

# MEDIANE

## *Media in Europe for Diversity Inclusiveness*



February 2014

**MEDIANE BOX**  
**On Media Diversity**  
**Inclusiveness**

***A-Z KEYWORDS OF DIVERSITY***  
***PRACTICE***

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This is a selection of Keywords which emerged at the end of the online consultation (two online surveys with potential users) between May 2013 and January 2014 and the Mediane meetings with the CoE and the project partners.

The purpose of the A –Z Keywords to Diversity Practice is twofold:

- (i.) to provide a user-friendly, easy to access and quick to read entry point to the most common issues that relate to diversity inclusiveness, especially in relation to journalism practice and the media;
- (ii.) to work alongside the Reference Guide to Practices as a key resource of advice and feedback for individuals and media organizations using the Mediane self-monitoring tool in enhancing diversity inclusiveness. The A-Z Keywords to Diversity Practice will be hyperlinked and associated with answers that users of the Mediane Box will give when they use the self-monitoring tool and will also be linked to the longer entries of the Guide to Practices.

This document outlines a list of some of the most relevant issues associated with diversity inclusiveness. This list has been composed to respond and to address some of the key issues that those using the self-monitoring tool might come across.

The short entries for each Keyword ([see examples at the end of the document](#)) intend to offer a quick point of information that users of the Mediane Box will hopefully find useful in informing their professional practice.

Users who are interested in receiving more information on some of the issues addressed in brief in the A-Z Keywords to Diversity Practice can turn to the Guide to Practices for more detailed reports.

## COMPLEMENTARY INFORMATION

**AGEISM** = EXAMPLE OF MAIN KEY WORD

**Age** = example of sub-keyword in a category of a main key word

## PROPOSED LIST OF KEYWORDS

**AGEISM**

**APPRENTICESHIP**

**BIAS**

**Age**

**Class**

**Disability**

**Education**

**Ethnicity**  
**Gender**  
**National origin**  
**Personal bias**  
**Race / Colour**  
**Religion**  
**Sexual orientation**

**BREADTH OF PERSPECTIVE**

**CAREER DEVELOPMENT**

**COLLABORATION**

**CORPORATE RESPONSIBILITY**

**CREDITS/ACKNOWLEDGMENT**

**CULTURE**

**CULTURAL AWARENESS/SENSITIVITY**

**DE-CONTEXTUALIZING A STORY**

**DISABILITY**

**EMOTIONAL INTELLIGENCE**

**EQUALITY**

**Age**  
**Class**  
**Disability**  
**Education**  
**Ethnicity**  
**Gender**  
**Marital status**  
**National origin**

**Race / Colour**  
**Religion**  
**Sexual orientation**

**EQUALITY OF OPPORTUNITY**

**EMOTIONAL INTELLIGENCE**

**EMPLOYEE SATISFACTION**

**ESSENTIALIZING A GROUP / AN INDIVIDUAL**

**ETHICS**

**FAIR TREATMENT**

**FEEDBACK MECHANISM**

**GLASS CEILING**

**GROUP NORMS**

**GROUP IDENTITY**

**INCLUSIVENESS**

**Age**  
**Class**  
**Disability**  
**Education**  
**Ethnicity**  
**Gender**  
**National origin**  
**Race / Colour**  
**Religion**  
**Sexual orientation**

**LANGUAGE**

**LGBT**

**MENTOR**

**PAY GAP**

**POWER / DISTANCE** [BETWEEN LEADERS AND EMPLOYEES]  
*(referring to which less powerful members expect power to be distributed unequally/equally in the company)*

**PROMOTION**

**PUBLIC OPINION**

**REPRESENTATION**

**Age**  
**Class**  
**Disability**  
**Education**  
**Ethnicity**  
**Gender**  
**Marital status**  
**National origin**  
**Race / colour**  
**Religion**  
**Sexual orientation**

**RECRUITMENT**

**STAFF SELECTION**

**SEXUAL HARASSMENT**

**SEXUAL ORIENTATION**

**SOCIAL RESPONSIBILITY**

## SOURCES

## STEREOTYPING

## TIME PRESSURE

## TOLERANCE

## TRAINING

## TRANSPARENT BUSINESS PRACTICES

## UNDERREPRESENTATION

## EXAMPLES OF POSSIBLE ENTRIES AND STYLE OF ENTRIES

### **GENDER EQUALITY** (*General entry*)

The absence of discrimination on the basis of a person's sex in opportunities, the allocation of resources and benefits, or access to services (WHO/Europe). Per the Council of Europe, to achieve gender equality requires the acceptance and appreciation of the complementarity of women and men and their diverse roles in society.

### **GLASS CEILING** (*example-based*)

The unacknowledged barrier to professional advancement that certain groups face, especially women and minorities, because of both institutional and personal biases in the workplace. For example, in 2011, only 17% of board directors of FTSE 100 companies were women, and up to 30,000 women in the UK lose their jobs every year as a result of pregnancy (UK Feminista).

### **UNDERREPRESENTATION** (*example-based*)

The disproportionately low representation of women, minorities, the disabled and other marginalized groups in the media. For example, immigrants represent around 10% of the EU population (Eurostat, 2011) but appear as less than 5% of the main actors in news (Ter Wal, 2004). (Statistic from the Mediane website)



## MEDIA & DIVERSITY INCLUSIVENESS – WHAT IS THE PROBLEM?

Today, in Europe, too many people are not very visible; in fact some remain invisible, on screen!

Even worse, when these same groups appear in the media, they are confined to very specific roles and consigned to limited topics. Thus, as different groups are barely visible, they are being denied their voice in the democratic debate!

This is why the joint European Union (EU)/Council of Europe (CoE) MEDIANE – *Media in Europe for Diversity Inclusiveness* - programme has chosen to focus on the media's abilities and capacities to include diversities of today's European societies in the production process as well as in the design of media content, in particular of news that contributes to inform the public opinion.

Building upon various recommendations of the CoE bodies on media pluralism and diversity expression, the achievements of the 2008-2010 antidiscrimination campaign and its joint EU/CoE programme MARS – *Media Against Racism in Sport*, MEDIANE aims at considering diversity and non-discrimination as on-going angles of media coverage. Through this approach, MEDIANE wants to encourage truly inclusive modes of media content design and production.

To do so, MEDIANE offers the media and their professionals (journalism students and trainers, journalists, media managers, etc.) the opportunity of committing themselves to sharing professional practices, either during European or thematic encounters or on one-to-one basis, through European Exchanges MEDIANE activity. Beyond this sharing of experiences, these professionals will be invited to build a Media Index on diversity inclusiveness. This index shall be a tool, for the media and media professionals, to monitor their capacities to include diversity in the design and production of media content. It is also intended to serve as a decision making tool in favour of truly inclusive and intercultural modes of media content design and production.

Through the sources they use, the subjects they select and the treatment they choose, the media influence the agenda (what to think about) and public perception (how to think) of contemporary debates. This is why the Council of Europe considers truly inclusive information - where people can participate as witnesses, players, producers etc. – as crucial for democratic participation and social cohesion.

### *Some key figures about the problem!*

In Europe, only a quarter of news items feature women, even though they account for over half of the European population (GMMP, 2010)

Immigrants represent around 10% of the EU population (*Eurostat, 2011*); they appear for less than 5% of the main actors in the news (*Ter Wal, 2004*)

Lesbian, Gay, Bisexual and Transgender (LGBT) people account for roughly 6% of the population of the United Kingdom but are represented as less than 1% on screen

Still in the UK, 20% of the population is disabled, but they are less than 1% to be represented on British TV (*CDN 2009-10 Progress Report*)

In Belgium (CSA, 2012), persons with disabilities still appear in secondary roles and only as subjects in relation to disability

Still in Belgium, women and ethnic minorities appear mostly in secondary roles or as extras in the information (CSA 2012, AJPB 2011), rarely as an expert or a spokesperson

In France (CSA, 2008), while ethnic minorities account for 19% of actors in all TV news, they are represented more heavily in sports and music stories, than in political, social and economic news: more than a third, compared with less than 10%.

In Europe generally (Ter Wal, 2004), these minorities appear less than 5% in political coverage, with women (GMMP 2010) account for less than 5% of actors in the economic or scientific news

*... Something to add?*