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RADAR

Regulating AntiDiscrimination
and AntiRacism

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Attitudes to 'race' in the media: evidence from Greece and the UK

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Aims

- Showcase selected examples of attitudes to 'race' in the media in Greece and the UK, based on a sample analysis of authentic material specifically collected for use in the RADAR training workshops.
- Highlight certain ways in which 'race' is thematised and depicted in the media in these two countries.
- Raise awareness and initiate a discussion on hate communication (intentional (hate-motivated) or not).

'Race'

- No biological basis.
- A tool of division and oppression, a concept invented by white colonial powers to construct their own hierarchy.
- We reject the term, but not the study of the concept and its impact on society.
- Not 'colourblind', not denying difference, diversity and struggles of racialized minorities.

- Abundance of works on the mass media's construction and interpretation of 'race' (Rojecki - Entman, 2000; Brooks - Hebert, 2006), as well as their influence on public attitudes.
- HOWEVER comparative studies on 'race' and attitudes to 'race' are few and tend to focus on historical accounts (Bethencourt, 2005; Gilliam, F.D. et al, 2002, and others), multiracial and mixed heritage experiences (Shih & Sanchez, 2009) or intra-'racial' relations in multicultural societies (Blakemore - Boneham, 1994).
- An investigation of the representation of 'race' in the media in a UK and Greek context is lacking, especially for the purposes of developing an anti-racism and anti-discrimination training concept.

Method

- **Membership Categorisation Analysis (MCA)**
 - analyses the socio-logic of the **ordinary classifications** and **categorisation** as a way to perform social actions.
 - offers a point of view of how people use ordinary categorisation, such as national, ethnic or racial classification, in order to accomplish hate communication and racist communication in particular, in political and ordinary settings.
- studies in MCA have demonstrated its great potential as a training methodology for all those who need to deal with problematic communicative contexts, especially in multicultural contexts (cf Stokoe, 2012; Day, 2012).

Data

- 10 TV and web debates
- 10 social media discourses
- 40 newspaper articles
- 20 videos
- 40 pictures
- 10 talk shows

in total for both countries for the purposes of
the RADAR training workshops

Criteria for selection

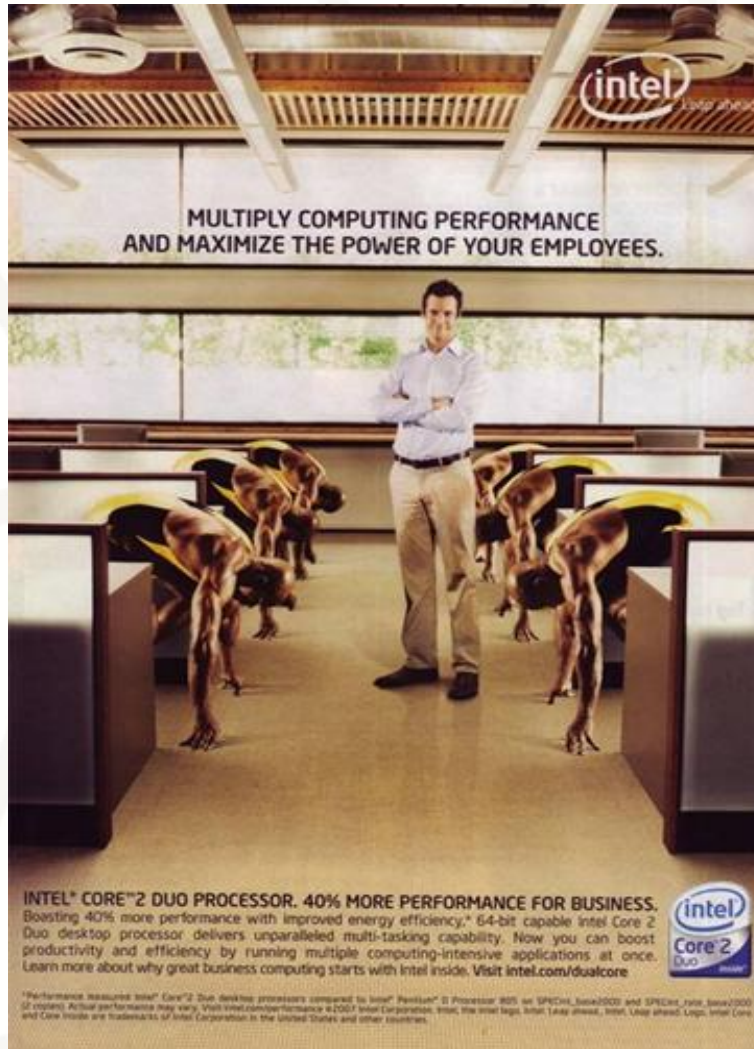
- implicit or explicit discriminatory content, racist or xenophobic
- communication that could incite hate, bias, prejudice and stereotyping, so potentially hate-producing, even if not necessarily hate-motivated.

Pictures



UK, 21 November 2014, Billboard advertising Strutt & Parker estate agency.

Source: <http://www.ibtimes.co.uk/strutt-parker-racist-advert-dancing-black-man-withdrawn-1475952>



August 2007, [online]
 Source: Business Insider /
 Intel “Multiply computing
 performance and maximize
 the power of your
 employees”

Link:

<http://www.businessinsider.com/the-10-most-racist-ads-of-the-modern-era-2012-6?op=1&IR=T>



UK, 22 August 2011, Nivea aftershave advert
 Source: www.anorak.co.uk/ "Nivea Racist Advert"

Link: <http://www.anorak.co.uk/290887/keyposts/racist-nivea-presents-the-most-racist-adverts-ever.html/>



Greece, 15 April 2015, (Political) satirical cartoon image.

Source: Online version of printed journal / <http://www.kathimerini.gr>

Link: <http://www.kathimerini.gr/811326/sketch/epikairothta/politikh/skitso-toy-hlia-makrh-150415>



Greece, June 2012. This is a still image from the video advertisement of mobile telecommunications company Wind in Greece.

Source: www.youtube.com / “Telephony Company “Wind” Advertising campaign”

Link: <https://www.youtube.com/watch?v=xXhBgZSIQxY>

14

Newspaper articles

15

“Sorry is not good enough': Student who was raped by two Polish men after her drink was spiked demands they are deported”

(The Daily Mail, August 2013)

Membership Categorisation Devices (MCDs)

Classification works as follows:

- Polish, Poles > nationality (and migrant status)
- Girl > gender and age (=young) – HOWEVER 19-year-old = woman according to journalistic standards
- Men > gender and age (=adults)
- Victim > role in the crime
- mother > family member

Nationality obscures the crime itself

“Foreign doctor attacked female patient who disagreed with diagnosis: GP given six month conditional discharge”

(The Daily Mail, December 2013)

- over-emphasises the perpetrator’s nationality (Nigerian) and otherness (foreigner).
- MCDs are: Foreign > nationality, status; Female > gender; Patient > role in the institutional setting; GP, doctor > profession, role in the institutional setting.
- shift of focus to the doctor’s “origin” and nationality (“the doctor, who is of Nigerian origin,...”), implying, through *position categories* and the *economy rule*, that the doctor’s conduct is the result of the doctor not being British.

“The Albanian murderer of female trainer presented himself as Italian” (*Proto Thema*, Greece, February 2015)

- Combination of nationality with the category “murderer” makes use of Sacks’ *hearer’s maxim* : with the frequent use of news titles such as this one, the two different collections are merged into one, and the words “Albanian” and “murderer” are perceived by readers as belonging in the same collection.
- “Albanian”
- “Albanian perpetrator”
- “of Albanian origin”

Conclusions

- Despite notable differences in the histories and societies of the UK and Greece, → similarities in the mechanisms of hate-producing communication.
- “Us” and “them” strategy is used to create division by
 - highlighting differences
 - shifting the focus to ‘race’, nationality, origin etc.
 - by associating ‘racial’ and physical traits with performance or ability (UK Intel ad and Greek football ad)
 - by implicitly promoting correlations and collocations such as “Polish rapist” or “Albanian murderer”, or by explicitly presenting one population group (‘race’) as inferior (NIVEA ad and Greek cartoon).

By using these analyses in the RADAR training concept, we hope to raise awareness of and start a discussion on the way hate communication is produced, not only through direct speech acts but also, and more importantly, through non-verbal and implicit messages.

OUR MOTTO

“No one is born hating another person because of the color of his skin, or his background, or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love, for love comes more naturally to the human heart than its opposite” – Nelson Mandela

Thank you

Ευχαριστούμε

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