



The MEDIVA Project is co-funded by the European Fund for Integration of Third Country Nationals, Community Actions 2009

**STUDYING AND EVALUATING THE ROLE OF
THE MEDIA IN REFLECTING DIVERSITY AND
PROMOTING MIGRANT INTEGRATION
THE MEDIVA PROJECT**

Prof. Anna Triandafyllidou

MEDIVA Project Scientific Coordinator

Workshop on **Media Diversity in Theory
and Practice**

DCU, 2-3 February 2012



European
University
Institute

ROBERT SCHUMAN CENTRE FOR ADVANCED STUDIES



Immigration, diversity, media

The media have a role to play in promoting migrant integration and fighting negative stereotypes

MEDIVA has a triple aim:

- Produce knowledge infrastructure (database)
- Investigate how the media respond to the challenge (interviews with media professionals)
- Create a tool for assessment: Media and Diversity Indicators – Pilot study
- Discuss with media practitioners and migrant associations



Sources

- ❑ Review of bibliography in several EU languages EN, FR, DE, IT, ES, BU, EL → database
- ❑ Interviews with senior journalists (68 in 6 countries) → thematic reports
- ❑ Organisation of 4 European Workshops (this one is the 2nd) and 6 local events in capital cities → feedback
- ❑ Engage with 2 or 3 journalists in each country → input from journalistic profession, links with journalism unions and networks of media professionals



Dimensions studied

- a) media content** (what and how is presented in the news)
- b) media newsmaking/programme production** practices (news filters for instance)
- c) media recruitment/employment** practices (provisions for recruiting minority/migrant staff, careers of this staff, existence of glass ceiling)
- d) media training** practices (on migrant reporting, diversity management)



Project Output

- Project flyer in 7 EU languages
- Database
- Thematic Reports
- Ethics codes in journalism (EU27)
- Calendar for our activities

And many more see: <http://mediva.eui.eu>



European
University
Institute

ROBERT SCHUMAN CENTRE FOR ADVANCED STUDIES

iryna.ulosciuk@eui.eu