

## ANALYZE THE NEWS REPORT

- ▶ Group/groups and/or identity /identities discussed in the news report

- ▶ Approach adopted in the news report towards these groups and/or identities (based on stereotypes, generalisations, prejudice etc.)

- ▶ The tone of the discourse (provocative, sarcastic, threatening, official, scientific etc.)

- ▶ Sources of information and data that the news report is based upon

- ▶ Social, political and historical background (any past or current conflict and/or prejudice etc. between the groups)

- ▶ Impact of channels which play a role in disseminating the discourse generated in the news report

- ▶ Possible impacts and implications of this discourse

## BUILD AN ALTERNATIVE DISCOURSE

- ▶ What aspects are overlooked and should be highlighted in this news report? (correcting inaccurate information, rights violations, historical facts etc.)

- ▶ How should an alternative perspective look like and what values should it be based upon? (human rights, coexistence, social cohesion, equality etc.)

- ▶ Who would you like to reach with your alternative discourse? (youth, educators, public officials etc.)

- ▶ Which media are you going to use? (newspaper, social media, TV, concerts etc.)

- ▶ Your alternative discourse:

campaign hashtag: # \_\_\_\_\_

The first sentences of the text you will be drafting to inform your target audience about your campaign (for example: awareness-raising activities in social media or within your organization)

## COOPERATE

- ▶ Who can be the possible partners in disseminating and increasing the impact of this discourse?

TOWARDS  
A NEW  
DISCOURSE AND  
DIALOGUE