

GENDER IN MEDIA EDUCATION REGIONAL CONFERENCE

29 – 30 March 2010

Mainstreaming Gender into the Journalism Curriculum

By Emily M. Brown



EFFORTS TO MAINSTREAM GENDER INTO THE CURRICULUM

- The first systematic attempt to mainstream gender into most of the teaching and learning in the PoN Journalism curriculum, was in 2004. (Gender Links and PoN, Gender in Entry Level Journalism, 2004.)
- Done by way of a pilot project between PoN and Gender Links to mainstream gender.
- Primer produced which documents gender mainstreaming efforts.



METHODS UTILISED

- Workshops which focused specifically on community journalism projects.
- Issues were gauged through focus group research
- Staff retreats
- Guest lectures which reinforced concepts and methodologies
- Field work
- Production of photo essays, video and radio, as well as *Echoes* newspaper
- Gender mainstreamed into study material



EXAMPLES OF GENDER MAINSTREAMING BY PoN STUDENTS

UNDER-REPRESENTED

WOMEN LOSE OUT ON PARTY LISTS

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EMSI ERASTUS
WHILE Namibian women are well represented in politics at regional and local authority levels, the party lists for next month's National Assembly elections indicate that the country still has a long way to go to ensure gender equity in the National Assembly.

The CoD is the only party that has followed the zebra list system of alternating male and female candidates. Women constitute 50% of the candidates on the party lists of the CoD and the UDF. However, only 12 women have made it to the top 30 on the UDF list. The DTA comes in third.

An analysis of the women who made it to the top 10 of the party lists also shows that politics in Namibia is still firmly dominated by males. The CoD is the only party with 5 female candidates in the top ten.

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WOMEN IN TOP TEN

CoD: 5	UDF: 4
DTA: 3	NUDO: 3
APP: 2	SWAPO: 2
RDP: 2	MAG: 0

Females sidelined as political parties ignore 'zebra list' system



GLARING ABSENCE OF FEMALES IN POLITICAL PARTY LISTS



Ilme Schneider



Agnes Limbo



Nora Schimming-Chase



Pendukeni Iivula-Ithana

■ EMSIE ERASTUS
NAMIBIA might have signed the SADC Protocol on Gender Development which requires political parties to implement a 50/50 zebra list system by 2015, but disappointingly, it seems the signing was a mere formality.

The "zebra list system" refers to equal gender representation, meaning 50% female representation in political and decision-making positions by 2015. The agreement was signed by SADC Heads of State in August 2008 in South Africa and 'legally binds' SADC member states to speed up efforts towards gender equality in SADC.

With the Presidential and National Assembly elections looming ever larger, the major political parties have released their candidate lists and it is obvious that women will still not be represented fairly in politics after next

Haingora eighth.

The Rally for Democracy and Progress (RDP) equals Swapo's overall female representation and also have two women in the top 10. Agnes Limbo comes in fourth and Laurine Weyers tenth on the list.

Monitor Action Group (MAG) has close to 35% representation of women but has no women in the top 10.

The All People's Party (APP) has 32% female representation, with the first of the only two women in the top 10 (Mestchilde Ndumba) only coming in at position number five.

The DTA of Namibia has 3 women in their top 10 and close to 42% female represen-

tation on its list.

The Congress of Democrats (CoD), the only political party which has followed the zebra list system, has five women in the top ten, at positions 2, 4, 6, 8 and 10.

The United Democratic Front (UDF) also has 50% female representation with four women in the top 10. Only 12 women on UDF's party list made the top 30, with the remaining 25 falling below the 30 mark.

"The political parties failed the female citizens of Namibia. How can we vote for political parties if we as women are absent from their party lists?" said Elizabeth /Khaxas, Director of the Women's Leadership Centre. According to /Khaxas,

begun campaigning to encourage women to vote for political parties which give equal opportunities to women. "We urge women to vote for political parties that have honoured equal representation and have comprehensively addressed women's issues in their manifestos," said /Khaxas.

Emily Brown, a women activist and head of the Media Department at the Polytechnic of Namibia says the media is partly to blame for the absence of women in positions of higher authority as more male sources are quoted as speaking on politics than women. "In order to change this we need to let women speak and change this norm of letting men speak on behalf of women. The majority of people in Namibia are women, why can it not be mirrored in our political party lists?" Brown questioned.

She encouraged women to stand up and



POHAMBAMBA'S CABINET FAILS WOMEN

■ THERESIA THINENUNA

PRESIDENT Hifikepunye Pohamba has missed yet another opportunity to work towards ensuring that there is 50% women representation in positions of power by 2015 as dictated by the SADC Protocol on Gender and Development.

The President reduced the number of women in Cabinet when he appointed new members this week and in so doing did more harm than good for women's empowerment and gender equality.

Pohamba's previous Cabinet consisted of six women, namely Deputy Prime Minister Libertine Amathila, Minister of Finance Saara Kuugongelwa-Amadhila, now former Minister of Gender Equality and Child Welfare Marlene Mungunda, Minister of Environment and Tourism Netumbo Nandi-Ndaitwah, Minister of Justice Pendukeni Iivula-Ithana and Home Affairs and Immigration Minister Rosalia Nghidinwa.

The new cabinet has four women serving in their old positions, while the former Minister of Gender Equality Marlene Mungunda has been replaced by former Deputy Speaker Doreen Sioka. The position of Deputy Prime Minister which was previously held by Amathila is now filled by Marco Hausiku. The total number of women in Cabinet is five out of a total of 25.

"Government has not revisited these protocols, the fact that we are signatories and not monitoring and evaluating these protocols means we are only paying lip service," gender activist and Head Of Department at the Polytechnic of Namibia's Media Department, Emily Brown said.

She said even former President Sam Nujoma delivered the National Gender Policy document in 2007 that states in the foreword that Government is committed to principles of gender integration and the implementation of activities aimed at achieving gender equality. But even that statement seems to be all words but no action.

Namibia is also a signatory to the Millennium Development Goal (MDGs) of which the third goal pushes for the promotion of gender equality and women empowerment. One of the indicators mentioned under this goal specifies the proportion of seats held by women in national parliament.

According to Gender Links Namibia, "Twenty years after Independence women are still seen as second-class citizens, with less access to resources, income, land, decision-making power and personal freedoms than men."

"Enough is enough! We are holding Government account-

able for adhering to all of the national and international gender laws and policies it has signed over the past 20 years," fumed Gender Links.

The poor representation of women in Cabinet may be attributed to their mostly mediocre contributions to debates in Parliament. According to Executive Director of the Institute for Public Policy Research (IPPR) Graham Hopwood, in the past, some female MPs were nominated but then hardly spoke in Parliament for the five years they were there.

"More needs to be done in terms of training and empowering women at the grassroots level. This is where effective leadership skills can develop. Political parties should be doing this kind of training among their members, but also Parliament should be involved in training MPs for example in public speaking and understanding policy," Hopwood said.

But Sister Namibia's Sheema Magenya said just because women have proven to be less active in politics does not mean they should be given less say in governing the country. "It has to start somewhere, if women in Parliament are not empowered, how will the ones at grassroots level be motivated to climb higher with the assurance that their voices will be heard?" Magenya said, adding that most of the gender law policies have been rectified as a result of the few women that are in governing positions.



LESSONS LEARNT AND CHALLENGES

- Training should be continuous/ongoing
- When new staff are appointed, ensure that an opportunity for gender-based training is provided.
- Document best practices since it facilitates learning, and so best practices remain in the Department.
- Resistance to gender mainstreaming on the part of some trainers.
- Policy is needed where resistance is evident.
- Heavy teaching loads mean that planning for gender-related training essential.
- Review curricula with the view to gender mainstreaming

BEST PRACTICES

- Be vocal about gender mainstreaming.
- If not a member of Management, share with or involve Management in gender mainstreaming activities to garner support.
- When curriculum was audited, auditors praised gender mainstreaming activities - it enhances quality .
- Project proposals – often development partners/funders have to be reminded about gender.
- It is often through partnerships that projects can be undertaken which we could not manage on our own.
- Research



REPRESENTATION OF WOMEN - VISUALS



AN EXAMPLE: A GENDER ASSIGNMENT

DEPARTMENT MEDIA TECHNOLOGY

Media Advertising Strategies (MAS310S)

ASSIGNMENT 2 (GROUP ASSIGNMENT): Gender and Stereo

Assignment Brief:

1. Draft **five** questions which would focus on the respondents' knowledge about stereotypes. The respondents must be **three** PoN Journalism students. For e.g. "What does 'stereotype' mean?"
2. Analyse the responses (in percentages) by the three respondents and draw conclusions based on your analysis.
3. Compare your findings with that which is claimed in the article "Gender Bender" by Sheena Magenya in *Real Magazine, Volume 1, No. 4 (August 2009), page 3*. Such a comparison would require of you to state whether there are similarities or differences. Are the claims alluded to by the writer still valid, or do your research findings tell you something else?
4. Select a print ad which you consider to be stereotypical and one which is free of such stereotypes.
5. To what extent does gender play a role in the findings of your research and the ads selected.
6. Make recommendations for the ad industry regarding gender stereotyping .

Total: 50 marks

Due Date: 21 August 2009





THE FUTURE

- Institutional and Departmental Gender Policies
- A Gender Training Unit
- A gender resource centre



IT'S NEVER TOO LATE.....

- Numerous best practices to emulate
- Various resources which can be accessed
- There is a need – media content is richer and the quality so much better when gender is mainstreamed.
- It takes one or two within an institution or department to get the ball rolling....



THANK YOU!

