

EnviRights

Communicating Environmental Rights:

Tools, Strategies and Language

for Activists and Media Professionals

Training Module | D3.1 – Communication Aspects

April 2026

1. INTRODUCTION

This training module is part of the capacity-building programme of the European project EnviRights, funded under the European Union's CERV programme (Citizens, Equality, Rights and Values). The project brings together seven partner organisations from Italy, Germany, Hungary, Greece and France, with the shared aim of strengthening the resilience of environmental activists and promoting greater respect for their fundamental rights.

The module focuses on the **communication aspects of environmental activism**. This is a skill that is often underestimated yet decisive: the ability to communicate one's actions and motivations effectively can make the difference between a message that reaches the heart of public opinion and one that is misunderstood, exploited or ignored by the media.

This module is aimed primarily at two groups of recipients: **activists and environmental organisations** who wish to improve their communication with the media and the public; and **information professionals** (journalists, press officers, editors) who want to acquire the tools to report on environmental activism in a way that is accurate, respectful and based on facts.

1.1 Objectives of the Module

By the end of this training programme, participants will be able to:

- **Understand** how the contemporary media system works and the dynamics that influence coverage of environmental activism.
- **Build clear, consistent and persuasive messages**, suited to the various communication channels.
- **Manage media relations** strategically, including in crisis situations.
- **Use inclusive, gender-neutral language** that respects diversity.
- **Make the most of digital tools** and social media to amplify their message.
- **Recognise and counter denigratory narratives** directed at the environmental movement.

1.2 How to Use This Module

The module is structured into **nine thematic sections**, each comprising theoretical content, practical examples, references to external resources (videos, guides, reports) and points for reflection. The final section contains an assessment test that allows you to verify that the key competences have been acquired.

The module is designed to be used both online *(on the project's e-learning platform)* and in person, as part of the training workshops planned by the EnviRights project in the partner countries. The content has been designed to be accessible to people with different experiences and backgrounds, and can be adapted to the specific national context.

Methodological note

This module adopts a gender-mainstreaming and non-discrimination perspective:

– the content promotes the use of gender-neutral language;

– the examples and case studies take into account specific factors relating to gender, ethnicity, disability and socio-economic status;

– the final quiz includes questions on the themes of inclusivity in communication.

2. THE CONTEMPORARY MEDIA LANDSCAPE

To communicate effectively, it is essential to understand the environment in which we operate. The media system of the 21st century is profoundly different from that of the last century: the digital revolution has broken down the barriers to accessing information, multiplied the available channels and turned everyone into a potential content producer. But it has also generated new challenges: information overload (the "infodemic"), disinformation, polarisation of public opinion and the fragmentation of audiences.

2.1 Traditional Media and Digital Media

The information system today is organised around major axes that constantly intersect:

Traditional media (print newspapers, television, radio): these still retain considerable authority and reach, especially among the over-45 generations. They are characterised by strict editorial filters, slower news cycles and a strong focus on verifying sources. Access requires stable relationships with journalists and newsrooms.

Digital media (online news sites, blogs, newsletters, podcasts): these operate with instant news cycles and require content updated in real time. Competition for attention is extremely high. However, they offer greater opportunities for in-depth coverage and for reaching specialised niche audiences.

Social media (Instagram, Facebook, X/Twitter, TikTok, YouTube): today these represent the primary information channel for the under-35 generations. They allow activists to bypass editorial filters and communicate directly with the public, but they require specific content-creation skills and constant management.

Understanding the characteristics, the audience and the unwritten rules of each channel is the first step towards building an effective communication strategy.

2.2 How the Media Portray Environmental Activism

A great deal of research has analysed how mainstream media represent the environmental movement. The findings reveal a complex picture, with both lights and shadows:

- **Criminalisation and delegitimisation**: activists are often presented as "extremists", "fanatics" or even "terrorists", especially when their actions involve civil disobedience. This narrative strips the movement's political motivations of their context and puts the form of the protest, rather than its content, centre stage.
- **Downplaying the crisis**: media coverage of the climate crisis is still often inadequate relative to the scale of the problem. The false balance between climate science and denialism is still present in some media outlets.
- **Excessive personalisation**: attention focuses on individual high-profile figures (such as Greta Thunberg), neglecting the collective dimension of the movement and the voices of the most vulnerable communities.
- **Positive signs**: in recent years there has been growing media sensitivity on the issue, with the emergence of specialised climate journalism and initiatives such as the Climate Journalism Network.

External resources – Further reading

- Reuters Institute Digital News Report (annual): analysis of the European media ecosystem.
- IPCC reports on the media and climate communication.

3. COMMUNICATION FUNDAMENTALS FOR ACTIVISTS

Effective communication is not a matter of luck or innate talent: it is learned, practised and refined over time. In this section we present the fundamental principles that should guide any communication strategy, particularly that of an environmental organisation or activist.

3.1 Framing: Choosing the Narrative Frame

Framing is one of the most powerful concepts in political and social communication. It refers to the choice of how to present an issue: which aspects to highlight, which words to use, which values to evoke. The same fact, framed differently, produces profoundly different emotional and cognitive reactions in the audience.

> ***Practical example:*** *a road blockade can be reported as «an act of vandalism and disruption that obstructs ordinary citizens» or as «a bold, non-violent initiative by people calling to be heard on a planetary emergency».*

The choice of words is not neutral: it constructs reality.

For environmental activists, effective *framing* tends to:

- **anchor the message to common, shared values** (health, the future of our children, intergenerational fairness).
- **use the language of rights**: this is not only an environmental issue, but one of justice and fundamental rights.
- **show solutions, not just problems**: the public is more receptive when it perceives that concrete alternatives exist.
- **avoid the negative language of blame and fear**: these registers tend to generate paralysis or rejection.

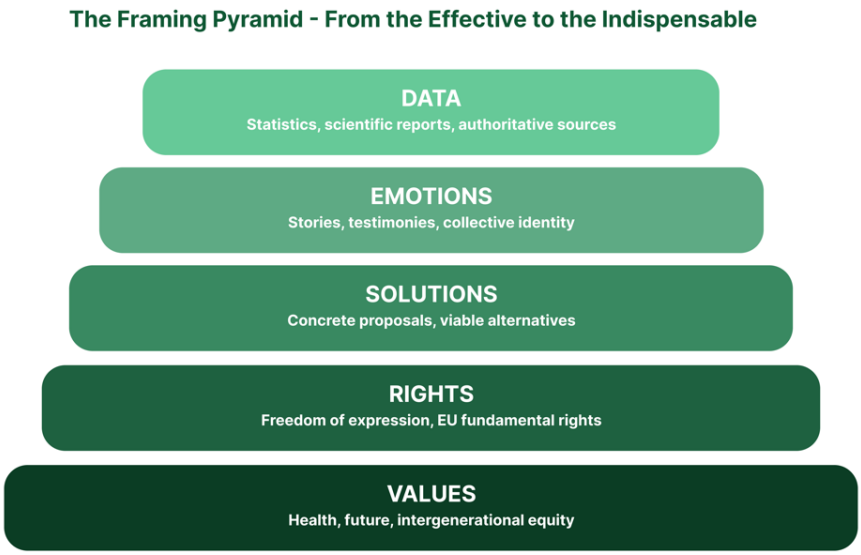

Fig. 1 – The Framing Pyramid: from effective to indispensable

3.2 The AIDA Model and the Levels of Communication

In the field of strategic communication, one essential tool is the AIDA model (Attention – Interest – Desire – Action), which remains a useful point of reference for structuring any communication message, whether it is a press release, a social media post or a public speech.

- **Attention**: the headline, the image or the opening words must immediately capture the recipient's attention in an environment overloaded with stimuli.
- **Interest**: provide context, a story or a surprising fact that prompts the reader/viewer to find out more.
- **Desire**: appeal to your audience's values and emotions: what moves them? What do they fear? What do they hope for?
- **Action**: every effective message includes a clear, accessible CTA, i.e. a Call to Action: sign a petition, attend an event, share the post, contact a representative.

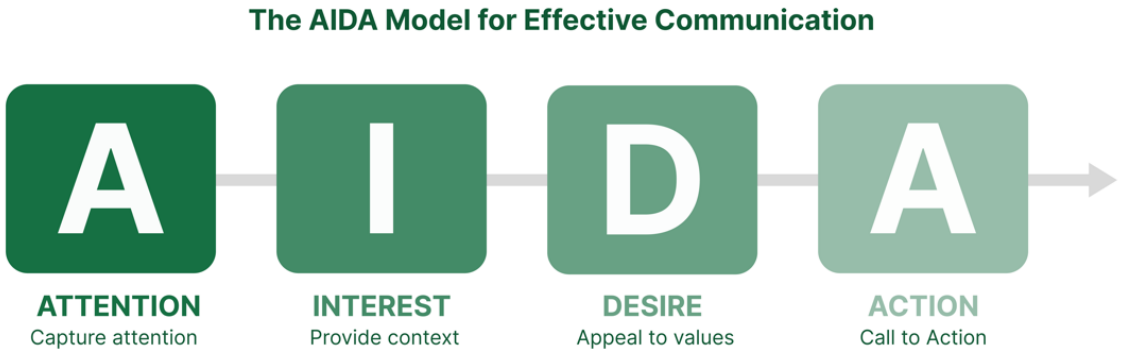

Fig. 2 – The AIDA Model applied to activism communication

3.3 Knowing Your Audience

Before communicating any message, you need to answer a fundamental question: who are you talking to? Different audiences require different language, channels and arguments. The starting point, therefore, is to define and understand your audience, taking into account:

- **Age and generation** (this affects preferred channels and linguistic register).
- **Level of knowledge of the environmental issue** (the regular user / the insider vs. the newcomer require different approaches).
- **Predominant motivations and values** (e.g. health, the economy, spirituality, social justice).
- **Geographical location and cultural context** (local references increase perceived relevance).
- **Usual information channels** (where your potential interlocutors already are).

Practical tool – The Persona

Create an imaginary profile of your typical recipient (a "persona"):

name, age, occupation, main concerns, where they get their information.

Example: "Luca, 42, father of two, worried about air quality in the city, gets his news on Instagram and follows a few current-affairs podcasts."

Building messages with Luca in mind will make your communication more effective and better targeted.

4. MEDIA RELATIONS

Despite the crisis in the sector and the spread of social media, traditional media still remain a fundamental and significant amplifier for any social movement. Knowing how to manage relationships with journalists is a strategic skill that every organisation should cultivate.

4.1 Building Relationships with Journalists

The relationship with the media is a professional one that is built over time, based on mutual trust and credibility. Below are some useful tips to bear in mind:

- **Mapping the newsrooms**: identify the journalists who cover the environment, climate and civil rights in the media that are relevant to your work and your area. It is important to follow their work and understand their points of view.
- **Be proactive and regular**: contacting the media only in an emergency or for a spectacular action does not work. You need to build a regular flow of information, updates and proposals for in-depth coverage.
- **Reliability and punctuality**: it is important to respect newsrooms' deadlines! If a piece of information is provided or cited, it must have been verified first: credibility is earned over time and lost in an instant. Sending materials within agreed deadlines is also something not to be overlooked.
- **Reciprocity**: journalists need stories, data, testimonies and reliable sources; in return they can provide visibility and amplification. It is a relationship that can be beneficial for both parties, if managed with professional respect.

4.2 The Press Release

The press release remains the foremost tool of media relations. Its structure must follow a few golden rules:

Element	Practical guidance
Headline	*Short (max 10–12 words), active, specific. It must answer the question: why is this news?*
Subheading	*Add an element of context or a key fact that enriches the headline.*
Lead (first paragraph)	*Develop an abstract that is understandable and self-explanatory on its own, containing the 5 Ws: Who, What, When, Where, Why.*
Body text	*Develop the context, add data and references from authoritative sources. Max 400–500 words.*
Direct quote	*Where possible, add one or two statements from a spokesperson or experts, in quotation marks (this brings the reader closer and makes the release more relatable).*

Element	Practical guidance
Notes / boilerplate	*Information and background about the organisation, press contacts, availability hours.*

4.3 Media Training: Preparing for Interviews

An interview with a journalist is a valuable opportunity, but it can turn into a problem if you are not properly prepared! Here are some fundamental rules to keep in mind:

- **Prepare your "key messages"**: identify the 3 essential things to convey — the ones you would want the public to remember after reading the article or watching the report. It is good practice to keep coming back to these messages even when the questions lead elsewhere.
- **Anticipate the difficult questions**: running a mock "hostile" interview and practising with colleagues will help you avoid being caught off guard. Awkward questions are handled better if the difficulties have already been laid out, thought through, and you know how to "face" them, at least in words.
- **Avoid "no comment" responses**: if you cannot answer a specific question, it is best to explain why and offer something useful to engage with. Total silence is read as an admission of guilt.
- **Use the "communication bridging" technique**, i.e. the communication strategy for keeping control of the message when a question is leading you off course: having briefly acknowledged the interlocutor's question (the bridge), you redirect to your key points without straying (Example: "That is an important point, but what I would like to stress is…").

🎬 **Video:** "Media training for activists" – Communication for Change (YouTube)

5. LANGUAGE AS A TOOL FOR CHANGE

As mentioned earlier, the words we choose when we communicate are not neutral: they construct reality, evoke emotions, include or exclude.

This chapter explores how **language can become a tool for social change**, and what pitfalls to avoid.

5.1 Words That Build Bridges or Walls

The choice of vocabulary deeply affects how the public perceives the environmental movement. There are words and phrases that tend to alienate and push away those who are not already convinced, and others that instead open up dialogue. The weight of words must be calibrated, without direct attacks that drive people away rather than win support.

Below is a brief table to help you understand — and above all to get into the habit of communicating well:

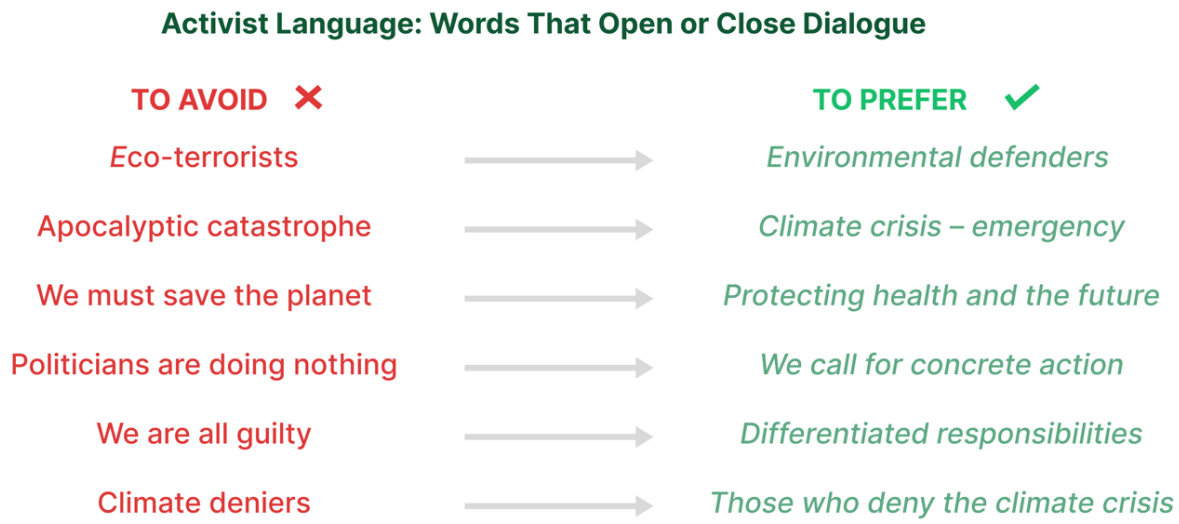

Fig. 3 – Words that open or close dialogue: a quick guide for activists and the media

5.2 Inclusive and Gender-Neutral Language

The environmental movement has a very strong female and youthful component, and is shaped by demands for justice that intertwine gender, ethnicity, class and disability. **Using inclusive language is not just a matter of political correctness: it is a strategic choice that broadens the pool of people who feel represented.**

In English, some strategies for more inclusive language include:

- **Avoiding gendered defaults**: use “they/them” as a singular pronoun where appropriate, and prefer role-based nouns (“spokesperson”, “chair”) over gendered ones. This is a more neutral solution, often used in institutional texts.
- **Collective and neutral forms**: “the people who protest”, “the movement”, “those taking part”, “the community”. This often turns out to be the most elegant and natural solution.
- **Inclusive symbols and conventions**: used in informal and online contexts. They are not universally recognised, so consider the context before using them — but they are important and aligned with good practice.
- **Check the examples you use**: including stories of people of different gender, age, geographical origin and socio-economic background is effective and helps connect with people. Representation matters.

Let us also remember that, on the media side, inclusive language always means **not using denigratory terms, avoiding generalisations — including about the opposing side — and reporting organisations’ statements accurately, without taking them out of context.**

Guide: Guide to inclusive language

EU reference: European Institute for Gender Equality

6. DIGITAL COMMUNICATION AND SOCIAL MEDIA

Social media have revolutionised the way social movements organise, communicate and gain visibility. From the Arab Spring to Fridays for Future, by way of Black Lives Matter, the major movements of the last twenty years have been able — and have known how — to harness digital platforms to amplify their message and mobilise large numbers of people. But the same tools can prove counterproductive if used without a strategy.

6.1 Platforms and Their Specific Features

Every social platform has unwritten rules, prevailing styles of language and types of content that work best. Below is a concise overview of the main features of the principal platforms, to provide a practical reference framework:

Platform	Main audience	Most effective content
Instagram	18–35 years	High-impact photos, short Reels, interactive Stories, infographics — mainly visual content
X / Twitter	Journalists, politicians, opinion leaders	Informative threads, short quotes, links to press releases, live-tweeting from events — mainly text content
TikTok	Under 25	Short videos (15–60 sec), authentic, creative, with music — mainly video content
Facebook	38–65 years, local communities	Posts with context, events, groups, sharing of articles — mixed visual-text-video content
YouTube	All ages	Documentaries, interviews, tutorials, live streaming of actions — video content
LinkedIn	Professionals, media, public administration	In-depth articles, institutional positioning

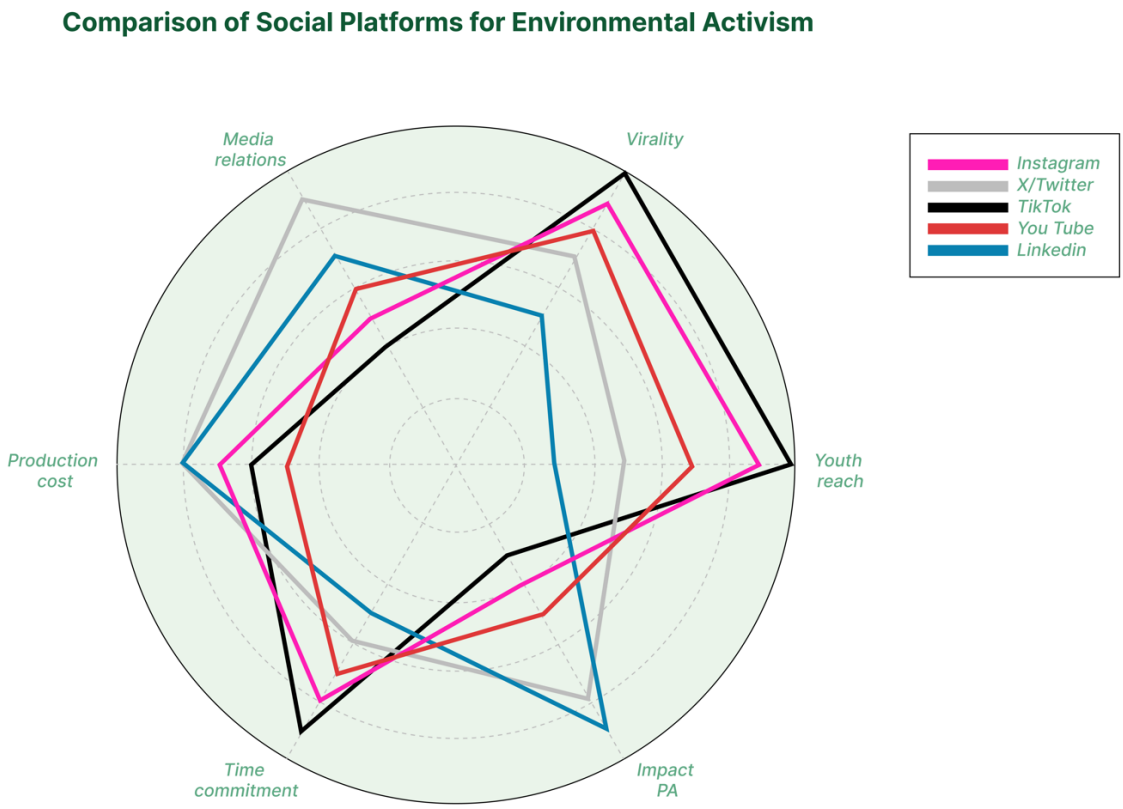

Fig. 4 – Comparative radar of social platforms for environmental activism

6.2 Content Strategy: Planning Your Content

An effective social media presence is not made up of one-off posts, but of a deliberate strategy. The key elements of a good content strategy for an environmental organisation are:

- **Editorial calendar**: plan content in advance, taking account of important dates (COP, world days, legislative deadlines, anniversaries of key events).
- **Content mix**: alternate information, personal testimonies, calls to action, "behind the scenes" content, humour and more emotional content. Variety keeps attention high.
- **Visual consistency**: use recognisable colours, fonts and photographic style. Tools such as Canva offer free, professional templates even for those with no design skills.
- **Strategic hashtags**: research the hashtags used by your target community and use them systematically. Create your own hashtags for your campaigns and actions.
- **Active engagement**: reply to comments, thank those who share your content, take part in other people's conversations. Social media reward interaction.

6.3 Free Digital Tools for Activists

You do not need a large budget to produce effective digital communication. Here is a selection of free tools (or ones with robust free plans) that are particularly useful for environmental organisations:

- **Canva** – professional graphics and infographics
- **Buffer** – planning and scheduling of social posts
- **CapCut** – simple, powerful video editing (including on mobile)
- **Google Trends** – monitoring of relevant topics
- **Mention / Google Alerts** – monitoring of online mentions
- **Action Network** – platform for campaigns and petitions

7. STORYTELLING AND EFFECTIVE NARRATIVE

"Facts tell, stories sell": data inform, but it is stories that move people.

Research in neuroscience has shown that the human brain processes narratives in a profoundly different way from statistical data: stories activate the same brain areas as if we were living the experience first-hand, generating empathy and memorability. This is why, in communication, *storytelling* becomes an essential tool for creating emotional connections, persuading the audience and making messages unforgettable.

7.1 Anatomy of an Effective Story

An effective story for environmental activism can therefore follow a recognisable underlying structure:

- **A protagonist the audience can identify with** (a person, a community, a place).
- **A concrete challenge or danger** that threatens the protagonist (not "the climate", but "the drought that destroyed Maria's harvest").
- **A clear antagonist** (note: not necessarily a person — it can be an emergency, a system, a policy, a company).
- **A transformation**: the protagonist acts, learns, resists. **Change is possible.**
- **A call to action** for the audience: what can the people listening do?



Fig. 5 – The five elements of an effective story for activism: from the narrative arc to action

7.2 Telling the Story of Rights Violations

One of the specific objectives of the EnviRights project is to document and make visible the violations of environmental activists' rights.

Telling these stories requires particular attention to:

- **Informed consent**: the people who are the subjects of the stories must give explicit consent to publication, understand the potential risks and have the opportunity to review the content before it is circulated.
- **Protection of identity**: in some cases (defenders at risk, ongoing legal proceedings) it may be necessary to fully anonymise the subjects, use pseudonyms or alter identifying details.
- **Accuracy and verification**: every claim must be verifiable. The credibility of an organisation depends on the reliability of its reports.
- **Avoiding victimisation**: portray people as active protagonists of their own story, not just as passive victims. Resistance and change are at the heart of the narrative.

7.3 The Power of Images and Videos

Images have a communicative power that words struggle to match.

For this reason, below we offer some guidelines for the **ethical and effective use of images and videos** in environmental activism:

- **Prefer positive images** that show action, solidarity and hope, over those that show only degradation and despair.
- **Avoid depicting vulnerable people** (minors, refugees, indigenous communities) without explicit consent and without their benefiting from the publication, avoiding any exploitation.
- **Use clear, contextualised captions**. An image without context can be misunderstood or reused out of context.
- **Concentrate your key messages in short videos** (15–90 seconds) with subtitles, which prove to be the content with the highest engagement rate on social media.

🎬 **Video:** "The Art of Activist Storytelling" – Purpose (YouTube)

📄 **Guide:** Earth Journalism Network

8. GUIDELINES FOR JOURNALISTS

This section is aimed specifically at information professionals — journalists, editors, communication officers — who want to explore in greater depth the **good practices for covering environmental activism**. Journalism has a crucial role in shaping public opinion: the choice of words, narrative frames and the sources to be consulted can help to legitimise or delegitimise a movement.

8.1 Principles of Responsible Environmental Journalism

- **Scientific accuracy**: the climate crisis is a documented scientific fact. The principle of "false balance" — giving equal space to scientific and denialist positions — is not impartiality: it is disinformation. Report the scientific consensus, identifying the dissenting minority as such.
- **Contextualisation**: a protest, an arrest, an act of civil disobedience must be set within the broader context of the crisis that gave rise to it. Without context, the information is incomplete.
- **Diversity of sources**: consult activists directly, not just institutional experts or corporate spokespeople. Frontline voices offer perspectives that would otherwise remain invisible.
- **Avoid criminalisation**: using terms such as "eco-terrorists", "fanatics" or "vandals" in the absence of criminal convictions is defamatory. Use the legally correct definitions and explain the context of the actions.
- **Attention to gendered language**: use names and pronouns in line with the wishes of the people interviewed, and avoid gender stereotypes when describing those who protest.

8.2 Anti-SLAPP and Freedom of the Press

SLAPPs (*Strategic Lawsuits Against Public Participation*) are abusive lawsuits used by powerful actors (companies, governments, wealthy individuals) to intimidate and silence those who report wrongdoing, protest or engage in activism. In 2024, the European Union adopted the Anti-SLAPP Directive to protect journalists, activists and rights defenders.

- **Journalists must be aware of the SLAPP risk** when they publish investigations into polluting companies, report on protest actions or interview activists.

Legal protection is available through various instruments:

- **EU Anti-SLAPP Directive (EU 2024/1069)**: procedural protection for those who are victims of abusive lawsuits in cross-border matters.
- **Coalition Against SLAPPs in Europe (CASE)**: a legal support network for journalists and activists.
- **Media Defence**: an international organisation that provides free legal assistance to journalists.

⚖️ **Legislation:** EU Anti-SLAPP Directive (official text)

🔗 **Network:** Coalition Against SLAPPs in Europe (CASE)

🛡️ **Support:** Media Defence – legal support for journalists

8.3 Good Practices and Codes of Ethics

Numerous professional associations and journalistic networks have developed specific guidelines for covering climate change and activism. Among the most relevant in the European context:

📰 **Italy:** FNSI (Italian National Press Federation) – Florence Charter on environmental journalism

🌍 **Europe:** European Federation of Journalists – Guidelines on Environmental Reporting

🌿 **International:** Society of Environmental Journalists – Ethics and Standards

📋 **Guide:** Covering Climate Now – a practical guide to climate coverage

9. MANAGING COMMUNICATION CRISES

Sooner or later, every organisation has to face a communication crisis: an action that goes wrong, a misunderstood statement, an internal conflict that becomes public, an attack from hostile media. The ability to manage a crisis effectively can determine an organisation's very survival.

9.1 The Crisis Plan

Crisis management begins long before the crisis occurs. Every organisation should have a communication crisis plan that includes:

- **Identification of the most likely risk scenarios** (a list of "worst cases").
- **Definition of who speaks for the organisation** (one or two designated spokespeople, never everyone).
- **Internal escalation protocol**: who is informed first? Within what timeframe is the decision on how to respond taken?
- **Press release templates** for the main emergencies.
- **A list of key contacts** (trusted journalists, lawyers, institutional allies).

9.2 The Golden Rules in a Crisis

- **SPEED**: in digital crises, the first few hours are decisive. Prolonged silence is interpreted as an admission of guilt. Even a brief statement saying "we are gathering the information" is better than no response.
- **Transparency**: if you have made a mistake, admit it clearly, explain what happened and what you will do to put it right. Trying to cover up the error always makes the situation worse.
- **Empathy**: acknowledge the impact of what has happened on the people involved, before defending your organisation.
- **Consistency**: one voice, one message. Internal contradictions fuel the crisis.
- **Perspective**: when the crisis is over, analyse what went wrong and update your crisis plan. Every crisis is an opportunity to learn.

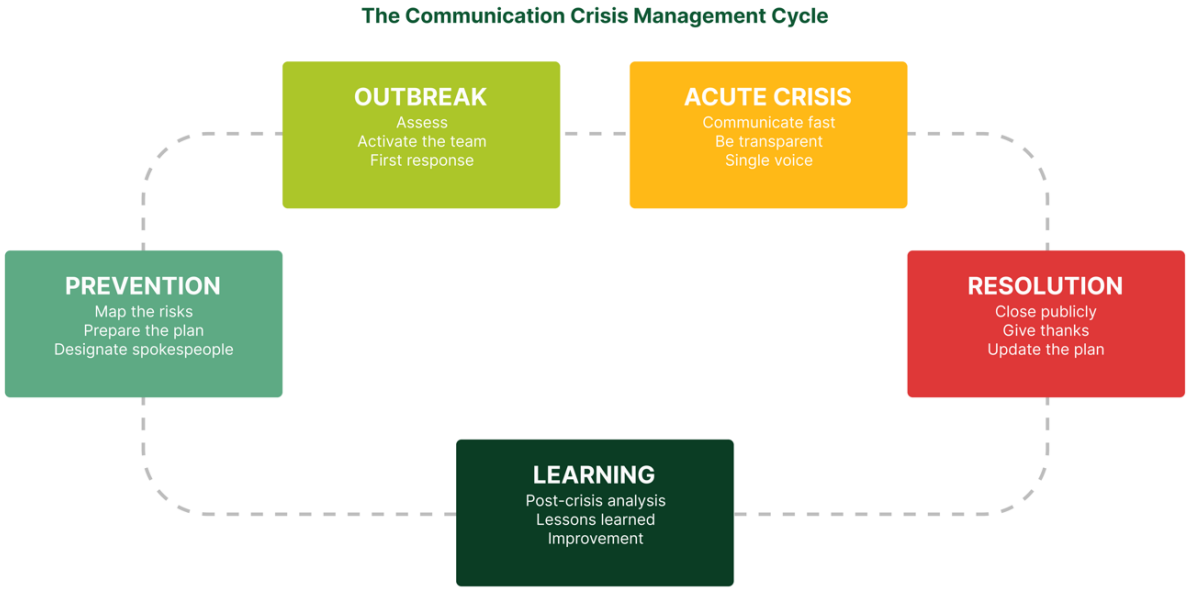

Fig. 6 – The 5-phase cycle of communication crisis management

9.3 Managing Online Attacks

Environmental activists are frequently the target of online hate campaigns (*online harassment*), organised disinformation and coordinated attacks by actors opposed to their demands. Some digital self-defence strategies:

- **Systematically document** threats and hate campaigns (screenshots with timestamps, URLs, the profiles involved). This documentation is essential for any legal complaints.
- **Do not feed the conflict** by responding to "haters": reply to good-faith comments, and ignore or report those that are clearly provocative.
- **Support one another**: isolation is the aggressors' strategy. Building mutual-support networks among activists reduces the impact of harassment.
- **Know your rights**: many forms of online harassment are criminal offences. Consult organisations such as Digital Rights Foundation or Access Now for specific support.

Digital security: Access Now – Digital Security Helpline for activists

Resources: PEN International – resources on harassment of writers and activists

10. PRACTICAL TOOLS AND RESOURCES

This section brings together, in a systematic way, the tools, templates and external resources that can support the communication work of environmental activists and organisations.

10.1 Checklist for Communicating an Action

Before every public action or important communication, check these points:

- ☐ Is the key message clear and concise (max 2–3 sentences)?
- ☐ Do we know which audience we are addressing as a priority?
- ☐ Have we identified the most effective channel(s) for reaching it?
- ☐ Do we have visual materials ready (photos, videos, infographics)?
- ☐ Do we have a press release ready for newsrooms?
- ☐ Have we designated a spokesperson for interviews?
- ☐ Have we prepared answers to the difficult questions?
- ☐ Do we have a plan for monitoring media coverage?
- ☐ Do we have a contingency plan in case of a crisis?
- ☐ Does the content use inclusive, non-discriminatory language?

10.2 Key External Resources

To explore the themes covered in this module in greater depth, the following resources are recommended:

Reports and research:

📊 IPCC AR6 – Summary for Policymakers (climate and communication)

⚖️ ClientEarth – legal and communication resources for activists

📋 Global Witness – report on environmental defenders (annual)

Online videos:

🎤 TED Talk: “How to speak so that people want to listen” – Julian Treasure

📖 TED Talk: “The danger of a single story” – Chimamanda Ngozi Adichie

11. FINAL ASSESSMENT TEST

The assessment test consists of 20 multiple-choice questions. For each question there is only one correct answer. At the end, calculate your score using the assessment grid provided below.

How to take the test

– Read each question carefully before choosing your answer.

– Each correct answer is worth 1 point. Maximum score: 20/20.

– Minimum score to pass the module: 12/20 (60%).

– The test can be retaken. If you do not pass, review the relevant sections.

– The correct answers and the references to the module chapters are shown next to each question.

TEST

1. **According to the AIDA model, what is the first step of effective communication?**

   ☐ A. Action
   ☐ B. Attention
   ☐ C. Interest
   ☐ D. Desire

   Correct answer: *B – Attention (§ 3.2)*

2. **What is meant by the term "framing" in communication?**

   ☐ A. The choice of channels for distributing the message
   ☐ B. The video-editing technique for social media
   ☐ C. The narrative frame within which an issue or topic is presented
   ☐ D. The number of words in a press release

   Correct answer: *C – Narrative frame (§ 3.1)*

3. **Which of the following is NOT a recommended feature for the headline of a press release?**

   ☐ A. Short (max 10–12 words)
   ☐ B. Long and detailed, to give all the information
   ☐ C. Answers the question: why is this news?
   ☐ D. Active and specific

   Correct answer: *B – Long and detailed (§ 4.2)*

4. **What is a SLAPP?**

   ☐ A. A social platform specialising in activism
   ☐ B. A type of online disinformation campaign
   ☐ C. An abusive lawsuit used to intimidate those who report wrongdoing or protest
   ☐ D. A short-video format on TikTok

   Correct answer: *C – Abusive lawsuit (§ 8.2)*

5. **Which social platform is most effective for reaching journalists and opinion leaders?**

   ☐ A. TikTok
   ☐ B. X / Twitter
   ☐ C. Pinterest
   ☐ D. BeReal

   Correct answer: *B – X / Twitter (§ 6.1)*

6. **In the context of climate journalism, what is meant by "false balance"?**

   ☐ A. The use of unverified images in online articles
   ☐ B. Giving equal space to scientific and climate-denialist positions
   ☐ C. The lack of authoritative sources in an article
   ☐ D. Excessive personalisation of coverage around individual activists

   Correct answer: *B – False balance between science and denialism (§ 8.1)*

7. **Which technique is used to redirect an interview back to your key messages when the questions go off topic?**

   ☐ A. The silence technique
   ☐ B. The bridging technique
   ☐ C. The press-release technique
   ☐ D. The content-calendar technique

   Correct answer: *B – Bridging (§ 4.3)*

8. **In the anatomy of an effective story for activism, what does the "protagonist" represent?**

   ☐ A. The journalist who tells the story
   ☐ B. The organisation that funds the action
   ☐ C. A person or community the audience can identify with
   ☐ D. The politician responsible for the contested rule

   Correct answer: *C – A person or community to identify with (§ 7.1)*

9. **Which digital tool is most suitable for planning and scheduling social media posts?**

   ☐ A. Canva
   ☐ B. Buffer
   ☐ C. CapCut
   ☐ D. Google Trends

   Correct answer: *B – Buffer (§ 6.3)*

10. **What does the principle of gender mainstreaming recommend in activists' communication?**

    ☐ A. Using only the generic masculine for simplicity
    ☐ B. Avoiding any reference to people's identity
    ☐ C. Using gender-neutral language and inclusive forms
    ☐ D. Addressing only women as the audience

    Correct answer: *C – Gender-neutral language and inclusive forms (§ 5.2)*

11. **Which of the following is a good practice for managing a communication crisis?**

    ☐ A. Waiting until you have all the information before communicating anything
    ☐ B. Responding quickly, even with partial but verified information
    ☐ C. Delegating crisis communication to the official social channels
    ☐ D. Denying what happened until the media drop the subject

    Correct answer: *B – Respond quickly with verified information (§ 9.2)*

12. **The Reuters Institute Digital News Report is a useful tool for:**

    ☐ A. Finding journalists to contact for your cause
    ☐ B. Understanding trends in the European media ecosystem
    ☐ C. Publishing press releases online for free
    ☐ D. Monitoring your own social media followers

    Correct answer: *B – Understanding the media ecosystem (§ 2)*

13. **What does it mean to use the narrative device of "transformation" in an activism story?**

    ☐ A. Showing that the protagonist has changed their political position
    ☐ B. Showing that the protagonist acts, resists or learns – change is possible
    ☐ C. Turning scientific data into visual infographics
    ☐ D. Adapting the message to the various social platforms

    Correct answer: *B – Showing that change is possible (§ 7.1)*

14. Which term is preferable to "eco-terrorists" for describing environmental activists?

- ☐ A. Climate fanatics
- ☐ B. Environmental defenders
- ☐ C. Extreme militants
- ☐ D. Disruptors of public order

Correct answer: *B – Environmental defenders (§ 5.1)*

15. What does the 2024 EU Anti-SLAPP Directive provide for?

- ☐ A. The creation of a European register of SLAPPs
- ☐ B. Procedural protection for those who are victims of abusive lawsuits in cross-border matters
- ☐ C. A ban on advertising for companies accused of greenwashing
- ☐ D. The creation of a European court for the environment

Correct answer: *B – Procedural protection for victims of cross-border SLAPPs (§ 8.2)*

16. What is the main advantage of using an "editorial calendar" for social media?

- ☐ A. It reduces the number of followers needed for visibility
- ☐ B. It allows content to be planned in advance and ensures consistency
- ☐ C. It removes the need to produce creative content
- ☐ D. It automatically increases the engagement of posts

Correct answer: *B – Planning and consistency of content (§ 6.2)*

17. In managing online attacks, which strategy is recommended for clearly provocative comments ("haters")?

- ☐ A. Responding with equal harshness to reassert your position
- ☐ B. Reporting and ignoring, without fuelling the conflict
- ☐ C. Asking your followers to respond on your behalf
- ☐ D. Immediately deleting your social profile

Correct answer: *B – Report and ignore (§ 9.3)*

18. Which of the following is a good practice for collecting and publishing activists' testimonies?

- ☐ A. Publishing without consent if the public interest is high
- ☐ B. Obtaining informed consent and allowing review of the content before circulation
- ☐ C. Using only anonymous testimonies to avoid legal problems
- ☐ D. Always publishing the full name and surname for greater credibility

Correct answer: *B – Informed consent and prior review (§ 7.2)*

19. The principle of "shared values" in narrative framing means:

☐ A. Using only scientific arguments in activists' messages

☐ B. Anchoring the message to values the audience already shares (health, the future, fairness)

☐ C. Sharing your personal values on social media

☐ D. Sharing press releases among the partner organisations

Correct answer: *B – Anchoring the message to shared values (§ 3.1)*

20. According to the module's guidelines, why is it wrong to portray activists only as "victims"?

☐ A. Because it is not true that they suffer rights violations

☐ B. Because the partner organisations prefer neutral language

☐ C. Because portraying them as active protagonists is truer, more respectful and more effective in communication terms

☐ D. Because the media do not publish stories about victims

Correct answer: *C – Portrayal as active protagonists (§ 7.2)*

TEST Assessment Grid

Score	Level achieved	Recommendation
18–20 / 20	Excellent	Module passed. Excellent work!
15–17 / 20	Good	Module passed. Review the sections where you made mistakes.
12–14 / 20	Satisfactory	Module passed. Re-reading the complete module is recommended.
0–11 / 20	Not sufficient	Module not passed. Review the material carefully and retake the test.