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MEDIA MONITORING

The research is a part of the project „Roma and Egyptian children in the media: How to overcome stereotypes?“



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The opinions expressed in the documents are those of the authors and editors and do not necessarily reflect the policies or views of UNICEF.

Podgorica, March 2014

LEGAL FRAMEWORK

The basic objective of our research is to investigate the image of children/young people projected to adults by the media in Montenegro. To what extent and how are children and young people presented in the media programming intended for adults is only the root for considering the manner in which such an image can orient and shape the attitude of the public towards children/young people. Media workers in the service of children/young people are in a very good position to inform the public and to promote the rights of children and young people. Among other, this consideration was also aimed at shedding light on the mechanism of informing on the topics regarding children and young people.

Media Law of Montenegro

("Official Gazette of Montenegro, no. 51/02 of 23 09 2002, 62/02 of 15 11 2002, and
"Official Gazette of Montenegro, no. 46/10 of 06 08 2010, 73/10 of 10 12 2010, 40/11 of 08 08 2011)

Article 22

Media shall protect the integrity of minors. Any media programming that could endanger health, moral, intellectual, emotional and social development of a child shall be previously clearly and visibly marked as such and distributed in a way with the least possibility for a child to use it.

Media are forbidden to publicize the identity of a minor involved in a criminal act, either in the capacity of a victim or a defendant. As an exception from paragraph 3 of this Article, the identity of a minor, sentenced for a criminal offence by a final judgment, may be publicized if there is an overriding interest of the public to be informed.

Penalty provisions

Article 43

A fine chargeable from 1.000 Euro to 6.000 Euro shall be imposed on a legal person if:

- 1) it publicises an information obtained in an unlawful way contrary to the Article 21, paragraph 1 of this Law;
- 2) it fails to protect the integrity of minors pursuant to the provisions of the Article 22 of this Law;**
- 3) it publicises information and opinions contrary to the provisions of the Article 23 of this Law;
- 4) it publicises an advertisement contrary to the Article 24 of this Law;
- 5) it fails to publicise the information about the result of criminal proceedings based on the final judgement (Article 25, paragraph 2);
- 6) under the conditions prescribed by the provisions of this Law, it fails to publicise or provide publication of the correction or reply of a natural or legal person to the previously publicised information, which has infringed someone's right granted by the Constitution or law (Articles 26 and 29).

Codex of Montenegrin Journalists

-Media Council for Self-regulation monitors the implementation of the Codex of Montenegrin Journalists in the media, publication of monthly, semi-annual and annual reports on compliance with the Codex of Montenegrin Journalists, decision making on the petitions and complaints of citizens on the work of the media houses and violations of the Codex of Montenegrin Journalists, informing of the media houses on concrete petitions and complaints.

Article 9.

A journalist is obliged to protect integrity of minors, different and disabled persons.

9.1 Children's interests

- (a) The media is obliged to comply with the principles of the UN Convention on the Rights of Children and to research with special care the information that affects children's interests.
- (b) The media is obliged to exercise special sympathy when interviewing, photographing or filming minor children.

Children's' rights and journalists' practice – from the perspective of human rights

The manual was produced for the needs of the Regional UNICEF Office for Central and Eastern Europe (CEE/CIS)
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Challenges which indicate that the „relation the child – the media, is actually entry into the multidimensional world of children and their rights to education, freedom of expression, play, identity, health, dignity and self-respect, protection, and that the relation between children and the media has an important role in every area of a child's world. There are five aspects:

- The right of children to access the media, including new media;
- The right of children to media education and literacy;
- The right of children to participate in the media;
- The right of children to be protected from adverse effects of the media and from violence on the screen;
- The role of the media in the protection and improvement of the child's right;

Ethical guidelines, principles for ethical reporting on children
The media and the children's rights, UNICEF by Media Wise, 2005
www.unicef.org/media/media_tools_guidelines.html

Guidelines:

- The dignity and rights of every child are to be respected in every circumstance- special attention is to be paid to each child's right to privacy and confidentiality.
- The best interests of each child are to be protected over any other consideration, including over advocacy for children's issues and the promotion of child rights..
- When trying to determine the best interests of a child, the child's right to have their views taken into account are to be given due weight in accordance with their age and maturity.
- Those closest to the child's situation and best able to assess it are to be consulted about the political, social and cultural ramifications of any reportage.
- Do not publish a story or an image which might put the child, siblings or peers at risk even when identities are changed, obscured or not used.
- Do no harm to any child; avoid questions, attitudes or comments that are judgmental, insensitive to cultural values, that place a child in danger or expose a child to humiliation, or that reactivate a child's pain and grief from traumatic events.

- Do not discriminate in choosing children to interview because of sex, race, age, religion, status, educational background or physical abilities.
- No staging: Do not ask children to tell a story or take an action that is not part of their own history.
- Ensure that the child or guardian knows they are talking with a reporter. Explain the purpose of the interview and its intended use.
- Obtain permission from the child and his or her guardian for all interviews, videotaping and, when possible, for documentary photographs.
- Pay attention to where and how the child is interviewed. Limit the number of interviewers and photographers. Try to make certain that children are comfortable and able to tell their story without outside pressure, including from the interviewer. In film, video and radio interviews, consider what the choice of visual or audio background might imply about the child and her or his life and story. Ensure that the child would not be endangered or adversely affected by showing their home, community or general whereabouts..
- Do not further stigmatize any child; avoid categorisations or descriptions that expose a child to negative reprisals - including additional physical or psychological harm, or to lifelong abuse, discrimination or rejection by their local communities.
- Always provide an accurate context for the child's story or image.
- Always change the name and obscure the visual identity of any child who is identified as:
 - a. A victim of sexual abuse or exploitation
 - b. A perpetrator of physical or sexual abuse
 - c. HIV positive, or living with AIDS, unless the child, a parent or a guardian gives fully informed consent
 - d. Charged or convicted of a crime.
- in certain circumstances of risk or potential risk of harm or retribution, change the name and obscure the visual identity of any child.

**Guidelines of the European Health Communication Network for
professional media correspondents reporting on health
(The Media and the Children's Rights, UNICEF by Media Wise, 2005)**

1. First, try to do no harm. Human rights and the public good are paramount.
4. Beware of vested interests. Ask yourself 'who benefits most from this story'
7. Respect the privacy of the sick, the handicapped, and their families at all times.
9. Never intrude on private grief. Respect the feelings of the bereaved, especially when dealing with disasters. Close-up photography or television images of victims or their families should be avoided wherever possible.

METHODOLOGY

Hypotheses:

1. Journalists and editors of daily newspapers respect professional principles when reporting on Roma and Egyptian children/young people.
2. Journalists and editors respect the right of children and young people to privacy.
3. Reporting on Roma and Egyptian children/young people is not stereotypical.
4. Roma and Egyptian children and young people participate in the media

Methodology: contents analysis

Daily newspapers in Montenegro: „Dan“, „Vijesti“, „Dnevne novine“, „Pobjeda“

Sample: 360 issues, 997 articles

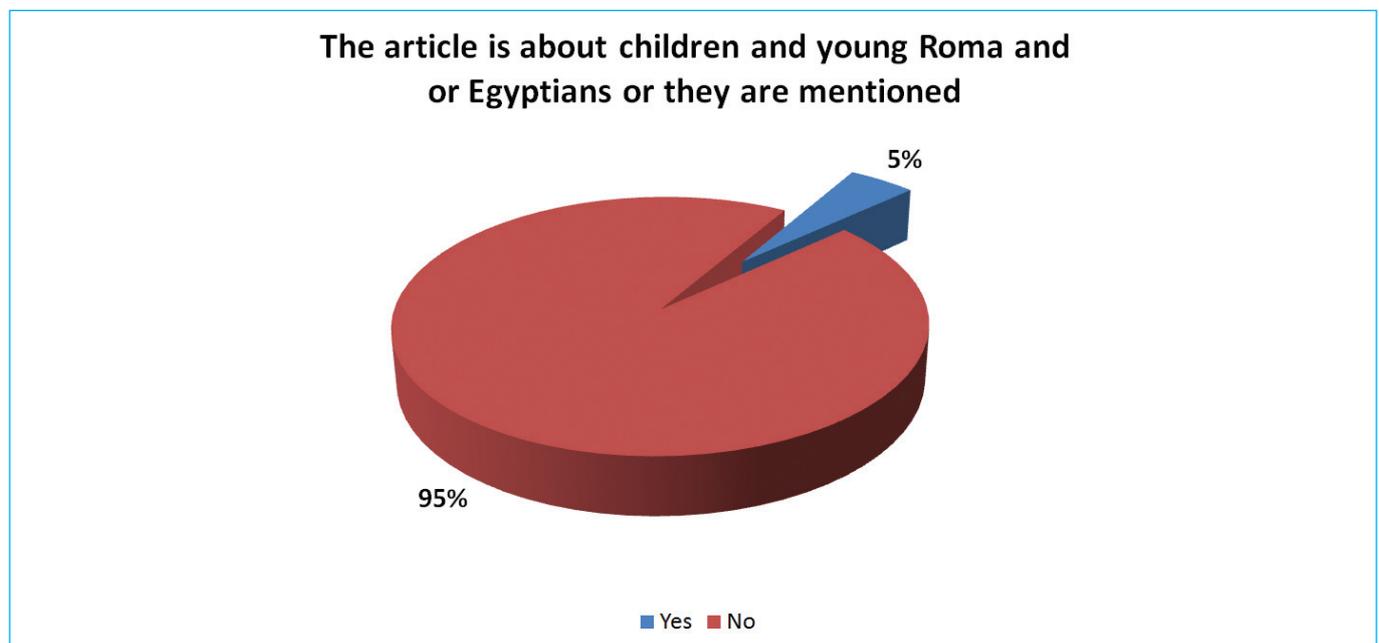
„Roma and Egyptian children and young people in the media “: December 2013 February 2014

THE MOST IMPORTANT RESEARCH FINDINGS

The basic aim of this research is to investigate the manner in which Roma and Egyptian children and young people are represented in Montenegrin media. „Dan“, „Vijesti“, „Dnevne novine“ and „Pobjeda“ are four Montenegrin daily newspapers, and their role is to inform, educate and entertain the readers. Three month analysis led us to concrete data on the quality of editorial and journalistic practice when articles on Roma and Egyptian children are concerned. The scientific method of content analysis has been used. The sample included 360 issues of daily newspapers („Dan“, „Vijesti“, „Dnevne novine“ and „Pobjeda“) in the period from December to March, and a total of 997 articles pertaining to children and young people were analysed. An analytical matrix was compiled including 15 indicators referring to the basic characteristics of articles, graphical background, topics and the sources in the article.

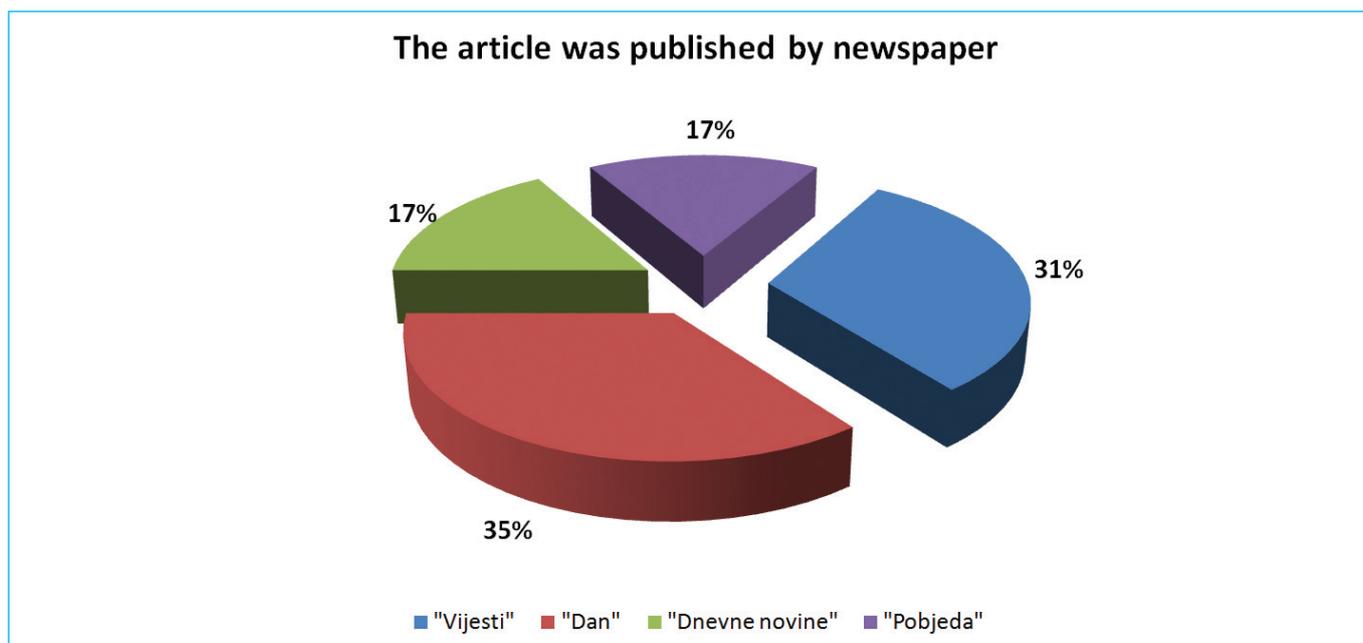
Out of 997 analysed articles related to children/young people, only 5% of cases spoke about Roma and Egyptians. Research has shown that the topics pertaining to children and young people are marginalized in relation to other topics. The fact that when children/young people are written about, in only 5% of cases, more precisely in only 48 articles, Roma and/or Egyptian children/young people are spoken about indicates that reporting on them is marginalized in relation to a group that is neglected in the media coverage anyhow.

Graph 1. The article is about Roma and Egyptian children /young people



Most articles about Roma and Egyptian children/young people could be found in „Dan“ i.e. 35%. A high percentage of articles on Roma and Egyptian children was recorded in „Vijesti“ 31%, while „Pobjeda“ and „Dnevne novine“ each published 17% of the total number of articles covering Roma and/or Egyptian children.

Graph 2. Article was published by newspapers

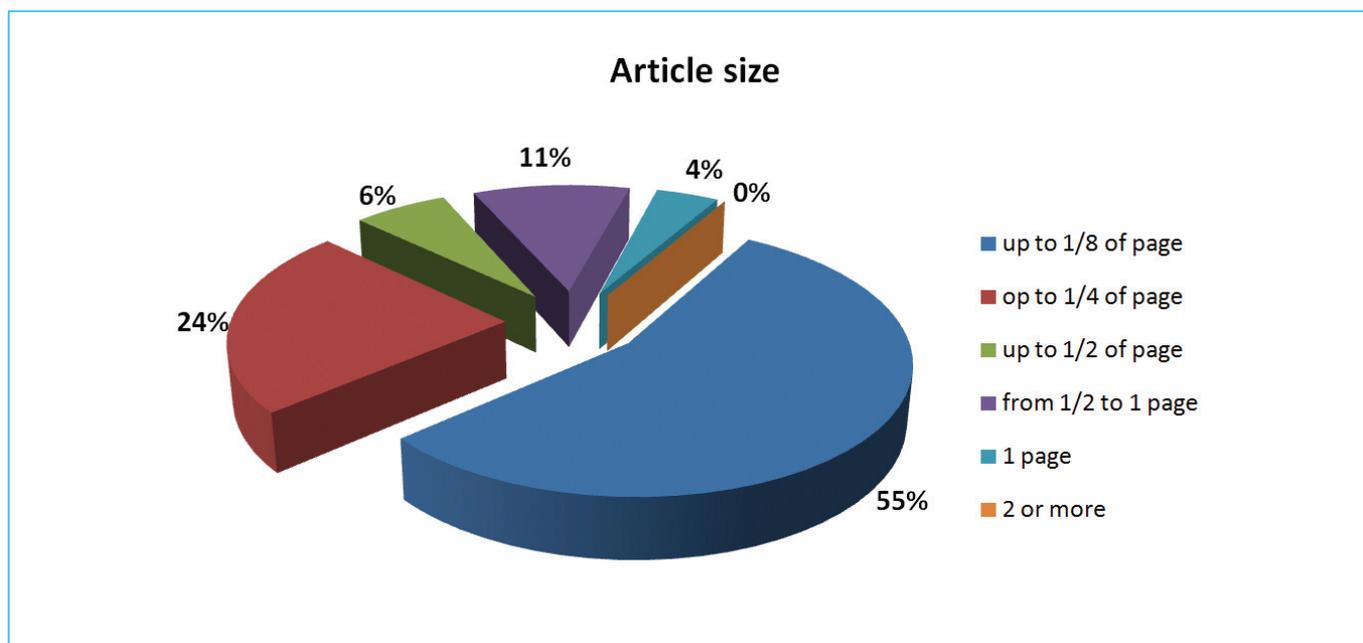


Newspaper space dedicated to Roma and Egyptian children/young people

Most articles covering Roma and Egyptian children/young people in the analysed daily newspapers are of 1/8 page size i.e. 55%. In 24% of cases the articles were on 1/4 of the page, while only 6% of the analysed articles covered half of the page. There were 11% of articles of the size ranging from 1/2 to 1 page, and only 4% of articles covering an entire page. Both articles covering the whole page were published by "Vijesti". During these three months no articles covering 2 or more pages on children/young people dedicated to Roma and Egyptians were recorded. "Vijesti" published most articles of the size of 1/8 of a page, while "Dan" published most articles of the size 1/2 of a page to 1 page. These data indicate that in this period of the four dailies "Vijesti" dedicated most newspaper space to Roma and Egyptian children/young people.

One of the articles of one page size is the article "Magic made of beads comes from Konik" ("Vijesti", 15 12 2013 pg.24) in which the job of young Roma women making jewelry of fancy glass is described in detail. This article was also featured on the front page, which is a very positive example in these three months.

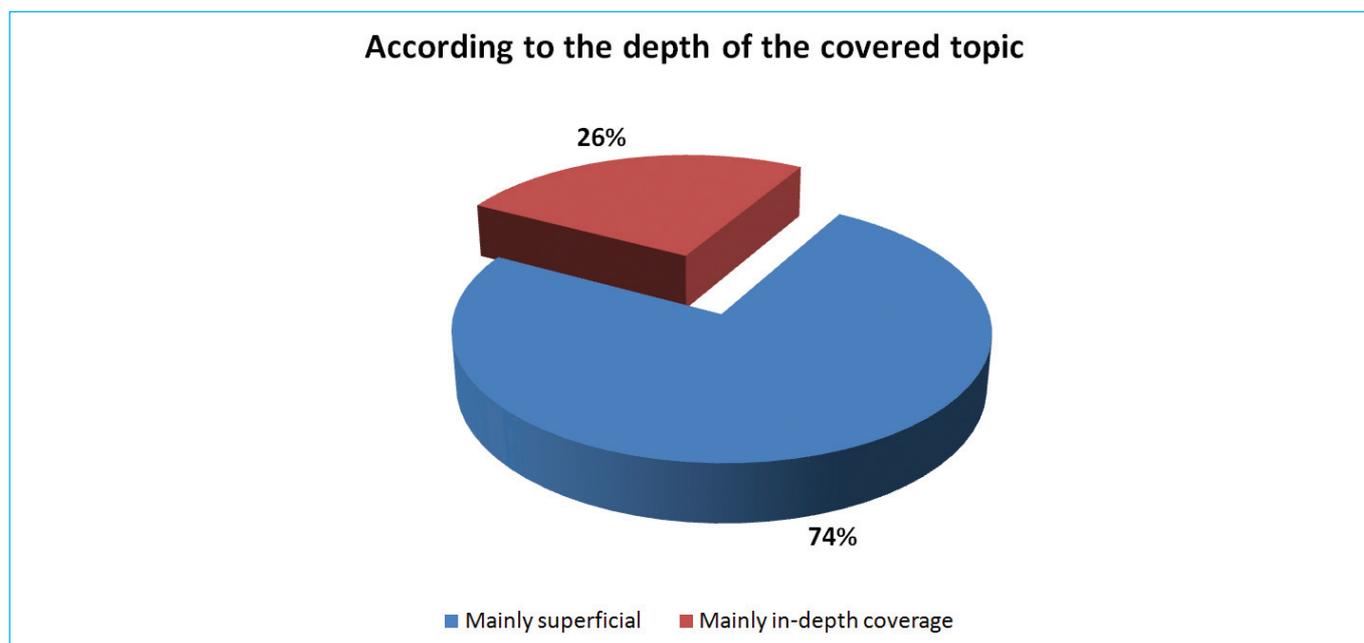
Graph 3. Articles on Roma and Egyptian children/young people according to the size of articles



Dubina obrađenih tema koje se tiču djece/mladih Roma i Egipćana

In the period from December to March the coverage of the topics pertaining to Roma and/or Egyptian children/young people was mostly superficial in all four dailies. This implied that in 74% of cases journalists described an event, phenomenon or a person, without giving any background, cause and the like. The context is important for understanding information, thus failure to provide it makes information incomplete, and this can also provide space for potential manipulation, while a deeper approach would imply an analysis of the causes of an event by a journalist, the possible consequences and the wider context. The fact that most articles gave a superficial analysis indicates that the editors mostly consider the topics related to Roma and Egyptian children/young people not interesting or less important in relation to some other topics.

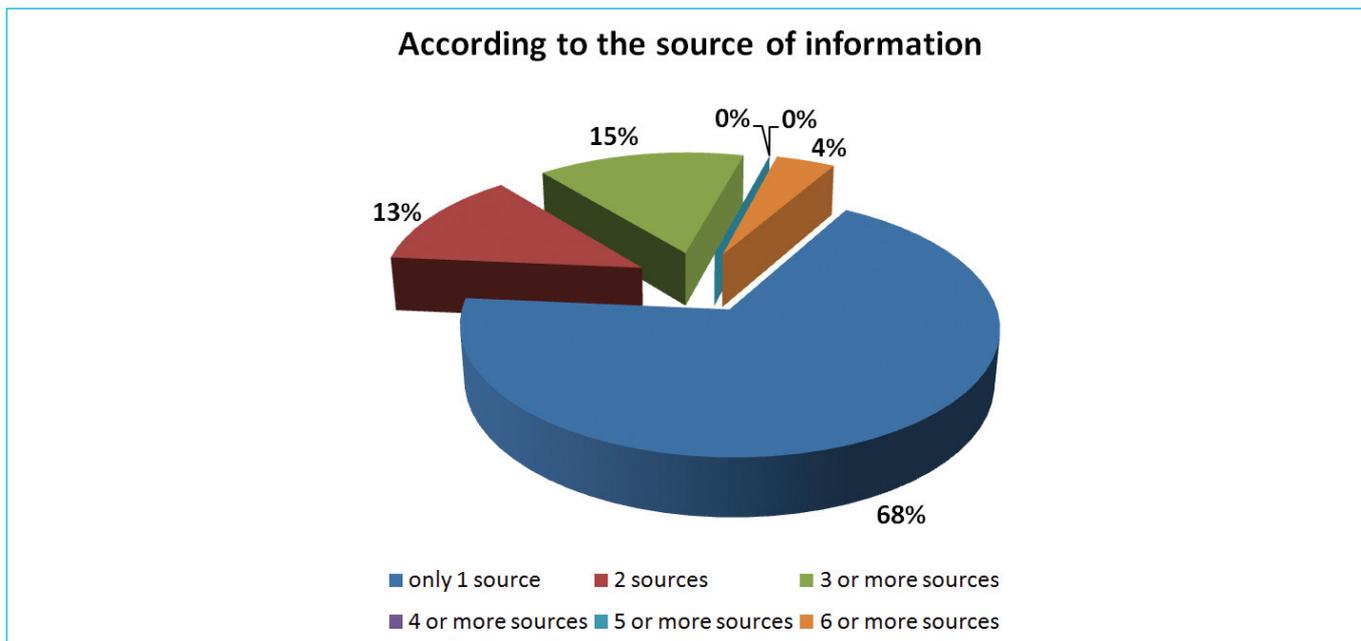
Graph 4. According to the depth of the covered topic



Objectivity of reporting on Roma/Egyptian children/young people

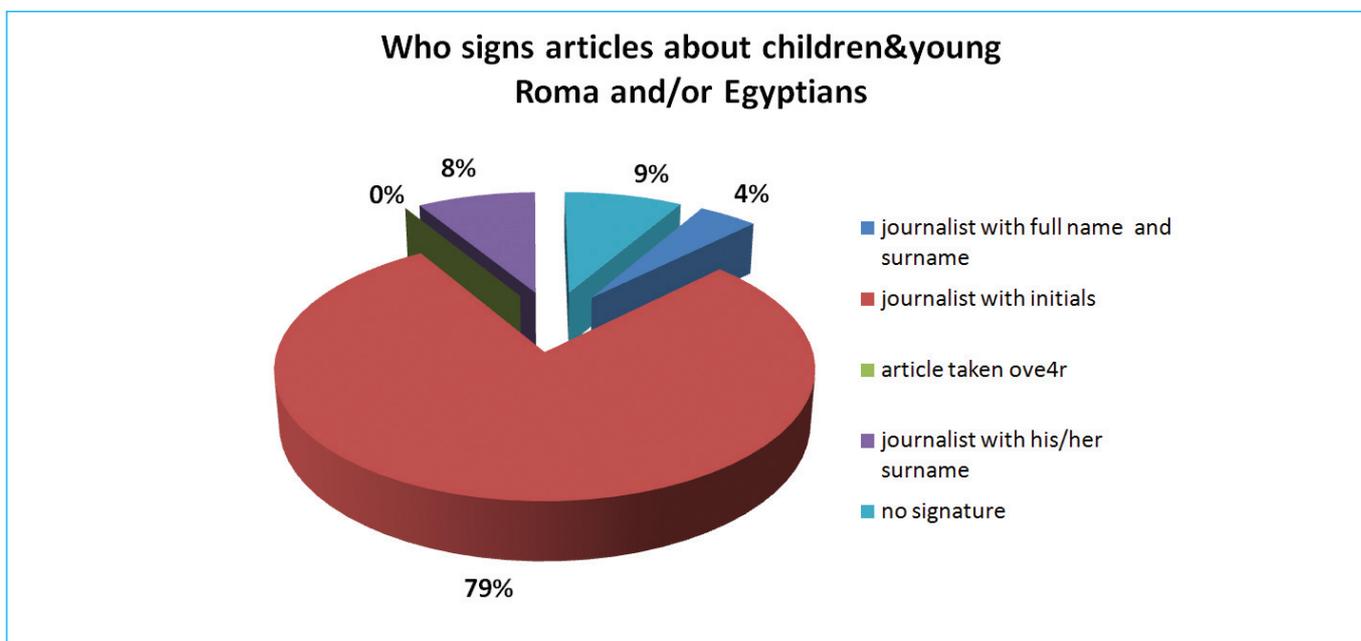
Out of the total number of articles speaking about Roma and Egyptian children/young people, in 68% of cases only one source of information is quoted. In the remaining 28% of cases two or more sources are mentioned, while in 4% of cases the source is not mentioned. Domination of one source can indicate a low level of credibility since journalists resorted to superficial reporting or they considered the covered topics were irrelevant. As objective reporting is achieved by quoting those who are for and against certain views, in more than half of the cases the consequence is an unclear picture. Domination of one source indicates also that when reporting on Roma and Egyptian children the fact-oriented forms were most frequently used (news, report), and rarely more demanding analytical or fictional forms.

Graph 5. According to the source of information



On the other side, relevance is still enhanced by the fact that in 91% of cases the articles on children/young people are signed by journalists, in 79% of cases with initials, in 4% of cases with full name, and in 8% of cases with a surname. Less than 9% of articles on Roma/Egyptian children/young people are not signed by the author, and none of the articles were designated as editorial, which is an encouraging piece of data supporting the fact that authorship is respected to a large extent and that journalists in person take responsibility for every word they write about children/young people. This also means they agree with all interventions of editors, if any.

Graph 6. Who signs articles on children /young people

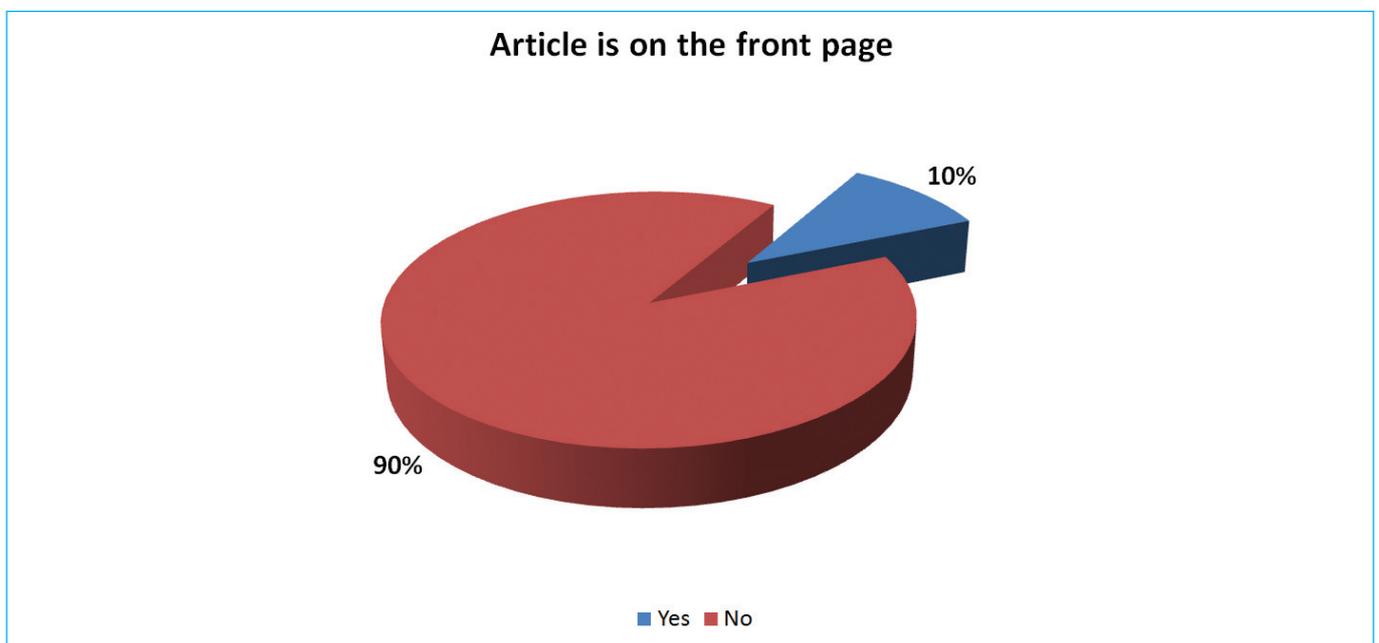


Sensationalism in reporting on Roma and Egyptian children/young people

Stories, events and persons that stand out from the average, bizarre ones, and those that are shocking easily find their way to the front page. Such articles present in a sensational manner events with one objective –increase the number of copies, they represent a special challenge and especially when children and young people are concerned. For the needs of this research we measured sensationalism in the following manner: *Are articles on Roma and Egyptian children/young people found on the front page? When they are found on the front page is it positive or negative presentation of children/young people?*

Out of the total number of articles speaking about Roma/Egyptian children/young people, only 10% ended up on the front page. This piece of data indicates that according to the editor's assessment articles on children and young people are not sufficiently attractive and interesting. We stress that in these three months a small number of articles about Roma/Egyptian children was published and that out of the total number of 997 articles speaking about children/young people in general, only 5 articles speaking about Roma/Egyptians were on the front page where the most attractive news are published.

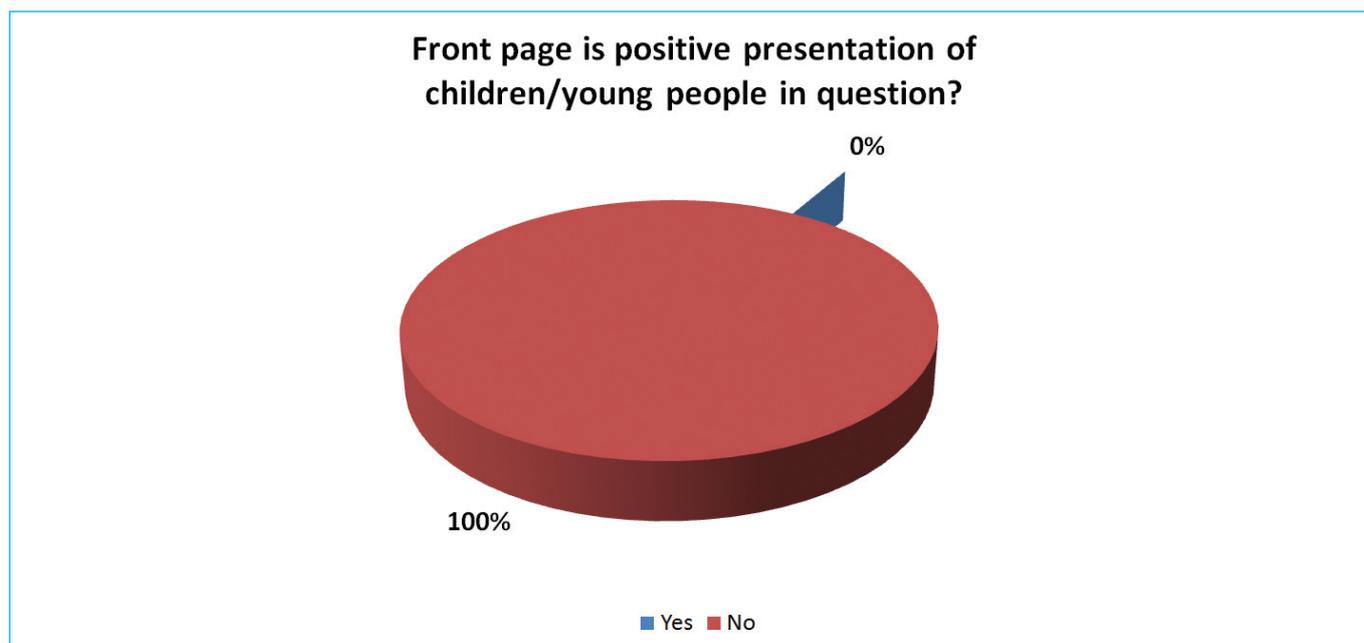
Graph 7. Article on Roma and/or Egyptian children/young people is on the front page



Following this evidence the question to be asked is when the articles on Roma/Egyptian children/young people met the criteria of the headline i.e. what were the topics and how were the children presented on the front pages in these three months. We reached the data that in all 5 cases Roma were presented as passive and in a negative light. On the other side, research has shown that in 18% of cases in general children/young people when they were on the front page (5% of the total number of articles) they were presented in a positive way. Thus the front page "saw" an article on how in a fire in Berane a boy died, just like articles speaking about discrimination and the difficult position of Roma and Egyptians. One of the examples is the article *"It is most difficult to find a job and an apartment"* ("Dnevne novine", 20 01 2014, pg.9) which presents the results of the research on discrimination of Roma people and was inappropriately illustrated by a photograph of a child beside garbage. Here it was not appropriate to use a photograph of children since the accompanying article does not refer directly to them, whereby the basic principles of UNICEF i.e. the right of the child to dignity and privacy have not been respected.

One of examples when young Roma people were found on the front page is a photograph of a girl who makes a chance in the Czech fancy glass. The article we mentioned earlier *"Magic made of pearls arrives from Konik"* ("Vijesti", 15 12 2013 pg. 24) in which these young Roma girls were presented in a very positive light on the front page is still followed by a text which says that Roma culture is neglected, that their language is dying and that jobs in the utility company are "reserved" for most Roma people. It is only at the end that it is mentioned that there are rare cases such as this one in Konik where girls in Czech fancy glass make a chance. And considering the emphasized headline over the photograph saying *"MARGIN: Roma people still vulnerable, in poverty, without political representatives"*, we have put this headline in the group of those where Roma people are presented in a passive way as well.

Graph 8: Front page



Topics regarding Roma and Egyptian children/young people

Most articles were about donations for children of Roma and Egyptian population i.e. 21 article. Thus in this period Roma and/or Egyptian children were visited by the bus operator "BLT", Daily Dan, Red Cross of Montenegro, organisation "LDS Charities", the Ministry for Human And Minority Rights, women of SDP, Rotary clubs of Montenegro, education centre Pčelica. On this occasion children were given jackets, school supplies, boots and New Year presents. When a photograph of children is found along with such articles then its function is to draw attention to what adults do.

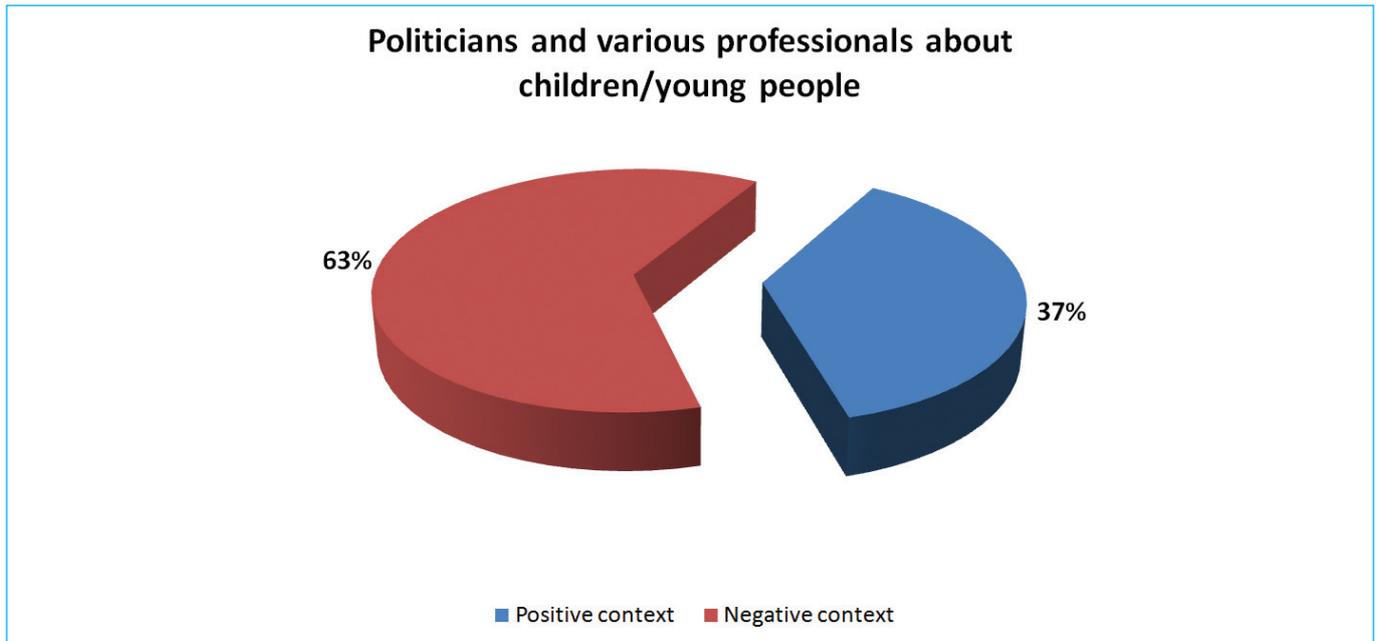
One of examples is the article "To Make it Sweeter for You" ("Dan", 2612 2014 pg.18) which speaks about donation of New Year presents to pupils of Roma population. The photograph that accompanies the text is inadequate since children can be clearly seen, this article could be published with a photograph without visual identification of children on the spot.

Topics referring to children/young people victims of criminal activities, accidents and the like were highly represented in this period, just like various research and opinions of politicians and professionals on the position. The topics referring to education and pre-school institutions were not neglected either.

As it was most frequently reported on donations and vaccinations for Roma/Egyptian children and there was a small number of articles of more demanding journalistic form such as for example reportage, interview and the like, this is illustrative of the fact that topics regarding them are not sufficiently covered.

When we speak about articles where politicians and various professionals present their views and opinions on children/young people, then 37% of them spoke in a positive context. On the other side, when we speak about reporting on children in general, in 65% of cases they spoke about children in a positive context. This fact indicates that their opinion is that Roma and Egyptian children need a higher degree of protection and assistance in relation to their peers of other ethnic belonging.

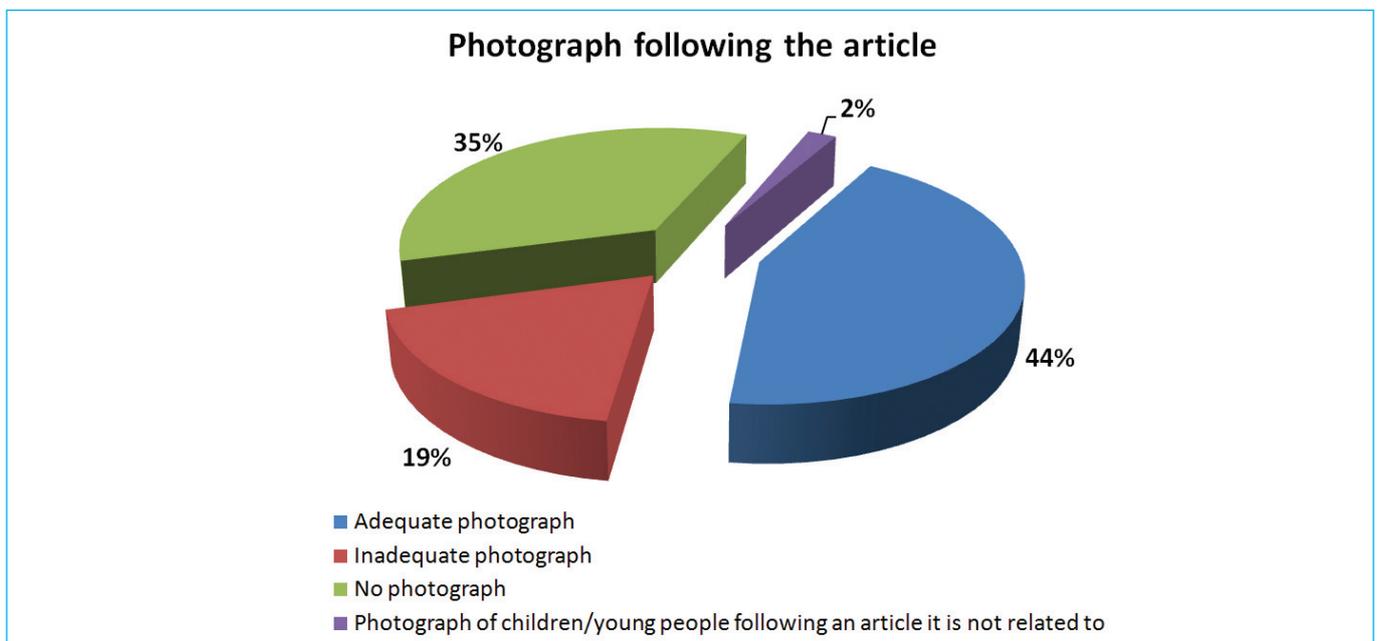
Graph 9. Politicians and various professionals on Roma and Egyptian children/young people



Photographs in reporting on Roma and Egyptian children

Articles pertaining to Roma children published in Montenegrin printed media are mostly well supported graphically. Even though a photograph is a faithful witness of an event, still in 35% of cases the article was not followed by a photograph.

Graph 10. Photograph following the article



What is worrying is the fact that in 19% of cases the photograph following the article was inadequate, just like the fact that there were examples that a photograph of children was following the article not referring to them.

Most mistakes were made with publishing of photographs when reporting on children/young people in the state of social need and when reporting on donations for children/young people.

One of examples is the article "Police processed 150 minor beggars" ("Dan", 30112013 pg.13) which speaks about begging. The article is accompanied with a close up image of a boy begging with a cigarette in his mouth. In this manner the second and the third UNICEF principle for ethical reporting on children was violated, "The dignity and rights of every child are to be respected in every circumstance." *Journalists must report on children/young people with special care, making sure that the best interests of each child are to be protected over any other consideration, including over advocacy for children's issues and the promotion of child rights. Journalists should report with due care about children in the state of social need paying attention not to harm any child; „avoid questions, attitudes or comments that are judgmental, insensitive to cultural values, that place a child in danger or expose a child to humiliation, or that reactivate a child's pain and grief from traumatic events."* (The Media and Children's Rights, Unicef) In this manner recommendations and children's rights were not respected.

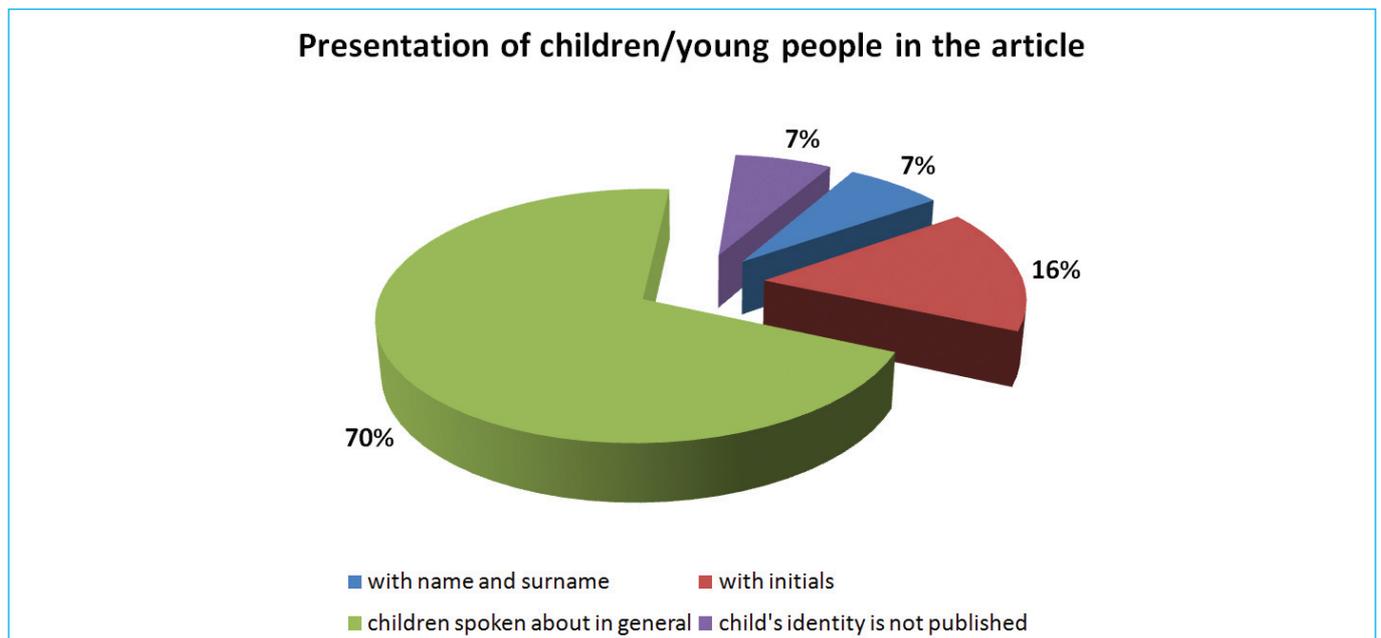
Unfortunately, we came across a worrying number of articles about donations for children (food, clothing, toys, school supplies..) where children's photographs were unnecessarily emphasized. Such articles are above all an occasion for adults to boast on their good deeds, or to complain about the conditions that disturb such actions of theirs, or both. Because when a child's image and/or a child's statement is shown along with such topic, its function is mainly to draw attention to what adults do. One of examples is the article „Pupils obtained school supplies" („Vijesti", 30012014) which speaks about handing over of school supplies to pupils. The image shows a girl receiving a package. This article could have been published along with a photograph from the spot, but without visual identification of children.

One of examples when photographs of children /young people were following an article which was not on them was the article "62 flats for Roma people" ("Vijesti", 16 01 2014, pg. 35) speaking about construction of flats for members of Roma population, followed by a close up image of a mother and a baby even though it has no informative value. In this way Unicef principle "Dignity and the right of every child must be respected in all circumstance –special attention must be dedicated to the right of every child to privacy and confidentiality" was violated. According to Article 3 of the Codex of Montenegrin Journalists, facts are sacred for a journalist, and it is his/her obligation to put in them in the right context and to make impossible their abuse, whether an article, an image or tone is concerned.

The right to privacy of Roma and Egyptian children/young people in the media

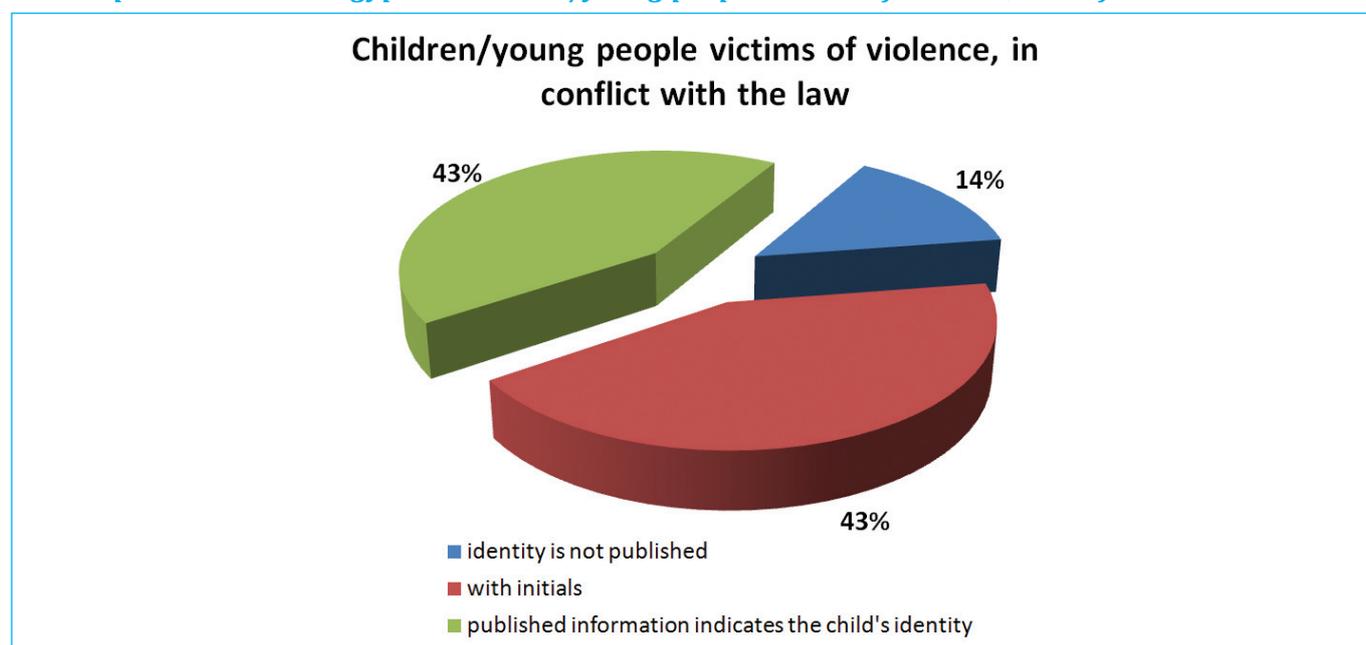
We followed the manner in which children/young Roma and Egyptians were presented in the articles with the objective to establish whether editors respect the right of the child to privacy. We reached the following data: In all 4 dailies, most articles published were those in which children/young people are spoken about in general i.e. 70%, in 16% of cases the child is presented by its initials, in 7% of cases full name and surname of the child were published and in the same percentage of cases the child's identity was not published.

Graph 11. Presenting children/young people in an article



A special challenge for journalists and editors is reporting on young people/children in conflict with the law or victims (of accidents, criminal activities and the like). The findings are as follows: in 43% of cases when they wrote about Roma and or Egyptian children/young people journalists revealed their initials, and in 14% of cases they did not reveal their identity.

Graph 12. Roma and Egyptian children/young people victims of violence, in conflict with the law



What is worrying in particular is that in 43% of cases journalists tried to protect identity of the child/young person, and in the same article they published the identity of the parent, custodian or some other information indicating a child's identity.

One example is the article "*Isljam Jašari Tried to Kill his Son with a Knife*" ("Vijesti", 15022014) which speaks about a seventeen year old boy whom his father tried to kill with a knife. Even though the minor was presented by his initials, in the same article full name and surname of his father were published. Journalists must exercise particular caution when children /young people are concerned and when reporting on serious offences. Children are a vulnerable group with regard to development crises and children's needs that must be met in order to ensure healthy growth and development. According to the guidelines of the European Health Communication Network for professional media correspondents reporting on health, principle 9 is worded as follows: „*Never interfere with human suffering. Respect the feelings of the bereaved, especially in the event of disasters. Whenever possible, close-up presentation of victims and their families should be avoided.*”

Unjustified exposing of children's privacy before the eyes of the public can endanger children's safety and make them live the trauma again. Articles of this type leave a mark which, in a small environment such as ours, follows the entire life of this young person and affects it directly. Not to mention the new media and the Internet which have an even longer memory. More and more people are trying to fight for their right to be forgotten, however this is a long and difficult struggle.

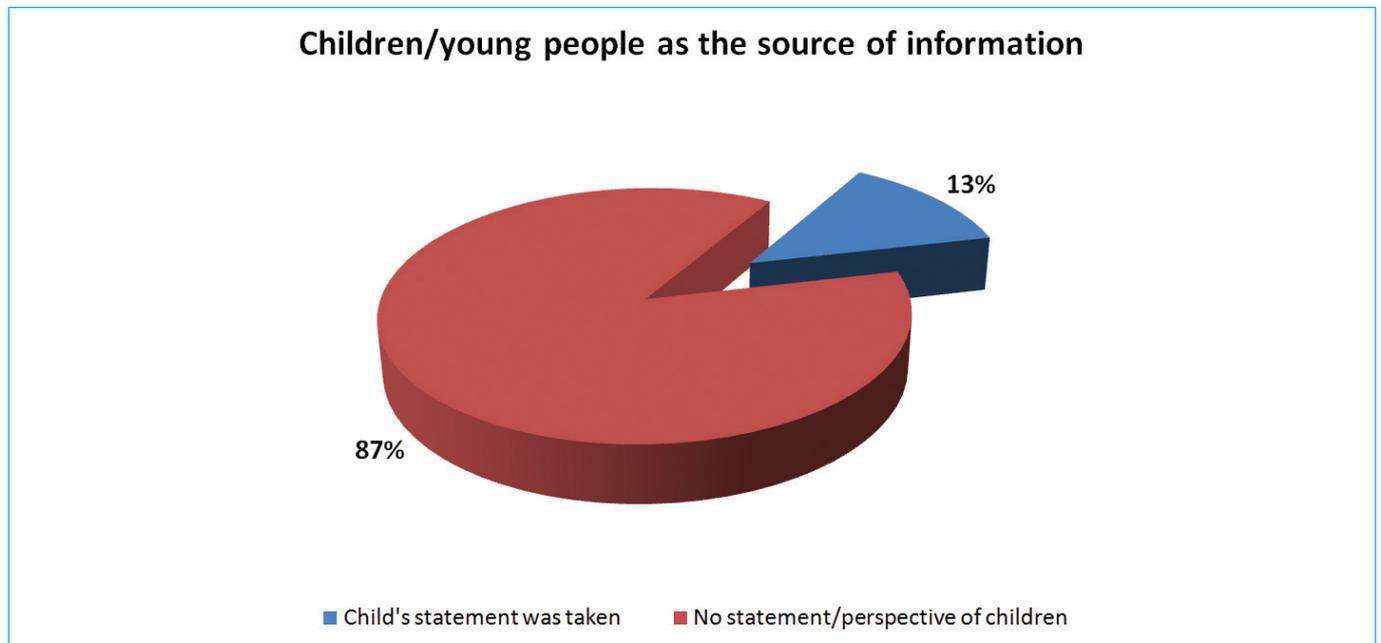
Perspective of Roma and Egyptian children/young people in the media

The guidelines compiled by Unicef for journalists reporting on children say that things should be shown from the "child's angle" and they should be allowed to speak in their own name. The Council of Europe recommendations on youth policy indicate the need to give space to young people to advocate their interests, and not only to make decisions in their name and instead of them.

Still, in Montenegro only in 13% of cases a statement was taken from the child in the articles speaking about Roma and Egyptian children.

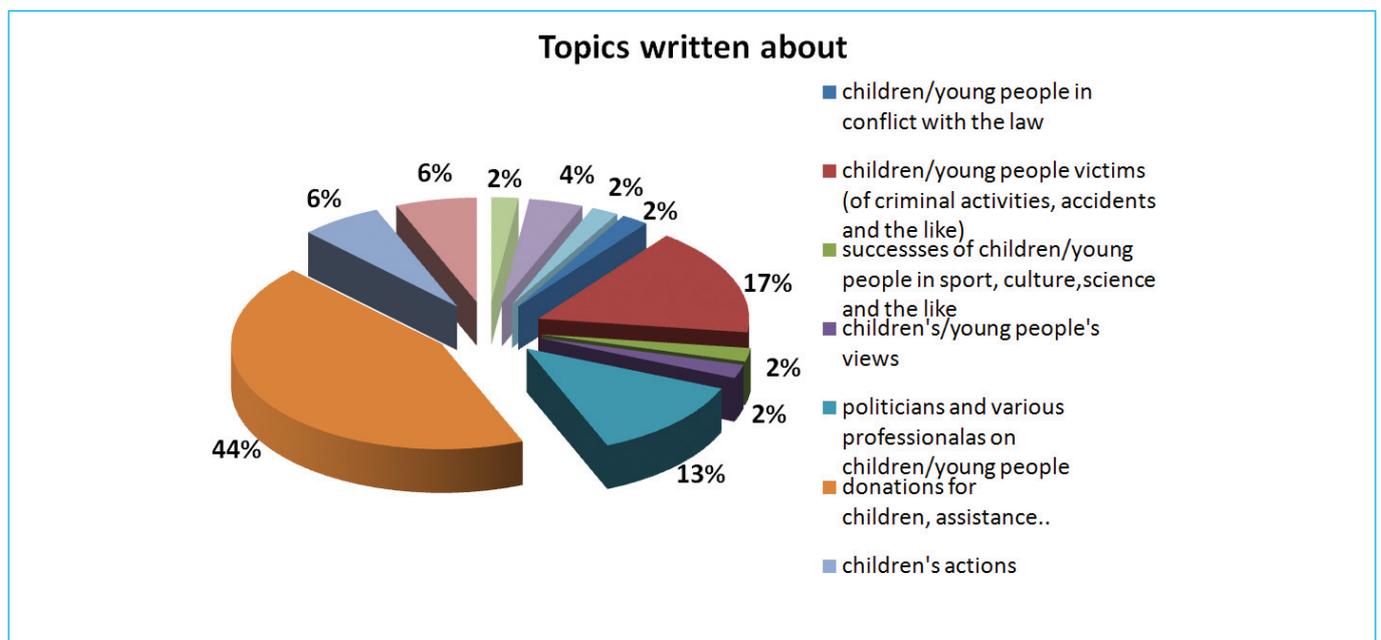
One of the positive examples is the article "They will Soon Clean theStrojanica too" ("Dan", 26022014, pg.7) which speaks about young Roma who organized an ecological action and cleaned a large part of the settlement in Bijelo Polje.

Graph 13. Children/young people as a source of information



Most articles were about donations forRoma and Egyptian children/young people, thus 44% of published articles speak about them. Children/young people in conflict with the law, as well as children/young people victims (of criminal activities, accidents, disappeared persons...) wereamong the most interesting in these three months with 17% of published articles speaking about them. In 13% of cases articles could be read on politicians and various professionals speaking about children of Roma and Egyptian population.

Graph 14. Topics written about



The research has shown that most reporting was on donations for children, scholarships and the like. (21) Readers could also find a large number of articles about children/young people in schools, pre-school institutions and the like (3).

CONCLUSIONS AND RECOMMENDATIONS

With this research we have appreciated four affirmative hypotheses that say:

1. Journalists and editors of dailies respect professional principles when reporting about Roma and Egyptian children/young people.
2. Journalists and editors respect the right of children and young people to privacy.
3. Reporting on Roma and Egyptian children/young people is not stereotypical.
4. Roma and Egyptian children/young people participate in the media

Results indicate that reporting on children/young Roma and Egyptians is marginalized in all four daily newspapers. Thus, out of the total number of articles speaking about children and young people, only 5% of them refer to Roma and Egyptian children. According to the last census in Montenegro from 2011, the share of Roma children in child population is below 5%, while the share of Egyptian children is below 1%. On one side their representation in the media suits the representation in the child population, but since our research on representation of children/young people in the media has shown that topics related to children and young people are otherwise marginalized in relation to other topics, it can be concluded that reporting on Roma and Egyptian children/young people is insufficient, and that the reporting showing them in a positive light is negligible.

Topics referring to Roma and Egyptian children/young people are considered less interesting for the readers; they are designated as unimportant, since less newspaper space is dedicated to them. The fact that most articles – 55% occupy only 1/8 of the page supports the fact that children and young people are not reported on in the proper manner. If we take into account the fact that the article length makes it impossible to the author to provide also a context of an event, this also significantly affects the quality of the reporting.

When we speak about articles where politicians and various professionals express their views and opinions on children/young people, then 37% of them spoke in a positive context. On the other side, when we speak about reporting on children in general, in 65% of cases politicians and various professionals spoke about children/young people in a positive context. This piece of data indicates that in their opinion Roma and Egyptian children/young people need a higher degree of protection and assistance in relation to their peers of other ethnic belonging.

What also confirms the thesis that reporting on Roma and Egyptian children/young people is on the margin is the fact that a small number of articles appears on the front pages. Out of the total number of articles pertaining to Roma and Egyptian children/young people, 10% of them were on the front page in this period, the place featuring the most attractive and the most important topics in newspapers. What indicates that reporting is on the margin is also the fact that when they find themselves on the front page Roma and Egyptian children/young people are always presented in a passive and negative way. On the other side research has shown that in 18% of cases in general children/young people when they find themselves on the front page (5% of the total number of 997 articles we analysed) they are presented in a positive way. The fact that Roma and Egyptian children/young people on the front page were presented exclusively in a passive/negative way indicates also that reporting on Roma/Egyptian children is to a large extent stereotypical.

The manner in which topics about Roma and Egyptians are covered is superficial in the largest number of published articles (74%). This means that journalists wrote descriptively about children/young people, without trying to provide a context for the events. The fact that topics referring to children and young people are not sufficiently covered is also illustrated by the fact that during these three months a small number of articles of more demanding journalistic forms such as reportage, main topic, interview and the like were published.

Journalists/editors respect the right to privacy when Roma and Egyptian children/young people are reported about in general, but they do not do so when writing about individual cases. In all 4 daily newspapers most articles were published speaking in general about children/young people – over 70%. Still, this rule is not valid for individual reporting on children/young people in conflict with the law/victims where in 43% of cases when writing about Roma and/or Egyptians journalists revealed their initials, and in 14% of cases they did not reveal identity.

What is in particular worrying is that cases were recorded of journalists trying to protect the identity of a child/young person, and in the same article they published the parents', custodians' identity or some other information indicating the identity of the child, which is negative practice and violation of standards.

Data showing that most articles were about donations for children/young people of Roma and Egyptian population (21 article), various professionals who in 63% of cases speak in a negative context about children victims of criminal activities, accidents and the like, clearly indicates that reporting on children/young Roma and Egyptians is stereotypical. Even through there were cases speaking affirmatively about Roma culture, the topics referring to Roma and Egyptian children/young people still mostly refer to poverty, bad material situation, begging and the like.

Since it was most frequently reported on donations and vaccinations for children/young Roma/Egyptians and there were only a small number of articles of more demanding journalistic form such as for e.g. reportage, interview and the like, this means that topics pertaining to them are not sufficiently covered.

The fact that articles about children/young people are not sufficiently relevant is also confirmed by the domination of one source of 68%. On the other side, relevance is still reinforced by the fact that in 91% of cases the article about children/young people is signed by journalists.

The hypothesis that children/young Roma and Egyptians participate in the media is overruled by the fact that in only 13% of the total number of articles on children/Roma and Egyptians the perspective of children/young people is present.

Articles on children /young Roma and Egyptians had an adequate photograph in 44% of cases. Even though they had mainly good graphical background, we recorded also 19% of those whose photographs were not adequate and in some cases the rights of children/young people were violated in the most flagrant manner. As well as several examples when the article that does not refer to children/Roma and Egyptians was accompanied by their photograph. This indicates the practice that children/young people are used as the means that deeply moves the readers.

Recommendations

Journalists and editors should report with particular attention on children/Roma and Egyptians.

It is necessary to obtain the basic knowledge on Roma and Egyptian children/young people in order to educate journalists for writing without discrimination i.e. for writing without ethnicism, confessionism.

Besides informing and training journalists, what would have to be done in conjunction with a well-designed media policy in this area, would be to enable participation of Roma and Egyptian children/young people in the media thus making significant progress in the manner of presentation of children/young people in the media. Participation of children/young people in the media is naturally and inseparably linked to education.

It would also be worth to introduce self-regulation of journalistic profession in all print media in the manner that this becomes a legal obligation.

Roma and Egyptian children/youngpeople "from the media"

If some kind of „identity card“ of Roma and Egyptian children/young people in the printed media of Montenegro were to be made based on our findings, it would look like this:

A CHILD/YOUNG PERSON IS A MEMBER OF A HELPLESS AND HIGHLY ENDANGERED SPECIES THAT BADLY NEEDS OUR HELP. YOU WILL READ ABOUT THEM AT THE BOTTOM OF THE PAGE, MOST FREQUENTLY DURING VACCINATIONS OR WHEN WE GIVE THEM PRESENTS, SCHOOL SUPPLIES OR CLOTHES. THEY ARE MOSTLY WITHOUT A NAME AND SURNAME EXCEPT IN CASES WHEN THEY MAKE A MORE SERIOUS VIOLATION OR SOMEONE ADDITIONALLY ENDANGERS THEIR RIGHTS THEY ARE DEPRIVED OF ANYWAY. THE ONLY THING THEY CAN DO AND LOVE TO DO IS TO PLAY AND HAVE FUN. THEY HAVE LITTLE TO SAY ABOUT OTHER TOPICS EXCEPT THOSE RARE ONES WHO SPRING OUT FROM THE SEA OF THE AVERAGE WEATHER THEY MAKE A POSITIVE OR A NEGATIVE SURPRISE. WE ADULTS ARE THERE TO PROTECT THEM FROM ALL RISKS. THIS IS WHAT WE DO, TO THE EXTENT OTHER OBLIGATIONS AND MATERIAL CONDITIONS ALLOW US, BECAUSE WE ARE CONSCIENTIOUS AND HUMANE.