



## Syllabus

Title of the Course	<b>Media and Discrimination</b>	Course breakdown	28 teaching hours online  152 hours independent study
Name of instructor	Prof. Dr. Ülkü Doğanay	Total course hours	180
Language	English	ECTS	<ul style="list-style-type: none"> <li>• 3 ECTS <i>(participation-only tasks with readings and small assignments)</i></li> <li>• 7 ECTS <i>(written research design in addition)</i></li> </ul>
Hosted by	Freie Universität	Certificate issued by	Institute for Media and Communication Studies
min. number of participants	10	max. number of participants	25
Weekly class time	Wednesdays 10.15-11.45 (GMT+2)	Starting and end date:	15 April 2020 – 15 July 2020



## 1. **About the instructor:**

After receiving her BA from Ankara University Faculty of Communication in 1993, Ulku Doganay received master's degree in Political Science from the Middle East Technical University and Ph.D. from Ankara University, Department of Political Science and Public Administration. During her Ph.D. studies, upon gaining a scholarship from Turkish Academy of Sciences she worked at the French Press Institute of Paris II University. In 2009, she became an associate professor in the field of Political Life and Institutions, and in 2014 she is appointed as a full professor at the Faculty of Communication of Ankara University where she worked between 1994 and 2017. Courses Against Discrimination, Political Thought and Regimes, Interpersonal Communication, Contemporary Theories of Democracy, Democratisation in Turkey are among the courses she taught. In February 2017, she is purged with an emergency decree of law and banned from public service, for signing the “Academics for Peace Petition”. Currently she is teaching at the School of Human Rights in Turkey, which is an online platform for human rights education. In May 2019 she is granted a gratis remote faculty position at the Department of Public Policy of the University of Connecticut.

## 2. **Course description:**

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 in Turkey and beyond, 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.

## 3. **Learning aims:**

3.1. An understanding of the role of the media in dissemination of discriminatory discourses.

3.2. An understanding of the discursive strategies of discrimination applied by different media types and contents.

3.3. An understanding of diverse methodological perspectives for analysing media discourses of discrimination.

### **3. Upon the successful completion of the course students will be able to:**

4.1. Grasp the key and related concepts of discrimination including stereotypes, prejudices, stigmatization, hate speech, new racism etc.

4.2. Critically evaluate the role of the media in disseminating discrimination.

4.3. Develop a grounded understanding of discursive strategies of discrimination in different media genres.

4.4. 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).

### **4. Course requirements**

Watching weekly video-lectures, reading articles and other materials weekly and participating to discussions in the online classrooms.

#### **(Participation only tasks: 3 ECTS)**

**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 and submit online at least one example for each 2 days before the course and discuss the example during the online discussion session.

#### **(Additional requirement for those who want to earn 7 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 5<sup>th</sup> 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.

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## Course evaluation:

### 3 ECTS: Pass/not pass

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

### 7 ETCS:

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

Students are required to fulfil all the assignments successfully.



## 5. 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:

<b>Week 1</b>			Introduction: Description of the course schedule, methodology and the learning objectives
<b>Week 2</b>			Discrimination: Key concepts and related issues.
<b>Week 3</b>			How to analyze media texts: Why media matters? Meaning, text, representation and discourse
<b>Week 4</b>		Should start bringing examples from media discourses to the classroom	Analyzing discrimination in news discourses.
<b>Week 5</b>	Should bring a research question to the classroom and start developing a research design		Discrimination and advertising.
<b>Week 6</b>			An overview of the media coverage of gender.
<b>Week 7</b>			Popular culture, humour, entertainment and discrimination
<b>Week 8</b>			Online hate speech
<b>Week 9</b>	Should present her/his research design		Spectatorship and the gaze: Discrimination in film and cinema
<b>Week 10</b>			Women in cinema and the male gaze
<b>Week 11</b>			Media discourses on minorities and immigrants
<b>Week 12</b>		Media discourses on refugees in Europe and in Turkey	
<b>Week 13</b>		Student presentations	
<b>Week 14</b>		Student presentations	



## 6. 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](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 Discrimination*, 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

[https://fu-berlin.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=FUB\\_ALMA\\_DS51999579430002883&context=L&vid=FUB&lang=en\\_US&search\\_scope=FUB\\_ALL&adaptor=Local%20Search%20Engine&tab=fub&query=any,contains,Representation%20and%20the%20Media%20Sut%20Jhally&sortby=rankhttps:%2F%2Ffu-berlin.hosted.exlibrisgroup.com%2Fprimo-explore%2Fsearch%3Finstitution%3DFUB&mode=Basic](https://fu-berlin.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=FUB_ALMA_DS51999579430002883&context=L&vid=FUB&lang=en_US&search_scope=FUB_ALL&adaptor=Local%20Search%20Engine&tab=fub&query=any,contains,Representation%20and%20the%20Media%20Sut%20Jhally&sortby=rankhttps:%2F%2Ffu-berlin.hosted.exlibrisgroup.com%2Fprimo-explore%2Fsearch%3Finstitution%3DFUB&mode=Basic)

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

Van Dijk, T. A. *New(s) Racism: A Discourse Analytical Approach*, <https://pdfs.semanticscholar.org/dcoe/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 documentary by Jean Kilbourne: *Killing Us Softly: The Dangerous Way ads Represent Women; Sexism, Feminism*. <https://www.youtube.com/watch?v=flac6--Tomg&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 reading:**

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

### **Extra reading**

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., (2018) News Coverage on Refugees and Migration in the National and Local Media, *Media 18 Month monitoring report of the Media and Civil Society Cooperation for Refugee Rights Project*, Ankara: IGAMDER.  
<https://drive.google.com/file/d/1TSlUMLpTm26tsGzxmnmGMQFzv4S4QgJ/view>

### **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,