

The Media Watch Unit Project



The Media Watch Unit Project is yet another vital project being implemented by NCW. The main importance of the project lies in its main strategy which aims at monitoring and analyzing women-related issues and concerns as presented in the various forms of the media (printed or broadcast) as well as identify where the media stands vis-a-vis women's issues. A main function of the Media Watch Unit is to analyze the negative as well as the positive portrayal of women by the Media with the aim of changing the negative traditional misconceptions and stereotypes about women. The aim is to ensure that women are depicted in a positive image which enable them to perform their social, cultural, economic and political roles and integrate them in comprehensive development programs.



The Unit was created within the framework of a cooperation agreement signed on April 27, 2004 between NCW and UNICEF.

The project has succeeded in achieving its main objectives which aim to:

- Produce quarterly reports on the development of women's image as portrayed by the various forms of the media.
- Draft a strategy which focuses on laying down a conceptual framework whereby NCW can coordinate with the Egyptian media to reach a positive media approach for dealing with women's issues, an approach which help women overcome the barriers facing their full participation in comprehensive development efforts.

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