CULTURAL APPROPRIATION

STEREOTYPES

COLOURISM

Race, Gender, Culture and 'Mis'Representation in the Communication Industries

What are the key problems?
How should we address them?

BU
Bournemouth University

 #BUmediainequality

Teaching for Social Change

Bournemouth University 20th July 2017

THE EVENT

This is a panel discussion designed to promote a lively, open and constructive dialogue among students, academics, industry professionals, and anyone interested in the topic; to generate ideas for social change in the form of a best practice guide for the communication industries. While a panel of experts will lead the discussion through presentations, the audience will also be able to participate by responding to the key questions either at the event, via Twitter hashtag #mediainequality or via the teaching for social change website.

THE ISSUE

The topic and questions for discussion are highly relevant given the fraught relationship between big brands and communities of colour; especially Black women, who are a major, though often marginalised consumer group, spending significantly more on hair and beauty products than women of other ethnicities. In a recent Guardian opinion piece, columnist Afua Hirsch, reflects on the 'bumper crop of misjudgments by big brands', highlighting the need for change.

TEACHING FOR SOCIAL CHANGE

Dr Deborah Gabriel, chair of this event, is a senior academic specialising in politics, media and communication and issues around race and equality. She developed a final year optional unit for students taking degrees in advertising, public relations, marketing communications and politics, called 'Media Inequality'. It aims to better prepare students for employment in corporate communications in the 21st century, where demographic changes in the UK have given rise to more ethnically diverse populations that have a major influence on consumer lifestyles and behaviour, as powerful cultural influencers and consumer groups with significant spending power. 'Media Inequality' is designed to help students develop the critical knowledge, skills and expertise to produce more culturally appropriate representations of racially and culturally minoritised groups in their future roles in industry.

THE PANEL

(Chair) Dr Deborah Gabriel is a Senior Lecturer at BU specializing in teaching for social change across politics, advertising, public relations and marketing communication degrees. She is Founder of Black British Academics & Deputy Chair of BU's Race Equality Charter Committee.

Stacey Kelly-Maher has just completed a BA in Marketing Communications, taking Media Inequality as a final year option. Her dissertation is a critical analysis of 'femvertising' as a promotional communication tool.

Aisha Richards is an academic and creative practitioner specializing in pedagogies for social diversity and difference in art and design. She is the Director of Shades of Noir, a programme being implemented across UAL that supports race equality.

Afua Hirsch is a journalist, writer, broadcaster and human rights development worker. In addition to writing for the Guardian, she is also Social Affairs and Education Editor at Sky News. Her forthcoming book 'British' will be published by Penguin in January 2018.

Catherine Grinyer MCIPR, is founder & director of specialist inclusive communications consultancy, Big Voice Communications & Chair of CIPR's Diversity & Inclusion Forum (2013-2017). She instigated and co-authored the CIPR report on diversity and inclusion in the PR industry.

FACILITATORS

Ray Taiwo

Naomi Otis-Sampson

PROGRAMME

1.00pm – 1.05pm   Welcome from Mike Wilmore, FMC Executive Dean.

1.05am – 1.15pm   Introduction from Chair, Dr. Deborah Gabriel.

1.15pm – 2.15pm   Panel presentations: 5 x 12 minutes.

2.15pm – 2.45pm   Questions & feedback from the audience.

2.45pm – 4.00pm   Drinks, Caribbean buffet & networking.

VENUE

Bournemouth University   **Directions:** via the website
2nd Floor, Executive Business Centre   **Rail:** Bournemouth station
89 Holdenhurst Rd BH8 8EB   **Walk:** 5 minutes from the station