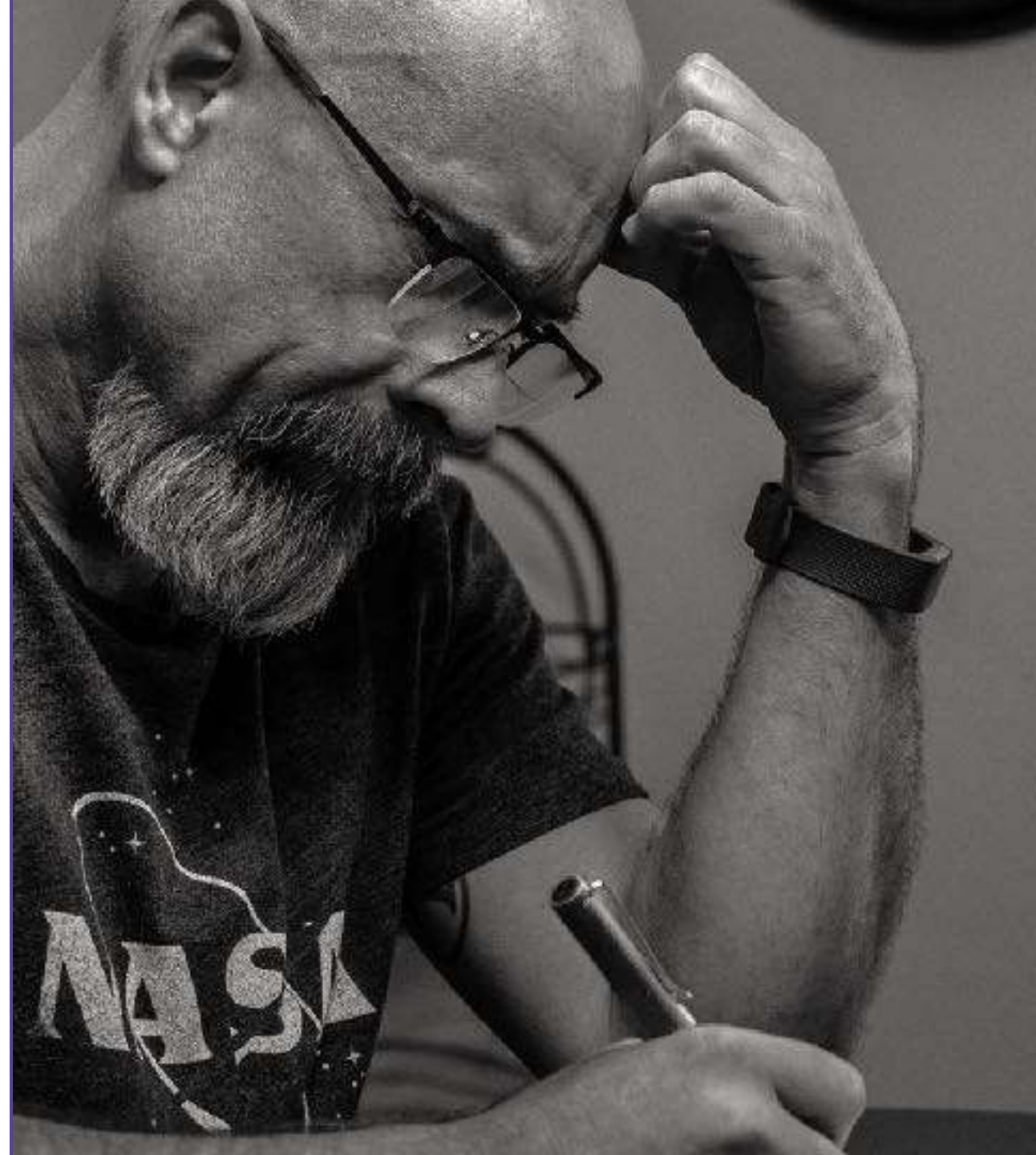




COUNTER & ALTERNATIVE NARRATIVES

RECAP AND REFLECTION





REFLECTION

What is a narrative?

WHAT IS A NARRATIVE?

A story is simply, something that happens to someone that teaches us something.

Narrative can be defined as:

- “a system of stories that share themes, forms, and archetypes” or
- “a collection of stories told from a particular point of view”

WHAT ARE COUNTER AND ALTERNATIVE NARRATIVES?

A counter-narrative is **a system of stories that offers an (positive) alternative to propaganda,** or alternatively aims to deconstruct or delegitimise propaganda narratives.

NARRATIVES

FACT

FACTUAL COUNTER NARRATIVE



MORAL COUNTER NARRATIVE



HUMOUR OR SARCASM



POSITIVE ALTERNATIVE NARRATIVE

FACTUAL COUNTER NARRATIVE

The screenshot shows the website 'EU vs Disinfo' with a navigation menu including 'NEWS AND ANALYSIS', 'DISINFO REVIEW', 'DISINFO CASES', 'READING LIST', 'ABOUT', and 'CONTACT'. The main content area features a date 'Mar 27, 2018' and a cartoon illustration of a man reading a newspaper titled 'НОВОСТИ' with question marks above his head. The headline reads: 'RUSSIAN MEDIA HAVE PUBLISHED 20 DIFFERENT NARRATIVES ON SKRIPAL POISONING'. To the right, a section titled 'Figure of the Week: 20' contains text about international consensus on the poisoning of ex-Russian spy Sergei Skripal and his daughter, and a 'READ MORE' link.

Pro: tackle propaganda head-on!

Con: people might not believe you

MORAL COUNTER NARRATIVE



Pro: you can easily use credible sources

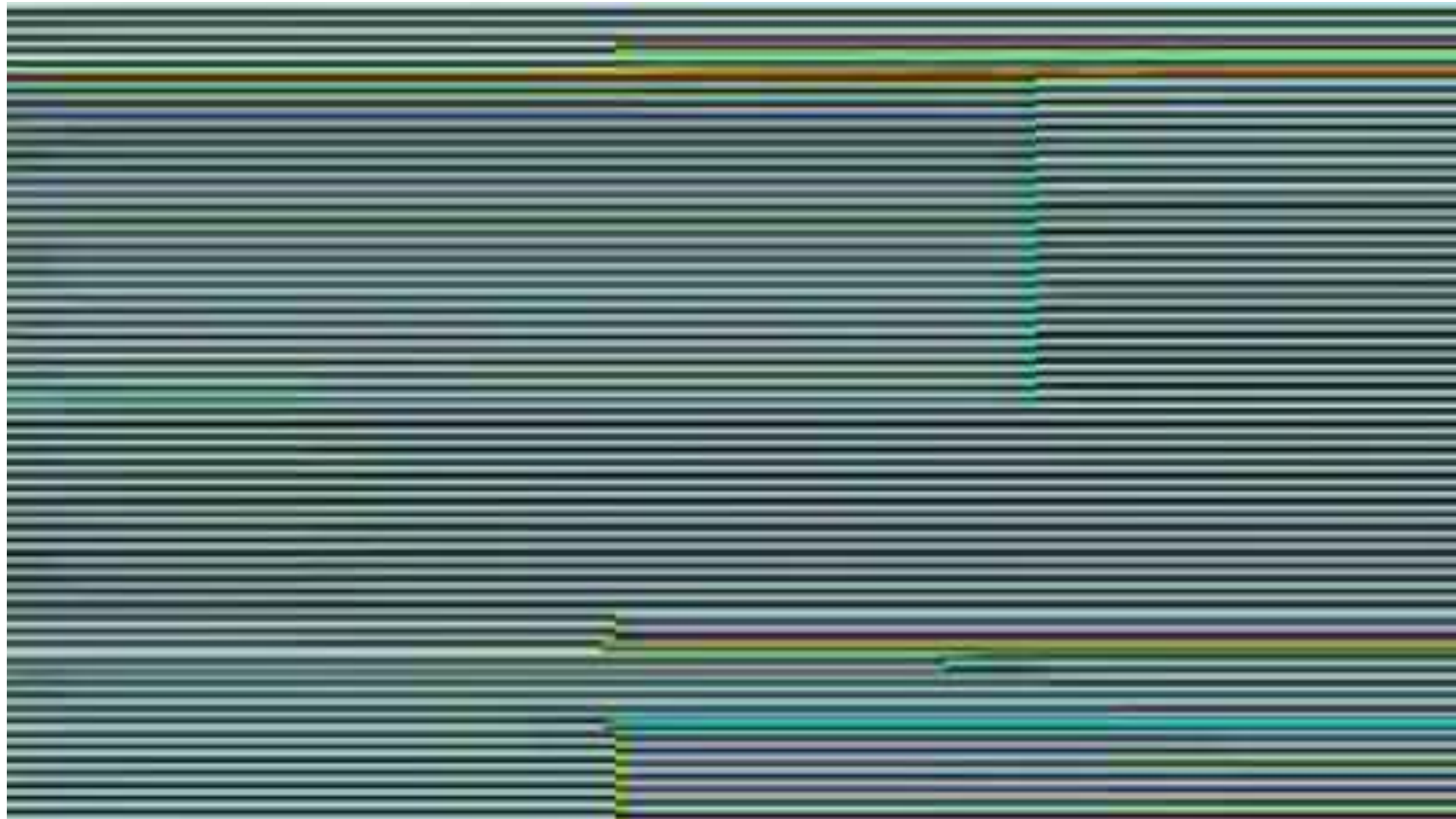
Con: you need a segmented audience, and people don't like to hear NO

HUMOUR AND SARCASM



Pro: great way to change thinking or behaviour

Con: might be offensive to some



HUMOROUS COUNTER NARRATIVE
FAKERY CAKE NEWS



POSITIVE ALTERNATIVE NARRATIVE



Pro: you can offer something!

Con: it is difficult to respond to propaganda pieces.

ALTERNATIVE NARRATIVE **EXIT DEUTSCHLAND'S TROJAN T-SHIRT**



Dare to be Grey



GAMES: GET BAD NEWS

•••• #HIGHSCORE ••••

TOTAL MADNESS!!

**I JUST BECAME A
MASTER OF
DISINFORMATION!**

OFFICIAL CERTIFICATE



A simple line-art icon of a lit lightbulb with rays emanating from it, symbolizing an idea or a group exercise.

GROUP EXERCISE

Which type of narrative works best? Why?

Know them. **Need** them. **Involve** them.

ACTIVITY

- In groups: People in your country refuse to take Covid-19 vaccines because of the disinfo & conspiracy theories they hear all around them.
- Create at least 2 different counter-/alternative narratives. What would the core message be? How will you spread this message?

Think about the audience and how to persuade them!

PLAY THE GAME!

ALL BADGES



CONSPIRACY



IMPERSONATION



EMOTION



DISCREDIT



TROLLING



POLARIZATION

QUESTIONS





REFLECTION

**What is your key
takeaway from this
session?**



THANK YOU!

