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# COMMUNICATION STRATEGY: KYRGYZSTAN

**These recommendations are designed to deliver communication campaigns by mass media, non-governmental organizations, government agencies and religious leaders to prevent violent extremism among the population of Kyrgyzstan with an emphasis on youth.**

The Team at The Centre for Social and Cultural Design “Gonzo-Design” developed this Strategy at the request of the Centre for Religious Studies within the scope of the Internews implemented Project “Strengthening Resilience to Radicalization and Disinformation in Central Asia” with the financial support of the European Union.

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This communication strategy was produced based on study performed by the Center for Religious Studies from March to December 2020. The study included the content analysis of online platforms in six languages (Kazakh, Kyrgyz, Russian, Uzbek, Tajik, and Turkmen) and the field studies in Kazakhstan, Kyrgyzstan, Uzbekistan, and Tajikistan, which interviewed 4,005 respondents, aged 18-35 to identify the value orientations of Central Asian youth and their media preferences.

Responsibility for the content of the publication lies with the Center for Religious Studies of Kyrgyzstan and “Gonzo-Design”.

The opinions presented in this publication do not represent the official views of the European Union.

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# CONTENT

|  |    |
|--|----|
| Introduction                                     | 3  |
| Section 1. Mission of the communication strategy | 4  |
| Section 2. Target audience                       | 6  |
| Section 3. Content                               | 12 |
| Section 4. Stakeholders                          | 22 |
| Section 5. Channels and formats                  | 27 |
| Annex 1  | 42 |

# INTRODUCTION

This communication strategy document represents a system of applied recommendations to deliver media campaigns aimed at PVE among the population of Kyrgyzstan with an emphasis on youth. The strategy includes eight sections covering all aspects of the communication process:

- 1) goal setting,
- 2) understanding the audience,
- 3) formation of messages,
- 4) understanding stakeholders,
- 5) review of effective channels and formats,
- 6) specifics of the context,
- 7) evaluation of communication efficiency,
- 8) presentation of potential risks.

The strategy provides an overview of messages, tools, approaches and contextual specifics for applied work among four stakeholder groups: government agencies, NGOs, media and religious leaders. Each group was reviewed based on regional characteristics and analysis of their current activities.

## HOW TO USE THE COMMUNICATION STRATEGY:

The communication strategy structure is based on fundamental principles of the communication model, which can be represented through the following definition:

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**Communication is the process of transferring information from sender to receiver through an environment in which both parties equally understand the information transmitted. A significant portion of information is called content and the outcome of transmission process is a message.**

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Therefore, this communication strategy includes the description of all participants, conditions, and mechanisms of communication. We answer the questions: what is required to broadcast? to whom? under which conditions? and how to achieve the desired effect.

# SECTION 1

## MISSION OF THE COMMUNICATION STRATEGY

### **Goals, objectives, and impact**

This section describes the motives and prerequisites for developing a strategy, including the description of expectations from its results. What kind of desired effects we wanted to achieve and what goals we set? What must happen if all the recommendations described in the strategy will be effectively implemented?

### **Goal**

Strengthening the resilience among youth to radicalization and misinformation leading to violent extremism by supporting the media, civil society, government institutions, religious leaders, and active citizens in Kyrgyzstan. This goal seeks to strengthen relevant national institutions, including through international cooperation.

### **Main drivers of PVE:**

1. Improving education of the population.
2. Reducing fragmentation in society.
3. Improving social infrastructure.
4. Developing interaction between the State and citizens.

## **Objectives:**

1. Creating and promoting alternative narratives among groups vulnerable to radicalization.
2. Strengthening the system of cooperation between local and global stakeholders.
3. Increasing the level of media literacy and critical thinking among the TA (Target Audience).
4. Developing communities and strengthening the group identity of the TA based on humanitarian values.
5. Reducing the level of disunity on national, religious, and ethnic grounds due to developed alternative factors to improve the internal ties among TA groups.
6. Popularizing humanitarian values and culture.
7. Promoting social and cultural values for systemic formation of personal identity of the TA.
8. Developing family values and strengthening intra-family ties.

## **Long-term impact:**

This strategy contributes to achieving the Sustainable Development Goals (SDGs) by reducing the factors that contribute to VE for the next 15-20 years:

1. increasing the level and quality of life.
2. ensuring access to education for all segments of the population.
3. developing gender education.
4. promoting the processes of self-development and increasing professional competencies and enhancing social activities.
5. reducing the level of inequality within and between countries.
6. ensuring cities and human settlements are inclusive, safe, resilient, and sustainable.
7. promoting peaceful and inclusive societies for sustainable development.

# SECTION 2

## TARGET AUDIENCE

### **To whom do we address the communication?**

Hereinafter target audience is referred to as TA.

### **Understanding the project TA will help:**

1. use a suitable channel to communicate with the TA;
2. choose an effective genre and communication style;
3. plan and calculate communication effects and risks;
4. organize relevant promotion mechanisms.

### **The section addresses:**

1. patterns of information perception among the TA;
2. important mechanisms of information consumption for the TA;
3. TA value system;
4. key factors in building credibility to information among the TA,
5. communication behaviors of the TA.

## Features of information flows for the TA in Kyrgyzstan

- TA often seeks answers on religious topics of interest on the Internet or among peers – other Internet users.
- TA regularly consumes information from at least three social media (mainly in Uzbek or Russian, less often in Kyrgyz).
- The main interests in information domain are the news, educational content, and materials aimed at self-development.
- Priority genres for the TA are videos and texts.
- TA has a variety of preferences in formats and genres, where culture of digital literacy and consumption is quite high.
- All existing social networks are available and used by the TA in a varying degree.
- Poor media literacy and critical thinking makes the dissemination of fake information convenient and effective. Despite the efforts taken by the State and media and civic organizations, most citizens perceive the fakes to be synonymous with social media, and in some cases the entire Internet. The Internet as a whole is perceived as a complete fake.

### Example

#### Dinder taryhy (History of religions)



A series of TV quizzes hosted by an NGO 'Youth of Osh' in collaboration with local media. These series are dedicated to the history of the main religions widespread in the Kyrgyz Republic and its goal is to provide young people with a wide knowledge on the history and culture of religions, and to develop interfaith dialogue. A total of 12 publications were released. The project participants were divided into 2 teams. In the beginning, it was moderated by a journalist, and later by a representative from theological faculty of Osh State University. The jury included representatives of universities and the Muftiat. The questions were wide ranging - from religion to legal issues.

### Pros:

- quiz format on a complex topic,
- unexpected focus,
- novelty of the subject,
- in the Kyrgyz language,
- local content,
- local experts,
- participation of youth who have knowledge of religion,
- participation of religious youth who failed to fit into the usual stereotypical image of “religious youth” dressed in Pakistani and Arab clothes, which were perceived quite negatively in Kyrgyz society.

### Cons:

- complex topics,
- the project's themes were not revealed,
- many questions were too complex and narrowly religious,
- questions were more theological than general,
- technical implementation of the project was low,
- they used visual effects,
- no actions were taken to attract a younger audience,
- the project was not sustainable,
- content was unsuccessful in terms of presentation and format given the target audience.

### Context:

There is an ongoing reform of religious education in Kyrgyzstan with new educational institutions opening throughout the country, not only in the South. These are Muslim educational institutions. There is a great interest in religious information, including the history and culture of Islam. Being aware of this interest, in 2019 the State initiated the creation of its own Islamic Academy in order to stimulate its own personnel in the religious sphere. The initiative of the President of the Kyrgyz Republic was perceived with skepticism, to some extent as a sign of the “Islamization” of the State. The State Commission assured that this is just a scientific approach to the study of Islam and stimulating the growth of Kyrgyz imams and theologians.

### Conclusions:

This was an interesting project that could be continued, but it requires some adjustments. Most questions narrowly focused on Islam and theology; they did little to reveal the culture of religions for the uninitiated persons and had little effect on the development of knowledge on the history and culture of religions. The preferences in the game had shifted towards other direction. The filming itself turned out to be too static, archaic and non-dynamic. Given the potential interest of the audience, such shooting format can minimize all the efforts expended. It requires an interactive mode and variety of faces and topics to show religious, cultural, and ethnic diversity. The voices of Osh Uzbek youth were not heard there at all.



## Features of value orientations and priorities of the TA in Kyrgyzstan

- **Economy**

The economic crisis and lack of access to a well-established social sphere reflects in financial well-being in value system of the TA. High unemployment rate and widespread corruption system increases the level of depression and despair among the TA.

- **Professional development and education**

A high unemployment rate and undeveloped labor market. Despite the capital obtained during higher education process, access to labor resources and career growth remains critically low.

- **Family**

Traditions of family relations and values remain integral part in view system of the TA: intra-family ties, family planning, priority distribution and the formulation of roles in society.

- **Relationships with loved ones.**

In addition to family values, romantic and friendship relations are important personal landmarks. Interpersonal conflicts are of great concern to those surveyed.

- **Stability**

Emotional, political, and financial.

## Example



### The project #JashStan-2: the youth as agents of peace and stability in Kyrgyzstan

*Search for Common Ground* in Kyrgyzstan is implementing this project. During the second phase of the project, 150 young people from 15 communities were selected along with 20 social educators, 15 social workers, 15 juvenile police officers, and 15 mentors (graduates from the first phase of the project) who have worked and will continue to work together.

The second phase of the project will be implemented by a network of agents of peace and stability involving 162 young people at aged 14-28. They will interact with 3 categories of youth: children of labor migrants aged 14 to 18, who are under the care of relatives; children of “returnees” from Syria and Iraq, and those convicted for extremism and terrorism from 14 to 28; young people under 18 who have criminal records.

#### Pros:

- active participation of youth,
- involvement of experts,
- use of new media formats and tools,
- involvement of participants in manufacturing project products,
- clear delineation of target groups,
- wider geographical coverage,
- colorful and vivid videos,
- most videos were filmed in a convenient size to distribute on social media and instant messengers,
- involvement of former project participants from among young people in mentors,
- the project focuses on youth.

#### Cons:

- those involved in the project are the same engaged in promoting it;
- formalization and glamorization of project activities;
- most videos framed the young people in the background; one can hear their voices occasionally, however they lack titles with their names and surnames;
- ethnic composition of participants in events delivered is homogeneous and in such cases it is difficult to teach young people tolerance and respect. It has no indication of terminology in the Kyrgyz language in relation to the so-called “returnees” from Syria and Iraq. The often-used term “kairylman” is inappropriate, as it applies exclusively to ethnic Kyrgyz people returning from other countries to the Kyrgyz Republic, and upon arrival they are granted a certificate “kairylman” for two years (green card). It grants legal status. The authors of the project should work on terminology in the Kyrgyz language to avoid mistakes and stigmatization; children in videos speak using memorized phrases, stamping out words, somewhat reminiscent of propaganda video clips.

### **Participants:**

- youth from the regions,
- pupils and students from the regions,
- parents,
- social pedagogues,
- social workers,
- policemen,
- mentors,
- civil activists,
- local authorities,
- experts.

### **Context:**

Kyrgyzstan is the only country in the region that has yet to return anyone from Iraq and Syria. Each time, there are new obstacles, which led to termination of the humanitarian operation. This is regarding the possibility of returning 80 children and women with children from Iraq and Syria to Kyrgyzstan. The public in the Kyrgyz Republic perceives the returnees quite negatively, even relating to children. Despite the fact that most of these children are not even school-aged. There is a question - to what extent other children engaged in the project are ready to talk and discuss this issue? To what extent are those children from such families who returned with their parents through Russia ready to participate in similar projects? To what extent this is "child-related topic?" The topic of "returnees" is one of the most tabooed and complex. At the same time, domestic violence is an acute issue, especially in regions where we can observe high migration rates. Shocking incidents of violence are widespread. Close relatives or community members often turn a blind eye to violence until they become high-profile subjects of discussion on social media. In this context, the project may achieve certain goals.

# SECTION 3

## CONTENT

### WHAT DO WE BROADCAST TO THE AUDIENCE TO ACHIEVE THE PLANNED EFFECTS?

#### Using content guidelines will allow one to:

1. build an effective dialogue with the TA;
2. evoke the desired response from the TA;
3. qualitatively influence the level of awareness and education of the TA;
4. motivate the TA to make positive changes in habits, mind-sets, and actions.

#### The section addresses:

1. on which key senses we must build communication;
2. which messages to use and which to avoid;
3. which emotional messages and intonations to apply in communication;
4. how to choose communication stylistics.

## MESSAGES

### CATEGORIES OF DIRECT MESSAGES BY SEMANTIC GROUPS

#### 1. POLITICAL

##### 1.1. Promoting and popularizing the ideas of secular state

It is necessary to make the connections between the features of a secular society and favorable factors that have impact on quality of life available and understandable. It is important to create a clear and transparent system of positive connotations in relation to components of a secular society such as freedoms - access to information, education, movement, communication and independence - self-development, entrepreneurship.

## **1.2. Developing an image and reputational profile of young public figures**

Their appropriate positioning will help build trust and credibility towards active, progressive views and goals.

## **1.3. Developing and promoting political literacy**

Accessibility and clear understanding of the global political situation will create the grounds for appropriate understanding and interpretation of real relations and priorities on the world stage.

## **1.4. Popularizing fundamental concepts of history and political science**

Appropriate and right understanding of terms, events, and patterns will help the TA duly and competently to interpret the notions of democracy, secularism, etc., on which the manipulative practices of VE are often built.

## **1.5. Developing awareness of current political trends, existing leaders and represented parties**

A population highly informed about the activities performed by various parties is important to form a broader understanding of existing alternatives among the TA and their opportunity to select them.

## **1.6. Responding to violence and its propaganda**

To formulate and promote rebuttals to violent campaigns. It is necessary to create an absolute, clear attitude among the TA in relation to the issue of the illegality of violence.

## **1.7. Promoting the values of multiculturalism**

Coverage of global social processes and achievements (scientific, cultural, social, humanitarian) will enable one to undermine many hostile views about the West, Canada, and China and, as a result, to eliminate destructive and aggressive sentiments towards other states and cultures. To build the topic on the importance of partnership, continuity, and experience sharing in areas that affect the quality and level of social infrastructure: science, education, medicine, law, and economics.

## **1.8. Promoting the values of ethnic diversity**

Strengthening the ideas aimed at acceptance and understanding of other nationalities, peoples and classes will reduce the level of fragmentation and potential for confrontations with other ethnic groups.

## **2. SOCIAL**

### **2.1. Developing group identity**

To promote the ideas and values aimed at unification through joint creation, creativity, education, volunteering, lifestyle, and culture. Refutation of the possibility to achieve group identity based on religion and any militant images: a winner, group force, weapons, manifestation of power.

### **2.2. Popularizing the role of civic initiatives and personal self-development**

It is important to build an extensive system of drivers that affect the quality of life and problem solving among the TA. It is necessary to shift the focus from religion as the main driver for addressing all challenges.

### **2.3. Teaching the values of the economy and drivers of financial well-being**

It is important to build a coherent system of concepts on the topic associated with money, income, and economics. Understanding the fundamentals of capitalism and its foundations will help reduce the level of aggression towards capitalist countries and prevent criticism of their values.

### **2.4. Improving quality of life and its popularization**

Promoting actions and ideas aimed at improving quality of life: building roads, providing humanitarian aid, fighting corruption, etc.

### **2.5. Promoting and building community**

To bring together the TA based on the ideas of brotherhood through positive constructive practices, common everyday interests, and mutual assistance.

### **2.6. Popularizing the idea of a free, healthy society**

To create positive images through the topics of self-development, equality, and justice.

### **2.7. Developing and strengthening the ties in the community of labor migrants**

### **2.8. Developing the initiatives aimed at integration of labor migrants in host country**

Revealing the potential of interaction between the local population and the community of labor migrants: intercultural exchange.

### **2.9. Promoting the national culture and identity**

### **2.10. Working on negative stereotypes associated with class and economic inequalities**

It is necessary to rebuild the established connotations in society which state that wealth is negative, and the poor are deprived. It is important to initiate and main-

tain a dialogue built on the ideas of achieving success and its components, personal values, and the potential to influencing a prosperous future.

### **3. RELIGIOUS**

#### **3.1. Building the reputation and authority of imams and muftiy administration in the public domain**

It is necessary to broadcast and make accessible the ideas, values, and visions of religious leaders to increase their importance in the information agenda.

#### **3.2. Revealing the true meanings of good deeds**

Promoting the values of honest work and creativity. This will contribute to an adequate understanding and interpretation of activities and types of work performed by labor migrants and to prevent hostile interpretations of those activities that they do in their real lives.

#### **3.3. Educating on financial well-being and the subject of money**

False stereotypes about capitalism and its traits foster destructive attitudes and disunity.

#### **3.4. Promoting the ideas of multiculturalism**

It is necessary to reveal the potential wealth of ethnic diversity and aesthetics through the demonstration of aesthetics and disclosure of significant cultural monuments and symbols.

#### **3.5. Revealing the diversity of gender specifics in the female Muslim community**

It is advisable to cultivate the image of Khadicha and Aisha, the daughter of the Prophet, as independent and educated women of their times. In early Muslim communities, women played an open role in society. These two images are effective keys to present a gender role.

#### **3.6. Preserving ethical and logical boundaries in the style of speech**

Expressions such as “correct Islam,” “Kyrgyz Islam,” “Hanafi Islam,” and “traditional Islam” cause rejection and negative discourses.

#### **3.7. Disseminating basic terms and information about Islam**

To deliver theological education in accessible, understandable, and easy formats and to preserve the integrity and stability of religious ideology and peaceful mission of Islam. To spread the speeches of authoritative imams, theologians, Islamic scholars, those who could explain the dogmas of Islam, especially those related to the performance of “hijra” and “jihad”.

### **3.8. Promoting multi-confessional and religious tolerance**

Denial of discrediting other groups based on religion.

### **3.9. Disseminating and promoting educational content**

To advance the qualification of religious leaders in the regions so they can play an important role and equipping them with new information about trends and challenges (related to religion) and new knowledge in PVE.

## **4. HUMANISTIC**

### **4.1. Developing the principles of mutual help, empathy, and charity**

To develop the community principles through humanitarian values.

### **4.2. Promoting moral obligations and true values in a positive context**

### **4.3. Promoting humanitarian and human rights values**

To prevent prosecuting others and justifying violence and aggression against people who violate social and/or cultural norms.

## **INDIRECT MESSAGES BASED ON THE TA PRIORITY VALUES:**

Key values are combined into semantic groups according to the principle of commonality of messages aimed at the actualization of the TA's relevant values.

## **1. SELF-REALIZATION, EDUCATION, DEVELOPMENT**

- personal development,
- serving God. the Lord. the Creator
- making their mark on the world,
- professional development

### **1.1. Developing the culture of volunteering and civic social initiatives**

Participation in social activities and opportunities to be engaged into practicing charity and social activity will significantly develop values that are important for youth communities: mutual assistance, a sense of community and unity (as opposed to a sense of alienation and loneliness), sharing challenges, an awareness and realization of one's own strength and capabilities.

#### **Example**

Volunteers have played a significant role in addressing the problems associated with the COVID-19 pandemic and greatly contributed to reducing the number of people infected with COVID-19.



## **1.2. Developing small-scale and light educational formats**

It is necessary to build a system of accessible and resource-intensive educational tools. This will fill the gap between not always available fundamental long expensive education and complete absence of any quick, simple, and applied tools for personal and professional development.

## **1.3. Popularizing the concept of DIY (Do It Yourself)**

The post-Soviet environment and current national agenda, as well as cultural traditions have significant impact on the assessment of personality in isolation from society, family, and country. It prevents developing the ideas on the true value of each person and the importance of small deeds. Such practices can be safe while contributing to a more efficient and active society.

## **1.4. Broadening the understanding of development tools**

Employment and income challenges can be partially addressed if the TA is more aware of potential ways of acquiring professional skills and self-promotion. Digital professions and types of online remote work can seriously change the understanding of the TA in relation to new opportunities for employment and professional development.

## **1.5. Promoting mentorship, motivation, and leadership**

The resources designed for Implementation can significantly be reduced by using existing content on these topics. Costs will thus be limited to translation from foreign languages and distribution.

## **1.6. Promoting beauty and health topics**

Popularizing sporty active lifestyles and involvement of the TA in the agenda of careful attitude towards themselves, not only in terms of aesthetics, but also in terms of investments in their future. Popularization of popular science formats on physiology, body, and hygiene.

## **2. FUTURE, STABILITY, CALMNESS:**

- creating one's own family,
- strong financial position for oneself,
- strong financial position for oneself and loved ones.

### **2.1. Escalation and transparency of topics of the future, its presentation, and components**

Many ideas linked to well-being and successful future are formed among the TA due to stereotypes imposed by the cultural and social environment, in addition to unconsciously copying the practices that are constantly visible (TV, mass culture, YouTube). It is paramount to make the process of forming values and ideas as conscious and independent as possible. Questions and discussions addressed to

TA will help raise the agenda of personal self-determination and reduce the level of stereotypes when developing values. Discussion formats among the TA about the future will also enable maintaining links with youth and strengthening inter-generational ties.

## 2.2. Developing the culture of cross-gender communication

The availability of clear and visual tools for maintaining connections in society, searching for common ideas and interests, co-creation and like-mindedness will play an important role in the natural process of conscious choice of a partner, and will increase the potential of community for the TA as a whole.

## 2.3. Developing sexual education

Despite the limitations associated with peculiarities of country context, it is important to look for alternative sources to identify the topics on gender and relations: sports, beauty, health, culture, communication, and self-development.

### Example

«What Would You Do If You Had No More Limits?»



A social video on menstruation in developing countries, women's access to education, and their opportunities.

## 2.4. Stress reducing due to financial instabilit

It is obvious that the situation with education and employment requires effective decisions and reforms at the State level. However, the objectives of communication include creating an effective emotional background among the TA and increasing the level of optimism in society. Only in an emotionally favorable environment, we may count on the emergence of civic initiatives, aspiration for self-development and mutual assistance, as well as the motivation to improve skills and knowledge.

## 2.5. Anxiety reducing due to responsibility for financial well-being in the family

Even though family support and responsibility is an important cultural basis, it is necessary to work with the negative consequences arising among the TA connected with this responsibility: alienation, powerlessness, feeling of not being good enough and successful, etc.

## Example

### TaasirLink” project



This Search for Common Ground Project is aimed at bringing out the sense of “belonging to their own place,” that is, to their small Homeland among youth in the regions.

#### Pros:

- alternative media narrative,
- attraction of regional youth,
- well-selected name in the Kyrgyz language (“Influence.Link” in Russian).

#### Cons:

- the media component is not used at all,
- activities are formal in nature,
- all speakers are city residents,
- insufficient use of videos,
- excessive glamorization of videos,
- uniformity of content presentation,
- there is a feeling that young people are statisticians,
- violation of many rules and norms in the media,
- the youth media project is implemented by “adults” without the active participation of youth themselves,
- media products do not reveal the essence of the project and participation of young people in public life of the country,
- many videos are moralistic in nature,
- the same people are seen throughout the project.

### 3. IDENTITY, PERSONAL SATISFACTION, SENSE OF SIGNIFICANCE:

- make the world better and right,
- make a mark on the world,
- have satisfaction,
- create one’s own family.

#### 3.1. Popularizing ethnographic and craft traditions

This will create a wider field to search for personal identity and sense of connection with culture, country, history, and people. It is important to provide the TA with a wide variety of cultural and historical events and images.

#### 3.2. Popularizing fairy-tale and mythological, poetic characters

To explore the topic of heroification through positive and peaceful images.

### 3.3. Revitalizing and popularizing crafts and related technologies and practices

In addition to the ethnographic component, which is revealed in traditional crafts, these types of creative practices serve as a good driver for developing communities based on common interests and tourist attraction destinations, emerging small private entrepreneurship by involving young people in rethinking and creating new creative areas.

### 3.4. Developing and motivating collective initiatives

## EMOTIONS AND INTONATIONS

As part of the TA field interviews, we identified the gradations in the TA's emotional-sensitive perception of information. In particular, what sensations and emotions certain types of media products evoke, how they affect the distribution of attention, perception, and motivation to any action.

### Emotional guidelines based on the study of the TA value priorities:

#### 1. Sense of community, non-loneliness, confidence in the future

Recommended intonation tags are calmness, moderate dynamism, cohesion, and compatibility.

Not recommended intonation tags are anxiety, linearity, melancholy, aggressiveness, excessive emotionality, violence, and apathy.

#### Values:

- adherence to a group,
- happy family,
- striving for peaceful social interactions,
- approval of others.

#### 2. Stability, optimism

Recommended intonation tags are dreaminess, romance, poetry, and determination.

Not recommended intonation tags are manufacturability, haste, variability, fragmentation.

#### Values:

- preservation of national traditions,
- make the world better and right.

#### 3. Self-confidence, feeling important

Recommended intonation tags are admiration, imagination, dreaminess, activity.

Not recommended intonation tags are envy, haste, comparability.

**Values:**

- self-determination (professional, religious, social),

**4. Security**

Recommended intonation tags are ease, leisurely, family.

Not recommended intonation tags are immensity, suppression.

**Values:**

- state, financial, and social stability,
- peaceful and humanitarian values,
- safety,
- safety and integration of labor migrants in foreign territory,
- striving for peaceful social interactions.

**5. Well-being, success**

Recommended intonation tags are spirituality, calmness, naturalness, authenticity.

Not recommended intonation tags are envy, haste, comparability.

**Values:**

- strong financial position for yourself,
- strong financial position for loved ones.

**Related links and materials:**

«Тренды веб-дизайна 2020: модное и значимое» (web-design trends 2020: fashionable and meaningful)

«Обзор глобальных трендов 2020 от Ford» (Ford Releases 2020 Global Trend Report)

«Pantone представляет цвет 2020 года» (Pantone Color of the Year 2020 Introduction | PANTONE 19-4052 Classic Blue)

«Тренды и тенденции 2020 года: метаанализ» (trends and tendencies 2020: meta-analysis)

«Руководство по созданию доступных продуктов» (Vox Product Accessibility Guidelines).

# SECTION 4

## STAKEHOLDERS

### Who are the senders of messages?

In this section, we take a close look at four key categories of stakeholders involved in communication. Each stakeholder has its own limitations and potentials. We will identify the approaches, tools, and resources that are appropriate for each category.

Understanding the specifics of potentials and limitations of the project stakeholders will enable to:

1. Create brand new communication products,
2. Rationally use the resources for their creation,
3. Build partnerships and scale up the communication effects.

The section addresses:

1. How to scale up the lessons learned.
2. How to benefit from existing restrictions.
3. What new approaches and principles can be applied in working with the topic.

### RECOMMENDATIONS FOR MASS MEDIA IN KYRGYZSTAN

1. It is necessary to avoid hate speech against religious and social groups and manifestations of Islamophobia.
2. Improving the quality of religious studies and religious competence of staff to prepare PVE materials with a sufficient level of expertise.
3. Search for new and relevant visual keys to design PVE materials. Clichéd decisions will not impact the TA and are not effective.
4. Engage experts in content creation, in particular religious scholars, and lawyers.
5. Actively assist in information campaigns to implement the state policy in religious sphere and prevent extremism and terrorism.
6. Maintain diversity in the spectrum of PVE topics. It is necessary to develop content both on religious and important social topics.

7. Informally involve young people to create the agenda, content, and discussion formats.
8. Diversify experimental formats of communication products by attracting young authors and specialists from related disciplines.
9. Distinguish religious topics from PVE; one must not mix these two topics in the same material.
10. Implement formats and genres aimed at developing critical and analytical thinking with the TA.
11. Develop and promote the values of the secular state and interfaith society.

### **RECOMMENDATIONS FOR NGOS IN KYRGYZSTAN:**

1. Enhance active cooperation and joint project design with media and popularize the mission and objectives of your activity.
2. Improve accuracy and correctness when using religious and legal terms.
3. Search for alternative keys to modify PVE topics.
4. Develop and expand PR expertise.
5. Introduce an ethical framework to use visual and textual imagery in covering and presenting religious topics: to avoid clichéd photographs and manifestations of hate speech.
6. Introduce neutral and non-judgmental narratives.
7. Attract the TA to open discussions and cooperation in projects.

### **RECOMMENDATIONS FOR GOVERNMENT AGENCIES IN KYRGYZSTAN:**

1. Build strong professional relations between media and the Main Department for Combating Extremism and the Ministry of Internal Affairs of the Kyrgyz Republic, as the main source of information in such cases.
2. Encourage media to create alternative narratives and formats.
3. Raise awareness and accessibility of existing PVE laws, definitions, and terminology.

4. Move from counter-narratives to alternative narratives.
5. Introduce elective classes on digital literacy and the development of critical thinking in information consumption in schools and universities.
6. Organize permanent programs to provide psychological support when working with TA in universities and schools.

## Example



### Project “Communities for a sustainable peace”

The project is aimed at developing civic competencies among students at secondary schools, vocational schools, and madrassas, as well as among women from closed conservative communities. The project is supported by the UN Peacebuilding Fund and was implemented by the PF “For International Tolerance” from January 2018 to December 2020 in 13 locations, including the cities of Bishkek and Osh, as well as border areas in the South of the country. The project supports the extracurricular activities of youth self-governments and informal youth groups, thematic circles and clubs in the implementation of social projects, volunteer work to improve living conditions and community development, as well as women’s initiatives in target communities.

#### Pros:

- participation of members from closed conservative communities in the project; joint development and implementation of civil initiatives.
- participation of government representatives and religious leaders.
- support of civil initiatives in the regions.
- teaching new media tools.
- participation of women from closed communities. Women from closed communities from Aravan and Karasuu districts of Osh Oblast, who study at madrasah, noted that after completing the trainings, they could overcome their fear of law enforcement officers. They learned new interactive methods of audience engagement and analysis. During the project implementation phase, the issue of early marriages in closed communities was also raised in the Suzak district of Jalal-Abad Oblast. Civil activists report that up to 90% of all women in labor at the local maternity hospital are girls who have completed grade 9. Women from closed communities (Atincha) raised the issue of girls’ education. Thank to trainings and seminars, there are cases when participants changed their mindsets and allowed their daughters-in-law and daughters to continue their education, as doing so does not contradict their religious views.



### Cons:

- Teaching women in a familiar format with an emphasis on the traditional role of women in conservative society.
- excessive emphasis on women from closed religious communities.
- unsuccessful photos with completely covered faces of women in the project documentation.
- the opportunities of social and traditional media are not used.
- there is no separate project page or section on the fund pages.

7. Perform information work and developing applied campaigns to reduce the glorification and sacrifice of VE convicts.
8. Develop the appropriate terminology on a PVE topic in the Kyrgyz language.
9. Create discussion platforms for the TA on religious issues, PVE, expanding the agenda, and attracting representatives from all faiths and social groups.
10. Strengthen the role of State Commission for Religious Affairs on PVE, education, and enlightenment on religious issues.
11. Reduce the importance of the exclusive role of the Mufti administration and not delegate unusual roles, functions, and responsibilities of a state body.
12. Involve non-state media in information policy.
13. Raise awareness and accessibility of the concepts of secular state and its values.
14. Cooperate with youth organizations and faculties of theology from state universities.

## RECOMMENDATIONS FOR RELIGIOUS LEADERS IN KYRGYZSTAN

- 1 Modernize the style of presentation and content on religious topics adapted to TA: simplicity, accessibility, and ease of understanding.
- 2 Reduce the level of edification and alienation when working with the TA.
- 3 Use discussion platforms on social media and national information resources to discuss sensitive and hot-button topics in a friendly and enlightening tone.
- 4 Create separate information platforms aimed at dialogue with the TA.
- 5 Bring together religious and non-religious audiences to jointly discuss sensitive topics and values.
- 6 Promote interfaith ideas.
- 7 Teach public speaking, digital literacy, and media to religious leaders.
- 8 Expand the network of religious leaders highlighted in the media.

- 9 Encourage young religious leaders and religious women in the information space.
- 10 Organize thematic open meetings in mosques for everyone to discuss issues of spiritual culture.
- 11 Timely and openly react to news and sensitive topics covered on different media platforms.
- 12 Expand the language range for dialogue with all ethnic groups represented in Kyrgyzstan.
- 13 Develop the image and reputation tools to work in relevant media channels for TA.

# SECTION 5

## CHANNELS AND FORMATS

### How are messages delivered?

Panorama of current channels and formats will help:

1. Deliver messages to end TA.
2. Develop cross-platform and interdisciplinary communication.
3. Track and count the effectiveness of communication.
4. Maintain long-term relationships with TA.

This section addresses:

1. What genres and formats are relevant to the TA?
2. How is the information is perceived depending on the product and placement?
3. What stylistic foundations are relevant to the TA?
4. How priorities of attention and confidence are formed with the TA?
5. How to manage the motivation of the TA?

### Example

Let's assume that the project targets the elderly people living in a rural area. In such case, the suitable channel would be, for example, a series of short documentaries on TV. However, an interactive application for mobile devices would be a completely inappropriate format.

The channels relevant to TA in each country context are very specific and may not fit into the general logic of the media market. It is very important to take into account the local characteristics of the priority channels of Kyrgyzstan.

Communication preferences are made up of several key factors:

1. internet speed and access,
2. formats and topics of priority content,
3. availability of existing sources of information,
4. established traditions of trusting sources.

## COMMUNICATION CHANNELS DIFFER BY NATURE OF THE TA INTERACTING WITH THEIR CONTENT:

### 1. STREAMING CHANNELS

Streaming - these are channels in which information is delivered to a user without special demand; a user does not control the information, which is received in a dynamic mode and uncontrolled stream.

**Pros:** constant reflexiveness, easy and quick access, it does not require special entry and decision-making

**Cons:** without immersion, it is impossible to calculate and predict the stop of attention; it is difficult to achieve deep involvement, it has an unstable level of trust.

**Examples:** all social media lines, television, outdoor advertising.

#### Drivers of attracting attention in streaming channels:

- bright contrasting emotions, both positive and negative,
- unequivocal intersection with personal values and interests of the TA,
- unpredictable and unexpected content,
- cognitive content: what the TA itself defines as useful knowledge or skill and understands how it can be used.

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#### Streaming channels that are relevant for the TA in Kyrgyzstan:

**Instagram, Facebook**

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Characteristic features of social media channel in Kyrgyzstan:

- There are communities with a large audience of subscribers, in which meaningful models are uploaded, alternative to VE propaganda. They represent serious competition to official information resources of the Mufti administration and the State.
- In 2020, the Instagram audience exceeded 2 million people, from which 1 million 30 thousand are men and 970 thousand are women. In November 2019, the Instagram audience in the Kyrgyz Republic stood at 1 million 840 thousand people. Instagram is the fastest growing network.

- The number of private celebrity channels is growing on Instagram with a good number of subscribers.
- Social media in Kyrgyzstan has an impact on political life. The most politicized one is Facebook, where publications have a great resonance and often influence real political and social events.
- Social media is a very important and effective information space for initiating movements and civic communities.

### Example

**OMKS\_KG**  
(One Million Kyrgyz Stories)



This public page is very popular due to the publication of videos edited from user materials (and later large media). In the last parliamentary elections, the public unexpectedly supported the new opposition Reform party, targeting the Mekenim Kyrgyzstan party, created by the family of former customs officer Matraimov, accused of corruption. As a result, the public page temporarily disappeared from Instagram, just disappeared without any warnings, but later was restored.

## RECOMMENDATIONS TO USE RELEVANT SOCIAL NETWORKS IN KYRGYZSTAN:

### 1) Creating and promoting educational formats

Simple, playful, short educational genres: cards, tests, stories. The TA has a high demand for educational content and its alternative formats.

### 2) Developing discussion formats

To initiate active participation of TA to talk about neutral, but at the same time, valuable topics from their perspectives: news, interpersonal communications, traditional culture, art, music, foreign languages. Engagement of different TAs in terms of their educational level and progressiveness into joint discussions will reduce the gap between various layers of audience and will create a common information field. This will reduce the level of isolation of vulnerable TA groups and help bridge their gap with progressive representatives of society.

### Example

«Global Goals Jam»



A series of discussions, workshops, and presentations from local groups (experts, creatives, stakeholders, citizens) on an important local topic.

### 3) Community building

Intensive promotion of topics relevant to TA will contribute to creating an online-friendly environment in which participants will benefit from a platform to form and exchange common interests. The development of online communities will help support proactive young people and equip them with tools to find like-minded people.

### 4) Developing collaboration formats with opinion makers and celebrities

According to the research outcomes, music and lifestyle content is the most popular among the TA. Engagement of musicians and media environment actors to promote positive narratives and value-forming discussions with the TA will help to increase the interest to such topics and create an alternative environment on such difficult topic as VE through the promotion of important aspects of life: individual and group identity, and self-development.

#### Example

##### Manizha and the UN



Manizha is a singer who became the first Russian Goodwill Ambassador to the UN Refugee Agency. She often talks on these social topics in her social networks and composes music dedicated to self-identification and migration.

### 5) Expanding the presence of non-governmental organizations, experts in Islamic studies, and independent activists in social networks.

To popularize the positive narratives and attitudes through personal accounts and public pages of authoritative and progressive public figures and educators. It will maintain a competent information field and stay in contact with the audience. Active social networking will help to not only expand the field of informational impact and be in emotional contact with the TA, but also to announce educational events and organize live broadcasts.

## TV

- In Kyrgyzstan, traditional media are divided primarily by language and state affiliation. All nationwide broadcasting TV channels are owned by the State;
- Among the conditionally “Islamic” TV companies one can distinguish “Marwa,” “Ayan,” “Asia TV.” They prefer to call themselves educational TV channels. They are all based in Bishkek. For an ordinary user, all TV channels broadcasting namaz on Fridays and during Ramadan are considered “Islamic” in the capital, while in the south of the country all TV channels, including the state-owned ELTR TV Company, rebroadcast such programs. In the south, all this is perceived as part of the religious culture, in Bishkek, as manifestation of Islamism.

## RECOMMENDATIONS TO USE TV CHANNELS IN KYRGYZSTAN:

### 1) Introducing programs aimed at opposing VE in TV and radio broadcasting.

Given the dependence of TV and radio broadcasting, it is necessary to develop alternative ways of covering topics and agenda concept. It is important to integrate formats that are organic for these channels and, at the same time, popular for the audience: talk shows with successful public figures, popular science programs, or lifestyle coaching. One presentation format can be a talk show with the involvement of independent experts, respected theologians in society, representatives of NGOs, and independent journalists. It is necessary to maintain and develop formats of feedback from viewers who could receive answers to relevant questions for themselves in a live television broadcast.

#### Example

##### Achyk Talkuu ("Open (public) discussions")



The talk show covers the most challenging issues in PVE and religious topics, such as wearing a tightly covered headscarf at school; hijabs on street; banned organizations in Kyrgyzstan; interfaith harmony; history of Islam and madhhab. A total of 5 talk shows, infographics, and teaser were filmed.

#### Pros:

- Talk show on sensitive issues in the Kyrgyz language;
- The show hostess is a girl, which is practically a provocation given the theme of the project;
- The presenter dresses informally enough for such kind of talk show in local context, wherein all experts are men and religious issues are discussed.

#### Cons:

- Lack of translation into Russian;
- Few important aspects of topics are raised in discussions;
- Insufficient attention when selecting experts.

#### Context:

In the public space, and particularly in media domain, religious and near-religious issues have been actively discussed since 2014, due to the adoption of the first National Concept in the religious sphere. Interest in religious topics and particularly in Muslim issues is enormous. Especially in the South of the country, where "home Islam" had been practiced since Soviet times, and where "Islam" has an ethnic connotation, when formerly most of the Imams were Uzbeks and Tajiks. Open discussion of even such neutral topics as the reform of religious education was previously discouraged. There was no ban, but it was not welcomed either. Religious issues were covered only from the point of view of the performance of religious rituals or the detention of members of banned organizations by security forces.

### **Conclusions:**

Such programs contribute to an increase in religious literacy, legal literacy and, oddly enough, increase in the role of women in traditional society. After all, females raise important questions on religion and this is an exclusively male sphere. There is a need for it to be interactive as well as the need to expand the geography, language, and subject matter. Many projects, despite hot and interesting topics discussed, cannot attract viewers, because they least of all think about the media side of the project, how it will be technically implemented.

## **2) Synthesis of topics in TV programs**

Due to the sensitivity of the topic and almost complete absence of religious agenda on TV, it is advisable to synthesize indirect topics (see the section on Content) by integrating them into the format of programs, films, serials, and entertainment shows.

## **3) Popularizing progressive figures**

It is important to make visible representatives from among young people and active citizens who deal with addressing social challenges. Such practices will have a positive impact on the motivation and inspiration of the TA and will make visible private civic initiatives for independent scaling up.

## **4) Increasing in the share of youth topics and formats**

It is necessary to build a better match for the content designed for a youth audience. Expansion of youth-interested topics and formats in broadcasting, among other things, will reduce the intergenerational gap.

## **5) Developing lifestyle content**

Saturation of the lineup with meaningful formats aimed at exploring the topics of development, self-determination, sports, travel, and science will help improve motivation and vital energy among TA and obtain tools for self-realization, self-education and improving quality of life.

## **6) Promoting youth-relevant values related to well-being through educational programs**

In particular, the promotion of topics of economic growth, professional development and scientific progress through game, entertainment, and educational formats will meet the needs of TA in terms of value priorities, and at the same time educate the TA on issues essential for planning gender relations.



## 2. SPECIAL CHANNELS

Special channels are the channels that gather an audience on a central meaning or idea. It can be an interest, activity, hobby, or goal. The audience appeals to these channels with the intention to receive specific content.

**Pros:** there is an intention and motivation at the entry point, it has a permanent audience, certain level of confidence based on commonality after entry; they scale well subject to high-quality and long-term content saturation.

**Cons:** narrow focus, require follow-up

**Examples:** professional communities and groups, YouTube channels, newspapers, and magazines.

Special channels are powerful tools for building communities. They help scale ideas, narrow the gaps between social strata, and give a sense of oneness, which in turn can resist artificially created or negative unions such as VEs.

### CURRENT SPECIAL CHANNELS IN KYRGYZSTAN:

**Online:** YouTube channels, online media, video blogs, thematic groups on Facebook and Instagram, Telegram channels.

Characteristic features of special online channels in Kyrgyzstan:

- 80% of online media are standalone online platforms and do not belong to sites of active traditional media;
- According to the legislation of Kyrgyzstan, online publications are not mass media and previously they used to be registered in a limited number by special resolution of the CEC (Central Election Committee) to cover elections. The situation changed during the pandemic.
- There are many thematic celebrity public pages, which shape the TA worldview and they have a wide, loyal audience.
- The platforms of educational channels «Marva,» «Asia TV,» «Echo Manas,» and socio-political «OshTV» are considered effective.
- To register online publications, it is enough to register a domain name with AsialInfo for \$50 (they own the KG zone) and pay for hosting services. In the Kyrgyz Republic, online publications are not mass media, so registration with the Ministry of Justice is not required.

Most non-state media register Public Foundation entities and, less often, in the form of LLCs, so that later they can open media in their structure. In connection with the development of the Internet and expansion of services after 2010, a boom of online publications started, which generally are publications where author columns, private opinions, analytics and, less often, news prevail.

## RECOMMENDATIONS FOR SPECIAL ONLINE CHANNELS IN KYRGYZSTAN:

### 1. Attracting and creating user generated content

### 2. Developing experimental formats at the interface with science and art

### 3. Collaborating with musicians

Due to the high adherence of the TA to musical culture, performers can become key opinion makers and broadcast their views and assessment of VE, both in the lyrics and in open accompanying discussions and interviews.

### 4. Developing discussion formats

To deliver in genres of talk shows and lifestyle stories by inviting experts from the field of culture, history, and traditions, who may indirectly impact the topic of positive narratives and values.

### 5. Promoting young and active people

Popularizing and strengthening the image of established, but not very well-known young active citizens from the regions of the country.

### 6. Developing educational channels and communities

Re-broadcasting educational content from West-originated sources with educational content aimed at developing skills in digital professions and creative industries.

### 7. Popularizing the DIY (Do It Yourself) concept through regional and foreign blogger

### 8. Developing and promoting the podcast culture genre

Light in terms of traffic and genre close to usual audio content and quite popular radio has high potential for mass targeted message delivery.

### 9. Using figurative and non-documentary formats

Use comics and animations to cover real stories on VE. Various visual techniques and mixed techniques reduce the risk for characters and at the same time helps to deliver the content to the TA in the friendliest way.

## Example

Internet programs and talk shows where members of “vulnerable groups” are invited to talk about difficulties, experiences and share their stories.

Talk-show “Labor migrants about work, problems, and life in Russia”

YouTube program «Tajik migrants: to Russia for the future of children» - BBC Russia



## 10. Implementing the mentorship and motivation formats

Successful story telling by active and progressive TA members and popularizing personal examples. Such formats encourage self-development and shift the focus from global agenda to personal, motivate a healthy lifestyle and inspire active social activities.

## 11. Expanding geography and multiculturalism

To produce cross and collaborate on materials with similar media in countries of outflow of migrants. To implement interregional joint projects and initiatives.

## 12. Introducing the formats and headings for interaction with the audience

To organize polls, contests, publication of letters and stories from the TA. This will allow them not only to see a section of the TA and keep in touch with the TA but will also increase the level of self-confidence and significance.

## 13. Promoting supplementary materials

The use of small, light, and accessible formats in social networks: stories, igtv, photo series.

## 14. Strengthening the reputation and image of specific authors

It will increase trust in the content and create a more personal attitude towards the conveyed meanings.

## 15. Introducing educational sections

## 16. Introducing sections with applied benefits for the TA

Employment, self-development, and social activity.

## 17. Developing an image and modern stylistic techniques and formats

To use contemporary illustrations and photographs in partnership with universities and young artists.

## 18. Attracting and creating user generated content.

## Example

### Gradarak



The non-profit organization “GRADARAK” creates modern libraries to spark new knowledge among the younger generation and equip them with interesting and cognitive leisure. “Our primary goal is to build libraries in remote villages of Armenia to improve the level of education and broaden the horizons of residents from these regions. Libraries and educational institutions can create collections and sections on exciting topics, invite experts, and attract young people by establishing safer environment for them. Article on project.

[Article on project](#)



### 3. PERSONAL CHANNELS

Personal channels are the channels in which we receive information from people who we know directly, and our perception depends on the quality of our relations with them.

**Pros:** Communication participants know each other, they communicate directly, it does not require special inclusion and participation from the TA, it has a high level of trust and emotional attachment, higher degree of involvement and responsiveness, where reputation plays a role.

**Cons:** It requires point of contact, interaction, and constant support.

**Examples:** Chats, instant messengers, chat bots, and professional groups.

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#### Personal channels that are relevant for the TA in Kyrgyzstan:

##### Chats and groups in WhatsApp and Telegram

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- The most popular messenger used by the TA is WhatsApp (95% of respondents in the general sample), followed by Telegram (32% of respondents in the general sample), as well as Imo. Telegram is more preferred by young migrants (64%) than young people living in the Kyrgyz Republic (28%). Most young people spend at least 1-2 hours a day on social networks, and one in three respondent spends 3 hours or more;
- Regarding group chats, the TA has a real sense of oneness to a “secret community;” it served as a stimulant for group identity and helped to connect reality with virtuality.

## RECOMMENDATIONS FOR THE USE OF PERSONAL CHANNELS IN KYRGYZSTAN AND COUNTRIES WITH AN OUTFLOW OF LABOR MIGRATION:

### 1. Creating various forms and communication products aimed at maintaining communication between labor migrants and their families and loved ones.

Game formats, messengers that unite friends and relatives on common issues, and relevant topics. Bringing migrant workers and their families together into sprawling and strong communities is critical. Building communities with online tools to strengthen family ties regardless of geographic location.

#### Example:

##### Multimedia online game “Tabarman” (“A seeker”)



The game is aimed at preventing VE among young people, particularly among high school students and first-year students from rural areas. In Kyrgyzstan, there is a growing division line between conventionally “secular” and “religious” education. Young people studying at different educational institutions think differently and misunderstandings often take place. The project format is an intellectual game based on the game Encounter, which is popular among young people. The game consists of several stages in each of which the participants answer questions and must go to certain historical places in the city. At this point, the mobile application, determining the location of participant by geolocation, sends thematic questions. The participants who give the right answer to the question are sent to the next historical place, where they will receive the next question. If you answer incorrectly, penalties will be imposed. The winner is determined by time, that is, whoever answered all the questions fastest is the winner.

Audio and video podcasts, small storytelling with variable endings are used. Each tournament is built on its own separate story with unique media products in the form of audio podcasts, tests, video clips, etc. When preparing these products, we use a language and form that are understandable for young people. Project goal is PVE.

#### Pros:

- multimedia;
- youth involvement;
- interactivity of the game;
- independence of the game and participation of young people;
- game presentation of complex topics and questions.

#### Cons:

- problems with partners from Uzbekistan (the Oblasts bordering with Kyrgyzstan in the Fergana Valley); national security services did not allow them to travel;

- technical problems;
- failed to implement plans to further develop the game, so that users could independently play and develop further.

### Conclusions:

Religious interactive games on PVE are the new phenomenon in the Kyrgyz Republic. It is still little widespread and studied. Questions for these kinds of games and quizzes must be carefully selected so that the PVE topic should not closely link to Islamic. Questions on the history of Islam should not be confused with issues of legal consequences of manifestations in extremism and terrorism. Such indiscriminateness in questions and topics in different PVE projects only contributes to the spread of various forms of Islamophobia, stereotypes, and stigmatization. The game content must be clearly dedicated to one topic within one round or block. In general, such projects must be implemented, however we should be more carefully when working on content, format, and its delivery.

## 2. Creating local social public pages and services in instant messengers for communities of labor migrants.

Products that address day-to-day social routine problems and serve the purpose of maintaining community connectivity and continuous awareness. Thematic functional areas can include medical consulting and information, consulting, and assistance to maintain health and personal safety, legal and migration support.

### Example

#### 1. Workeen



Workeen is an app designed to help refugees, asylum seekers, and migrants navigate the European labor market. The app developers claim that it can help them understand bureaucracy and prepare for interviews.

#### 2. The service takes care of you



This map application is designed to search for free medical examination facilities. Its objective is to make sure that migrants understand the importance of cancer screening.

## 3. News applications or public posts on social networks on topics connecting family members and loved ones in the context of internal and external migration.

## 4. DEDICATED CHANNELS

Dedicated channels are the isolated stand-alone channels not linked to existing platforms and media.

**Pros:** There is the potential to build a community with strong ties; they respond to the request of the TA to create independent channels.

**Cons:** There is no ready audience. It must be created, and they require profound promotion.

### RECOMMENDATIONS FOR CREATING DEDICATED CHANNELS:

- 1. Creating educational channels on digital communication and skills topics.** It is important to combine educational content with applied lessons and materials aimed at developing professional skills and potential employment.
- 2. Developing thematic event formats to exchange views and participatory design.** This will create an opportunity for youth to emerge outside the institutional arrangements and engage in dialogue with decision-makers at all levels.
- 3. Expanding online and offline platforms for TA to engage into social and economic activities,** such as promoting internships and learning opportunities through supervising the work of professionals, developing mentoring programs, improving career guidance and counselling in schools and Universities, expanding opportunities for volunteerism and summer programs.
- 4. Establishing youth solidarity funds,** including small grant systems, to help promote PVE initiatives at the community, local, or grassroots level.
- 5. Developing the mobile games industry to educate and raise awareness about radicalization and its consequences.**
- 6. Developing and promoting accessible services on migration policy and social applied tools for labor migrants in host countries.** To integrate religious education and theology into the platform of such services (in a simple accessible format - audio and video).

#### Example

##### “Civic Assistance”



The team of the Civic Assistance Committee consists of consultants on migration issues, lawyers, translators, coordinators of assistance programs, physicians, psychologists, teachers of Russian as foreign language, etc.

## KEY RECOMMENDATIONS FOR ALL TYPES OF CHANNELS:

### 1. Cross-platform

Cross-platform communication broadcasts one system of messages with a unique idea in the format of different products: on several channels and genres. In this way, an ecosystem is built with common messages and values, but it has different means of dissemination and promotion.

What does it provide?

- increases coverage,
- increases recognition and, as a result, trust,
- provokes citation,
- provides a graded system for content engagement,
- covers different layers of the TA.

It is noteworthy that along with homogeneity and integrity of the system of effective messages and favorable narratives, there can be a high variability of genres and communication conditions. A single idea can be embodied in various forms: digital product and events, video and poster, message and lecture.

#### Example

##### PreventionMedia



The first media project in the Kyrgyz Republic that unites journalists, experts, theologians, religious scholars, government officials, and religious leaders in PVE to promote interfaith harmony and implementation of media campaigns on PVE.

##### Pros:

- platform availability,
- large expert capacity of the platform,
- research library on PVE, religious security, media coverage of such topics,
- library of infographics,
- large selection of analytical information,
- library of special literature.

##### Cons:

- lack of a Kyrgyz version of the platform,
- low representation of local experts,
- little analytics on the Kyrgyz Republic,
- few multimedia materials,
- prevalence of Muslim topics.



## 2. Partnership

To achieve effective communication, it is necessary to build models and forms of cooperation both between stakeholders and with other potential partners. By expanding the network of potential alliances, we can increase the impact and spread favorable messages.

## 3. Multiculturalism

In conditions when most vulnerable groups of the TA are outside the country such as in labor migration, the cooperation with other countries and international projects is critical. Despite restrictions imposed on interaction with Western organizations, alternative indirect thematic fields can be used to expand the outreach and impact on labor migrants.

The high potential for effectiveness will be revealed in interaction and joint work with the media in Russia and Turkey, including with cultural educational organizations and mass media. Due to high cultural and informational gap, many projects implemented in outflow countries and aimed at integrating migrants become ineffective, since they largely influence the local audience. If projects and initiatives are created on bilateral partnership, their effectiveness will increase significantly. The potential for trust among migrant community in such sources will be higher; the presence of expertise, support and participation will increase the strength of impact and can significantly affect the existing risks of radicalization in Russia.

### Example

#### “Don’t be silent”



The project aims to address violence domestically, which is indirectly related to the topic of radicalization. It includes anonymous stories from readers, describes incidents of violence, and statistics, advice from psychologists and expertise on the topic.

#### Pros:

- Private story can inspire other people to overcome the challenge.
- Creating an environment for communication, mutual assistance and problem sharing with other victims.
- Presence of user-generated content has attracted increased attention of the audience.
- Gained greater outreach due to applied tips and tools.
- Contributed to an open discussion, which resulted in eliminating most negative stereotypes.

**Cons:** It has no demonstration of positive outcomes.

## ANNEX 1

This annex represents the theoretical material for understanding the practical recommendations made to each section in the main communication strategy document. Each section of the annex refers to the corresponding section of the main document and contains the theoretical evidence, goals, and objectives, of Sections 2, 3 and 5, the country context, performance evaluation and risks, and glossary.