

Information we work with is influenced in many ways – both, when received as well as when reproduced to our audience. It is not an easy job to minimise these effects, keeping the story and message inclusive might help.

Did I take into consideration my own gender... ethnic background... class... age... sexual orientation... where I came from...? Do I understand how does **my own background** affect how I report on stories?

Do I use **inclusive language**? When and how do I use words (and their modifications) like ‘we’, ‘us’, ‘they’, ‘them’, etc? How do I represent people I write about?

How do I process topics and issues **which I don't understand**?

Do I **use sources** which reflect diverse cultures and opinions?

Do I **simplify or homogenise** other cultures in the way I speak about them?

Do I use sources from **other cultural or social contexts** as frequently as I use sources reflecting „my” (personal, national, European) outlook?

Do I avoid constructions which offer **simplistic ‘good’ or ‘bad’** pictures of other cultures?

Do I offer **authentic voices** of the people I write about?

Do I understand the context in which the people I write about live? Do I **communicate that context** to my audience?

Do I think about **whose voices are present** in my coverage and whose are not?

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