

each of the media categories. The award is in recognition of those journalistic efforts which best contribute to the furthering of human rights.

Excellence: There is a need to motivate the press and other media to take a leadership role and to achieve excellence in dealing with race relations.

RECOMMENDATION:

The proposed Ministry of Multiculturalism should assist more non-governmental organizations in making prestigious annual awards for reportage, documentary, advertising or other areas which contribute to harmonious race relations.

STRESS CROSS-CULTURAL COMMUNICATION IN ALL ASPECTS OF THE MEDIA INDUSTRY

On the Fringes: On the whole, visible minorities deeply desire to participate in Canadian society, but for various reasons they feel restricted to the fringes of society or alienated from its mainstream. Many witnesses reported that such feelings of alienation were sharpened rather than relieved by the mass media. The Committee was struck by the comment: "While each of us as citizens may believe ourselves to be 100 per cent Canadian, others often, with eyes to see and ears to hear, do not share that view."

Sensational: The media generally ignore visible minorities, failing to report their activities of great or not-so-great importance. Events of cultural significance or leisure that are covered for the majority, such as fishing derbies, model railroad shows or stamp exhibitions, do not have a counterpart in the coverage of visible minority groups. On the few occasions when reporters cover visible minorities, they seem most interested in the sensational quality of an event or in the exotic characteristics of the persons involved. Alternating between denying or exaggerating their presence, the media create a strong psychological barrier between visible minorities and the rest of Canadian society.

Research studies commissioned by the Multiculturalism Directorate confirm the under-representation as well as the misrepresentation of visible minorities in the medium of television. A 1980 study showed no negative features were attributed to nonwhite characters, but their roles seemed limited in respect of socio-economic status, occupation and dramatic interest. Analysis of news items in this same period indicated that all the broadcasters shown on air were white. In a report released in 1984, Professor Gary Granzberg found that in 360 hours of prime-time television, visible minorities were often misrepresented. They were generally younger than other characters, less gainfully employed, less maritally stable, less virile, less heroic and less important than other characters. Minorities tended to be depicted as victims of violence far more than in real life, and fewer were shown participating in the good life than is the case in reality.

Lacking: Media professionals have not been trained to cope with the multicultural society which urban Canada has become. While schools have set up courses in multicultural education, the schools of journalism have done nothing similar. Human service workers in many cities have set up in-service courses to sensitize

RECOMMENDATION

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