

Media, Discourse and Diversity (A006760)

Course size *(nominal values; actual values may depend on programme)*

Credits 5.0

Study time 150 h

Course offerings and teaching methods in academic year 2026-2027

A (semester 1)	Dutch	Gent	seminar	0.0h
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Lecturers in academic year 2026-2027

Jacobs, Geert	LW06	lecturer-in-charge
Joye, Stijn	PS01	co-lecturer
Slembrouck, Stef	LW06	co-lecturer

Offered in the following programmes in 2026-2027

crdts	offering
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Teaching languages

Dutch

Keywords

Media, news, discourse, diversity

Position of the course

The students

- gain insight into the central theoretical concepts and frames needed for the study of media, discourse and diversity
- learn to interpret case studies and current issues in the context of topical media controversies and discussions on diversity and representation (in the form of guest lectures by researchers and professionals)
- familiarize themselves with relevant methods: media discourse studies, news ethnography and media linguistics

Contents

In this course media is conceptualized as a broad range of mediated communication incl news reporting, entertainment, advertising and social media. The focus includes

- diversity and representation in the media: analysis of how wide-ranging social groups (based on ethnicity, genre, religion, etc) are discursively represented in the media (often stereotypically)
- diversity and media institutions: study of diversity policy and practices in media organisations, of structures of media ownership and their impact on diverse contents, e-media of the role of regulating bodies in the way in which they promote diversity and counter discrimination in the media
- diversity and media production: research into how the news as a language product comes into being, incl editorial procedures, professional writing routines, and how they impact on how diverse media output is
- diversity and media uptake: exploration of public response and interpretation of representations of diversity in the media, of how patterns of media consumption vary in function of wide-ranging social groups

Initial competences

Basic competences that can be expected of an academic bachelor in a related discipline.

Final competences

1 Understand the complex dynamics that shape media representations and

discourse on diversity

- 2 Understand the potent role played by the media in reproducing and questioning power and privilege in our diverse society
- 3 Apply relevant theoretical and analytical models for the analysis of diversity in the media

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar

Extra information on the teaching methods

Seminar: assignment, presentation, team discussion with guest lecturers from the professional field

Study material

Type: Syllabus

Name: Syllabus

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

References

Course content-related study coaching

By appointment

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment

Examination methods in case of periodic assessment during the second examination period

Written assessment

Examination methods in case of permanent assessment

Participation, Presentation, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Calculation of the examination mark

- continuous assessment: assignment, presentation and participation, ie 40%

- end-of-term assessment: written exam, ie 60%

Students need to pass both parts to pass for the course.

Facilities for Working Students

Attendance is recommended in order to be successful for this course