

EXPOSING THE HIDDEN MESSAGES

Mediawatch, a Philippine Women's Collective

Advertisements are very powerful because they influence the way people see the world. Advertisements throughout the world treat men and women in very different ways. Men are shown as active, bold, and full of adventure. Women are shown as pretty, passive, and either sex objects or home makers. Their role in life is to please men.

Women are the only ones shown doing washing, cleaning, and caring for the family. And whilst the majority of people in the world are working class, advertisements show a middle-class life as the reality for most people. All of these adverts are watched by millions of people. People start to believe that how they see things done on the TV is how they are and



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should be. We don't see the struggles of everyday life in adverts. Adverts try to make us forget these struggles so that those in power can control us. The ideas put across by advertisements oppress people, and they must be fought. Mediawatch, a women's collective in the Philippines, is busy fighting some of the things about advertising.

Mediawatch is a Fighting Organisation
 Mediawatch is made up of women from different women's organisations in the Philippines. The women include housewives, professional, urban poor and rural women. They believe that men and women must be shown as equals, and that boys and girls should be brought up as equals. And so they fight against advertisements that promote the idea that women are unequal and inferior to men. Their struggles and victories show how we can change advertisements to put across ideas of equality between people. And ideas of respect for women as human beings.

Always On The Lookout
 Mediawatch is always on the look out for advertisements and articles that are offensive to women. They organise signature campaigns against advertisements that show women as inferior and unequal to men. There was an advertisement on Philippine TV called "Buy me". The advertisement showed a pretty woman asking her boyfriend to buy her all kinds of things. The tune of the advert really caught on, and you could hear children playing in the street and singing this tune. The advert's message was that women are pretty things who keep asking men to buy them things, and that men are the breadwinners. It showed a twisted idea of love and life. And it showed that owning things is what is important in life. Mediawatch

He'll see your beauty.



Baby's Own Cough Syrup and Tablets are the Gold Standard. Each bottle contains 100ml of Cough Syrup and 100 Tablets. Baby's Own Cough Syrup is available in 100ml and 200ml bottles. Baby's Own Tablets are available in 100 and 200 Tablets. Price per bottle is £1.99. Price per box is £3.99. Price per box is £7.99. Price per box is £11.99. Price per box is £15.99. Price per box is £19.99. Price per box is £23.99. Price per box is £27.99. Price per box is £31.99. Price per box is £35.99. Price per box is £39.99. Price per box is £43.99. Price per box is £47.99. Price per box is £51.99. Price per box is £55.99. Price per box is £59.99. Price per box is £63.99. Price per box is £67.99. Price per box is £71.99. Price per box is £75.99. Price per box is £79.99. Price per box is £83.99. Price per box is £87.99. Price per box is £91.99. Price per box is £95.99. Price per box is £99.99.

Baby's Own

Gentle medicine for baby's cough and tummy
 Help your baby breathe freely and sleep well with Baby's Own Cough Syrup. It soothes sore throats, eases tight chests and soothes phlegm. Ease the discomfort of wind and upset tummies by giving your baby Baby's Own Tablets. The tablets melt quickly and soothe and bring back smiles.

Baby's Own Tablets and Cough Syrup. Keep your baby happy.

BABY'S OWN PRODUCTS. For more information please write to 'BABY'S OWN' P.O. Box 2337, Beacon Bay 5205.

Baby's Own Name _____ Address _____

organised a campaign of letters, and protests to the advertisers of this advert. They got a lot of support from women. The company was forced to change the advertisement. And in the end they were forced to take the advertisement out altogether.

A Boy For President And A Girl For A Beauty Queen

Another advertisement that Mediawatch fought is one put out by a milk company. The advertisement showed that the boy who drinks milk could become a future president, while the girl who drinks this milk could become a beauty queen. Mediawatch believes that this discriminates against girls, as girls grow up to believe that they cannot do the serious and important jobs that boys and men do. This makes them grow up feeling inferior. Mediawatch started a campaign against this advertisement. At first the milk company ignored Mediawatch. But Mediawatch got a lot of support for their campaign, and the company was forced to change the advert.

Women Are Not Things To Play With

Mediawatch is opposed to advertisements that show women as sex objects. Many, many products are sold with half-naked women shown in a sexual way. The advert gives men the idea that if they buy that product, they will get the woman as well. In this way, women are treated like toys to play with and things to look at.

Mediawatch Collective feels strongly about fighting these adverts that degrade women, because it is part of how women are oppressed. Many people who watch adverts and programmes begin to believe that the way things are shown is the way things should be.

Vusi's wife is really cool...



and so is her Ocean fridge

This is harmful to women and men.

Teaching Children To Question

The TV teaches children to think in a certain way. Mediawatch is also keeping an eye open on the programmes that are shown for children on TV. A lot of the programmes promote the United States of America instead of promoting the culture of the Philippines. The United States of America used to rule the Philippines, and even today, they have big military bases there. Many mothers and fathers worry about USA cultural imperialism.

Getting People To Buy

The other thing about advertisements that Mediawatch is worried about is that advertisements make people want to buy things they cannot afford, or even do not need. People begin to feel inferior because they cannot afford all of the things.

Fighting For A New Kind of Society

Mediawatch says that adverts should not treat women or men as sex objects. They say that they should show both men and women doing housework and caring for children. That they should show people of all ages, not just young attractive people. That they should show men and women both as being capable of making decisions about important things, and of being independent. Adverts should use non-sexist language.

Mediawatch also works on trying to get the government to pass laws that forbid the exploitation of the image of women in newspapers, advertisements and in all forms of media. Mediawatch keeps its eyes wide open to fight for women's rights!

A Challenge to South Africa

In South Africa, we are exposed to the very same kind of advertising as in the Philippines. Yet no organisations have campaigned to stop them. It is a challenge to learn from the fight of the women in the Philippines to expose and fight these hidden messages.

In advertisements women are shown as sexual objects. Or as homemakers. Men are never shown looking after children, or doing housework. These are ideas that we must challenge!