

Original Article

Media Representation of Minorities: A Critical Evaluation

Dr. Harish Patel

Professor, Gujarat University, India.

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ABSTRACT

Media plays a crucial role in shaping public perception and social discourse, particularly regarding minority communities. Historically, minorities have often been stereotyped, marginalized, or underrepresented in various media platforms such as television, cinema, newspapers, and digital media. This study critically examines how minorities are portrayed in modern media and the impact of these representations on social perception and public opinion. Using a systematic content analysis of media outputs published before 18 January 2024, the research evaluates variables such as frequency of representation, role categorization, positive and negative portrayals, and thematic associations with social issues. The study is grounded in agenda-setting theory, cultivation theory, and framing theory to understand how media influences audience perceptions. A mixed-method approach combining quantitative and qualitative analysis was used to examine content from print, broadcast, and digital media. The findings indicate that minority representation remains uneven, with many portrayals limited to narrow roles often linked to social problems. The study highlights the need for more inclusive media practices, diverse production teams, and stronger editorial policies to promote balanced representation. Overall, the research contributes to discussions on media ethics, diversity, and social justice by identifying existing gaps in minority representation.

KEYWORDS

Minority Representation, Media Studies, Social Perception, Cultural Diversity, Media Bias, Content Analysis, Communication Studies.

1. INTRODUCTION

1.1. Background

The media is an important social institution that determines how people perceive the world as well as interpret social realities. The mass media sources, which include television, newspapers, films, as well as, digital media, are significant sources of information, entertainment sources, and cultural storytelling in the modern society. These platforms affect the general concern through bringing attention to some problems, views and sects in the society. Consequently, the manner in which the minority groups are portrayed within the media content may largely influence how the audiences perceive cultural, ethnic and religious diversities. The media images may either facilitate knowledge and integrated inclusion or support prejudices and misunderstandings. Historically, the minority groups have been usually underrepresented or stereotyped in the mainstream media. Mostly, minorities are treated within limited narratives, which focus on social issues, marginalization, or opposition instead of focusing on their various experiences and contributions to these narratives. This representation has the potential to minimize the voices of the minorities and enhance the stereotypes that are already present. Exposing audiences to such trends of representation constantly, they can start to view minorities in certain negative terms or roles. The process is capable of shaping social attitudes, cultural perception and even policy debate concerning minority communities. Since the media has a strong influence on the perception held by the people, it is also significant to critically analyze how minorities are represented in the various media. This study thus intends to check the trends of the minority factor in television, newspapers, the Internet, and movies. Through these depictions, the research aims to know the extent to which the media narratives have offered balanced and inclusive narrations or still bring in narratives that perpetuate stereotypes and structural inequalities. Finally, the study is part of a bigger debate regarding the importance of media in influencing social attitude and enhancing diversity in the present day communication systems.

1.2. Role of Media in Shaping Public Perception

Media is vital in the construction of the ways in which social realities, culture identities and concerns are comprehended by individuals. Media, including news reports, entertainment programs, films, and digital venues, conveys information that shapes the ways in which audiences manage events and hold an opinion concerning various social groups. Due to the high dependency of many people on media as the main source of information, the stories portrayed by media houses can have a lot of influence on the citizen perception. When specific sides or groups are brought to the forefront every now and then, viewers can start believing that such depictions are true representations of reality. The media expression, thus, exerts a strong impact on the determination of the collective attitude towards the minority communities.

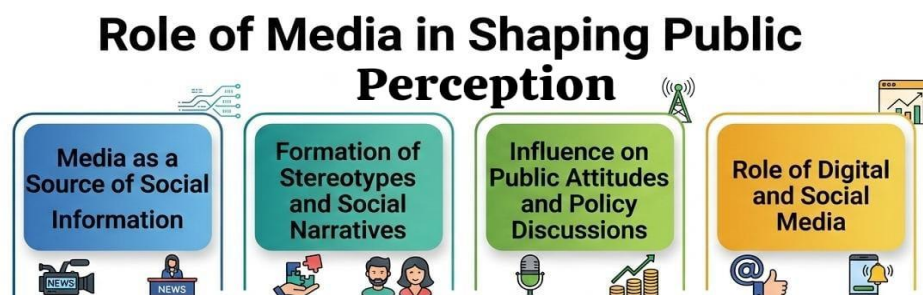


Fig 1 - Role of Media in Shaping Public Perception

1.2.1. Media as a Source of Social Information

Media plays an important role of giving information concerning social activities, societies, and world events. News sources and the internet as communication channels will always be in the middle of the event, and the audience; these channels will choose the stories to report and the manner in which they are reported. In this way, the media can have control over what individuals acquire about minorities and the contexts when they are talked about. By being central to problem-focus and other minor portrayals, there will be a risk that the minority communities will have constrained impressions on the audience.

1.2.2. Formation of Stereotypes and Social Narratives

Media discourses have the ability to build and strengthen stereotypes. In cases where some of the tendencies of description are repeated over an extended period, viewers might start to name certain traits or actions by particular social groups. To illustrate a point, in case the minority groups are often portrayed in relation to crime, poverty, or war, these images may create negative stereotypes. On the other hand, it is possible to consider the advantage of balanced and various representations that will enable to break stereotypes and facilitate the formation of a more correct vision of social diversity.

1.2.3. Influence on Public Attitudes and Policy Discussions

But media coverage can not only impact an individual opinion, it can alter wider society views and policy discussions. Problems that are heavily covered by the media usually become the subject of societal discourses and partisan interests. Minority-related issues are potentially useful in dictating how the society will react to the strategies which concern equality, social justice, and cultural diversity, provided they are packaged in specific ways. Consequently, media representation can indirectly affect the policy and decision making of the populace.

1.2.4. Role of Digital and Social Media

The popularisation of the digital and social media has increased the power of media on perception. With online channels, information disseminates very fast and different people (with different backgrounds) can use the same medium to give out their own piece of mind. Although it opens up a possibility of having a more inclusive representation, it also places pitfalls like misinformation, content presentation of algorithms disorders, even online echo chambers. Such aspects are able to define how viewers are exposed and experience the stories of the minorities. On the whole, media influence on the opinion of the masses is deep. Media institutions can determine the social attitudes regarding diversity, inclusion, and minority representation because they influence what people watch, listen to, and talk about. Accountable and fair media practices are thus necessary in building a more enlightened and accommodative society.

1.3. Challenges in Minority Representation

In media, there are various systemic issues that tend to influence the minority representation with regard to how the stories are being generated, framed and disseminated. Institutional bias in production processes in the media is one of the biggest challenges. The media organizations work in the social, cultural and economic frameworks that might reproduce the existing power structuring unintentionally. Producers, editors and executives are decision-makers who tend to decide which stories are narrated and how to convey them. Institutional practices that are biased to promote certain cultural views may give lesser attention to minority voices or represent their minority worldviews in restricted perspectives. This may lead to stories of minority experiences that do not

reflect the complexity and variety of minority experiences. The other challenge that is notable is the insufficiency on diversity among the editorial and production teams. The media organizations usually hire people of close social or cultural affiliations and this may affect the views that are presented in the media contents. Without representation of minority groups among editorial teams, there might be a diminished capability to offer real voices and experiences into storytelling. The lack of variance of views may result in rather incomplete or unrealistic depiction of minority groups. It is, therefore, necessary to increase diversity in media institutions in order to take into consideration more perspectives and cultural understanding in media reports. There are also commercial pressures that influence minorities to make a representation. Media companies often give priority on the content that will bring more people and add to the advertising revenue. In other instances, racist discourses or sensationalized accounts on the minority groups of the community can be seen to be more interesting as a marketable asset or dramaticism. Consequently, media sources can still proceed with reproducing stereotypes that are already known instead of reporting more balanced and balanced images. Such commercial interest may restrict the possibilities of complex storytelling, which would be representative of diversity of minority experiences. Also, cultural misunderstanding may influence the image of the minority groups in media. In some situations, when journalists and other content creators are interpreting culture practices, traditions, or social issues, the interpretation could be informed by their cultural assumptions. Media narratives have the potential to misrepresent or oversimplify cultural identities without the knowledge of the minority communities or enough cultural knowledge. These misinterpretations may play a part in causing misunderstanding among the audiences and support the constant stereotypes. On the whole, the above issues underscore some of the structural factors that drive the minority representation in media. Institutional bias redress, encouraging media organizational diversity, decreasing the use of stereotypical narratives, and the encouragement of culturally informed narrations are the necessary steps to getting a more accurate and inclusive media representation.

2. LITERATURE SURVEY

2.1. Theoretical Foundations

2.1.1. Agenda-Setting Theory

The agenda-setting theory, which was put forward by Maxwell McCombs and Donald Shaw, postulates that the media has more influential control over which topics the populace should see as their priority. The media does not dictate to people what to think, it affects the thinking of people about a certain thing, thing or group by continuously emphasizing exactly on some thing or anything. The media can influence the priorities of the people and socially define the discourse by regularly reporting certain issues and publicizing them effectively in the news. Agenda-setting theory, in the context of minority representation, assists in referring to how media coverage of certain narratives may be used to create some influence on the people and their views on minorities.

2.1.2. Cultivation Theory

Cultivation theory of George Gerbner is the analysis of the long-term consequences of the media exposure on the perceptions of social reality of people. This theory suggests that people sitting before the television screens as they are constantly bombarded by consistent media messages tend to make certain beliefs, attitudes, and assumptions about the world. To take some examples, when minority groups are continually played with negative stereotypes or in a negative light, the audience may start viewing such depictions as a reality. In the long run, such a process may lead to shaping and strengthening social stereotypes and prejudices.

2.1.3. *Framing Theory*

The notion of framing theory concerns the way the media houses express and frame information, which results in the way viewers perceive things and problems. Media framing entails the process of choosing what is real and highlights it, and leaving out another aspect thus defining how we plot the story on a subject. The manner in which the minorities are presented to the masses, as a victim, threat, contributor, or the sidelines can have a great influence on the perception and mind sets of the people. Through the study of framing patterns, scholars will be able to have a better understanding of how media audiences perception can be shaped by media explains the issues of minority communities.

2.2. **Historical Patterns of Minority Representation**

Studies that have taken place over decades have in consistent findings revealed that minority groups tend to be represented in few and stereotypical ways in the mainstream media. Early research on media representation did reveal that minorities were often framed as criminals, victims or socially on the fringe of the society than as multifaceted and multisided characters. All these depictions tended to strengthen the pre-existing social stereotypes and lead to biased views of the audiences. These trends have been especially apparent within the news coverage, film and television programs where the minority populations have been underrepresented or portrayed in a manner that highlights social ills as opposed to successes or other beneficial contributions to the world.

2.3. **Contemporary Media Landscape**

The modern media landscape has changed tremendously due to the emergence of digital spaces, social media and streaming services. Through such platforms, there have been newer avenues to voices, more minority communities represented in media content. Inside outsourcing by individual artists, Internet journalism and Web story telling has enabled marginalized populations to tell their own stories and break down the old stereotypes. Nevertheless, such issues as online echo chambers or content recommendation algorithm also pose new challenges and can strengthen the existing biases based on the digital space. Consequently, as much as the opportunities to be represented have increased, there may still be problems of unfair exposure and favoritism.

2.4. **Research Gaps**

Although, much has been done in relation to the topic of media representation, there are still gaps about what has been done in literature. Most of the past researchers draw more attention to the classical mass media (television, newspapers, etc.), and little examination to elaborate the representation in various digital platforms is made. Also, no extensive quantitative measures of time-changes are available to represent patterns of change of representation. A second crucial gap is related to the lack of focus on the importance of narrative framing and the role of the structures of speaking stories in the impact of the audience on the understanding of minority identities. To overcome these shortcomings, the current research will be planned with the help of a systematic content analysis with a view to discovering patterns of representation, in the first place, on platforms and in the second place, an analysis of narrative framing and trends in measurement of representations.

3. METHODOLOGY

3.1. Research Design

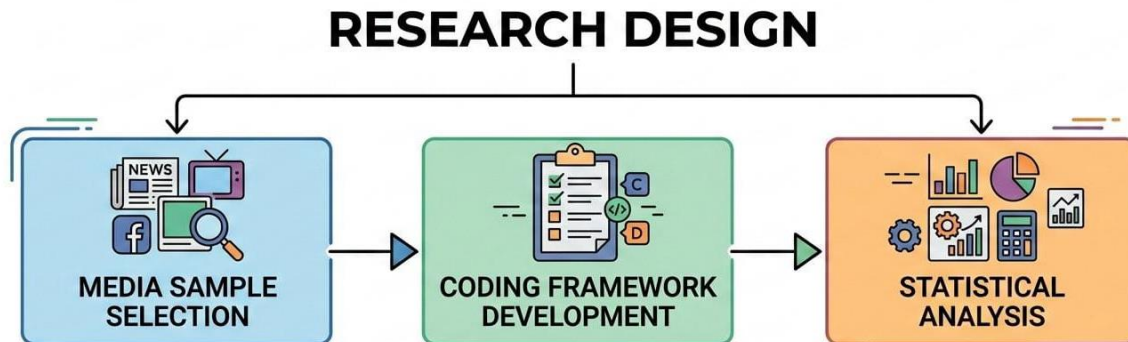


Fig 2 - Research Design

3.1.1. Media Sample Selection

Media sample selection is the selection of the precise content in the media which should be analyzed in the study. In this study, representative sample of media material is to be chosen to guarantee the study results are true to the media trends. The sample can be an online media content, social media posts, television programs or news articles that talk or depict minority communities. The selection criteria like the period of time, media channel and suitability to the research subject are looked into seriously so that the sample will not only be picked systematically, but will also be unbiased.

3.1.2. Coding Framework Development

Coding framework development entails the development of an organized system of the organization and analysis of the media contents contained in the sample. This paradigm establishes certain variables and types that scholars will make to analyze representation tendencies. As an illustration, the coding system might consist of such categories as role of the minority character, tone of coverage, a form of narrative framing, and a context, with minorities being understood. It is important to construct an efficient and clear coding scheme that would make the analysis systematic, reliable, and replicable.

3.1.3. Statistical Analysis

The data gathered by the means of the coding is interpreted through the statistics and helps identify the significant trends in media coverage. Once the content is coded (with the help of the developed scheme), the details are summarized and analyzed and the quantitative methods are used. This can involve the calculation of frequencies, percentages and correlations in order to look at the change in representation within various media platforms. The statistical analysis assists in presenting objective facts in order to justify findings of the study and enables researchers to conclude in regards to the trends of the representation of for instance minority in the media.

3.2. Data Collection

To carry out this study, data were gathered through the sampling and analysis of various samples of media platforms in various types of media used to draw up an extensive picture of the way of covering minorities. The analysis was centered on four major forms of media, including television, newspapers, online media and films. These forms were selected as they can reflect both old and new types of media that play a leading role in shaping the mass opinion and the social

perception. The research will allow obtaining a more comprehensive view on the patterns of representation by analyzing various media platforms and eliminating the constraints that were inherent in the examination of one type of media only. The number of media samples to be analyzed was 140. Television content made up the highest percentage of the sample with 50 of the programs being picked in the study. These consisted of news casts, talk shows and entertainment shows that involve depictions or debates of minority groups. Television has been chosen as one of the significant elements due to its extensive coverage and influential figures on the perception of the audience. The other category, which included 40 samples, was newspaper articles that were gathered in magazines that were widely read. These articles contained news articles, opinion articles, and feature articles that covered the issue pertaining to the minority. Along with the traditional media, the online media sources like internet news sources and online publications were also included in the sampling (30). The use of online media also displays the increasing significance of electronic platforms in the formation of the discourse among people and the dissemination of information quickly across the masses. Lastly, 20 films were chosen to be analyzed since in most cases films have a considerable impact on the formation of the cultural discourse and the perception of social groups in the long run. Such movies had popular output productions which had significant representation of minority characters or groups. Purposive sampling was used in the selection of samples, and the content of the media selected was related to the research objectives of the study. The data collection process was to ensure that the media content is diverse but at the same time the criteria applied when selecting the data should be consistent. This was a systematic method to ensure that one could have a balanced sample when it comes to studying the trends in the minority representation in various media channels.

3.3. Coding Categories

The research employs an organized coding process to assess the representation of the minority groups in various types of media. Coding categories are very crucial in the content analysis since they are used to give a systematic approach in classifying and making sense of the data gathered in the media samples. The analysis of four variables (visibility, role type, portrayal tone, and narrative context) was performed to carry out the analysis of representation patterns in this research. The choice of these variables is informed by the fact that they assist in capturing the frequency as well as the qualitative characteristics of the minority representation in media content. The first, which will be the visible variable, is the number of times a minority person or group appears in the sampled spots of the selected media. This category determines the frequency of occurrence of minorities on television shows, newspapers, e-media, and movies. When the visibility is high, it could be a sign of increased representation and when it is low, it could be a case of marginalization or being excluded. Through visibility, the study will get to establish whether the minority groups have been well represented or they have been sidelined in the media narrations. The second variable is that of role type which is concerned with the place or significance of the minority characters in the media content. The category imparts three primary roles of character, namely lead, supporting and background characters. The central characters in the storyline or narrative are the lead roles whereas the other characters are the supporting characters who help in plot development but are not the focus of the story. Background roles can be defined as minor appearance of characters of the minority with minimal or no impact in the story. The role type analysis will be employed to determine whether minorities are presented as the protagonists of the narratives or are relegated into peripheral characters. The other variable of importance is portrayal tone which analyzes whether the showcasing of minorities is either negative, neutral or positive. The positive ones show success, positive traits or positive contribution of minority groups. Neutral portrayals are those that do not

make a highly positive or negative judgment of the minorities, whereas negative ones can lead to stereotypes or adverse and harmful images of minorities. The assessment of the tone of portrayals assists in determining the general character of the representation and its effect on the perception of the audience. Lastly, there is the narrative context that is an overview of a thematic context where the minority are represented. In this work, the contexts of narration are divided into social, political, or cultural. Social contexts entail narratives of life in general, the issues arising in the community and the interactions among people.

The political contexts are those that deal with governance, policies or political participation that have influence without minority groups. Cultural contexts are concerned with traditions, identity, and cultural expression. Through the contexts, the study will have an insight on the kind of stories where a minority is most often depicted and the way the that type of story influences the general public to formulate their knowledge about the minority communities.

3.4. Analytical Framework

The research paradigm of the study will be used to place the quantification of the degree of minority representation in any form of media. To do this, the study uses a Representation Index (RI) as one of the important measures of assessing the frequency of minority groups representation of the chosen media samples. Representation Index gives a standard manner of conducting comparisons of the patterns of representations in different media platforms like television, newspapers, online media, and films. With help of a mathematical formula, the research work manages to make the analysis objective and measurable. Representation Index = $(100/1016) = 0.00097177$:

$$RI = (Pr / Tm) \times 100$$

R = RI = Representation Index, Pr = number of portrayals of minorities found on the media content, and Tm = the total amount of media samples used in the research. This formula produces the ratio of the number of minority representations as a percentage thus making the results easier to read and compare with other media categories. As an illustration (for instance), in case the portrait of the minority is represented in 35 of 100 media samples used in the analysis, the Representation Index would be defined as $(35/100) \times 100$, which would lead to a representation iThis analytical framework is aimed at giving a better and clear systematic way of determining the degree in which the minority groups are reflected in the media content. The index of representation would be higher that would imply more visibility of minorities in media discourse and vice versa.

In this way, researchers can determine patterns and differences in representation across types and contexts of the media. Along with the measurement of the visibility, the Representation Index may be used to conduct a comparative analysis in relation to the aspects of role type, portrayal tone, and narrative context. The analytical framework provides an inclusive way of explaining the minorities media representation because it combines both the quantitative data measurement and qualitative coding categories. This systematic approach ensures a higher level of credibility to the study and assists in creating significant implications of the wider trends of media representation and diversity.

3.5. Research Flowchart

RESEARCH FLOWCHART

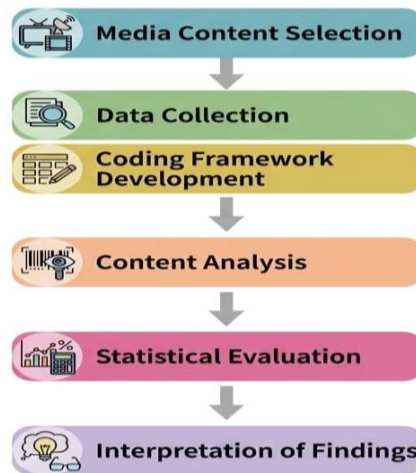


Fig 3 - Research Flowchart

3.5.1. Media Content Selection

This is the selection of media content that would be analyzed in stage one of the research process. During this phase, the researcher comes up with sources that are considered to be relevant in the study like the television programs, newspaper articles, online media materials and movies which have depictions of the minorities groups. The choice is made based on certain criteria which include the relevance to the subject of the research, dating of the publication/ broadcast process, and the weight that the literature lends to the minorities. This is done to make sure that the media samples, to be used in the study are representative enough and can go through systematic analysis.

3.5.2. Data Collection

After the media content is selected the next thing would be to gather the information needed by the sources. At this phase, the chosen samples of the media are collected and placed in a detailed study mode. Details like how the minority characters appear, their roles, and the situation that they are used in are captured. This is done to enable all required information to be put together in a systemic manner to be further analyzed. Adequate data collection is used to ensure uniformity and precision during the process of carrying out the research.

3.5.3. Coding Framework Development

A coding framework development phase entails the development of a system that is structured to classify the information that has been received by the sampled media. Certain variables like visibility and type of role, the tone of portrayal and the context of the story are outlined and provided with definitive categories. This frame enables scholars to have a systematic coding and classification of every media sample based on the established criteria. A well-defined coding scheme is also a way of improving dependability and consistency in the analysis, as it becomes less difficult to compare the patterns of representation in the different types of media.

3.5.4. Content Analysis

The content analysis is the process on which the coded data will be analyzed to determine patterns and trends in media representation. Here the coalitions of the media samples are examined carefully according to the fixed categories of coding. In the studies, the frequency of minorities in the

diverse scenes, the kind of roles they have taken, and the positive, neutral, or negative portrayal is analyzed. The content analysis assists in converting qualitative media information into a structured data, which in turn can be assessed with the help of statistical techniques.

3.5.5. Statistical Evaluation

Once content analysis has been done, the statistical analysis of the coded data is performed to analyze the data in a quantitative manner. The findings are summarised using different statistical measures including frequencies counts, percentage, and representation indices. This phase assists in determining the presence of patterns, relationships, and disparities between the minority in the various media platforms. The statistical analysis gives objective data on the conclusions made in the study and increases the validity of the research.

3.5.6. Interpretation of Findings

The last phase of the research process is the interpretation of results of the statistical analysis. Under this stage, the researcher reviews the results with respect to the research objectives and the theoretical frameworks talked about in the study. It centers on the meaning of the results according to how they may depict the minority as it is represented by media and how these trends can impact the minds of the population. The stage also assists in pointing out important insights, implications and possible aspects of further research.

4. RESULTS AND DISCUSSION

4.1. Representation Patterns

The representation of minority in media differs significantly based on the form of media, and the genre of narrative where the representation is made. Various media outlets including television, newspapers, online media and films mostly project minority groups differently due to editorial priorities, audience expectations as well as production practices. Consequently, the visibility, roles, and the general representation of the minorities, may vary considerably in terms of the media format. These variations are significant to understand more general trends of representation and see whether the minority groups are represented in a fair and functioning way. The minority representation in television shows is usually subject to the type of show that is being performed. News programs could be targeted on minorities either on societal issues, crime news, or political discourse which at times results in narrow or topical representations. Minorities in entertainment programs can also be shown as a support character and not as a central character in the shows and this might lessen their appeal in the story so told. In the same way, minority characters in movies can either have a significant role that adds to the plot of the movie or they can be incorporated into the background characters who have few effects on the plot development. These differences are indicative of more general industry trends in storytelling and casting choices. There are also the differences in the representations of minority groups in newspapers and platforms of the electronic media. Media reports in the press tend to present minorities as a political, social, or economic phenomenon concerning a policy controversy, a local issue, or a social event. Although this kind of coverage is able to increase awareness on minority issues, it can also focus more on conflict or social ills than success. Conversely, online media offers more of a variety of views as there is still some independence in journalism, blogs as well as online platforms where minority voices have the opportunity to present their own stories. Nevertheless, sensational stories can also be enhanced on digital platforms because of the algorithms and patterns of engagement. Narrative genre also contributes to the representation of minorities. Some of the genres that can include the minorities in their problem-based coverage include aspects like crime reporting, political commentary, and social issues documentaries, whereas the cultural or

lifestyle genre might focus on traditions, identity, and achievements. These variations show that there is no uniform representation, but rather it is created by media organization with certain storytelling strategies. The analysis of these trends can assist in understanding the role of media discourses on how the majority population perceives minority groups and whether these representations are balanced or stereotypical.

4.2. Statistical Representation Analysis

Table 1: Statistical Representation Analysis

Representation Category	Percentage
Positive portrayal	28%
Neutral portrayal	34%
Negative portrayal	38%
Lead roles	22%
Supporting roles	46%
Background roles	32%
Social issue framing	41%
Cultural representation	27%
Political representation	18%
Other contexts	14%

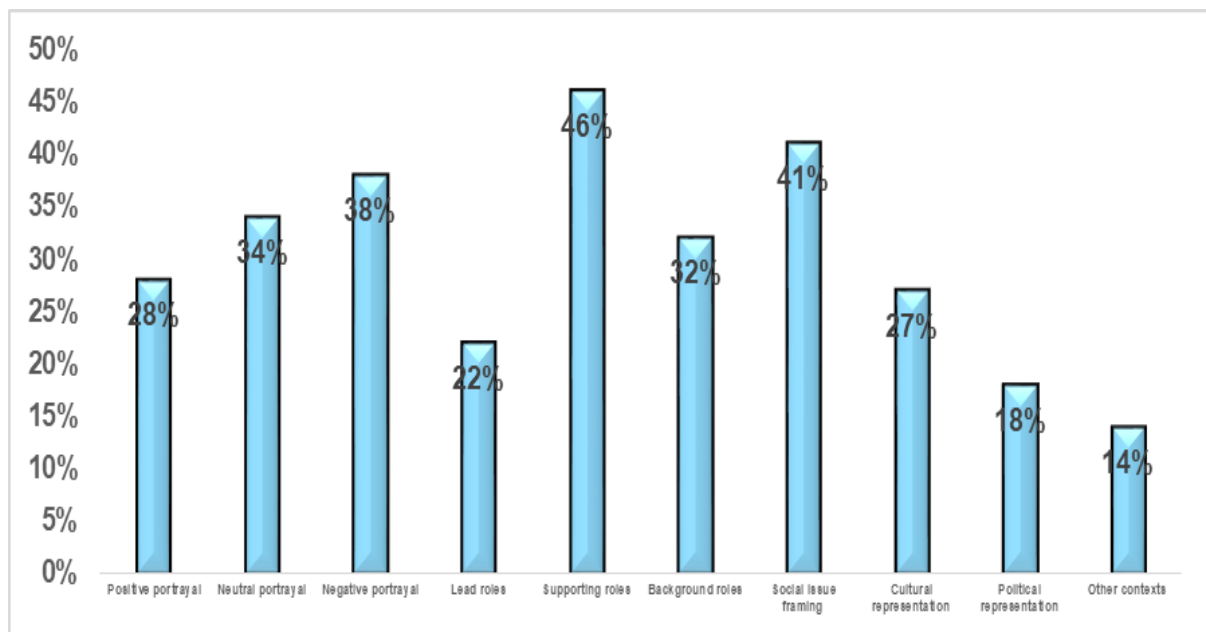


Fig 4 - Statistical Representation Analysis

4.2.1. Positive Portrayal (28%)

The proportion of positive representations of minority is 28% of all the minority representations observed in the media sample analyzed. These depictions present minority individuals or communities in positive and empowering, and in many cases focus on their accomplishments, contribution, and social-related benefits. These representations can be narratives regarding achievement, leadership, society building or cultural festivity. Despite playing a significant role in facilitating equal perceptions and dispelling stereotypes, the relative lack of prevalence of

positive portrayal indicates that the media coverage continues giving the situation a limited attention to strengths and achievements of minor groups.

4.2.2. *Neutral Portrayal (34%)*

The value of neutral depictions is 34 percent of media content studied in the research. In such situations, minority people are represented in the media stories without any forceful positive or negative criticism. They are usually factored in as part of the general events or everyday activities or regular news coverage where their minority status is not the main focus of the story. Even neutral depictions may help normalize the minority appearance in the media because they show them as regular society members. Nonetheless, neutrality does not imply the use of the stereotypes, but, at the same time, the minority experiences and views might not be fully explored.

4.2.3. *Negative Portrayal (38%)*

The most dominant form of representation is negative (38 percent). Much of these depictions view minorities as being linked to crime, war, social issues and other negative aspects. These kinds of representations may lead to reinforcement of pre-existing stereotypes and lead to a biased perception among the masses. Where negative representations prevail in the media discourse, listeners can take inaccurate perceptions towards minority groups. This result points out that more balanced and responsible media reporting is the way to minimize bad stereotypes and create the image of fair representation.

4.2.4. *Lead Roles (22%)*

The leader roles comprise 22 percentage of minority appearances in analyzed samples of the media. The minority characters in such instances are the key figures in the storyline and influence the story or discussion greatly. The leading roles enable the minority people to be the decision makers, the main characters, or the important characters in the story. Nevertheless, it remains low percentage that indicates that minorities continue to be underrepresented in primary or leadership roles in most forms of media content.

4.2.5. *Supporting Roles (46%)*

The largest percentage of character representation is the supporting roles, amounting up to 46 percent of the analyzed piece of work. The supporting characters in the minority roles serve the purpose of developing the story and they are not the central focus of the narrative. They can help the protagonists or support them, develop other point of views, or serve as minor characters in the plot. On the one hand, supporting positions make the minority more visible, but on the other hand, it may also suggest that most of the time the minorities are not in the key positions but are put in supporting positions.

4.2.6. *Background Roles (32%)*

The background roles constitute 32 percent of the minority appearances in the study. These are the roles of short or minor appearances when the minorities appear in scenes and had no or minimal impact on the story. History representation could enhance the general visibility though tends to curtail depth of characterization and narration of minority groups. This trend implies that minorities are occasionally present to provide diversity, but their importance is not significant on the narrative level.

4.2.7. Social Issue Framing (41%)

The use of social issues within the frames of minorities representation is explained by social issue framing (41 percent). In such instances, the minorities in the community can be often developed with reference to the social issues like inequality, discrimination, poverty or development of community. On the one hand, such coverage is able to create awareness on crucial matters on the part of the minority groups, but on the other hand, it can make people think that minority groups are mainly linked to social issues and not to societal roles in general.

4.2.8. Cultural Representation (27%)

The percentage of cultural representation is 27 of the media sources whose content is examined. Such representations dwell on the cultures, beliefs, religion, and cultural affiliations of the minority groups. Festivals, art forms, heritage and cultural inputs in the society are usually emphasized by cultural narratives. These descriptions are capable of fostering cultural solidarity and comprehension between viewers. Nonetheless, the average percentage indicates that the cultural narratives are not popularized as often as the social issues.

4.2.9. Political Representation (18%)

The proportion of portrayal of minorities in the media content reviewed by the article is 18 percent by minority political representation. These stories include the minorities into the discussion of matters regarding political participation, policy, governance or leadership. Though the issue of political representation is significant in bringing to attention the roles of minority groups in political affairs, the figure is very low, which implies that if the media features political narratives, minorities may not feature prominently.

4.2.10. Other Contexts (14%)

Alternative contexts constitute 14-percent of the media representations that were studied during the research. This group comprises miscellaneous stories that fall outside the major social, cultural and political binary. They can be stories about entertainment, sporting activities, educational activities or economic activities involving minority individuals. These representations add diversity to the representation but their lower percentage indicates that minorities are not depicted in the broad acceptance of everyday life as much as more issue-specific depictions are depicted.

4.3. Discussion

The results of this research indicate that there are quite a few interesting trends in the manner in which the minorities are portrayed in various media. Among the most outstanding observations is the fact that the minority people are often being depicted in supporting roles instead of being the central or the leading role in the story. Although supporting roles play a part in developing a story, in many cases the minority characters are pushed to the background where they do not have much control over the plot. This trend is an indication that minorities are present in media texts, but equal importance or a role in the story cannot be guaranteed throughout the content. The lead roles percentage is relatively low to suggest that the media industries still preserve the tendency of focusing on the majority in order to create the main characters and narratives. The other important finding is that there are a lot of negative portrayal percentages in comparison with positive portrayal. The findings indicate that the negative portrayal of minorities continues to comprise a significant portion of the media. Such representations tend to place minority groups in connection to crime, war, or other social ills, and such representations may exist to reinforce the stereotypes held and be problematic in how they are perceived by the audience. When these representations pervade the

media discourse, they may play a part in the development of biased perspectives of minority groups and affect the social reality perceptions of audiences. This conclusion would be in line with the findings of current studies in media studies that underscore the continuity of stereotypical or issue-based representations of the minority groups. Nevertheless, despite all these difficulties, the results show that there has been certain advance toward the promotion of more inclusive storytelling, as well. The fact that neutral and positive images are portrayed proves that media stories are slowly becoming more balanced by also introducing more balanced images of minority people and people. In other situations, the information provided by the media illuminates the cultural diversities, accomplishments, and social contributions that may aid in criticizing the previously existing stereotypes and promote the higher levels of social comprehension. Nevertheless, disparity in representation in structures are still apparent in most media platforms. Such inequalities can be shaped by the editorial decision, industry practices, and the inability of the media production teams to be diverse. To curb such problems, media companies should not only become more inclusive in their editorial methods, but also be more open to tackling these problems by recruiting and promoting diversity in the workplace, in leadership and creative positions. Greater representation in media institutions can result in more authentic account telling and stance of more views, which ultimately results to fairer and more accurate representation of the minority communities.

5. CONCLUSION

The narrative of minority in media is still an important issue in the framework of modern communication systems because media still holds a very strong role over the formulation of the opinions of the people, the cultural scripts and the perspective of the society. The paper has discussed the trend of the representation of minority in various mediums of media such as the television, newspapers, online media and films to learn how the minorities are perceived in the contemporary media settings. The results show that although there has been slight progress in the area of increased diversity and inclusion in media contents, there is still much to be done to attain a balanced and really equal representation. The media industries have recognized the need of diversification in hands of story telling, but the structural inequalities and practice of the industry over the years have had an impact on the way of visualizing the minority group. Among the most essential findings of the investigation, there is the ongoing difference in the prominence of narratives. Minority characters and people are increasingly not and being generally sidelined or put on the periphery of media in narratives, as opposed to being given the center stage roles. This trend restricts the richness and multifacetedness of the minority representation and the chances that the audience should be offered the opportunity to learn about different voices and experiences. Also, the discussion about the tone of portrayal shows that a significant share of the media representations is still negative. Such portrayals as minorities are shown over and over again in connection to crime, conflict and social ill or otherwise, those messages may support the stereotypes and lead to biased attitudes on the part of the audience. These trends show that media representation is beyond mere visibility to encompass aspects of quality, context and narrative construction of representations. Notwithstanding these issues, the paper also finds indicators of the progressive improvement in the inclusive storytelling. The fact that neutral and positive images exist, indicates that certain media organizations are starting to appreciate the need to show minority groups in more proportional and more multidimensional images. Some elements of the minority experiences, such as culture, community success, and daily lives, are now becoming popularized in some media settings. This sort of development shows that there is an increased sense of responsibility and diversity in the representation of the media industry. Going forward, policies and industry practice in the future of media must focus on inclusive representation and will actively facilitate diversity in the production processes of the media. This

involves promoting more people of minority origin to join the professional of journalism, filming, leading the editorial and creative positions. Media houses should also come up with ethical principles and editorial norms which will give them balance in narrating stories and a way of disincentivizing stereotyping. Media institutions can contribute to making sure that the minority groups are represented in a more reflective way and thus contribute to a more inclusive practice. Finally, the proper and balanced media coverage can be a crucial step toward enhancing the cultural awareness, improving social integration, and facilitating democratic engagement. Media discourses can help make the world a better informed place and foster more empathy among listeners when they are based on the diversity of society and drawn without being offensive or disrespectful of others. Thus, the issue of minority representation in media, besides being a fair one, is a crucial one towards making the communication space more inclusive and democratic.

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