

The ethics of ‘lifestyle solidarity’

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<https://www.youtube.com/watch?v=z9vGoj449s4&feature=youtu.be>

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- Trajectories
 - from extra-ordinary to ordinary solidarities
- Causes
 - De-politicization
 - Professionalisation of NGO sector
 - Mediatization
- Implications
 - pragmatism of politics (impact not values)
 - privatism of ethics ('me' first)
 - no understanding (clicking does not mean knowing or comprehending)

Trajectories.

The solidarities of 20th century

A brief history of communication of humanitarianism since de-colonisation (50 years)

- Solidarity of shock and guilt
- Solidarity of empathy

(solidarities of revolution too, but not today...)

Solidarity of shock

Red Cross, 1961



Biafra, 1967



Korem, 1984



Solidarity of empathy

Plan, 2001

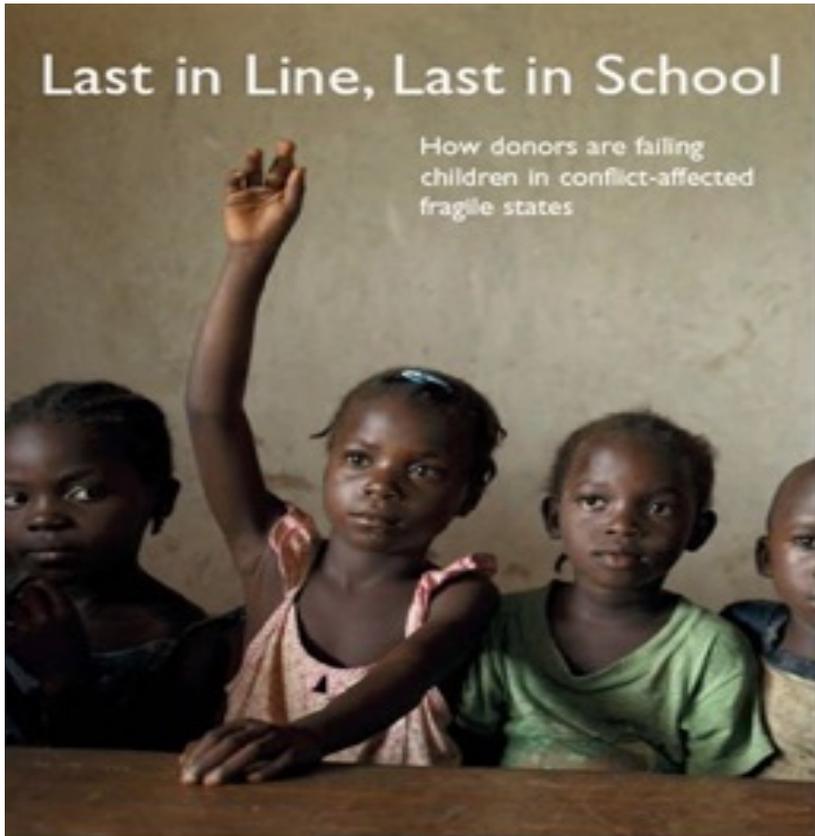


Vulnerability as tender-heartedness

Save the Children 2008,

Last in Line, Last in School

How donors are failing children in conflict-affected fragile states



Save the Children *Rewrite the Future*

The image shows a group of four children sitting at a wooden desk in a classroom. The child in the center is raising their right hand. They are all looking towards the camera with neutral to slightly concerned expressions. The background is a plain, light-colored wall.

Making the world a better place for children



When you shop with Save the Children you'll be supporting our work with children around the world.

shopping that puts children first

Save the Children

The image is a close-up portrait of a young boy with short, dark hair, smiling warmly at the camera. He is wearing a purple patterned shirt. The background is a soft, out-of-focus outdoor setting.

Lifestyle solidarity



Lifestyle solidarity



Lifestyle solidarity



find your feeling!

How could ActionAid make you feel?

Take our 30 second quiz and discover what your true feeling might be.

START NOW ➔

The banner features a vibrant, hand-drawn style background with various colorful shapes like stars, swirls, and abstract figures. At the bottom, four diverse individuals are shown smiling and gesturing, representing the target audience for the quiz.

- **What is a happy bubble?** We're recreating the amazing feelings people get from supporting ActionAid. Surprisingly, this involves space hoppers, blue monsters and free massages - all crammed into giant bubbles.

Lifestyle solidarity: Description

- i) A **response** to a trajectory of humanitarian communication that run into multiple problems of representation and emotion
- ii) No longer remind us how the rest of the world looks like (**extraordinary solidarities**) nor invites us to feel ‘big feelings’ about the world.
- iii) It makes use of **popular culture** and **media technologies** as they are already used in our daily lives
- iv) It works through **modest ‘reminders’** to help that offer **small pleasures**

Amnesty International, 2006



... from Trajectories to Causes

- De-politicization
- Professionalisation of NGOs
- Mediatisation



Be Humankind

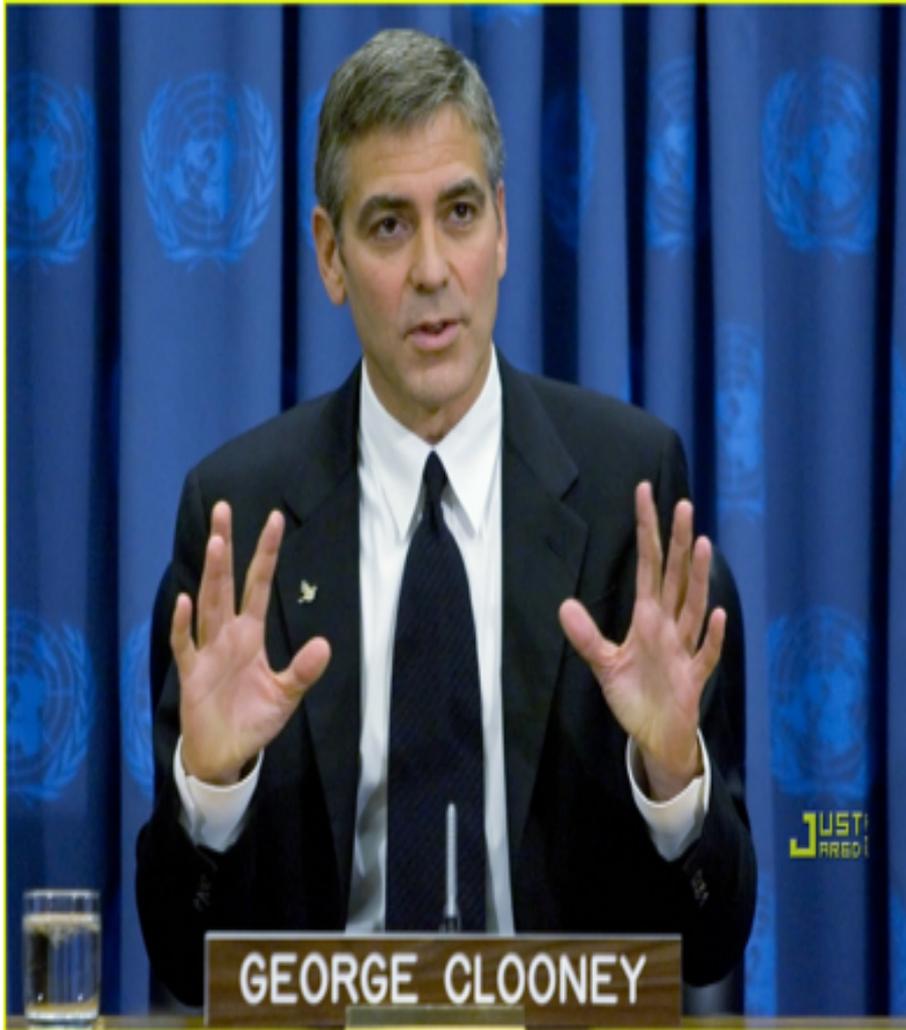


Text 'HUMAN' to 87099. oxfam.org.uk

Save the Children, 2014



UN advocacy



Celebrity advocacy for refugees, 2015

(UNHCR, 'What they took with them')

- <https://www.youtube.com/watch?v=xS-Q2sgNjl8>

Celebrity advocacy

MSF and Javier Bardem

Pastilles for the pain of the other

Others take them, you stop feeling the pain

- <https://vimeo.com/62990081>

(<http://sofii.org/case-study/medicos-sin-fronteras-medicine-for-someone-elses-pain>)

Make Poverty History/Live 8 Concert (2005)



...from Causes to Implications

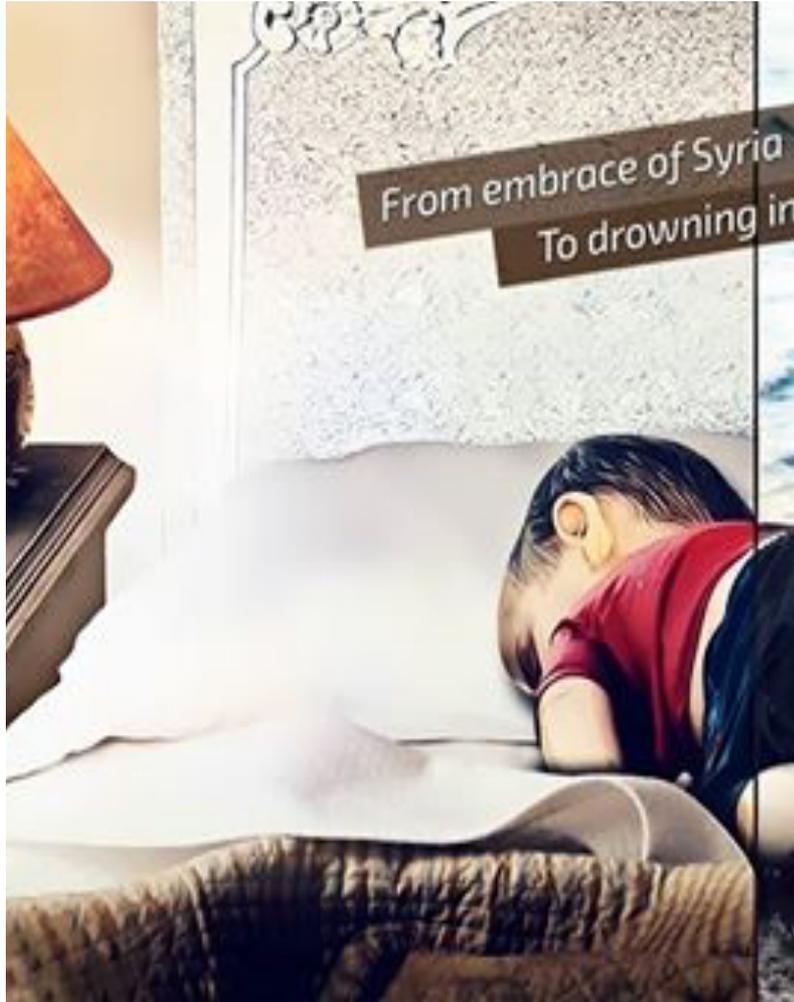
- i) Focus on the 'I'
- ii) Prioritisation of the brand over the cause
- iii) Utilitarian morality of feeling good oneself

A market-driven solidarity informed by an awareness that, while the imperative to act on vulnerable others continues to be important, our commitment to it **cannot rely on reasons that are external to us** (post-humanitarian solidarity)

What is lost?

- Question of humanity
- Question of values

Lifestyle solidarity



Lifestyle solidarity



 Nahar Bahij
@NBahij

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رحمك الله

Anssam Gibani

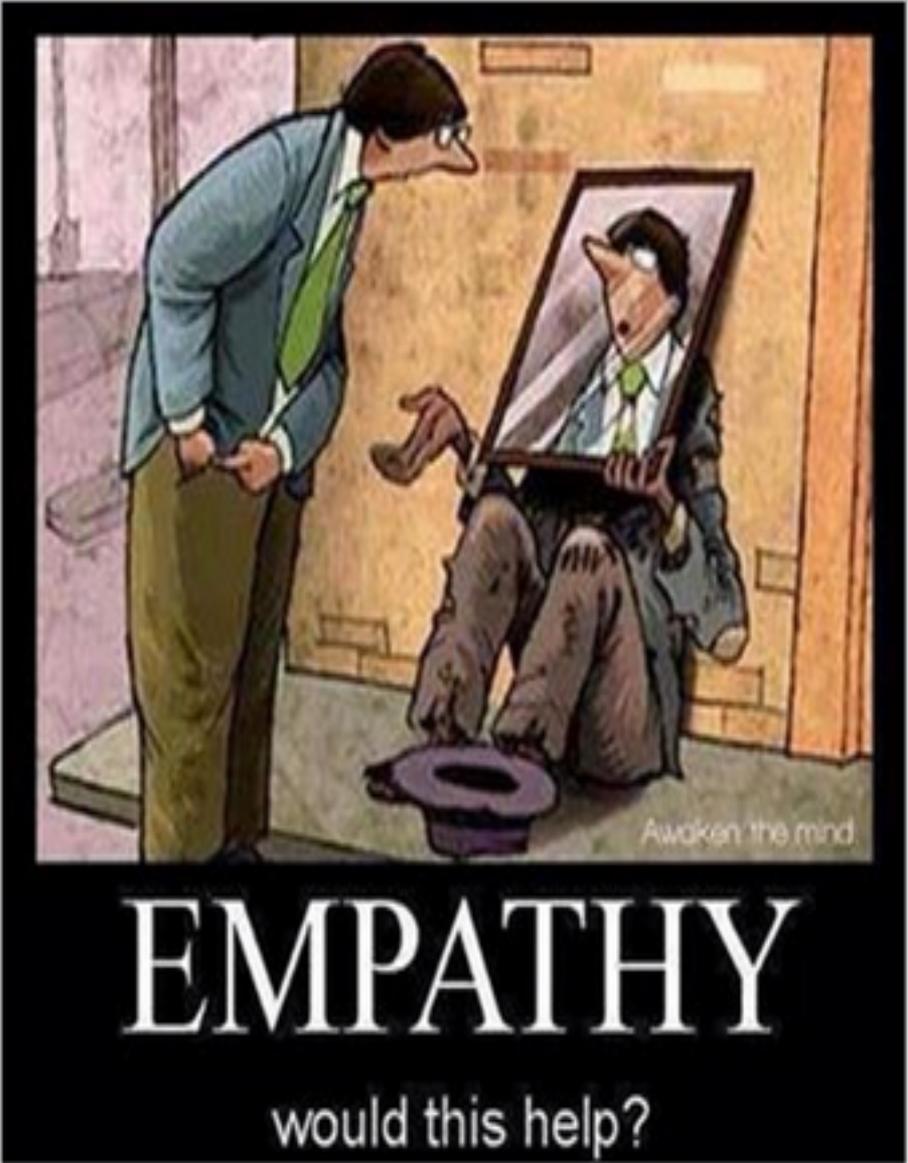
@AnssamSam

so ashamed of myself, of Arab
humanity 🙄 🙄

#غرق_طفل_س



- Drop narcissism of the ‘I’ and emotionality of consumer culture or take the mirror away
- Strive towards more complex spectacles that invite empathy and judgement over values
- Capitalise on digital media for interactive options that facilitate voice, enable structures of listening and meaningful interaction
- May not make us ‘feel good’ but it won’t make us think we already are



Chat (8)

The Ironic Spectator

Solidarity in the Age of Post-humanitarianism

