

MILD

More correct Information. Less Discrimination

THE MARSEILLE CHARTER PRINCIPLE AND EXAMPLES

CHARTRE DE MARSEILLE SUR L'INFORMATION ET LES MIGRATIONS

Cette Charte, élaborée par des professionnels de l'information et des universitaires spécialistes des migrations, est un outil destiné aux journalistes et aux professionnels des médias. Tout en réaffirmant la liberté éditoriale dont dispose chaque rédaction, cette Charte souhaite répondre aux défis journalistiques liés aux migrations, un enjeu politique et social majeur au monde contemporain. Elle vise à soutenir les journalistes et les professionnels des médias dans leur souhait de proposer une couverture de qualité, précise, complète et éthique des questions migratoires, en intégrant notamment les recommandations issues de textes déontologiques de référence.

Comme le rappelle la Charte mondiale d'éthique de la Fédération internationale des journalistes dans son article 9 : "Le/la journaliste veillera à ce que la diffusion d'une information ou d'une opinion ne contribue pas à nourrir la haine ou les préjugés et fera son possible pour éviter de faciliter la propagation de discriminations fondées sur l'origine géographique, raciale, sociale ou ethnique, le genre, les mœurs sexuelles, la langue, le handicap, la religion et les opinions politiques".

Cette Charte s'adresse aux journalistes professionnels et aux professionnels de l'information qui s'engagent à :

- 1 | Prendre conscience que le sujet des migrations doit être traité de manière transversale**
Les causes des migrations humaines sont complexes et multiformes. Les angles de traitement doivent être variés et refléter ces différents prismes.
- 2 | Rectifier les informations fausses ou erronées sur le sujet des migrations**
Tout journaliste dispose de ce qu'on appelle un droit de suite, qui est aussi un devoir, sur les informations qu'il diffuse et fait en sorte de rectifier rapidement toute information fautive qui se révélerait inexacte. Le travail de fact checking est recommandé pour les déclarations publiques ou prononcées par des personnalités publiques au sujet des migrations.
- 3 | Exposer les mécanismes de la désinformation et des stéréotypes sur les migrations en fournissant des informations vérifiées, sourcées, et contextualisées**
Un journaliste doit respecter la vérité, que ce soit pour éviter les conséquences pour soi-même, et ce, en raison du droit que le public a de connaître la vérité.
- 4 | Veiller à ne stigmatiser aucune population**
Les journalistes doivent garantir que toute couverture médiatique respecte la dignité des personnes migrantes et s'interroge sur leurs propres perceptions et biais. La Charte de Marseille recommande aux journalistes de ne mentionner "origine, la religion ou l'ethnicité" que s'ils estiment que cela est pertinent pour l'information du public.
- 5 | Ne pas invisibiliser les personnes migrantes**
Une couverture journalistique équilibrée des migrations doit prendre soin de s'informer auprès de l'ensemble des parties prenantes, en particulier les premiers concernés.
- 6 | Être vigilant sur les termes employés**
Migrant, immigré, réfugié, étranger ou demandeur d'asile n'ont pas la même signification. Les journalistes veilleront à employer les mots les plus appropriés, en se référant aux définitions juridiques et scientifiques ainsi qu'aux catégories administratives en vigueur pour éviter amalgames et approximations.
- 7 | Appliquer les règles élémentaires du droit à l'image**
Les journalistes prennent les précautions qui s'imposent en s'assurant du consentement explicite et éclairé des personnes migrantes lorsqu'elles seront filmées, enregistrées ou prises en photos.
- 8 | Veiller à utiliser des images d'illustration qui reflètent la diversité des migrations**
Les journalistes veilleront à rester ouverts quant à la pertinence des photos ou images d'illustration. Ces dernières doivent refléter le sujet traité de manière la plus fidèle et la plus actuelle possible. Ceci vaut aussi pour l'utilisation de banques d'images, d'archives ou d'intelligences artificielles génératives.
- 9 | Mettre en avant les faits, les replacer dans leur contexte**
Les journalistes respecteront la rigueur et l'éthique des médias et des données statistiques. Ils veilleront à les mettre en perspective, afin d'éviter la "fracture" ou "pas par-ci" et d'informer au mieux sur les causes et les effets politiques, économiques et climatiques des migrations.
- 10 | Se former et former ses pairs**
Les journalistes ont droit à un accès à des formations initiales et continues sur la couverture des migrations tout sur les évolutions législatives ou sur les droits humains ou les travaux scientifiques les plus récents. Ces formations devraient favoriser les partages transfrontaliers (conférences académiques, séminaires, rencontres professionnelles ou reportages collaboratifs avec des rédactions étrangères).
- 11 | Mesurer l'impact et perfectionner les méthodes**
Les journalistes et leurs rédactions sont invités à mesurer, avec leurs équipes, régulièrement pour évaluer et améliorer les pratiques journalistiques en vigueur à l'aide d'outils comme des guides et des partages d'expériences.

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Principle 1

Be conscious that the subject of migrations needs to be addressed in a cross-disciplinary way. The causes of human mobility are complex and multifactorial. The angles chosen to cover migrations must be discerning and reflect these different prisms.

Address migration as a cross-disciplinary, structural phenomenon

Migration is not only about “arrivals” or “crises”, but a long-term social, economic and political process.



- “New migrant emergency: wave on Italian coasts”
- Coverage only during shipwrecks



- “Migration: how labour markets and local communities are changing in Italy”
- Regular reporting on stories, data and policies

Principle 2

Rectify false or erroneous information on the subject of migrations. Any worthy journalist has a right to follow-up, which is also a duty, on the information he or she disseminates, and must ensure that any information disseminated that proves to be inaccurate is quickly rectified. Fact-checking is recommended for statements published or made by public figures about migrations.

Broaden perspectives: not just borders and landings

Don't reduce migration to borders, arrivals, and controls.



- “The border under siege” as headline
- Only reports from ports, hotspots, borders



- “Living in a multicultural neighborhood: voices of residents and newcomers”
- Reports on schools, healthcare, work, culture in neighborhoods where people with migration backgrounds live

Principle 3

Expose the mechanisms behind disinformation and stereotypes about migrations by providing verified, sourced and contextualized information. Journalists must respect the truth, whatever the consequences for themselves, because of the public's right to know the truth.

Diversify Your Sources

Not just security, politics, ministrie



- Article based only on statements from the Minister of the Interior.
- “According to the police, migrants are responsible for the rise in crime” (without verification).
- Headline: “Do migrants bring diseases? Here’s what people say” (without verification).



- Article that includes: official data, NGOs, researchers, social workers, people involved.
- “What do the crime statistics really say? Analysis of official data and commentary from criminologists.”
- “The false idea that migrants bring diseases: what health data actually show.

Principle 4

Take care not to stigmatize any population group. Journalists must ensure that all media coverage respects the dignity of migrants, as well as question their own perceptions and biases. The Marseille Charter recommends that journalists only mention origin, religion or ethnicity if they feel it is relevant to informing the public.

Avoid stigmatizing groups and question your own biases/Countering Disinformation and Hate Speech
Avoid mentioning a person's origin, religion, or ethnicity unless it is truly essential to understanding the story and relevant to the audience.

Do not spread hoaxes or hate speech without filtering; always fact-check.



- “Drunk Moroccan hits 3 pedestrians with car in the city centre”
- “Latino pickpockets in the metro: it’s our job”



- “Drunk driver hits 3 pedestrians in city center”
- “Metro crackdown: pickpockets and drug dealers arrested”

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Principle 5

Do not make migrants invisible. Balanced journalistic coverage of migrations must be sure to obtain information from all stakeholders, especially those primarily concerned.

Giving a Voice to Those Directly Involved. Report on people as active subjects, not as objects. Include Voices from Migrants, Residents, Social Workers, and Institutions



- An article on the “migration issue” or that discusses migrants without speaking to them, featuring only politicians and law enforcement.
- “Migrants don’t want to integrate,” says the mayor, with no other perspectives.



- An article that includes voices of a migrant, a local resident, a social worker, and a local official, with interviews with a migrant family, a teacher, and a social center worker.
- “What does welcoming really mean? Perspectives from newcomers, neighborhood residents, and local institutions.”

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Principle 6

Be vigilant about the terms used. Migrant, immigrant, refugee, foreigner or asylum seeker do not have the same meaning. Journalists must use the most appropriate words, referring to legal and scientific definitions, as well as administrative categories in application, to avoid confusion and approximation.

Use Legally Accurate Terms and Explain Them

Words have precise legal meanings; they should be used correctly and explained.



- “Illegal immigrant arrested”
- “From clandestine to Michelin-Starred Chef.”



- “Man/Woman without regular documents detained for...” (if the status is relevant to the news)

more: “Refugee” “Asylum seeker,” “holder of international protection,” “foreign worker with a residence permit”

Principle 7

Apply the basic rules of image rights. Journalists must take the necessary precautions by ensuring the explicit and informed consent of migrants when they are filmed, recorded or photographed.

Protect People at Risk

Pay attention to victims of trafficking, minors, asylum seekers, and persecuted individuals.



- Interviewing a refugee or trafficking victim showing their face and including details that could identify them, putting their safety and that of their family at risk in their country of origin.
- Publishing the exact address of a center for unaccompanied foreign minors.



- Interview conducted anonymously, with context explained and no details that could endanger the person.
- Only indicate the city or area, explaining the work of the centre.

Principle 8

Ensure the use of illustrative images that reflect the diversity of migrations. Journalists must remain demanding regarding the relevance of photos or illustrative images.

They must reflect the subject in a way that is as accurate and up-to-date as possible.

This also applies to the use of stock photography, archives or generative artificial intelligence.

Avoid Dehumanizing Language and Images

No metaphors like invasion, mass, river, swarm; avoid images that reduce people to anonymous “bodies” or indistinct crowds.



- “Human river at the borders”
- Overhead photos of anonymous groups of people, without context.



- “Arrivals are increasing: who they are, where they come from, and why they leave”
- Contextualized portraits, with story, role, and voice of the person (if consenting and protected).

Principle 9

Highlight the facts, put them in context. Journalists must respect the scientific rigor of figures and statistical data. They will take care to put them into perspective, to avoid “case-by-case treatment” and to provide the best possible information on the political, economic and climatic causes and effects of migrations.

Contextualize Numbers, Data, and Statistics

Key idea: numbers alone can scare or confuse; they need explanation.



- “10,000 migrants arrived in one month” (without saying: out of how many residents? compared to before? compared to other countries?).
- Isolated chart with “arrival boom.”



- “Arrivals up 15% compared to last year, but still below 2016 levels.”
- Chart showing historical series, European comparison, and explanation of sources.

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Principle 10

Train themselves and their peers. Journalists must have access to academic and professional training on the coverage of migrations, that encompasses legislative developments, human rights and the latest scientific research. This training should encourage cross-border collaborations (academic conferences, seminars, professional meetings or collaborative reporting with foreign newsrooms).

Promote Continuous Training

Stay updated on law, data, language, sources, and contexts.



- Covering complex topics (legal statuses, procedures) without any training or verification, relying on “hearsay.”



- Newsroom that periodically organizes workshops on migration, asylum law, and trafficking, with experts and NGOs.
- Journalist who consults guidelines (Rome Charter, Marseille Charter, UNHCR guidelines, etc.) before preparing a special report.

Principle 11

Measuring impact and improving practices. Journalists and their editorial teams are encouraged to carry out regular internal audits to evaluate and improve journalistic practices using tools such as glossaries and feedback sessions.

Editorial Commitment and Collective Responsibility

responsibility doesn't lie only with individual journalists, but also with news outlets, journalism schools, and publishers.



A newsroom that asks for “stronger headlines” on migration just to increase traffic, ignoring the guidelines it claims to follow.



- The newsroom includes guidance on language, images, and sources related to migration in its stylebook.
- Management supports non-sensationalistic choices, even if they generate fewer clicks.



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