CULTURALLY SENSITIVE MEDIA EDUCATION

1 Try to identify the power structures in society and your own prejudices. This requires constant learning and reflection.

2 Meet young people with an open mind and don't make assumptions about anyone's cultural background or gender, for example.

3 Listen to young people's opinions and ideas. Work together to gather topics to be discussed, depending on everyone's interests and needs. Young people are active agents, and in order to be successful, media activities need to take their needs and backgrounds into account.

4 Discuss media phenomena as a group. Remember the importance of representation: diverse examples and speakers!

5 Go through the principles of a safer space with the group, including respecting and listening to all people. This is especially important if the topic you are dealing with is sensitive.

6 Make sure everyone gets their views heard. Allow enough time for interpretation and understanding if there are people from several language backgrounds in the group.

7 Practise producing media content together. Give young people space, time and the opportunity to express themselves in their mother language.

8 Allow young people to produce media content on their own terms. This means that they are free to choose the topic and the means of publication.

9 Go through copyright laws concerning publishing materials.

10 Discuss ideas and views about publishing. If the publication of the material might lead to online harassment or other harmful effects on a young person, explain that the material can be published under their first name or a pseudonym or in such a way that the young person cannot be identified in any images.

11 Give an in-depth overview of the potential of the media and potential careers in the media. Visit media houses. If someone is giving a talk about an educational institution or a job, aim for positive representation. Find out what the young person's passion is and remember to encourage and help them to achieve their goals!