



SOCIAL MEDIA



THE PARTNERS

MEDUSA is implemented by six partners from Italy, Spain, Latvia, Germany, Greece and Serbia. Each partner contributes expertise in the fields of training, communication, academic research or combating gender-based violence, thus completing a diverse and multidisciplinary team.



ITALY



GERMANY



GREECE



SERBIA



SPAIN



LATVIA

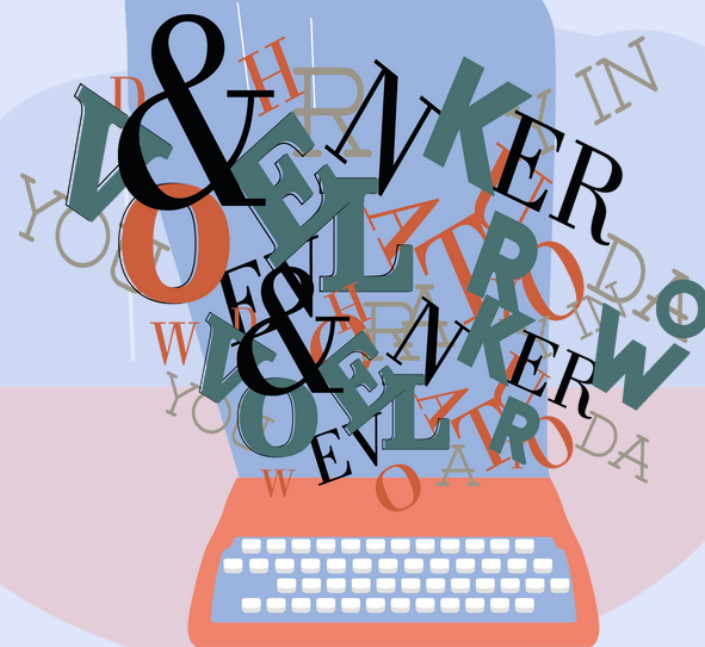


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MEDUSA

REWRITING MEDIA NARRATIVES
ON GENDER-BASED VIOLENCE





TARGET GROUPS

- Journalists
- Journalism students·bloggers
- communicators
- trainers
- newsrooms and organisations committed to responsible storytelling.



OUR GOALS

1. To train journalists and communication professionals on the impact that language and narratives have on thinking when dealing with gender-based violence.
2. Create a European training and best practice system to be integrated into the codes of conduct of individual national press bodies on the use of language.
3. Create a digital ecosystem that makes training accessible and innovative, while also recognised through the provision of micro-credentials.
4. Create an awareness campaign on the use of language and narratives to eradicate prejudices and stereotypes related to victims of gender-based violence.



OUR RESULTS

- A set of European tools for journalists and media professionals on language, narratives and bias.
- A digital ecosystem + an application with training modules, videos, audio and certified micro-credentials.
- Introduce trauma training for those who work with difficult stories on a daily basis.
- Launch a European awareness campaign promoting fair, respectful and gender-sensitive reporting.

