

## Interdisciplinary Migration Research Seminar

### The influence of the media on migration/ integration policy changes over time

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Thursday, 21 January 2021, 11.00-12.30 | Marlou Schrover

(Professor in Migration History, Leiden University, Netherlands)

Moderation: Albert Kraler (Danube University Krems)

The seminar will take place via zoom. Please register in advance to the meeting at

<https://donau-uni.zoom.us/meeting/register/tJcufuCopz8jHtFv3cljrDeZo1GTX3bXAEy3>

After registering, you will receive a confirmation email containing information about joining the meeting.

Danube University Krems

Department for Migration and Globalization

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## **Abstract**

Debates about the influence of the media on policies abrupt with some regularity: sometimes they are seen as too powerful, or very influential, sometimes they are merely seen as the instruments in the hands of others (politicians, business). In the societal context this debate is important: it has to do with ideas regarding propaganda, free press, and the manipulation of policy makers, or journalists. All these points undermine the trust in the working of democracies.

In academia, there is a large and inconclusive debate about the interaction between the media and policymaking. Three clusters of authors can be distinguished. In the first place, there are authors who emphasise that the media do have an influence, especially when political agendas are symbolic rather than substantial, when policies are uncertain because parties within a (coalition) government differ, or when there is disagreement between ministries. Secondly, there are authors who claim that the media have some influence on policies, especially when unclear policies coincide with dramatic events and persistent media coverage, or when efforts by the media and lobby organisations concur. Thirdly, there are authors who claim that media coverage does not change policies, but it does play a supportive role, especially when the media frames reinforce the frames that parliamentarians use, or when media pressure is directed at an issue that is high on the political agenda. Politicians use the media to manufacture consent or justify policies on which they have already decided, and thus media coverage increases the acceptance of decisions rather than influencing decision making. A problem for this debate is that it is difficult to measure media influence. How do we know if the media did play a role in policy changes? How do you measure influence?

## **About the speaker**

Marlou Schrover is a full professor of migration history, holds the chair of Economic and Social History at Leiden University, and in this capacity leads a team of about 30 researchers. She has more than 170 publications including 7 books and 5 edited volumes. Her recent books include *Gender, Migration and categorization: Making distinctions amongst migrants in Western countries (1900) 1945-2010* (AUP, Amsterdam 2013) (with Deirdre M. Moloney), and *The Language of Inclusion and Exclusion in Immigration and Integration* (Routledge New York 2014) (with Willem Schinkel). She is co-editor of the 5 volumes *The encyclopedia of global human migration* (Chichester Wiley-Blackwell 2013) (chief editor Immanuel Ness, with Saer Maty Ba, Michael Borgolte, Donna Gabaccia, Dirk Hoerder, Alex Julca, Cecilia Menjivar, and Gregory Woolf) and editor in chief of the *Journal of Migration History*.