

The e-EAV consortium



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**University of Paris 8
(FR)**



**University of Leicester
(UK)**



**The Peace Institute
(SI)**



**University of Wien
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Legal framework

The Daphne III programme aims to contribute to the protection of children, young people and women against all forms of violence and attain a high level of health protection, well-being and social cohesion.

Its specific objective is to contribute to the prevention of, and the fight against, all forms of violence occurring in the public or the private domain, including sexual exploitation and trafficking of human beings.

It aims to take preventive measures and provide support and protection for victims and groups at risk.

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e-EAV Project



e-engagement against violence

www.engagementproject.eu/

A European Commission co-funded project to show how populist organizations are appropriating new media in order to construct hate speech towards the 'other', and to raise awareness about this through media literacy education and e-engagement against violence.



Project overview

In the last twenty years, xenophobia, racism, and discrimination have grown in Europe as the result of a complex set of factors including globalization, migration, and eroded support for the European Union project. The effects have been especially pronounced due to the Europe-wide economic crisis. This trend affects even some mainstream political parties which have made use of xenophobic or racist expressions to strengthen consensus.

These parties and movements can be labelled 'populist', a controversial concept that is often abused by the media, but that can still be of heuristic value in order to analyse a common political trend in various different organizations. In particular, new media platforms and social networking sites have been used by populist organizations as a means to promote hate speech towards the 'other' and new forms of proselytism.

In this context, the main purpose of the project is to address new populism and racism transmitted through digital media and social networks by promoting young people's awareness of violent media content and empowering them through civic engagement (and/or e-engagement) and media/digital literacy.

Main objectives

The project's main objectives are:

- to map populist organizations in seven European member states (Austria, Belgium, Bulgaria, France, Great Britain, Italy, Slovenia) and examine their discourses and digital media practices;
- to analyse how populist organizations use new media, from web sites to social networks, to spread their messages;
- to deconstruct populist stereotypes relating to race, gender, disabilities and sexual orientation;
- to empower young people in particular to engage against stereotypes with an emphasis on participation skills and media/digital literacy;
- to create an online training process supported by a virtual learning environment to train teachers and educators about media literacy and populism;
- to develop and promote a virtual community made up of young people and adults to fight against media violence.

Expected outcomes

The project's main expected outcomes include:

- an overview of new forms of populism in Europe including the use of digital media and social networks by populist organizations;
- the design and implementation of five media education modules on populism and new media, addressed to at least 300 young people and delivered as open educational resources;
- the design and implementation of five online training modules on populism and digital media platforms, addressed to at least 150 teachers and educators;
- the implementation of a web portal supporting a virtual community of young people and adults against media violence;
- guidelines to develop learning and training materials on populism and new media in the media/digital literacy education;
- the publication of a scientific book including research results on populism and new media in Europe.

The project aims to promote e-engagement, i.e. the active and critical participation of (young) people in their virtual communities, as the most important tool against simplistic populist temptations.