



Project Brief: "the politic dimensions of media images"

Donor	Partners	Budget	Period	Countries covered	Language
Middle East Partnership Initiative (MEPI)	CAWTAR	79,000 US	2011-2012	Tunisia	Arabic French

Justification

The Tunisian Center of Arab Women for Training and Research (CAWTAR)'s project entitled "The Political Dimensions of Media Images" aims to promote a better understanding of young adults (at least 250 people), of the nature of media images and their impact on public opinion, attitudes, and political choices. The project also aims to spread the culture of equality, create a better understanding of Women's rights and enhance the image of women among youth in Tunisia through: a) Training TV presenters to analyze various forms of media images, b) Training audience to analyze media content related to representation in the political arena and non-discrimination against women, c) Training spectators on how to read media messages, d) Debate sessions.

Outcome

- Tunisian Youth are aware of the importance of achieving equality between men and women in exercising civil duties, as well as the importance of participation in public and political life.
- Youth freely express their opinions on the participation of women and men in public and political life and the role of media in this issue.

Outputs

- ◆ a forum established wherein stereotypes existing in media are decoded through a variety of visual materials displayed;
- ◆ 30 TV presenters trained on image analysis techniques: TV, cinema, Facebook; and their political knowledge (introduction to civic life and the electoral process) reinforced;
- ◆ the short movie "Who is Fatima?" select scenes from fictional films, documentaries and videos on the internet that reflect the negative image of women in society and the importance of citizens' participation in public life displayed.
Took place in 10 Locations. Number of participants: 300 – 700;
- ◆ 10 debate sessions conducted after the display of the short film in 10 locations. 450 Tunisian spectators trained on decoding media messages;

- ◆ 500 people sensitized of the importance of achieving equality between men and women in exercising civil duties, as well as the importance of participation in public and political life, by broadcasting communication materials.
A poster designed and produced by a group of Tunisian artists, then displayed in strategic locations;
- ◆ The reactions of 30 different spectators filmed during the debate sessions;
- ◆ The reactions of 50 youth filmed after the short film and scenes displayed;
- ◆ A final conference about the project organized. Attended by 70 participants (politicians, youth, spectators, experts, trainers, TV presenters);
 - ◆ The project report about the process and the initiative's results prepared and published.

Target group

Tunisian youth, Tunisian women and men (aged 25 to 45) and members of associations.