

PICTURES OF AFRICA IN EUROPEAN MEDIA

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HOW DO I PERCEIVE PICTURES OF AFRICA IN EUROPE?



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Images are:

- *Distorted*
- *Racialized*
- *Highly Profiling*

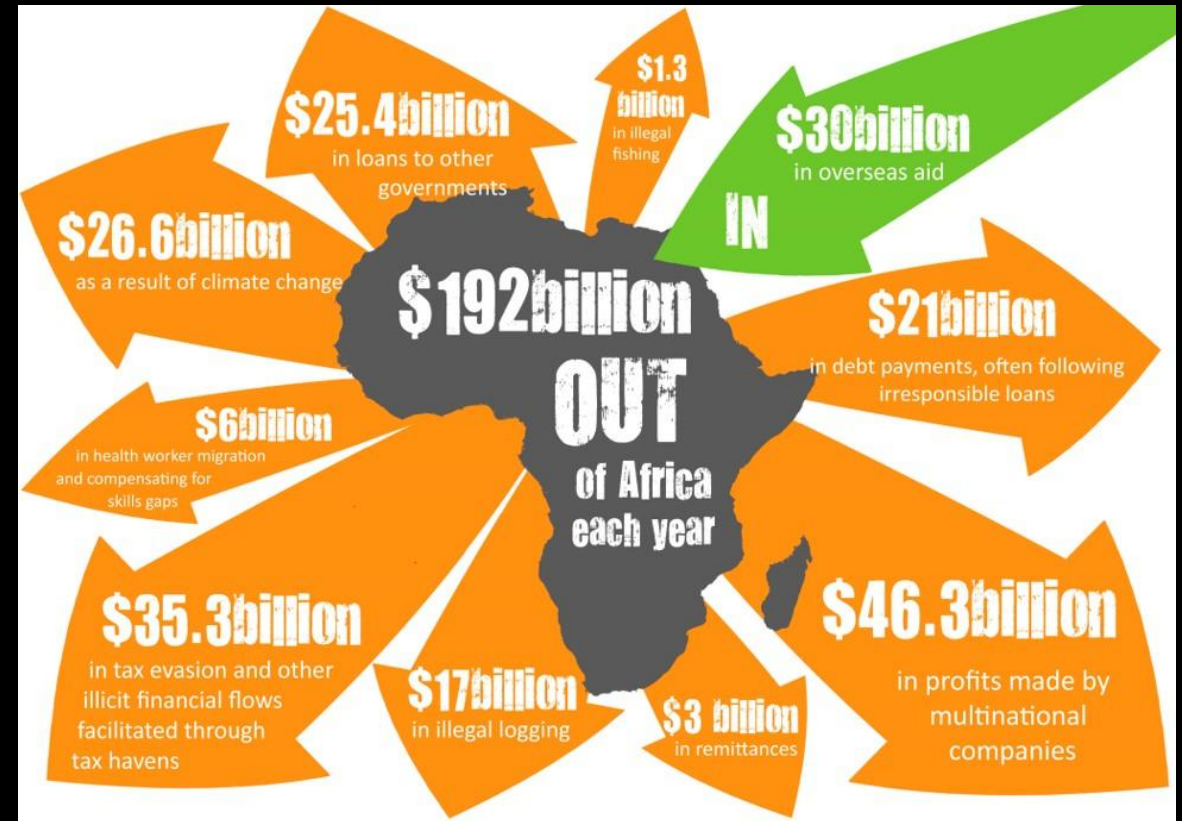
Framed as:

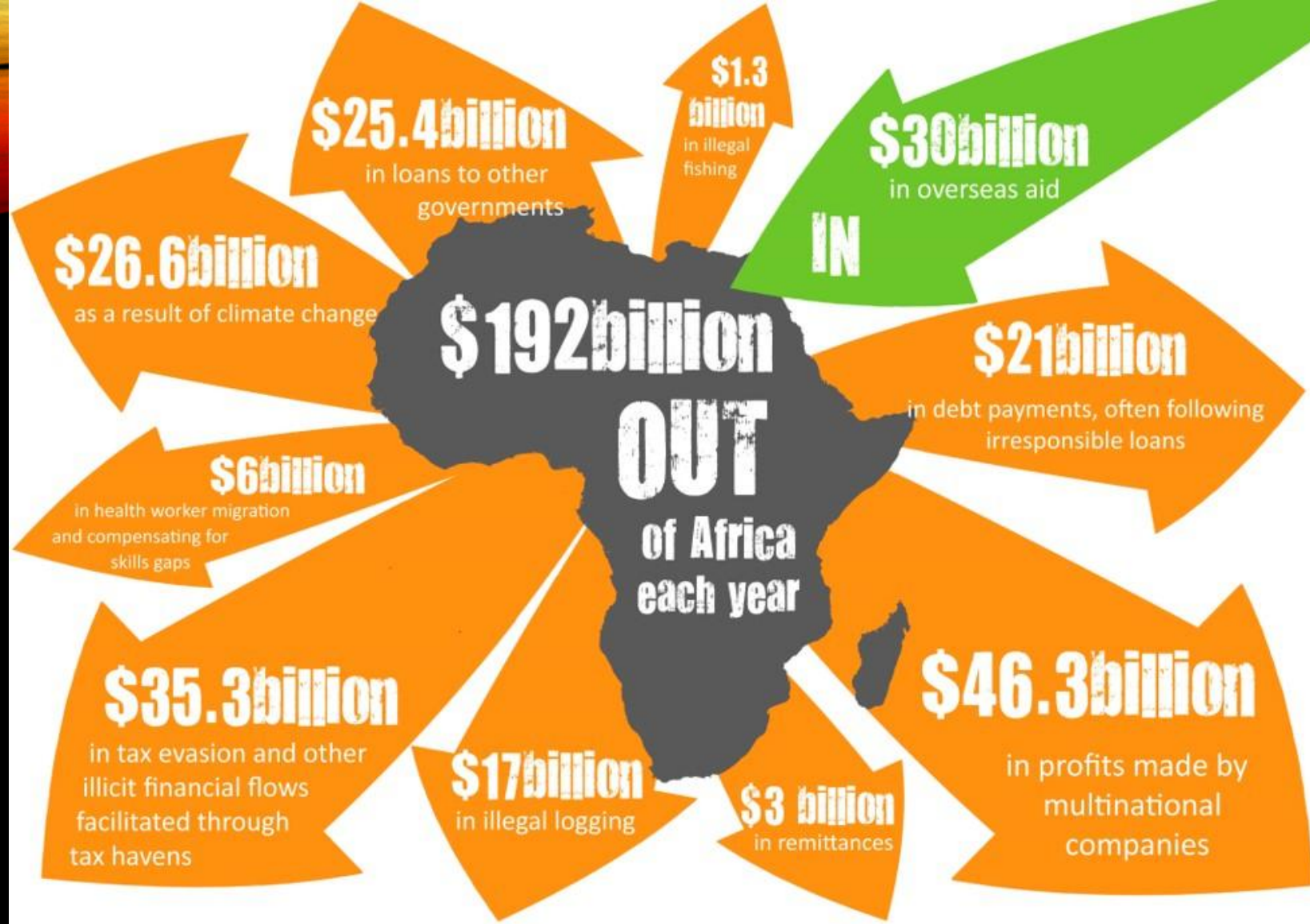
- *Backward*
- *Aggressive*
- *Desperate*

Origin:

*Imperialism:
racialized
[colonial] ideology
justifying
exploitation &
control of other
people*

THE PICTURES APPEAL TO PITY/CHARITY, NOT TRADE OR JUSTICE

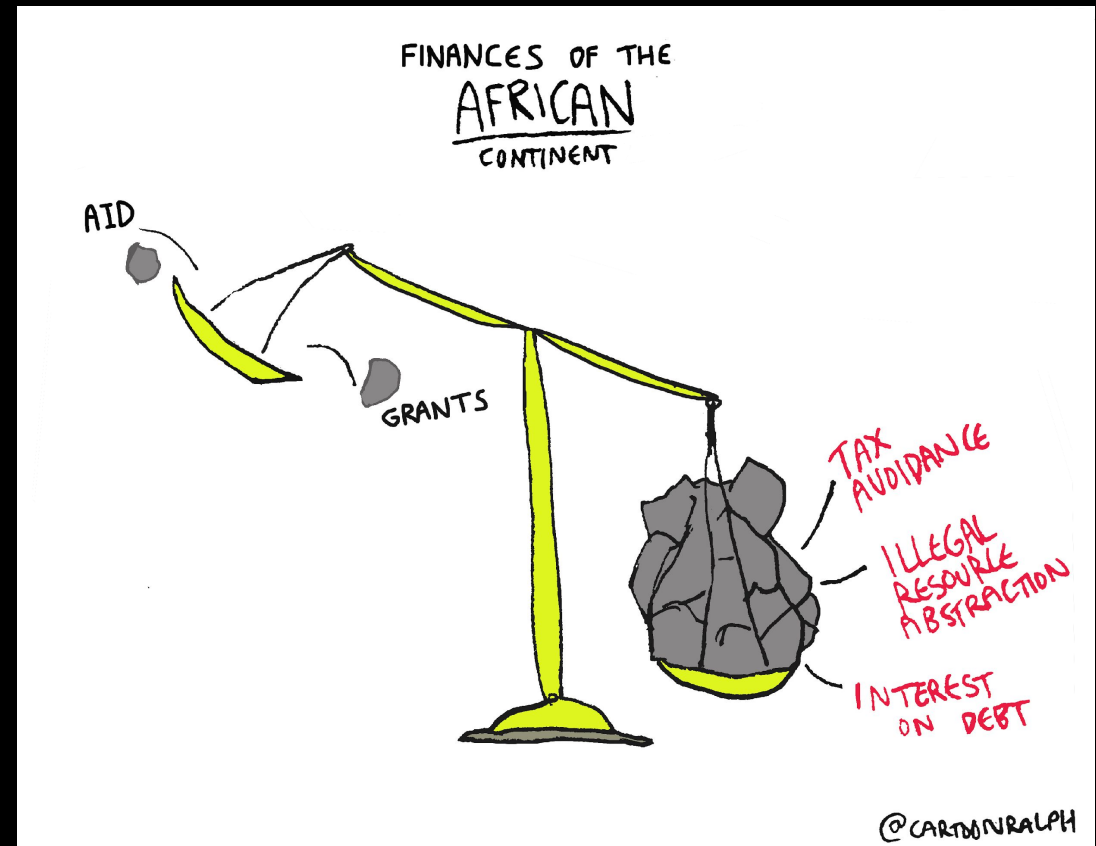




The report is was an attempt to measure the financial flows in and out of sub-Saharan Africa. It shows that Africa is being drained of resources, losing far more each year than it receives. While \$134 billion flows into the continent each year (mainly in the form of loans, foreign investment and aid) \$192 billion is taken out (mainly in profits repatriated by multinational companies, tax dodging and the costs of adapting to climate change). The result is that Africa suffers a net loss of \$58 billion a year. Thus the idea that we are aiding Africa is flawed;

HOW SHOULD ONE TELL THE AFRICAN STORY

- Be balanced: show positive side as well –its not all doom in Africa.
- Give focus to images that show people organizing themselves, solving their problems & creating change.
- Be clear about the root causes of the negative stories.
- Mind your language – for example:
 - *refugees vs migrants (Ukrainian Ref)
 - *illegal vs undocumented migrants



The background of the slide is a solid black field. At the top, there is a decorative border consisting of several overlapping, wavy, translucent bands of color. From left to right, these bands transition through a spectrum: yellow, orange, red, and finally into shades of green and cyan on the far right.

THANK YOU