

The main objective of *In Other Words* project is to combat discrimination in the media.

This pilot action is set up with the aim of reducing the impact of public communication and wrong messages delivered by the media.

It develops a European network of media monitoring and a web portal of positive communication providing correct inter-cultural information.

7 local press units are set up, a monthly web based newsletters is published and a European comprehensive website including a European magazine, multimedia materials and interactive tools is provided.



#### COORDINATOR

Provincia di Mantova - Italy

#### PARTNERS

- Articolo 3 - Italy
- Eurocircle - France
- IEBA - Portugal
- Diputación de Jaén - Spain
- Intercultural Institute of Timisoara - Romania
- Fundación Almería social y laboral - Spain
- Institute for International and Social Studies (ISS) - Estonia
- Europepeople - Italy

#### CONTACTS

[www.inotherwords-project.eu](http://www.inotherwords-project.eu)



## PROJECT OBJECTIVES

- Develop a new methodology for media monitoring
- Set up and coordinate intercultural press units
- React against discrimination by means of a positive and neutral communication
- Create a European network to encourage intercultural understanding



UNIVERSIDAD DE ALMERÍA



TALLINN UNIVERSITY



*In other Words*



# OBJECTIVES

In Other Words is a European project aiming at combating discrimination, intolerance, racism and xenophobia. This project, funded by the European Union for Fundamental Rights Agency, is developed by the Italian local institution « Provincia di Mantova » in collaboration with other partners from France, Spain, Romania, Estonia and Portugal.

The project aims at developing a methodology and a pilot action to help reducing the impact of public communication and wrong messages delivered by the media, leading to the development of stereotypes, racist ideas, xenophobic, homophobic attitudes, as well as, anti-Semitism, Islam phobia and anti-Roma and Sinti in the general public.

In Other Words create a semi-professional and socially diffused system of monitoring and reacting towards such (sometimes well hidden) sources of intolerant attitudes.



## ACTIVITIES

The project shall develop a European network of media observers and a web portal of critical communication providing correct intercultural information.

The project shall produce local observatories, web based newsletters and a European comprehensive website including a European magazine, multimedia materials and interactive tools.

The project path will be developed through the elaboration and assessment of a transferable working methodology carried out by experts in the field of intercultural education and communication within 3 European Seminars covering the following themes : intercultural communication in the media (with the direct involvement of journalists); detecting and deconstructing stereotypes within public communication ; civil and legal reaction to intolerance and racism in the media and on the web.



## METHODOLOGY

➤ The first step is to develop a methodology for media observation : how to monitor and detect intolerant and racist messages, information and expressions in the European public media communication. A comparative research on local and national press is run by all partners for 15 months.

➤ The second step is to develop an appealing counter-communication, where In Other Words facts are described and issues are presented to the public. The discussion is facilitated by representatives of minority groups, victims of discrimination and intolerance. In This way issues are treated in a new way in order to react and to communicate positively.

