

Media literacy strategies to promote democratic citizenship in contemporary digital societies

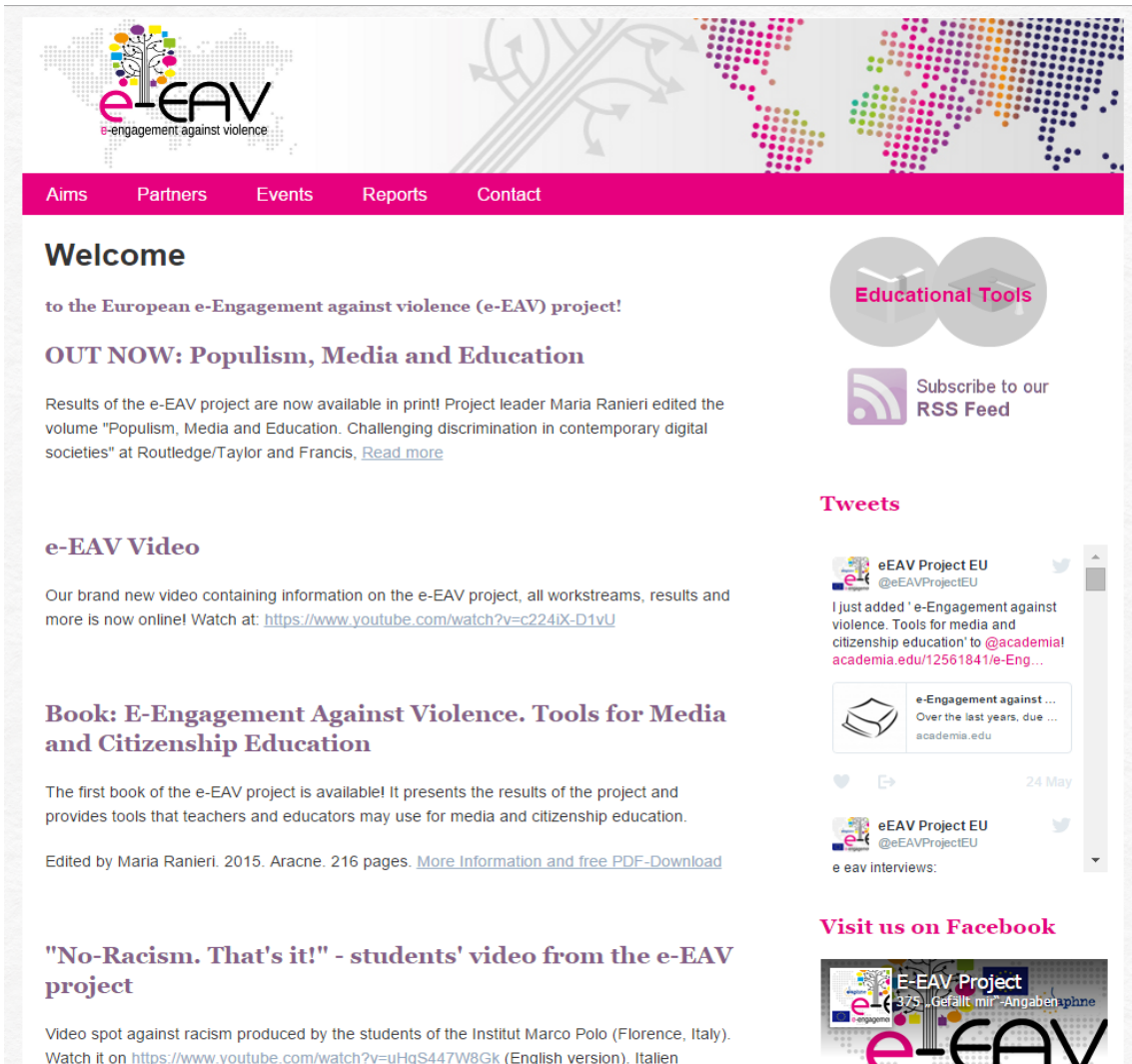
Maria Ranieri

University of Florence



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E PSICOLOGIA





The screenshot shows the homepage of the e-EAV project website. At the top left is the e-EAV logo with the tagline 'e-engagement against violence'. A navigation bar contains links for Aims, Partners, Events, Reports, and Contact. The main content area is divided into several sections: a 'Welcome' message, a section for 'OUT NOW: Populism, Media and Education' with a link to a report, an 'e-EAV Video' section, a 'Book: E-Engagement Against Violence. Tools for Media and Citizenship Education' section, and a section for a video about racism. On the right side, there are three circular icons for 'Educational Tools', an RSS feed subscription button, and a 'Tweets' section showing two tweets from @eEAVProjectEU. At the bottom right, there is a 'Visit us on Facebook' section with a Facebook post preview. The background of the website features a world map composed of colored dots and a circular arrow graphic.

e-EAV
e-engagement against violence

Aims Partners Events Reports Contact

Welcome

to the European e-Engagement against violence (e-EAV) project!

OUT NOW: Populism, Media and Education

Results of the e-EAV project are now available in print! Project leader Maria Ranieri edited the volume "Populism, Media and Education. Challenging discrimination in contemporary digital societies" at Routledge/Taylor and Francis, [Read more](#)

e-EAV Video

Our brand new video containing information on the e-EAV project, all workstreams, results and more is now online! Watch at: <https://www.youtube.com/watch?v=c224IX-D1vU>

Book: E-Engagement Against Violence. Tools for Media and Citizenship Education

The first book of the e-EAV project is available! It presents the results of the project and provides tools that teachers and educators may use for media and citizenship education.

Edited by Maria Ranieri. 2015. Aracne. 216 pages. [More Information and free PDF-Download](#)

"No-Racism. That's it!" - students' video from the e-EAV project

Video spot against racism produced by the students of the Institut Marco Polo (Florence, Italy). Watch it on <https://www.youtube.com/watch?v=uHqS447W8Gk> (English version). Italien

Educational Tools

Subscribe to our RSS Feed

Tweets

eEAV Project EU @eEAVProjectEU
I just added 'e-Engagement against violence. Tools for media and citizenship education' to @academia! academia.edu/12561841/e-Eng...

e-Engagement against ...
Over the last years, due ...
academia.edu

24 May

eEAV Project EU @eEAVProjectEU
e eav interviews:

Visit us on Facebook

E-EAV Project
375 „Gefällt mir“ · Angabeta@phne



The project

- **Who** Department of Education and Psychology, University of Florence (IT), University of Vienna (AT), Media Animation (BE), New Bulgarian University (BU), Peace Institute (SI), Université Paris VIII (FR), University of Leicester (UK)
- **When** 2012-2014
- **What** Contrasting far right populism and new forms of discrimination transmitted through digital media and social networks by promoting young people awareness towards violent media contents and empowering them through civic engagement (or also e-engagement) and media/digital literacy.



Research Questions

Q1. How populism can be defined? What are the new forms of populism emerging through the web and how they are addressing young people in the European context?

Q2. How stereotypes about the 'other' are constructed through the use of digital media? What are the rhetoric and the communication strategies adopted by populist organizations to reach consensus, especially among young people?

Q3. How to deconstruct populist hate speech towards the 'other' and raise young people and minorities' awareness? How to promote children voice appropriation and participatory skills? Can media education play a role in the process of raising awareness against discrimination?

Project Phases & Approaches

- **PHASE 1. STATE OF ART ON (ONLINE) FAR RIGHT POPULISM, MEDIA AND CITIZENSHIP EDUCATION**
- **PHASE 2. ANALYSIS OF POPULIST DISCOURSES SPREAD THROUGH THE WEB BY YOUTH POLITICS ORGANIZATIONS**
- **PHASE 3. DEVELOPMENT AND TESTING OF MEDIA EDUCATION ACTIVITIES AGAINST DISCRIMINATION**
- **PHASE 4. TEACHERS TRAINING ON MEDIA EDUCATION AGAINST DISCRIMINATION**

Interdisciplinary approaches (political, social and communication studies) & Critical frame analysis

Participatory action research & Media literacy education



Interdisciplinary research on communicative strategies of othering on the web.

What we have done
What have we learnt

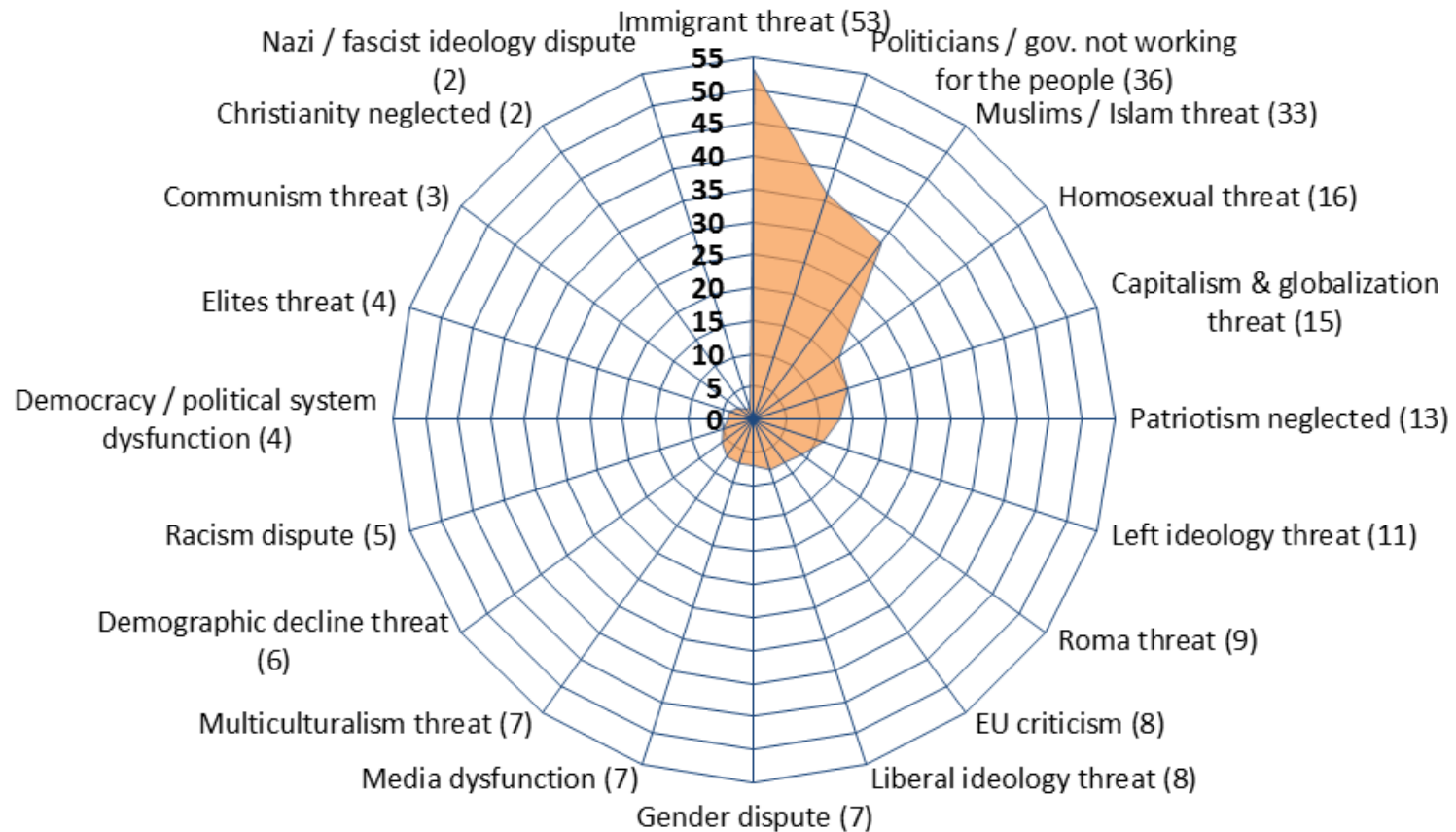


Far Right Populist Organisations by Partner Countries

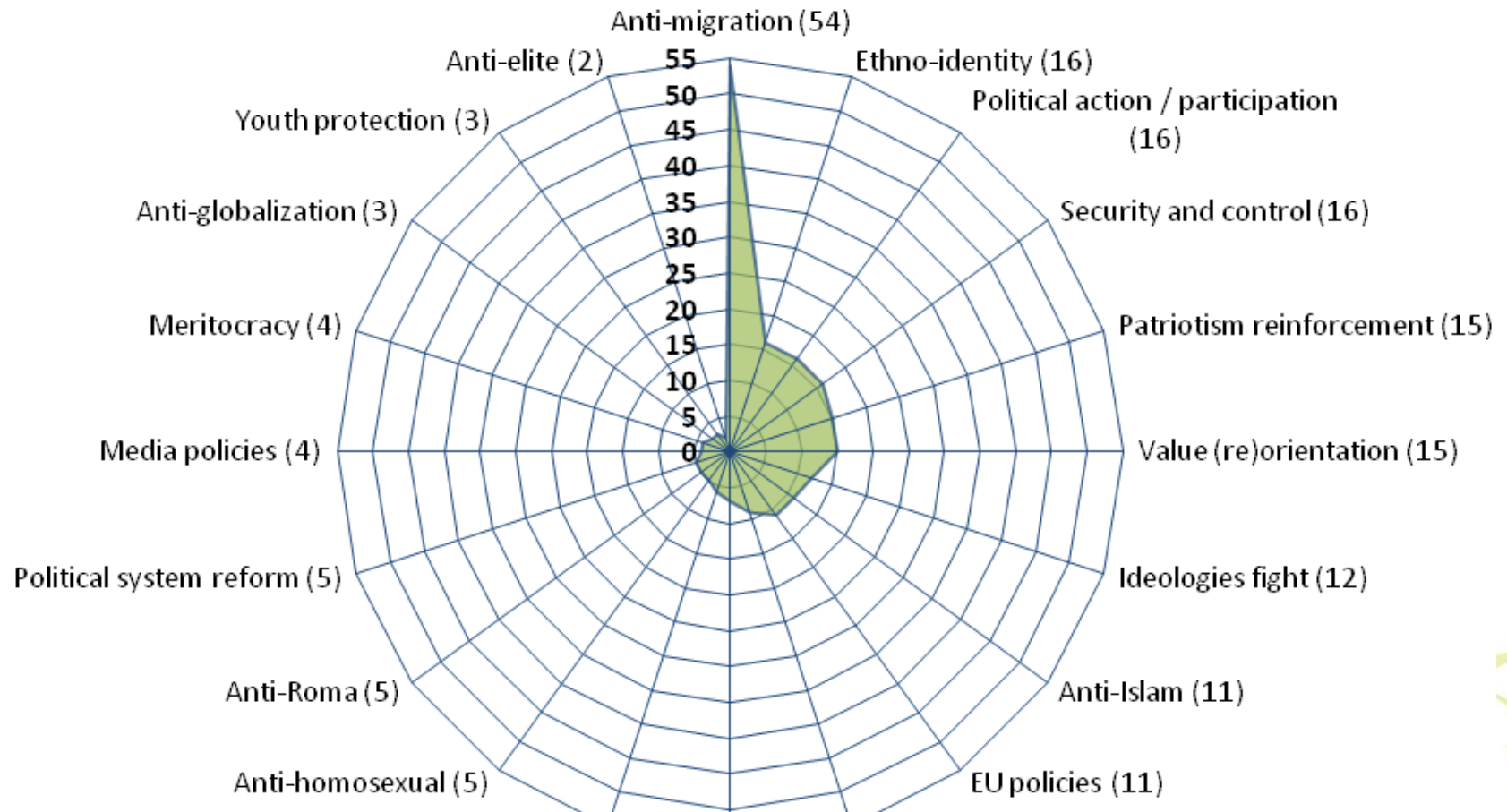


- United Kingdom
 - British National Party**
 - Counter-Jihad Nebula**
- Belgium
 - People's Party**
 - National Democracy**
- France
 - Identitarians**
 - French Spring**
- Austria:
 - Identitarian Movement**
 - Austria**
 - Youth Freedom Ring**
- Slovenia
 - Here is Slovenia**
 - New Slovenia**
- Bulgaria
 - Internal Macedonian**
 - Revolutionary**
 - Organization**
 - National Ideal for Unity**
- Italy

Far Right Online Populist Discourse in Europe (Diagnosis)



Far Right Online Populist Discourse in Europe (Prognosis)



Representing the 'people'



A stereotypical representation of the family by Youth Freedom Ring (Austria)

Othering and discriminating minority groups



“Love of the homeland is not a crime!” (Identitarian Movement Austria)



Anti-elitism and anti-system rhetoric as discursive strategies of othering



Example of anti-elitism as reinforcement of othering discourse
(Northern League, Italy)



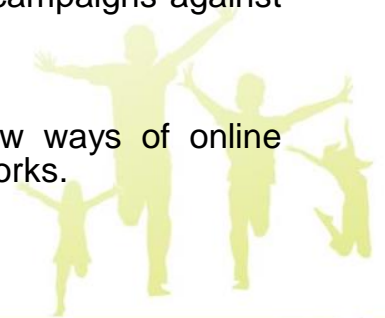
**Participatory action research
and media literacy education.**

**What we have done
What have we learnt**




Five modules

- **Module 1-** Information reception and production
 - Analysing the relationship between “reality” and representation, and promoting active attitudes towards information production
- **Module 2-** Audio-visual fiction and ideologies
 - Understanding the role of “the Other” in audio-visual fictions, analysing the gender-based representation in TV-series for teenagers, and leading a production activity against discriminations
- **Module 3-** Videogames and citizenship
 - Understanding the mechanisms of gameplay, thinking about caricatured discourse about videogames themselves, and leading a “game” activity about a political situation
- **Module 4-** Communication and propaganda
 - Analysing communication campaigns (advertising, political), understanding the concept of propaganda, and promoting active attitudes through creation of awareness campaigns against discriminations
- **Module 5-** Online activism and networking
 - Analyse the digital media impact in public sphere, understanding the new ways of online activism, and promoting active and participatory attitudes through social networks.



A guide for teens

 **Media Education against Discrimination - A guide for teens - Module 5**

Interactive &
Collaborative
eBook

Introduction

Unit 1 - What is online activism?

Unit 2 - Net Activism. An historical overview

Unit 3 - Détournement as web communication guerrilla's tactic

Unit 4 - Net activism. Julian Assange and the Wikileaks Case

Unit 5 - Net activism. The Arab Spring



multimedia

Online Activism and Networking

Edited by Maria Ranieri and Paul de Theux



editable by teachers

hyperlinks

Glossary

Glossary

A B C D E F G H I J K L

Add a term

information: Let's start from sources!

Unit 7 - Reporting diversity: How to write an article without stereotyping the "other"

Unit 8 - First steps in creating a participatory journal

Unit 9 - Finding information

Unit 10 - From writing to sharing. Here is our journal!

Glossary

glossary





nicola percoco
@nicolaPRC

@latiranna #diruomo
asaps.it/nuovo/download...
pic.twitter.com/GCquUWXDDt

21 Mar 12:06pm



Alice Murru
@AliceMurru24

#diruomo La libertà è ancora privilegio di pochi.
pic.twitter.com/3NAX7eVINM

21 Mar 12:16pm



Giulia:)
@giuliettacogoni

palermomania.it//public
/img_ne... #diruomo siamo tutti uguali e abbiamo tutti gli stessi diritti

21 Mar 11:52am



#diruomo Articolo 3: Ogni individuo ha diritto alla vita, alla libertà e alla sicurezza della sua persona. benessereorg.it/wp-content/upl...

21 Mar 12:07pm



luana aru
@luanaaru

La paura può essere tanta, però non bisogna mai mostrarla. No alle persecuzioni post



Marco Vacca
@Marchiscedu44

#diruomo La tortura contro le donne a noi fa ancora più impressione No alla violenza sulle donne
pic.twitter.com/YDxWsyQqxa

21 Mar 12:00pm

nicola percoco
@nicolaPRC

#diruomo @latiranna uomini e donne hanno il diritto di sposarsi

Filippo

RAZZISMO

(tra culture)

Bisogna accettare le persone per quello che sono

Vanessa

IN GENERALE

Claudia

CULTURA

di diversità

ci rende un

Niccolò

GENEDE

ognuno di noi ha dentro ♀ ♂



unità

Christian

RELIGIONE

non si deve giudicare gli altri per la stessa

non importa da dove veni

Lapo

OMOFobia

d'amore non ha barriere

Stefany

+ temi

OMOFobia

+ CULTURA

Martina

OMOFobia

ognuno è libero di essere ciò che vuole

Cinzia

CULTURA

Non giudicare un libro dalla copertina

2014



0:06 / 1:42



No Racism. That's it!

 **Maria Ranieri**

 **Iscriviti** 4

161 visualizzazioni



E-ENGAGEMENT AGAINST VIOLENCE

TOOLS FOR MEDIA
AND CITIZENSHIP EDUCATION

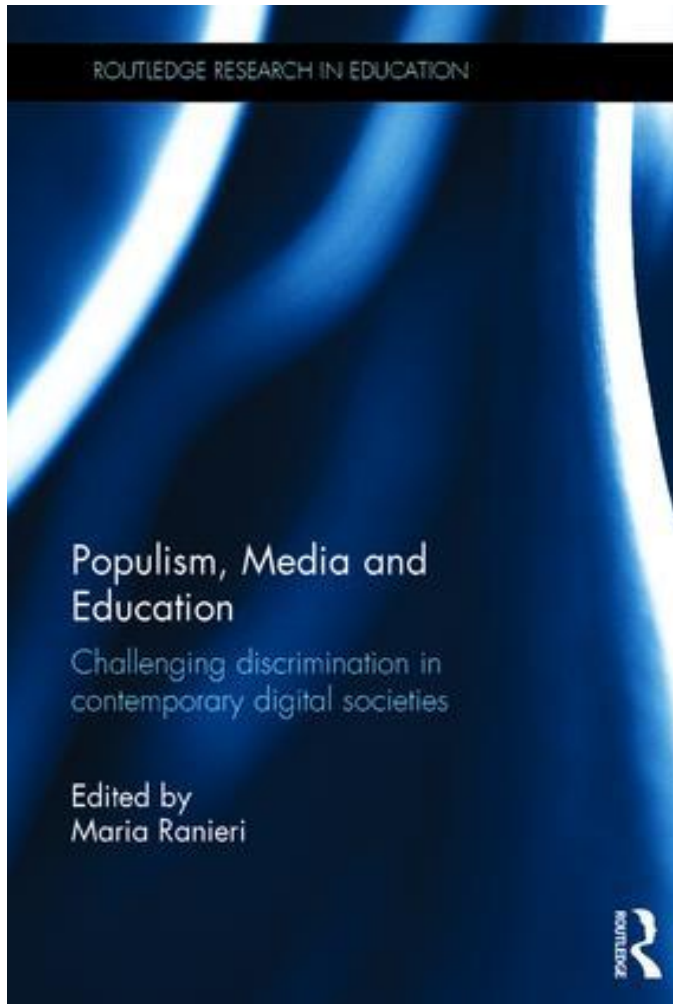
edited by
Maria Ranieri



Free download

<http://www.aracneeditrice.it/aracnewweb/index.php/publicazione.html?item=9788854881259>





Thank you!



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