

Abstract

This thesis deals with the phenomenon of immigration and integration, which started to play a crucial role in the sphere of Dutch politics and media in the mid-nineties of the twentieth century. The start of a public debate about this topic and the gradual withdrawal from the multicultural integration model have caused immigration, integration and – since 2001 – also Islam to become among the key topics that the Dutch media have referred about and that political parties have taken stances to. Political entities that could be described as „anti-immigrant“ perceive the topic of immigration as the cornerstone of their political identity, but „mainstream“ political parties have eventually also had to re-evaluate their stance to this topic. Regarding immigration and integration, the media are exposed to conflicting pressures of political correctness on the one side and the appeal to their audience on the other. One of the ways how to increase the appeal is through the allure of controversy, which is something that can be achieved by stigmatisation of Islam, especially since 2001.