

Ethnic Groups and Races (Racism) In Mass Media

**Multi-Ethnic Society (9)
(Jun. 12, 2014)**

Email Assignment

- Definition question: along with increasing number of websites
- Survival is not always required, but . . . How minorities obtain necessary information (cf. official guidebooks, etc.).
- Chances for majority to see ethnic minority media

Why Mass Media?

- Influence of dominant media
- Necessity of critical reading (media literacy)
 - Difference of media and difference of representation
 - Covering something means uncovering something (Said 1981)
 - Problem of representing others (Said 1979)
- not the reality of the target group but the way of looking at it from the majority side (in their head)

- Intentionally or unintentionally, descriptions of the target group are led to a certain direction = discourse
- How to extract patterns of discourse = analysis
- Master (grand) narrative = dominant and influential way of story telling

How to Analyze/What To Be Analyzed

- Consistence and/or variations and diversity of images
- Changes of describing and receiving sides
- What changes/not change
- What appears/not appears
- Strong/weak

Backgrounds

- After 9/11 fear of 'homegrown terrorism'
- Discourse of 'multiculturalism failure'
- Diffusion of negative comments through internet: combination of mass media and SNS
- Room for hate speech → question of 'tolerance'

Question of tolerance

- ‘Threshold of tolerance’: provides rhetorical excuses
 - It is we that decide how much we are tolerant.
 - They are to be blamed for passing the threshold.
- ‘Islamic intolerance’ (Hamai 2004: 190) is a hidden part to make a pair of the dichotomy.

Exercise and Comparison (1)

- How to analyze representation of majority side
- Majority who support the minority side may be attacked as 'enemy inside' (Hamai 2004: 159)

Exercise and Comparison (2)

- Analysis of images of ‘foreigners’ in Japanese newspapers and weeklies (Okumura 1998): a bit different images for different groups in different media
 - Female workers: “Kawaiso (poor)” → “tough”, “greedy”, “dirty”
 - Students: “Kawaiso” → “greedy”,

Discussion

- If the coverage of this research was different (not only general elections, not only Muslims, not only newspapers), what would be the result?
- How do readers perceive the articles? (both majority and minorities who are described)
- What are good representations (if mass media provide good images of minority groups, no problem)?

References

- Bleich, Erik, 2011, *The Freedom to Be Racist?: How the United States and Europe Struggle to Preserve Freedom and Combat Racism*, Oxford University Press
- Hamai, Yumiko(浜井祐三子), 2004, 『イギリスにおけるマイノリティの表象』三元社
- Okumura, Takashi (奥村隆), 1998, 『他者という技法——コミュニケーションの社会学』日本評論社
- Said, Edward W., 1979, *Orientalism*, Vintage Books
- -----, 1981, *Covering Islam: How the Media and the Experts Determine How We See the Rest of the World*, Pantheon Books

【Email assignment】

Give an example of how an ethnic minority group is represented in mass media of the country.

【Preparation】

What kind of rules are there in multi-ethnic/lingual societies to use different languages? Keywords: multilingualism, language imperialism, etc.