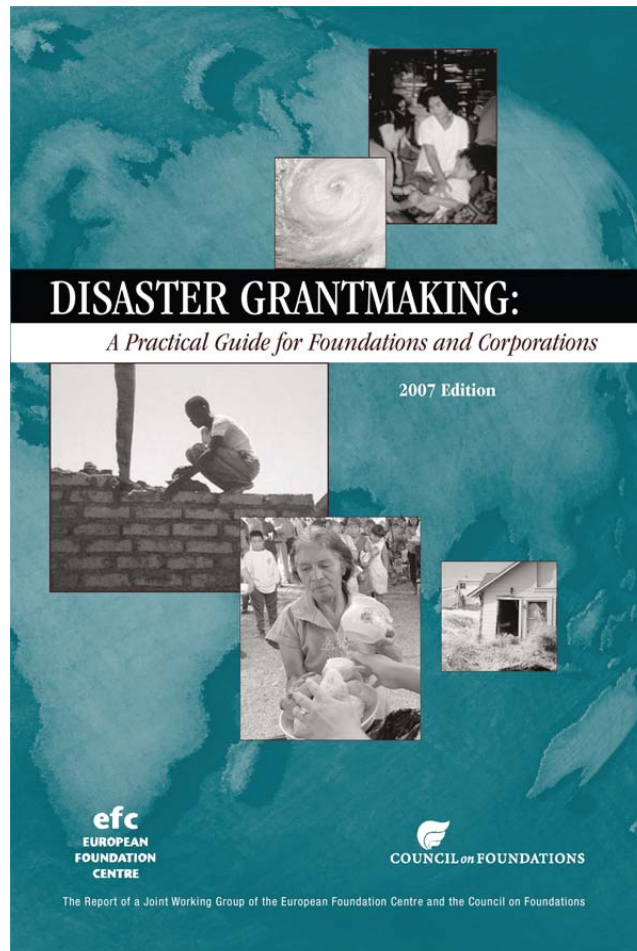


Towards an account of post-humanitarian publics?

Lilie Chouliaraki

Practices of mediated communication do not simply disseminate a pre-existing identity but, rather, produce this identity in course of mediation. In so doing, they transform not only the corporate realm by raising new demands for transparency and legitimacy, but also the public realms that lie beyond corporate organizations, by diffusing corporate discourse and practices in other spheres of social life (Chouliaraki and Morsing 2009: 3)



Moved by widely publicized human suffering and increased disaster aid requests, foundations and corporations are becoming more active in the disaster relief field.

Lacking the sizable emergency relief resources of governments and some well-known nongovernmental organizations (NGOs), foundations and corporate grantmakers nevertheless can make a significant contribution, for instance, by filling critical gaps in underfunded areas like disaster rehabilitation, prevention, research and education.

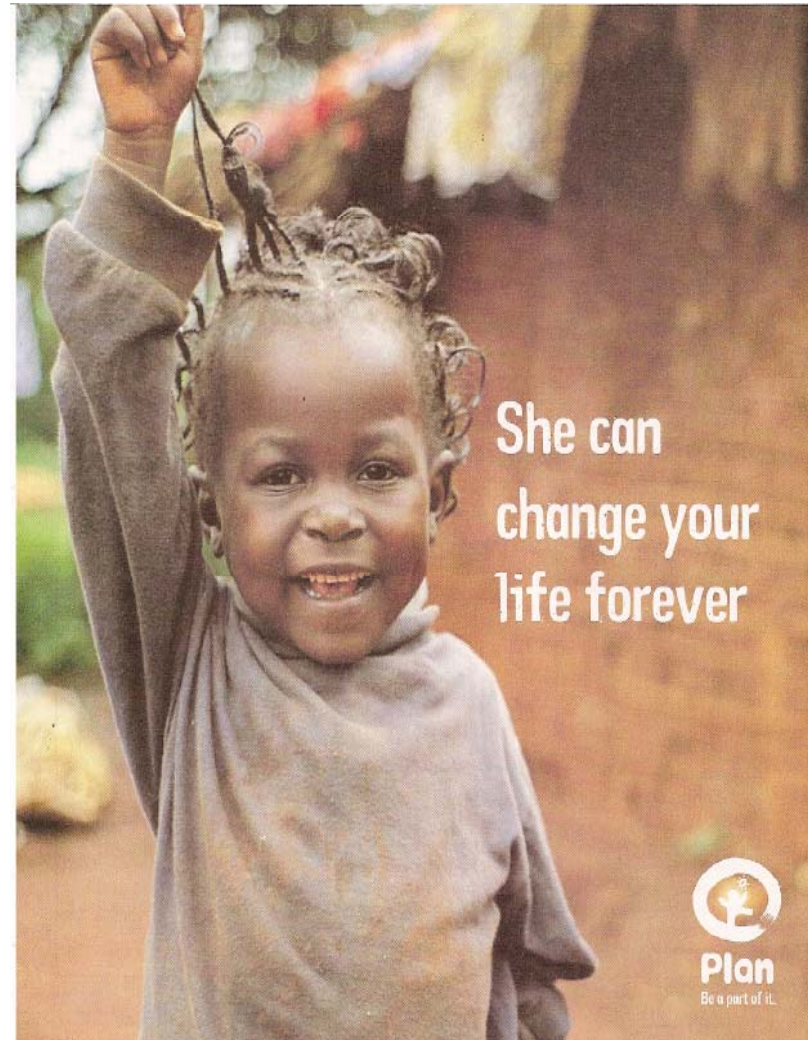
April 2007

- an important implication of marketplace of morality, perhaps the most important, is the implication that individuals should understand they reflect their moral preferences in most of their daily activities. When they buy stock, make any sort of purchase as a consumer, join clubs or organizations, choose jobs, and so on, they reflect their (moral) preferences. As an input into the marketplace of morality (MOM) they also help to influence the creation of norms and broader societal reflections of preferences (Dunfee 1998)

Negative imagery



Positive imagery



AI 2007 It's not happening here but now



UNICEF, 2008



Oxfam, 2008



Empirical material

Campaigns

early 1960s-mid 1980s ('colonial'); mid-1980s- early 2000 ('interventionist') and contemporary (Vestergaard 2007; 2009)

News

BBC earthquake news: 1976 & 1985 (pre-sat); 1999 & 2005 (sat and online); 2010 (live-blogging; Deuze 2006; Beckett & Mansell 2008)

Celebrities

UN Ambassadors: Audrey Hepburn 1987-1993 (pre 'celebrity advocacy' and Angelina Jolie 2003- (peak of 'celebrity advocacy'; de Waal 2008)

Films

Battle of Algiers, 1966: G.Pontecorvo/Casbah Films and Yacef Saadi ANLF (3 Academy Award Nominations; Venice Festival Golden Lion, BAFTA Award)
Blood Diamond, 2007: E.Zwick/Warner Bros and Amnesty, Global Witness (5 Award nominations; numerous others)

Disaster News: Broadcasting

- **1976: Chinese earthquake kills hundreds of thousands**

Hundreds of thousands of people are feared dead following an 8.3 magnitude earthquake in China. The quake has virtually destroyed the city of Tangshan, north-east of Beijing, and Western sources believe the death toll may be much higher than the official figure of 240,000. Some believe the figure is more like 750,000.

- The Hong Kong Royal Observatory reports the earthquake was intense although speculation of the magnitude of the quake ranges from 6.3 to 8.3.
- Around 2,000 people are believed to have died when the quake devastated the city's biggest hospital, according to sources quoting Chinese officials.
- **Any grave natural disaster can be overcome with the guidance of Chairman Mao.** Spokesman for the Red Flag journal

- **1985: Mexico suffers devastating earthquake**

- A massive earthquake has hit Mexico not far from its capital, Mexico City, causing untold casualties and widespread damage. Officials say at least 170 people have been killed and thousands injured, but it is feared the death toll may rise into the thousands.
- The quake hit the west coast near the resort town of Acapulco early this morning, and was measured by the US Geological Survey at a magnitude of 7.8.
- It lasted for 50 seconds, and devastated three states on the Pacific coast.
- "A part of a mountain just slid away, falling on the peasants who were just getting up to go to work," said Lieutenant Manuel Sanchez, from the fire department's headquarters in the state of Jalisco.

Disaster news: Live Blogging

- [Quake witnesses arrive in Miami](#)
- **1136** Rapper Wyclef Jean, who was born in Haiti, tells [CNN](#) he was on the phone to a friend in the country when the quake struck. "She said she was outside with her kids and that the buildings have started collapsing," he says.
- **1124** Reports say the capital, Port-au-Prince, was covered in a blanket of dust for about 20 minutes after the quake.
- **1122** Louis Belanger, a spokesman for UK-based aid agency Oxfam, tells the BBC aid agencies will probably use the Dominican Republic's capital Santo Domingo as their hub to bring in aid as Haiti's main airport is out of action.
- **1117** *Troy Livesay tweets:*"Church groups are singing throughout the city all through the night in prayer. It is a beautiful sound in the middle of a horrible tragedy."
- **1113** Pope Benedict XVI calls on people to "unite in prayer" for the victims of the quake.
- **1108** "This is a huge humanitarian operation, no question about that," Patrick McCormick of the UN's children's agency Unicef tells the BBC.
- **1101** Former Haitian President Jean Bertrand Aristide is quoted by the AFP news agency as saying the earthquake is "a tragedy that defies expression".

Celebrity humanitarianism

- Hepburn: Press conference, Ethiopia 1988

<http://www.youtube.com/watch?v=W7V6OQcu5ZY&NR=1>

- Jolie: Worldwide Gala for Orphans, 2007

<http://www.youtube.com/watch?v=9BVgoMoGevg&feature=related>

Films

Battle of Algiers:

<http://www.youtube.com/watch?v=Ca3M2feqJk8>

Blood Diamond:

<http://www.youtube.com/watch?v=XtPX2kXhu7I>

Post-humanitarianism

- a disposition that no longer appeals to solidarity as action in the name of shared common world but seeks to ground solidarity on self interest....

it is informed by an awareness that, whilst the imperative to act on vulnerable others continues to be important, our commitment to it cannot be taken for granted- that is to say, it cannot be justified by arguments that are external to us (Chouliaraki 2010)