KEMENTERIAN KOMUNIKASI
DAN MULTIMEDIA MALAYSIA

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For:

2019 SUSTAINABLE DEVELOPMENT GOALS (SDG) SUMMIT IN MALAYSIA

Plenary Session 5:
Gender Equality and Empowerment of Women in the New Malaysia

7th November 2019 (Thursday)
Kuala Lumpur Convention Centre

INTRODUCTION

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GENDER EQUALITY AND EMPOWERMENT OF WOMEN IN THE NEW MALAYSIA

SDG5 : UNLOCKING WOMEN'S FULL POTENTIAL

OBJECTIVES

Accelerating women's access to the economy and giving them equal rights to economic resources

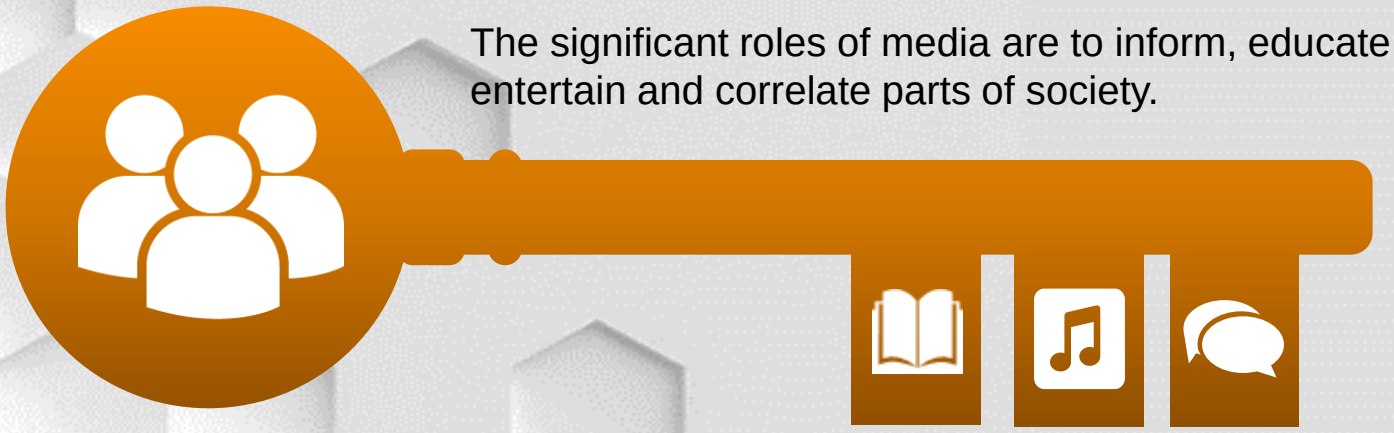
EXPECTED DELIVERABLES

i. Reviewing legal frameworks that may limit women's equal access to labour force.
ii. Recognizing and addressing unpaid care work.

TOPIC

Communicating Women: Media Role in Gender Stereotyping.

The significant roles of media are to inform, educate, entertain and correlate parts of society.



Media helps masses to get information and form opinions regarding various issues.

Media also keeps people updated and informed about what is happening around them, media acts as the “safety valve” to release any pent-up emotions on any issue.

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1995

Governments participating in the Fourth World Conference on Women in Beijing reached consensus on specific strategic objectives.

OBJECTIVE

to “promote a balanced and non-stereotyped portrayal of women in the media”

LISTED ACTIONS

1
Promoting research and implementing information, education and communication strategy

2
Encouraging media to refrain from exploitation, sexualisation and commodification of women

3
Promoting the idea that sexist stereotypes in media are gender discriminating, degrading and offensive

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The recommendations reappear in various global, regional and national gender equality and women's rights frameworks.

Based on the 17 Sustainable Development Goals - "seek to realize the human rights of all and achieve gender equality and the empowerment of all women and girls"

The role of media is specifically mentioned in the Post-2015 Development Blueprint under Goal 5 "Enhance the use of enabling technology, in particular information and communciations technology, to promote the empowerment of women".

Media is implicated in the achievement of gender equality aspirations in all the 17 SDGs, in maintaining social and cultural norms underpinning discrimination and inequality across all thematic areas.

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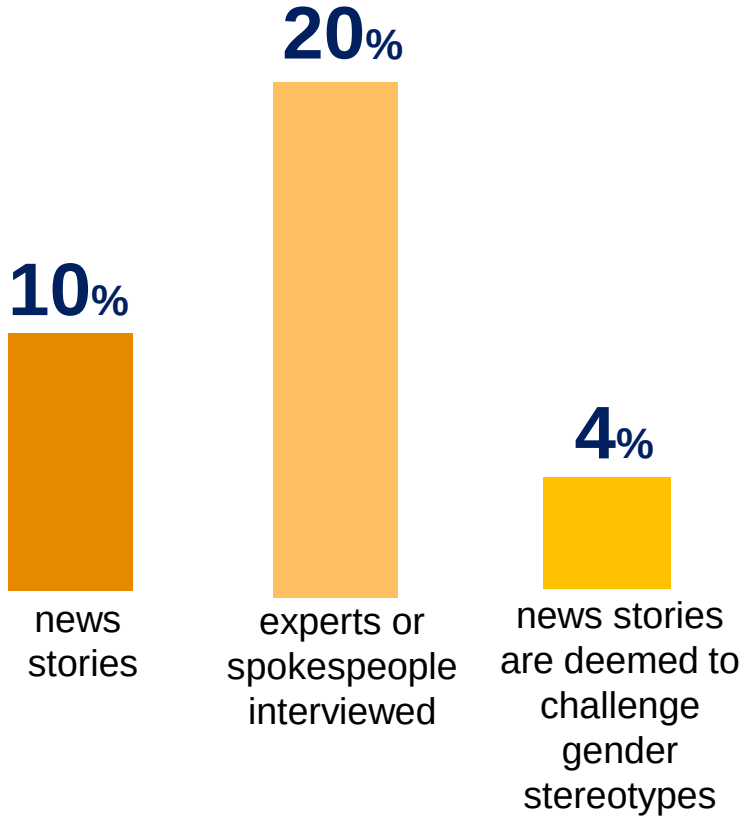
Global Media Monitoring Project (GMMP) 20-year research on gender in news media content reveal that the rate of progress towards media gender parity has been very slow.

According to the Global Media Monitoring Project 2015's findings, women are the focus of only:



DISCUSSION POINTS

Media role in Malaysia in shifting the gender stereotypes that influence how we think and act

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Women are often under-represented and portrayed as unimportant.

Top three issues faced by Malaysian women based on IPSOS study 2018:

Women are often depicted as sex objects, beauty objects, homemakers or victims.

- sexual harassment
- sexual violence
- Sexualisation of women in media

To improve gender stereotypes in Malaysia, media should play an outstanding role in shaping public opinion in gender equality and strengthening the society.

Existing relevant policy that addresses this or propose a policy if not in existence.

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A

PUT GENDER AS EVERYONE'S AGENDA

1. Require media to adopt and enforce a gender policy and guidelines for gender-sensitive reporting.
2. Include issues of gender balance and demonstrated adherence to the gender policy.
3. Engage with community media organisations and citizens' media networks to advance gender equality in content production.
4. Public society to lobby for gender policy adoption and implementation for and by media.

B

PROMOTE INCLUSION BY DISRUPTING THE NORMS

1. Public to establish gender-focussed media watch to hold media accountable through established complaints mechanisms, and to support media organization committed to gender equality; and
2. Consider the imposition of fines on media houses found liable for any actions non-compliance with the gender policy.

The role of media in conveying the government's message

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1 Advocate the general public to take part in shaping their media environment.

Educate public by building media literacy among the consumers of media.

2 Media should practice good governance, transparency and promote equality through the news content.

Challenges in ensuring gender equality in multimedia and communications

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01 Ways to promote media literacy on gender discrimination amongst government officials, media practitioners and public;

02 Approaches to institutionalize gender-sensitivity training for those groups;

03 Media contents that are balanced, fair and accurate across both gender lines;

04 Perception of Malaysians towards women's role as depicted in the media;

05 Monitor the availability of individual media and social networking sites;

06 Government's restriction towards exposure of gender biased information in all mainstream media;

07 Collaborative measures between media stakeholders to raise awareness regarding gender equality.

CONCLUSION

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Media must be sensitive towards women's issues and act as a tool to foster gender equality.

Media needs to furnish society with information that all humans have the same rights regardless of gender, age, colour and religion.

Media can change and shift societal mindsets or myths regarding gender by providing education to the public

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“Whoever controls the media, the images, controls the culture.”

by Allen Ginsberg

“The media’s the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power. Because they control the minds of the masses.”

by Malcom X

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Thank You

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