



## MARS – MEDIA AGAINST RACISM IN SPORT

*EUROPEAN MEDIA WORK EXCHANGES*

**Media, Diversity & Racism in Sport**

*Journalism & Media Training & Literacy*

**La série Skins et l'image des jeunes  
&  
A la découverte de l'image**

**Article on Alessandra FALCONI**

**Alessandra FALCONI (Italy) & Daniel BONVOISIN (Belgium)**



Alessandra Falconi has worked for Centro Zaffiria for the past 3 years, focusing on media education in schools and beyond, in Italy, in the Remini Province. She was a volunteer to pilot the MARS Media Work Exchange initiative with Daniel Voisin from Média Animation in Belgium.

### **Media Work Exchanges: Space and time to reflect and learn**

Alessandra's main motivation for joining the MARS Media Work Exchange initiative was the possibility **to exchange in a concrete manner on media education**. Whilst Media Animation and Alessandra had collaborated often in the past, they never really had time to confront each other and themselves with their different approaches to media education. **So spending one week in each others' countries and organisations provided space and time to reflect on each others' practices, on each others' way of working and their own different organisations**. Both participants work towards different target audiences: Centro Zaffiria works with young children, whilst Media animation works with journalists as well as parents on media education. Yet, there was a real sense of complementarity between the two outfits.

### **Media Work Exchanges: Working together**

In Italy, Daniel and Alessandra decided to produce a series of three workshops working on three media, focusing on images in different medium. They worked with a young audience of school children applying techniques generally used by Media Animation with adults. In the first workshop, various media images were discussed with the children. In the second, images of well-known sports men and women, from around the world, were identified and compared with other foreigners who might appear in the news media outside the sports section, for instance in the daily news. The gender aspect came strongly to the fore as the children knew many of the sports men and much less of the women. In the third meeting images from the internet were the main focus. Split in small groups, the children studied the use of images on Facebook. Discussions centred on what is communicated by the user through the images he/she posts and how these contribute to our understanding of the world.

### **Media Work Exchanges and Innovation**

What was very innovative in the exchange was the use of tools usually targeted to adults and how they could be used to work with children. At first, Alessandra was a bit anxious to include in the media training, media analysis exercises usually targeted to adults. Yet the experience has shown that there are analysis tools that can be used with children. Of course it is not pure intellectual analysis but it became apparent that grids and discussion points can be worked through and are effective in work involving children.

### **What you should know if you take part**

Alessandra's main advice to future Media Work Exchange participants is that they should really remain open to the experience of the exchange: *"We all have a history and specificities that are very different but those should be seen as an opportunity to look at our work with different lenses on and to open up the way we work"*. It is key to focus on the work of our colleague and to share competencies, which is what Daniel and Alessandra managed to do so successfully.