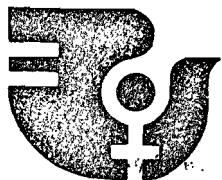




UNITED NATIONS



WORLD CONFERENCE
OF THE
INTERNATIONAL WOMEN'S YEAR
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Second Committee
Agenda item 9

CURRENT TRENDS AND CHANGES IN THE STATUS AND ROLES OF WOMEN
AND MEN, AND MAJOR OBSTACLES TO BE OVERCOME IN THE ACHIEVEMENT
OF EQUAL RIGHTS, OPPORTUNITIES AND RESPONSIBILITIES

Women and communication media

Dominican Republic and Peru: draft resolution

The World Conference of the International Women's Year,

Recalling Economic and Social Council resolution 1852 (LVI) on the implementation of the Declaration on the Elimination of Discrimination against Women,

Considering the importance of the mass communication media in determining the attitudes and values of the community and in effecting social changes,

Aware that the mass communication media influence ways of thinking and the formation of opinion and can contribute to the adoption of new attitudes regarding the roles of men and women in society,

Recognizing that in many instances the mass communication media (radio, television, cinema, the press, magazines, pamphlets, etc.) tend to reinforce and present a stereotyped, degrading and immoral image of women, particularly in connexion with the marketing of consumer goods,

Aware of the ability of the mass communication media to support the process of effecting structural changes in society by promoting the incorporation and participation by women in that process,

1. Requests Governments to promote, encourage and establish in their national mass communication media the projection of a dignified and positive image of women, divesting them of their role as vehicles for publicity and as targets for the sale of consumer goods, with a view to bringing about changes in the attitudes and ways of thinking of both men and women which will be conducive to securing the equality and integrity of women and their full participation in society;

2. Likewise requests those in charge of the mass communication media to cease projecting and gradually eliminate commercialized and stereotyped images of women, as

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well as the dissemination of any material tending to create prejudiced and negative attitudes with regard to the changes necessary for the revaluation of the role of women;
