

WHAT IS MEDUSA?

We are proud to announce the official launch of MEDUSA – Rewriting Media Narratives on Gender-Based Violence, an Erasmus+ project dedicated to improving the way the media reports on violence against women.

MEDUSA is aimed at: Journalists, journalism students, bloggers, communicators, trainers, newsrooms and organisations committed to responsible storytelling.

MEDUSA works to reshape narratives so that they no longer justify, sensationalise or conceal violence, but instead restore voice, dignity and truth to women's stories.



WHY IS A PROJECT LIKE MEDUSA NECESSARY?

Because today more than ever, in a society saturated with information, words shape perception. Because the way stories are told can protect or harm, inform or distort, and too often victims are re-traumatised by the very narratives that purport to describe their experience.





GENDER BASED VIOLENCE IN THE MEDIA

The way media outlets cover gender-based violence (GBV) is paramount to societal change. It is not merely about reporting a crime; it is about shaping public perception and contributing to the eradication of this social scourge.

A responsible approach demands objectivity and the complete avoidance of bias. Misrepresentation often involves sensationalizing details, focusing on the victim's past behaviour, or subtly excusing the perpetrator. This harmful framing risks victim-blaming, which reinforces the culture of silence and impunity.

Instead, media narratives must be informed, ethical, and solution-oriented. This means contextualizing GBV as a systemic issue rooted in gender inequality, rather than isolated incidents.

KEY ELEMENTS ON EFFECTIVE REPORTING

- Humanizing the victims while protecting their privacy.
- Focusing on prevention and the available support resources.
- Highlighting the legal and social consequences for the aggressors.
- Challenging harmful stereotypes and patriarchal norms embedded in language and imagery.

By committing to a rigorous, unbiased, and constructive narrative, media organizations can transform from passive reporters into powerful agents of awareness and change, ultimately mobilizing society to end violence against women.

THE STEPS OF MEDUSA PROJECT

- **Medusa Toolkit**

Professional Learning Suite with 19 training modules, Guideline Booklet, Case Study Suite with 36 case studies

- **Digital Ecosystem**

Web-based digital platform and app, with the entire toolkit and assessment tests for the issuance of micro-credentials.

- **National pilots and microcredentials**

Training activity for partners; webinars for C-VET trainers; national blended pilot projects and issuance of microcredentials



OUR OBJECTIVES

- To train journalists and communication experts on the impact that language and narratives have on the perception of gender-based violence.
- To create a European training system on the use of language, to be used by national press bodies.
- To create a digital ecosystem making training accessible, innovative, and recognised through micro-credentials.
- To create awareness on the use of language and narratives, to eradicate stereotypes related to victims of gender based violence.



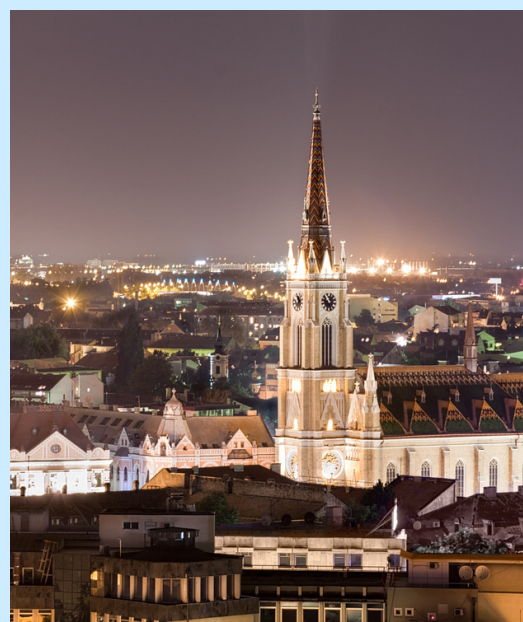
SUCCESSFUL KICK OFF IN NOVI SAD!

Following initial online contacts, the partnership met for the first time in person in the Serbian city of Novi Sad for a productive KOM.

The project partners convened for a productive and dynamic session whose main goal was to plan the upcoming work phases, define the roles and responsibilities of each member, and establish a solid foundation for collaboration over the next years.

There, we laid the foundations for collaboration, developed the work plan and set the goals to be achieved during this exciting two-year journey.

The energy and commitment demonstrated by all participants ensured a promising start, showcasing the general enthusiasm for embarking on this joint trajectory and achieving the shared goals of the Medusa project.



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THE PARTNERSHIP

The leading partner of MEDUSA. A training company based in Rome, Italy, with strong experience in soft-skills training and the development and implementation of Erasmus+ projects.



Innovation Frontiers

Mind is the limit

IFIKE (Athens, Greece) is an innovative educational technology & research company that specializes in creating educational, engaging, and entertaining learning experiences.

A Spanish training and coaching company from Cordoba specialised in soft-skills and training courses, with great experience in the Erasmus+ sector.



INDEPCIE



The University of Applied Sciences: Technology, Business and Design in Wismar (Germany) is the third largest and oldest public university in Mecklenburg-Western Pomerania.

Novi Sad School of Journalism (NSSJ) is a civil society organization dedicated to the development and professionalization of the media scene in Serbia and the region.



ZONTA
e-CLUB OF
LATVIA

Latvian organisation that is part of Zonta International, a leading global organisation of professionals working to empower women and girls through service and advocacy.



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STAY TUNED AND FOLLOW US



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Medusaproject



REWRITING MEDIA NARRATIVES ON GENDER-BASED VIOLENCE



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