



online-conference  
12 November to 21 November 2020

## Public Media in post-migrant Germany? A Dialogue for Participatory Change

"In public sphere, migrants and non-migrants not only speak one or more languages, but they also have a *voice*, in a normative sense, to help shaping political decisions that affect them."<sup>1</sup>

Diversity is part of our society, and this cultural, linguistic and religious diversity shapes our everyday life. We live in a post-migrant society. Every fourth person in Germany has a family history of migration (cf. NDM 2020: 3). Mass media communication can accept this development as a common reality and can contribute, portraying it positively. Criteria for this are respect and tolerance of the public and openness of the media structure towards migrants as well as Black, Indigenous and People of Color (BIPOC). But who creates openness?

Public media can create access to the public sphere for migrants, BIPOC and other groups experiencing discrimination as well as imparting knowledge and strengthening positive attitudes towards a plural, democratic society. Even in times of digitization, public media as well as private media have the task of contributing to "free, individual and public opinion-building" (SächsPRG § 2 paragraph 2 sentence 3). A task that has to be redesigned in times of digitalization. This educational mission is of great importance for society's orientation towards an open, democratic and plural society and needs journalists fulfilling this task (cf. NDM 2020: 4). Diversity can't stop at media reporting, but also requires multiple perspectives inside the structure of media companies. The study by Pöttker et al. (2017) shows that management levels of journalistic media companies also consider the proportion of journalists with a family history of migration to be clearly too low (cf. Pöttker et al. 2017: 154). Only six percent of them are represented in the main editorial offices of German media companies (cf. NDM 2020: 3).

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<sup>1</sup> **Gouma, Assimina (2020)**. Migrantische Mehrsprachigkeit und Öffentlichkeit. Linguizismus und oppositionelle Stimmen in der Migrationsgesellschaft. Wiesbaden: Springer VS, 59.  
This and further quotes in this abstract are translated by the author.

With this thought the conference is dedicated to the public media in order to jointly rethink structures and explore opportunities for the implementation of new forms and formats. We want to bring together people with varied perspectives, experiences and knowledge for a constructive debate and ask: How can public service media actively and positively shape social change and ensure that post-migrant society also becomes reality in the media public sphere?

The conference will present good practice examples from public broadcasters (e.g. SWR, WDR, and international perspective BBC) as well as their structures, formats and programs. At the same time, we want to identify challenges and barriers as well as contribute to solutions. A conference, that unites the topics "public media" and "(post)migratory society", has not yet been held in Saxony. We want to promote an intercultural opening of the public media in Saxony and in the new federal states. During the conference, the participants will jointly develop concepts for exchange and cooperation of public media with (post)migrant media and migrant organizations. In addition, the participants can strengthen their skills and knowledge for living and working in a post-migrant society through participatory formats (e.g. workshop, webinar, participatory discussions).

## **mikopa**

*mikopa* is a platform and think tank based in Leipzig. It is a joint project of ZEOK e.V. and the Research Centre - Communication for Social Change (EC4SC) of the University Leipzig. *mikopa* is committed to make post-migrant Germany visible in public. This is possible through a participatory public sphere in which migrants and BIPOCs can actively and self-determinedly articulate their interests. A public sphere in which participation and representation of the entire society is possible.

The conference series, in which we examine a new topic from a scientific and practical perspective each year, is the core of our work. It is a forum at the interface of practice and science and the first of its kind in Saxony and Central Germany. In 2019 we came together in the name of "post-migrant alliances". Since then, the series no longer focuses solely on media, but also expands its focus to other forms of communication (e.g. interpersonal communication, art and culture, conferences).

## **Bibliography**

**Gouma, Assimina (2020):** Migrantische Mehrsprachigkeit und Öffentlichkeit. Linguizismus und oppositionelle Stimmen in der Migrationsgesellschaft. Wiesbaden: Springer VS.

**Neue Deutsche Medienmacher\*innen (2020):** Viel Wille, kein Weg. Diversity im deutschen Journalismus.

**Pöttker, Horst; Kieseewetter, Christina; Lofink, Juliana (2017):** Migranten als Journalisten? Eine Studie zu Berufsperspektiven in der Einwanderungsgesellschaft. Wiesbaden: Springer VS.