

of agreement, and contradictory trends in reporting. One of these has to do with the establishment of private or 'free' schools that have a religious profile. The reform behind this trend was meant to increase choice, but it has been pointed out in the media that in some immigrant communities, it has in effect curtailed choice, by denying children (and especially girls) the possibility of becoming socialised into a society in which the choice of apparel and partner is a matter for the individual, rather than her family. The other issue could be thought of as a Swedish continuation of the story begun by the Danish Jyllands-Posten and the furore that erupted over its publication of the Mohammed cartoons. The issue was hotly debated in Sweden, as elsewhere, and was framed as a conflict between respect for the religious sensitivities of others, and the importance of defending the right to freedom of expression. The story, and controversy, have been kept alive by the drawings of Lars Vilks, which depict Mohammed as a 'roundabout dog' (a form of street installation in Sweden, with the dogs usually depicting other figures than the Prophet). While a plurality of voices dismiss Vilks's art as provocation, and have condemned the perpetrators of the death threats received by the artist, views on whether freedom of expression should take precedence over respect for minorities have conflicted.

A variety of initiatives to promote diversity have already been put into practice, including strategies to improve the representation of minorities and to recruit more journalists with backgrounds in different cultures, but more work is needed on this front. In Sweden, as elsewhere, there have been calls for media professionals to pursue good diversity journalistic practice by avoiding stereotypes and generalizations, and by interviewing ethnic minorities in their capacity as parents, tenants, experts, fans, employees, leaders, performers and so on - rather than as 'Moslems' or 'immigrants'. Hultén (2009) has concluded that diversity work is impeded by economic problems; recruitment difficulties; enduring hierarchies; and a lack of awareness and competence where it counts. Together with the finding that broadcasting companies set greater store by diversity work than newspapers, this suggests that work to enhance diversity in the media workplace, and in representations

of society in media output, cannot be left to market forces. As well as ensuring that responsibility is taken at the societal level, work is also needed at the level of individual consciousness-raising. Students attending schools with high proportions of 'foreign-born' pupils should be made aware that a media career is not only possible, but also of value to society, could result in enhanced recruitment.

When it comes to depictions of people from other ethnic and cultural backgrounds in Swedish media - not only residents of Sweden, but also people living elsewhere in Europe, the southern Mediterranean Region, and beyond - it may well be worth following the advice of prominent immigrants, who have criticized Swedish media for being too circumspect in their reporting of problems associated with ethnic minorities. Journalists in Sweden often try to avoid negative stereotyping by referring to 'a Swedish citizen' when reporting crime, for example. The phrase has in fact the opposite effect, as no ethnic Swedes are ever referred to as Swedish citizens. Reporting more directly on sensitive issues will also reduce the propensity to place all non-Swedes in one category. The point of efforts to promote cultural diversity must, of course, be to indicate that people are different, and that there is a great deal of variation within the categories of 'foreign-born', 'immigrants' and 'Moslems', for example. Diversity in news coverage has not only to do with what is reported - the negative stereotyping that results from associating immigrant youths from the southern Mediterranean with crime, or Muslims with the oppression of women, or people from regions south of Europe with violent conflict. It has more to do with how people are presented to us, so their problems and resulting actions can be better understood. In this context, the narrative technique deployed by Swedish journalists who take us, metaphorically and virtually, into the homes and workplaces of the 'others', and let them speak directly to us in their own words, is of considerable value.

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Italy - Zalab Television

Since 2007 ZaLab TV has been organizing participatory video workshops across four Mediterranean countries: Italy, Palestine, Spain, and Tunisia, led by young international media crews and targeting youth who have limited access to access to digital media. The initiative has the overarching aim to collect 'unheard stories', to bring together unknown talents from beyond the wall of the digital divide, and to use video as a creative tool for breaking social, geographical and cultural isolation, and countering media stereotypes. Through the project website, workshop participants and 'ZaLab TV focal points' have the opportunity to meet, discuss and publish their videos, a process which bridges diverse participatory video experiences from different countries. The initiative is led by the participants from the stage of project conception through to implementation and follow-up. Authorship of a group of participants means that there is control over content and freedom of expression, supporting a process of analysis at the local level.

www.zalab.tv

Positive Changes in the Mainstream Media

ERHAN ÜSTÜNDAĞ AND TOLGA KORKUT

Erhan Üstündağ and Tolga Korkut underline the importance of Turkey's historical connections with different countries in relation to the way reporting today is carried out. The treatment of the EU and the US by Turkish media is also analysed from the perspective of the country's current relationships, as well as how this media treatment impacts on understanding the Euro-Mediterranean 'other'. In addition to the regional perspective, the authors explore how the presence of different communities within Turkey can promote new voices in the media.

Turkey is a country of diverse cultural, ethnic, religious identities and it is on the crossroads of many countries and regions: Europe, the Middle East, the Caucasus, the Balkans and the Mediterranean. Yet, different parts of its society find it hard to express their needs and demands in the mainstream media. Representation of the European Union (EU), the United States (US) and South-Mediterranean countries generally depends on political circumstances, while at the same time, laws and regulations concerning the media have the tendency of restricting cultural diversity. The code of ethics from the Journalists Association of Turkey (TGC) is probably the broadest text on media and cultural diversity, and another document worth mentioning is the Press Council's code of principles. A successful development arose in 2007, when the TGC and the British Council published a series of guidelines about media and cultural diversity, and it is worth highlighting IPS Communication Foundation's guidelines and books about rights and rights based journalism for media practitioners and students of journalism. In addition, recent trends of establishing ombuds-persons in the media have had some influence over the work of journalists and that of managers. With regards to media watchdog organizations in Turkey, such bodies are scarce but there are some initiatives worth mentioning including those aimed at evaluating media coverage in relation to women's rights, LGBT rights and minorities, as well as the recent work of journalists' organizations, rights defenders and academics aimed at systemically revealing discriminatory media practices.

Nonetheless, these efforts remain limited and ineffective in terms of creating positive change, and there remains the question about the introduction of an effective supervisory visionary mechanism. The democracy initiative process as the government calls it, has provided the media opportunities to present cultural diversity in a much broader way, supported by the government announcement on plans to also form an anti-discrimination commission. A large amount of the mainstream media has become relatively

more courageous about publishing stories about Kurdish people as well as other minorities and their problems, and the public broadcasting institution of Turkey 'TRT' launched a channel called 'TRT Şeş (6)' broadcasting in Kurdish. After the President, Abdullah Gül, and the Prime Minister, Recep Tayyip Erdoğan, mentioned non-Turkish former names of two towns in their public speeches, mainstream media even broadcast interviews in Kurdish with local citizens by live translation, and local media broadcast in languages other than Turkish -mainly Kurdish- became less restricted. At the same time, though the government has underlined its determination for the development of the 'democracy initiative', there is still much to do, starting by recognizing and practicing the minority rights fully; changes about freedoms are not yet guaranteed legally or constitutionally. The government has also announced recently plans for establishing new human rights mechanisms, including a special anti-discrimination commission, with many human rights advocates assessing the plans as positive but far from sufficient, proposing a fundamental change is very much dependent on forming a new, democratic constitution. As for academic literature on media and cultural diversity, this field is only recently flourishing, with obstacles to academic freedoms making critical approaches difficult.

Analysing the Contents

Turkey's population has deep historical roots in neighboring geographical areas and cultures but media coverage and language usually makes limited distinction between the states/governments and the people. Such an approach may easily cause a totalizing and homogenizing language and stereotypes, reinforced by the fact that mainstream media also lacks cultural diversity in terms of journalists employed. With regards to the perception and people of the US, the mainstream media usually presents the US positively in terms of economy and military relations and as a resource of wealth, while the US policies towards the Middle Eastern countries, in particular Israel and Palestine, are criticised.

Concerning the EU, and the perception towards European peoples, the EU accession process is usually presented as the common goal in much of the mainstream media. At the same time, right-wing nationalist media criticize the process as 'the Christian Europeans' unrighteous demands against our national independence', while the so-called left-wing nationalist media (mostly Kemalists) present the process as 'pressure of imperialism against Turkey's contemporary independence'. The mainstream media is also ready to join this line when there is a conflict of interest regarding certain issues, with Cyprus, relations with Armenia and minority rights as preeminent examples. There are many people living in Europe who are connected with Turkey as 'a kin state', particularly in Germany and the Netherlands. Violations of their rights are excessively covered in the media, while political and economic successes of these individuals are presented as 'the success of Turks in Europe'. Muslim or Turkish minorities in Balkan countries such as Greece and Bulgaria are presented as brothers and sisters, and their political formations for rights advocacy are portrayed as success stories, principally the 'Movement of Rights and Freedoms' in Bulgaria.

From another perspective, women tourists from Europe who visit Turkey are usually presented as objects of desire in life-style pages of papers and television bulletins, while immigrants from European countries or the US (the 'West') who live in Turkey are usually presented as 'one of us' and the content is typically about 'how significantly Turkified they are'. Concerning South-Mediterranean countries, much of the information is about Palestinian people, and the policies of the Israeli government are usually defamed and criticized, to an extent that can amount to anti-Semitic expressions in the nationalist/Islamist media. A great deal of the interest of journalists depends on the diplomatic relations and specific agenda towards the South-Mediterranean countries. Lebanon, for example, which is usually invisible from the media, became one of the top issues during the armed conflict with Israel in 2006, while Syria and the Syrian people became a focus of interest when Turkey and Syria agreed on abolishing the visa practice between the two countries (the populations of the two countries have many cross-

relatives, mainly Arabs, due to the area that was separated by a border agreement in the 1930s). As for Northern African countries and their people, they are barely visible in Turkey's mainstream media. Information about people from different countries is published and broadcast in politics or economy sections. Whether citizens of Turkey or another country, people of different cultural backgrounds are visible mainly if they are directly related with the story itself. It is almost impossible, for example, to see a Greek Orthodox woman doctor speaking about health issues or a Roma economist about social benefits, in the media. On the other hand, refugees or asylum seekers are easily criminalized, as are Roma people of Turkey. Concerning mixed marriages, they are presented positively on the whole if the male spouse is from Turkey, or he is from the 'West' and is 'successful'. A recent television series called 'The Foreign Groom' was about a young woman from Turkey with traditional backgrounds and a young man from Greece. The production became very popular both in Turkey and Greece.

The Survey in Perspective

The Anna Lindh/Gallup Poll is representative of the demographic qualities in Turkey and its results conform to the above-mentioned attitudes regarding media and cultural diversity. It reveals that there is a high margin of improvement in media's role in promoting multi-culturalism, given that there is a political will in that direction. Only three out of ten people expressed that they have recently read or heard anything in the media that changed their view of people in Europe in a positive manner. Although marginally, a higher percentage of educated readers answered yes to this question. This may be due to the fact that with education people tend to follow respected media outlets, which in return tend to provide an objective and balanced account of events and refrain from agitation. Concerning the source of this positive input, 'news/information on television' is mentioned by an overwhelming majority. About three out of four people mention this source, while others refer to print media. Since the deregulation of electronic media in 1990s, TV gained importance as the premium source of news while print media's circulation and share in advertisement revenues dropped. Cable and satellite

TV, which includes major European channels, appeal to social groups with higher incomes and levels of education, while popular national channels resort to nationalistic discourses and entertainment. Documentaries, books, blogs or films are scarcely mentioned in the Survey. An important trend is that unemployed people, as well as those living in rural areas and people without any formal education, mention television as a source more than other social groups. Students, people with a higher degree of education and the youth state the Internet as a source more than others. It is also observed that people whose one or both parents were born out of Turkey tend to reference the Internet more as a source of positive input about European people. Although still relatively dormant, the exponential growth of the Internet in Turkey presents a material opportunity for alternative discourses, while at the same time, continue to pose a threat in terms of emanating hate speech, xenophobia and fundamentalism. A comparison with the average of other Euro-Mediterranean countries where the Poll was carried out, reveals that the degree of positive coverage of Europe in media is the same in Turkey and others. It can be argued therefore that the idea of 'Europe' is covered more in a negative manner than positive in media. At the same time, the source of positive information for Euro-Mediterranean audiences is varied compared with Turkish audiences, with documentaries and movies not being mentioned by Turkish audiences as much as others, possibly due to the relatively small film industry in Turkey.

Good Practices and Areas of Action

The Internet news site 'bianet.org' (Independent Information Network, see good practice), as well as its main institution IPS Communication Foundation, has a particular focus on cultural diversity. The site bianet.org frequently covers stories about minorities, refugees, immigrants, their rights and advocacy in terms of human rights journalism and peace journalism, and the Foundation publishes books for journalists and organizes trainings for media practitioners and journalism students.

There are a number of good practices with regards to non-Muslim media, including Agos, the weekly paper in Armenian and Turkish; Jamanak and Marmara papers of the Armenian community, Şalom weekly paper of the Jewish community; and Apo Yevmatini, the weekly paper of the Greek Orthodox. Though their circulation is relatively low, much of the mainstream media regularly follow and sometimes quote them. Açık Radyo (Open Radio) is a local radio initiative, run by a collective, which broadcasts about minority issues and cultural diversity, while Nor Radyo is an online radio by young people from various ethnic and religious backgrounds who defend the motto 'living together' and try to show that cultural diversity is richness. There are many local radio and television stations insisting on broadcasting in Kurdish mainly in eastern and southeastern provinces of Turkey, although restrictions by law are rigid. Despite the fact it is not very popular among Kurds of Turkey, TRT's Kurdish and multi-lingual broadcasts have been steps ahead, particularly for

Kurdish women not speaking Turkish. A weekly programme called 'Foreigner Natives' focus on immigrants living in Turkey and tries to explore their participation in cultural life through individual stories. On this basis, areas of recommended action include training and exchange programmes as well as guidelines, legal changes and news exchange networks. Concerning trainings and workshops for media practitioners and journalism students, should encompass essential definitions and approaches such as media literacy, discrimination, cultural diversity, refugees, human rights, rights based journalism and peace journalism. Workshops should include the use of language, reporting techniques, reporting conflicts, promotion of diversity. Another aspect is the socio-economic dimension, and the trainings and workshops should relate discrimination and cultural diversity with its visible results, such as poverty, mobbing, harassment and gender or age based exclusion. In terms of legal changes, Turkey urgently needs an anti-discrimination law that concerns the media as well, and journalists should participate in the preparation process actively. Exchange programmes and workshops for journalists and students of journalism would provide opportunities for a better understanding of various societies and their diversities as well as similarities. Such programmes can include opportunities for journalists to report from the country where he/she visits, and, potentially even more effective, to report from countries with whom their own country has had a conflict. Journalists from various countries can also share their own problems and approaches in workshops and devise ways of promoting diversity together. In terms of sharing and implementing guidelines, many journalist associations in different countries have their own guidelines about diversity and reporting. Those could be translated and communicated.

On the other hand, international associations like the International Federation of Journalists (IFJ) have even prepared guidelines and documents for trainer education, and increased international cooperation could provide a valuable library for diversity-oriented journalism in many languages. The development of regional networks and news exchange programmes is also recommended. Many journalists are not in contact - or do not even know that the others exist - in countries of the same region. The majority of the journalists receive news about other countries through international news agencies, and therefore sustainable regional networks of journalists concerned about diversity might provide the true information about different countries and societies. Such practice should include an accessible contact database and an archive of articles and news-stories, with online repositories appearing to offer the most effective approach.

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Turkey - Bianet News

The Turkish Internet news web site bianet.org, is been implemented by IPS Communication Foundation and part of the BIA project, The Independent Communication Network, which brings together more than 130 local newspapers and radio and television stations, is a very good example of a project that has a particular focus on cultural diversity in Turkey. Since its official start in January 2001 it has been publishing stories about minorities, refugees, immigrants, their rights and advocacy in terms of human rights journalism and peace journalism, topics that are generally neglected by the Turkish mainstream media. Thus it mirrors Turkey as a country of diverse cultural, ethnic and religious identities. As women are a particular vulnerable group across ethnic backgrounds, the website also contains the sub-site 'The Women's Window', focusing on women's rights and issues concerning women. The IPS Communication foundation also supports publications for journalists and organizes trainings for journalists and journalism students to enhance pluralism and participation in public affairs.

www.bianet.org