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MEDIA FOR DIVERSITY AND
MIGRANT INTEGRATION

**Studying and evaluating the role
of the media in migrant
integration:
Introductory Remarks for the MEDIVA
Project**

Anna Triandafyllidou and Iryna Ulasiuk
European University Institute



*The MEDIVA Project is co-funded by
the European Fund for Integration of
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Actions 2009*

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MEDIVA PROJECT

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The MEDIVA Research Project

Media for Diversity and Migrant Integration: Consolidating Knowledge and Assessing Media Practices across the EU

The MEDIVA project seeks to strengthen the capacity of the media to reflect the increasing diversity of European societies and promote immigrant integration. To achieve this objective, the project will organize the knowledge produced so far and will create a searchable online database of all relevant studies on media and diversity/integration issues that will be made available for use by the media professionals as well as the general public. Building on the existing work and combining it with a series of in depth interviews with senior journalists across Europe, the MEDIVA project will generate a set of media monitoring indicators (which will be available in 8 languages) that can work for different media, in different countries, and that can provide the basis of a self- and other-assessment and future monitoring mechanism in the media. Four thematic reports will be written to reflect on how journalists and other media professionals deal with migrant diversity in five areas of their work: in recruitment/employment conditions; in training provided; as regards codes of ethics; in news making and programme production; in presenting diversity (news content). Finally, five Regional Workshops will bring together media professionals, NGOs and researchers to discuss the role of the media in promoting migrant integration.

The MEDIVA project is hosted by the Robert Schuman Centre for Advanced Studies and co-ordinated by Prof. Anna Triandafyllidou (anna.triandafyllidou@eui.eu). The project is co-funded by the European Integration Fund for Third Country Nationals, Community Actions 2009.

The EUI and the RSCAS are not responsible for the opinion expressed by the author(s)

The Robert Schuman Centre for Advanced Studies (RSCAS), directed by Stefano Bartolini since September 2006, is home to a large post-doctoral programme. Created in 1992, it aims to develop inter-disciplinary and comparative research and to promote work on the major issues facing the process of integration and European society. The Centre hosts major research programmes and projects, and a range of working groups and ad hoc initiatives. The research agenda is organised around a set of core themes and is continuously evolving, reflecting the changing agenda of European integration and the expanding membership of the European Union. One of its core themes is Migration .

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Abstract

Europe has experienced important tensions between national majorities and ethnic or religious minorities, more particularly with migrants and their offspring during the past ten years. These tensions largely understood as an ethnic or religious issue have been however exacerbated by the global financial crisis that has hit all EU countries (even if at varying degrees) since 2008. Indeed at these times of economic crisis, rising unemployment and increasing insecurity, non EU citizens who reside in EU countries tend to become the target of xenophobic and racist attitudes. In this context, the question of third country nationals' (TCN) integration becomes all the more pressing to preserve social cohesion and also to help EU societies overcome the crisis. The media have a role to play under these circumstances in promoting policy discourses and media representations that are pro-integration and not immigrant-phobic. The importance of this role is acknowledged by politicians, policy makers, scholars and migrants/minorities themselves. There have been several initiatives initiated by European institutions such as the Fundamental Rights Agency (FRA), Directorate General for Employment and Social Affairs (DG EMPL), the European Broadcasting Union (EBU), the International Federation of Journalists (IFJ), which have aimed at strengthening the capacity of the media to reflect diversity. Several studies have identified best practices and have presented these with a view to raising awareness among media companies and media professionals. Hard facts and figures are needed to assess and plan pro-integration policies and practices. These should be derived from both qualitative and quantitative measurements. Regular and thorough analysis of different aspects of media production can lead to re-balancing of the output in favour of negatively stereotyped immigrant groups. The MEDIVA project adopts this view and capitalizes on the work done so far by combining it with a series of in-depth interviews with senior journalists across six member states (Greece, Ireland, Italy, the Netherlands, Poland, the UK) with a view to understanding better how journalists and other media professionals assess the tools they have so far in dealing with migrant diversity (recruitment/employment conditions, training provided, codes of ethics, knowledge about diversity and how all these are combined in everyday work in news making and programme production). The MEDIVA project will use this added knowledge to create a set of Indicators of Media Capacity to Reflect Diversity and Promote Migrant Integration. This project builds on the existing work but also goes a step further from the studies that exist so far which have generally provided for best practice knowledge, training tool kits and media content analysis but have not yet created a tool for self-/other-assessment and monitoring of the media on reflecting diversity and promoting TCN integration. This paper provides definitions for key terms used in the project, demarcating the field of study and clarifying the project's objectives

Keywords

Media, ethnic diversity, integration, assimilation, media indicators, good practices

1. Project Rationale

Europe has experienced important tensions between national majorities and ethnic or religious minorities, more particularly with migrants and their offspring during the past ten years. Such conflicts have included the violence in northern England between native British and Asian Muslim youth (2001); the civil unrest amongst France's Muslim Maghreb communities (2005); and the Danish cartoon crisis in 2006 following the publication of pictures of the prophet Muhammad. Muslim communities have also come under intense scrutiny in the wake of the terrorist events in the United States (2001), Spain (2004) and Britain (2005) and there is growing skepticism amongst European governments with regard to the possible accession of Turkey into the EU, a country which is socio-culturally and religiously different from the present EU-27. Tensions are also exemplified in local mosque building controversies in Italy, Greece, Germany or France.

The above tensions largely understood as an ethnic or religious issue have been however exacerbated by the global financial crisis that has hit all EU countries (even if at varying degrees) since 2008. Indeed at these times of economic crisis, rising unemployment and increasing insecurity, non EU citizens who reside in EU countries tend to become the target of xenophobic and racist attitudes. Extreme right wing parties like the Front National in France or Lega Nord in Italy find convenient and easy answers to the citizens' worries by putting the blame for all the problems of European societies on to immigrants.

In this context, the question of third country nationals' (TCN) integration becomes all the more pressing to preserve social cohesion and also to help EU societies overcome the crisis. The media have a role to play under these circumstances in promoting policy discourses and media representations that are pro-integration and not immigrant-phobic. The importance of this role is acknowledged by politicians, policy makers, scholars and migrants/minorities themselves.

There have been several initiatives initiated by European institutions such as the Fundamental Rights Agency (FRA), Directorate General for Employment and Social Affairs (DG EMPL), the European Broadcasting Union (EBU), the International Federation of Journalists (IFJ), which have aimed at strengthening the capacity of the media to reflect diversity. Several studies have identified best practices and have presented these with a view to raising awareness among media companies and media professionals. Among these initiatives, it is worth highlighting the Media4Diversity project completed in 2009 and the Diversity Toolkit for Factual Programmes in Public Service Television published in 2007 with the support of the EBU and the FRA; the Tuning into Diversity project and the related MMIM, Dialogue and MEM projects, the related 2010 conference and development of Diversity Toolkit for NGOs; the Ethical Journalism Initiative of the IFJ and the Annual Reports on Media and Intercultural Dialogue published by the MIRAMEDIA organization who is also partner in this project.

The aim of the MEDiVA project is not replicate this work but rather to organize the knowledge produced, emphasising the link between work done on media and diversity (often relating to EU citizens of minority background) with work focused on the media and TCN integration. Thus existing knowledge will be made available to media professionals and a wider public through the creation of the MEDiVA online bibliographical database (www.mediva-biblio.eu).

What gets Measured gets Done noted in 2006 the Eurovision Intercultural and Diversity Unit. Hard facts and figures are needed to assess and plan pro-integration policies and practices. These should be derived from both qualitative and quantitative measurements. Regular and thorough analysis of different aspects

of media production can lead to re-balancing of the output in favour of negatively stereotyped immigrant groups.

The MEDIVA project adopts this view and capitalizes on the work done so far by combining it with a series of in-depth interviews with senior journalists across six member states (Greece, Ireland, Italy, the Netherlands, Poland, the UK) with a view to understanding better how journalists and other media professionals assess the tools they have so far in dealing with migrant diversity (recruitment/employment conditions, training provided, codes of ethics, knowledge about diversity and how all these are combined in everyday work in news making and programme production).

We have selected these six Member States for a more qualitative in-depth study with a view to combining and comparing within the project, two immigration countries with a long term experience in managing diversity, such as the Netherlands and Britain; three immigration countries that have recently started developing diversity integration policies (Greece, Italy and Ireland), and one country that is still caught between the centrifugal forces of emigration (mainly to other EU countries) and immigration (from East-Eastern Europe), notably Poland.

The MEDIVA project will use this added knowledge to create a set of Indicators of Media Capacity to Reflect Diversity and Promote Migrant Integration. This project builds on the existing work but also goes a step further from the studies that exist so far which have generally provided for best practice knowledge, training tool kits and media content analysis but have not yet created a tool for self-/other- assessment and monitoring of the media on reflecting diversity and promoting TCN integration.

Our Media and Diversity Indicators (qualitative and quantitative) will aim to assess the capacity of media outlets to reflect diversity and promote migrant integration. In particular, they will evaluate the following aspects:

- a. media content (what and how is presented in the news)
- b. media newsmaking/programme production practices (news filters for instance)
- c. media recruitment/employment practices (provisions for recruiting minority/migrant staff, careers of this staff, existence of glass ceiling)
- d. media training practices (on migrant reporting, diversity management)

This paper aims at providing definitions for key terms used in the project, demarcating the field of study and clarifying the project's objectives.

2. Definitions of terms used and scope of the project

The MEDIVA project concentrates on third country nationals, notably people who are not EU citizens but who live on a short term or long term basis in the EU. They may be first or second generation immigrants, may be established in the EU with or without their families. While integration issues normally concern immigrants that have settled in a country, given the fluidity of contemporary migration patterns we shall focus here on persons that do not hold EU citizenship and who are first or second generation immigrants or asylum seekers, living in the EU for at least one year.

In the Asylum and Migration Glossary issued by the European Migration Network, integration is defined as a 'dynamic, two-way process of mutual accommodation by all immigrants and residents of members states'. The Glossary also adds that 'the promotion of fundamental rights, non discrimination and equal

opportunities for all are key integration issues at the EU level.’ Integration policy in the EU follows a set of common basic principles although integration issues are the prerogative mainly of member states, in line with the principle of subsidiarity.

In sociology and political science the term integration is considered a fuzzy term and for this reason quite problematic. A minimal working definition adopted in this work for integration is the following: integration is a social, economic and political process that regards the Integration is a social, economic and political process that aims for the fullest possible inclusion of immigrants in their country of destination. Integration requires both the effort of migrants to adapt to the new reality and the effort of the host population to adapt to the presence of migrants and the changing character of the host society. Integration models can vary but these are discussed in more detail further below.

In common parlance, integration is often confused with assimilation. Assimilation is a social process by which the immigrants completely adapt to the traditions, culture and mores of the host country, and eventually become part of the host nation gradually abandoning their own ethnicity, culture, and traditions. Assimilation is indeed a one-way process that involves the effort of immigrants to adapt to the destination country and its dominant culture through gradually losing their own cultural traditions and ethnic identity. Assimilation is in this sense a distinct concept from integration.

Europe has experienced large emigration and immigration flows in the past. During the last 40 years it has become an immigration continent. Alongside the growth of immigrant communities, from the 1960s onwards, a concern has arisen with the incorporation of newcomers and their offspring not only in the labour market but also in society. During the 1970s assimilationist approaches were rejected in many of the large receiving countries in the West and North of Europe with a view to developing principles and policies that would accommodate and incorporate languages, religions, cultural traditions and ethnic customs that were brought in by immigrant groups. The overall debate and societal concern with recognizing diversity has been subsumed under the general term multiculturalism which for its followers has meant respect and recognition of diversity, equal treatment and full participation in the society of settlement and the possibility of not only individual but also collective self-expression for minority and immigrant groups. For its opponents multiculturalism has commonly been viewed as a recipe for dismantling national traditions and societal cohesion (Vertovec and Wessendorf 2004: 3).

Since the 1970s there has been a wealth of research on migrant-related cultural, religious and ethnic diversity and the challenges that it raises. Two aspects of social life have come under the scrutiny of scholars in this field:

First, **questions of social inequality and policies that seek to address it:** how does cultural or religious diversity relate to the (re)production of inequality, disadvantage and exclusion? How do structural factors adversely affect minority groups and what kind of policies should be developed to ensure equality of opportunity and outcome? Scholars have focused on specific aspects of social exclusion such as racism (Solomos, 2003; 2004; 2005), ethnic disadvantage (Heath and Cheung, 2006; Modood and Werbner 1997a; 1997b; Dhami, Squires and Modood 2006; Loury, Modood and Teles 2005), the combination of different forms of inequality such as class, ethnicity, race and gender (Yuval Davis and Anthias 1992; Dietz and El-Shohoumi 2005). Also recent studies have looked at the so-called ‘*progressive dilemma*’ (Van Parijs 2004; Pearce 2004; Banting and Kymlicka 2006) notably whether states should privilege policies that address inequality in general or group-specific disadvantage and how economic solidarity relates to cultural diversity. Both the issue of cross-cutting and intertwined dimensions of inequality and disadvantage are crucial to analysis of diversity and tolerance in European societies.

Second, researchers have discussed **the issue of political representation and participation**: how should institutions be restructured in ways that include immigrant communities and ensure their voices are heard. Research on these issues has looked at local policies of integration (for a recent overview see European Foundation for the Improvement of Living and Working Conditions, 2007), the development of migrant consultative structures and national political opportunity structures for migrant participation (Koopmans 2004), migrant organisations and patterns of migrant civic participation (Fennema and Tillie 1999; 2001; Fennema 2004; Phalet and Swyngendouw 2002; Jacobs et al. 2004; Jacobs et al. 2006; Jacobs and Tillie 2004) and overall migrant participation in public life (Vogel, 2007).

The question of media consumption and media use cuts across these two main dimensions as for instance media consumption is related to issues of social and economic (in)equality. While active participation in the media or for instance the setting up of ethnic media is closely related to issues of civic and political participation. The relevant scientific literature has discussed migrants as media users/consumers and less so as media producers or professionals.

While a full review of the relevant literature is part of the project's future work it is worth noting here some important themes that have so far connected the media with the question of migration integration:

- Patterns of media use (what kind of media, how often read/watched) and their impact on migrant integration.
- The impact of social and economic features of migrants on their patterns of media use.
- Ethnic media ownership as well as consumption and their relationship with processes of migrant integration.
- The role of new media and new technologies in forging new lifestyles and new identities among ethnic minority and immigrant youth, especially in European metropolises.
- The representation of immigrants in the media and the impact of negative media stereotypes on migrant inclusion/exclusion patterns
- Ethical issues on migrant news reporting

The MEDIVA project will take stock of the relevant literature and will develop new knowledge on the media's role so far in reflecting diversity and promoting migrant integration.

The project is concerned with all types of media: print or electronic. Hence it will include into its research and dissemination activities the press (daily or weekly), electronic newspapers and web sites, radio and television.

The project is concerned both with mainstream and specialized or minority media. The project reviews studies on and seeks to engage with

- Mainstream media: such as large newspapers, public broadcast television, private television channels and internet news sites,

- Specialized thematic media such as music radio channels or TV stations and thematic magazines,
- Ethnic media, notably radio or TV stations, press and internet web sites run by immigrant organizations, owned by immigrants or run by local, regional or national authorities, by private companies or by civil society but devoted to immigrant communities.

Given the aim of the project to provide a knowledge base but also assess how the different types of media reflect immigrant diversity and promote migrant integration, we cast our net as wide as possible in reviewing (for our online database) studies on any type of media (any kind of technological type, any kind of ownership, any kind of audience). We also seek to produce migrant integration indicators for the media that can be applicable in all these different types of media.

In the empirical part of the research, in particular in our interviews with senior journalists, we shall mainly concentrate on the mainstream media as these are the media with the largest audience and those that can be most important in generally reflecting the ethnic and cultural diversity of society, promoting a positive view of diversity and contribution to migrant integration in society both through their programme content and through their employment and training practices.

This study is concerned with cultural diversity writ large, notably with individuals or groups that have different ethnic descent than the majority group in a country (ethnic diversity), different phenotype and physical traits (racial diversity), different cultural traditions, customs and language (cultural diversity), and/or different religion (religious diversity). In sociological studies the terms ethnic and cultural diversity are often used as synonymous to refer to different language, customs and traditions including codes of behaviour, codes of dressing, value orientations, without distinguishing between the two. Sometimes it is often hard to tell whether a given group is facing ethnic or racial prejudice (e.g. Afghani or Pakistani immigrants are discriminated because of their ethnicity or skin colour?). Religious diversity is more often than not clearly distinguished from the other three forms as it refers to a different religious identity that may over-ride ethnic affiliation. Indeed people of different ethnic backgrounds may share the same religion (e.g. southeast Asians in Britain, Moroccans and Turks in the Netherlands or in Germany).

3. Review of previous studies and related tools

The media capacity to reflect diversity and promote integration has been in the focus of attention of several European institutions including the Fundamental Rights Agency (FRA), DG EMPL, the European Broadcasting Union (EBU), the International Federation of Journalists (IFJ). Several studies have been carried out and have identified best practices. The latter have been presented with a view to raising awareness among media companies and media professionals.

Among these studies and initiatives, several are in particular stand out.

1. Under the auspices of the EBU, the collective knowledge of a number of European public service broadcasting professionals working specifically with and for cultural and ethnic minorities was gathered in the *Diversity Toolkit for Factual Programmes in Public Service Television*. Further developed through a series of workshops financed by the European Social Fund the *Diversity Toolkit* was published by the FRA in 2007. The *Diversity Toolkit* concerns public broadcasters in general and news - and information programmes especially. It contains information on how to promote the principles of cultural

diversity in broadcast organisations and TV programmes and addresses questions such as: How can TV professionals better reflect on screen the diversity of societies? How should cultural diversity in television, especially in news and current affairs programmes be handled? The *Diversity Toolkit* brings together practical elements (checklists, references) and good practice advice that can be used, applied and learned from.

2. Within the framework of the *Media4Diversity project* the IFJ, the Media Diversity Institute and Internews Europe, came up in 2009 with a study ***Taking the Pulse of Diversity in the Media : A Study on Media and Diversity in EU Member States and 3 EEA countries***, which contributed to the debate about how media play a role in maintaining solidarity, respecting diversity and building unity in the future of Europe. The study identified over 150 initiatives by, or about, the media (TV and Radio broadcasters as well as the print and online (Internet) media) that countered discrimination (age discrimination; national, ethnic and racial origin; gender and multiple discrimination) and promoted diversity, across Europe between 2002 and 2008. The initiatives have been classified under their main area of focus (i.e. the area of activity they want to strengthen, improve or develop): journalism, production, employment, training, partnerships and organization. From the 150, 30 selected examples have been included in the final publication. While producing practical guidelines – about all aspects of the implementation of media diversity initiatives and how they might be adapted to in-country contexts, specific formats and discrimination grounds – was beyond the scope of the work of this study. Based on the research of the study, recommendations for future action have been made.

The first of four main recommendations in the Study calls for all actors to see the new opportunity in a diverse environment, and to recognize that a more balanced and faithful representation of Europe's diversity will reap a dividend of greater social cohesion and security, public trust in the media, but also new avenues for income through journalism and production that has greater resonance with its audience. The second recommendation stresses the need to "step up the dialogue", i.e. to encourage and participate in balanced, inclusive national and European dialogues, platforms for reflection, debate, cooperation and partnerships between policymakers, civil society organizations and media organizations on the role of media in promoting diversity and combating discrimination in order to identify emerging opportunities and exchange best practices. The third calls for comprehensiveness and equal recognition of all areas of discrimination (national, racial or ethnic origin, also specifically related to Roma, religion or belief, disability, sexual orientation and gender identity, youth and old age, as well as gender and multiple discrimination – both as a whole and individually in relation to the specific objectives of any media diversity initiatives). The need for appropriate tools for setting aims, but also measuring outcomes is the forth recommendation for all partners in the social process. When designing any media initiative in order to promote diversity and challenge discrimination in an organisation or across organisations, the need to establish and communicate clear and quantifiable goals was stressed (such as minimum targets in diversity recruitment, minimum annual training hours for the workforce, and concrete targets for audience increases from groups facing discrimination) together with the need to ensure that progress is monitored continuously and fully evaluated once an initiative has run its course.

3. ***Tuning in to Diversity*** is yet another research programme initiated by a transnational partnership of organisations linked to the *Online/More Colour in the Media* network. Coordinated by the Italian research institute Censis, academics and NGO professionals from Italy, France, the Netherlands, and the UK the project has worked to develop methodologies for monitoring discrimination in and by the media in Europe and in 2002 arrived at an evaluation of good practice, guidelines, and recommendations. Guidelines and recommendations about equality and diversity in the media were gathered and analysed, media coverage about ethnic minorities and their countries of origin was researched, and an inventory of

existing media products and projects were compiled in the report *Tuning into Diversity: Immigrants and Ethnic Minorities in Mass Media*.

3. Related to the *Tuning in to Diversity* project are the **MIM (Migrants in the Media)**, the **DIALOGUE between new citizens and the MEM (Multicultural Europe in the Media)** projects.

The MIM project was implemented from October 2008 to April 2010. The participants in the MIM project were Public Broadcast Services (PSBs) and immigrant organisations (NGOs) from seven EU countries: Belgium, Germany, Greece, Hungary, Italy, The Netherlands, and Sweden. The aim of the MIM project was to improve the interaction between TCNs and EU member states citizens by promoting intercultural competences for programming -and journalistic staff of national PSBs and media skills for immigrant organisations (NGOs). One of the outcomes of the project was the development of a *Diversity Toolkit for Initiating Intercultural Dialogue Between CSOs and the Media*. As the authors put it themselves (p.4), this toolkit is the sister publication to the *Diversity Toolkit for Factual Programs in Public Service Television*, and aims to help CSOs representing immigrants and minorities to reach out to media and be heard by them.¹

In June 2009 the *DIALOGUE* between new citizens project was started. It has been developing on the same line of the MIM: journalists and NGOs working in parallel to improve the portrayal of immigrant populations in the media and to promote more intercultural competencies amongst media professionals and within media outlets. Sharing aims and approaches with the MIM, the *DIALOGUE* projects works on a different geographical level and with different kind of media: it involves journalists and other professionals from local media outlets (radio, TV and press) and representatives of minority/immigrants organisations and councils in Italy, Spain and Greece.

The MEM project, the follow-up of the MIM project, involves organisations from 7 Central and Eastern European countries and from 3 North European countries in a series of trainings and other events taking place at both international and national level. Similarly to the MIM project, the MEM project joins together representatives of PSBs and of minority NGOs in trainings and other “networking events” in order to create an atmosphere of mutual understanding and national platforms for dialogue amongst the two parts.

The *Tuning in to Diversity 2010 Conference*, which took place in Budapest on 25 and 26 February 2010, was at the same time the closing event of the MIM and the starting one of the MEM. The Conference represented a unique occasion for media professionals, NGOs etc to meet, discuss and exchange their experiences and their perspectives. The conference’s aim was to look for ways in which both the media and organisations representing third-country nationals living in Europe could participate in constructive dialogues to support the interculturalisation process of the media. The questions addressed comprised among others: How can journalists and media professionals develop parallel work to make the media more diverse? Which tools and methodologies are in place to make this change? What is working at community and local level and what can be changed at national and European level?

¹ It consists of three parts. Part I is meant for CSOs that want to start and/or reinforce the relationship between their minority groups and the media in general, or with some journalists in particular and covers issues like monitoring the media, contacts with the media, and how to react to media coverage. Part II deals with specific issues that can be of interest to some minority or immigrants groups in specific countries or facing specific situations. Part III consists of practical tips and examples of how to approach training. Remarkably, the discussion of each issue is followed by simple and focused questions and by training exercises for individuals and for groups.

4. Of interest to us is also the **Ethical Journalism Initiative (EJI) of the IFJ launched in 2008**. It is a campaign and programme of activity developed by journalists and media professionals to restore 5 core values and mission to their profession: to respect the truth; to be independent and impartial; to seek to do no harm; to be open, transparent and accountable to peers; to act in the public interest.

The EJI aims to strengthen press freedom, reinforce quality journalism and consolidate editorial independence through a range of activities, among which:

- supporting mapping projects and actions to examine what actions media and journalists' organizations are taking at national level to promote quality and sound journalistic practice in covering minority groups and dealing with conflict situations;
- analysing structures within media aimed at ensuring transparency and editorial independence and supporting self-regulation and effective mechanisms to deal with complaints from readers, viewers or listeners;
- producing a publication highlighting best ethical practice and giving practical tips and advice for encouraging a culture of sound, considerate judgment in the newsroom;
- a website collecting information on existing initiatives promoting quality journalism in intercultural dialogue;²
- training journalists on editorial decision-making³ and editors on newsroom management⁴
- monitoring violations of independent and ethical journalism through surveys and reporting on issues of ethical concern

5. Last, but not least, remarkable remains the input of one of partners to the MEDIVA project, **Mira Media**, the Dutch centre of expertise on Media and Diversity, into achieving more diversity and ethnic pluralism in the media. One way of doing that has been the production by Mira Media of *reports on Media and Intercultural Dialogue* in Europe which offer a wide range of information and best practices in the field of media and cultural diversity. Recommendations from past European conferences and expert meetings are displayed, as well as examples of European developments and good practices.

4. New developments brought in by this project

Contrary to many of the previous initiatives and studies as well as diversity toolkits and monitoring exercises, this project specifically concentrates on third country nationals, i.e. on first generation migrants that are those who face perhaps the most pressing difficulties with regard to their social and economic integration in the destination country. Many previous studies have included both immigrants and naturalized citizens or second generation migrants. While their scope and ambition have been higher they have probably been a little less focused to the particular challenges that first generation immigrants face in

² <http://www.ethicaljournalisminitiative.org>. The site features a book, *To Tell you the Truth* which is an introduction to the ethical environment for journalists

³ how news are selected and presented while at the same time focusing on newsworthy topics and issues that journalists would normally report

⁴ how to create space for debate and better mechanisms for editorial decision-making, how to support effective mechanisms for self-regulation and establish rules for transparency inside the media company.

- a) Having their cultural, ethnic and religious diversity reflected in the content of media programmes
- b) Being integrated as professionals in different types of media (and at the different stages of production of news and other programmes, in selection, training and employment as well as career opportunities)

This project builds on the findings and results of previous research and monitoring/assessment projects and seeks to further raise the awareness about the importance of the media in reflecting diversity in European societies and promoting migrant integration.

In addition we are creating an online database that will serve in the future as knowledge infrastructure for researchers and media professionals as well as policy makers.

We shall develop a set of indicators and we will test these indicators during the life of the project. One of the challenges that we are facing is to develop indicators that are qualitative in nature (capturing the different aspects of the question of integration and of media routines and practices) but that are expressed in quantitative form (most likely as assessments of scoring Low/Medium/High in a particular issue/field and sub-field).

A second challenge is to develop indicators that are appropriate for media based in different countries with different editorial cultures and different media ownership structures as well as journalism traditions. The indicators must be simple and easy to translate as they will also have to be used in both English and each country's national language.

A third challenge is to develop indicators that are appropriate for different types of media (electronic, print, etc.). We aim here to develop general categories that are valid for all types of media but specify sub-categories that respond better to the specific type of media assessed (eg. newspapers vs. radio channels vs. internet sites).

The set of indicators that we shall create will be organized around the four thematic areas covered in our literature review and thematic reports, notably:

- a. media content (what and how is presented in the news)
- b. media newsmaking/programme production practices (news filters for instance)
- c. media recruitment/employment practices (provisions for recruiting minority/migrant staff, careers of this staff, existence of glass ceiling)
- d. media training practices (on migrant reporting, diversity management)

Below we present a **tentative draft set of indicators for discussion** at the MEDiVA meeting and 1st European workshop in May 2011.

MEDIA DIVERSITY INDICATORS

1. Media content

- 1.1 Positive vs. negative representation of third country nationals in the news
 - 1.1.1 Quantitative assessment (percentage in total coverage)
 - 1.1.2 Qualitative assessment [overlapping with 1.5??]
- 1.2 Passive vs. active representation of third country nationals in the news
 - 1.2.1 Quantitative assessment (percentage in total coverage)
 - 1.2.2 Qualitative assessment [overlapping with 1.5??]
- 1.3 Immigrant views or concerns represented in non-ethnic/non-migrant specific news/issues
 - 1.3.1 Quantitative assessment (percentage in total coverage)
 - 1.3.2 Qualitative assessment (migrants views or special needs included in the discussion on a specific topic/policy issue/problem)
- 1.4 Immigrants quoted as actors in non-ethnic/non-migrant specific news/issues
- 1.5 Language used in reporting on immigrants (racist, prejudiced, politically correct etc.)

2. Media news making/programme production

- 2.1 Existence of specialized sections/programmes on news from migrants' origin countries
- 2.2 Filtering of news with regard to migrant associations / civil society
 - 2.2.1 Sources for the news
 - 2.2.2 Who chooses
 - 2.2.3 Fact checking
 - 2.2.4 Feedback sought
 - 2.2.5 Alternative versions presented
- 2.3 Existence of specialized journalists on migrants and diversity issues
- 2.4 Selection of political and actuality news related to migrants
 - 2.4.1 Sources
 - 2.4.2 Who chooses
 - 2.4.3 Fact checking
 - 2.4.4 Migrant feedback
 - 2.4.5 Alternative articles/stories
- 2.5 Selection of cultural news/activities related to migrants
 - 2.5.1 Sources
 - 2.5.2 Who chooses
 - 2.5.3 Fact checking

3. Media recruitment and employment practices

- 3.1 Application of ethnic quotas with a view that the specific medium's staff reflects also the ethnic composition of the migrant population
- 3.2 Discrimination in the recruitment of third country nationals as media professionals
- 3.3 Existence of anti-discrimination measures aiming at preventing discrimination in the recruitment practices of the specific media
- 3.4 Existence of diversity recruitment schemes

- 3.4.1 Assessment of the implementation of such schemes by the company itself
- 3.5 Existence of programmes (radio/tv) or special pages in the languages of the main migrant groups in the country
- 3.5.1 Existence of special web pages or special pages in print media in the languages of the main third country nationals' groups in the country
- 3.6 Projection of these programmes (radio/tv) at the prime time zone
- 3.6.1 Visibility of web pages or print pages [how to assess??]
- 3.7 Existence of special diversity departments in the media

4. Media training practices

- 4.1 Existence of training opportunities tailored to the needs of migrant media professionals
- 4.2 Existence of courses aiming at raising the awareness of media professionals on diversity and how it should be reported
- 4.2.1 Adoption of ethical reporting guidelines with regard to vulnerable groups and specifically with regard to immigrants and minorities

Each indicator will have to be designed and phrased in such a way so as to be assessed on a 3-point scale: low, medium, high or positive, neutral, negative. Each of these qualitative assessments will be given a score (1, 2, 3). The marks obtained by a specific medium (e.g. a radio channel, or a web news site) will be summed up per indicator, and overall. This will represent the mark of this medium with regard to the specific dimensions of concern and will help rank media in relation to their capacity of reflecting diversity and promoting migrant integration.

5. Work Plan of the project

We shall first review the existing academic and grey literature on the four thematic areas presented above. We shall thus consolidate our knowledge base and make it available also to a wider audience.

Second we shall complement and refine our findings based on this literature survey with qualitative interviews with senior journalists from mainstream media (or when relevant also with prominent journalists in the field of specialized or ethnic media).

Third, we shall develop the set of Migrant Integration Indicators for the Media which we will also test in 2 media in each of the countries in which we are based with a view to refining them and make them operational.

The time frame in which the project develops is presented in the table below.

MEDiVA Concept Paper

Calendar	Activities
Jan-April 2011	ALL PARTNERS: survey existing research on media and their capacity to reflect diversity and promote integration in at least 7 EU languages (EN, FR, IT, GR, DE, NL, PL). EUI drafts Concept Paper.
March-April 2011	Partner 1 (EUI): construct database with search facilities.
May 2011	MEETING 1 – 1 day for project partners only, EUROPEAN WORKSHOP 1: 1 day: partners and 15 external participants (media professionals and media experts/researchers) to provide critical feedback and input on the concept paper and the database.
May-Sep. 2011	Partner 1 (EUI): Review of database, filling it in with studies, projects, data, information. Finalisation of Concept Paper.
May-Sep. 2011	ALL PARTNERS: Interviews with Senior Journalists (8-10 each partner), Drafting of Thematic Reports (each partner 1 report)
Oct.2011	Launch of the database online.
Oct. 2011	Internal and External Evaluation of draft Thematic Reports.
Oct.-Nov. 2011	Revisions of Thematic Reports – publication of reports on line.
June-Nov. 2011	Partner 1 (EUI), Partner 2 (Miramedia) and Partner 3 (Dublin City Univ.) draft a set of qualitative and quantitative Indicators for assessing the media capacity to reflect diversity and promote integration
Dec.2011-Feb.2012	As a pilot study: Use indicators to assess 30 selected media outlets (5-7 each partner) covering 3 media categories (TV channels, newspapers, and news web sites). Each partner to assess 5 national and 2 European media outlets.
Feb.-May 2012	Organisation of 3 EUROPEAN WORKSHOPS presenting the database, the Indicators and discussing their application in practice. Each workshop to involve media professionals from at least 3 MS (at least from one MS participating in the project and 2 more that are external to the project to maximise dissemination and impact)
June 2012	Final Workshop: engaging partners from across Europe from the media, NGOs and researchers to discuss the possible use of the indicators for monitoring, for publicising best practices and for naming and shaming of ‘worse’ practices, and discussion of sustainability of project results (database maintenance, and future use of Indicators by media outlets themselves and by national/European institutions)

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