

The Role of the Palestinian Media in Supporting Women's Issues

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The general image of women in media is stereotyped as a victim and a tool to promote goods by showing flesh. From here came the need to change and to highlight women's roles as more positive by representing their activities and contribution to develop and change society throughout institutions and community networks, whereas the importance and role of media lies in their actual contribution in developing society and establishing democracy and values of equality among all segments of this stereotyping, regardless of religion, race, sex. Where there are the Palestinian media which has become so specific long time ago according to the special history conditions experienced by the Palestinian militant .Media in Palestine has been associated and closely linked to the political action and struggles which were influenced by the political reality that Palestinian people lived throughout the years. And given to the importance as well as the recent Palestinian experience in both audio and visual media fields, they have enriched the role of women in media, and in return enriched media women experience. as for the importance of audio-visual media in supporting Palestinian women's issues, we shall promote the general social concepts that changed the stereotype outlook of Palestinian women women as women who had an important role in the twenties against the British Mandate have played an important role in the heroic Palestinian history, as they have been and remains an integral part of the Palestinian Popular Resistance, Women sector had an important participant as well, and perhaps the most prominent feminist activity was forming the first Palestinian Women's Union in 1921. Thus we can say that Palestinian media speech takes into account all the different sides of women's issues , and that can not be achieved without the collective pressure from media, institutions and political parties that insurers the rights of women as well as men in the society which democracy freedom and community values of justice was pressured and focused in directing and drawing national media strategy that works in all various specialties of media, which includes in its core respect for human rights in general, especially the citizen, and in the heart of it women and marginalized rights in media - .Key words: the media, the Palestinian media.