



Ottawa Multicultural Media Initiative

## **INFORMATION PORTRAYAL IN ETHNIC MEDIA: A GENDER ANALYSIS OF CHINESE PRINT ADS**



### **AN OMMI SEMINAR PRESENTED BY**



**Dr. Devjani Sen, Postdoctoral Fellow,  
Department of Communication,  
University of Ottawa**

In this OMMI led seminar, a presentation will be made about the kinds of information that are portrayed in the visual ads of ethnic media. Media act as important agents of socialization. It is difficult to discard the influence of advertising content as part of this same process. Considering to date, we have little understanding of the types of information immigrant communities living in Ottawa are privy to from Canadian based multicultural media, consumers and producers – users, audiences, journalists, stakeholders – of multicultural media will find this presentation informative. This interactive seminar will be enlightening especially for newcomers to Ottawa, as well as service providers to better understand the potential of multicultural media for addressing the complex, pressing, and interconnected issues of newcomer inclusion and prosperity for the City of Ottawa.



When: Tuesday,  
June 21, 2016

Time: 9:00 to  
10:00 AM

Location: Colonel  
By Room,  
City Hall, 110  
Laurier Avenue  
West, Ottawa, ON  
K1P 1J1

Seminar and  
Follow-Up Q & A  
are in English

For any questions, please  
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The Ottawa Multicultural  
Media Initiative (OMMI)  
is proud to be part of the  
Welcoming Ottawa Week  
(WOW). For more  
information of the WOW,  
please visit [www.olip-  
plio.ca](http://www.olip-<br/>plio.ca)