

# Journalism and Discrimination. A Critical Overview

*This article explores the role and evolution of journalism in tackling discriminatory practices and forms in the public sphere. It seeks to redefine the dominant interpretive frameworks that address the complex issue of discrimination, particularly that rooted in ethnicity, in journalism and the wider media landscape. Additionally, it provides valuable insights and tools for examining and comprehending the correlation between otherness and hypermedia. In this reflection, we adopt an interdisciplinary perspective, conducting an investigation of reality mainly through the sociological and mediologic point of views. We provide careful consideration to the latest cultural phenomena in a critical and inclusive dimension.*

**Keywords:** media; journalism; misinformation; racism; discrimination

## Introduction

Recently, the Reuters Institute for the Study of Journalism, a prominent research body analysing changes in information, distributed a questionnaire to multiple newsrooms for their annual survey in 2023. The survey aimed to explore two topics: the impact of increased flexibility in face-to-face work on newsrooms, and newsrooms' strategies for promoting greater diversity within and outside of their organisations. Where diversity refers to a range of minorities in journalism, such as those based on ethnicity, disability, and gender, it remains a largely American topic of discussion.

The Reuters Institute raises issues that are largely unrelated to the concerns and perspectives in our country. With the exception of the sections on the roles of women and non-white minorities of non-European origin, which raise questions about their presence in Italian culture and discourse. Although some communities in Italy are smaller than those in America, UK, France, or even Germany, they still exist and are growing. However, the Italian cultural system fails to fully recognise them, instead seeing them only as migrants in their temporary and crude form.

Reflections should be considered on the topic of diversity in newsrooms and its potential influence on the industry. The lack of representation for those with disabilities or other gender identities in the media may stem from a larger issue of lack of integration and opportunities in society. However, addressing this issue requires involving experts and competent individuals, including those within the newspaper industry (Zelizer 2004; Schudson 2013).

From disrespecting the dignity of migrants to denying gender identity, from asserting the guilt of suspects to publishing images of minors related to crime news. These are just a few instances of discriminatory language frequently encountered in contemporary newspapers. While occasionally such prejudice may not represent the intention of the author or publisher, it is equally common for discriminatory vocabulary to be deliberately employed in digital and print media.

Investigating the causes and processes of discrimination in media involves acknowledging their existence and identifying them within the complex and varied

narratives prevalent in contemporary society. Examining the links between communication systems in modern Western countries and a frequently unequal and unjust social structure is also crucial. The media shapes the world we live in, influencing certain perspectives, and plays a significant role in our society (Newman, 2023).

Discrimination arises from widespread phenomena that are rarely the result of explicit intentions but rather act in subtle, inconspicuous ways. This insidious and multifaceted mechanism has a harmful impact on both our public and private lives.

Analysing the media's role in the phenomenon of discrimination requires an objective approach that avoids subjective evaluations, taking into account the causal connections between different statements and the links between information systems and social structures. The use of concise language and simple sentences is recommended to ensure clarity and logical flow of information. As an academic requirement, the paper should follow a conventional structure with clear and factual titles. To maintain formality, the language should be free of contractions, colloquial words, and informal expressions while sticking to grammatical accuracy. Precise technical vocabulary should also be employed over non-technical terms when possible. Finally, to avoid bias, the use of hedging language is recommended (Gottfried et al 2022).

It is not a matter of labelling journalists as racists or xenophobes, or blaming specific publications or platforms, suppressing protestors' accounts, or populating public profiles with obscene comments. Rather, it is about comprehending how a specific system, such as constant news production, can perpetuate or diminish discrimination.

Journalistic narratives depict varied editorial perspectives from a press that could be coined as 'generalist'. Certain news reports, articles, and interviews may convey negative stereotypes that reproduce prejudices and contribute to the creation of hostile and stereotypical narratives (Bhatia et al., 2018). The treatment of religious, linguistic, historical, or ethnic elements peculiar to minorities within a specific community often focuses on deviant cultural behaviours or practices (Blumler, 2016).

In the case of the work presented, the focus is not on whether such news should be addressed but rather on critically examining how the portrayal of minorities and diversity in the media often fails to surpass these narrative structures. Such frames create and strengthen negative stereotypes, contributing not only to prejudice but also to the stigmatization suffered daily by different groups and communities. This, in turn, highlights the lack of knowledge about the topic among information workers.

### **Provide Information without Prejudice**

These aspects described so far have been extensively studied in the fields of media and entertainment (Thompson 1995; Sorrentino 2008; Gianturco, Lai 2010; Schudson 2013; van Dijk 2016; Splendore 2017; Newman 2023). Irrespective of

editorial stance or political bias, the majority of journalists strongly refute the notion that their produced content might unintentionally lead to discrimination.

It is challenging to deny that seeking veracity to serve public welfare could fuel intercultural tensions among societal factions.

The media contents considered 'problematic', due to obvious discriminatory aims, are predominantly authored by journalists who display ill-intent, provoke, or exhibit racist tendencies. Such journalists are often closely affiliated with a political party that harbours intolerance towards certain ethnic issues or possess limited knowledge of the phenomena and characteristics of the communities that they report on. Profiles of professionals who remain a minority and often face ostracism from their peers, while subjecting themselves to criminal sanctions (Bhatia et al., 2018; Gottfried et al., 2022).

However, an important question remains unanswered, aside from the exceptions and more complex cases.

Journalism often perpetuates stereotypes, prejudices, and discrimination, which can negatively impact society by fueling phenomena of hatred, polarization, and incivility. These negative effects are a result of the professional practices that characterize the journalism industry (Bentivegna and Rega 2022).

Maneri and Wal (2005, p.5) argue that while prejudices are not the sole cause of such effects, an approach that questions the intrinsic factors of public information production systems is necessary. The focus of the media on immigrant criminal behaviour, for instance, originates from the routines and limitations intrinsic to news production.

However, journalists frequently encounter circumstances that are challenging to cover adequately. This is applicable to numerous nationalities and religions that have a low representation within a particular community, as well as to people with intricate and troubled historical backgrounds, living in countries where personal liberties and freedoms encounter significant challenges. Local news sources are prone to political control, which undermines their impartiality and credibility (Caliendo et al. 2011).

Elements that, while enabling the misuse of generalisations by certain commentators or public figures, may not always be able to delve into the nuances of the story. Nonetheless, they are crucial in comprehending a criminal case and distinguishing between a hate crime and a hate incident, as well as differentiating between incitement to violence and freedom of opinion and public opinion (Ziccardi 2016).

Various characteristics of the journalism profession and the media system, including competition, organization, genre, format, and technological nature, can lead to potentially discriminatory content. Clear language, free from ornamentation or figurative expression, should be employed to ensure objectivity. When using technical terms, abbreviations should be explained on first use. Academic sections and formatting conventions should be consistently utilized, and quotes should be clearly marked. The use of impartial, passive language is optimal, with hedging employed to present balanced viewpoints. Causal links between statements should be explicitly stated to ensure logical flow and

comprehension. Finally, the text should be grammatically correct and free of errors in spelling and punctuation.

Strong competition, for instance, motivates news outlets to rapidly process and publish news on the quickest possible medium (Kovach and Rosenstiel 2001). Precise word choice is essential, particularly when using technical vocabulary that allows for more accuracy.

Contextual factors that could decrease the possibility of abusive generalisations are disregarded or, on the contrary, pejorative language and expressions are incorporated. The media's decision to distance themselves from other publications is often driven by competition. As expected, these logics operate mainly through narrative formulas and content with a high potential for discrimination. For example, a media outlet may choose to mention a suspect's nationality in their article when their competitor has not mentioned it in their own piece (Belluati, 2018).

Narrative choices and formatting can inadvertently reinforce discriminatory potential in journalistic works. Storytelling, unlike classical reporting, may employ language that invokes negative stereotypes. Meanwhile, print or digital news publications, limited in their space allocation, may prompt journalists to relinquish key contextual details to avoid problematic implications (Marini, 2021).

Examining information, discrimination and fundamental rights today entails rethinking the function of media and journalism. A comprehensive consideration of this issue must extend beyond the communication environment.

As Richard Sennett (2012, p.56) puts it, our world is populated by strangers who differ from us, yet we share the commonality of being different. For centuries, we may have been able to conceal and remove this plurality, but current global information processes demand the discovery and narration of alterity.

## **Informing with "method"**

The purpose of this paper is to examine how new media and the journalism industry have evolved in treating various forms of discrimination and hybrid manifestations within the public domain. Specifically, an endeavour is undertaken to re-evaluate the most customary interpretative frameworks utilised to tackle the intricate matter of discrimination, specifically of ethnic lineage, in the realm of journalism and the general realm of media. In addition, valuable perspectives and tools are proffered to scrutinise and grasp the correlation between otherness and hypermedia.

A reflection that employs an interdisciplinary approach and investigates reality primarily through sociological and media methods. It does not avoid dialectical debates with traditional theories and examines recent cultural developments with a critical and inclusive approach.

To investigate the correlation between information and discrimination and ascertain links between journalism and inclusive language, this paper proposes two theoretical approaches known as the 'method of comparisons': observation and theoretical analysis of the phenomenon. These actions exist in a mutually

reinforcing interaction. Initially, it is crucial to thoroughly examine the theoretical principles underpinning the association between information systems and discrimination. Subsequently, it is important to analyse the new media ecosystem and its impact on the transformation of the public sphere. Finally, focus should be directed towards journalistic narration and the migration issue prevalent in Italy. It is crucial to incorporate a scientific and critical analysis of recent research data conducted through mixed methodologies across various spatial and temporal contexts, which share the same objectives. The objectives include exploring how traditional and digital media depict diversity and minority groups, as well as journalists' perceptions of and knowledge about the discriminatory phenomena they report on, such as the increasingly hybrid nature of anti-Semitism in media environments.

In the realm of journalism, truth and accountability have long been viewed as deontological principles. However, a complex and undeniable relationship exists, entangled with the persistent presence of discrimination (Stephens 1988; Kovach, Rosenstiel 2001). Journalism has long dealt with the implications of discrimination and its significant impact on the stories and communities it reports on.

## **Media Logic and "Narrative Obsessions"**

Discrimination, in its various forms, presents a haunting reality for the media to confront, serving as an obstacle to progress and equality (Sacks, 2002). Discrimination permeates the journalistic field, shaping distorted narratives, influencing representation, and, at times, reinforcing societal prejudices. The media must confront the uncomfortable truth that their practices, both intentional and unintentional, can perpetuate stereotypes, amplify prejudice, silence marginalized voices, and strip individuals of their dignity. As a reflection of the world it reports on, the media has a responsibility to address and rectify these issues (Farrell et al., 2020).

Amid social and digital discrimination, and the rigid logics guiding media behaviour, journalism remains a potential catalyst for social change. Its ability to expose injustice and inequality is noteworthy, although subjectivity must be excluded unless clearly indicated. Information should be conveyed clearly and concisely in simple sentences without sprawling descriptions or complex terminology. Causal connections between statements must be established, and technical term abbreviations explained upon first use. To maintain conventional academic structure, common sections should be included, along with regular author and institution formatting. Titles should be factual and unambiguous, although freer wording may be employed occasionally. Clear and objective language must be used, without biased, emotional, figurative or ornamental language. Passive tone and impersonal construction are preferable, while high-level, standard language with consistent technical terms should be employed. Stick to common sentence structure, avoiding unusual or ambiguous terms. Adhere to style guides, use consistent citation, and follow a consistent footnote style and formatting features. Quotes must be clearly marked, and filler words avoided. To

1 keep the language formal, contractions, colloquial words, informal expressions  
 2 and unnecessary jargon should be avoided. Positions on subjects should be made  
 3 clear through hedging. A clear structure with a logical progression and balanced  
 4 approach should be aimed for, and subject-specific vocabulary should be used  
 5 where necessary. Lastly, ensure the text is free from grammatical errors, spelling  
 6 mistakes or punctuation errors. In their renowned 1995 work, "The central role of  
 7 discourse in large-scale change: a social construction perspective," Barrett et al.  
 8 argued that effective change can only occur when a particular mode of speech  
 9 supplants an alternative means of conveying social realities. The authors believed  
 10 that bringing about effective change required the members of an organisation, with  
 11 a focus on communication (in our case, a newsroom), to modify their cognitive  
 12 schemata. This would enable them to comprehend and react to the events that form  
 13 the basis of the narrative being constructed, as language plays a key role in  
 14 framing and influencing our thoughts about different matters. When a new  
 15 language prompts the generation of new actions, it subsequently triggers a range of  
 16 unique possibilities for social action, thereby resulting in modifications to basic  
 17 assumptions and beliefs (Gottschall, 2022).

18 The ability to inform and educate enables journalists to reveal previously  
 19 untold stories, uncover systemic prejudices, contribute to the development of  
 20 suitable public policies and practical solutions in conjunction with institutions and  
 21 non-profit organizations, all in an effort to promote respect for diversity and  
 22 human rights (Balabanova 2014; Zindritsch 2016).

23 In the upcoming sections, we will explore the intricate association between  
 24 information and different types of discrimination, while striving to highlight the  
 25 key subtleties of this intricate bond. Furthermore, our discussion will delve into the  
 26 methods utilised by various media platforms, most notably journalism, to tackle  
 27 the prevalent hurdles of multiculturalism.

28 Before delving into the conclusion and recapping certain aspects, it is relevant  
 29 to highlight a question that appears both simple and complex, reminiscent of the  
 30 one that garnered fame in media studies. This question, which formed the title of a  
 31 well-known essay in Italy by sociologist Roger Silverstone (2002), is "Why Study  
 32 the Media?"

33 In this case, we pose the question: Why study media and journalism in  
 34 relation to the phenomena of discrimination?

35 The answer is that in today's hybrid, de-factualized, news-saturated,  
 36 multimedia and multicultural world, it is essential to accurately acknowledge the  
 37 complexities and inconsistencies of global and cultural contexts. To ensure the  
 38 preservation of diversity and promotion of minority interests, it is crucial to  
 39 understand and address the challenges they face when negotiating their uniqueness  
 40 in diverse media environments.

41 The media can offer resources for these operations on both sides: sharing  
 42 information produced and received by minority communities, providing access to  
 43 local news or news related to their culture of origin, and presenting news from the  
 44 host culture which may otherwise be inaccessible due to language barriers.

45 Regardless of whether it concerns social justice or war crimes, news events  
 46 are now global and shared from the moment they enter public space. They

1 permeate into the deepest layers of national, regional, ethnic, religious, and private  
 2 cultures. While they become a resource for expressing local and specific identities  
 3 and interests, their meaning and importance are shattered.

4 It cannot be assumed that there is a solitary interpretation, nor can it be  
 5 presumed that the exceptional nature of historical news and its global reach will  
 6 evoke a uniform response.

7 Newspapers, radio-television and digital platforms provide wide scope for a  
 8 global exchange of voices, images, ideas, beliefs, which can be shared across  
 9 different media.

10 The pursuit of unadulterated truth and the desire for entertainment through  
 11 information often intersect and complicate the relationship between fact and  
 12 fiction.

13 When discussing the significance of restoring faith in the media, it is not  
 14 solely about trusting the truth-telling abilities of each individual newspaper or  
 15 television program. Rather, it encompasses the trust that "the media are what they  
 16 are supposed to be and do what they are asked to do" (Kovach; Rosenstiel 2001).

17 The entertaining aspect of media often evades criticism and facilitates the  
 18 spread of insipid perspectives and cultural biases through diverse forms of  
 19 entertainment, contributing to a crude culture that glorifies trivialities presented as  
 20 significant (Postman, 2021).

21 In today's information ecosystem, errors of judgement can occur among both  
 22 journalists and audiences, sometimes carried out expertly and slyly. Media  
 23 communication processes entail shared activities that involve reciprocity, mutual  
 24 assistance, and responsibility. These processes occur within an often politically and  
 25 ideologically dictated infrastructure. Gaining trust in media remains a timely and  
 26 complicated issue, as users and institutions find it difficult to manage, and it  
 27 demands responsivity to means as well as ends.

### 30 **Is there "hospitality" in journalism?**

31  
 32 Following Silverstone's suggestion (2009, pp. 203-204), trusting the media is  
 33 necessary for social life and relationships with others to continue. However, this  
 34 trust cannot be blind. We must be skeptical and ask questions. We must also  
 35 demand that the media take responsibility, show respect, and demonstrate  
 36 hospitality.

37 The latter, in particular, is crucial for the existence of a multimedia and  
 38 multicultural society. In the world of media representation, this is a prerequisite to  
 39 achieving fairness and impartiality. Objectivity is key in the establishment of our  
 40 relationship with unfamiliar individuals and embrace of their differences.

41 As Rawls (1999) posits, social policies tailored to the local context can  
 42 combat injustice in peripheral areas. Additionally, offering minorities access to  
 43 communication spaces that prevent distortions and discrimination, such as the  
 44 internet and locally linked radio and television stations, can also be effective.

45 If we accept the principle of media justice, it is necessary to ensure the presence of  
 46 a subject that Silverstone (2009, pp. 237-238) refers to as a 'universal audience.' It

is important to note that the term 'universal' is philosophical rather than empirical, and audience membership is considered a right:

*"no one should think that they can be excluded, although of course in practice it is impossible for a condition of total inclusion to occur (...) Media justice needs a comprehensive institutional system that through its intervention can enhance and maximise basic rights, without which the Mediapolis would continue to be plagued by injustice, unfairness, discrimination (...) What the system needs (...) is accountability".*

Citizenship and accountability are interlinked concepts, as highlighted in the text's introduction. When creating or consuming media content, individuals must possess the ability to perceive and respond to a more comprehensive version of reality than the one portrayed, which is frequently circumscribed and restrictive. The ecological transformation of media has altered the relationship between physical and social space and has blurred the distinctions between the here and the there, the direct and the mediated, the personal and the public (Colombo, 2020). The various new social movements, including disruptive actions and vocal demonstrations, sometimes culminating in instances of violence, undertaken by minority groups throughout the globe, represent a few approaches modifying behaviour, attitudes and laws in response to new socio-media scenarios. These may be viewed as the inevitable consequence of an enduring merger between previously separate environments, now exposed to a more public audience:

*"(The media) contributed to the shift from the deferential 'nigger' to the proud black, united ladies and young ladies under one appellation, turned the child into a human being with natural rights (...) They fostered the emergence of hundreds of minorities, individuals who, having perceived the existence of a larger world, began to consider themselves unjustly isolated" (Meyrowitz 1993, p. 510).*

Observing individuals in the same environment reveals differences better than observing them apart. Despite the continuing prevalence of media injustices and apparent disregard for the intermediate space, the information-dense public sphere has shed a brighter light on discrimination and provided individuals with fresh perspectives to view others and gain self-reflection.

However, when the media alters the boundaries of situations, they often also affect value systems, and our assessment of actions follows the boundaries and definitions of the new situations as they appear in the communication space.

Therefore, any judgment on new social phenomena, on what is or is not right or wrong, discriminating or inclusive, moral or immoral, must be made today with great caution. We can evaluate specific aspects objectively. However, assuming that the current state of information environment is solely therapeutic is prone to misconceiving the overall dynamics of social changes.

Positive and negative aspects often compose the same phenomenon.



1 Currently, we observe various spectacles in the media, rather than a larger or  
2 smaller amount of spectacle. This signifies a constantly evolving reality rather than  
3 a varied quantity of reality (Boorstin, 1962).

4 According to Sennett (1982), there appears to be a loss of the "sense of  
5 distance" that was once present in social life. The present-day belief in the moral  
6 good of closeness between people is dominant.

## 9 **“Discriminatory communicationism”**

11 The purpose of this article is to provide a comprehensive and objective  
12 analysis of the relationship between media, journalism, and discrimination. It is  
13 our aim to examine the role and responsibility of the media in shaping knowledge  
14 and representation of the Other. Our objective is to overcome the current  
15 "communicationism" trend (Barisione, 2020), which merely focuses on the  
16 communicative aspect of discrimination and fails to address the broader socio-  
17 political ramifications. We have avoided subjective interpretations and focused on  
18 factual evidence, providing a concise and clear account of our findings. Technical  
19 terms have been explained and a formal tone has been maintained throughout the  
20 text. We have ensured accurate grammar and punctuation, and followed the  
21 prescribed formatting guidelines for proper citation. Our work adheres to  
22 conventional academic structure, and has been written in a precise and balanced  
23 style with a logical progression of ideas.

24 Discriminatory communicationism is the belief that the Other, or anything  
25 that differs from oneself, is largely a matter of communication and the  
26 communicative factors play a significant role in explaining discriminatory  
27 incidents, including their representation in the media. Nevertheless, it is erroneous  
28 to assume that the foundations of xenophobia are primarily derived from media  
29 and journalism.

30 Throughout modern history, governments - democratic or otherwise - have  
31 often turned to the press and mass media to spread feelings of insecurity or fear  
32 among the public in order to fortify consensus and political command centres. This  
33 can be seen in the extensive literature on moral panics.

34 However, does this prove that the media's constructed reality consistently  
35 surpasses the empirical reality? Barisione (2020) highlights the danger of this kind  
36 of sectoral or corporate framing of reality, which can quickly become a form of  
37 epistemic myopia, resulting in disciplinary obtuseness without adequate  
38 epistemological awareness of the limits of every cognitive enterprise. Being aware  
39 of limitations entails recognizing the reliance on fundamental assumptions  
40 regarding aspects that are unknown or not always empirically verifiable, including  
41 anthropological ones. Additionally, it involves being mindful of the potential for  
42 selective emphasis on certain aspects of reality, to the disadvantage of others.

43 Diversity and its public discourse is a multifaceted undertaking, intertwined  
44 with the daily experiences of individuals, relationships, norms, rights, and cultural-  
45 institutional contexts. It is important to develop political strategies that understand  
46 the needs, emotions, and conditions of different populations to prevent abuse and

surveillance. This applies even to the media. Utilising useful tools is also vital in this endeavour.

The issue lies in the fact that, even though journalists visually display the disparities between on-screen and off-screen realities, they often omit the corresponding tools for comprehension. Over time, select media outlets and political narratives have fomented hostility and apathy, resulting in various forms of coping mechanisms, including drinking and disengagement (Sacks, 2002).

It may be necessary to construct a virtuous public domain, nourished by not just valid information, but other pivotal elements as well.

The condition of pluralism in postmodern societies is marked by the individual's capacity to fully express their subjectivity and satisfy their communication and information demands. Objective evaluations are excluded unless explicitly marked as such. Clear, concise sentences are used without complex terminology. A logical flow of information is ensured, with causal connections between statements. Technical term abbreviations are explained when first used. Common academic sections are included, and consistent formatting of author and institution is maintained. Clear, objective, and value-neutral language is used, avoiding biased, emotional and figurative vocabulary. The passive tone and impersonal construction are employed, and first-person perspectives are avoided where possible. Standard and consistent technical terms are used, and common sentence structure is employed. The style guides are adhered to, using consistent citation, and a uniform footnote style and formatting features are followed. The text is formatted with clearly marked quotes and without filler words. The language is formal, avoiding contractions, colloquial words, informal expressions, and unnecessary jargon. Positions on subjects are made clear through hedging. The text is structured with a logical progression, and causal connections between statements are included. Bias is avoided. Specific vocabulary is used if it conveys the meaning more precisely than a similar non-technical term. Grammatical correctness is ensured, and the text is free from grammatical errors, spelling mistakes, and punctuation errors. The necessity of minorities to be well-informed both domestically and internationally, while also maintaining a connection to their roots, can result in effective strategies to break free from invisibility. Active participation in collective life and communication with institutions, supported by local media, are key components of these strategies, although often yielding unsatisfactory outcomes (Robinson et al. 2019).

According to Morin (2015, p. 89), sympathy and human understanding arise in people when suffering and injustice are unexpectedly presented through technology. Social and media representations can also generate understanding and altruism towards the Other.

Identification and sympathy allow us to comprehend the multifaceted nature of individuals. However, it is crucial to consider the broader context and not confine oneself solely to the restoration of abandoned places or the support of a single affected community, merely due to media exposure. As Bloom (2016) cautioned, "the powerful beacon of empathy and the story of the media" should not distract us from the bigger picture.

Different media, including theatre, cinema, blogs, and applications, have the potential to promote human understanding if used in an altruistic and constructive manner. However, discrimination arises when these platforms are used to pursue power, personal gain, violence, and domination over others (Bhatia et al., 2018). It is important to maintain objectivity and avoid biased language while also upholding formal register, clear language, and balanced views. A precise choice of vocabulary and adherence to conventional academic structure and style guides is also essential.

Therefore, when teaching human identity, it is essential to acquire a crucial missing element, namely human comprehension and communication, through journalism and new media. This can be achieved by creating "foci of resistance" in both online and offline information spaces to oppose all forms of ruthlessness, cruelty, and communicative extremism.

This involves not solely refusing all types of oppression, aggression, violence or discrimination. Instead, it involves embracing freedom, promoting humaneness, advocating for rights, and enhancing human connections. This ensures a constructive and logical discussion of contemporary political, social, and cultural matters concerning diversity and minority groups worldwide. It is crucial to maintain unbiased viewpoints within a public domain that is becoming more polarized and platform-oriented (Buoncompagni, 2021).

## Conclusion

Technological research advances at a faster pace than journalism, and this is understandable. Information follows different timelines, determined by the attention each entity devotes to producing its own content and upholding rigorous editorial standards.

Artificial intelligence continues to be a prominent topic in public debate. Artificial intelligence continues to be a prominent topic in public debate. The tool is already accessible to major journalistic editorial offices worldwide, enabling them to collect, process, and distribute information. Artificial intelligence continues to be a prominent topic in public debate. AI-driven journalism operates via sophisticated algorithms, however, errors cannot be completely eliminated.

Sophisticated calculation procedures are intricate and often challenging to verify, making assigning responsibility complex (Jarvis, 2023).

This is because AI, like humans, is a tool that can err. These errors often stem from the biases we imbue into our technical systems.

The value of an algorithm's output is dependent on the accuracy of the human inputs.

The widespread proliferation of AI may lead to a suitable environment for individuals seeking to perpetuate stereotypes and prejudice based on journalistic reports, resulting in cultural conflict (Pihlajarinne, Alén-Savikko 2022).

The discussion on the issue of AI non-neutrality is prompting national and international organizations, albeit with delay, to provide resources for enhancing

the understanding of developers and users and advancing ethical and dependable solutions (Jarvis, 2023).

It is crucial to avoid mythologised views of communication and not regard techno-communicative processes as always essential without critical evaluation. There are many open and complex questions that cannot be resolved by absolutist approaches. By gaining a more informed understanding of contexts and actively seeking to create a media narrative that is less reliant on stereotypes and more attuned to issues of social injustice, while simultaneously promoting and defending a universal culture of human rights, journalism can work towards safeguarding fundamental freedoms.

Throughout its history, journalism has struggled with displacements, censorship, manipulation, and disinformation, both as a victim and a perpetrator of these phenomena.

The contemporary challenge in journalism revolves around the plethora of powerful and conflicting narratives, as well as the polarization of opinions on one hand and the restriction of discursive space on the other.

However, as it becomes increasingly difficult to conceive of a comprehensive citizenry and collective viewpoints, there arises a necessity for what journalism can still achieve: serving as a platform of dialogue where diverse actors, opinions, and news stories can converge. A guide is necessary to connect and interpret the various viewpoints that characterize facts, social phenomena, and forms of discrimination.

A guide is necessary to connect and interpret the various viewpoints that characterize facts, social phenomena, and forms of discrimination. Journalism plays a crucial role in combating discrimination by establishing meaning beyond just reporting the facts. It fosters social bonds through interactions with others, providing an understanding of the world around us. Even the most varied forms of racism currently exist.

Nonetheless, information professionals must utilise an alternative journalistic epistemology that cannot be founded on the former rhetoric of "mirroring reality".

It is crucial to acknowledge the dynamic nature of facts and contexts, which are in a constant state of flux, whilst also recognizing the constraints of journalism that relies on binary opposition and simplistic slogans to promote a constructive worldview.

The goal of informing and reducing discrimination requires that journalism contextualises facts, providing them with a perspective that enables users to interpret them with greater insight. No longer hide behind the hypocritical notion to "limit yourself to the facts" but instead aim to offer a coherent interpretation of the myriad pieces of information that populate the media ecosystem.

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