This course aims at focusing on the role of the media in reproducing and spreading discourses of discrimination in the public sphere against refugees, ethnic and religious minorities, women and LGBTIs etc. For this purpose, the course will focus on the analysis of the media discourses, including news, ads., comics, serials, films and social media. The course includes exercises that will develop students' ability to identify and analyse discriminatory discourse of the media.

Learning aims:
- An understanding of the role of the media in dissemination of discriminatory discourses.
- An understanding of the discursive strategies of discrimination applied by different media types and contents.
- An understanding of diverse methodological perspectives for analysing media discourses of discrimination.

Upon the successful completion of the course students will be able to:
1. Grasp the key and related concepts of discrimination including stereotypes, prejudices, stigmatization, hate speech, new racism etc.
2. Critically evaluate the role of the media in disseminating discrimination.
3. Develop a grounded understanding of discursive strategies of discrimination in different media genres.
4. Determine a research question about discrimination in the media and develop a research outline (including the subject, the objective, the sample and method to be used).
Course requirements
Watching weekly video-lectures, reading articles and other materials weekly and participating to discussions in the online classrooms.

Assignment 1. Making an entry into the “media and discrimination” dictionary (wikis) and editing an entry (Starting from week 2 to week 4).

Assignment 2. Bringing examples from media discourses to the online classroom and discussing it during the course (Starting from week 4 to week 11). Every student is expected to select at least 2 topics from the course schedule and submit online at least one example for each 2 days before the course and discuss the example during the online classroom.

Assignment. Developing a research design on discriminative media discourses and presenting it in the classroom. Students are asked to bring a research question based on a problem to the classroom starting from 5th week, develop a research design (with topic, aims, problem, sample, research techniques and sources to be used), and discuss it weekly during the online courses and finally present their research design from week 12 to week 14. Presentations are required to be sent via e-mail as a PDF document at least 2 days before the course. Presentations will be approximately 10 minutes long and will be followed by class discussions.

Course evaluation: Pass/not pass
Students are required to fulfil all the assignments successfully.

Organization of the course and course schedule
The course is divided into thematic weekly sessions over a period of 14 weeks. Each session will include a mixture of different tools (short video lectures, readings, case analysis, question & answer sections etc.) The video lectures will be uploaded to the platform one week before the online course.

Weekly schedule:

| Week 1  
16 October | Introduction: Description of the course schedule, methodology and the learning objectives |
| Week 2  
23 October | Discrimination: Key concepts and related issues. |
| Week 3  
30 October | How to analyze media texts. Methodological perspectives. |
| Week 4  
6 November | Analyzing discrimination in news discourses. |

Should start making and editing an entry to the online dictionary.
# Reading List (All reading materials will be uploaded to coworkingspquare)

**Week 2: Discrimination: Key concepts and related issues.**


**Extra readings**


**Week 3: How to analyze media texts. Methodological perspectives.**


**Extra readings**

<table>
<thead>
<tr>
<th>Week 5</th>
<th>13 November</th>
<th>Should bring a research question to the classroom and start developing a research design</th>
<th>Discrimination and advertising.</th>
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</thead>
<tbody>
<tr>
<td>Week 6</td>
<td>20 November</td>
<td>Should start bringing examples from media discourses to the classroom</td>
<td>Popular culture and discourse of discrimination: Comics and entertainment.</td>
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<tr>
<td>Week 7</td>
<td>27 November</td>
<td></td>
<td>Discrimination in television serials and cinema.</td>
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<td>Week 8</td>
<td>4 December</td>
<td></td>
<td>Hate speech in social media.</td>
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<tr>
<td>Week 9</td>
<td>11 December</td>
<td></td>
<td>An overview of the media coverage of refugees.</td>
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<tr>
<td>Week 10</td>
<td>18 December</td>
<td></td>
<td>An overview of the media coverage of gender.</td>
</tr>
<tr>
<td>Week 11</td>
<td>8 January</td>
<td>Should present her/his research design</td>
<td>An overview of the media coverage of ethnic and religious minorities</td>
</tr>
<tr>
<td>Week 12</td>
<td>15 January</td>
<td></td>
<td>Student presentations</td>
</tr>
<tr>
<td>Week 13</td>
<td>22 January</td>
<td></td>
<td>Student presentations</td>
</tr>
<tr>
<td>Week 14</td>
<td>29 January</td>
<td></td>
<td>Student presentations</td>
</tr>
</tbody>
</table>


Watch the video:”Representation and the Media” (2002) by Stuart Hall 1932-2014.; Sut Jhally; Media Education Foundation.

**Week 4: Analyzing discrimination in news discourses.**

Van Dijk, T. A. New(s) Racism: A Discourse Analytical Approach, [https://pdfs.semanticscholar.org/dcoe/d4243e7e8c84360bac6d031d6bc299d92e19.pdf](https://pdfs.semanticscholar.org/dcoe/d4243e7e8c84360bac6d031d6bc299d92e19.pdf)

**Extra reading**


**Week 5: Discrimination and advertising.**


**Extra readings**


**Week 6: Popular culture and discourse of discrimination: Comics and entertainment.**


**Extra reading**

Joke the Limits of Humour, New York: Palgrave Macmillan, pp. 25-44


**Week 7: Discrimination in television serials and cinema**


**Extra readings**

Berghahn R, Daniela (2009) From Turkish greengrocer to drag queen: reassessing patriarchy in recent Turkish–German coming-of-age films , New Cinemas: Journal of Contemporary Film Volume 7 Number 1, pp. 55-69


**Week 8: Hate speech in social media.**


**Extra reading**


**Week 9: An overview of the media coverage of refugees.**


**Extra readings**


Bastian Vollmer & Serhat Karakayali (2018) The Volatility of the Discourse on Refugees in Germany, Journal of Immigrant & Refugee Studies, 16:1-2, 118-139,

**Week 10: An overview of the media coverage of gender.**


**Extra readings**


Bethan Benwell (2002) “Is there anything “new” about these lads? The textual and visual construction of masculinity in men’s magazines” in Lia Litosseliti and Royal Holloway (eds), Gender Identity and Discourse Analysis 2, University of London

**Week 11: An overview of the media coverage of ethnic and religious minorities**


**Extra reading**
