

Women Strategize on Violence Against Women in the Media

a Multi-Media Forum on Media and Violence Against Women will be held to strategize on how activists interested in improving media's coverage and representation of violence against women can actually do this. The forum, co-organized by Isis International-Manila and the United Nations International Fund for Women (UNIFEM), will be held in New York in time for the Commission on the Status of Women meeting in March 1998.

Media's representation of violence against women has increased tremendously despite the focus of the 1995 Beijing Fourth World Conference on Women. To address this situation, actions are being taken to increase women's participation and access to expression and decision-making in and through the media and new technologies of communication, and to promote a balanced and non-stereotyped portrayal of women in media.

The multi-media forum will be an occasion to present an assessment of media policy on the portrayal and coverage of women. It will also be an opportunity for groups to share experiences and strategize on how to establish effective media monitoring enforcement and mechanisms. The forum aims to draw up the broad outlines of an Asian regional strategy that women can use to bolster their working relationship with media. The organizers hope to use the results of the forum to persuade media and advertising to develop or strengthen their codes of conduct relating to the portrayal and coverage of violence against women.

Apart from the forum, there will be an exhibit of ads that positively portray women. The exhibit will also feature "before and after" ads, ads that improved after individuals or groups intervened.

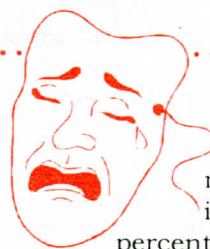
Those who wish to participate in this event should contact Isis International-Manila at phone numbers (632) 435-3405 and 4360312; Fax: (632) 435-3408 and e-mail <isis@mnl.sequel.net>.



Positive ad on exhibit

Asian Cinema and Globalization

The higher visibility of Asian cinema in international festivals, overseas theaters, and among academicians and professionals worldwide, masks reality, for in a number of countries once-thriving film industries face dire prospects as they contend with globalization and the forces of transnational corporations and new information technology. Consistent throughout Asia is the trend of foreign (mainly United States) films increasing their take of box office receipts and, in some cases,



diminishing local production almost to oblivion. In 1995, receipts for foreign films shown in Hong Kong were up 32 percent while those for Chinese-language pictures dropped by 16 percent. In Taiwan, domestic production has dropped from an average of 215 feature films in a year in the 1970s to fewer than 50 annually in the 1990s. The number for domestic films in China decreased from 150 in 1995 to an estimated fewer than 100 the following year, again attributable to the entry of Hollywood movies very popular with young people.

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