**WORKING OUR WAY TOWARDS**

**HUMAN RIGHTS-BASED MESSAGES**

Handout

This handout is prepared for you featuring all the reflection questions from the step-by-step tool. It will help you to summarise and record your thoughts during the message building process and will give you a chance to focus on key points, come back to them when needed, share and discuss with friends and colleagues.

This handout can also be used by trainers and youth workers in their educational activities guiding the counter and alternative messages to hate speech building process.

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| **Step 0 Pick your subject**  *So, to get started, choose the hateful message/narrative that you wish to start working with* |

**Step 1 Identify your reactions, emotions, and values**

*What was your first reaction to what you read or saw in the hate message? What were your emotions when you came across the hate speech message? What were your first thoughts? What provokes and triggers these reactions? Does reading or seeing this hate speech message make you want to respond? If so, how?*

**Step 2 Analyse hate speech and understand the narrative**

*What is in the core of this message, what does it “really” say? What meanings and associations does it provoke? What image is presented of the people or groups discussed in the message? What stereotypes, labels and terms are used in the message? Who is the audience of the message? What emotions and actions it intends to evoke in the audience? What is presented as “facts”, and are the “facts” accurate and from reliable sources? What is the current reality, context, beliefs which are feeding these narratives? How does this narrative affect you and others’ lives?*

***Most importantly****: How and which human rights are concerned in this message and which ones are being violated?*

**Step 3 Work your way to the message and narrative you want to construct**

*What do you want to do/achieve (counter the hate, or stop the hater: e.g. challenge the view, show it is irrational, protect people, hold accountable, show the consequences of the hate, etc, or provide alternatives: show a different picture, call for inclusion and solidarity in difficult times, appeal to human rights principles and human dignity, promote critical thinking about complex situations, replace a stereotype with a positive image of the ‘other’).*

*Who is your target audience (are you replying to a hater, or do you want to address someone else (peers, friends, the victim(s) general public?). What do you want people reading your message to do?*

*How do you want to help those who are being /or have been targeted by the hateful message? What do you know about the group that is targeted, and how do you want to portray them in your message? What arguments, data, research, and facts already exist to help you develop and challenge the generalisations and messages? What tone and language do you need to use to achieve that?*

**Step 4 Define the Human rights-based narrative**

In this step, you will draft a short paragraph ‘your narrative’, in other words ‘your story’ that you wish to tell about the issue targeted by the hate speech. Reflect on:

*What is in the core of the narrative (your story) you want to develop, what do you want to tell people with it? How does this narrative affect your and others’ lives? What does this narrative intend for the reader to think, feel, do? Which human rights does it celebrate, explain, and promote? How does your narrative contribute to the culture of human rights?*

*Who does this narrative support and how? (e.g. the victims of hate speech, or persons in vulnerable position). Is it positive, how does it explain their rights and membership of the community, etc.?*

*What are you saying about other groups? (e.g. are you mentioning haters, and if so how? Remember don’t attack, ridicule, or patronise - break the cycle of hate). Does the narrative respond to reality, and fit the context of the audience?*

**Step 5 Develop the message based on your human rights-based narrative**

*So, take your narrative from step 4, highlight the key word or words, and think creatively about how you can communicate that word to others. You can try to find synonyms to the words, find a word play, complete the sentence ‘Imagine the world without [word], it would be…’ or different variations on that sentence, find images that express the key words (Remember the saying: one picture can say a thousand words!).*