



This project is co-funded by the Fundamental Rights and Citizenship Programme of the European Union



RADAR

Regulating Anti Discrimination and Anti Racism

JUST/2013/FRAC/AG/6271

NEWSLETTER

OCTOBER 2016



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VITA AWARD

RADAR received the my-VITA Award 2016 for innovative practice and initiatives on validating competences in informal and non-formal learning in Europe.

The RADAR training project aims at the understanding of the communicative construction of racism and xenophobia and the elaboration of anti-hate communication strategies in an intercultural perspective through guided analyses of different communication practices (talk shows, newspaper articles, advertising pictures and videos, other pictures and videos, social media posts, legal texts). The prize was handed over during the 7th REVEAL conference in Thessaloniki (Greece) on 22nd September 2016. Link to the VITA award: <http://mahara.vita-eu.org/view/view.php?id=3196>



ANALYSES OF DIFFERENT COMMUNICATION PRACTICES

The RADAR project team undertook the task of collection and analysis of different communication items, related to racist and xenophobic communication practices from newspapers, advertisements, propaganda, TV transmissions and social media. The aim was to identify and understand the mechanism of hate-motivated and hate-producing communication practices in their articulation of techniques, procedures and strategies, conveying verbal, paraverbal (voice), non-verbal (body language) and visual (images) messages both in written and spoken discourses and interactions.

Therefore sixty case study analyses were carried out in each partner country, i.e. in Finland, Greece, Italy, Netherlands, Poland and United Kingdom on:

- 1. 20 articles from newspapers**
http://lnx.radar.communicationproject.eu/web/htdocs/radar.communicationproject.eu/home/dokeos/main/document/document.php?cidReq=RAD01&curdirpath=%2FCOMMUNICATION_PRACTICES%2FWRITTEN_TEXTS
- 2. 20 pictures from advertisement context (i.e. commercials)**
http://lnx.radar.communicationproject.eu/web/htdocs/radar.communicationproject.eu/home/dokeos/main/document/document.php?cidReq=RAD01&curdirpath=%2FCOMMUNICATION_PRACTICES%2FWRITTEN_TEXTS
- 3. and/or pictures from another context (mainly propaganda pictures)**
http://lnx.radar.communicationproject.eu/web/htdocs/radar.communicationproject.eu/home/dokeos/main/document/document.php?cidReq=RAD01&curdirpath=%2FCOMMUNICATION_PRACTICES%2FWRITTEN_TEXTS
- 4. 5 advertisement videos**
http://lnx.radar.communicationproject.eu/web/htdocs/radar.communicationproject.eu/home/dokeos/main/document/document.php?cidReq=RAD01&curdirpath=%2FCOMMUNICATION_PRACTICES%2FWRITTEN_TEXTS
- 5. 5 other videos**
http://lnx.radar.communicationproject.eu/web/htdocs/radar.communicationproject.eu/home/dokeos/main/document/document.php?cidReq=RAD01&curdirpath=%2FCOMMUNICATION_PRACTICES%2FWRITTEN_TEXTS
- 6. 5 talk-shows**
http://lnx.radar.communicationproject.eu/web/htdocs/radar.communicationproject.eu/home/dokeos/main/document/document.php?cidReq=RAD01&curdirpath=%2FCOMMUNICATION_PRACTICES%2FWRITTEN_TEXTS
- 7. 5 sequences of posts/discourses from social media**
http://lnx.radar.communicationproject.eu/web/htdocs/radar.communicationproject.eu/home/dokeos/main/document/document.php?cidReq=RAD01&curdirpath=%2FCOMMUNICATION_PRACTICES%2FPOSTS

RACIST AND XENOPHOBIC COMMUNICATION PROCESSES

In the RADAR Guidelines (see section Publications <http://win.radar.communicationproject.eu/web/publications-3-2/>) we are explaining several racist and xenophobic hate-oriented (i.e. hate-motivated and hate-producing) communication processes emerged from the analyses of the above listed communication practices:

1. articles from newspapers
2. pictures from advertisement context (i.e. commercials)
3. pictures from another context (mainly propaganda pictures)
4. advertisement videos
5. other videos
6. talk-shows
7. sequences of posts/discourses from social media.

We identified the following 25 hate-oriented communication processes (this list is not exhaustive):

1. Animalisation
2. Banalisation
3. Criminalisation
4. Dehumanisation
5. Demonisation
6. Denigration
7. Ethnisation
8. Exclusion from citizenship
9. Humiliation
10. Infantilisation
11. Intimidation
12. Minimalisation
13. Missionisation
14. Militarisation
15. Nationalisation
16. Patronisation
17. Physiognomisation
18. Polarisation
19. Racialisation
20. Reification
21. Religionisation
22. Ridiculisisation
23. Sensationalisation
24. Sexualisation
25. Victimisation

In each of the different communication processes we can distinguish between communication technique, procedure and strategy highlighting different aspects of the same identified communication object. Technique means the implementation of a communication phenomenon, made by the communicator (what is used: a word, a sentence, a picture, a particular tone of voice, a gesture, a gaze, a symbol, an image etc.); the definition of procedure, in this broader sense, highlights the method of implementation of a technique in its sequential and contextual development (how, where and when the technique is used); the term strategy highlights the method of reaching a specific communicative purpose (why the technique is used).

In the RADAR Guidelines we propose an analysis of the 25 identified hate-oriented communication processes. It is important to highlight that these processes may overlap or sometimes include each other. An example of inclusion can be the animalisation and the reification both as processes of dehumanisation:

Animalisation

Technique: associating a human to a monkey

Procedure: showing an image of a French female politician (Toubira) associated to an image of a baby monkey

Strategy: triggers a degrading process of the other

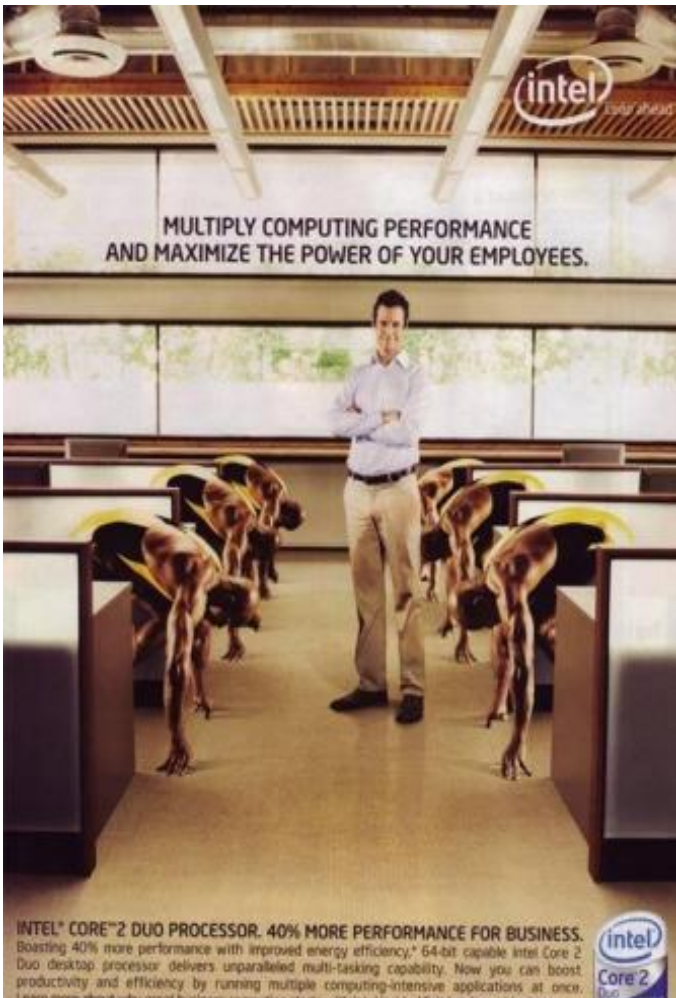


Reification

Technique: juxtaposing white and black, personalised respectively as machine operator and machine. In this example, black people represent machines ready for a multiplying computing performance: “Multiply computing performance and maximize the power of your employees”

Procedure: portray black people as identical, without any human characteristics, as machines pre-set to do one specific thing: serve the white master and help him grow his business.

Strategy: to objectify ‘black’ employees conveying the idea that they are only good for physical and mechanical labour, but that it requires a ‘white’ man to run the company.



An example of overlapping can sometimes be the **patronisation** and the **denigration**.

Patronisation

Technique: showing a woman with over-emphasised African traits wearing a work dress and standing behind a male musician with ‘typical’ European traits looking up to him.

Procedure: picture advertising a chocolate museum
Strategy: to trigger a subordination process of a ‘black’ woman



Denigration

Technique: establishing a deterministic relationship between some ability and a specific ethnic group “some are born to dance and some others to sell flats”

Procedure: claim of an advertisement picture dividing clearly the two different worlds of dancers and real estate sellers, evidenced by a dividing line in the middle of the picture

Strategy: to reduce the subjectivity of each person in a generalization on the basis of ethno-cultural or national backgrounds



It has to be emphasised that we are concerned exclusively with racist communication practices, but some of the identified communication processes and practices can also be found in other dimensions of discrimination such as those related to sexual orientation, gender, age, disability etc.

For more examples and a detailed analysis we invite you to go to the PUBLICATION section where the RADAR Guidelines are published in different languages.

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