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Prospects for implementing International Standards for Community Development in Tajikistan on the example of the project 'We are the same as everyone' by the public organization 'Journalism and Democracy'

In 2018 - 2019, our community of journalists and mass communication specialists invited civil society organizations, which solve the problems of disadvantaged people in Tajikistan, to try and form the most favorable public opinion about persons with disabilities through modern tools for disseminating information.

Members of our community held a series of practical trainings on methods for effective communication of information to the public for the employees of these organizations. But one of the main objectives of the project of our community was to provide the audience with basic knowledge on how to improve the quality of information content. To do this, we studied their experience in this field, and it turned out, that most of their messages about persons with disabilities intended for the general public, call for pity and help. And probably, for this reason, stereotypes are often formed in society making persons with disabilities to look as not capable, in need of constant extraneous support and compassion in the eye of the public.

Therefore, members of our community suggested to the audience not to use labels like "disabled people", "vulnerable", "needing help", "people with disabilities", "with special needs", etc. in their messages to the public. These labels carry information that these people are not like everyone else. To integrate disadvantaged people in society, it is preferable to name them by name, occupation, education, etc. In other words, in relation to them, use the same formulations that apply to each person, otherwise, "People with Disabilities" will always remain alienated from society. Information messages should be based on the fact that these people are no worse than the rest, and can, like everyone else, actively participate in the development of our society.

Of course, many public organizations have long been successfully working towards the integration of such people in society. But besides a small audience of colleagues and specialists, society is almost unaware of this activity. There are a lot of publications from these organizations, but in most cases they cannot compete with the main information stream created by professional teams of specialists.

This is one of the reasons that the problems of the so-called "people with disabilities" are not being resolved radically. Therefore, organizations in order to create an effective content of messages to society, and especially in the media, need to often study advanced educational programs relevant to today's requirements. Perhaps our community will be engaged in such training in the near future. For example, during our project we supplemented the experience and skills of representatives of organizations mainly in preparing modern press releases for the media and writing scripts for social videos and films. In the course of practical work, a press release was written about one of the trainings of this project and distributed to many press offices. A few hours later, members of our community

already had and discussed more than 20 materials published in the country's leading media just about this training. Our colleagues also worked on creating scripts for videos and films, and we produced three social videos based on these scripts, which were broadcast on local Tajikistan TV channels about 1,000 times in a course of several months.

For example, one of the videos is a music video of girls in wheelchairs performing traditional dances of all regions of Tajikistan. In our country, this was the first video of this kind, and for the first time such women called for the unification of all regions in dance. This is important because one of the main causes of the civil war in Tajikistan was the separation of regions.

You can watch project's videos here: <https://youtu.be/BbfXCF8XnkE>

<https://youtu.be/5SY0DcUAQEM>

<https://youtu.be/cZ5jzbz92E-l>

We can summarize the project of our community as follows: we propose to organizations working with disadvantaged audience in order to effectively address the issues of their target groups, to professionally treat the information component in their work, and use modern methods of disseminating information, which are used in their practice by experts in the field of mass communications.

And another project of our community, according to the results of online voting, was recognized as one of the top ten projects implemented in Central Asia in 2018-2019.