

# **ALLIANCE OF CIVILIZATIONS: REFLECTIONS ON BANGLADESH PERSPECTIVES**

## **Responsibility of Media to Promote Alliance of Civilizations**

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# Media in promoting understanding and reconciliation under AoC

The projects to develop, support and promote understanding and reconciliation among cultures globally and, in particular, between Muslim and Western societies should be related to four main fields of action of the Alliance: **Youth, Education, Media and Migration.**

# Potential functions of media in carrying forward AoC mission

- A bridge builder and convener

Transmission of values, portrayal of true images, appropriate representation, focus on contribution to civilizations, programs aimed at combating stereotyping

- A catalyst and facilitators

Reinforces positive beliefs, promote positive forces, conduct media-aided dialogues, give vices to communities and organizations fighting polarization and extremism

# Basic functions of media in carrying forward AoC mission

- An advocate

Regional and international Media advocacy, comprehensive media strategies (to aide AoC mission and objectives), promote inclusive and moderate forces in the Muslim and Western societies (as opposed to the Clash of civilization), surveillance

- A platform to increase visibility

Providing space, time and platforms, amplifying voices of moderation and reconciliation, holding and facilitating cross-cultural dialogues

# Types of media contributions

- Media as public sphere can provide spaces for individuals and groups to debate and exchange views on understanding and cooperation between diverse communities.
- Can encourage participation of stakeholders and provide wide range of scopes to discuss issues of representation of culture and religion and sources of conflict.
- Would demystify the myths behind mistrust and call for rethinking and deconstructing cultural and religious stereotyping.
- Can contribute to creating enabling environment for cross-community, inter-state and inter-civilization dialogues.

# Types of media contributions

- As national, regional and international platform media can facilitate collective interactions on issues of mutual benefits and partnership.
- Work in partnership with government, nongovernment, regional and international organizations, civil society, private sector, cultural and religious organizations in addressing major issues of misrepresentation (about Muslims, for example).
- Promoting elements of integration within civilizations rather than incorporating the project of the Clashes of Civilization into media discourses.

# Types of media contributions

- May take up joint media initiatives to hold cross-cultural discussions through production, exchange and dissemination of media outputs.
- Would inform and shape perceptions of the Diaspora living in different civilizations and West in particular.
- Should act as source of information for education on dialogues and alliance of civilization.

# Recommendations

- Developing target-oriented regional media approaches to AoC
- Developing common standard for media practices (in news and other programs) in reporting and representing issues which have implications for AoC.
- Implementing collaborative media projects between developing and developed nations (aiming that journalist, media professionals, experts belonging to different traditions of culture, religion and political system can participate in joint projects/productions and journalistic initiatives).
- Promoting freedom of expressions (on discussions and mutual exchange of thoughts on religion, culture and socio-politics) both in the Muslim societies and Western public spheres.

# Recommendations

- The exercise of freedom of expressions (in media) in the western societies should be sensitive enough towards cultural, religious and political sensitivity in non-Western societies in general and Muslim societies in particular.
- Media in the Muslim societies should not be reactive towards particular media outputs produced in the West (as such actions may jeopardize achieving the objectives of AoC).
- Media policies in the Muslim nations should be less regulatory; and instead of imposing new forms of regulations and control, more debates and expressions on trust and understanding each other should be allowed.

# Recommendations

- AoC may engage media professionals and media experts to formulate Code of Conduct/Media Guideline for reporting and most crucial events and sensitive issues, which would also be encouraging to highlight positive aspects of civilizations.
- Implementing International media Advocacy initiatives to promote causes of AoC.
- Media (including the Internet) should be used as resource provider and public education forum to educate the youth as described in the mission statement and objectives of AoC.

THANK YOU