Panel discussion „The power of communication“

Background and objectives of the session: high level panel discussion on the importance of positive narratives and storytelling in shaping public opinion on diversity, how to communicate values and shall we change the language in the times of rising popularity of hoax, fake news, and strong power of social media?

Our societies are becoming more and more diverse and we expect everybody to “re-code” their language and approach and show respect to diverse communities. What is the role of key players (corporations, experts, media, and public representatives) in doing so? How challenging is to both develop a new approach through breaking the potential stereotypes in regards to the specific group as well as to fight voices opposing any progress of such kind?

Are there diversity topics and focus that are more challenging?

The panel addresses reflection of current roles of media and diversity leaders on both success stories and challenges in promoting diversity. What roles can they play?

1. **Representativeness/Inclusiveness**

- Do media have a bigger role, a mission even? We expect the media to be a role model on the question of diversity. What does a role model mean: to be representative in the faces that appear on the screen, in the choice of journalists, but also in the wording used and topics covered? What tools and approach they can have in preventing the transmission of stereotypes.
- Do companies/employers have wider role in promoting diversity beyond their “usual business”? How this can be implemented and what strategies companies can adopt in this area?

2. Role of **whistle-blower, of watchdog**, to blow the horn when Diversity is “in danger”, discourse, lack of representativeness.
3. **Activist – can and shall media/corporations** fight for a social/diversity cause pro-actively. CEO and corporate activism is on the rise in some countries, is this one of the trends?
4. Role of media an employer and as such can **showcase.** As an employer, they can also be signatories of Diversity Charters and as such put into place measures that can benefit their own employees.