Key concepts:
• Hegemony: Influence exerted by the dominant group (i.e. “norms”)

• Dominant discourse- talk and communication that dominant groups take for granted. It is the product of hegemony and ideology but it is rarely scrutinized.

• Counter discourse- Counter-discourses are those that challenge dominant ideologies embedded in systems of power. They are a response to the marginalization of the dominant discourse.

Discussion Questions:
1. What are your initial thoughts on how main media news channels report about the #BLM Movement?

2. How, if at all, do the messages contained in news reports shape conversations with your friends? Coworkers? Classmates? Family members?

3. Reflect on the ways in which headlines portray “Black Lives Matter” and “All Lives Matter.” What are your thoughts about these phrases?

4. Do you see themes of dominant discourses in the “All Lives Matter” or “Black Lives Matter” campaign?

5. How, if at all, would you describe the ways in which “Black Lives Matter” vs. “All Lives Matter” is conveyed via social media?