



The following three excerpts of media activities (video, theater and film in Latin America), were taken from the summary document of workshops and seminars **Communicative Identities and Alternative Proposals for Women** that were undertaken in Lima, Peru in November, 1991. This meeting of women in alternative media organizations aimed to discuss, assess and answer what women media groups have accomplished in the last ten years, and how they have contributed to new gender identities. In the evaluation, women's participations were assessed directly in order to understand their demands, their relationship to alternative and mass media.

The main goal was to establish how women understood alternative messages, how they identified with them and what impact they had on this group. In addition, assessments were made in order to understand their everyday use of mass media and the impact on their lives, social identities and gender.

# Aymara Women Access Video

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The women's center **Gregoria Apaza**, whose goals are to promote women in Bolivia, undertook a communication project to video Aymara women as they respond to their ideas and feelings toward mainstream television programming.

The project was divided into three sections:

- ◆ to reflect and systematize all the responses;
- ◆ to study the consumer habits of this group; and
- ◆ to record their reception and use of institutional productions.

The target group was Aymaran urban women who have migrated from the rural areas. The

objectives of this communication project were as follows:

- ◆ to develop the capacities of these women to express themselves;
- ◆ to provide them access to a media tool;
- ◆ to form public opinions on problems experienced by this group;
- ◆ to systematize all these experiences.