

Discrimination and media

[Sociology](#), [Social Issues](#)



Discrimination is the prejudicial treatment of people on basis of certain characteristics by doing so, distinctions are made between individual or groups of people in whom some are disadvantaged while others are advantaged. (<http://www.deir.qld.gov.au/industrial/family/discrimination/definition>). Distinctions and differentiation are made on bases of race, colour, religion, age, nationality, sex, disability, level of education and other factors. Racial discrimination occurs when people are discriminated because of their skin colour. In the United States, the rate of unemployment among black Americans doubles that of the white. In the judicial system it is believed that about 97% of judges are whites. Gender discrimination differentiates a people on basis of their sexual identity. Gender discrimination applies both to men and women who are treated less favourably may be in employment, leadership because of heir sexuality. (Collins H. 1998) According to the United Nations, gender discrimination mostly affects women, in Britain in 2004, 57% employed women had full time job whereas 90% of men worked full time, 8% of women had jobs in managerial position compared to 18% of men.

Age discrimination occurs when people are discriminated because of their age. It applies to the youth, middle aged and the elderly. (Coleman J. 1997) In the United States, Age Discrimination in Employment Act prohibit discrimination in job opportunity, denying retirements benefits to older people, making preferences in job opportunities, which prefers a certain age category. (<http://www.ofa.org.uk/age/facts/asp>). Religions discrimination perceives a person or a group of people in favour or lower basis of their religious belief or background.

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In the United States, three former New Mexico state university football players, all Muslims had claimed that the coach and the university had dismissed them from the club because of their religious belief, they had taken legal action against them (<http://www.cstv.com/sports1m-football/stories/date/html>). The U. S equal employment opportunity commission. In 2007 had received about 2, 880 charges based on religious discrimination of which it was able to settle 2525 charges. They were able to recover about \$6. as parties' charges.

Employment discrimination is defined as practices such as bias in job application procedure in hiring, assignment, promotion, termination, compensation, and training. It can occur when an employers single out an employee from employment on basis of sex, religion, disability, gender and other factors. In the U. S equal employment opportunity commission ensures that employers cannot discriminate any person in job application procedure. In U. K, employment rates are varied due to type of impairment the disabled people have.

There are lowest employment rates of all impaired category at 21% of people with mental health problems. Disabled persons are more than two times likely as non disabled people lack qualifications in employment (26% as opposed to 10%) <http://www.shaw-trust.org.uk/page6/8>). Discrimination is a social problem that affects the society in a negative way by creating injustices, inequality and it needs to be addressed collectively. B. Media Issue on Discrimination The media has played a role in tackling discrimination by creating awareness to the people in anti-discrimination.

Through the media societies recognise and become aware of various forms of discrimination. In workplaces for example, workers are aware of anti-discrimination, harassment in places of work. Employers are held responsible for actions that are discriminatory under the rules established to guard against the vice. Through the media, societies had been able to understand issues like provision of equal opportunities in employment, leadership and others. Studies shows that the media shapes the attitudes, beliefs and perceptions of the people.

Media publications address issues of discrimination through collaboration with the government, employers, and workers in order to have more inclusive societies free of injustices. For example the national conference for community and justice (NCCJ) in USA had been able to address issues that engage media in addressing issues of discrimination <http://www.nccj.org/nccj.nsf/subarticleall/4223> The media assists in decreasing social stigma and discrimination in matters of diseases such as HIV/AIDS. Individuals or person who suffers from such illnesses are discriminated.

Reports from the media can sensitise law enforcers to be sympathetic and pass laws that outlaw such kind of discrimination in getting employment opportunities. People <http://www.asiamedia.ucla.edu/article.asp>. The media has been involved in the elimination of stereotypes that re used to justify discriminations that are gender based. This is through educating the public about the dangers of such king of discrimination. Gender based discrimination most of the time target women in various position for example in places of work, in political arena, leadership roles.

Media helps in shaping national identity of the minority groups. The discrimination of minorities based on their ethnicity is sometimes assumed to be the effect biased media either directly or indirectly. Media can use stereotypes and generalisation to simplify how certain phenomenon are constructed and linked together. For example, portraying Muslims in T. V as violent and angry create a public opinion on belief that all Muslims act in that manner or Islamic religion is characterised by violence.

In shaping the identity of the society or a nation media can shape public opinion, by dissemination information among the population. Media can change people's perceptions by changing the substance and content of the information they disseminate. " The media with its power of definition is among the most important actors in creating problems images in society" (Kamali, Massoud ed, Den segregerande integrations 04 2006 p. 67). The media can use languages and terms, which reflects their work; most ethnic minority for example may not feel represented fairly in media outlets.

Portraying of Muslim as violent by the media will make them get harsh attitudes, therefore having hard time getting jobs. Fair balanced media reporting can help to narrow the gap between different ethnic or racial groups. (Ella. S and Robert S. 1994) It has a choice in reporting in a fair and balanced manner to eliminate prejudices or contribute to strength those prejudices. Poor knowledge of culture, religion and traditions of a certain group led to many cases of poor and biased media reporting. Media can be very helpful in facilitating equality of having fair and balanced