Re-learning to be Human for Global Times: Challenges & Opportunities

# The Image of Woman:
# mediating cultural values through images

## Lydia Muthuma, PhD
### Technical University of Kenya

muthumalydia@icloud.com

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RESEARCH IN VALUES AND PHILOSOPHY

& MAKERERE UNIVERSITY

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

<u>conclusion</u>
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

<u>various unions</u>
substantial union

unions of order
   relation of place
   partnership
   common union (**community** of persons)

confuse partnership with true communion of persons

| **partnership** | **community** |
|---|---|
| private good paramount | common good higher than private good |
| can move out & take with you private good | cannot move out & carry away the commonality |
| its about me | its about us |

cultural–human values belong to realm of community

**partnership**

~~cultural–hu~~ values
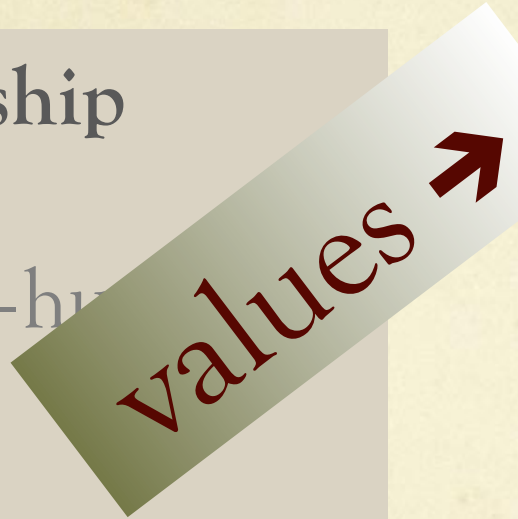
values ↗

**common unity**

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

for community ✔

womanhood in digital media
- utility product   for utility-partnership  ✗

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

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# Thank You