The Image of Woman: mediating cultural values through images

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problem

sub Saharan Africa is receiving & savouring values of others and not portraying its own

how is this one-sided flow of values going to affect sub Saharan value development?
Part one
whatever is being displayed on the platform of technology –is it really VALUES? human values?

Part two
illustrate –using literary image– some values associated with woman (womanhood) in Kenya compare this with womanhood in technology i.e. global, popular mass & social media
Conclusion
Digital media is awash with images of woman; digital media has a paucity of human values. Sub-Saharan Africa has not contributed a majority of these images.

Africa should now engage technology, be pro-active & express REAL cultural/human values.

How? Belongs to another chapter.
personalist philosophy

• human person = rational animal with ability to know & appreciate truth good

• demonstrate humanity by living in common union of persons
various unions
substantial union

unions of order
  relation of place
  partnership
common union (community of persons)
confuse partnership with true communion of persons

partnership
private good
paramount
can move out &
take with you private good
its about me

community
common good higher
than private good
cannot move out &
carry away the commonality
its about us
cultural–human values belong to realm of community

partnership

common unity

values

cultural–human values
community: goes beyond me...

- I am part of something much greater than myself
- I give myself to other persons
- I become what I am meant to be -human
image of womanhood in Kenya

The River and the Source by Margaret Ogola
(Focus Publishers, Nairobi 1994)

Since 2000 has been set literature text for teenagers

protagonist is Akoko, then her daughter, Maria followed by Elizabeth and her twin daughters
womanhood as portrayed in Akoko and her progeny

positive values

generous, loving, self sacrificing for family and larger community, hard working to fend for those around her ...

negative values

petty, lazy, quick tempered, passive, indecisive, astute ...
womanhood in digital media

tends to be:

supermodel about 25 years old

stunningly beautiful (photoshopped?)

body hugging clothes (& scanty)

more seductive than attractive
rationale behind these images

womanhood as portrayed in Akoko and her progeny
  • to let the audience know who a Kenyan women is

womanhood in digital media
  • utility product

Africa should now engage technology, be pro-active & express values that belong to her communities.
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Thank You