



**CIAK
MIGRACTION**
A different take on migration

RECOMMENDATIONS FOR JOURNALISTS AND MEDIA

On how to report on migrations¹

RELY ON EVIDENCE

Data, figures, percentages, surveys and statistics allow for a more accurate, objective and evidence-based communication and might help to avoid simplified and unreal narratives. References to real-life situations and personal stories can also contribute to building a more compelling message widening the receiver's understanding of the issue.

ADOPT APPROPRIATE TERMINOLOGY

Adopt appropriate terminology which reflects national and international law when referring to migrants' status; respect definitions provided by the Glossary annexed to the Charter of Rome and avoid generalized labelling.

NO PITIFUL LANGUAGE

When describing painful and harsh living conditions always respect human dignity; avoid spectacle of suffering, victimisation, depiction of misery, voyeurism of pain of others. Adopt a human rights based approach focusing on rights violations.

NO DEHUMANISING LANGUAGE

When referring to migrants and migrations, avoid using metaphors of natural phenomena that compare people's movements to physical or unexpected events, such as "floods", "hordes of people", "waves" etc. Migration movements are not natural disasters: they have specific causes which should be investigated and analyzed by the media in order to provide reliable information and increase public awareness.

MIGRANTS AS SUBJECTS OF COMMUNICATION

Avoid considering migrants and people in general as objects of communication, try to consider them as subjects of the communication process you are building. Give voice to protagonists, allow them to express their point of view, tell their experiences with their own words, and always include migrants' voices when speaking about migrations. Moreover, try to include their opinion on relevant facts of societies and not only when dealing with specific issues. Every voice is important and counts on any societal matter that we all share.

¹ "Ciak MigrACTION recommendations on how to report about migration issues" have been drafted according to the Charter of Rome Guidelines, the Charter of Idomeni and the "5 point guidelines" by Ethical Journalism Network (EJN). They have been further enriched by Ciak MigrACTION consortium.

This is an open document to be shared with journalists and reporters, media activists, young people, migrants' associations and it aims at being further developed along Ciak MigrACTION project.



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INCREASE FRUITFUL DEBATE

As stated by the Charter of Rome, “Whenever possible, consult experts and organizations with a specific expertise on the subject so as to provide the public with information which is clear, comprehensive and also analyses the underlying roots of phenomena”.

Debate should enrich the knowledge on the complexity of the phenomenon, rather than polarize positions and opinions: avoid depicting an oversimplified scenario sketching for example just pros and cons, and rather prefer the plurality of ideas and perspectives.

NEED FOR CONTEXTUALISATION

Communication strategies depend on the local context, a message might work in a local dimension and not in another, some communication tools are applicable in one context but not in others. Hence, it is crucial to make an effort to understand the broader context in which a communication happens.

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