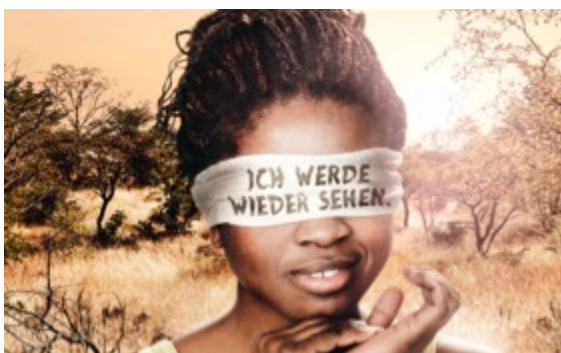


BREAKING DOWN EUROPEAN ATTITUDES TOWARD MIGRANT STEREOTYPES
RESEARCH ON VISUAL STEREOTYPING IN HUMANITARIAN AID CAMPAIGNS

Norbert Kreuzkamp, acli e. V.

Migrant and Minority Stereotypes in Humanitarian Aid Campaigns in Germany



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► Workshop Report



With the financial support from the
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BREAKING DOWN EUROPEAN ATTITUDES TOWARD MIGRANT STEREOTYPES
VORURTEILE GEGENÜBER MIGRANTEN UND MINDERHEITEN IN EUROPA ÜBERWINDEN
RESEARCH ON VISUAL STEREOTYPING IN HUMANITARIAN AID CAMPAIGNS

acli e. V.

Migrant and Minority Stereotypes in Humanitarian Aid Campaigns in Germany

Workshop Report

This report has been produced within the framework of the BEAMS project on the trace of the research methodology proposed by the French partner Cap Solidarités and in cooperation with the experts involved in the project. On behalf of the European Network TANDEM PLUS and its German coordinator — acli e. V. – Netzwerk für interkulturelle Arbeit — the report was written and edited by Norbert Kreuzkamp.



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One of the major results of the previous research is risk of using images of children for (social) commercial goals and the risk to strengthen visual stereotypes on different cultures by a non-reflected use of these images.

On the basis of these findings two workshops have been designed and implemented within the BEAMS project in Germany aiming on the target group of future educators of children and/or young people.

Both workshops, realized in April 2014 included a short presentation of the project findings.

First workshop: Improving understanding between the cultures

The workshop stimulated the elaboration of posters (visual communication) on topics of ethnic diversity and intercultural communication with children and their parents in small group or as single work.

The future educators were asked to work on realistic on the case of preparation of a (first) meeting with parents of kindergarten and nursery school children. The posters were presented in an analogue gallery and discussed in a plenary session.

The participants found out together the need to focus on cultural diversity and migration background in the prepara-

tion, invitation, implementation and reflection of the event.

In the following we documents some of the posters produced by the workshop participants.

1st Poster: Me + You



The poster uses images of children with different cultural and/or ethnic backgrounds put into a welcoming context of. "I am happy" or "I look forward". The poster emphasizes "Me and You": "I want understanding". The invitation to common action as underlined by the slogan: "Together we are strong".

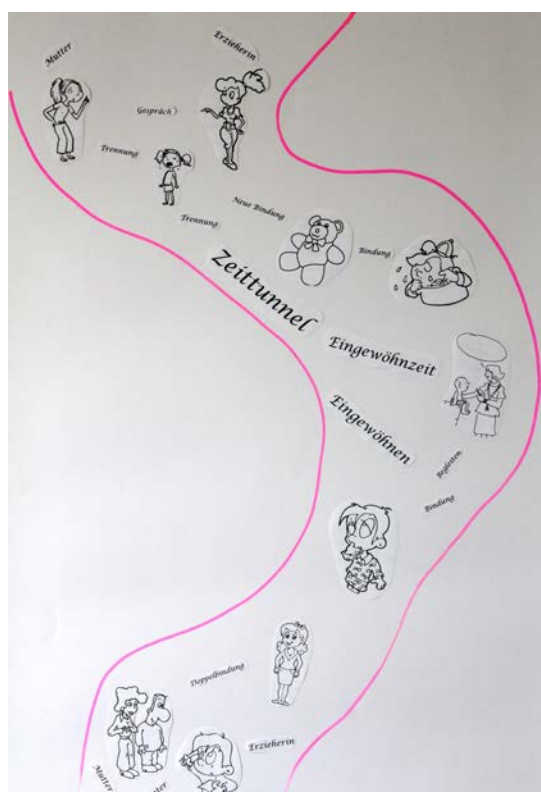
2nd Poster: Dialogue with the Parents



The poster suggests that all parents will love their baby. Specific family structures, unconscious prejudices about the behaviour of the parents, reflection and exploration of different cultural discussion styles and habits should be taken into consideration. Also gestures and methods to create a basis of trust should be reflected, implemented and evaluated within the process of improving the dialogue with multicultural parents.

3rd Poster: Familiarisation Phase

Another poster shows a course of familiarisation of the child (and their parents) with the new Lebenswelt of the kindergarten, nursery school or pre-school co highlighting the mother (parent), the child and the educator (kindergarten teacher) as the three major protagonists: conversation and contact, separation, new binding, familiarisation, accompanying, binding.



4th Poster: Language(s)

One poster uses a technique that shows different pictures, according to the perspective of the view. The represented image shows a kid with soap bubbles and the indication of “soap bubble” in different languages. A joyful, gambling and exploring approach to the different language codes indicating subjects and objects of the world around the kid as well as an affirmative, emotionally positive and an appreciative attitude and practice towards mother tongue and majority language are stated as relevant.



A second view on the poster piece shows a dandelion (in German: “Pusteblume” = “blow flower”) and different names of it in different languages.



5th Poster: The world of dreams

The 5th poster has an explicit artist approach using specific techniques of colours. Different way of doing with the subjects “Me”, “You” and “We” associating “calmness” and “peace” are represented: dreaming, memorising, sleeping, awakening, forgetting, thinking, learning. The colour technique emphasises the half-transparency of different level of consciousness and understanding of perception of and behaviour towards the world.

Diversity of cultural views and perspectives are reflected only in an implicit way.



6th Poster: Meals



Eating is identified as one of the central fields of practice in the kindergarten with high relevance to intercultural and cultural identity issues. "Eating is more than nutrition": communication, culture, fun, food, meals, table manners. In the kindergarten meals should take into consideration different need of cultures; eating should be a common moment without pressure and coercion, culturally diverse food traditions should be practiced.

7th poster: The play



The poster shows diverse playing cultures identifying two ideal dimensions: child-oriented approaches might emphasise exploration, role play, creativity and self-efficacy and self-realisation. Group, collective or connectedness oriented approaches however might focus on demonstration, imitation, perception, respect, obedience and education contents. For the kindergarten practices this cultural diversity makes obligatory some specific reflection on type of plays, degrees of freedom, arrangements and understanding of education. Hybrid approaches should be explored and tested.

8th poster: Toilet Training

The poster shows different moments of a toilet training within the continuum from “autonomy” to “attachment” focusing on time management, intimacy and toilet communication, self-control and resistance against repressive forms.



9th poster: Admission of new families

The poster summarises 10 different steps for a culturally sensitive admission interview with new families in the kindergarten based on a specific publication.



Additional material



Additional materials have been put at disposal of the participants during the workshop.

Conclusions

Within the workshop the visual and artistic method of collage was an excellent instrument guiding self-reflection, reading process, communication, discussion and sharing of approaches and ways of doing. New awareness could be raised and the future educators and kindergarten teachers had the opportunity to enrich their pedagogical and professional competence by cultural sensitivity and awareness toward migrant children and their parents.

2nd Workshop:

Improving understanding between the cultures

What are the images of kids shown in the public? What about our seeing of children in the public?

1st Phase: Clustering

In a first phase two image shows have been used: the first 300 images of a Google research with the keyword “kids”. The second show gave an impression of how humanitarian aid organisation use the photos of children in their commercials.

2nd Phase:

Clustering and Defining Key Words

In a second phase the participants entered in a process of clustering and defining key words.



Kids Images – Arts



Kids Images – Group



Kids Images – Beauty



Kids Images – Hands



Kids Images – Poverty



Kids Images – Nature and Animals



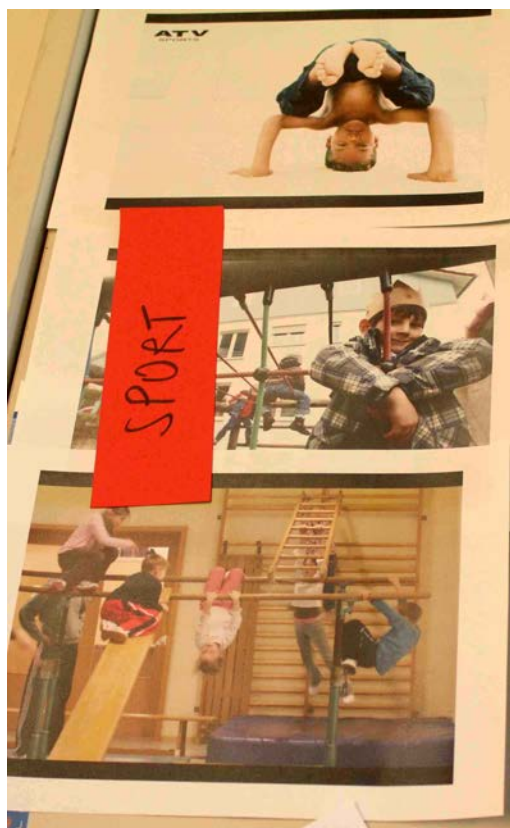
Kids Images – Researching Spirit



Kids Images – Series



Kids Images – Still Life



Kids Images – Sports



Kids Images – War



Kids Images – Two of Us

3rd Phase:

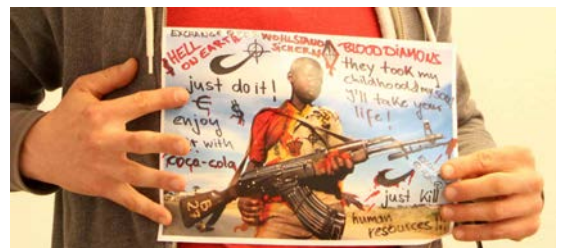
Communication with the Images

In a third phase the participants chose some of the images and tried to communicate with that picture.

4th Phase:

Presentation of the Images

During the 4th phase the chosen pictures have been presented to the workshop public.







Conclusions

Within the workshop awareness was raised on the use and abuse of images of children in the public. Participants analysed the view on children and did an individual and group work on their own view on children. The proposed method using artistic techniques, visual perception, individual and group work, self-reflection and discussion as well as the public exhibition of the products was evaluated by teachers, pedagogic staff, participants as well as by observers, the interested public and the institution of the Media Akademie as an excellent tool for awareness raising.

Within the process of professional learning and self-learning of a course of future educators the workshop did support a pedagogical self-reflection on the needs, chances and challenges of stereotypes as well as on professional visual perception.

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This report has been produced within the framework of the BEAMS project on the trace of the research methodology proposed by the French partner Cap Solidarités and in cooperation with the experts involved in the project. On behalf of the European Network TANDEM PLUS and its German coordinator — acli e. V. – Selbsthilfewerk für interkulturelle Arbeit — the report was written and edited by Norbert Kreuzkamp



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