**Web Radio Training in Promoting Diversity and Non-Discrimation**

**An exchange project developed under the MARS (Media against Racism in Sports) framework**

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**Project Summary**

The project was developed in two European Union countries chosen as the basis for the work of two trainers and due to the fact that, respectively Italy and Romania, offer interesting scenarios from the perspective of media education. Media education has been, indeed, the theoretical and practical main focus of our project as a discipline that proposes the use of media in formal and informal educational settings in order to build a critical approach in educational-training process’s participants in the. Divided into four specific activities, the project refers to two macro areas of intervention aimed at a group of college students. In the first two phases, which took place in Romania between 3 and 7 December, the macro area of ​​intervention has been media practice and it has provided activities of education with the media in order to transfer to students - specifically of degree course in journalism - multimedia skills. The two activities carried out in Timisoara have addressed theoretical issues initially designed to explain to the participants how to do radio projects in online contexts, such as building a web-university radio and how it is possible to design programs in which issues related to the broad theme of discrimination and in particular to the issue of racism in sport are the heart of the contents. Ultimate goal of this first action was to provide students - age average around 20 years - in the current media scenarios that underlined the possible developments and possible uses in optical media education. In fact, students were also asked to build a radio format that spoke about racism in sport and to manage the planning and distribution of it in a hypothetical online radio of West Timisoara University.

The second phase, carried out at the University of Verona where there is a university web-radio since 2006, was concentrated instead on the critical analysis of the Romanian media system in order to stimulate students, who took part in two special meetings , into a debate which was then trasferred into two radio broadcasts aired on university web-radio, FuoriAulaNetwork, and an article published in an e-magazine, IlReferendum.it. Through the use of multimedia activities the training developed in Italy was aimed at a group of young students/journalists and already skilled in media languages, specifically web-radio. These features differentiate, in this way, the Italian intervention with the Romanian and it allows us to deduce interesting outcomes.
Young people already skilled by a media and communicational point of view on the subjects of racism and discrimination with an approach more critical and innovative than students who are still in the formative stage and with no media tools. Therefore, media vocational activities - as a university web-university - can be effective tools for media education and they allow a critical development in young generations aware that, in a not so far future, they will become operators of the media market, or at least citizens able to spread values.