REPRESENTATION

Presentation w. Signe Hartvig Daugaard, Great Minority 11. February 2023



PROGRAMME

Representation today? How does the media communicate? Why is diverse representation important? How do minorities want to be represented?



Signe Hartvig Daugaard

Owner and founder of Great Minority

TV- and media organizer from Denmarks Medie- og Journalisthøjskole

Many years of experience in media production nationally and internationally, e.g. in Ghana, Indonesia, Singapore and Uganda.

Years of experience in front and behind the camera

Leader and initiator of Denmark's first entrepreneurial bootcamp for young people with disabilities and chair of the association: Entrepreneurs with Disabilities.

Winner of the sustainable development goal price 2022

Read more about Great Minority here: <u>www.greatminority.dk</u>

Deaf and with cochlear implant





Great Minority - a better and wider representation of persons with disability

We help NGOs and associations, foundations and companies with challenges of cocreation, inclusion and representation in the field of disability.

Examples of projects:

Media productions: Institute for Human Rights, Confederation of Danish Industry, Disabled People's organisations Denmark etc.

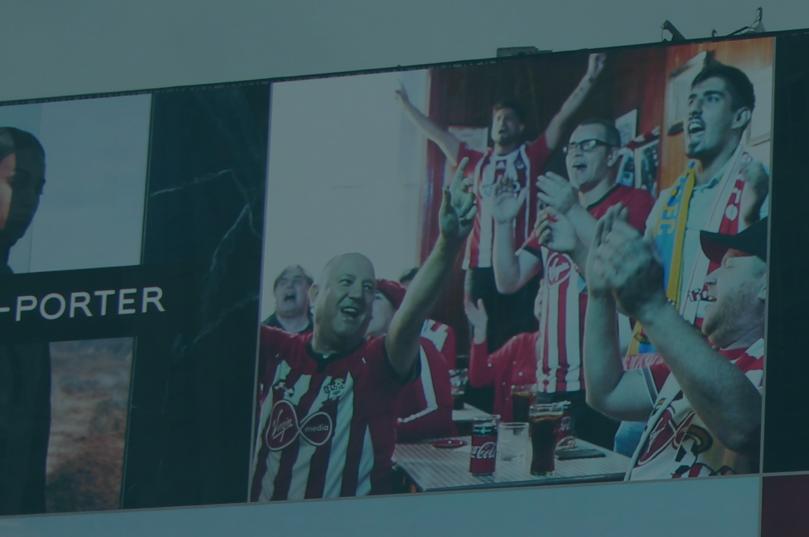
Entrepreneurship bootcamp for young people with disabilities (DHF og Nossell og Co.) Online-community for young people with hearing loss (Decibel)

CP-TV a corona-initiative (CP Danmark)



WHAT DOES DIVERSITY REPRESENTATION MEAN TO YOU?





SHERING (FINE FOOD LTD)



ADVERTISEMENTS?

GAI

great MINORITY

Follow us on the remarkable journey.



great MINÔRITY

THE WORLD OF FASHION?







1001010

ON THE SOCIAL MEDIA?







MOVIES?









great MINORITY

TV-PROGRAMMES?

10801/59



RESEARCH – THE LABOR MARKET – CULTURAL OFFERS, ETC. –

Ø

great MINÔRITY



-

1 MILLION DANES LIVE WITH A DISABILITY



great MINÖRITY

1.3 billion people living across the world live with some form of disability



great MINÔRITY

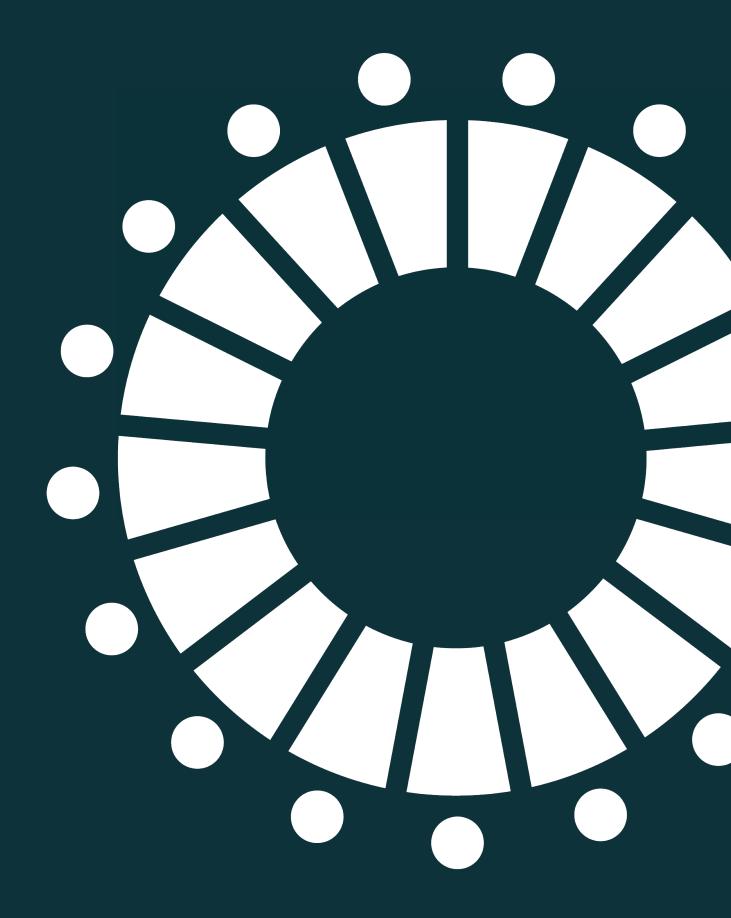
THE WORLD'S BIGGEST MINORITY



WORLD'S LARGEST MINORITY ...Which is often forgotten

great MINÔRITY







LEAVE NO ONE BEHIND



UNIVERSIAL DESIGN



ACCESSIBILITY

17



TASK

Imagine that you are to be presenting your new project in a TED Talk. How would you like to be represented on the screen?

- Image quality
- Clothes
- Angle
- Etc.

Talk in groups for 5 minutes – write down 3-5 keywords.









THE MEDIA



1.Actuality 2.Relevance **3.Identification 4.Sensation 5.Conflict**

Executioner/victim The hero in spite





Good on TV "It must be hot" Sex sells Conflict Cute 30 second views Yes or no Feelings Wow factor Likeable Viral hit stereo types













"The media help to define the reality around us, and in doing so, they help to define us."



Jostein Gripsrud, author of the book "mediekultur, mediesamfund"



Less than 1% of primetime advertising currently features people with disabilities





If we are primarily looking to tell about what is problematic, conflictbased or different.

Then we risk it taking up more than is appropriate for understanding.





It sometimes also becomes minorities' narrative of themselves.





is very poor. The narrative is of someone weak and oppressed, we should pity.

The media loves this narrative, because it confirms already held perceptions. It re-confirms 'us' as different people.

Personally I couldn't identify with the media's image of my own minority group. It took me 25 years before I could take the narrative back and make it my own."

- Sigrid Stilling Netteberg, young woman with cerebral palsy

"I believe that most of the **representation** of people with disabilities in the Danish media today



WHAT DOES THE TARGET AUDIENCE WANT?





What do people with disabilities want to change?

- More focus on what we have in common
- They want to broaden viewers' idea of what it means to have a disability
 - They want to get out of the 'disabled' category
- They don't always want to be the one struggling to be part of the community.
 - Who you are not what you are?
 - No pity
 - Don't laugh at, laugh with use only inclusive humour \bullet

great MINORITY



TASK

How do you think people with disabilities feel about the way they are represented? Talk together for 5 minutes. Write 3-5 keywords.







great MINÔRITY

Photo: Great Minority







Stock photo



great MINÔRITY





Take your own photos for advitise your project

BE AWARE OF MINORITIES AND COUNT IF POSSIBLE HOW MANY MINORITIES ARE REPRESENTED IN YOUR MATERIAL

LET YOUR PARTICIPANTS BE ACTIVE

LET YOUR ACTOR BE PORTRAYED TOGETHER WITH OTHERS

FOCUS ON THE PERSON, NOT THEIR DISABILITY

IT'S OKAY TO FAIL IF YOU TRY TO LEARN FROM YOUR MISTAKES

34

great MINORITY

SET CONCRETE GOALS - CHALLENGES YOURSELVES







disability. Here's what they said:



DR has asked a number of children what it would mean to them if they could see more people on TV who either have a diagnosis or a



"I would be happy, because many people think it's embarrassing or weird to have a dissability."

"I've never seen a single young character with [my disability on TV], and it makes me feel like a weirdo."

"It would be nice to see others with the same disability so we could know we're not alone."

"I would like to be on TV myself and show others [my illnesses] because I would like others to show me theirs."

"It would mean a lot to me and everyone else. Think of all the younger kids who grow up thinking that 'if you have a disability, you are NOT good enough'."

"It would mean that my friends would have an understanding of what it's like to have a disabled person in your family."

"It would be exciting to learn about."

The children interviewed are random members of DR's Ultrapanel. They are between 9 and 14 years old.







THANK YOU FOR YOUR TIME ③



Photo: Great Minority

CONTACT

mail@greatminority.dk Tlf: 2989 6181 CVR: 39745542

great MINORITY

great MINÔRITY