

# COMMUNICATING EUROPE

## MAKING THE EU

## UNDERSTANDABLE



### 2nd Training in Kyiv at “Communicating Europe – Making the EU Understandable” Summary on “How to cover the far-right and eurosceptics?”

Lecture given by Wojciech Przybylski, Res Publica,  
Kyiv, 1 September 2017

Attention shift towards far-right and eurosceptics in media helps to promote fringe messages that are hardly relevant or important for general public. Controversial or offensive messages are often part of a PR strategy devised by those groups to catch big portion of attention and disrupt public debate. Those voices can be neither overrepresented by media representatives nor neglected. The seminar was therefore an effort to share knowledge and experience to help journalists develop effective strategy when covering or commenting on this topic.

In the first part we focused on the historically known resources on disinformation and eristic techniques combining this knowledge with reports on internet communication. We later followed with overview of research on hate speech seeking its roots: from anti-establishment sentiments among especially among young people, rejection of HR narratives, defaulting of the political left in political representation that would support alternative non-conformism but also structural and political conflicts the state might be engaged in.

Further on we went on to discuss role of media in representing public interest often meaning speaking in the name of the silent minority. Cases and rationale were discussed and overall journalists were motivated to pursue high ethical standards along with non-conformism in their career.

Finally, we discussed strategies, tools and techniques of approaching and communicating about far-right and eurosceptics reported by V4 editors and journalists. We concluded by developing a number of case studies based on participants’ experience and elaborating on possible ways to handle difficult cases.

SUPPORTED BY



Government of the Netherlands

PARTNERS

