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**Baptista Carla**

Faculty of Social and Human Sciences

NOVA University of Lisbon

Portugal

## **Diversity Programming in the Portuguese Public Television: a Long Path to Run Towards the European Agenda**

**T**his communication will present data collected from two research projects in which we are involved and complement each other: on the one hand, the study DIVinTV - Public television and cultural diversity in Portugal: a study on the programming of generalist channels Portuguese publics on the plurality of contents and cultural expression, diversity and inclusion; on the other hand, we will contextualize these data with the analysis done over the last years on the monitoring of pluralism in Portugal in the scope of the European project MPM - Media Pluralism Monitor (<http://cmpf.eui.eu/media-pluralism-monitor/mpm-2016-results/portugal/>). The main objective of these studies is to make a new contribution to a realignment of media content in the face of the major cultural and societal challenges included in the European agenda and the Global Agenda 2030. In broad terms, the consolidation of an inclusive and diversified knowledge society and a developed and sustainable global community. In particular, we intend to rethink the role of public media in a changing society, promoting inclusion, gender equality, the diversity of voices and the plurality of cultural expressions. The results collected from Portuguese public television informative programmes reveal major deficits regarding these agenda's goals and urge the community of media practitioners, journalists, activists and citizens towards a more engaged and critical role.

**KEY WORDS:** diversity, media pluralism, public television, cultural minorities