

MAKING SENSE OF MEDIA

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MAKING SENSE OF MEDIA; ENGAGING VULNERABLE COMMUNITIES

Minority communities particularly from refugee and diaspora backgrounds engage with media spaces at varying levels of engagement and for different purposes:

- Older diaspora generation seek connection with their communities dispersed across the globe, news from the homeland- diasporic media
- Younger diasporas seek a likemindedness and sense of belonging that enables the sharing of multiple identities they embody- social media, online media outlets i.e. Huffington Post, BuzzFeed
- Newly arrived refugees seek to send and receive information related to their experiences of refugeehood; connecting with family and friends left behind, connecting with refugees ahead in the process and those that are en route. Creating space for recognition and self-identification- Facebook, Whatsapp:

Najib “ Facebook was the first place I could register myself, write my name, date of birth, where I was born, who my family members were. And then connect with people”

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Common Threads across the groups:

Jamal Osman, a British-Somali journalist with Channel 4 in his article for the Guardian, written on May 26, 2014:

“Coming through passport control is an ordeal. Not all citizens enjoy the same rights. I have been detained, questioned and harassed almost every time I have passed through Heathrow airport. In 10 years, only one of my colleagues has been stopped.....If there is one thing I've learned from such encounters, it is that carrying a British passport doesn't necessarily make you feel British. ”

Vulnerable communities particularly of Muslim, black and refugee backgrounds feel a lack of sense of belonging, unwanted. This has become more poignant in Brexit climate. This sense is also evident in their opinions about UK media, particularly as they correlate this with the lack diversity they see in the media. A young female participant of the London focus groups elucidates this experience of lack of representation in British media:

“Our lives are hardly represented by the media unless it is in the context of the war on terror. Even in stories where young Somalis are doing something positive like organise a book fair, the media has to cover even that with Al-Shabaab pictures.”

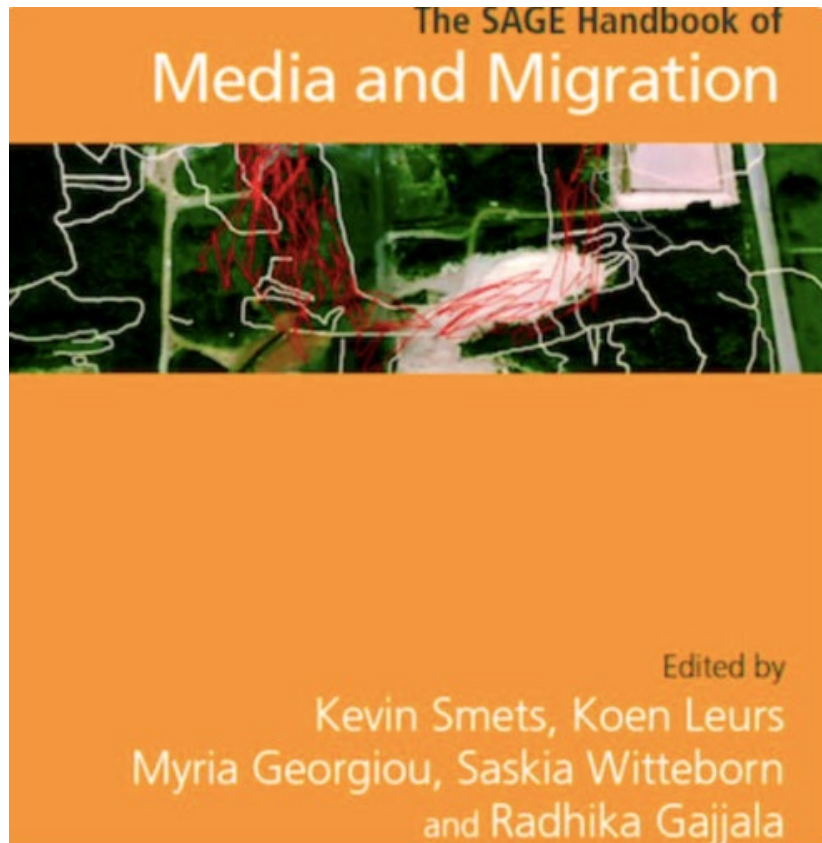
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Difference in responses; older communities pull inwards and engage more with homeland, mediated co-presence becomes more significant than physical co-presence, younger generation are deliberative and push for better representation, inclusivity across media spaces. Refugees become more reclusive.

Recommendations: Empowered Media Literacy

- Advocate for more representation in mainstream media spaces; media that reflects the diversity of UK
- Proactive approach to be more inclusive by widening the scope of how we share available resources; in different languages and communicative platforms
- Active trust building to make vulnerable communities feel welcome, that they belong here.

FOR FURTHER INFORMATION: BOOK CHAPTER RELEASE SEPTEMBER 2019



Section 7: Conflicts

48. Gavan Titley, "Racisms, migration and media: A reflection on mutable understandings and shifting 'problem populations'"
49. Mattias Ekman, "Anti-immigrant sentiments and mobilization on the internet"
50. Kumru Berfin Emin Cetin, "National Politics, Transnational Resistance: Alevi Television during the State of Emergency in Turkey (2016-2018)"
51. Christine Ogan, "Diaspora Activism in Host and Home Countries: Motivations, Possibilities and Limits"
52. Idil Osman, "Home Nations as Comfort Blankets; Media, Recognition and Conflict Generated Diaspora"