

Emotionalisation Strategies of Audiovisual Propaganda. Fostering Resilient Democracy Online.

Civic Education | Anti-Racism/Queer_Minority Protection

Delete the topic(s) that are non-applicable to your organization.

Short (Research) Profile & Mission

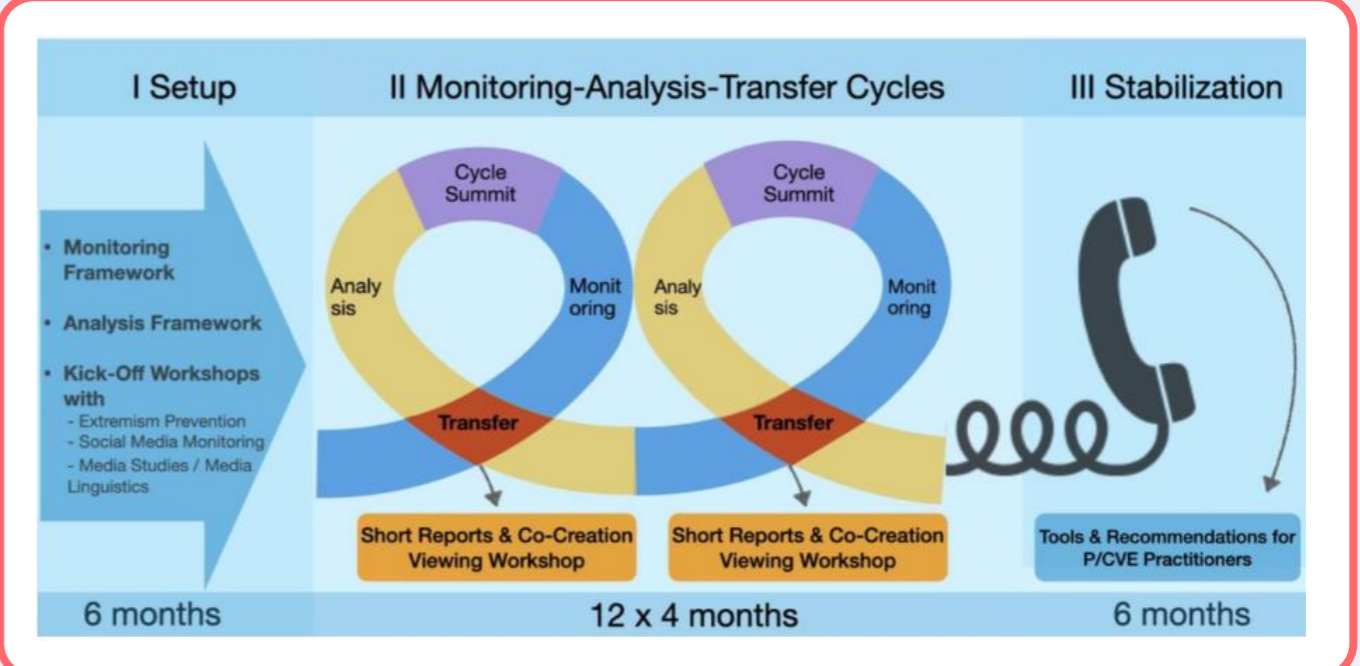
Extremist propaganda on social media is rapidly growing. Platforms like TikTok, Instagram, and YouTube fundamentally transform communication, making audiovisual content a primary driver of democratic decision-making. With FREDO, we want to add media aesthetic and multimodal analysis perspectives to social media monitoring in service of civil society. The project will be producing results with and for practitioners and therefore fundamentally enhancing the impact of Preventing and Countering Violent Extremism (P/CVE) work more broadly to strengthen democratic action.



Current (Research) Project

This multi-layered approach to the aesthetics of persuasion from the European University Viadrina is complemented by the expertise of the Violence Prevention Network and modus|zad—two leading civil society organizations in extremism prevention in Germany. The trans- and interdisciplinary constellation enables an innovative focus on the multimodal aesthetics of extremist propaganda, their affective appeal and their potential for identity formation. Currently the project proposal is under review at Volkswagenstiftung. Expected start: September '26.

Current (Research) Project



Questions to Academia

- Which media specific, multimodal forms are employed by impactful posts?
- Which emotions/affects/feelings are mobilised? Which persuasion strategies are used?
- How can aesthetic processes of subjectivation engendered by the posts be understood with regard to their potential for identity formation?

Questions to Civil Society

- What are the most circulated audiovisual posts in German right-wing, Islamist and conspiracy-driven extremist social media?
- How can scholarly knowledge help practitioners raise awareness for extremist actors' communication and emotionalization strategies?
- How can the results be used to adapt counselling practices with radicalised or at-risk individuals and to improve media literacy trainings?

Questions to (Political) Decision-Makers

- What democratic affective approaches in political communication could foster the resilience of the political public sphere? Can democratic actors collectively refrain from employing certain high-risk emotionalization strategies?
- How can research access be improved and civil society actors in social media monitoring be sustainably supported?

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