

INMIGRATION IN THE MEDIA

Social responsibility of the media

Independently of the items directly in connection to immigration, there is a continuous link among media and its social responsibility. It is clear that the media are the main "sense" builders, they are those who provide the population with interpretation models for the reality, the stereotypes and the pieces of information which feed, establish or refuse the world view. Due to this reason, the media take part in a decisive way in the building of social values, in a dialectic relationship, of round trip to the reality: on the one hand, the media are a mirror for the values in a society and its internal relationships and, on the other, they are basic in the definition of values and attitudes.

The society does not impose interpretation and sense models to the society, but they amply and shape these models, they are cause and effect at the same time.

The big power of the media for the configuration and shaping of public opinion does not always work together with knowledge enough on the subjects they are dealing with and neither with the necessary consciousness of its responsibility in this field. This is a reality which is daily proved by those people and collectives worried about lacks in one of the weakest sectors of our society: it is the one composed by immigrants who have left their hometown and try through work and effort to open a door in another country where they are often refused and exploited.

Media have demonstrated that in many cases they have been able to stop the abuse of governments against immigrants. They are also able to approach wounding situations to their public which moves necessary and existing societies in our cities. They are a tool that can be very useful and necessary to fight against xenophobic and racist ideas and behaviours existing in our societies. Even if in the very most of the cases the media are companies with commercial interest and politic position, they are not outside social considerations and pressure from other social agents. Anyway, a first step should be that journalists should assume their responsibility from caring criteria. We are far from counting journalists belonging to minorities but it is clear that one of the points to be focused is not talking about minorities but letting them speak.

Media for the immigration

Verbal communication in the media in the big cities in Spain is full from accents from South-America, Magreb and East countries. Press for immigrants has already started its way even if still not as much as necessary by the big media.

The informative menu for the immigrants is composed by television (85%), magazines (50,1%), radio (47,4%) and newspapers (33,8%), according to EGM (General Studies on the media).

Written media for the immigrants

In Spain there are over 100 media for the immigrants, the number increases every year. It is a very attractive sector for the advertisers, politic parties and public powers as far as it is an influential and growing population sector who could vote in the municipal elections. Among the most important ethnic publications in Spain, we find the weekly magazine *Latino*, published by Ediciones Novapress in Madrid and Barcelona, *Sí se puede*, in Madrid, the magazine *Toumai*, the Bulgarian magazine *Nova Duma*, and the Romanian magazine *Noi En Spania*. Barcelona counts on ten newspapers which are Publisher for immigrants and, among them, we find *El Mirador*, *El Hispano*, *Akhbar Europe*, *Catalina*, *Arg Express*, *Imagen Latina*, *Soweto*, *Chinalia Times* y *La Voz de China*.

Two Pakistani newspapers, four Latin-American publishing, two Chinese, one Africana and one intercultural are published in Barcelona, which is the city that together with Madrid joins the most of the journalist initiatives promoted by immigrants in Spain.

In Barcelona there are two newspapers in urdu, the only ones in Spain in this language: *El mirador*, a weekly magazine and *Akhbar Europe*, which counts on a central newspaper office in Pakistan.

Another very dynamic collective is the one from China, with two newspapers in Barcelona: *Chinalia Times* and *La Voz de China*. The first one has the subtitle of "Immigration and Integration" and on the front-page there is almost always a politician or relevant Spanish person. Its objective is providing the Chinese community with instruments in order that they can better understand the society where they living now.

The Russian and Ukrainian community count also on an important number of publications, all of them published in Madrid or other Spanish cities.

It is surprising that the community from Magreb doesn't count on own media in Catalonian, even if some of their member write in Arabian in the multicultural magazine *Masala*.

All these newspapers, in which generally work only a few journalists or collaborators and who are not paid in most of the cases, are mainly distributed in telephone boxes and commercial establishments driven by immigrants.

Written press in Madrid count on the new weekly magazine *Sí, se puede*, free of cost and mainly aimed to immigrants from Latin America and try to help them to

"face difficulties with good mood and perseverance". This is expressed by its publisher, in its first edition and she adds that the newspaper tries to "represent the optimism that can help us all and, specially, the hundred of thousands immigrants" living in Madrid.

Si se puede counts on collaborators of professionals from Ecuador, Peru, Spain and other countries and tries to fill the gap existing in the media published in Madrid with information thought for their potential lectors.

Other minority ethnic publications depend on immigrants associations or NGOs and its distribution is limited to associations and cultural centres, like, for example *Revista Refugiados*, *Revista Mundo Abierto*, *Inmigrante*, and *Revista sin fronteras*. There is also an indefinite number of on-line publishing and ethnic web pages (Gaya, 2002). In the Basque-land, the market of ethnic communication media is just beginning and in this moment we can find *Etorkinen Ahotsa* (Voices of the world), a monthly multicultural publishing from the NGO Zutalur in Bilbao since 2003; and *El Boga*, a free of cost monthly newspaper published in Vitoria-Gasteiz since November 2005 and defined by Clara Rosas, one of its editors as a "newspaper for immigrants" and "an interculturality space".

Radio for immigrants

Among radio broadcastings, we remark *La Tierra Prometida*, broadcasted by *Radio 5 Todo Noticias*, as well as the radio broadcasters *Barcelona Latina*, *Radio Gladis*, *Radio Contrabanda*, *Radio P.I.C.A.* and *Radio Manlleu* in Barcelona, *el proyecto MigraMedia*, *Radio Vallekas* in Madrid and about twenty more aiming the Latin American community.

Mosaic is a radio-phonetic news programme in Arabian, Amazic and Spanish. With the slogan *Con tu cultura, en tu lengua* (with your culture, in your language) it is aimed to the immigrants community in Catalonia. The programme offers news, interviews, cultural and sport agendas, work offers, music, questions and answers, etc. *Mosaic* is driven by three women.

El proyecto 'Destino' for the assistance and integration of immigrants was started with the broadcasting of the radio programme '*Tu destino*', which is broadcasted in the council broadcaster Radio Forum. Every Thursday, from 13.00 to 13.30 is chosen a core subject for a debate with the immigrants present in the studio which will be completed with interviews to the responsible people from the different NGOs of help to the immigrants and reports on some of their activities.

The panorama of ethnical media counts also on two important broadcasting radio-stations in Bilbao, *Candela Radio* (91.4 FM) and *Radio Tropical* (102.9 FM), the last one counts on about 20.000 listeners in the three Basque provinces. Other radio stations with broadcastings for immigrants *Tas Tas Irratia* in Bilbao, *RKM* in Vitoria-Gasteiz, *Radio Popular* and *Radio Euskadi* in Bilbao, and *Punto Radio* in San Sebastian.

Regulation of Public Television in Spain

LAW 17/2006, 5th of June, concerning radio and television of State ownership.

The Spanish Constitution in its article number 20 guarantees values of pluralism, veracity and accessibility with the aim of contributing to the creation of an informed public opinion and foresees the regulation by law of the organisation and parliamentary control of media belonging to the State.

The activity of media with public ownership must be ruled by a criterion of public service, which delimits its organisation and funding, its controls and contents in broadcastings and guarantees of access right.

The aim of this Law is, on the one hand, to give estate ownership of a legal regime which guarantees its independence, neutrality and objectivity and establishes organisational structures and a funding model which allow to reach the aim of public service with efficiency, quality and public reconnaissance. On the other, it reinforces the intervention of the Parliament and foresees the supervision of its activity by an independent audiovisual authority.

Actions promoted by *Telecinco* (private television)

12 meses, 12 causas (12 months, 12 causes), the compromise of *Telecinco* with the social sensitisation

The Project was born with the only goal on sensitizing population about the big number of problems in the society by using the big potential that television has as mass media.

The Project does not only go during the year but also has widened its dimension by establishing the Awards *12 meses, 12 causas* (12 months, 12 causes), through which *Telecinco* has decided to recognize since 2004 the labour of those social agents who contribute to add solutions of solidarity, development and peace.

First televisión channel done for the immigrants *Canal Latino TV*

Telecinco expresses its support to the job that the one and only television channel for Latin-american people in Spain have started for more than one year. The news in this channel, together with the rest of local, autonomous and state media have demonstrated its recognition and respect concerning the job of a TV channel aiming the promotion of the knowledge of the different cultures in Spain as well as its dissemination and integration. *Canal Latino TV* is a necessary support for the new citizens and its integration in this hosting society. Through dialog and communication, this media contribute to destroy topics and stigmas, with the aim of getting reciprocal knowledge and a society with full rights for all.

Television

One of most interesting examples of media which creates active transnationalism among listeners is the new *Ecuador en España*, the radio version of the satellite system RTU which broadcasts its programmes in Ecuador every Saturday at 19:30. *Ecuador en España* is broadcasted live from Monday to Friday at 15:00 and during one hour in *Radio Tentación* (93.5 FM inn Madrid), www.radiotentacion.com and www.elecuatoriano.com/eee.12. The programme is broadcasted at the same time in Spain, Ecuador, U.S.A., England, Netherlands, Germany and Italy, linking the main Equadoran communities in the world under the slogan "Independent and quality journalism". The main aim of the programme is sensitizing Ecuadorians abroad about the importance of their politic participation in Ecuador while informing them about their politic rights and how to develop them.

Publications

La vergüenza

The NGO Comparte presents *La Vergüenza*, a newspaper which goes inside the reality of Ecuadorian immigration and visit sons and grandmothers who stay in their home country and questions governments and companies involved in the migratory process.

<http://www.laverguenza.org/>

Tribuna americana

This new number of this magazine about politic reflection edited by the *Casa de América*, approaches in a monographic way to the immigration in Spain

<http://www.casadeamerica.es/>

RedSi.

Redsi, magazines specialized in training and employment of collectives in risk of exclusion and deals with subjects such as difficulties in the incorporation of the youth to the labour market, conciliation among family and labour life, the social vulnerability of non EU immigrant women or the access of handicapped people to work market, among others.

Voces contra la trata de mujeres

Proyecto Esperanza

Biannual magazine specialized in the phenomena of people trade as tool for the communication, sensitisation and denounce of this silenced reality.

<http://www.proyectoesperanza.org/>

Komsomolskaya pravda

The newspaper *Komsomolskaya pravda en España* is published by the publishing *Rusas Mediana, S.L.*, registered in Spain. The first number was on the 14th August 2003. In Russia, it is published since 1925 and has a print run of 30 million weekly.

The content of this newspaper is aimed at Russian speaker readers resident in Spain. Each number includes up to 10 pages offered by the Russian printing *Komsomolskaya pravda*; the rest of the newspaper is elaborated by the collaborators and newspaper correspondents living in Spain:

<http://xcccpc.iespana.es/>

Latin newspapers for the Hispanics in Spain:

<http://www.periodistalatin.com/>

<http://www.el-latinoamericano.com/>

There are several organizations which incorporate in their web, digital newspaper or news compilation with informative character from a legal point of view, for example:

<http://www.intermigra.info/extranjeria/index.php>

<http://medios.mugak.eu/>

There are some specialized magazines for certain points such like the magazine *Afkar/ideas* concerning the relationships among Magreb and Spain.

This magazine is distributed in Spain, Morocco, Tunisia and Algeria but through its webpage it is possible to get a subscription in any European country.

<http://www.afkar-ideas.com/>