

Campaign to Combat Hatred Discourse in the Media

Country: Iraq

Organisation responsible: MASARAT Institution for Cultural and Media Development

Period: 2017-2018

Activity

Masarat is Non-Profit organization focusing on minorities, collective memory studies and interfaith dialogue that is preparing a Media Guide to help media professionals deal with the hatred provocative discourse against the Other in Iraq.



Masarat Campaign Poster

Objectives

Eradicating remaining extremism after the liberation of Iraqi cities from Daesh.

Combating the hatred discourse, which is predominating the local and pan-Arab media outlets.

Generating serious stand in which media, education, and religious and political leaders collaborate to uproot extremism.

Description

The project consisted of a previous analysis of influential TV shows for two successive months to determine how much hatred discourse and provocative speeches against others do they include, according to some reliable international mechanisms.

In basis of this analysis, the Guide includes as well some methods to deal with such messages which provoke hatred against others.

The campaign also includes the production of a short documentary on how far Hate speeches impacts the recipients.

Beneficiaries

Media professionals, journalists and experts.

GOAL 1: Monitor the drivers and impact of all forms of violent extremism

(55) Monitor the perpetrators and evolution of hate speech in social media by developing big data analysis and monitoring tools.

GOAL 2: Reinforce education and resilience at local level

(67) Design and implement trainings targeting journalists informing about violent extremist movements and their impact.

GOAL 8: Raise alternative narratives in social media and traditional media

(120) Design and implement awareness raising campaigns informing about the negative impact of violent extremist ideologies targeting the same audience of hate speech promoters.

(124) Promote alternative narratives that address the drivers of violent extremism, including ongoing human rights violations.