

MEDIA REPRESENTATION

JEKHIPE RESEARCH FINDINGS 2025

Based on research conducted
in Germany, Spain, Italy,
Romania, Czechia, and Sweden
under the JEKHIPE Project

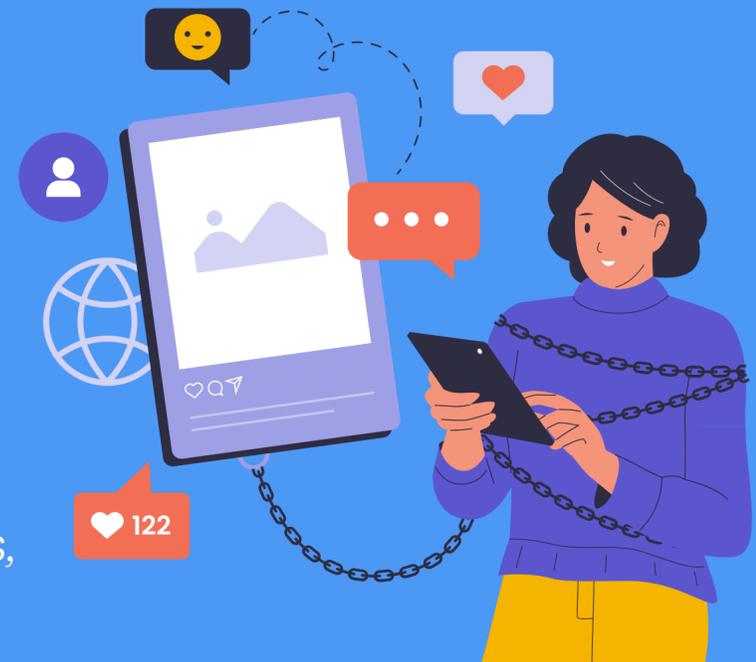
Media Shapes Reality: How Roma Are Represented Matters

Media narratives play a decisive role in shaping public attitudes toward Roma. For centuries, Roma have been portrayed through stereotypes, as criminals, outsiders, welfare dependents, or exotic folklore figures.

These narratives are not neutral. They legitimize discrimination and reinforce institutional antigypsyism.

Media discourse influences: public opinion, policy responses, institutional practices, social inclusion or exclusion.

When Roma speak for themselves and are represented with dignity and complexity, media becomes a tool for inclusion, **not exclusion.**



Representation is power.

WHAT RESEARCH SHOWS

Across European countries, studies reveal:

- Overrepresentation of Roma in crime-related reporting
- Lack of Roma voices in mainstream debates
- Collective labeling (“the Roma”) instead of individual identification
- Sensationalist coverage reinforcing moral panic

WHAT RESPONSIBLE COMMUNICATION LOOKS LIKE

- ✓ Use precise, person-centered language
- ✓ Avoid ethnic labeling unless relevant
- ✓ Include Roma experts, artists, and community leaders
- ✓ Highlight structural causes, not cultural blame
- ✓ Showcase diverse Roma voices and experiences

