Syllabus

Title of the Course:	Media and Discrimination	**Course Breakdown:**	28 teaching hours online and 152 hours independent study
Name of the Instructor:	Prof. Ülkü Doğanay	**Weekly class time:**	Wednesdays, 10.00 pm – 12.00 pm (CET)
Language:	English		
Hosted by:	Potsdam University	**Certificate issued by:**	Potsdam University (6 ECTS or Pass)

Description of the course

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 focus on the analysis of the media discourses, including news, ads., comics, serials, films and social media. The course concentrates on the analysis of the cases from Turkish, European and US media and includes exercises that will develop students' ability to identify and analyse discriminatory discourse of the media.

Learning Aims

To provide a general understanding about:

- the role of the media in dissemination of discriminatory discourses.
- discursive strategies of discrimation applied by different media types and content.

- diverse methodological perspectives for analysing media discourses of discrimination.

Upon the successful completion of the course students will be able to:

- Grasp the key and related concepts of discrimination including stereotypes, prejudices, stigmatization, hate speech, new racism etc.
- Critically evaluate the role of the media in disseminating discrimination.
- Develop a grounded understanding of discursive strategies of discrimination in different media genres.
- 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.

- **Participation only tasks: PASS**

  - ➤ **Assignment 1:** Regular and active participation to online sessions.

  - ➤ **Assignment 2:** Reading weekly uploaded articles and answering the questions derived from the reading materials during the discussion sessions.

  - ➤ **Assignment 3:** Bringing examples from media discourses to the online discussion sessions and discussing it during the session (Starting from week 4 to week 12). Every student is expected to select at least 2 topics from the course schedule; bring examples from media discourses on these topics to the discussion session and make 10 minutes of oral presentation about these cases.

- **Additional requirement for those who want to earn 6 ECTS**

  - ➤ **Assignment 4:** 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 and discuss it weekly and finally present their research design from week 13- to week 14. Each presentation will be approximately 15 minutes long and will be followed by class discussions. Students are expected to both present their research design during the online session and then to submit a written research design of about 15 pages.

Course evaluation:

PASS/NOT PASS:

- o Assignment 1: %30
- o assignment 2: %30
- o assignment 3: %40

6 ETCS:

- o Assignment 1: %15,
- o Assignment 2: %15,
- o Assignment 3 %20;
- o Assignment 4: %50 (Presentation %20;
        written research design submission %30)

- Students are required to fulfil all the assignments successfully.

- Students need to decide whether they want to earn ECTS credits by **12.02.2021** and register for the submission accordingly.

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.

Week 1			Introduction: Description of the course schedule, methodology and the learning objectives
Week 2			Discrimination: Key concepts and related issues.
Week 3			How to analyze media texts: Why media matters? Meaning, text, representation and discourse
Week 4		Should start bringing examples from media discourses to the classroom	Analyzing discrimination in news discourses.
Week 5	Should bring a research question to the classroom and start		Discrimination and advertising.
Week 6			An overview of the media coverage of gender.

Week 7	developing a research design		Popular culture, humor, entertainment, and discrimination
Week 8			Online hate speech
Week 9			Spectatorship and the gaze: Discrimination in film and cinema
Week 10			Women in cinema and the male gaze
Week 11			Media discourses on minorities and immigrants
Week 12			Media discourses on refugees in Europe and in Turkey
Week 13	Should present her/his research design		Student presentations
Week 14			Student presentations

Reading List (All reading materials will be uploaded to the co-working space)

Week 2: Discrimination: Key concepts and related issues

- Wallerstein, Immanuel (1998) "The Ideological Tensions of Capitalism: Universalism versus Racism and Sexism", in Balibar and Wallerstein Race, *Nation,Class*: *Ambiguous Identities*, Verso, London. http://rebels-library.org/files/ambig_ident.pdf, pp. 29-36.

- Davidio J. F., M. Hewstone, P. Glick & V. M. Esses, (2013) "Prejudice, Stereotyping and Discrimination: Theoretical and Empirical Overview" in *The Sage Handbook of Prejudice*, Stereotyping and Dicsrimination, pp. 3-28

  Extra readings:

- Wodak R., M. Reisigl, (1999) "Discourse and Racism: European Perspectives" Annual Review of Anthropology, 1999:28, pp. 175-99

Week 3: How to analyze media texts / Methodological perspectives

- Brennen, B. S. (2013), *Qualitative Research Methods for Media Studies*. New York: Routledge. pp. 1-13 & 192-231

- "Representation and the Media" (2002) video lecture by Stuart Hall 1932-2014.; Suth 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/dc0e/d424307e8c84360bac6d031D6bc299d92c19.pdf

- Van Dijk, T. A., (1988) *News as Discourse*, Lawrence Erlbaum Associates Publisher, pp. 1-94

Week 5: Discrimination and advertising

- Cortese, A. J. (2008), Provocateur: Images of Women and Minorities in Advertising, Rowman and Littlefield Pub.   pp. 1-28

- Watch the documentaryby Jean Kilbourne: Killing Us Softly: The Dangereous Way ads Represent   Women;   Sexism, Feminism.https://www.youtube.com/watch?v=flac6-- T0mg&t=3528sQ

  Extra readings:

- Judith Williamson (1989) , *Decoding Advertisements* (London: Marion Boyars, 1978)

- Huber H. P & D. G. Holorzano (2015), "Visualizing Everyday Racism: Critical Race Theory, Visual Microaggressions, and the Historical Image of Mexican Banditry", *Qualitative Inquiry*, vol. 21(3), pp. 223-238

- Gill, R., (2007) "Advertising and Postfeminism", in *Gender and the Media*, Cambridge: Polity
  Press, pp. 73-112

Week 6: An overview of the media coverage of gender.

- Gauntlett, David, (2008) *Media Gender and Identity*, Routledge: London, p. 46-98.

  Extra readings:

- Gill, R., (2007) *Gender and the Media*, Cambridge: Polity Press, pp. 7-41.

- Rathzel Nora, (1997), "Gender And Racism in Discourse" in Ruth Wodak (Ed.) *Gender And Discourse*, Sage.

Week 7. Popular culture, humour, entertainment and discrimination:

- Weaver, S. (2011), Jokes, rhetoric and embodied racism: a rhetorical discourse analysis of the logics of racist jokes on the internet, *Ethnicities* vol. 11(4), pp. 413-435

- Charles Husband (1988) "Racist Humour and Racist Ideology in British Television, or I Laughed Till You Cried" in Humour in Society: Resistance and Control, eds. Chris Powell, George E. C. Paton, McMillan Press.

  Extra readings:

- Michal Billig (2005), «Comic Racism and Violence», Lockyer, S., Pickering, M. (Eds.) Beyond a Joke: The Limits of Humour, Palgrave McMillan

- Dennis Howitt and Kwame Owusu-Bempah, (2005) «Race and Ethnicity in Popular Humour», Lockyer, S., Pickering, M. (Eds.) **Beyond a Joke: The Limits of Humour,** Palgrave McMillan

Week 8: Online hate speech

- Assimakopoulos S., F. H. Baider, S. Millar, (2017), Online Hate Speech in the European Union A Discourse Analytic Perspective, Springer Open, pp. 1-52

   Extra readings:

- Haji Mohammad Saleem, Kelly P Dillon, Susan Benesch, and Derek Ruths (2017) A Web of Hate: Tackling Hateful Speech in Online Social Spaces https://arxiv.org/abs/1709.10159

- Zeerak Waseem, Dirk Hovy (2016) Hateful Symbols or Hateful People? Predictive Features for Hate Speech Detection on Twitter, Proceedings of NAACL-HLT 2016, pages 88–93, San Diego, California, June 12-17, 2016.

- Anat Ben-David & Ariadna Matamoros-Fernández (2016) Hate Speech and Covert Discrimination on Social Media: Monitoring the Facebook Pages of Extreme-Right Political Parties in Spain, International Journal of Communication 10(2016), 1167–1193 1932–8036/20160005

Week 9. Discrimination in film and cinema

- Harry M. Banshoff, Sean Griffin; America on film : representing race, class, gender, and sexuality at the movies, Wiley- Blackwell, 2009

Week 10. Women in cinema and the male gaze

- Liesbet van Zoonen «Spectatorship and the Gaze», in van Zoonen, Feminist Media Studies, Sage, London, 1994

Week 11. Media discourses on minorities and immigrants

- Holmes, Seth M. and Casta Neda, Heide, (2016) "Representing the "European refugee crisis in Germany and beyond: Deservingness and difference, life and death", *American Ethnologist,* vol. 43, no. 1, pp. 12-24

   Extra readings:

- UNHCR (2014) Press Coverage of the Refugee and Migrant Crisis in the EU: A Content Analysis of Five European Countries, https://www.unhcr.org/protection/operations/56bb369c9/press-coverage-refugee-migrant- crisis-eu-content-analysis-five-european.html

Week 12. Media discourses on refugees in Europe and in Turkey

- Doğanay, Ü., (2020) Immigrants and Syrian refugees in the Turkish press: Analysis of news discourse in the context of the 'refugee crisis, Journal of Language and Politics (Published online: 3 Apr 2020), 1–25. doi 10.1075/jlp.19054.dog

  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.