

xenoclipse-net Experts Seminar

Diversity and Media: beyond 'representation' **Barcelona, November 23-24, 2007**

www.xenoclipse-net.eu/encuentro
<http://xenoclipse.blogspot.com>

Experts from the fields of education, media, immigrant organisations and NGOs, policy makers, activists and scholars were invited to our xenoclipse-net national seminar. Participants were selected throughout the Spanish state. In total 30 people from Barcelona, Vic, Tarragona, Madrid, Donosti (San Sebastian), Huelva, Granada, Murcia, Tenerife and Rabat attended the expert meeting.

During two days they discussed key issues related to '**diversity and the media: beyond representation**' organized in three thematic workshops: *diversity and education*, *diversity and web 2.0*, and *diversity and the media*.

DEBATES AND MAIN OUTCOMES PER WORKSHOP

Workshop 1 DIVERSITY AND EDUCATION

Workshop coordination: **Anaïs Lecorvec**, independent researcher

Workshop key issues: Problems, needs and concrete proposals related to education and training for immigrants in the field of the audiovisual, and education for journalists and media makers in the field of interculturality.

Participants:

Manuel Lario: Murcia. 'Convivir sin racismo'

Carlos Piegari: Barcelona President of the confederation of Latin-American entities of Catalonia

Andrea Kropman: Red con voz – internet radio project

Mawa Ndiaye: public officer in the Youth department of the Catalan government

Marta Aguilar: Andalucía acoge, development and promotion of immigrants; critical discourse analysis related to racism.

Rapporteur: Valerie Rubinstein, University Barcelona

Most important outcomes and conclusions:

1. Media education for ethnic and cultural minorities.

It is very difficult to mobilize immigrants and minorities for training. In order to do so, they need:

- i. Flexibility (time/place issues, family obligations...)
- ii. Incentives (future perspectives and/or remuneration of some kind)
- iii. Clear identification of the kind of training/education (if someone is illiterate, they will first need general literacy skills before going into media literacy skills)
- iv. Offer training not only to individuals, but also and very importantly, to trainers

2. Intercultural education for media makers

It is also difficult to reach journalists and media makers and convince them of the need for intercultural training or 'education in diversity'. Conditions for doing so:

- i. Necessity of including intercultural training and education about diversity in formal education for media-related professions. Future journalists and media makers should be able to handle and treat diversity correctly. In other words, intercultural education should be part of their curriculum.
- ii. Awareness campaigns on the social and political scene: in the media, through specific projects promoted by public administrations
- iii. Creation of a 'code book' (several attempts have been made locally, but there is no 'white book' on state level)
- iv. Need for independent media regulation organisms
- v. Differentiate 'immigration' and 'diversity'
- vi. Visit media corporations and public broadcasters

Workshop 2

DIVERSITY AND WEB 2.0

blog of the workshop: <http://xenoclipse.blogspot.com>

Coordination: **Cilia Willem**, Interactive Media Lab, Universitat de Barcelona

Workshop key issue:

'To what degree does web 2.0 offer new possibilities, or new pitfalls, for participation, democratization and mobilization of minorities?'

Participants

Mar Vallecillos, Barcelona. Chandra Foundation. Projects: canalsolidario.org, ekoos.org

Leónidas Martín, Barcelona. Professor of video in the Fine Arts Faculty of Universitat de Barcelona. Projects enmedio.info and labmedia.org.

Eva Cruells and Fernanda Zanuzzi. Barcelona. Independent researchers. Projects Radio Paca and Donestech.

Iolanda Tortajada. Tarragona, Professor of Audiovisual Communication, Universitat Rovira i Virigili. Research group CREA.

Tarik El Idrissi. Madrid-Barcelona. Project Bordergames

Edgar Gómez. Mexico-Barcelona. Researcher at the Internet Interdisciplinary Institute of Universitat Oberta de Catalunya.

Lize Declercq. Barcelona. President of the association Eclecticadv.net.

Verónica Chelotti. Buenos Aires – Barcelona. Canal Latino TV.

Most important outcomes and conclusions:

1. ARTICULATING WEB 2.0

Participants arrived at the identification of some fundamental characteristics of web 2.0:

- Technical innovations or new uses of existing technologies:
 - RSS and syndication
 - Tagging
 - Webtop vs desktop applications
 - Blogs and vlogs
- The 'social' web: collaborate, interact, contribute, participate

We discussed the implications of these technical and social innovations for the media landscape and the 'audience': more participation? More democracy? Does variety of information mean transparency? How can 'minorities' participate?

On the basis of the projects presented there were some first conclusions:

1. The 2.0 tools are easy to use: the applications have been simplified. Simplification automatically means more usage.
2. Agenda-setting: users can decide which issues are important. Of course, agenda-setting is independent from technology, but it seems to be unavoidable to think that web 2.0 makes it easier to manage our own contents.
3. The 'amplification' of certain issues: suddenly a small piece of information can be lifted out and amplified by a single user
4. Connection speed implies a short reaction time for users. The speed of communication, either by mobile phone, email or virtual communities like blogs or SNS (social network sites), enhances political, social and artistic mobilization. Participants defined mobilization as a 'massive movement that is characterized by the capability of *producing, distributing and influencing.*'
5. Web 2.0 is defined in some verbs by which we can 'conjugate' it: http://www.thumbstacks.com/p/lize/enmedio_11oct07

2. PROBLEMS AND PITFALLS OF WEB 2.0

Of course not only the possibilities, but also the hazards and pitfalls of web 2.0 were considered in relation to diversity and participation of minorities.

1.1 Problems related to access

- we talk about web 2.0 and participation but in reality we should talk about the 'connected' and the 'disconnected': the digital gap is becoming wider
- gender issues

1.2 Problems related to visibility

- OK, you can get the message out there, but how do you make it *visible*?
- Statistics sometimes lie: 'success' (quantitative, e.g. number of visitors) does not always mean 'participation' (qualitative)

1.3 Problems related to ethics and/or professionalism

- A journalistic process requires a *method* (vs. the chat in the pub) – anyone can be a journalist, but not every story is a journalistic piece.
- The blogosphere: does it exist? Most participants agree it does: the power of bloggers is demonstrated when authorities and major media corporations are worried about the influence they have on public opinion. But they can have weak positions or being bullied.
- The 'good ideas' get out there faster, but so do the 'bad ideas'
- Lack of serendipity

1.4 Problems related to democracy

- What kind of participation do minorities want? What kind of democracy do we all want? It is about levels of participation, and about the difference between apparent participation and real intervention (a comment on a blog post is not a guarantee to influence public opinion!)
- Fragmentation of communities prevents social cohesion (common experiences do not depend on geography but on common interests in virtual networks)
- The user as a product (vs. the user as audience): in web 1.0 you saw banners and product placement on the sites you visited; in web 2.0 you *are* the banner.

3. ISSUES RELATED SPECIFICALLY TO MINORITIES AND WEB 2.0

- a. **Agenda setting**: capacity to choose subjects and put issues under attention
- b. **Alternative sources**: the 'blogosphere' vs. the fax from the police station with the 'official' version of an event.
- c. **Direct knowledge**: direct dialogue, off-line and on-line
- d. **Problem with access to the internet**: both in the country of destination (Europe) and in the country of origin.
- e. **Role of NGO's**, social movements and associations: they are the ones who should use web 2.0 as a communication means and tool for social change.
- f. There is a **psychological and emotional factor** to the web 2.0 communication technologies: immigrants have a more urgent and daily need for communication with their relatives who are at a distance.

As a main conclusion we could say that this workshop laid the basis for further discussion, in **identifying the fundamental characteristics of web 2.0 as a new medium, or a meta-medium, and its implications, possibilities, problems and pitfalls for the participation of ethnic and cultural minority groups**, who are increasingly determining the diversity of European societies.

Workshop 3

Diversity and the media

Coordination: **Raúl Martínez**, XenoMedia Comunicació / Mugak, Universitat de Vic

Participants:

- **Xavier Alonso**. Barcelona. Secretary of Immigration of the Catalan government (created in 2000). Responsible for International Relations and participation.
- **Ana Sánchez**. Huelva. Human Rights Association Andalucía.
- **Javier Garbulsky**. Tenerife. Director 'Radio Pueblo Nuevo'.
- **Carles Solà**. Barcelona. Director of 'Tot un Món' at Televisió de Catalunya.
- **Teresa Salas**. Barcelona. Researcher. Coordinator of Radio Barcelona Latina.
- **Antolín Granados**. Granada. Professor of sociology at the Universidad de Granada. Coordinator of the Intercultural Studies Laboratory.
- **Peio Aierbe**. Donosti (San Sebastian). Director of Mugak.
- **Pedro Rojo**. Rabat (Morocco). Translation service of Arab press into Spanish. Boletin.org.
- **Xosé Ramil**. Madrid. Chandra Foundation, journalist and sociologist. Canalsolidario.org and ekoos.org.
- **Teun van Dijk**. Barcelona. Professor of Critical Discourse Analysis at the Universitat Pompeu Fabra of Barcelona.
- **Marta Aguilar**. Huelva. acoge.org

Workshop subtitle: 'Impact of new forms of communication on the representation of ethno-cultural diversity in our society'.

Debate minutes summary:

- Good practices of diversity in the media: how can we change the news?
 - Beyond 'representation': towards a 'naturalized' image of minority groups. Several proposals are presented.
 - 'Manuals' vs. the role of media directors
 - Role of the institutions in their language use and promotion of participation and access to the media for minorities.
 - Specialization in 'proximity': intercultural training for journalists and media makers
 - Need for 'minority journalists'
 - Change in attitude of the 'traditional' media
 - Immigrant audiences: towards an over-arching participation
 - Minority sources: proposals, existing initiatives and reflection on ongoing practices – xenoclipse-net diversity address book and ekoos.org experts data base.

MAIN OUTCOMES AND CONCRETE PROPOSALS

1. Creation of a common space for collaboration
2. Simultaneous evaluation of several projects with similar objectives: ekoos, xenoclipse-net diversity address book, boletin.org
3. Project 'Miradas'
4. Publication of the outcomes of this workshop in the form of an article or a book