

Media and Humanitarian Aid

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Context (Picture)

This picture has the credit given to Andrea Campeanu by the CARE organization. However, the timeline for this picture is quite difficult to find. The best I could find is that it must be some time around April 2020, due to the article attached. As far as I can tell, this image is strictly



distributed through the CARE article on their website. The impression given is that this picture was specifically taken for the article and the rights owned by the CARE

organization. The South Sudan displacement Crisis discussed in the article has a multitude of issues, they chose this simple picture to represent the people and their suffering.

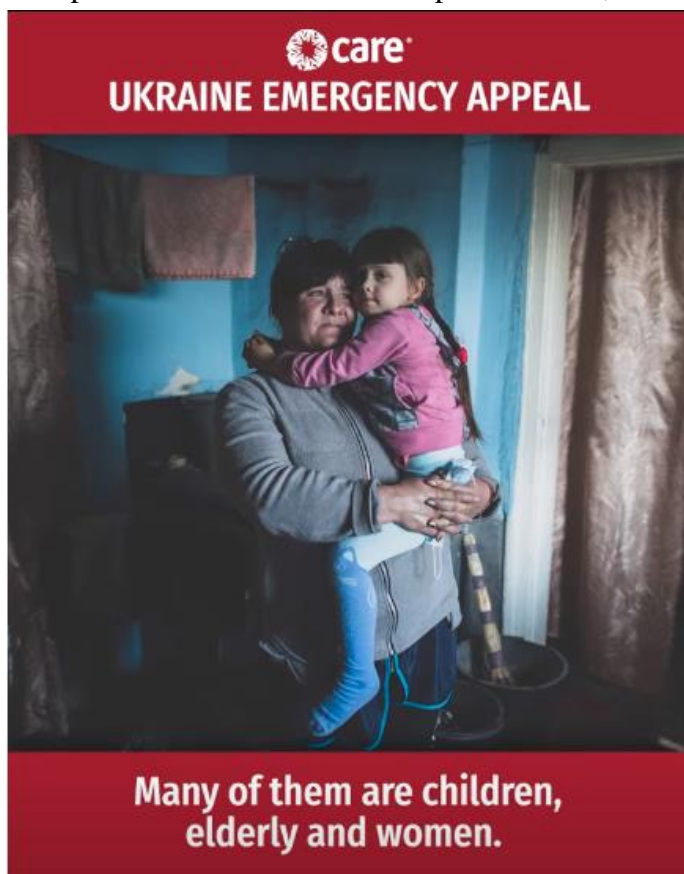
Analysis (picture)

In this picture, we see a few symbols, ideas, and motivations. First, the biggest Symbol in this picture is the flowers. Generally, Flowers are coupled with events. Due to the context, the connection immediately made is death or funerals. The colors chosen in the picture are made to convey the idea of “in need of assistance”. The wood, flowers, and background are all in slightly different shades of brown with no vibrance. The ideas of desolation, sadness, lack of wealth, heat, and suffering come to mind. These ideals are reinforced by the wooden support holding the

flowers. Not only the color, but the condition of the wood conveys desperation due to a lack of resources to properly present the flowers of the fallen. You are meant to “feel bad” for this frail, helpless, elderly woman. But the impression you get from the combination of the coloring and background to the woman herself is loss. She presents a fairly neutral face, but due to the tone of the picture, we get a sense of sadness. The sadness is amplified and confirmed by the grey sky. We often see grey skies and rain during funerals in popular culture to compound the emotions. The same thing is being done here with all that has been discussed. There are two outliers, the color of the attire and the white cloth used between flowers and wood. The colors on the attire serve as a function to emphasize the individual and what she feels, so we focus on the facial expression. It also serves to show the culture and setting to immerse the reader. When it comes to the white cloth, it could be a symbol of purity due to the color. This would tell us that these were innocent people that have perished. Another possibility is related to the white flag. This would convey that they surrender their independence and now must rely on our aid. No matter what you see in the picture, the message is of sadness, loss, and loneliness are the result. Is this reality? Are we fed a story to provoke a reaction? Pictures like this always present extra questions that we will most likely never get an answer for. All we can do is understand these pieces of media and make a decision based on the available information.

Context (video)

This piece of media Features Deepmala Mahla, the Vice-President of humanitarian affairs at

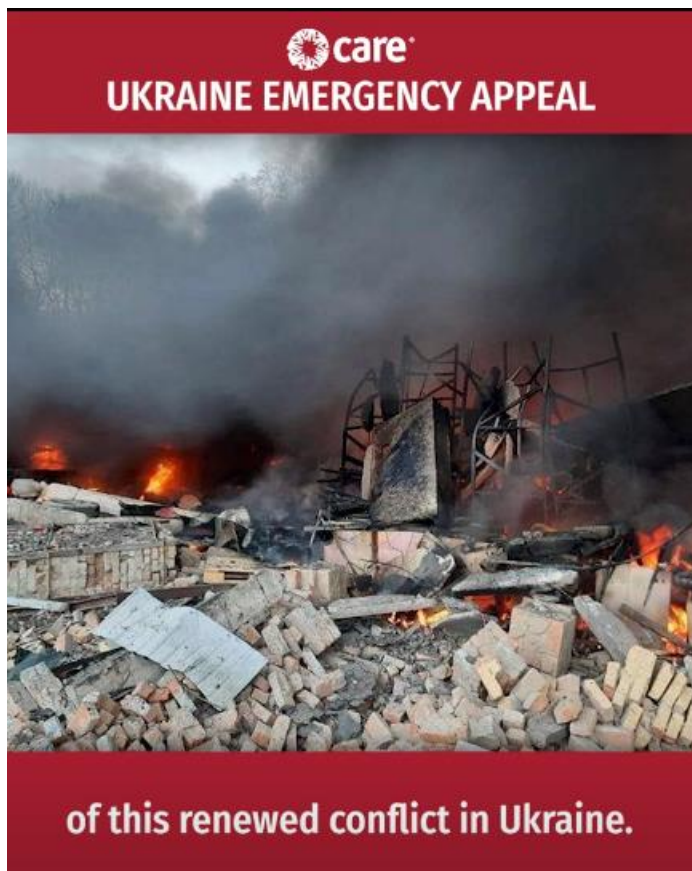


CARE. The video was created for the CARE Youtube Chanel, by the organization, to spread awareness of the Ukraine crisis. This video is in response to the Struggles of Ukraine after the attacks from Russia. The Video uses 2 images that we have to assume they own, on top of Deepmala speaking about the issue. Due to the video being short (Youtube Shorts), it's also being shared on TikTok to further its impact. The video was published on the 25th of February 2022.

Analysis (video)

This video presents a very one-sided view of the conflict and neglects their mission, social justice for all. There is no help offered to the Russians who are suffering from the decision of their leaders, it is a tough line to tread. One of the goals given is cash assistance. The Russian people are in an economic crisis from the conflict. The biggest thing I noticed about this Media is; Men are not valued. It's almost as if half the population doesn't matter. The reason for this is to push their agenda. Men in trouble don't raise as many donations as the mentions seen in the picture taken from the video. Of course, their goals are needed to help the crisis, but they exclude people who need help. Not everyone is fleeing, some are trapped, others are staying to resist the

Russians. Yet the help is only going to those who managed to get out of the worse while leaving those most in need behind. The language is very discriminatory. They decide to pick and choose who gets social justice. The symbol of the woman and her child with the tone given in the video conveys pain and suffering for a specific group. White European women need help. While all



other ethnicities and genders don't matter. There are plenty of pictures that convey the same message in an equal way for all. The second picture presented in the video, may not be directly discriminatory but is only meant to shock to achieve their monetary goals. The goal is to show the destruction Russia has caused. This is evident by the fire, dark smoke, and the ruins of buildings, all symbols of destruction. The problem with this picture is that it could be a fake.

Not to say the conflict is fake, but, Is this really from Ukraine? With the dark smoke and clouds, and no recognizable landmark, how can you tell? Unfortunately, we have to Trust the CARE Organization in its integrity and authenticity. The fact is, this video is proof we must verify what they present, for they exclude what doesn't fit their agenda. After all, they neglect a part of their mission by selecting which groups get aid. This is what this short video tells us, one wonders what we will find if we look at their private records?

References

<https://www.care.org/our-work/disaster-response/emergencies/south-sudan-humanitarian-crisis/>

<https://www.youtube.com/shorts/VzZKoj0CiCg>