

Communicating Fundamental Rights and the Rule of Law

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Democracy Reporting International works with citizens, journalists, lawyers and policy-makers to strengthen democracy by bringing impartial analysis and best practices to communities all over the world.



re:constitution Exchange and Analysis on Democracy
and the Rule of Law in Europe

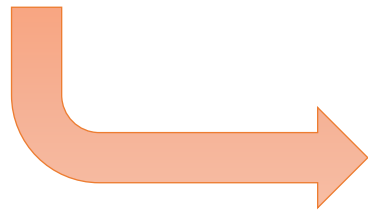


For non-experts, concepts like the rule of law, human rights & democracy are often abstract. Different societal actors can attribute different meanings to them.



Ernesto Laclau
Floating signifiers

Our information space is fast-moving, and confusing for many people.



How do we succeed in this hyperactive, confusing environment?



1. A clear, consistent message that stands out from the cacophony.

Words matter – A LOT. Sharp, catchy, specific language.

Climate movement -> From global warming, to climate change, to the climate crisis

Align messages, coordinate, collaborate, create networks – Don't add to the confusion



Frank Luntz
Words That
Work



2. Make the rule of law a relatable concept

Help people see how the rule of law is relevant to them. Leverage storytelling

Don't forget to describe the problems you solve. Describing the problem is an opportunity to add an emotional hook.



Julius Van de Laar
“Sell the problem, not the solution”



3. Communicate on your own terms, don't just react

Develop your own message and communicate what you believe in. Framing is important

Work to become reputable. Audiences will pay attention to messages from sources they perceive as credible and reputable.



Artist: Mr. Leenknecht (BE)

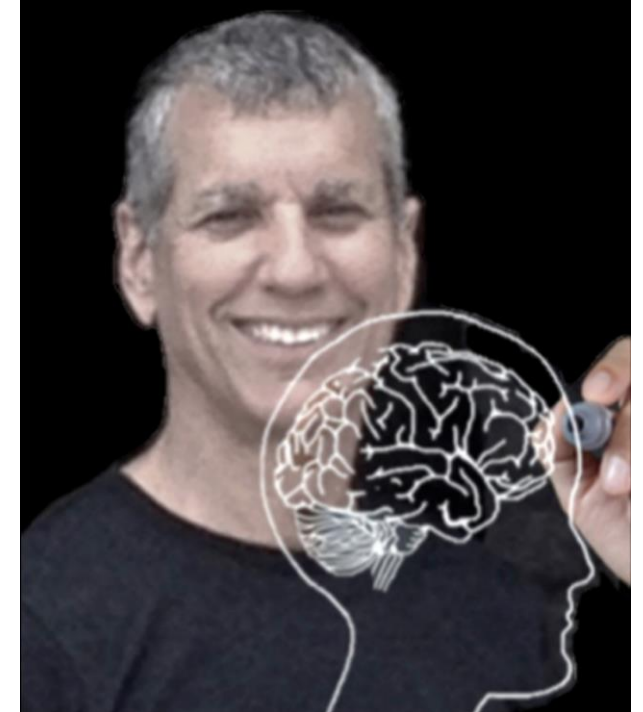


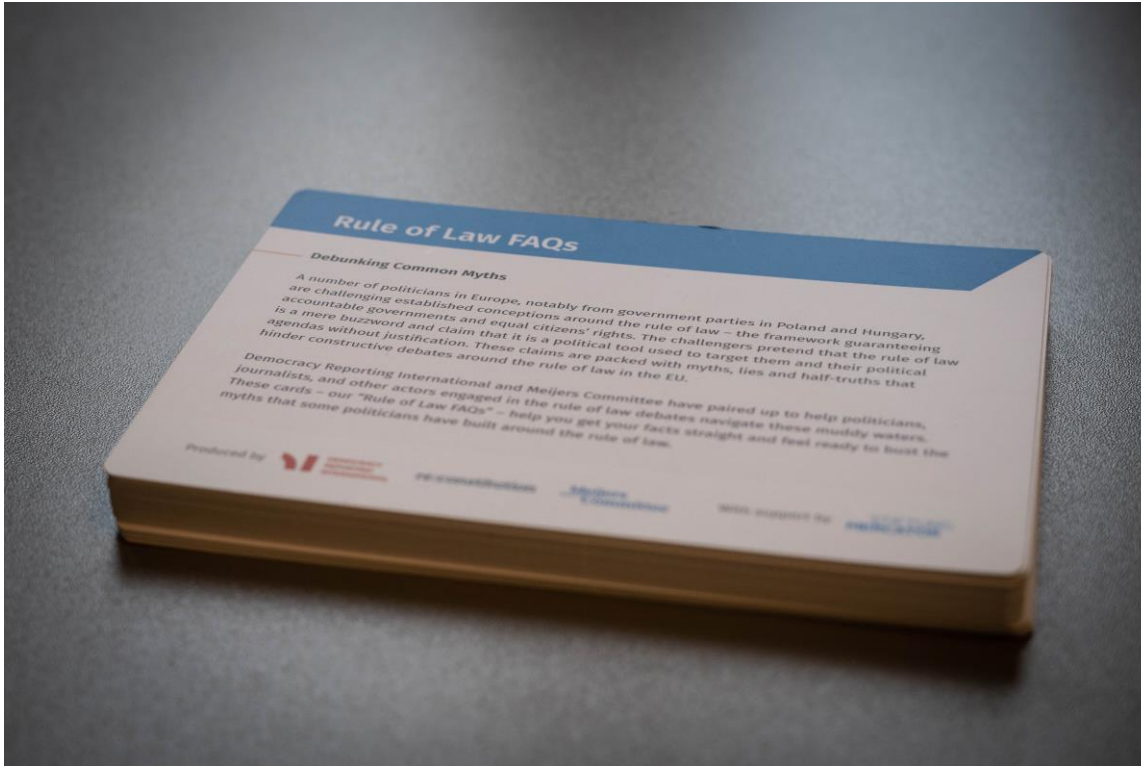
4. Get to know your audience and leverage aspirational communications

Aspirational communications-> A framework to connect your cause to the aspirations of citizens.

- Target people who are in the gray
- Find what your audience believes in (focus groups, polls...)
- Connect their values to their cause.
- Make these values the fundamentals of your targeted campaign

The framework is much more complex, but it's a way to spur reflection and belief revision among your audience.





- Deck of 26 cards (1 intro card+25 answers and questions)
- Common misconceptions+rebuttal
- Rebuttal is simple, accessible, short (approx. 140 words) and not too legalistic
- Conceived as a tool