

Theme based framework

Sanjana Hattotuwa, Groundviews

Theme of reconciliation	Media Output / Activities		
	Religious ideology	Human rights approach	Inter-communal understanding
<ul style="list-style-type: none"> • Developing a shared vision of an interdependent and fair society. • Acknowledging and dealing with the past. • Building positive relationships. • Significant cultural and attitudinal change. • Substantial social, economic and political change. 	<ul style="list-style-type: none"> • Inter-faith dialogues • Op eds by religious leaders • TV debates that wrest associations of Buddhism with the BBS, and locates reconciliation within principles of the Dhamma, and other religious canons. • Have SM interactions 	<ul style="list-style-type: none"> • Content featuring HR activists • Content featuring civil society outside of Colombo based voices • Content that communicates HR norms and principles through a range of media using MSM (ads, op eds, cartoons, memes, spots on radio, TV and short form video PLUS incorporation of reconciliation into themes of tele- 	<ul style="list-style-type: none"> • Grassroots initiatives using hyper-local media (locally published, featuring locally produced content, for local audiences) around core themes of TJ, reconciliation in the dominant language(s) of the locale • Cooperative mechanisms for SMS based information dissemination and awareness raising around TJ issues, on the lines of Ananda G's work - http://www.frontlinesms.com/2012/04/16/making-our-own-news-sharing-womens-social-knowledge-in-sri-lanka/ • Cross-translation of community generated opinions and ideas • Highlighting key leitmotifs, ideas and opinions from Track 3 / grassroots engagements in national MSM, SM incl. through the use of infographics, temporal and other visualisations, transmedia storytelling

	<p>with leading religious figures</p> <ul style="list-style-type: none"> • Engage lay persons as well as religious leaders around core concepts of healing and memorialising • Locate diversity and pluralism within religious canons, historical texts • Engage religious leaders around what they want to see as a 'dharmishta samajaya' eschewing JR's prostitution of the phrase and idea 	<p>dramas, soaps, editorials)</p> <ul style="list-style-type: none"> • Awareness and engagement around multiple histories and truths (presented visually as well as textually) • Compelling and cutting edge, trans-media and multi-platform participatory initiatives, using SM and MSM platforms, to generate ideas around co-existence and diversity • Leitmotifs of grassroots ideas from across the country to be featured in national level content • Promotion of Track 3 ideas to 	
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	<ul style="list-style-type: none"> • What for religious leaders economic justice, social parity and a political solution mean, juxtaposing this with counters from civil society (Track 2 / Track 2.5) and grassroots (Track 3). 	<p>national level using MSM inserts, ads etc.</p> <ul style="list-style-type: none"> • Cross translation of content ensuring worldviews of S/T/E communities fertilise each other 	