



URDANETA CITY UNIVERSITY ADVANCES SDG 4 THROUGH SEMINAR ON GENDER, COMMUNICATION, AND MEDIA LITERACY TO PREVENT HATE SPEECH



In line with its steadfast commitment to **Sustainable Development Goal 4 (Quality Education)** and its advocacy for an inclusive and equitable learning environment, **Urdaneta City University (UCU)** launched the seminar titled "**Intersection of Gender and Communication: The Role of Media Literacy in Preventing Hate Speech.**" The initiative was designed specifically for the university's administrative staff, empowering them with the knowledge and competencies to recognize, address, and prevent hate speech across digital and traditional media platforms.

This activity underscores the university's proactive stance in integrating **gender sensitivity, ethical communication, and digital literacy** into professional development. By examining how gender and communication intersect, the seminar emphasized the importance of fostering respect, equality, and empathy in all forms of discourse within the institution. Participants were guided in identifying subtle forms of **gender bias, stereotyping, and discriminatory language**, allowing them to develop a more critical and informed perspective when engaging in both personal and institutional communication.

Through enhanced **media literacy training**, administrative staff learned to discern harmful narratives and misinformation, thereby strengthening their capacity to uphold a safe, inclusive, and respectful campus environment. The seminar also highlighted practical strategies for promoting **inclusive communication policies**, ensuring that every member of the university community contributes to a culture of understanding and mutual respect.

By implementing this initiative, **Urdaneta City University reaffirms its dedication to SDG 4**—ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. The program reflects UCU's broader vision of nurturing informed, responsible, and socially aware individuals capable of championing equality, tolerance, and justice both within and beyond the academic community.

MAKE SDG#4 A REALITY

4 QUALITY
EDUCATION

