



WORDS ARE STONES

Five videos for an awareness campaign against Hate Speech

The *Words are stones* campaign is the result of a collaboration that involves six partner organizations from Austria, Cyprus, France, Greece, Italy and Spain that, after a phase of study and analysis of hate speech in their own countries, reasoned about the common elements and on the necessary and preferable strategies to carry out an effective awareness campaign.

Among the themes that recur within the context of hate speech in these countries, invasion, competition for limited resources (welfare, work, etc.), cultural incompatibility and the loss of national identities are the themes that seem most pervasive and important to address.

A campaign, composed of five short videos that use the most frequent stereotypes, with the objective of raising public awareness on the topic of hate speech, has emerged from the results of a research summarized in the report "Words are Stones, Hate speech analysis in public discourse in six European countries".

The idea sustaining the campaign is that violent rhetoric is not demolished through the debunking of its narratives: these narratives speak to the emotional sphere and not to the rational one. For this reason, the idea is to focus the campaign on putting the "attention on what you think you believe, what you think, and what you want". The underlying message is: don't let yourself be manipulated.

The primary target that has been identified are the young people that are not clearly positioned within the political spectrum, those who do not have a definite and hostile idea about migration, but are not part of the anti-racist world. In short, those people who are the potential targets of hate speech and of the narratives that accompany these discourses of hatred.

The secondary targets that have been identified are the political decision-makers and civil society activists. These have been chosen as targets in order to share and spread the campaign as much as possible and to share the results of the national reports. These actors have also been chosen to receive their recommendations on how to defend / combat discrimination and racism online and offline.

The scope of the campaign will be international and its goal will be to reach the widest possible dissemination through online media. The campaign also has the objective of reaching a large number of people in different European countries thanks to the active collaboration of the different project partners, of other groups that deal with racism and anti-racism and with the media that will be interested in relaunching the videos. In addition to videos, graphics and memes all the actors involved will re-launch the message and the results of the analysis and of the campaign.

Concept: the creative concept of the campaign aims at bringing out the contradictions that arise when what we like collides with common sense, when our ideas and wishes are biased by prejudice and clichés that are propagated in the mainstream and hateful discourse on migration. Two characters are the protagonists of all these videos. They are male and young, struggling with scenes of everyday life in which the narration of hate speech clashes with the reality that surrounds them (e.g. the football match, the food, the bar and an attempt to approach to a girl, first aid, and a party). Each video ends with the overlapping of the numerous stereotyped hate speech phrases that we have identified as recurrent in different languages, followed by a slogan that calls into question the participation of the spectators in the action, inviting them to pay attention to everyday words and behavior, and urging them to behave better than what they has just seen in the video.

The videos are made by Stefano Argentero (direction and animation) Juri Fantigrossi (photography and editing), Fabio Fortunato (recording technician) and Riccardo Piretti (dubbing) with the technique of plasticine animation in stop-motion.

Dissemination: the campaign will be entirely online, using the most widely used media tools (e.g. facebook, twitter, instagram, whatsapp, telegram, messenger etc.) through the simultaneous activation of the various campaign promoters.



Episode 1: The Match– Identity

Episode 2: The Bar – Invasion

Episode 3: The Kebab – Manipulation

Episode 4: At the Doctor’s – Welfare

Episode 5: The Party – Cultural difference



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