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Gürok Group releases a film for 25 November: “One Gesture, Thousands of Unspoken Words”

With its campaign film prepared for the International Day for the Elimination of Violence against Women on 25 November, Gürok Group draws attention to violence against women and the importance of breaking the silence in the face of abuse. Inspired by the hand signal internationally recognised as a silent call for help, the film reminds us that sometimes a single gesture can express thousands of words left unspoken.

Violence against women continues to take place behind stories that often remain unseen, unheard and unspoken. Through its film created for 25 November, Gürok Group highlights this invisibility and emphasises the importance of raising public awareness and fostering solidarity.

Opening with the words “Let’s play an old game together”, the film invites viewers to become part of a story as a woman raises her open hand. The following scenes draw attention to different forms of violence through gestures and moments such as a man gripping a woman's wrist, an accusing finger, concealed signs of abuse, trembling hands filled with fear and silence.

The narrative takes a turn with the message, “Now, let’s break this game together.” As the woman raises her hand once again, she folds her thumb into her palm and closes her remaining fingers over it, demonstrating the internationally recognised Signal for Help. Through this powerful moment, the film highlights the importance of recognising and understanding this gesture, which women experiencing violence can use to silently communicate their need for help when they cannot speak openly.

Concluding with the message “One Gesture, Thousands of Unspoken Words”, the film calls on everyone to “Recognise the call for help. Break the silence.” It encourages people to be more aware and attentive to what is happening around them.

Through this initiative, which aims to contribute to greater social awareness, Gürok Group highlights the importance of solidarity, sensitivity and recognising silent calls for help in the fight against violence against women.

You can watch the campaign film via the link below:

https://www.youtube.com/watch?v=q4FRlw75wuU

Credits:

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