

## Task I

The given text is an excerpt from the article “Bradford and race: the TV experiment that aims to change perceptions and prejudice” and was published in “The Guardian” in February 2012. It deals with a TV experiment, that was conducted in order to see whether people from different religions and cultures are able to live together and whether they find out what it means to be British.

The TV series “Make Bradford British,” that was broadcasted in two parts, gave eight people who all had a different cultural background the possibility to get to know other cultures and traditions. By living together for four days and afterwards spending time with an allotted partner, the participants were confronted with their prejudices.

Damon, for example, a 24-year-old British sheet-metal worker, grew up separated from other cultures, was invited to the marriage of the sister of one of the participants. Before the TV experiment, he would have never attended a Muslim wedding since he used to think Muslims were all evil.

## Task II

To convey the impact of the TV experiment “Make Bradford British,” the author contrasts the participant’s opinion about a subject concerning migration before and after the series was recorded.

Sabbiyah, for example, recognizes that she was too naive about integration when she is asked by a drunk how she can be British without wearing a short skirt and a top. By giving a quote by Sabbiyah opposing the way she thought about migration before the series to the way she is thinking about migration after the TV experiment, the author demonstrates the effect of it: “[...] I had a happy-clappy, wishy-washy, whimsical approach to integration – it was only when I went to mixing people from a different class that it was a big shock. It wasn’t just race, it was class. The experience has sobered me up about the reality; that integration is hard work and a long process.” (ll. 28-31)

Also by quoting Damon, the author shows the impact of the TV-series. The young man was invited to the Muslim wedding of one of the participant’s sister although before the series he “used to think they were all evil” (ll. 35-36).

## Task III

### **Media still work as an obstacle for migrants’ successful integration**

The article “Medien sind für die Integration von Ausländern eher hinderlich“ (in English: Media are not supporting the integration of migrants), that was published in the magazine “MiGAZIN Migration in Germany“ in March 2010, deals with the way migrants are presented in German media.

According to a study conducted by the “Zürcher Forschungsinstitut Media Tenor International,” the image of migrants in German media in 2009 is still clearly negative.

Only few articles report about migrants and often these articles deal with bad news. If crimes are committed by migrants, however, the media frequently tends to exaggerate this fact.

All in all, German commentatorship about migrants is still not improving integration of migrants.



## Task VI

### 4.1

Unfortunately, media do not always support migrants' integration into society. But they *could* influence integration in a positive way since media have an effect on people's opinions.

The fact that TV programmes can have a positive impact on the process of integrating ethnic minorities into the mainstream culture was revealed by the TV experiment "Make Bradford British." In the TV series, eight individuals who all have a different cultural background were living together for four days. Afterwards, they all reflected on their former prejudices and often remained in contact with each other. Television channels should broadcast more documentaries about the process of integrating migrants.

Media should not only report about crimes committed by migrants but also about positive things. Furthermore, television channels should integrate migrants more into their program, such as telenovelas, films and documentaries. By making migrants part of the daily television program, TV channels could promote migrants' integration into society since the TV influences people's thoughts a lot.

TV has a high degree of responsibility concerning the integration of ethnic minorities into the mainstream culture – and it should be aware of it.

## 4.2

The TV experiment “Make Bradford British,” a two-part series bringing together people from different cultural backgrounds, made the participants think differently about other cultures.

At the same time, Sabbiyah, for example, learned that she had a rather naive attitude to integration so for: “I come from a very middle class background so all my life I have been in a bit of a bubble with all my friends being liberal, educated and tolerant. [...] So I had a happy-clappy, wishy-washy, whimsical approach to integration – it was only when I went to mixing with people from a different class that was a big shock. [...] Integration is hard work and a long process.” (ll. 27-31)

In a pub, Sabbiyah was confronted with British social and cultural reality: a drunk asked her how she could be British if she did not wear a short skirt and a décolleté top.

The young Muslim used to think that integration was quite easy to accomplish. But the TV experiment has shown her that this is not always the case.

The film “The white Masai” is based on the autobiography of the same name by Corinne Hofmann. It deals with the young German Carola, who is living in Switzerland and is on holiday in Kenya with her boyfriend. In Kenya, she meets Lemalian, a Kenyan warrior. They fall in love, marry and have a daughter. But it is difficult for Carola to adapt to the new culture: female circumcision is still very common in Kenya and men do not respect women, especially not their wives. Carola suffers from underfeeding and illness, such as malaria. To improve the living conditions in the village, she opens a food store. But her Kenyan husband does not like the fact that his wife is becoming a successful business woman – he thinks that this has a bad impact on his authority. Furthermore, he is very jealous and accuses Carola of having a boyfriend.

Having lived in Kenya for four years, Carola has to realize that she is not – and will not – be able to bridge the cultural differences. When her daughter is four years old, she leaves Kenya telling Lemalian that she will go on holiday to Switzerland. Her husband, however, does not think that she will return to Kenya – nevertheless, he does not hinder her.

Both women – Sabbiyah as well as Carola – had to recognize that integration takes a long time and that people cannot be changed overnight.

### 4.3

Welcome, everybody, to the international students' conference on exchange programmes!

Most of you might be interested in doing an exchange or might have already taken part in one. For those of you who are still not quite sure if you want to take part in an exchange, I can give you some advice: Don't think about it anymore! Do it!

Interaction between people from different backgrounds affects people's perception of each other and their behaviour.

The TV experiment "Make Bradford British" has shown this perfectly. In the two-part series, eight participants who all have a different cultural background were living together for four days. Afterwards, they spent time with a partner.

Nearly all of them thought differently about subjects concerning integration after they had finished the experiment. Damon, who used to think all Muslims were evil, was invited to attend the Muslim wedding of the sister of one of the participants.

Audrey, a 48-year-old pub owner, has been living in Bradford for more than 30 years. But just because of the TV experiment he got in touch with an Asian for the first time in his life.

All the participants reflected, thought about their prejudices and became more open-minded towards other cultures, religions and traditions.

People who have prejudices against others who belong to a different culture mostly have not even talked to one of them. But once they get in touch with them and grow familiar with their culture, they might quickly overcome their prejudices because they find out that they were without cause.

If you decide to take part in an exchange programme, you will not only get to know the country you visit but also the people who live there including their culture, their traditions and their way of life... And, believe me, you will not regret this experience - like none of the participants of the TV experiment regretted their experience!

Thank you!