



The Media Diversity Institute

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**JOSEPH ROWNTREE
FOUNDATION**

Ethnic Minorities and the Media

Racism



“Bombers were All Sponging Asylum Seekers”

“I regard them as the leeches they are rather than human beings.”

Skinhead, UK

“... I am sick and tired of people tiptoeing around these “spongers”. Death sentence? Or is that another excuse to come into our country, claim all the benefits they can, be housed in a 4 or 5 bedroom house for nothing!! What about us Welsh you know the people that were BORN in this country.”

Marc, Neath

Alienation

- ‘They don’t like you because of the media...So when they see a black person they think that this one is a refugee, automatically, so the first question; where you from, why did you come in this country, and when are you going back, you see, you feel like you are not welcome’ **Congolese refugees, Cardiff**
- “We feel that the media are to blame for publishing negative representations of refugees and they do not treat people equally or tell the public why refugees are here. We didn’t choose to be here, we are refugees. It is not safe for us in Iraq.” **Kurdish Refugees, Swansea**

Insularity

- “I don’t think the part with Trevor Macdonald was real. That doesn’t make it look real you know the back, if you look at the back I think it is a screen that is how I feel. It is all made up.” **Birmingham Muslim Female, 18-25 years**
- I watch all the films and sometimes Wallahi I go to London, I buy Arabic magazines and at home we have an Arabic keyboard. As soon as I come into our home there is nothing called English, as if you have taken your coat off...You took it off, you hung it up and entered somewhere else. **Cardiff Arab Muslim female, 18-25 years**

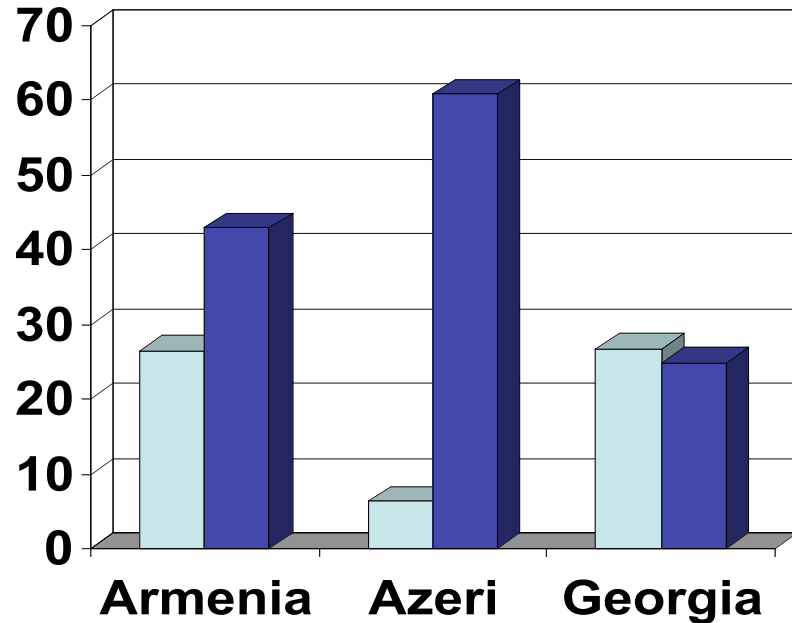
“Parallel Lives” (Cantle Report, 2001)

- Further violence is likely if government, police and community leaders fail to break this polarisation.
- Politicians, community leaders and the media should promote "a meaningful concept of citizenship".
- Local newspapers are criticised for publishing inflammatory material.
- Where extremists are determined to stir up trouble, mutual ignorance of inward-looking communities can easily turn to fear.

Media Content – Key Problems.

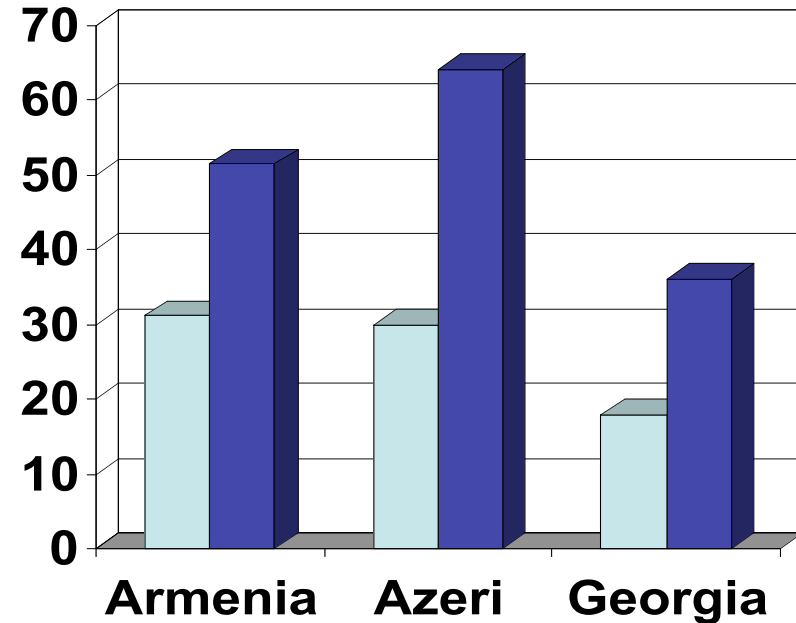
Sources in S.Caucasus Media 2004-6

TV



■ % Minority Group ■ % Official

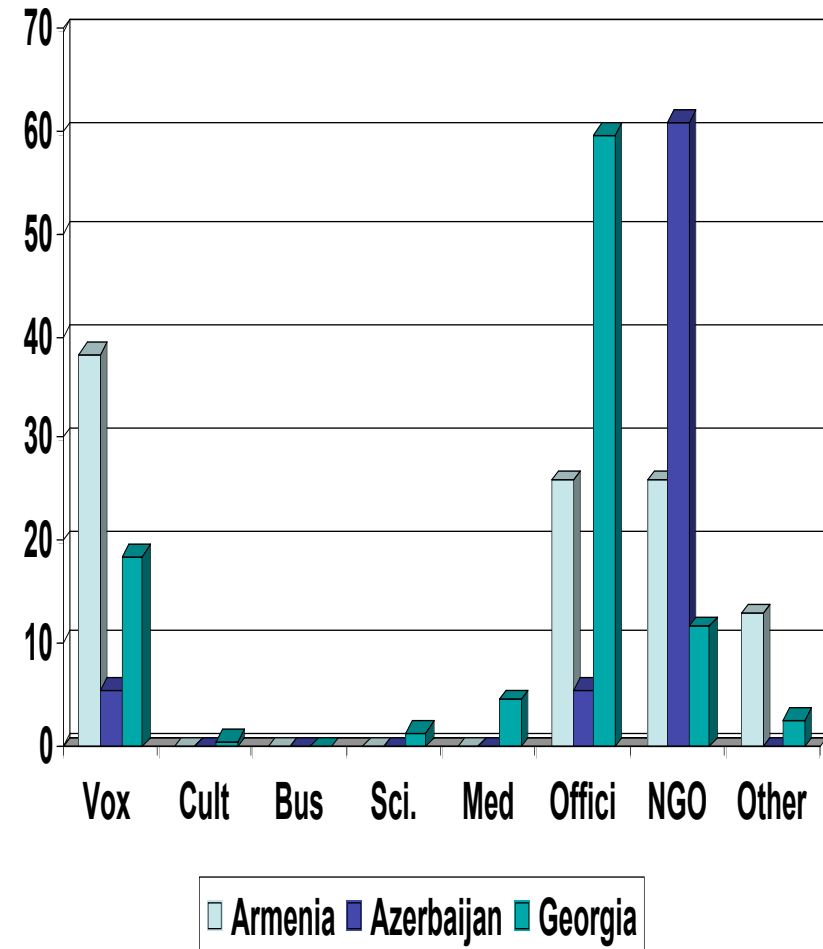
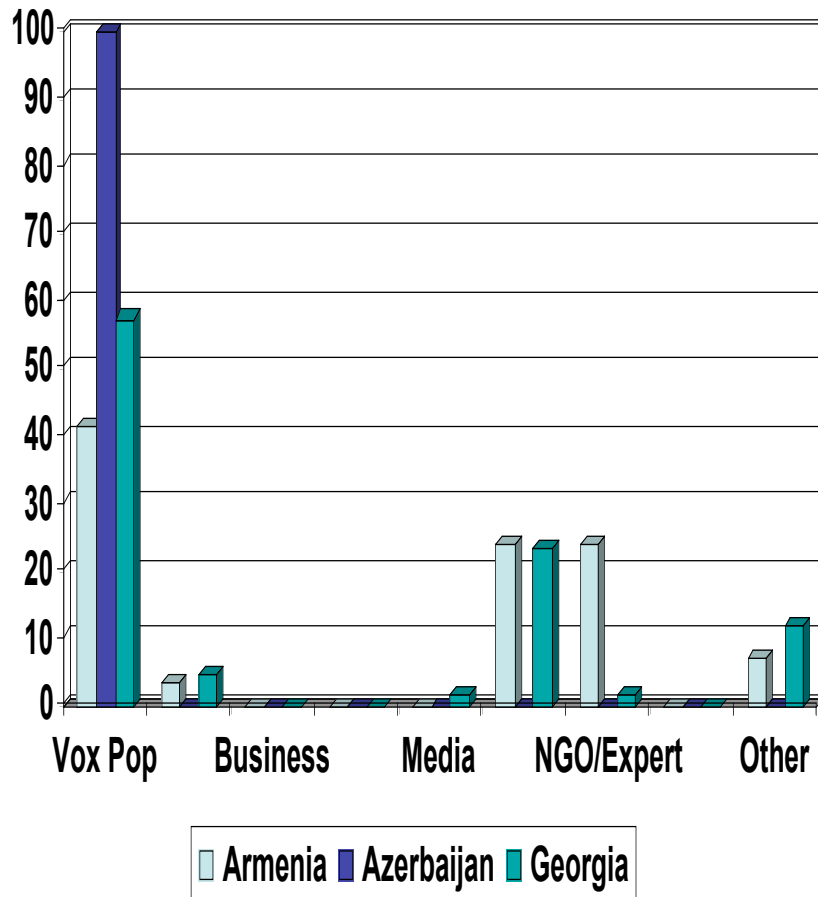
Press



■ % Minority Group ■ % Official

Types of Minority Sources

TV South Caucasus 2004-6





Nick Carter, Leicester Media Advisory Group (LMAG)

Media, police, faith groups, head teachers, community groups and academics

Model of good practice in the 2002 document '*Guidance on Community Cohesion.*'

“I did a piece with RMGW on asylum seekers fleeing from Darfur. It was an international story and I could give it a localised spin and amazing human interest.”





The Media Diversity Institute

- **Including Minorities makes Media more Democratic**
- Avoid Careless/Uncaring use of Language
- Avoid Personal Prejudice and
Generalisations
- Ensure Balance
- Include Context
- Doing Something Different
- Being Sceptical and Checking Facts
- They Are Not All the Same
- Refusing to Allow Bigotry