

## About **MEDIVA**

The MEDIVA project aims at strengthening the capacity of the media to reflect the increasing diversity of European societies and promote immigrant integration. The project seeks to organize the knowledge produced so far and will create a searchable online database of all relevant studies on media and diversity/integration issues that will be made available for use by the media professionals as well as the general public. The media monitoring indicators provide a tool for guiding future media practices and for designing new integration policies with a view to strengthening the role of the media in promoting migrant integration.



## **MEDIVA** Consortium

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**MEDIA FOR DIVERSITY AND  
MIGRANT INTEGRATION**

**Consolidating Knowledge &  
Assessing Media Practices  
across the EU**

## The scope of our research

The question of migrant integration becomes all the more pressing at times of economic crisis as rising unemployment and increasing insecurity fosters xenophobia and racism. The media have a role to play in promoting policy discourses and media representations that are pro-integration and not immigration-phobic. Hard facts and figures are needed to assess and plan such pro-integration policies and practices. Regular and thorough analysis of different aspects of media production can lead to re-balancing of the output in favour of negatively stereotyped immigrant groups. The MEDIVA project adopts this view.

Building on the existing work and combining it with a series of in depth interviews with senior journalists across Europe the MEDIVA Project seeks to understand better how journalists and other media professionals deal with migrant diversity in five areas of their work: in recruitment/employment conditions; in training provided; as regards codes of ethics; in news making and programme production; in presenting diversity (news content).

In addition, the MEDIVA project will generate media monitoring indicators that can work for different media, in different countries, and that can provide the basis of a self- and other-assessment on whether and how a given media outlet promotes diversity and migrant integration in society.

The project will be directly implemented in 6 Member States. These include:

Two immigration countries with a long term experience in managing diversity: the **Netherlands** and the **U.K.**;

Three immigration countries that have recently started developing diversity integration policies: **Greece, Italy and Ireland**;

One country that is caught in between being an immigrant host and an emigrant sender: **Poland**.

## The main deliverables of the project include:

A **Database** on the existing studies/projects/best practices assessing the media capacity to reflect diversity and promote migrant integration.

### Four **Thematic Reports** on:

media contents;  
media news making/programme production practices;  
media recruitment/employment practices;  
media training practices.

Five **Regional Workshops** bringing together media professionals, NGOs and researchers to discuss the role of the media in promoting migrant integration.

A **Toolkit of Media Monitoring Indicators** assessing the capacity of a given media outlet to reflect diversity and promote integration.