



Emotions that Move: Harnessing Moral Emotions to Defend, Inspire, and Mobilise Civil Society

On-line Master Class for Civil Society Organisations

DESCRIPTION:

This Master Class equips civil society organisation leaders and members with practical tools to understand, use, and counter moral emotions—deep feelings of anger, fear, hope and pride—that shape public perception, drive social action, and are often weaponised in political smear campaigns.

The Master Class will have a hands-on approach, with participants actively solving specific tasks directly related to the communication problems they encounter in their day-to-day work.

The Master Class is based on the research under the EU-funded project MORES – Moral emotions in politics: How they unite, how they divide: <https://mores-horizon.eu/>



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PARTICIPANTS WILL LEARN TO:

- Ethically activate emotions to support rational, values-driven goals.
- Identify and efficiently counter toxic emotional manipulation.
- Protect themselves and their organisations and exert ethical leadership in times of emotional stress.

FORMAT:

The Master Class will be held online, 3x120 mins., 10-12 am. on the 10th, 11th, and 12th of September 2025.

Participation is free, but interested organisations should submit a quick application by **31 August** due to the limited number of spots. Invited participants will receive a confirmation email shortly afterwards.

APPLY NOW:

<https://forms.office.com/e/f7jCCxfFMj?origin=lprLink>

SPEAKERS:

Zsolt BODA, research professor, HUN-REN Centre for Social Sciences.

Petko GEORGIEV, communication expert, ProMedia.

Péter KREKÓ, associate professor, ELTE University, Dept. of Psychology.

Gabriella SZABÓ, senior research fellow, HUN-REN Centre for Social Sciences.

PROGRAMME:

Day 1: Understanding emotions in public life: Why emotions move the world and how to steer them

10:00 – 10:15 | Mini-lecture: Why Emotion Beats Logic in Politics; Why Negative Emotions Stick.

10:15 – 10:45 | Exercise: Mapping Moral Emotions.



10:45 – 11:25 | Exercise: Grading Emotions by Intensity.

11:25 – 11:55 | Ethical Discussion: Can/should We Use Negative Emotions Too?

11:55 – 12:00 | Homework Brief.

Day 2: Turning Feelings Into Force—Crafting Emotionally Grounded Messages

10:00 – 10:15 | Homework Review and Opening Reflections.

10:15 – 10:50 | Exercise: Message Makeover Lab: From Facts to Feeling.

10:50 – 11:05 | Mini-Lecture: Reframing Emotional Counter-Narratives.

11:05 – 11:35 | Exercise: Reframing Real-World Smears; From Facts to Feeling.

11:35 – 11:55 | Peer Feedback.

11:55 – 12:00 | Homework Brief.

Day 3: Staying Strong—Emotional Resilience & Leadership in Crisis

10:00 – 10:30 | Homework Review and Framing Talk: You Are the Messenger.

10:30 – 11:10 | Exercise: Workflow Design Lab – Handling Emotional Crises.

11:10 – 11:55 | Building an Emotional Resilience Plan.

11:55 – 12:00 | Closing Remarks.

Deliverables to Participants

- Emotional Strategy Toolkit (PDF).
- Recording of the Sessions (Optional).