A content analysis of seven English-language South Asian print publications published in 1999 was conducted to evaluate the presence in these ethnic media of material that facilitates immigrant integration. For control purposes, one mass-circulation newspaper, the *Toronto Star*, and one non–South Asian newspaper, the *Southeast Asia Post*, were also examined. The percentage of articles in the ethnic media that conveyed information to aid immigrants in their understanding of the rights and responsibilities inherent to Canadian citizenship ranged from 3.8% through 30.5%. The *Toronto Star* reported an average of 24.7% integrative content measured over a four-week period. Of the ethnic media, only *Desi News* (30.5%) and the *Indo-Canadian Voice* (28.1%) reported averages that surpassed the mass-circulation control newspaper. The comparatively high percentage of articles deemed integrative in *Desi News* (30.5%), moreover, is consistent with the multicultural focus that underscored this magazine. Issues of cultural adaptation—what it means to be a Canadian citizen both culturally and legally—were addressed in South Asian newspapers. In contrast, *India Abroad* (7.1%) and the *Southeast Asia Post* (3.8%) reported the lowest percentages of coded content. Materials covered in these publications tended to be international in orientation, with only a very limited focus on the South Asian community in Canada.

Reported as an aggregate average, 16% of the articles in the South Asian publications contained information thought to help facilitate full and active participation in Canadian society. In contrast, an average of 25% of the articles contained in the *Toronto Star* could be construed as citizenship enhancing. Of the coded articles in the South Asian publications, 4% dealt with issues related to (1) National Democratic Process and, similarly, 4% provided information about (3) General Well-Being. The greatest number of items that addressed aspects of integration

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(7%) fell under (2) National Identity and Social Cohesion. Of the coded articles in the Toronto Star, 7% fell within (1) National Democratic Process, 11% within (2) National Identity and Social Cohesion, and 6.5% within (3) General Well-Being. The South Asian publications fell short of the control newspaper in all coding categories, but the Toronto Star, interestingly, did not report a substantial percentage of integrative content.


This multidimensional study’s content analysis focused on Canadian-owned, private conventional and specialty television services and Canadian programming, excluding CBC/Radio-Canada, third-language services and programming, premium pay, digital-only specialty, and pay-per-view services. It examined 330 hours of Canadian news, information, and entertainment programming from 72 English- and French-language television services, and the Aboriginal Peoples Television Network (APTN).

The findings showed that the presence of ethnocultural and Aboriginal peoples fell below the 19.3% benchmark in English-language programming and below the 7.9% benchmark in French-language programming. With respect to the reflection of ethnocultural and Aboriginal diversity, the research found three critical gaps in presence:

- Very few experts (or expert news analysts/guests) from culturally diverse backgrounds were used in English-language news.

- Very few onscreen roles, such as anchor or reporter, were filled by individuals from culturally diverse backgrounds on French-language news.

- Very few primary speaking roles were filled by individuals from culturally diverse backgrounds on English-language drama.

More positive measures of reflection and especially of portrayal (i.e., onscreen presence and roles/attributes) were found in French-language children’s programming. The research also identified two significant areas of under-representation (i.e., where onscreen presence was considerably less than the corresponding presence of that group in the general population):

- Canadians of Asian and Southeast Asian descent, including Chinese, Vietnamese, Filipino, and Korean, comprise Canada’s largest ethnocultural group, at 1.7 million, but were significantly less likely to be represented onscreen.

- Without the presence of APTN—which was analyzed separately from other programming services and content—the onscreen reflection of Canada’s Aboriginal peoples is negligible.

One hundred and four randomly selected news stories appearing on CBC.ca from September 29 to November 7, 2003, were analyzed. The key findings on race, ethnicity, and culture included the following:

- Individuals of Aboriginal origin were under-represented in the content under examination; however, the number of items that had dominantly Aboriginal cultural contexts was close to the percentage of Aboriginal peoples in the Canadian population. (The study measured appearances of Aboriginal individuals and Aboriginal cultural contexts as separate items.)

- The few portrayals of Aboriginal individuals in the study sample were in stories whose dominant themes had positive characteristics.

- The representation of visible minority persons was slightly higher than their proportion in the Canadian population; however, the number of stories in which visible minority cultures were dominant was much smaller.

- A large proportion of visible minority individuals and their cultures were to be found in news items with non-Canadian locales.

- Very high percentages of visible minority depictions were found to be in stories with negative contexts and under the general theme of Risk and Conflict Issues.

- Whereas there was some presence of visible minority individuals at the beginning of news sections, they disappeared completely after the fourth story. (The study examined the numerical sequence of the stories.)


One hundred and twenty-six hours of CBC TV (English) news, current affairs, documentary, and entertainment programming from October 2003, November 2003, and January 2004 were analyzed. The key findings on race, ethnicity, and culture included the following:

- Individuals of Aboriginal origin were significantly under-represented compared to their numerical presence in the Canadian population.

- A high proportion of the portrayals of Aboriginal individuals occurred in the context of Major Public Issues.

- No portrayals of Aboriginal *cultures* took place in programming other than news and current affairs.

- The levels of portrayal of visible minority individuals in general (especially in documentary, news and current affairs, and drama) and newpersons were higher than the 2001 Census percentage of visible minorities in Canada.
• The representation of East Asians, the largest visible minority group in Canada, was significantly lower than its percentage of the Canadian population.

• Even though South Asian Canadians constitute the second-largest visible minority group in the country, they were rarely portrayed in The National.

• Individuals of African, Latin American, and other visible minority origins were the least likely of all other racial/ethnic groups to appear in news and current affairs programming.

• Among news programs, CBC News Sunday, Saturday Report, Canada Now–Local, and Canada Now–National portrayed the highest percentages of individuals belonging to a visible minority.

• The visible minority groups that appeared most frequently in Canadian contexts in news programs were of South Asian, East Asian, and African origins.

• Whereas almost half of visible minority portrayals occurred in the context of Major Public Issues, higher proportions of their depictions than those of other groups, such as those of Aboriginal and European origins, also appeared under Risk and Conflict Issues.

• The presence of visible minority individuals as subjects of news stories and in having speaking parts was proportionately similar to that of persons of European origins, although the former were more likely to be portrayed playing less important roles compared to the latter.

• Persons of European origins appeared ten times more frequently than those of visible minority backgrounds in the earlier parts of non-news programming.

• Over 90% of the content under examination appeared European cultural contexts. The percentage of news items primarily reflecting the cultures of visible minorities was less than a third of the depictions of visible minority individuals. Visible minority cultures were absent in documentaries, sports, comedy, and arts and music.


Various ethnic and mainstream media were examined in this study, including Share, the South Asian Voice, India Abroad, the Western Jewish Bulletin and Canadian Jewish News, the online media of the Council on American-Islamic Relations (CAIR) and the Canadian Islamic Congress (CIC), the Toronto Star, La Presse, the Globe and Mail, and the Vancouver Sun. Bill C-36, the anti-terrorism legislation passed in the Canadian parliament on December 24, 2001, elicited a wide range of responses from Canada’s ethnic communities. The study revealed
that reaction ranged from unwavering support to outright condemnation and rejection. No expression of support, however, was absolute and unequivocal. Each of the communities, regardless of their support for or objections to the bill, advised that certain changes were required to the bill prior to its passage. In response, some of these changes were incorporated, though the succeeding review of public reaction will suggest that most of the ethnic communities did not see all of the alterations they had requested.

Objections to the bill in its original iteration took many forms, but the primary comments were these:

- Calls for a sunset clause or at the very least, a parliamentary review.
- Requests for a more specific definition of terrorism that would not apply to groups engaging in legitimate protest and dissent.
- Assurances that the bill would not result in the specific targeting, or profiling, of particular racial groups.

The strongest objections were mounted by the Muslim, Arab, and South Asian communities, and the greatest expression of support came from the Jewish community. Although some of these groups congratulated the Justice Department and, specifically, then justice minister Anne McLellan for exercising sufficient flexibility in addressing complaints, media commentary from others indicates continued feelings of fear, trepidation, and resentment regarding the means by which the bill was passed and its possible consequences.


The researchers examined media available in other than English and French that serve the various ethnocultural residents in B.C. from the period February 8 to April 4, 2007. They located 144 ethnic media outlets throughout B.C., the majority of which were concentrated in the Metro Vancouver area. This finding showed that the B.C. ethnic media market was underestimated by media directories. This market is also growing quickly, but there is a high rate of churn, with many outlets quickly going out of business. The researchers found that the Korean and Iranian media outlets are the fastest growing.

International students represent an important part of the ethnic media’s market segment. The researchers estimated that one thousand full- and part-time employees are with the leading 35 B.C. media identified in the study. Eighteen outlets employed between 6 and 20 staff, five outlets between 21 and 100, and four over 100. Whereas the more viable media outlets have become increasingly dependent on market research to attract advertisers, such research is beyond the capacity of the small to medium-sized companies. The majority of advertising revenues was generated from “in-group advertisers”; nonetheless, cooperation between so-called mainstream and ethnic communities through ethnic media is expected to grow as mainstream advertisers show increasing interest.
This study analyzed selected mainstream, ethnic, and neighbourhood media in Ottawa, the Greater Toronto Area, Windsor, and Sudbury in 2006-07. Ethnic-media contents produced for Afghan, West African, Arab, Caribbean, Chinese, North Indian, Hispanic, Somali, Tamil, Portuguese, and Russian communities were scrutinized. The team of researchers examined the contents of TV, radio, newspapers, and websites according to the following settlement information categories: Employment, Housing, Immigration, Citizenship, Legal Services, Education, Health, Consumer Information, Community, Recreation, and Politics. Extensive quantitative analyses were conducted of the collected data. The project also included focus group sessions in the four cities and in-depth interviews with media producers and editors.

A number of gaps were identified with respect to settlement information in Ontario. Newcomers have difficulty accessing relevant material with ease. Among the key barriers identified were linguistic and cultural ones as well as problems in using media technologies. Mainstream, ethnic, and neighbourhood media also have specific tendencies that limit the amount and kinds of settlement information they carry. Immigrants in smaller locations have little access to appropriate materials. The study found that if settlement information is to be useful, it has to be accessible and reliable. Primary design considerations should include newcomer diversity, informational needs, and abilities in accessing material. Content development has to consider language, culture, local conditions, settlement needs, and dissemination barriers. These efforts should build on the strengths of mainstream media in reporting politics; of ethnic media in covering consumer information, housing, and community; and of neighbourhood media in addressing education, recreation, and community. (Translations of this report are available in French, Tamil, Spanish, Portuguese, Mandarin, Arabic, Farsi, Russian, and Somali at the following website: http://atwork.settlement.org/sys/atwork_library_detail.asp?passed_lang=EN&doc_id=1004503.)
ment information. Newcomers rely on social support networks and media as their main sources of information about services, and they receive settlement information from different channels before arrival, upon arrival, and after arrival in Canada. The research demonstrated that the media are not fully aware of what newcomer communities need. The report also states that the ethnocultural media are more interested in reaching immigrants who are integrated in the host countries than offering settlement information to newcomers.