



TASKS

- 1 Outline the information about the TV experiment and the impact of the experiences on the participants. (Text A) (20 %)
- 2 Analyze the means the author employs to convey the impact of the TV experiment. (Text A) (25 %)
- 3 Mediation (20 %)
For an international school project on media and integration in the EU, summarize the relevant information on the image of migrants in German media. (Text B)
- 4 Choose **one** of the following tasks:
 - 4.1 Reflect on the positive impact TV programmes might have on the process of integrating ethnic minorities into the mainstream culture. Use *Make Bradford British* as one of your examples. (35 %)

OR

- 4.2 Compare one participant's experiences as part of the TV experiment with those of a character from literature or film whose encounter with a member of another ethnic group has a significant impact on him/her. Assess the way they deal with their experiences. (35 %)

OR

- 4.3 Write a speech for an international students' conference on exchange programmes in which you comment on how interaction between people from different backgrounds affects people's perception of each other and their behaviour. Refer to information from Text A and your knowledge about the issue. (35 %)

Text A: Excerpt from the article***Bradford and race: the TV experiment that aims to change perceptions and prejudice***

Participants in C4 series tell what difference it has made to their attitudes

By Sarfraz Manzoor

[...] In *Make Bradford British*, eight people, all of whom live in the city but come from very different backgrounds, were asked to live together. [...]

The two-part series gave some participants their first experience of mixing with people of a different background. "I used to play rugby, so I have intermingled with the British," said Rashid, 37. "But this
5 was the first time that I have lived with anyone from a different culture, religion and background and I believe you don't really get to know anyone unless you live with them."

Rashid is a devout Muslim whose insistence on praying five times a day in the mosque led to tensions in the house as his prayer schedule made it difficult for him to discharge house duties such as buying food for the evening meal. He shared a room with 24-year-old sheet metal worker Damon, who lives
10 in a predominantly white part of the city. "Bradford is very segregated," he told me. "There are white areas and Asian areas and you just grow up not having any reason to mix."

The eight participants in *Make Bradford British* spent four days living in a shared house, then split into pairs and spent time with each others' families. "I have lived in Bradford for more than 30 years and I have never been invited by an Asian to have Sunday lunch or a cup of tea," said Audrey, 48, who runs
15 a pub in the city centre.

[...] The programme-makers say that the purpose of the series was to see whether people from different religions, backgrounds and cultures could live together and in doing so find out what it means to be British.

During their time together, the eight found that their assumptions and prejudices were challenged. Jens,
20 who in the past had breezily used the phrase "black bastard", is taken to task by Desmond, who is still traumatised by the racist beating that he suffered almost 20 years ago. Sabbiyah, a young, headscarf-wearing Muslim, had attended a largely white school and studied a course at university where she was the only non-white. She entered the house confident she was as British as anyone else, but in the documentary she is confronted by a beery man in a pub who demands to know how she thinks she can
25 be British when she isn't wearing a mini-skirt and low-cut top. It is shocking to watch, and recalling it Sabbiyah admits that she had been "naively optimistic" about integration.

"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," she said. "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
30 class that 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."

Since the series was made, the participants have remained in contact and they recently met for a reunion meal. One lesson of the series is that even a few days of mixing with people from other communities can make a dramatic difference. Damon and Rashid are now friends and Damon was even invited to
35 Rashid's sister's wedding. "The series changed my mind about Muslims," Damon told me. "I used to think they were all evil."

Damon has talked to friends about his experience and he told me he hoped that it would help them to challenge their prejudices.

Rashid revealed that the lesson he learnt from the series was that bringing people together requires

40 compromises and sometimes suppressing one's own desires. "Maybe there isn't enough give and take in Bradford," he said.

But if the series illustrated how much can be achieved in a short space of time, it also highlighted the limits of what television can do and the challenges for politicians wishing to improve community relations. [...]

(666 words)

Source: Manzoor, Sarfraz. "Bradford and race: the TV experiment that aims to change perceptions and prejudice" The Guardian 26 Feb. 2012.

<<http://www.guardian.co.uk/uk/2012/feb/26/bradford-race-identity-c4/print>>. [05 March 2012]

Annotations

Lines

subheading	C 4	<i>short for:</i> Channel 4
7	devout	having or showing deep religious feeling or commitment
20	to take sb to task	to criticize somebody (angrily)
24	beery	<i>here:</i> smelling of beer
28	happy-clappy	<i>here:</i> enthusiastic without much thought / in a superficial way
28	wishy-washy	<i>informal:</i> not having a clear or firm idea of something
29	whimsical	<i>here:</i> not serious

Text B: Artikel

Medien sind für die Integration von Ausländern eher hinderlich

Allen entgegenstehenden Absichtserklärungen zum Trotz: Das Bild der Ausländer in den deutschen Medien blieb auch 2009 klar negativ. Dies zeigt eine Auswertung des Zürcher Forschungsinstituts Media Tenor International, die den Stellenwert und die Bewertung von Ausländern in tonangebenden deutschen TV- und Printmedien untersucht hat.

5 „Ausländer spielen eine marginale Rolle in der Berichterstattung – aber wenn sie auftauchen, geht es meist um schlechte Nachrichten“, erklärt Roland Schatz, Gründer und Präsident von Media Tenor. Das Institut hat untersucht, wie häufig Ausländer als Akteure im Mittelpunkt der Berichterstattung standen. Dabei ging es nicht um den rechtlichen Status der dargestellten Personen, sondern um Akteure, die von den Journalisten als „Ausländer“ charakterisiert wurden. „Deutlich weniger als einer von hundert
10 Nachrichtenbeiträgen über Deutschland nimmt Ausländer als Hauptakteure in den Blick“, erläutert Roland Schatz. In den Zeiten der Wirtschaftskrise sank dieser Anteil noch einmal deutlich - von 0,71 % im Jahr 2008 auf 0,51 % im Jahr 2009.

Überwiegend negative Nachrichten

Wenn Ausländer im Mittelpunkt stünden, dann überwiegend mit negativen Nachrichten: [...] Eine der
15 Hauptursachen liegt darin, daß die Medien immer noch gerne auf den ausländischen Hintergrund von Tätern und Opfer abheben, wenn es um Kriminalität geht. Ausländer werden deshalb vor allem mit Verbrechen und – als Opfer mit politischer Kriminalität verknüpft. Der positive Beitrag, den Ausländer zum Wirtschaftserfolg und zum gesellschaftlichen Miteinander leisten, wird weitestgehend ausgeblendet.

Einen positiveren Trend gab es in der Darstellung der Muslime in Deutschland: Ihre Sichtbarkeit stieg

- 20 deutlich an, blieb allerdings auch im Jahr 2009 deutlich unter der Präsenz religiös motivierter Extremisten
und Terroristen, wie etwa der sogenannten „Sauerland-Zelle“. In den Jahren 2008 und 2009 seien die
Muslime in Deutschland in den tonangebenden Medien sogar überwiegend positiv dargestellt – als
Gegner von Gewalt und aufgeschlossene Diskussionspartner. Die Kontroverse um die Teilnahme des
Islamrats an der von Innenminister de Maiziere wiederbelebten Islam-Konferenz habe aber zuletzt
25 wieder für Kritik gesorgt.

Für die Integration hinderlich

„Noch immer ist das Medienklima für eine verbesserte Integration von Ausländern eher hinderlich“,
urteilt Roland Schatz. „Während das Misstrauen der einheimischen Bevölkerung wachgehalten wird,
fühlen sich die Ausländer von einer solchen Berichterstattung diskriminiert.“

(337 words)

Quelle: Medien sind für die Integration von Ausländern eher hinderlich. In: MiGAZIN Migration in Germany (25.03.2010).

<<http://www.migazin.de/2010/03/25/medien-sind-fur-die-integration-von-auslandern-eher-hinderlich/>>. [20.03.2012]

Annotations

Zeilen

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| 2/3 | Media Tenor
International | Organisation, welche für die im Artikel zitierte Analyse insgesamt 138.210 Beiträge in Bild, Focus, Spiegel, ARD Tagesschau und Tagesthemen, ZDF heute und heute journal, RTL Aktuell, Bericht aus Berlin, Berlin Direkt, Fakt, Frontal 21, Kontraste, Monitor, Panorama, Plusminus, Report Mainz und München, WiSo und den DLF-Nachrichten ausgewertet hat. |
| 24 | de Maiziere | Dr. Thomas de Maiziere ist seit März 2011 Bundesminister der Verteidigung. Davor war er Bundesminister des Inneren. |