

# **On the Geopolitics of Need: The Production of Geopolitical Images through Aid Organizations**

**Funded by: Fritz Thyssen Stiftung**

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*Term:* January 2011 - December 2012

The project aims to analyse how fundraising campaigns of non-public aid and donor organizations utilize geopolitical and gendered images and thus contribute to 'strategic regionalisations', i.e. visions of some kind of quasi-given geographical disparities of world society, operating as parts of hegemonic discursive formations.

A guiding question is the extent to which NGOs which actually aim to help overcome regional and social disparities partially contribute to reproducing them: how do "well-intending" actors of international aid organisations locate "needy others"? How are specific spatial constructions (stereo-)typed in order to talk about allegedly "underdeveloped" and "needy" regions?

The project analyzes PR and fundraising campaigns under this perspective, focussing on development and emergency aid organizations on the one hand (Münster), and child help/protection organizations on the other hand (Bielefeld).

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