



EXAMPLE OF GOOD PRACTICE



BILD MACHEN: MAKE UP YOUR MIND (WITH IMAGES AND MEMES)

COUNTRY OF ORIGIN: Germany	AVAILABLE LANGUAGES: German	SOURCE (ACCESS DATE): https://www.bildmachen.net/ (October 2020)
TARGET GROUP(S): <input type="checkbox"/> Counsellors <input type="checkbox"/> Interested Citizens <input type="checkbox"/> Social Workers <input checked="" type="checkbox"/> Teachers / Trainers <input checked="" type="checkbox"/> Young People <input checked="" type="checkbox"/> Youth Workers <input type="checkbox"/> Other	TYPE(S) OF BEST PRACTICE: <input type="checkbox"/> Counselling <input type="checkbox"/> Initiative / Campaign <input type="checkbox"/> Network <input type="checkbox"/> Programme <input checked="" type="checkbox"/> Project <input checked="" type="checkbox"/> Training / Learning Material <input type="checkbox"/> Website / App <input type="checkbox"/> Other	AREA(S): <input checked="" type="checkbox"/> Educational <input type="checkbox"/> Political <input checked="" type="checkbox"/> Religious <input checked="" type="checkbox"/> Socio / Cultural <input type="checkbox"/> Other

DESCRIPTION:

MAKE UP YOUR MIND (German: Bild machen) promotes the critical media competence of young people in dealing with extremist speeches. Experiences of racism and exclusion are also addressed by Islamist actors. Often, however, they offer a polarising world view as a response, which distinguishes between a "we Muslims" and a "they non-Muslims". In order to reach precisely those young people for whom these arguments might be attractive, a simple counterattack is not enough. The projects approach is therefore to give young people a space in which they themselves can develop alternative answers to experiences of discrimination and racism, but also to religious and worldly issues. The young people learn to express their ideas in the form of GIFs and memes - a suitable means of effectively engaging in online discourse and finding like-minded people beyond the workshop.



The project offers **workshops for teenagers and young adults** between 14 and 21 years of age and further **training for teachers and educational staff**.

Currently three different workshops are offered:

- **Module 1 - Media Competence:** How can we help young people in everyday educational life to assess and evaluate information?
- **Module 2 - Extremist contents:** What do hate comments have to do with extremist positions and what can be done about them?
- **Module 3 - Empowerment:** How can young people create their own media content on complex topics in a short time?

Material for school discussion / workshops is available here: <https://www.bildmachen.net/materialien/>