



SET THE TONE MEDIA FORMAT & ENGAGEMENT STRATEGIES ON DESIGNING AND DELIVERING MESSAGES FOR THE YOUTH AUDIENCES



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- <https://youtu.be/18TNClqlqBg?si=ghWScp-CtYn0mmgB>

What is Preventing and Countering Violent Extremism?

PCVE

- › Preventing and Countering Violent Extremism
PCVE refers to the strategies, policies, and practices aimed at preventing the spread of violent extremism and countering its effects.

HIGHLIGHTS

Violent extremism is a complex and multifaceted phenomenon that can take many forms, including terrorism, hate speech, and other forms of violence.

IMPORTANCE OF PCVE

- › Promoting Peace and Stability: PCVE is essential for promoting peace and stability in communities and societies. By preventing the spread of violent extremism, PCVE initiatives can help to reduce the risk of violence and create a more stable environment.
- › Protecting Human Rights: PCVE initiatives can help to protect human rights, including the right to life, liberty, and security of Person .
- › Preventing Radicalization: PCVE initiatives can help to prevent radicalization by addressing the root causes of violent extremism and promoting inclusive and tolerant societies.
- › Building Resilience: PCVE initiatives can help to build resilience in communities by promoting social cohesion, trust, and cooperation

Designing and Delivering PCVE Messages for Youth Audiences

Designing and delivering effective PCVE messages for youth audiences requires a deep understanding of the audience, key principles, and effective messaging strategies. By using a variety of delivery channels and promoting peace, tolerance, and understanding, PCVE messages can be an effective way to prevent and counter violent extremism.

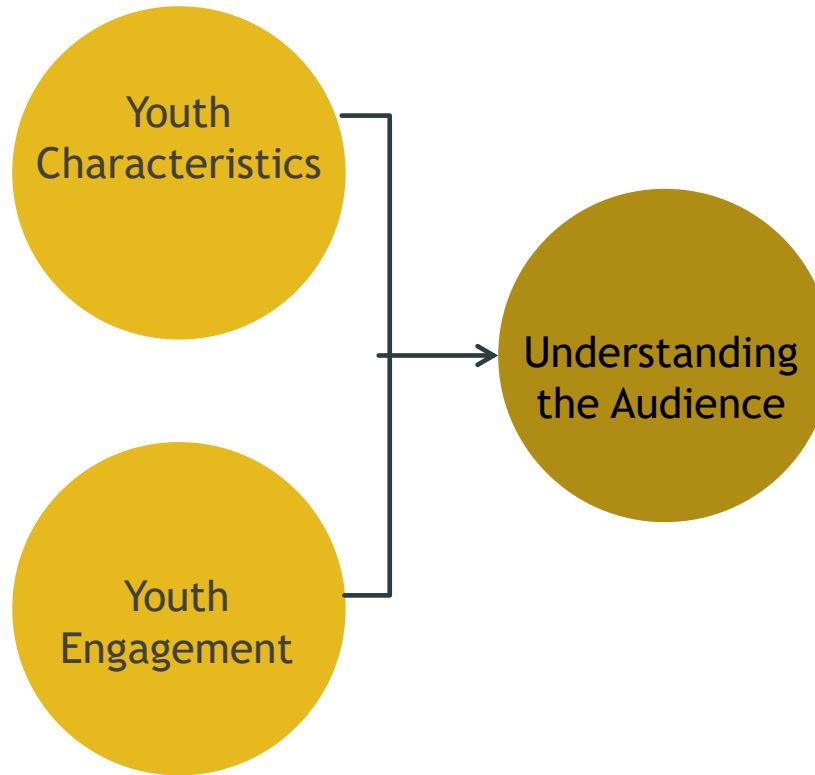
Understanding the characteristics, needs, and concerns of youth audiences is crucial for designing effective PCVE messages.

Youth
Characteristics

Understanding
the Audience

Engaging with youth audiences and involving them in the design and delivery of PCVE messages can help ensure that the messages are relevant and effective..

Youth
Engagement



Tone for PCVE Messages for Youth Audiences

- ▶ Focus on **EMPOWERING** youth to make informed choices.
- ▶ Use an **INCLUSIVE** tone that respects diversity.
- ▶ Use a **RELATABLE** tone that resonates with youth experiences.
- ▶ Promote **POSITIVITY**, hope, and resilience.
- ▶ Use **AUTHENTIC** language and perspectives.
- ▶ Use **LANGUAGE AND STYLE** that engages young people.
- ▶ Show **RESPECT** for youth autonomy and agency.
- ▶ Offer **SUPPORT** and guidance.



EFFECTIVE TONE STRATEGIES

Storytelling-Use storytelling to convey messages.

Real-Life Examples- Use real-life examples that resonate with youth.

Empathetic Language- Use empathetic language that acknowledges challenges.

Solutions-Focused: Focus on solutions and positive actions.

BENEFITS

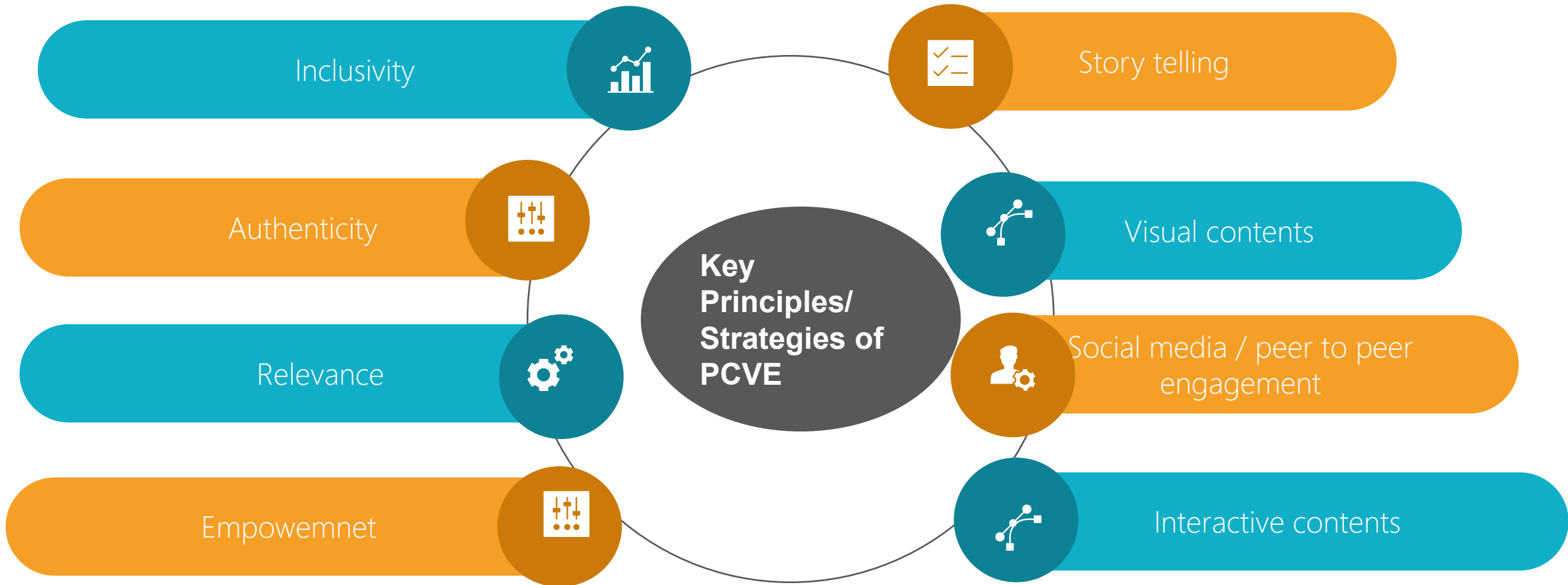
Increased Engagement: Effective tone can increase youth engagement.

Improved Understanding: Clear and relatable tone can improve understanding.

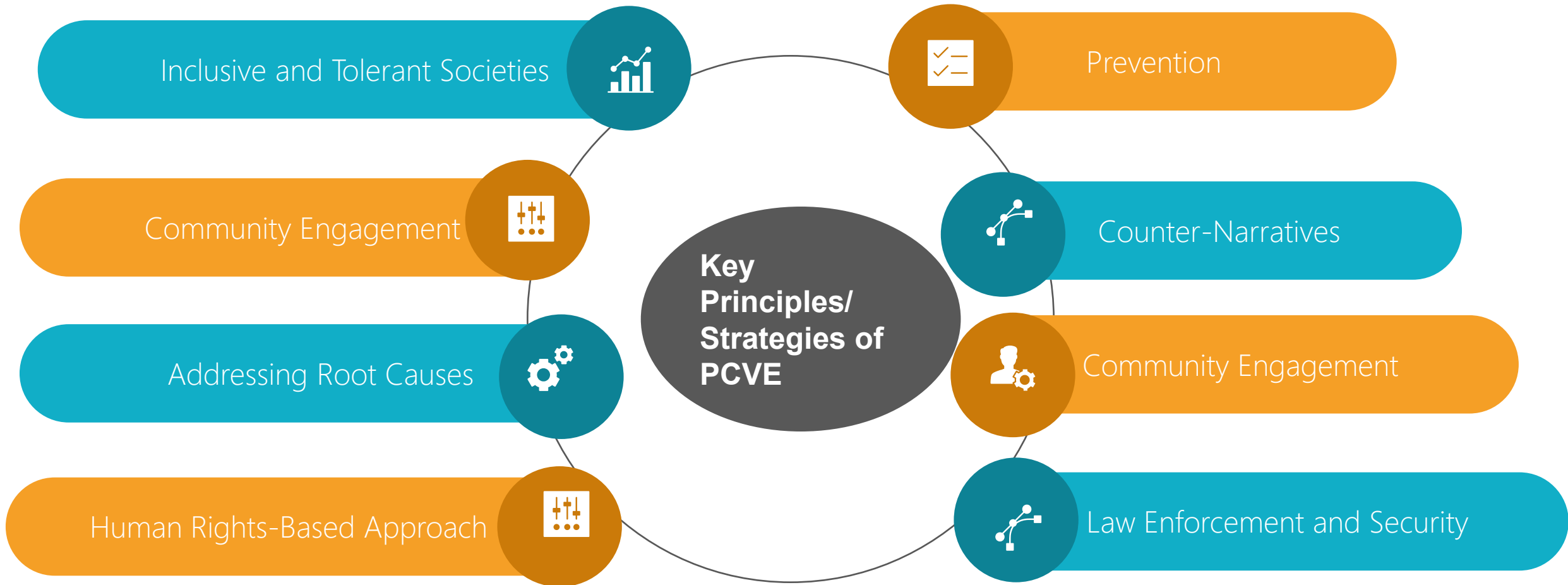
Positive Impact: Positive tone can have a lasting positive impact.



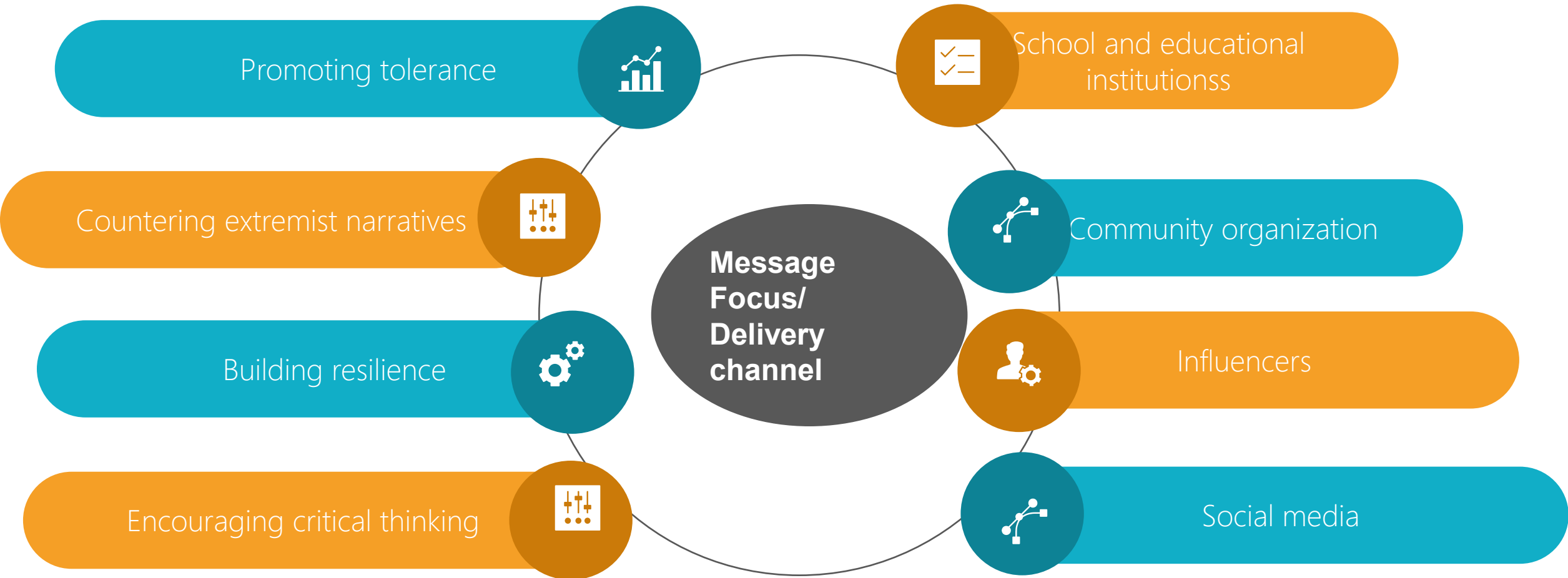
PCVE



PCVE



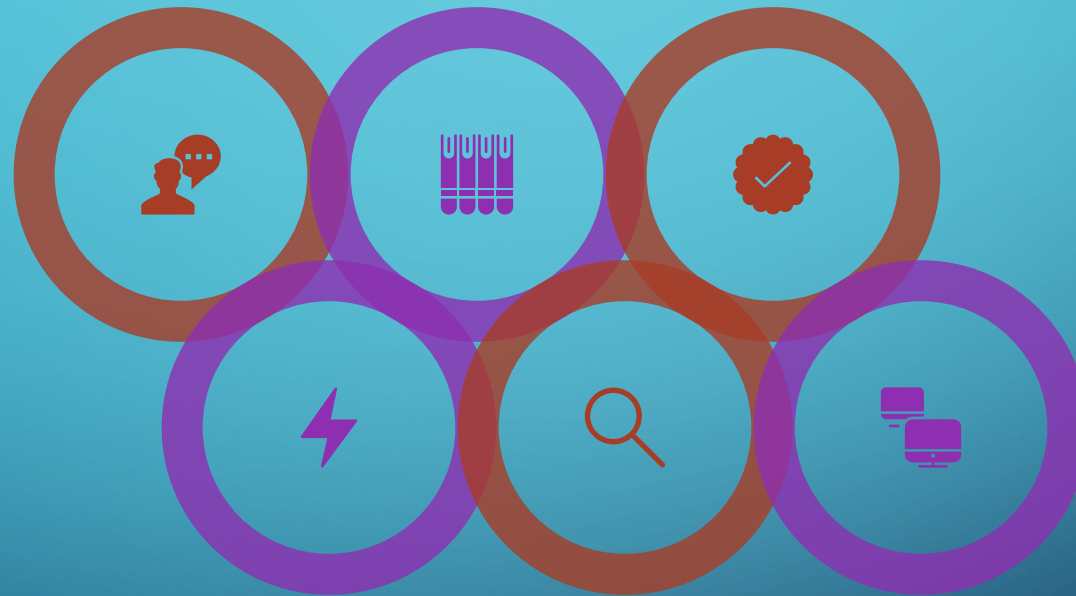
PCVE



DESINGS PRINCIPLES

Relevance: PCVE messages should be relevant to the lives and concerns of youth audiences..

Authenticity: PCVE messages should be authentic and genuine, reflecting the values and principles of the community..



Inclusivity: PCVE messages should promote inclusivity and diversity, recognizing the diversity of youth audiences.

Empowerment: PCVE messages should empower youth audiences to take action and make informed decisions..

Causes & Drivers of Violent Extremism

SOCIAL FACTORS

- Poverty, unemployment, and economic inequality can create feelings of frustration, anger, and resentment that can be exploited by extremist groups.
- Social exclusion and marginalization can lead to feelings of isolation and disconnection, making individuals more vulnerable to extremist ideologies.
- Limited access to education and opportunities can create a sense of hopelessness and despair, making individuals more susceptible to extremist ideologies.

ECONOMIC FACTORS

- Economic instability, including poverty, unemployment, and inequality, can create an environment in which extremist ideologies can thrive.
- Corruption and poor governance can create feelings of disillusionment and frustration, making individuals more vulnerable to extremist ideologies.

POLITICAL FACTORS

- Political repression and authoritarianism can create feelings of frustration and anger, making individuals more susceptible to extremist ideologies.
- Conflict and instability can create an environment in which extremist ideologies can thrive.

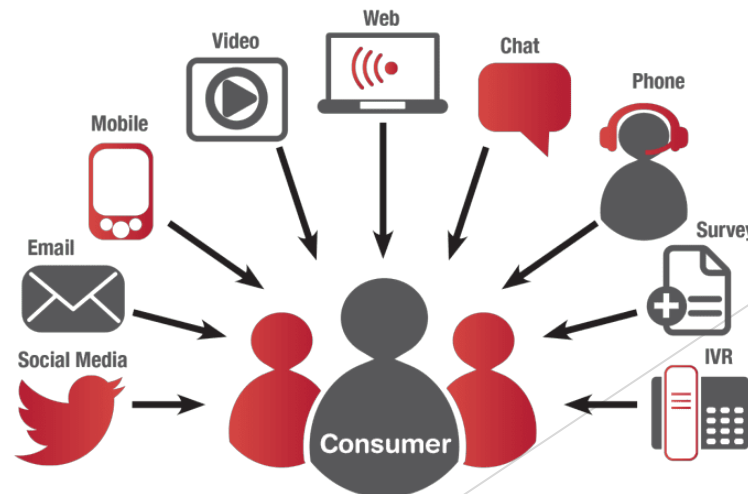
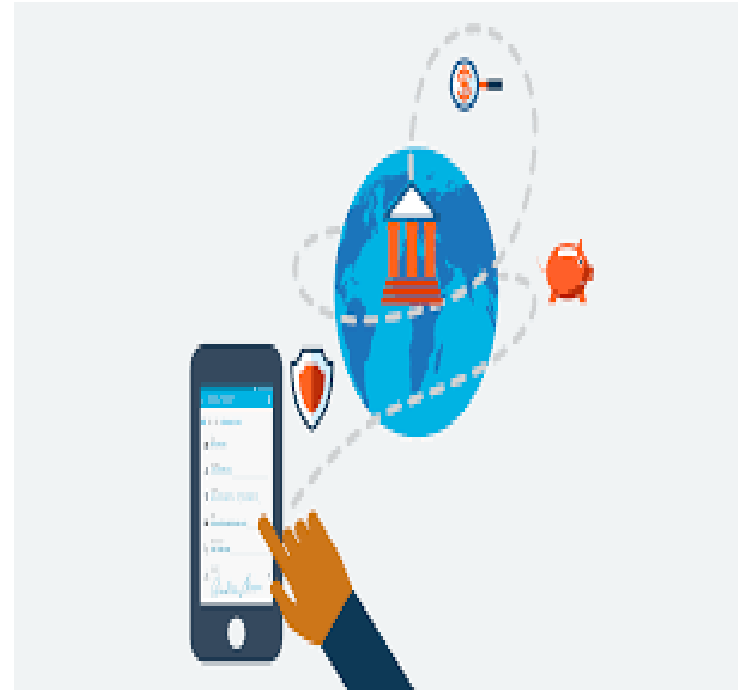
IDEOLOGICAL FACTORS

Extremist ideologies, including those that promote violence and hatred, can be a powerful driver of violent extremism.

Identity politics, including the use of identity to mobilize support and create divisions, can be a driver of violent extremism.

Delivery Channels

- ▶ 1. Social Media: Utilizing social media platforms to deliver PCVE messages.
- ▶ 2. Schools and Educational Institutions: Delivering PCVE messages through schools and educational institutions.
- ▶ 3. Community-Based Organizations: Partnering with community-based organizations to deliver PCVE messages.
- ▶ 4. Peer-to-Peer Networks: Utilizing peer-to-peer networks to deliver PCVE messages.



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» International Day for the Prevention of Violent
Extremism as and when Conducive to Terrorism

International Day for the Prevention of Violent Extremism as and when Conducive to Terrorism



On 12 February 2025, the United Nations will commemorate the third 'International Day for the Prevention of Violent Extremism as and when Conducive to Terrorism' through a series of events and activities. Follow us on social media using #PVEDay.



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16:35



Outfit @tiannahsplacempire

Gele tied by @abydouz_gele

Makeup @zinys_pro_mua

1 hour ago



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2014– Boko Haram, a jihadist terrorist organisation based in northeastern Nigeria, kidnap around 276 female students from a Girls' Secondary School in Chibok, Borno State, Nigeria. As of today, more than 100 girls are still missing. #HistoryVille #OnThisDay

8 hours ago

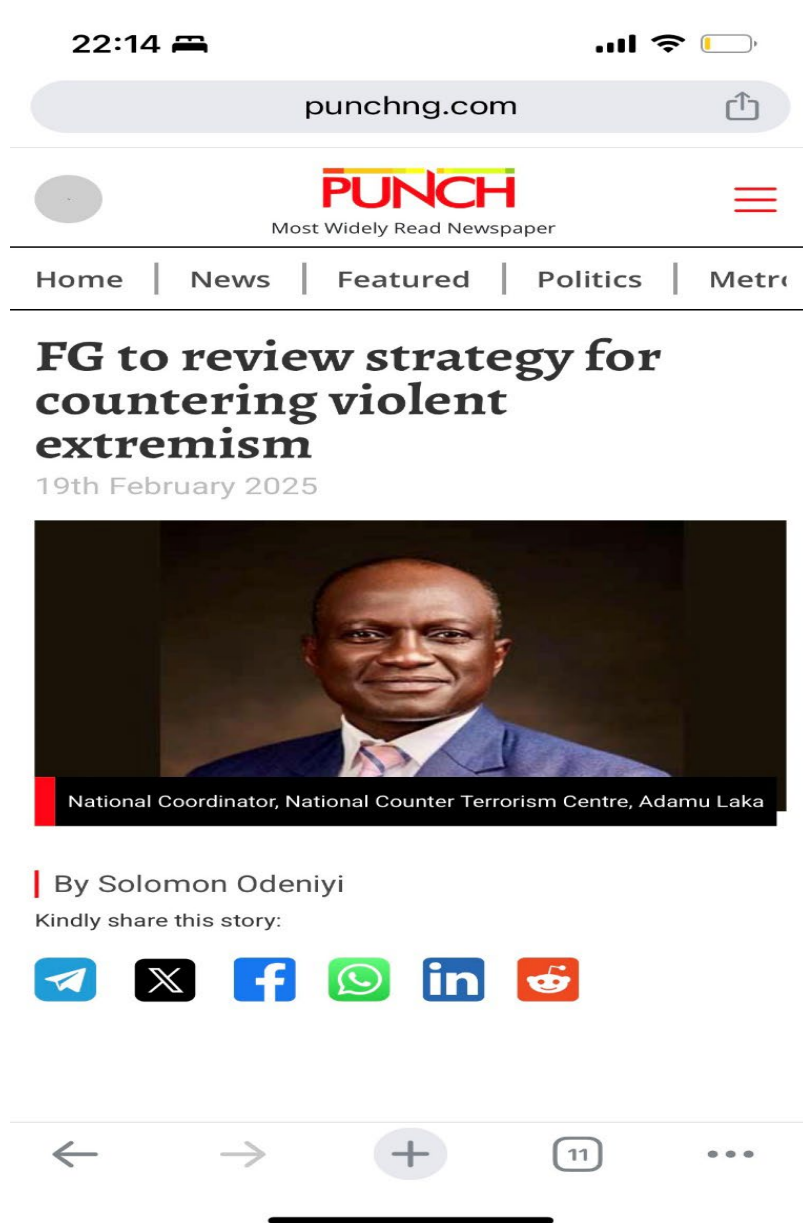



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UNDP Prevention of Violent Extremism Video

<https://youtu.be/n4dVph8zOAE?si=R32QfLBp9OgFxHuJ>

WHAT WOULD YOU DESIGN AS A
JOURNALIST?



Thank You

24Slides