



YouthMetre

Get your message across

Presentation - Module 4

How to advocate and engage with policy makers



Universidad
Zaragoza

ARS4progress
of people



EUROPEAN
YOUTH PRESS
NETWORK OF YOUNG MEDIA MAKERS



cesie
the world is only one creature

Introduction



- Media informs the citizens and shape public opinions – agenda setting, opinion leaders.
- Social responsible media and public communication – avoid biases and contribute to building positive social structures and combat exclusion.
- How to communicate with journalists as well as general public and to present the message in the most interesting way?

Public communication

- It's at the heart of our economy, society, and politics. Studios use it to promote their films. Politicians use it to get elected. Businesses use it to burnish their image. Advocates use it to promote social causes.
- It's a field built on ideas and images, persuasion and information, strategy and tactics. No policy or product can succeed without a smart message targeted to the right audience in creative and innovative ways.
- American University, Washington, DC, School of Communication

Public communication

- Focus on purpose of your communication, not only topic (why should people listen, read, support you).
- Use correct language, don't make spelling mistakes.
- Make the audience centre of your speech, adapt the text to your readers.
- Don't underestimate body language.
- Avoid monotonous speech – colour your vocal delivery, use silence appropriately.
- Be prepared for Q&A and show that you are listening – reply to question, don't repeat what you said several times.

Media communication

Approach diverse media, but select one which is your “domain”.

Don't have arguments with journalists.

Provide the media as concise information as possible – they don't read long press releases.

Headline is the most important part, then first paragraph.

Organise press conference – be a nice host.

Social media:

Create interesting profile/page, make interesting posts.

Engage with your audience and understand why they are visiting your profile/page.

Give the audience the information they want.

Participate – join groups, be active.

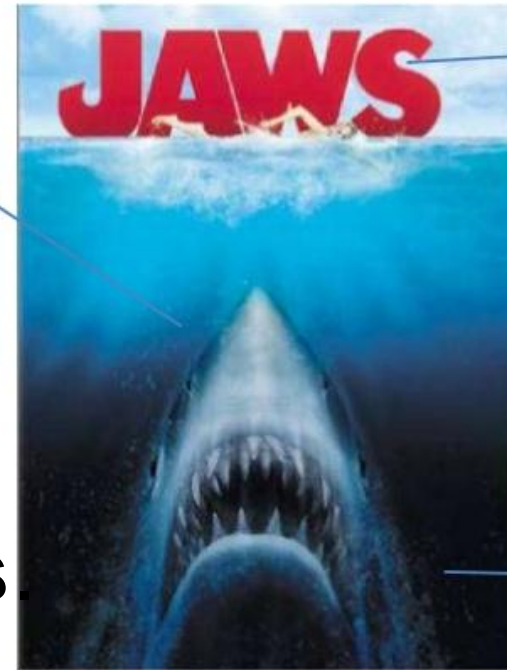
Links to the **visualization tools:**

www.youthmetre.eu, storymaps.arcgis.com

Semantic analysis

For deeper analysis of the messages or visuals we can use **semantic analysis**. During it we are analysing structure and meaning of the message and thus revealing relations between its components – phrases, clauses; graphic elements, transitions, colourisations. It focuses primarily on the text itself, not the particular context.

The mixed colour in the middle of the picture could represent that the safe world above is becoming mixed with danger



The red on white is a juxtaposition of meanings, the white signifies a happy equilibrium, while the red infers danger.

The darkness that the shark comes from represents danger and death.

Contextual analysis

It is an analysis that helps us to assess the text within the context of its historical and cultural setting, but also in terms of its **textuality**.



How the Media can manipulate our viewpoint

Formal analysis + systematic study of social, political, economic, philosophical, religious, and aesthetic conditions that were (or can be assumed to have been) in place at the time and place when the text was created.

Contextual analysis - exercise

10 minutes



<http://www.livingroomcandidate.org/>

Analysis of two US presidential campaign commercials.

What is the key message?

What seems to be the candidate's intention?

What is the occasion for the commercial?

What does it respond to?

Are there any historical/cultural connotations?

Speaking in front of camera

30 minutes
Up to 4 volunteers
(ideally)



- 1) Choose the role.
- 2) Write down key points of the idea.
- 3) Prepare short speech highlighting key messages.
- 4) Talk in front of the camera for 1,5 minutes and convince your audience.



www.youthmetre.eu

Co-funded by the
Erasmus+ Programme
of the European Union



"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein"



Universidad
Zaragoza

ARS4progress
of people



EUROPEAN
YOUTH PRESS
NETWORK OF YOUNG MEDIA MAKERS



cesie
the world is only one creature