Accra, Ghana.

Participants were trained in running ethical media campaigns in a gender sensitive manner. The methodology used was based on SAMGI's "Getting Smart" research which is a 'learn by doing' series of exercises. It may be considered a step in the right direction that a Southern African institution carried out the training in another region of Africa (West Africa). Too often expertise is sought from Europe rather than looking at African initiatives to solve African problems. As a consultant now mainly involved in evaluation methodology formation and organizational development, it was nice to have an opportunity to work with my old friend, SAMGI, wear a much worn old hat in respect of media and have the opportunity to train an eager group of newcomers to the media.

Arriving at Kotoko airport via South African Airways, it was so hot and unusually humid that I could see the droplets of moisture hanging in the air on the airport runway. The hotel was to collect me with their mini bus, but this did not happen. A representative of the hotel was at the airport to meet me but we took a taxi to the hotel at great cost that I had to pay for and a taxi that refused to give a receipt for its inordinately long journey to reach a relatively short distance. Coming from South Africa, it is easy to forget just how other countries differ from mine.

Participants were selected from a number of grassroots community-based organizations operating in mainly Christian Southern Ghana. Many of the participants had little opportunity to undergo professional training and were very enthusiastic and receptive to the idea of attending the course which ran for one week. Participants were from community-based organizations and church based advice offices, dealing with the issues of HIV/AIDS, female inheritance, youth and unemployment and gender.

Interestingly, the materials used were a good guideline but the conversations that flowed into debates made a more interesting group of subjects. For example, no one was talking about HIV/AIDS as a concern in Ghana. When prompted the participants, even those working for the HIV/AIDS project did not say much. What transpired was that culturally, the women participants were not going to talk about it to, or with their male counterparts present. Herewith the problem began. So a debate was stimulated and the subject taboo was somewhat broken. Ghana has a lot of projects working on HIV/AIDS prevention and education. There are safe-sex posters all over the city and at the main tourist beach in Accra. And yet there is still this taboo on talking about the subject. Here in the course it was necessary to interject and spend a lengthy session on culture and tradition associated with attitudes to HIV/AIDS. I quickly realized that I was trespassing on shaky ground and

gave my small paper on the good the bad and the ugly of culture and tradition. The group automatically split into two with the division being between men and women. This was a positive sign as instead of abandoning the session with silence, the debate flowed. A wonderful young male participant told the group that it was a man's right to have sex with a girl (sic) if she wore a short skirt. None of the participants had short skirts on and he was serious in his comment and actually trying to put over his point in a non-threatening manner. This sounds like a juxtaposition but understanding and being patient with the participants was going to be the order of the day. The women said nothing. So I entered into a debate with him and decided to act out in front of the group, a scenario that depicted his point of view. He then saw that he had been wrong and apologized and told the group that it was the way that he had been taught to think.

Another young lady told us of Ghanaian businessmen who drive big 4X4's and who feel that it is their right to 'pick up' any young lady walking on the streets of Accra and that it is his right to have sex with such a young woman. Then the discussion moved onto what they termed prostitution. I assisted them in using the term sex-work. By now the participants were feeling really strained. This was not normal discussions. A member of the group got up and prayed very loudly. He seriously blessed me and prayed for my ability to bring these forbidden subjects up for discussion. He did long blessings that God would allow me to carry on with such work and asked God to allow the session to continue. We continued.

The position of sex-workers again was noted when a participant highlighted the fact the often white European male NGO workers in Ghana, not only businessmen and technicians seek the company of sex workers – so where did that leave the European donor sector? Here, I felt as I often have, very embarrassed. I felt that as NGO ambassadors we need to draw up our own code of ethics even if it was organizationally.

Without spelling out all the details of the course, it will suffice to say that at the end of the week, the participants had a good grasp of running a media campaign in different mediums. Traditional media, always popular, through to electronic media was covered. Television seemed to play a big role in influencing urban Ghanaians and unlike in South Africa, television seemed somewhat accessible financially.

As an African traveling in Africa, two things always strike me. Firstly, culture and tradition. The position of women in relation to cultural practices and the disadvantage that women encounter on a daily basis in the name of culture and tradition is alarming. The inability of some people to link gender violence and HIV/AIDS and the silencing of women's voices coupled with poverty is a recipe for traumatized societies. How are we able to really free women whilst cultural practices keep them back?

Secondly, on such a large Continent such as Africa, each and every country is so vastly different from the next. In fact within countries, for example, in Ghana the Muslim North and the Christian South are very different from each other. In fact from village to village it is sometimes the divisions that are more obvious. Similarities are unanimously found in the issues that affect the status of women on the continent. In all countries on the African Continent, women find themselves either having to fight for their voices to be heard, or having to remain silent.

By Sue Howell, Consultant and Media Expert

# Educación en Medios desde un Enfoque de Género

De manera vertiginosa, la educación está experimentando profundas transformaciones en las formas de aprender y enseñar. Algunas de ellas se relacionan con el constante desarrollo de las llamadas "nuevas tecnologías de información y comunicación" y las desafiantes oportunidades que ellas ofrecen. Distintos trabajos de investigación, sumados a las experiencias cotidianas de muchos/as docentes, demuestran cómo una parte considerable de los saberes que los/as jóvenes manejan en la actualidad, provienen de los medios de comunicación y otras propuestas de la industria cultural (cine, revistas especializadas, Internet, industrias discográficas, etc.). Esto señala la significatividad que tienen los discursos mediáticos en la definición de las culturales juveniles y en la formulación de pautas de comportamiento, valores, y sentidos sobre la vida social de las audiencias, y de los/as jóvenes en particular.

Aunque en un principio las instituciones educativas se mostraron renuentes a considerar que estas también podían ser fuentes "legítimas" de conocimiento, desde hace algunos años, se han ido consolidando nuevas miradas sobre el tema, dejando de lado los prejuicios que sólo atribuían valor a la palabra

escrita y al libro de texto. Así comenzó a afianzarse el valor y la necesidad de una educación en medios, que permitiera analizar el modo en que las instituciones mediáticas actúan como mediatizadoras, produciendo discursos que operan como construcciones sociales, expresando determinados intereses y visiones, tanto culturales como económicas y políticas, constituyendo sentidos de realidad, normas, valores e identidades.

Este enfoque, que ya lleva varios años y que ha dado lugar a numerosas investigaciones, libros, artículos y programas educativos, se ha visto enriquecido con los aportes de los estudios de género al campo de la comunicación. Los distintos movimientos contraculturales de la década del '60 posibilitaron que distintos grupos, históricamente ignorados y silenciados, encontraran un lugar de expresión. De la mano de estas resistencias se desarrollaron formas de "comunicación alternativa" que dieron lugar a experiencias de intercambio horizontal. El movimiento de mujeres fue uno de los protagonistas principales de este proceso. Así comenzaron a investigarse las imágenes de mujeres que transmitían la publicidad y los medios de comunicación, en especial, los programas y revistas dirigidas a un público femenino.

Más adelante se desplegaron nuevos enfoques que incorporaban los aportes del psicoanálisis, la semiótica y las teorías sobre la ideología. Con estos recursos conceptuales, analizaron el rol de las mujeres como consumidoras de medios, destacando sus placeres, culpas, obsesiones y contradicciones como receptoras activas, las representaciones de la masculinidad, y las apariencias y estilos de vida que los mensajes mediáticos proponían y valoraban. También se investigó sobre la participación de las mujeres como trabajadoras de los medios y las políticas encaminadas a
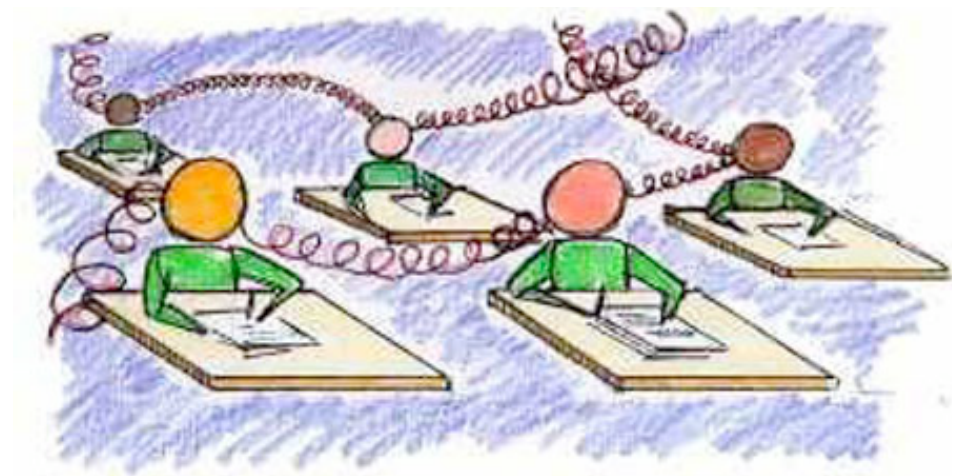
alcanzar una comunicación basada en los principios de equidad de género.

A su vez, los organismos internacionales comenzaron a destacar la necesidad de facilitar la participación y el acceso de las mujeres a los medios masivos de comunicación y la promoción de imágenes no estereotipadas ni discriminatorias. Esta inclusión de la comunicación como derecho fundamental de las mujeres marcó un momento decisivo. A partir de entonces, se desarrollaron programas en todo el mundo para lograr el cumplimiento de los objetivos propuestos y se multiplicaron las redes de comunicación de mujeres a nivel local, regional, nacional e internacional.

El curso virtual "Medios de comunicación y cultura educativa: propuestas para un diálogo con equidad de género", ha sido pensado como un espacio para pensar y analizar las cuestiones que brevemente acabamos de enunciar. Los contenidos del mismo fueron realizados por el Centro de Estudios de la Mujer (CEM- Argentina) con el indispensable apoyo de WACC, en el marco del Programa de Fortalecimiento de la Comunicación No Sexista que, desde 1998, desarrolla esta ONG, junto a UNIFEM (Fondo de Desarrollo de las Naciones Unidas para la Mujer).

Los principales objetivos de este seminario, que se dictará durante el primer semestre del 2006 desde el

Portal Educativo de las Américas (OEA) (www.educoas.org) son:

- Presentar para su revisión y discusión un panorama actualizado de las principales corrientes teóricas y metodológicas sobre la comunicación masiva, y sus articulaciones con el campo de la educación formal y no formal.

- Incorporar la perspectiva de género como categoría de análisis social y contenido curricular transversal en el estudio de la comunicación.

- Fomentar el diseño y la apropiación de modalidades críticas de análisis de los discursos mediáticos y, en especial, de los estereotipos y modelos naturalizados de género (masculino/femenino) que muchos de ellos formulan, desde diferentes lenguajes y formatos, a fin de estimular el desarrollo de una audiencia juvenil crítica, consciente de sus derechos y creativa en la producción de nuevos mensajes.

- Incentivar y acompañar a los/as cursantes en la creación e intercambio de experiencias de trabajo en el campo de la educación en medios, desde los contextos específicos de sus países y realidades.

- Facilitar el acceso a materiales y recursos pedagógicos de estudio y consulta multimedia, a partir de un entorno integrador de formación virtual en español.

El curso está orientado a docentes y profesionales responsables de coordi-

nar acciones educativas, formales y no formales, que quieran conocer, reflexionar e incorporar en sus tareas y proyectos institucionales la educación en medios con perspectiva de género. Aprovechando la multiplicidad de pertenencias, marcas profesionales, contextos socio-históricos y experiencias biográficas de los/as cursantes, el seminario también se propone fomentar el diálogo y la interacción permanente, como ejes claves de su dinámica de trabajo.

A partir de la propia experiencia y la memoria institucional y personal de cada uno/a, buscamos avanzar en la construcción de un espacio colectivo de debate y puesta en común de ideas, materiales y propuestas, aprovechando las potencialidades que brinda la educación a distancia de manera virtual, que disipa los límites temporales y espaciales, y que permite la construcción de redes de trabajo interdisciplinarias y regionales.

Por Gloria Bonder y Karina Felitti
Centro de Estuidos de la Mujer

Atracción Fatal

Nos embarcamos por segunda vez en un seguimiento particular a géneros televisivos vinculados al entretenimiento, desde un enfoque de equidad entre varones y mujeres. Si bien la vez anterior nos interesaron telenovelas como propuestas melodramáticas, además de lo publicitario, en esta ocasión hemos ampliado el horizonte hacia el conjunto de programas de entretenimiento, dándole un especial énfasis a aquellos que pretenden divertir a las audiencias desde una recepción aparentemente menos critica o mas condescendiente. Si bien no hemos focalizado en algunos, no hemos dejado de lado de propuesta de conjunto de oferta y demanda, mas aun cuando nos dimos cuenta de la flexibilidad de los públicos con respecto a la programación de entretenimiento, donde las fronteras entre formato y formato no son tan precisas.

Y estamos, por lo tanto, frente a un monitoreo u observatorio de medios particular porque asumimos análisis e interpretación de la oferta confrontada desde el análisis profesional, con percepciones ciudadanas sobre la misma. En ambos casos con un sentido evaluativo y de proposición. Es decir, investigadoras y ciudadanos calibramos la calidad de estas ofertas desde el rol que la televisión le asigna a mujeres, varones y pareja en su practica de emisión cotidiana. Partimos del supuesto que nuestros medios eligen su parilla de ofertas tomando en cuenta el grado de sintonía prevista para cada tipo de programa con criterios económicos, estando ausente una evaluación de equidad y de calidad como criterios de selección. En ese sentido, nosotros desde la Veeduría y los receptores les estamos diciendo que esta bien y que esta mal, haciendo resaltar coherencias y contradicciones sobre los que nos llega y vemos. No los culpabilizamos sino que les hacemos ver que están avalando en cuanto a la equidad de genero sin que necesariamente se haya planificado así. Apelamos, por lo tanto, a su responsabilidad social y a las sensibilidades humanas respectivas, para que sea posible una confrontación con los ciudadanos que los consumen y las huellas que dejan en ellos. Con estos resultados de doble vía podremos dialogar con audiencias, medios y con mucho otros actores nacionales e internacionales. Se trata de encontrar salidas viables de cambio para este entretenimiento que aun esta atado a imágenes tradicionales controvertidas sobre modernidad y democracia, desde muchos sentidos. No quisiéramos que lo que se avanza en derechos y oportunidades en el campo de la equidad social y política, se atrase o retroceda legitimándose a diario estereotipos de relaciones de genero, basados en desigualdades y hasta en humillaciones de nuestra dignidad.

Un extracto del libro 'Atracción Fatal: Gritos y Susurros de Genero en la Pantalla Peruana' por Rosa Maria Alfaro y Alicia Quezada Chávez'.

WACC *taking sides*