Stop watching, start seeing

An International Conference on Stereotypes of Ethnic Minorities and Migrants in the Popular Culture

Venue: Karl-Renner-Institut, Europasaal, Entrance:
Gartenhotel Altmannsdorf, Hotel 2, Oswaldgasse 69/ Hoffingergasse, 1120 Vienna, Austria

27 – 28 February 2014

Stop watching – Start seeing: VIDC - Vienna Institute for International Dialogue and Cooperation in cooperation with the Karl-Renner-Institute hosts the international conference on stereotypes of ethnic minorities and migrants in popular culture. The conference takes place in the framework of the EU project “BEAMS - Breaking down European Attitudes towards Migrant/Minority Stereotypes” and promotes the results of the cross-European BEAMS studies on stereotyping trends and models relating to ethnic groups and migrants in Europe.

The conference will bring together researchers, filmmakers, production companies, artists, policy-makers and representatives from the creative sector and will discuss some of the popular culture industries’ challenges in fighting racism and discrimination in our societies.

The aim of the event is to better understand the link between popular culture stereotypes of migrant and minority groups and discriminatory attitudes of the consumers/citizens, which still prevent such groups from obtaining full rights of citizenship in many respects.

For more information about the BEAMS project please visit www.beams-project.eu and www.vidc.org [in German].

The Conference languages are German and English with simultaneous interpretation.

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Registration
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PROGRAMME
Thu, 27 February 2014 14:00 – 19:00

13:00 – 14:00 Registration

14:00 – 14:30 Welcome
Barbara Prammer, President of the National Council of Austria (video message)
Marilinda Scarpa, Head of Department, Veneto Region, Migration Policy Department
Sonia Grabner, Austrian Development Agency
Gerhard Marchl, Karl-Renner-Institut, Vienna, Austria

14:30 – 16:00 Panel 1: Roma/Romnja & Sinti/Sintize in Europe: Between Stereotypisation, Racism and Self-representation
Romani Rose, President of Central Council of German Sinti and Roma, Germany
Mirjam-Angela Karoly, Chief of the ODIHR Contact Point for Roma and Sinti Issues, OSCE, Poland
Gilda Horvath, ORF Journalist and Activist, Austria
Moderation: Cornelia Kogoj, Initiative Minderheiten, Austria

16:00 - 16:30 Coffee Break

16:30 – 18:00 Panel 2: From Stereotypes to Racism: minorities’ experiences, mass media and human rights
Peggy Piesche, Cultural and Literature Scientist, University of Bayreuth, Germany
Beatrice Achaleke, CEO Diversity Leadership, M-Media, Austria
Delna Antia, Journalist, das biber, Austria
Moderation: Michael Fanizadeh, VIDC

18:00 – 18:30 Summary of day I + Introduction of Day II
Sandra Rainero, Veneto Lavoro, Unità Progetti Speciali, Italy
Helene Trauner, VIDC

With financial support from the Fundamental Rights and Citizenship Programme of the European Union
WORKSHOP SESSIONS
Fri, 28 February 2014 / 09:00 – 14:00

09:00 – 09:30

Presentation of Workshops
Chair: Helene Trauner, VIDC

09:30 – 12:00

Workshop 1: Visual arts and media challenging stereotypes of ethnic minorities and migrants (German and English with simultaneous interpretation)

Discussion topic
Media and visual arts are perpetuating the image of ethnic minorities, reflecting the social trends, shaping public opinion, producing and replicating stereotypes towards groups, communities and individuals, their habits and characteristics. However they also have the power to change perception and to break the mainstream discourse on migrants and minorities.

→ Beautiful People or a different way of featuring Roma community in photography, Šymon Kliman, photographer, Slovakia
→ Social advertising: a deprivation of identity? Anne Rocheteau, Cap Solidarités, Tandem Plus, France
→ Examples of stereotypes and racist incidences, Andrea Härle, Romano Centro, Austria
→ Stereotypes on ethnic minorities in football and sport, Kurt Wachter, FairPlay/VIDC, Austria
→ Colours of Carinthia, Karlhein Fessl, Franz Tomášič, ilab crossmedia, Austria
→ The role of community Media to counter stereotypes, Adam Bezeczky, das biber, Austria

Moderation
András Kováts, MENEDEK, Hungary

Rapporteurs
Sara Wickert, Migrants Resource Centre, United Kingdom and Norbert Kreuzkamp, Tandem Plus, Germany

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09:30 – 12:00

Workshop 2: Film, performance arts and comedy: Stereotypes, experiences & complex representations of minorities and migrants in mainstream media (only in English)

Discussion topic
The film industry and performance arts may have a powerful impact on encouraging “stop watching and start seeing” ethnic stereotypes. But such representations are not simple and straightforward, several productions use stereotypes to reverse, replace and counteract dominant mainstream discourses on minorities and migrants.

→ The long way from “Tzigan” to “Roma” - a short story of Roma image in the public eye, Mircea Toma, Fundatia Dezvoltarea Popoarelor, Romania
→ Roma or Gypsy? Stereotypes reinforcement in popular culture, Matteo Bassoli, Sucar Drom, Italy
→ Ethnic minorities and comedy in the Netherlands, Ed Klute, MIRAMEDIA, The Netherlands
→ Using humoristic elements of filming and social experiment as effective tools for changing the public perceptions, Kamila Zlatušková, Radim Procházka, Czech Republic
→ Facts or fiction? Films and TV series reinterpreting migrant narrative, Sandra Rainero, Veneto Lavoro, Italy

Moderation
Galya Terzieva, Society Development Institute, Slovakia

Rapporteurs
Matteo Bassoli, Sucar Drom, Italy and Alice Geymant, Fundatia Dezvoltarea Popoarelor, Romania
WORKSHOP SESSIONS
Fri, 28 February 2014 / 09:00 – 14:00

9:30 – 12:00

Workshop 3: Local and Public Authorities’ accountability for community cohesion and coexistence in an increasingly diverse society
(only in English)

Discussion topic
What is the role of local institutions and actors – public and private - in shaping the image of ethnic minorities and migrants in interaction with their constituencies? Are there effective mechanisms for supporting the inclusion of the diverse composition of our communities via institutional communication strategies and positive interpretations of diversity?

→ Municipalities’ campaigns countering discrimination of minorities in Italy, Gabriele Guazzo, Cittalia, Italy
→ How Is Community Of Madrid Addressing Interaction And Coexistence Of Different Minorities Groups And Local Population In Its Regional Area, Paloma Herrera, Community of Madrid, Spain
→ City of Vienna: Diversity Management to counter stereotypical images, Karin König, City of Vienna, Municipal Department 17 - Integration and Diversity, Austria
→ Miriam Sallussolia, Articolo 3 Osservatorio sulle discriminazioni, Italy

Moderation
Simone d’Antonio, Cittalia, Italy

Rapporteurs
Lorenzo Liguoro, Veneto Lavoro, Italy and Claudia Morini, Apulia Journalist Order, Italy

12:00 – 13:00

Presentation of Workshop Results

Chairs
Sandra Rainero, Veneto Lavoro, Unità Progetti Speciali
Helene Trauner, VIDC