

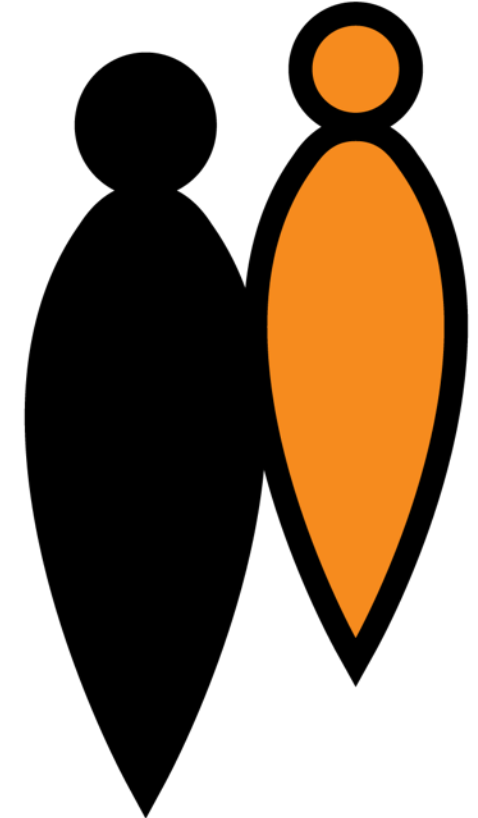
Media Inclusion: People with Disabilities, Women, LGBT+

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- **Freedom of Expression V. Right to Equality**
- **MDI definition of Diversity**
 - plurality of voices lies at the heart of democracy
- **The Power of the Media (Legacy & Social)**
- **Inclusive Journalism Concept**
 - journalism aimed to prevent the media from intentionally or unintentionally spreading prejudice and intolerance which can lead to social tensions, dispute and violent conflicts.
 - good, responsible, inclusive journalism has an ability to significantly contribute to better understanding between different groups and cultures in society.
 - **Taking local culture into consideration**





- Change / Improvement of policies: EU 2009 Inclusion Year
- Global events: Beijing 1995 Declaration
- London Paralympics 2012
- Global movements: #MeToo



• PwDs

- **Victim** (*The Elephant Man*)
- **Hero** (Silhouette; the heroine fights villains using martial arts despite being partially paralyzed)
- **Villain** (The Joker in *The Dark Knight*)
- *plaid by* non-disabled actors



• LGBT+

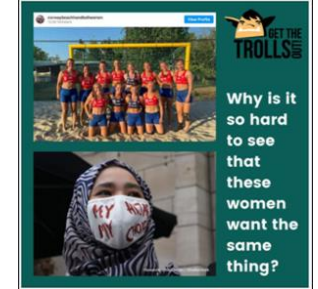
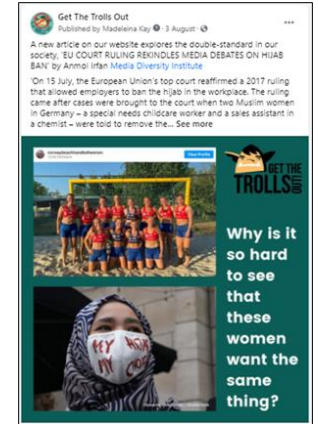
- A new report has found LGBT representation on US TV is at a high, with nearly 12% of regular characters who are LGBT, up 2.8% from last year.
- Still **unrealistic** as per 73% of LGBT+ community, especially in the news media
- 57% think their portrayal in the news media is **negative**
- 80% believe that **trans people** are negatively portrayed
- Negative portrayal affects the views of family (61%), workplace (70%), social circles (55%)





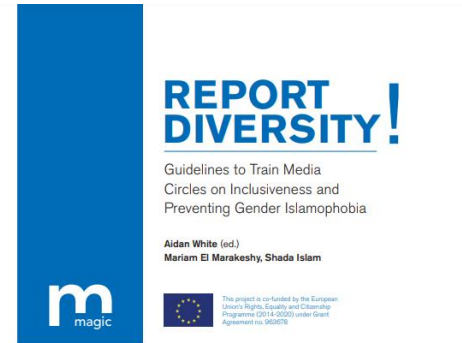
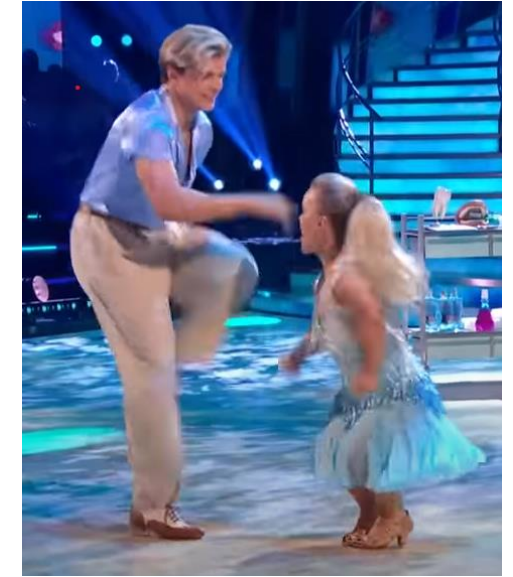
• Women

- A goddess of domesticity and fashion, a prostitute or a victim in some other way
- 48% of the press reinforce **gender stereotypes**
- Women presented as **victims** 2x more than men
- With **crisis** harassment of women and misogyny goes up (Sri Lanka; female politicians)
- Women of visibly **different religion** more often negatively stereotyped
- Muslim women, **French elections**: increasingly in the news along with terrorism
- **Social media** – a vitriolic space





- What can be done?
- Who is to blame?
- Why multi-stakeholders approach is needed?
- The media, the civil society, the media education
- Train, train, train....
- Who should report on marginalised groups?





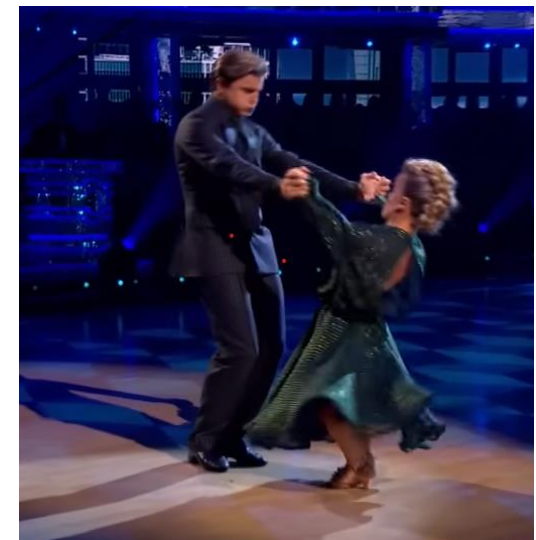
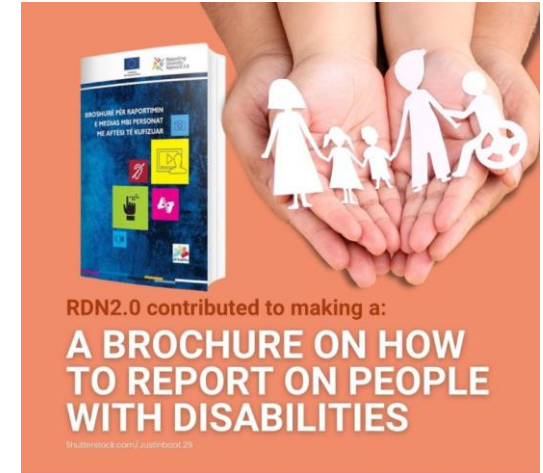
- Include women as sources whenever possible. BBC 50:50 Project
- Review the list of regular sources
- Describe women them the same way you would describe men
- Be careful not to make assumptions (Not all women are interested in)
- Be brave – open debates on taboos such as femicide (Saul metro case)
- Meet with members of women’s organisations
- Get trained





Ignored, sometimes mocked, pitied, presented as heroes.

- Talk to them NOT only about them
- Check what other have told you about PwDs
- Be careful with language
- The issue of access: everyday life, important social activities
- Find out what is going on in your region – NGOs, Associations
- Make sure you know what you are talking about (being infected or having AIDS)
- Feeling empathy v. pitying
- Avoid stereotypes





- Talk to them NOT only about them
- Check what other have told you about members of LGBT+ communities
- Be careful with language
- Include them in stories about non-LGBT+ issues
- Paraphrasing
- Make sure you know what you are talking about (being infected or having AIDS)
- Avoid stereotypes



Thank You.

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