Beat: Arts

Journalism needs more cultural voices

Whats inside matters?

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USPA NEWS - Journalism and human rights often aim to guarantee the dignity and integrity of a person, especially in relation to impartiality and to the state and its power structures. Historically, we can see that the way the media transmit their message can generate panic, insecurity, and ignorance in the population (such as economic based on race disparity-> (HIV Castro SF) crises and pandemics ->Monkey Pox), and the importance of reporting such facts, lies precisely in combating discrimination, prejudice, and violence that is still practiced against the LGBTQ population.

Cultural diversity helps us recognize and respect the different manifestations that shape the identity of a person. Our culture, traditions, and customs are the elements that shape our identity, and identifying and promoting the cultural diversity of a society is very important.

Stereotyping "can often lead to prejudices—which are formed opinions about a person that are not based on actual experience or reason and could lead to favoring one person or group against another. Remarks about race, politics, sex, and gender are often based on the most common stereotypes."

Diversity in companies promotes a healthy work environment, as well as encouraging the exchange of experiences between different professional profiles. Furthermore, it guarantees the motivation and increased productivity of employees, factors that can increase the company's competitiveness in the market in which it operates.

Some news outlets hire people of color for the intro positions, others hire people of color to fill in diversity requirements. They do just for such, and the race gap is not only seen on TV but all over the country.

For some, sometimes people of color get the best position just in order of representation. My partner is white and all the time we watch, for example, CBS Morning. They have 2 black anchors, and all the time he keeps repeating that they are there, just because CBS needed color representation, not for their experience as a journalist. For, Gayle King, he tells me that she just got that job because she is best friends with Oprah, like nepotism.

I am brown, a Brazilian immigrant, current with no paperwork, I don't only think I don't have a voice at all, but this is much more difficult for me because besides all, I still have an accent, which most of the times are not well received by Americans.

Race profile is still fundamental in English-speaking languages. The necessity to identify people by stereotyping them still seems to be unbreakable. When see an "African American" on TV, what are you telling me about African culture? a color? not for me.

Things in my home country are very different. The race profile is much less explicit. Speaking about race in Brazil is very delicate and I think this is important to avoid stereotyping. For some, a racism law, or a homophobia law, are the First Amendment infringements, which are freedom of speech, but if your speech is derogatory, racist, or sexist, who needs to listen? who wants to watch this type of content? Why is even available? I mean, I have never been so proud of the Brazilian Portuguese-speaking boundaries.

"The Brazilian Constitution prohibits all forms of discrimination (age, race, color, national origin, disability, religion, sex, marital status, political affiliation, pregnancy, gender identity, sexual orientation, gender, and citizenship) by federal and state governments and the country's population."

To show African Americans, what they really are, people from Africa, and not to label black people as African. Again, ELON MUSK IS

FROM AFRICA, HE HAS AN AMERICAN CITIZENSHIP, HE IS AN AUTHENTIC AFRICAN AMERICA. IS HE BLACK?

The media bias needs to be recycled somehow, the truth and the impartiality need to be paramount. I am tired of seeing stories about business and city events, that they don't even dare to say something negative to balance the story. This is no longer journalism, is public relations, you are just promoting something, doing the job that they should be doing. Yesterday I saw an ABC 7 Bay Are News report on TV about the Ice Skating in Union Square here San Francisco.

The reporter basically did a PR job, using Disney tactics to make the content more credible. Why? Find a problem, look for a problem, be impartial, if they keep doing these stories that are all positive, they are going to lose AD money.

Lastly, when I see a Japanese American, I want to see Japan on TV, the culture of Japan, the habits, the things that Japanese people do, I don't want to really see an 'Asian look' person. I am Brazilian, I just can feel represented on TV by Hispanic people. What about my culture? My people? They for sure would be happy that people from such a rich and powerful country are being humble enough, to tag us on TV.

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