

Session: Diversity of media content

Touching a variety of related topics the most important issue concerned the question on how to address and promote diversity through the media. Is a regulation by law necessary? And how does the society react on a government induced process towards diversity?

The participants of the workshop reached a broad consensus that civil society integration is of utmost importance to shape the process. Some favored purely market-based concepts, whereas others promoted public incentive schemes encouraging diversity both in the overall media landscape as in content. When discussing the optimal design of national funding programs, emphasis was laid upon the concepts of market power and pressure groups' influence in decision making.

Recommendation 1:

It is important to cultivate a plural society through the promotion and support of culturally diverse art (e.g. cinema, music, etc).

Recommendation 2:

The UNAOC should create a training program for minorities in journalism, art and media. Governments need to be encouraged to provide funding for minority employment in media.