



Startmeeting | CoP

Inclusive Communication

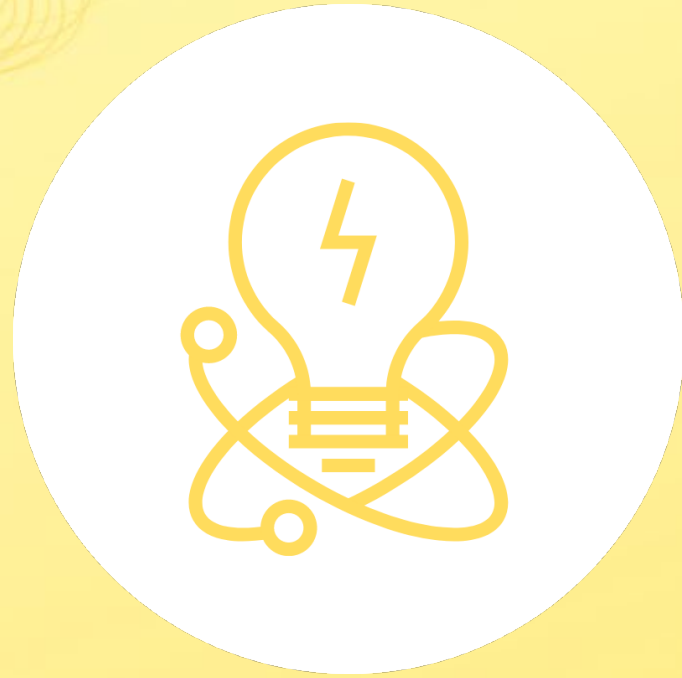
April 12th, 2022 | 15.00 – 16.30 hrs.

Agenda

- Opening - Sera Koolmees (Partos)
- Introduction CoP - Wouter Oomen & Emiel Martens (HuCom)
- Explore CoP outcome goals, topics and collaboration
- Get to know each other
- Brainstorm on ideas & activities
- Questions & closure

Introduction

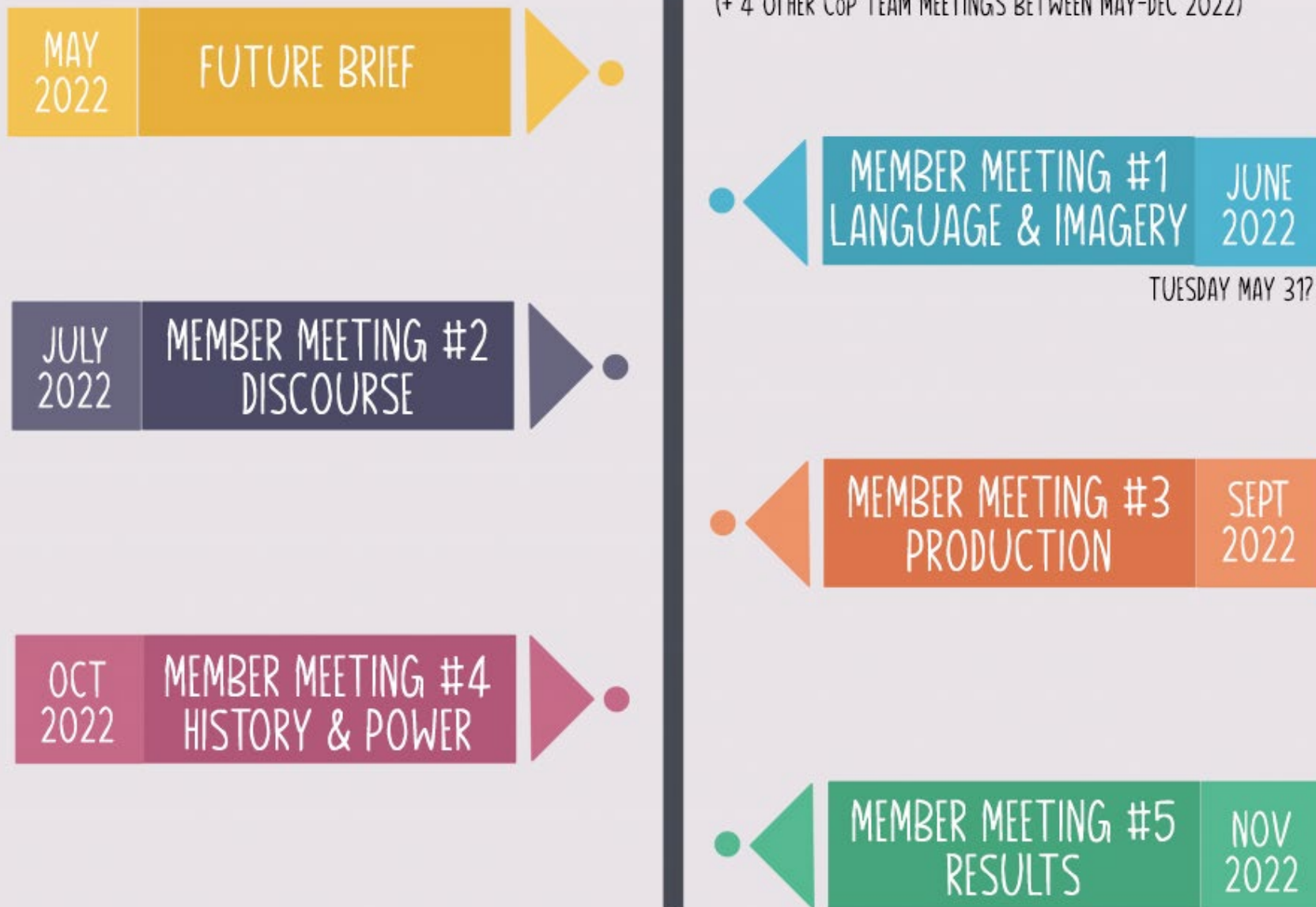
- “The imagery debate” revisited
- Moving back and forth: on language and power
- Between practical solutions and complex considerations
- Space for “radical” considerations; attention to daily realities
- History, representation and production – what else?



Exploration CoP outcome goals,
topics and collaboration

APRIL 2022 CoP TEAM MEETING #1: KICK-OFF

(+ 4 OTHER CoP TEAM MEETINGS BETWEEN MAY-DEC 2022)



NOV/DEC 2022 GUIDELINES



Get to know each other



Brainstorm on ideas & activities

Break-out rooms

Language and imagery

Discourse

Production

History and power

+ Mobilization and engagement

+ Anything else? – translation and language

What would you like the CoP to do and address?

What are your innovation or learning goals for the CoP?

What could the CoP learn from you and your organization (think: best practices, knowledge, experience)?

Do you happen to know good guides or inspirational documents for inclusive communication?



Questions?



Expertise Centre Humanitarian Communication

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Partos Team Communication

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The imagery debate

1. Spectacle

The “pornography of pain” (Halttunen 1995), bare life and dehumanization

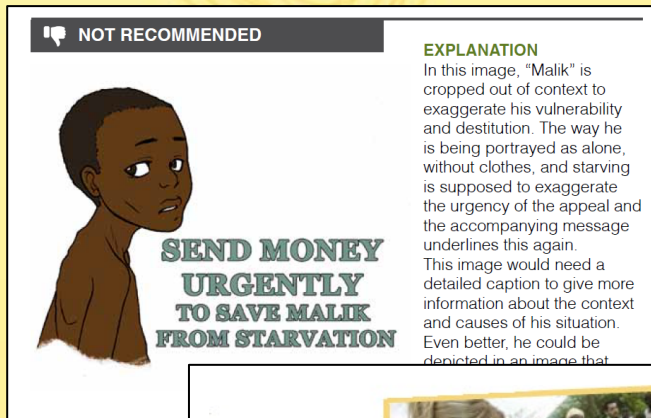
2. Stereotyping

Difference and contrast; primitivity and stagnation

3. Power imbalance

“a relationship whereby the figure of the spectator is fully sovereign in her/his agency over the sufferer, whereas the sufferer remains passive, unaware, quasi-human” (Chouliaraki 2013)

The imagery debate



EXPLANATION

In this image, "Malik" is cropped out of context to exaggerate his vulnerability and destitution. The way he is being portrayed as alone, without clothes, and starving is supposed to exaggerate the urgency of the appeal and the accompanying message underlines this again.

This image would need a detailed caption to give more information about the context and causes of his situation. Even better, he could be depicted in an image that



In this stereotypical picture of the organization ADRA Czech Republic, where a white Czech celebrity, former Miss Iveta Lutovská, gives presents and poor children from the global South passively receive them. Photo © ADRA

Slow

Because of an *incomplete* transition

Non-committal

Because of language and speech

Reductionist

The easy way out - for instance: "deliberate positivism" (Dogra)