

**Identities, Diversity, and Intercultural Coexistence**

Code: 42446  
ECTS Credits: 6

| Degree                                   | Type | Year | Semester |
|------------------------------------------|------|------|----------|
| 4313227 Media, Communication and Culture | OB   | 0    | 1        |

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

## Contact

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## Use of Languages

Principal working language: spanish (spa)

## Prerequisites

to understand texts in Castilian, Catalan, English and French

## Objectives and Contextualisation

Human collectives are often involved in conflicts and throughout their development they build their identities based on their experiences and their representations in social discourses. The media are producers and players of speeches and, therefore, influence the configuration of identities, which at the same time can fuel new conflicts.

The objectives of the module are:

- Studying the participation of media in conflicts related to collective identities, in particular, in processes related to interculturality, racism and xenophobia.
- Review key concepts: ideology, identity, nationalism, multiculturalism, interculturality, racism, xenophobia.

## Competences

- Continue the learning process, to a large extent autonomously.
- Display a deep, detailed understanding of theoretical and practical principles within the field of communication and culture.
- Lead and work in interdisciplinary teams.
- Plan, direct and evaluate media communication strategies to construct complex informational topics.
- Plan, direct and evaluate policies on culture and communication in both the local and the international fields using the new forms of social communication.
- Plan, direct and evaluate public communication projects to meet the needs of institutions, businesses and social organisations.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

## Learning Outcomes

- Continue the learning process, to a large extent autonomously.
- Create identity-building strategies and elements of discourse.
- Demonstrate understanding of the productive logic of the media.
- Demonstrate understanding of the theories of conflict and ability to apply them to the required conditions.

5. Design communication strategies for the deconstruction of prejudices and stereotypes
6. Design, plan and direct communication projects for businesses and social organisations.
7. Design, plan and manage projects builders communicative coexistence
8. Develop non-discriminatory discursive strategies for media
9. Evaluate the results of implementing communication projects.
10. Lead and work in interdisciplinary teams.
11. Produce journalism discourse that promotes conflict resolution and contributes to community-building.
12. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

## Content

1. Ideology, identities, diversity, interculturality, nationalisms, feminism and intersectionality.

Ideology Concepts in dispute

Cultures, diversity and Interculturality.

Nationalisms, mirror games and political projects.

Bibliography

- A, AMY, 2016. "Feminist Perspectives on Power", The Stanford Encyclopedia of Philosophy (Fall 2016 Edition), Edward N. Zalta (ed.), URL = <<https://plato.stanford.edu/archives/fall2016/entries/feminist-power/>>.

- Herrera, Sonia; García-Grenzner, Joana; Giró, Xavier; Turned, Vera ;; Serra, Laila. Telenoticias and Machistas Violences. A Critical Analysis (ORIGEN and SUDS)

- Miheji, Sabina. 2011. Media Nations. Communicating Belonging and Exclusion in the Modern World. Palgrave Macmillan. London. UK.

- Thompson, John.B. 1990. Ideology and Modern Culture. Stanford University Press.

- Van Dijk, Teun. 1998. Ideología. Gedisa. Barcelona. España.

2. Interculturality and hybridization. Spaces and borders.

Multiculturalism and interculturality

Ethnic minorities and migrations

Youth gangs in the media

Bibliography

- García Canclini, Néstor. 2001. Culturas híbridas. Gedisa. Barcelona. España.

- Reguillo, Rossana. 2000. Emergencia de culturas juveniles : estrategias del desencanto. Norma. Buenos Aires. Argentina.

- Rodrigo Alsina, M. Identitat i comunicació intercultural. Edicions 3i4. València.

3. Theory of conflicts, media, discourses and identities.

Conflict, actors, problems and processes.

Construction of identities in conflicting contexts.

Escalation, disassembly, mediations and means.

## Bibliography

- Galtung, Johan. 2003. Paz por medios pacíficos : paz y conflicto, desarrollo y civilización. Bakeaz; Gernika-Lumo: Gernika Gogoratuz. Bilbao.

- Lederach, Jean Paul. 2010. Transformació de conflictes: petit manual d'ús. Icaria -ICIP. Barcelona.

- Lynch, Jake. 2005. Peace Journalism. Hawthorn Press. Stroud, Gloucesters. UK.

4. Theoretical models about the functioning of the media.

Propaganda model

Conflictual confluence model

Political contest model

Elasticity and cracks in media discourse.

## Bibliography

- Cottle, Simon. 2006. Mediatized Conflict: Developments in media and conflict studies. OpenUniversity Press. New York.

- Giró, Xavier. 2010. "Periodismo político. Discursos y grietas: La lógica de los actores, los límites de los medios y las metas periodísticas". En La especialización en Periodismo. Formarse para informar. Idoia Camacho (coordinadora). Comunicación Social Ediciones y Publicaciones. p.75-95.

- Herman, Edward. 1996. «The Propaganda Model Revisited». Monthly Review 48, July-August 1996: 115-128.

- Ibarra, Pedro y Idoaga, Petxo. 1998. «Racionalidad democrática, transmisión ideológica y medios de comunicación». ZER, núm. 5. P 157-181.

5. Critical Discourse Analysis applied to media.

The approaches of Jäger, Fairclough, Wodak and Van Dijk to ACD.

Ethnic minorities and immigration in the Spanish media.

The neocolonialism in the European media.

## Bibliography

- Giró, Xavier. 2007. "Enfoques analíticos críticos sobre el discurso de la cobertura informativa de conflictos", en "Espacio y tiempo en la Globalización. Una visión de la transparencia en la información", coordinadores T. Telleschi y E.A. Sandoval Forero.

- Van Dijk, Teun. 2009. Discurso y Poder. Gedisa. Barcelona.

- Wodak, Ruth., y Meyer, Michael. 2016 (3rd ed). Methods of Critical Discourse Studies. London: Sage.

6. Racism and xenophobia. Intervention strategies The case of networks (anti-xenophobic information) anti-rumors.

Utilitarianism and institutional racism.

Practices and discourses.

Alternatives and resistance.

## Bibliography

- Fernandez Buey, Francisco. 2000. Ética y filosofía política. Bellaterra. Barcelona.
- Giró, Xavier. 2010. "Complejidad, profesionalidad y antiracismo en el discurso informativo sobre la inmigración". En Migraciones, discursos e ideologías en una sociedad globalizada. María Martínez Lirola (ed.) Instituto Alicantino de Cultura Juan Gil-Albert, Alicante, pp .127-141.
- Giró, Xavier. 2005. Propostes per a la millora del tractament informatiu de la immigració. Debats 11. Fundació Jaume Bofill. 2005.
- Van Dijk, Teun 1997. Racismo y análisis crítico de los medios. Paidós. Barcelona.

## Methodology

1. Master classes
2. Case studies
3. Tutorial appointments
4. Readings
5. Essay

## Activities

| Title                                              | Hours | ECTS | Learning Outcomes |
|----------------------------------------------------|-------|------|-------------------|
| Type: Directed                                     |       |      |                   |
| Classes                                            | 30    | 1.2  | 9, 12, 3, 4, 8, 1 |
| Type: Supervised                                   |       |      |                   |
| Teamwork to plan and evaluate strategies           | 15    | 0.6  | 5, 7, 6, 8, 10    |
| Type: Autonomous                                   |       |      |                   |
| Readings using Learning Through Discussion method. | 105   | 4.2  | 12, 1             |

## Assessment

- 30% of the overall grade based on contributions to five debates: the student must attend classes and prepare and participate in the discussion of at least five of the texts provided to this end.

After the discussion, he will give a brief report of his contribution. The conceptual clarity (30% of the grade), the reasoning logic (40%) and the expository clarity (30%) will be taken into account.

- 25% comes from the memory of the analytical problems raised during the class, the student must explain the first three problems that are treated during the course.

Conceptual clarity (30% of the grade), reasoning logic (40%) and expository clarity (30%) will be taken into

account.

- 45% comes from the analysis of a coverage and the design of a strategy: The student must locate a social problem with identity elements and analyze it; the student should also analyze the discursive strategies of relevant media in that context and design a media intervention strategy that favors the construction of a non discriminatory diverse society.

The conceptual clarity (20%), the logic of the reasoning (20%), the coherence of the project (40%) and the clarity of the exposition (20%) will be taken into account.

In case it will be necessary, the reassessment will consist in the repetition of the exercise evaluated as failed in the first attempt.

## Assessment Activities

| Title                                                      | Weighting | Hours | ECTS | Learning Outcomes           |
|------------------------------------------------------------|-----------|-------|------|-----------------------------|
| Essay - analysis of a coverage and counter strategy design | 45%       | 0     | 0    | 9, 2, 4, 5, 7, 6, 8, 11, 10 |
| Write contribution to three debates                        | 30%       | 0     | 0    | 12, 3, 4, 1                 |
| written account of the problems discussed along the course | 25%       | 0     | 0    | 2, 3, 1                     |

## Bibliography

it's already placed along the course content