Activity 13 — Picture This

Aim: Look at the different ways that photos are used to spread information about global development, and critically examine the images used to portray development

Age: 8+   **Time:** 30-40 mins

Materials: Photographs from the photopack or from different campaigns/newspapers; set of moving debate statements; agree/disagree signs

What to do:

Step 1: Use Moving Debate statements to warm-up as follows
- ☆ I have a camera (e.g. on my mobile phone)
- ☆ I take pictures with it regularly (ask how often/daily/weekly etc).
- ☆ I circulate these images widely (ask to whom: friends /family /facebook etc)
- ☆ I always ask permission of subjects before posting their images to facebook
- ☆ I think the images and messages we receive in the Global North of the Global South are representative of the reality
- ☆ I am familiar with the youth-friendly Code of Conduct on Images and Messages

Note to leader: Develop prompts depending on group/their knowledge etc. It is best to keep it to 4 or 5 prompts with a brief discussion of each statement.

Step 2: Introduce the youth-friendly version of the Dóchas Code of Conduct. Read through it and ask if the main ideas are clear to participants

Step 3: Show the participants a series of photos, and they have to decide what they think of the photos in accordance with the youth-friendly Code of Conduct. Show the photos one-by-one and ask the group if they think these photos respect the Code.
Is the photo Code-compliant? Again use the Agree/Disagree signs.

Step 4: Discuss some campaign slogans in the same way
- ☆ Make Poverty History
- ☆ If only hunger were make believe, then 5 million children wouldn't die each year (Trócaire)
- ☆ Being blind is hard, being blind in Nigeria is harder (Sightsavers)
- ☆ Join us in the fight for child survival (UNICEF)
- ☆ Change a child's life, become a sponsor (PLAN Ireland)
- ☆ Our vision: A Just World Without Poverty (OXFAM)
- ☆ Committed to a world without poverty (CONCERN Worldwide)

Debrief: What do you think of these photos and slogans? What do you like about them? What do you not like? Why do organisations use photos and slogans like these? What do they achieve? Can you think of a better way of taking a photograph or making a slogan? Do you think the subjects (people) of the photo or slogan have any say in how they are used?

DID YOU KNOW? Look at the following blog on OXFAM International's website. It uses the idea of taking different pictures of the same person as a way to illustrate stereotyping of images and messages http://www.oxfamblogs.org/fp2p/?p=2568 it

DID YOU KNOW? In 2006 the Africa Centre launched its Africa Also Smiles campaign - a collection of images from Africa that illustrate the positive attributes of the continent that are rarely highlighted. The majority of the images and messages used in Ireland about Africa and Africans are very negative, to the extent that they frustrate Africans living here. The Africa Centre asks people to question the way Africa is portrayed and why similar images and messages are not used when fundraising for Irish or European charities.

DID YOU KNOW? In research done of 50 development organisations in the USA, 82% of the photographs they used from the Global South were of women and children. Why do you think this happens? What effect does it have on people from the Global South? (Source: Rachel Tallon, Right Place Resources, New Zealand)

Moving debate statements are adapted from an activity by Lizzie Downes