



## **JOURNALISM & DIVERSITY**

### ***ETHICS & DEONTOLOGY UNITS***

### ***PRACTICAL SHEETS FOR JOURNALISTS & MEDIA MANAGERS***

#### **UNIT 3 - JOURNALIST'S CRAFT**

#### ***HOW TO PUT ONE'S PROFESSIONAL ETHICS INTO PRACTICE?***

**MARS - Media Against Racism in Sport**

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***Update your knowledge on the subject*** - Writing and publishing an article, or producing and releasing a report on discrimination, can lead you and your fellow-journalists to adopt a more equitable approach, whatever the topic.

Awareness of the issues involved and constant effort to learn more about them is a first step in developing one's working methods. Producing a report or writing an article on discrimination refreshes knowledge, reawakens awareness and guards against facile acceptance that the problem is disposed of or about to be settled.

***Undertake regular self-reappraisal*** - How? For example by posting up in the newsroom the list of clichés encountered and condemned, readymade phrases, hackneyed comparisons or seemingly "matter of course" expressions or methods

There are recurrent topics among editorial staff that might be called "diversity chestnuts" whose handling smacks of cliché, not to say caricature: over-exposure for small news items of a violent kind that may take place in outlying urban neighbourhoods predominantly inhabited by migrant populations; preference for the most sensational images during events such as a Gay Pride; awaiting "dedicated days" such as each year's 8 March or disability or racism week to do one annual item about "women" or "disability"

As to the seemingly "matter of course" methods, note should be taken of the tendency in journalists when considering the same topical issue to focus their enquiries on facts or interpretations if the experts are men, whereas focus for women experts is put on "what is felt", the moral or emotional aspects, as it is considered to have more appeal. In sport, it is also "a matter of course" to comment on players' dress or private lives, information not usually divulged by the players. Still more ordinarily, the practice of designating boys by their surname and girls simply by their given name is deemed "normal" and unproblematic for most journalists, men and women alike. Understanding the need to combat stereotypes requires more advanced professional reflexivity and detailed scrutiny of notions taken for granted, of daily routines. We all have our habits; they are very hard to escape. It is as important to analyse one's own productions as it is to talk with other people to understand their perspective and take account of their comments.

***Diversify your contacts by renewing your address book*** - How? By pooling the contacts of all the journalists on the editorial staff, by analyzing them from the diversity angle, encouraging exchanges and remedying deficiencies with a purposive (possibly statistical) approach.

Sportsmen and women may well be of diverse ethnic and cultural origins, but that does not apply to the experts and analysts of both sexes, and it is they who have the floor. A hierarchy is imperceptibly built up, where the latter "watch" and "speak of" the former who are "watched" and "speechless".

The treatment given to female Beach Volley is a good example of "objectification" of sportswomen who are usually shown without being allowed to speak whereas the interviews are set aside for their male coaches, sports commentators or club managers.





***Amplify your sources to diversify the points of view expressed in the media - How?***

*On the ground, journalists should think of making more approaches to the persons habitually least represented in the media.*

Sports journalists themselves can make the protagonists of the world of sport alert to the media treatment of their discipline, in order to spur them to vigilance, even criticism.

*On the Internet, journalists can keep a targeted watch via the social sites and networks to find new sources of information.*

By approaching representatives of Non-Governmental Organisations, sports institutions and associations, also bearers of knowledge and outlooks of a different kind, editorial teams can move away from their panel of habitual experts, cross-comparing different types of expertise so as to join together in identifying and addressing problems and solutions relating to the diversity question.

<b>RELATION TO SOURCES</b>		<b>WHO IS THE ORIGINATOR OF THE INFORMATION?</b>	
		<b>Passive journalism</b> <i>The information was passed to the editorship or journalist via a press release, dispatch or press file.</i>	<b>Active journalism</b> <i>The editorship or journalist went after the contacts or the information.</i>
<b>HOW MANY SOURCES VALIDATE THE INFORMATION?</b>	<b>Single source</b> <i>Information derives from a single source</i>	Significant risk of missing the existing points of diversity and doing an advertorial  	Risk of always seeking information from the same contact and of deficient diversity in the treatment  
	<b>Blended sources</b> <i>Information derives from several sources</i>	Possibly little diversity as minority sources do not always readily consider it allowable to court media attention.  	More diversified media treatment: by trying to diversify their sources, journalists will anticipate expressions of diversity.  

## ***FOCUS FRANCE***

### ***A Toolbox for convincing***

In France, questions of ethics and professional conduct are addressed in bodies such as Entretiens de l'information, Assises du journalisme, Conférence Nationale des Métiers du Journalisme, etc. But these questions raise little response in the profession since:

- on the journalists' side, any initiative resembling a charter of journalism or a press council is perceived as a bid to control information and a hindrance to freedom of the press;
- to challenge journalists concerning their practices is to overestimate their command of the editorial choices in editorial boards as well as the independence of the latter in press groups and enterprises. All the more because the professional position of journalists is insecure, an increasingly frequent situation.

A pragmatic approach is recommended in the form of tools devised by and for journalists themselves:

**Diversity barometer** *(or badge) to single out the efforts and shortcomings of all media regarding diversity.*

On the model of what the CSA (Higher Audiovisual Council) has done for French public audiovisual media, and on the basis of a diversity charter common to all media, the objective would be to arrive at the creation of a diversity rating agency or barometer.

**Quantitative survey** *to measure the media exposure of diversity and appeal to editorships at the organisational and operational level.*

In France at the MARS gathering in Lille in November 2011, three syndicates of journalists undertook to conduct a survey with all dispatch on ethnic diversities, modelled on the study carried out in Belgium on the daily French-language press and in accordance with French legislation.

The survey would provide a basis for more adequate consideration of questions of diversity, discrimination and racism.

**Qualitative study** *for circulation among editorial staff to develop critical reflectivity concerning:*

- (non-)diversity of sources,
- (non-)diversity of subjects treated,
- (non-)diversity of treatments,
- stereotypes with regard to angle of approach, treatment or modes of expression.