Students march against opposition

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demonstrating today to establish a new tradition: a tradition of opposition to violence against women and the oppression of women. The old tradition on registration day was to show a pornographic film, which promoted violence against women on this campus.

"We feel that violence against women is made acceptable by ideas expressed in advertising, popular culture and pornography. Women are shown in ads for consumer products, for example automobiles, as if they too are commodities. Women are shown subordinate to men and in pornography are shown as sexually available to any man at any time. This stereotyping of women is similar to the racist stereotyping which affects both sexes.

Violence against women is widespread and affects women of all ages. In a recent survey of 800 randomly chosen households in San Francisco, women reported that 44 percent had been raped once or more times (not including marital rape), 38 percent had been physically abused once or more times (not including marital rape), 33 percent suffered from violence against women, 38 percent had been sexually abused as children, and 53 percent had been sexually abused by boyfriends. The old tradition on registration day was to show films that promote violence against women. The old tradition on registration day was to show a pornographic film, which promoted violence against women on this campus.

The rally was targeted at both sexes, Williams said. Many women are unaware of the dangers that Profernina protests, she said, because of their relative ignorance and apathy. Many women are too wrapped up in their own lifestyles to be concerned with feminist concerns, she said.

These women's self-imposed isolation is partially the result of their involvement with their families and careers, Williams said. This attitude is more common among upper-middle class women, who are farther removed from the realities of violence and economic discrimination, she added.

Additionally, many women face male pressure "not to get involved" with feminist concerns, particularly from husbands and boyfriends, Williams said.

Goals and issues

Profernina's stated goals include increasing public awareness of different kinds of discrimination against women and pointing out the many activities that threaten women. The types of discrimination that they oppose include economic discrimination, violence against women, including intimidation in advertising and the portrayal of women in pornography, and legislation that would restrict a woman's control of her own body.

In its September newsletter, members of Profernina studied the rally a "first-step approach," explaining that Profernina hoped to finally advertise its cause. She compared Profernina's tactics to subliminal advertising, saying that the rally's message should remain with people subconsciously even if they ignored it consciously.

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