Module name
Media Analysis: Framing Racism (MEA)

Teaching Language
English

Responsible for the module
Faculty

Lecturer Prof. Dr Massimiliano DEMATA, international Guest Lecturer
Applied natural sciences and cultural studies

Study semester according to the curriculum
Study section
Module type
Workload
ECTS credits, WSH

Summer Semester 2022
IRM, BW, EB
FWPM3
150 hours
Contact/attendance time: 60 h
Additional work: 90 h
5 Credits, 4 WSH

Form of teaching

Seminars, Discussion
The module takes place in combination. One part of the courses takes place in presence, one part virtually/digitally.

Study and examination performance

Course Work (Studienarbeit) with presentation in English

Content

This course will guide students through a number of media texts from American and British printed and online news and will identify and discuss the overt or hidden racism displayed in these texts. The theoretical foundation of the course will be Ruth Wodak’s Discourse-Historical Approach, whereby discourse is produced in (and reproduces) specific historical, ideological and cultural contextual elements. We will also focus on how racism is used in discourse as part of a specifically distorted version of nationalism, whereby the nation is seen as an instrument of exclusion and privilege. We will explore how social actors such as migrants and ethnic minorities are framed in media texts and are evaluated by journalists and politicians on the basis of certain pre-ordained evaluative categories. Examples of racist discourse include far-right wing and racist propaganda, populist and nationalist discourses, articles from websites spreading disinformation. A special focus of the course will be dedicated to Covid-19, and how the pandemic has increased racism towards certain communities.

Learning objectives / learning outcomes / competencies
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Students will be expected to analyse texts and identify the main discursive strategies employed in them to sustain racist discourses and ideologies. They will discuss discourses and frames at the basis of racism in a wide range of texts, including political and media texts (e.g. political speeches, newspaper articles, users’ comments on social media). The learning objective is to develop a thorough critical and analytical approach to racist language and discourse: in their independent and practical application of the discourse strategies they will identify in texts, students will reach a critical and analytical understanding of how racist discourses.

Offered teaching materials

Political speeches and interviews, newspaper articles, social media materials (Twitter, Facebook); critical papers and texts.

Teaching media

Interactive presentation, PowerPoint and Video presentations

Literature

Krzyżanowski, M. (2020). Discursive shifts and the normalisation of racism: imaginaries of immigration, moral panics and the discourse of contemporary right-wing populism, Social Semiotics 30:4, 503-527,

Course Dates: Fridays, 15:30-18:45
Course Start: 1st April 2022
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**Detailed Overview Lecture Dates:**
- Friday 1 April: in presence
- Friday 8 April: online/digital
- Friday 15 April: Easter holiday
- Friday 22 April: in presence
- Friday 29 April: online/digital
- Friday 6 May: in presence
- Friday 13 May: online/digital
- Friday 20 May: in presence
- Friday 27 May: online/digital
- Friday 3 June: in presence
- Friday 10 June: online/digital
- Friday 24 June: in presence

**More information about the course**

Max. number of participants: 20
Registration necessary. Details can be found in moodle.

Students are expected to have a good level of English in order to read and analyse the materials given during the classes. As an optional choice, students with a good working knowledge of Italian may be given additional resources and do a presentation on Italian texts.