

# The right to communicate with a gender perspective in the Post 2015 Development Agenda



**Proposals from the WACC-Latin America Regional Seminar**  
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## A common vision

The vision identified by the participants of the seminar:

*To achieve gender equality as a condition for any agenda for development, including the right to communicate as an element inherent to the needs and demands of the citizenship for the full exercise of all rights, and a society respectful of diversity, with a greater awareness of the need for democratization of the media.*

## **Main obstacles to equal representation and without stereotypes of women in the media**

The seminar participants identified that one of the main problems for achieving equal representation and without stereotypes of women in the media, was the persistence of a patriarchal conception that permeates to civil society, the State and the media.

According to the analysis made by the participants, in society the patriarchal conception causes resistance to feminism and gender issues, as well as a social imaginary that is learned from childhood and where stereotyped roles are set. In the academic sectors, especially in careers related to communication, journalism and technical programs aimed at training professionals in communication, there is a lack of training on rights and gender focus, or they do not always have theoretical strength in this regard. Therefore, it is necessary to introduce a change in the curricula of careers related to the theme of humanity and women's rights in particular.

In the media, the patriarchy is materialised in the use of images of women which are violent and full of prejudices and stereotypes, as well as an inappropriate handling of language. In addition, this patriarchal concept is inserted in the social imaginary of the people who produce, decide, regulate and broadcast messages. In that sense, women are discriminated against despite their capacity.

The relationship between the media, the State and power, as well as the concentration of media ownership and the pre-eminence of the commercial and spectacular in the news and content transmitted by the media companies also sets the handling of topics lacking a rights' perspective and gender focus. This is reinforced by the lack of training, awareness and gender sensitization of the owners of these companies, publishing heads and journalists. In many cases the media discredits the women's movement. In addition, gender organizations have had a weak impact with their advocacy campaigns.

While some Latin American States have prompted laws in favour of women and gender equality, these have not been accompanied by other policies of inclusion and often have not translated into practical actions either due to the lack of follow-up, budget shortage or both. Nor have more equitable distribution policies of power been finalized in such a way that women have greater participation in decision making and wage inequality not only persists at the State level but also in private companies.

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## Main proposals for achieving equal representation and without stereotypes of women in the media



1. Mainstreaming the gender perspective in basic formal education and University.
2. Promoting digital literacy for the State and civil society, as well as free software for the production of communication materials free of stereotypes.
3. Stimulating regulatory frameworks and policies that promote the democratization of the media in the allocation of frequencies and the opening of spaces for the promotion of gender perspective.
4. Developing public health policies and harmonization of work and family balance so that both women and men can perform their public functions and have the same employment opportunities.
5. Supporting the training of citizens' media observatories.
6. Promoting media self-regulation tools such as codes of ethics and reader advocates, audiences and viewers, who assess aspects related to the dissemination of stereotypes and gender-based violence.



## Proposals for WACC-LA's agenda and its membership

### Advocacy in journalists and communicators' training spaces for the incorporation of a human rights approach.

- Comprehensive training for journalists and citizens, promoting critical reading of media; training for various groups and collectives.
- WACC seminar on communication rights: in university meetings; fora, debates and exchange spaces.
  - Material produced; broadcast. Collect the material to deliver as a resource for the seminar.
  - Long distance courses using the WACC platform; with wide invitation to message producers, publicists, communicators, universities, etc.

### Advocacy on regulatory frameworks and policies

- Advocacy on regulatory frameworks: gender equality, autonomy, human rights.
- Media regulation in the countries, using the GMMP as an instrument.
- Generate debate spaces and training in public media.
- Advocacy in public policies.
- Generate discussions on freedom of expression and the right to gender equality as a principle.

### Alliances and networks

- Group partnerships working on rights based on common strategies.
- Partnerships for dissemination and exchange of experiences, materials, manuals.
- Strengthen women's movements and spaces, promote leadership, make alliances with NGOs and State, and incorporate media to create spaces for training, from women's organizations.

### Global advocacy activities

- Sustained campaign
- International march for the right to communicate in diversity and the right to communication: photos, videos, social networks, testimonies within a Suma Kawsay logic.
- Promotion and strengthening of national and regional observatories.
- Partnerships to enforce communication rights.
- Advocate using the monitoring material and results for advocacy at all levels.
  - Give an assessment of enormous magnitude to the GMMP.
  - Strategic partners for the dissemination of the GMMP material.