

Subprogramme 1.2 Promoting more positive attitudes towards the  
role of women in development

Intergovernmental objectives

- (i) To launch a comprehensive and sustained public campaign to challenge and abolish all discriminatory perceptions and attitudes towards women by the year 2000;
- (ii) To achieve substantial and continuing improvement in the portrayal of women in the mass media and to develop attitudes and produce materials that illustrate positive aspects of women's roles and status in intellectual, cultural and other activities as well as egalitarian relations between the sexes;
- (iii) To foster recognition of the value of maternity and the common responsibility of men and women in bringing up children;
- (iv) To promote women's studies in the curricula of schools, colleges and universities;
- (v) To promote special measures designed to redress the imbalance imposed by centuries of discrimination by eliminating prejudice and customary practices based on beliefs about the inferiority of women or on stereotyped roles for men and women;
- (vi) To accelerate the attainment of de facto equality between men and women.

United Nations system objectives

- (i) To establish a television series on women for dissemination world wide;
- (ii) To make available the women's radio programme in four languages, together with materials to adapt it into local languages;
- (iii) To update "The State of the World's Women" in conjunction with each major review of the Forward-looking Strategies and prepare press kits to accompany each updated version;
- (iv) To establish a training programme in journalism and media management for women;
- (v) To achieve equal participation by women in all United Nations public information activities;
- (vi) To complete guidelines on the study of sex stereotyping at the national level and on the development of techniques and action programmes to combat it;
- (vii) To promote the establishment of women's studies programmes in all developing countries;
- (viii) To complete a world history of women's contribution to development;