

Reports From Around The World

Pakistan Women's Day Award

In keeping with the theme of World Communications Year, the Pakistan Women's Institute (PWI) decided to bestow its 1984 Women's Day Award on a distinguished woman in the field of communications.

Mrs. Miriam Habib, a senior staff member in the national daily «Pakistan Times», was chosen for the award for her devoted services and deep concern for the advancement of women in Pakistan.

A member of the PWI Advisory Committee and chairperson of PWI Research Project «Portrayal of Women through Communication Media - Pakistan» Mrs. Habib said to the students of Kinnaird College for Women - Lahore, while receiving her award:

«If media are to serve the women's cause, it must be recognized that women, literate and illiterate, have brains, curiosity and creativity. The old restricting images of women should be replaced by fresh ones which depict women in favorable light.

«A code of ethics could be drawn up for the compliance of all media workers and advertisers, directed to the building of a positive attitude and self-confidence among women. Such a code would also discourage the projection of a detrimental or restrictive image of women».

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