

# Workshop on the topic of discriminatory language and narratives in media

2021

## Agenda

- ❖ Welcome
- ❖ Names & getting to know each other
- ❖ Positioning exercise
- ❖ Input I: “What is media?”
- ❖ Break (optional)
- ❖ Critical media analysis
- ❖ Input II: How does discrimination work?
- ❖ Meme Generator
- ❖ Closing

## Rules for respectful and appreciative interaction

- Listen to each other and let the other person speak. This means make sure that you are muted and unmute yourself before speaking.
- To actively participate, you can use the hand-raising and chat function at any time.
- Avoid discriminatory and violent language whenever possible.
- Avoid doing side activities because the modules build on each other.
- Have fun! 😊



Women are responsible for raising children

**I fully agree**



**I do not agree at all**



The perspective of BIPoCs is missing from the media

**I fully agree**



**I do not agree at all**



Anyone can achieve anything they want; they just  
have to work hard for it.

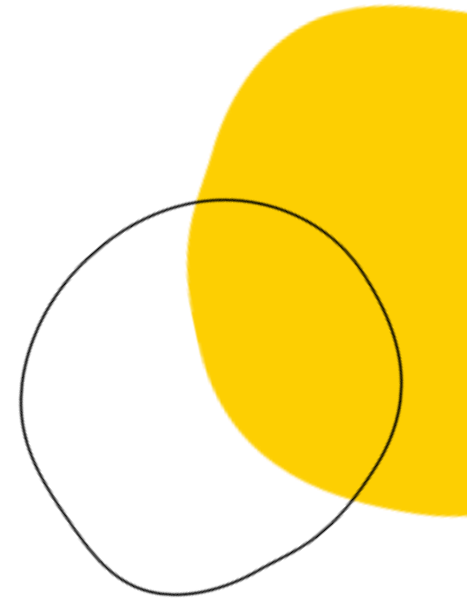
**I fully agree**



**I do not agree at all**

# What is media?

## Input I



- Media is derived from the Latin word medium and translated into English it means something like "mediator" of information.
- Media is the plural of medium and usually refers to the mass media of modern society through which information can be made available to a large number of people.
- Media includes books, advertising, radio, film and television, as well as the so-called new media, such as digital media like the Internet, e-books, social media and smartphones.
- The word "press" is also used in a broader sense to refer to the totality of mass media. In the narrower sense, it refers primarily to newspapers, magazines and the news business.



- Media pass on information to (a large number of) people through texts, images and audio
- However, this also gives them a great responsibility: they must/should research well and report truthfully and in a well-balanced manner. This is in line with the principles of the Global Charter of Ethics for Journalists (<https://www.ifj.org/who/rules-and-policy/global-charter-of-ethics-for-journalists.html>)
- Certain media content is problematic when it influences two things: how members of social groups perceive society and, conversely, how society treats members of these social groups.

***10 Minutes Break***



The image shows a screenshot of a news article from the German newspaper Stern. The article is titled "STUDIE ZU SCHATTENWIRTSCHAFT" and has a main headline "Bis zu 300.000 Flüchtlinge arbeiten schwarz". The article is dated 02.02.2016, 15:09 Uhr. The text of the article is partially visible, starting with "Für Flüchtlinge ist es schwer, in den regulären Arbeitsmarkt zu kommen, daher boomt unter Asylsuchenden die Schwarzarbeit. Insgesamt sind die Zahlen zur Schattenwirtschaft aber sehr erfreulich."

**stern**  

Panorama Politik Kultur Lifestyle Digital W

Wirtschaft > Schwarzarbeit unter Flüchtlingen weit verbreitet

**STUDIE ZU SCHATTENWIRTSCHAFT**

**Bis zu 300.000 Flüchtlinge arbeiten schwarz**

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02.02.2016, 15:09 Uhr

**Für Flüchtlinge ist es schwer, in den regulären Arbeitsmarkt zu kommen, daher boomt unter Asylsuchenden die Schwarzarbeit. Insgesamt sind die Zahlen zur Schattenwirtschaft aber sehr erfreulich.**

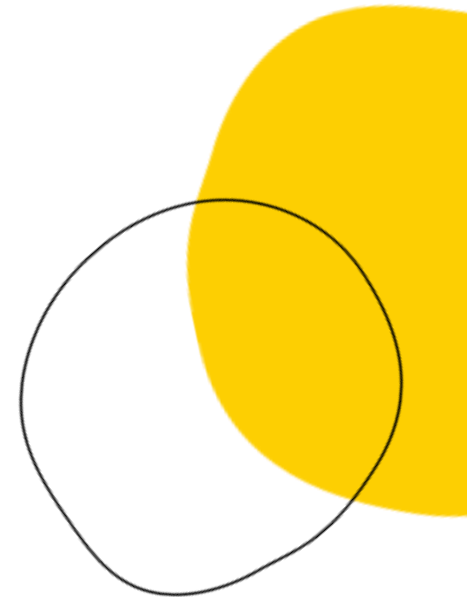
## CRITICAL MEDIA ANALYSIS

- Who or what is the subject of the headline?
- How is the affected person/(social) group described?
- What are the consequences for the person or group concerned?

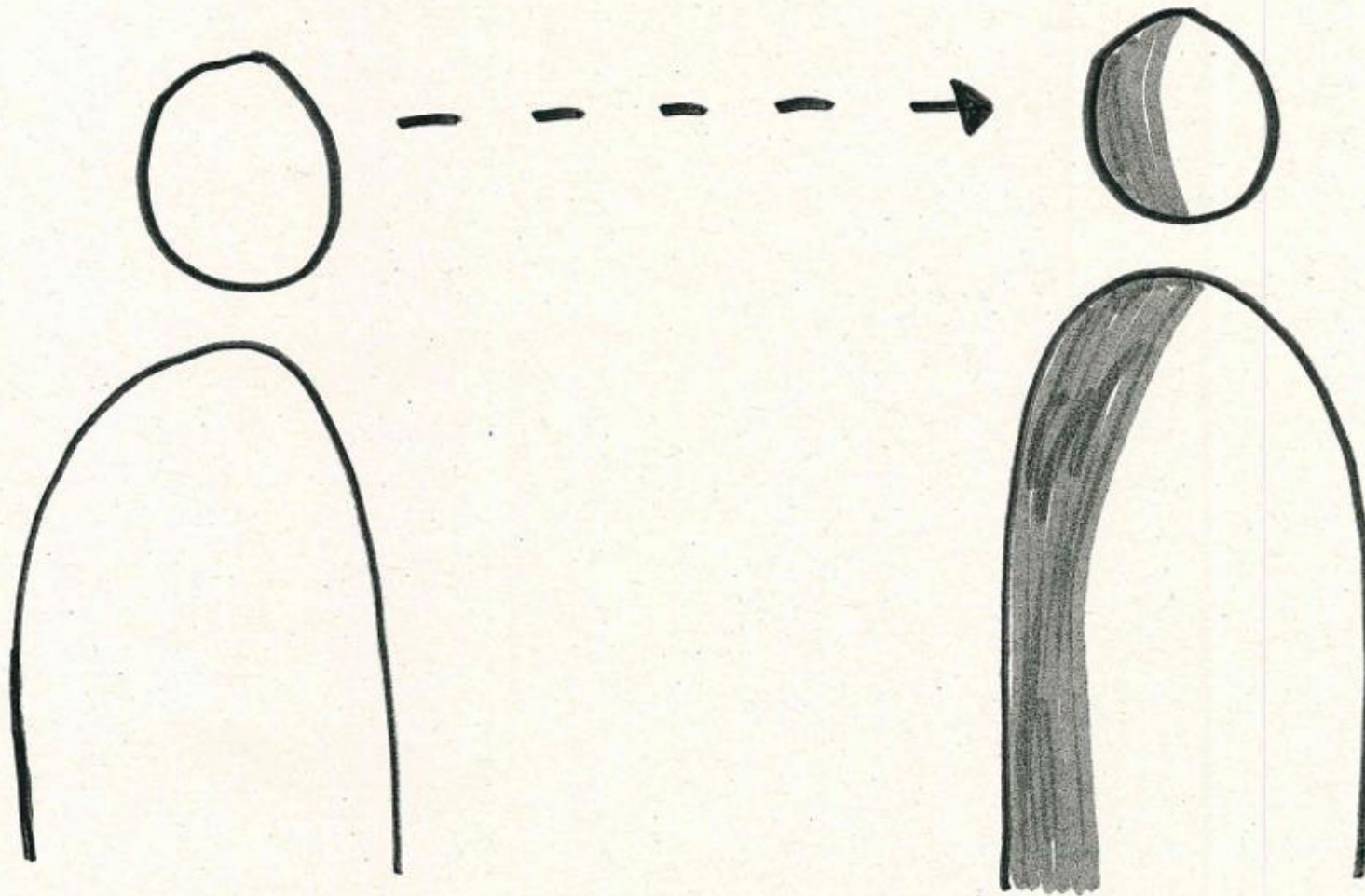
# How does discrimination work?

**From images to discrimination**

**Input II**

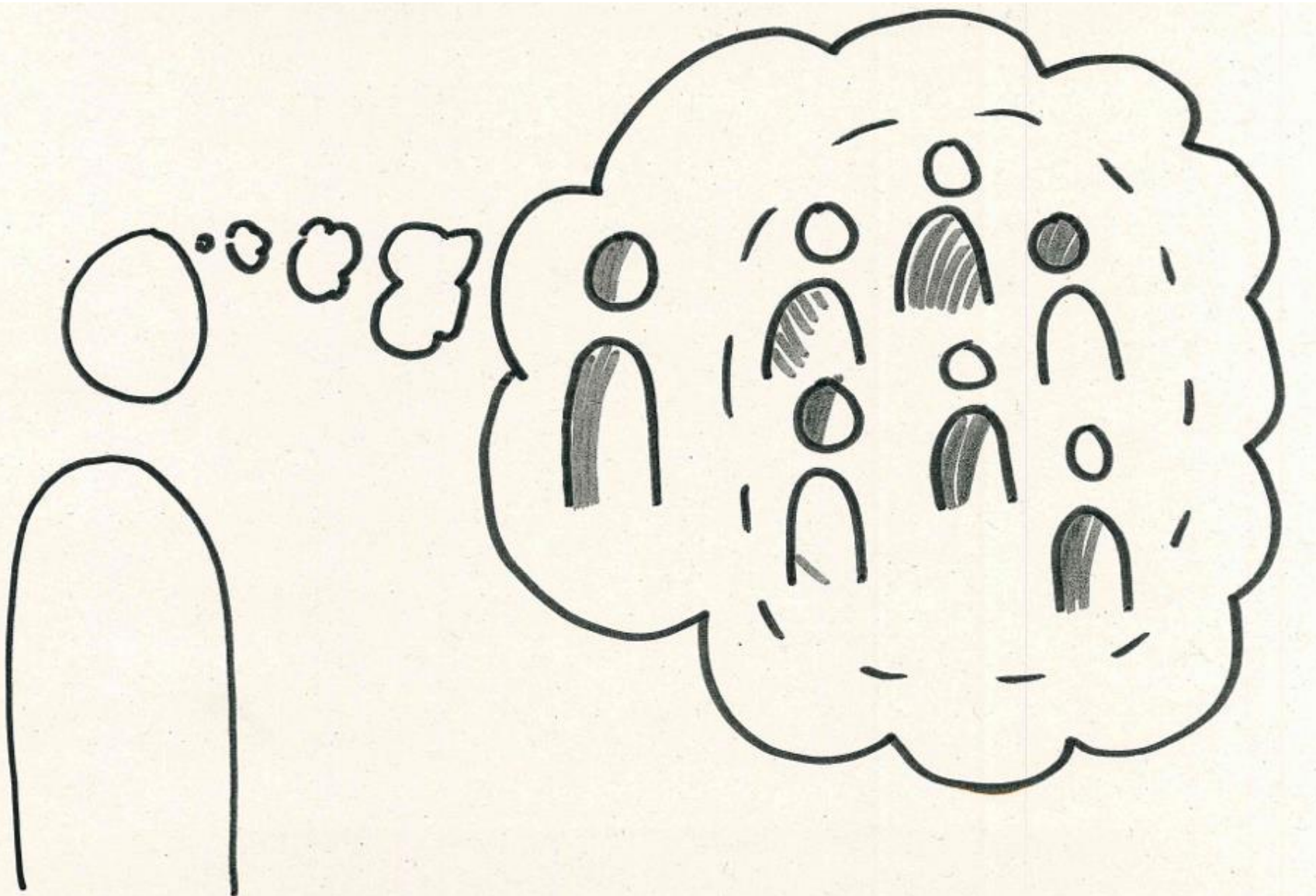


# Input II: How does discrimination work?



**Feature**

# Input II: How does discrimination work?



**Group**

# Input II: How does discrimination work?

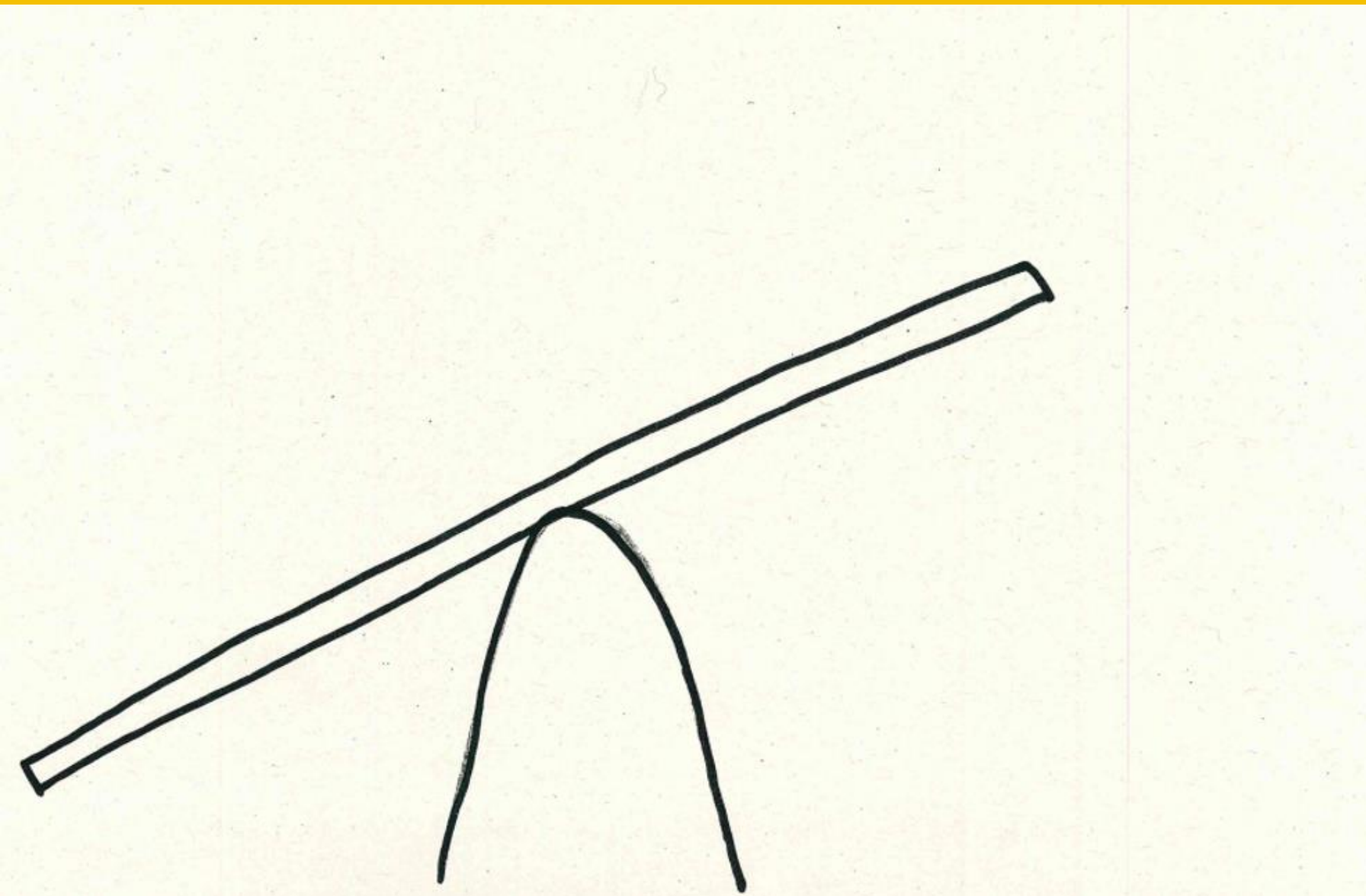


**Characteristics**

**Behaviours**

\* They are all...

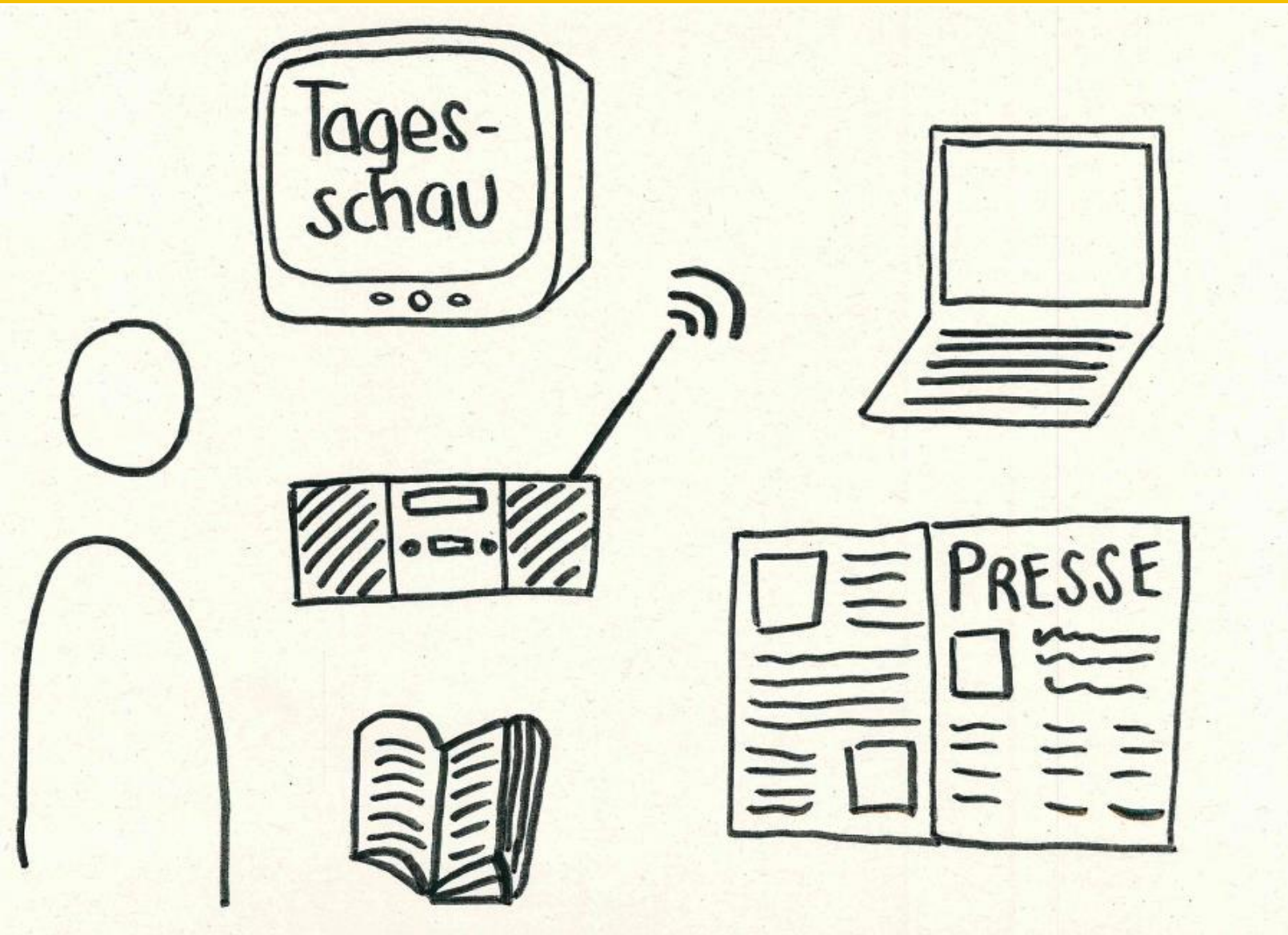
# Input II: How does discrimination work?



**Self-valorisation  
through devaluation  
of the “others”**



# Input II: How does discrimination work?



## Societal power:

- **Social**
- **Economic**
- **Political**

# Input II: How does discrimination work?



**Discrimination,  
exclusion,  
violence**



What's on your mind? Get creative!

<https://imgflip.com/memegenerator>



# Thank you for your attention!

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