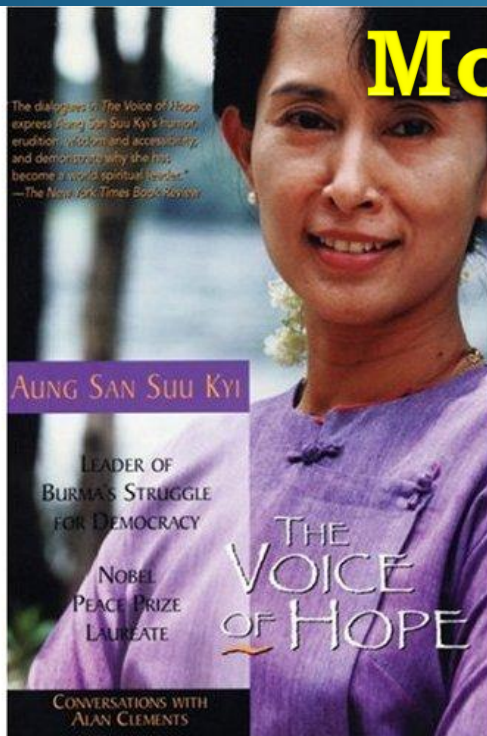
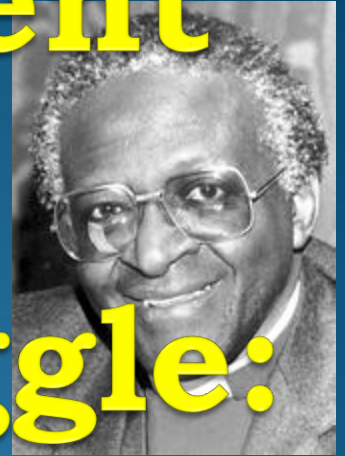


Image management in nonviolent civil society struggle: Movement identity



Tom H. Hastings

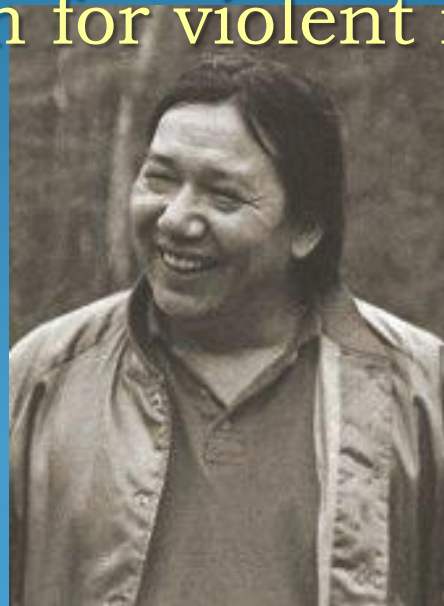
Steps to consider

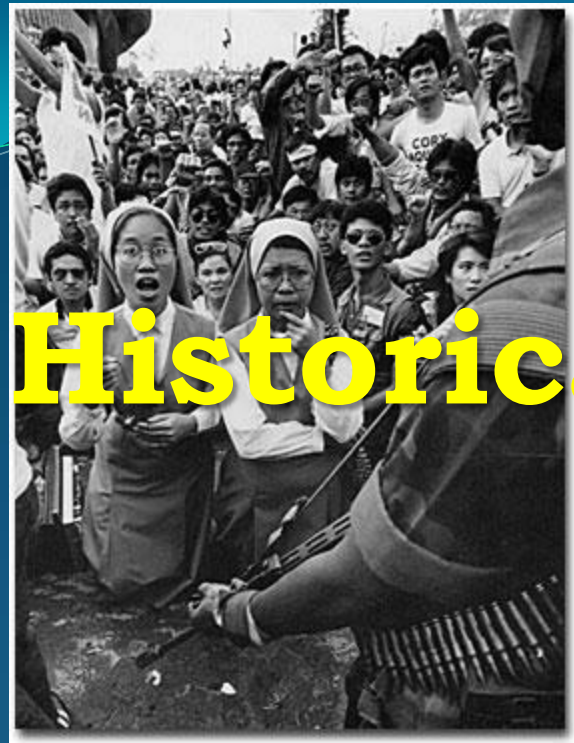
- Understand the power of image
- Different manifestations of image
- Examining effects of violence on image
- How image is created and managed
- Media and image



Image importance

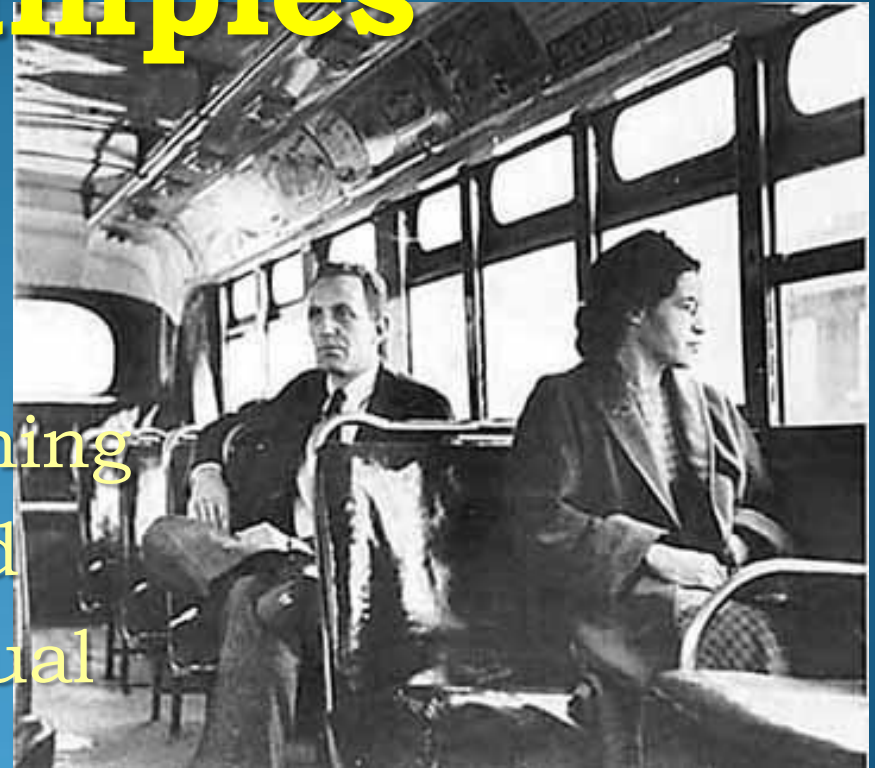
- Engage widest sympathy
- Avoid rationalization for violent repression
- Recruit masses





Historical examples

- Gandhi as nonthreatening
- Rosa Parks as dignified
- Filipina nuns as spiritual



Moral leadership

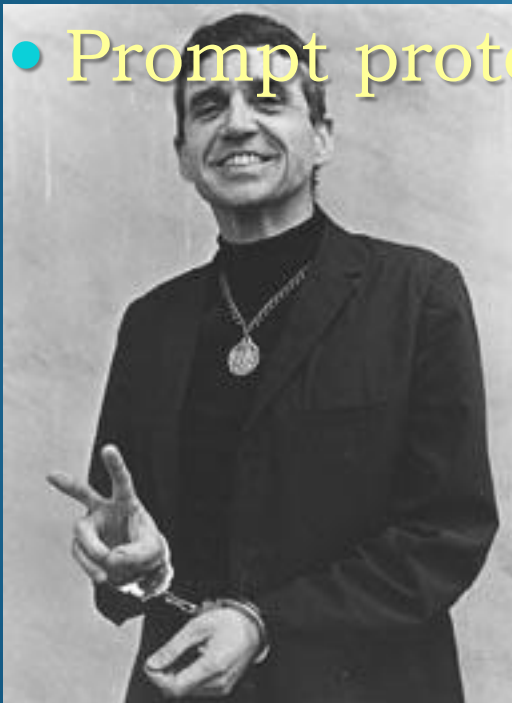
- Archbishop Desmond Tutu
- Aung San Suu Kyi
- Dalai Lama
- Sr. Anne Montgomery
- Martin Luther King, Jr.
- Berrigan brothers
- Filipina nuns



Resistance to the draft and the war was dramatized by seating and either pouring blood on draft files or burning them, as in this action of the Reverends Philip and Daniel Berrigan at Baltimore, Maryland, in the fall of 1968 (UIC, *Reflections* (March 1969), 51).

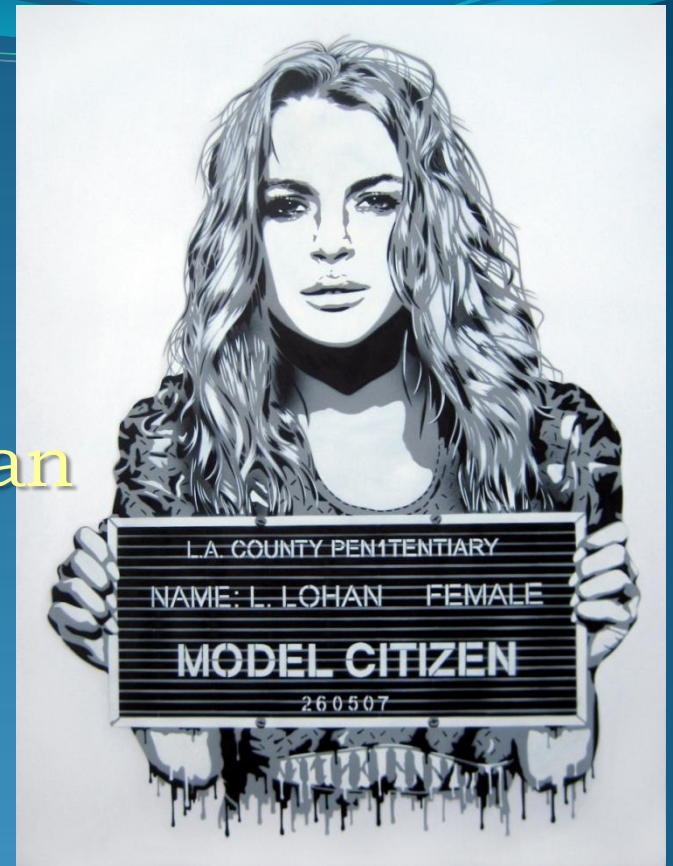
Power of vulnerability

- No predator prey evocation
- Prompt protective response



Celebrity: + & -

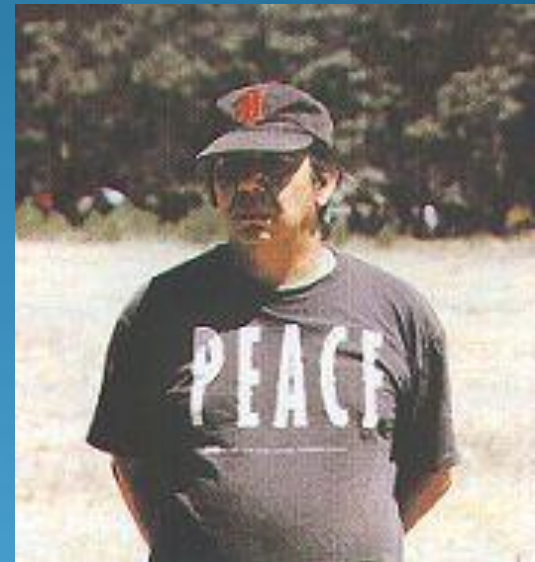
- Association with celebrity can raise profile of campaign
- Care to avoid celebrity spokes-role



Rebranding with disarming gentleness



- Child-friendly
- Parent-friendly
- Family-friendly
- Warrior culture image transformed



Unprotected become protected

- Mothers of the Disappeared
- Mothers of the Plaza del Mayo
- Women in Black



Effects of violence

- Repressive violence backfires
- Civil society violence backfires



Repressive violence backfires

- Innocent image elicits sympathy
- Sympathy produces response
- Widespread outrage



Repressive violence backfires 2

- Apathy overcome: unites opposition
- Pressure on policymakers



Civil society violence backfires

- Alienating
- Frightening
- Lowers participation
- Refocuses from issue



Stop the movement cold

- Faceless nihilist imagery
- Unknown origins
- “More radical than thou” repels



Image destruction

- Recruitment diminishes
- Issue redirection
- Policymakers can safely ignore



Attacking image

- Agents provocateurs
- Radical flank



How image is created and managed

- Construct image of power
- Superhuman nonviolence
- Enabling image enhancement
- Legacy sensitivity
- Don't give peace a chants
- Proactive semiotics
- Credibility



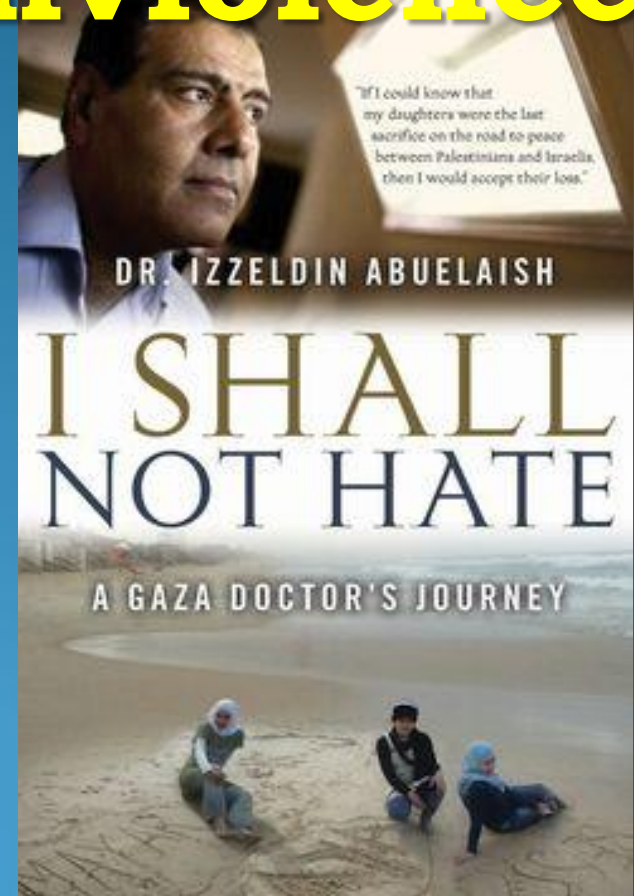
Construct image of power

- Letter from Birmingham Jail
- South African boycott leaders
- Danish Freedom Councils



Superhuman nonviolence

- Imagery of courage
- Rising above the norm
- Shocking forgiveness



Enabling image enhancement

- WOZA
- Aung San Suu Kyi
- Desmond Tutu
- Martin Luther King, Jr.





Legacy sensitivity

- Capitalize on movement identity
- Avoid negative triggers
- Transform negative legacy components
- Combine best elements of legacies to form new movement identity



Legacy sensitivity 2

- Expropriate positives
- Feature negative legacy of oppressor
- Do not overplay



Don't give peace a chance

- Silent or singing invites more
- Wall of angry sound alienates
- Willingness to dialog



Proactive semiotics

- Logo
- Body language
- Slogans



Credibility



- Consistency
- Validity
- Persistent
- Seeking dialog
- Evidence-based

Contrasting images

- Big armed agents of repression
- Vulnerable civil society
- Deepen contrast



Defending image

- Liaisons to police and armed forces
- Liaisons to all media
- Consented upon code of conduct
- Peace monitors



In every aspect of my life I will strive to live **non-violently**.

I will attack problems, not **people**.

I will be **willing** to try to fix problems.

I will look for answers so **everyone** gets what they need.

I will **advocate** and promote non-violence.

I will support others who are **non-violent** and those
exposed to violence.

I will make **no distinction** between religions, classes,
genders, races or cultures.

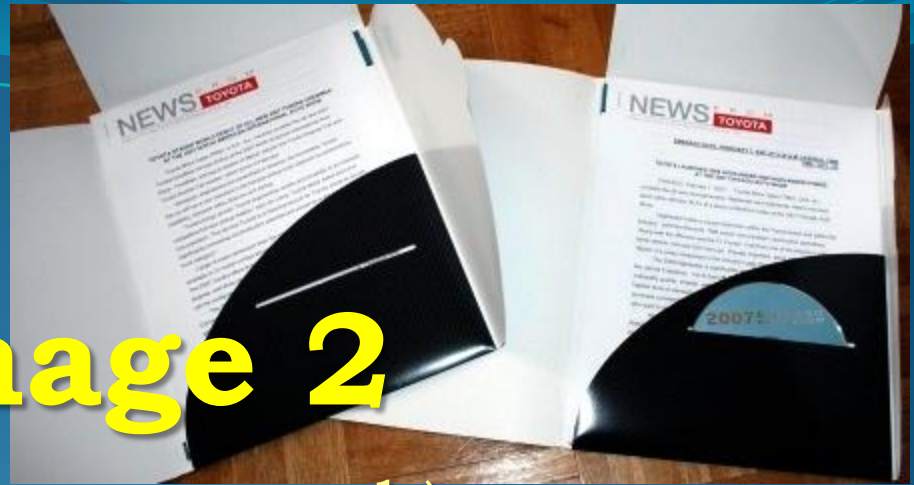
I will try to achieve **peace by peaceful means**.

For more skills of Conflict resolution visit www.crnhq.org
Conflict Resolution Network PO Box 1016 Chatswood NSW Australia 2057
Tel +61 2 9419 8500 To comment email: crn@crnhq.org



Defending image 2

- Context (press packets, outreach)
- Education (introduce and buttress alternatives)
- Informational sessions



Media and image

- Understanding war and peace journalism
- Strategies
- Numbers and access
- Social media
- Mainstream media
- Advocacy media

Vows Taken by Marchers With Gandhi, 1921

1. A civil resister will harbor no anger.
2. He will suffer the anger of the opponent.
3. In so doing, he will put up with assaults from the opponent, never retaliate; but he will not submit, out of fear of punishment, to any order given in anger.
4. He will voluntarily submit to the arrest and he will not resist the attachment or removal of his own property.
5. If a civil resister has any property in his possession as a trustee, he will refuse to surrender it, even though in defending it he might lose his life. He will never retaliate.
6. Non-retaliation excludes swearing and cursing.
7. He will never insult his opponent, nor take part in the newly coined cries contrary to the spirit of nonviolence.
8. A civil resister will not salute the Union Jack, nor will he insult it or its officials, English or Indian.
9. If any one insults an official or commits an assault upon him, a civil resister will protect such official or officials from the insult or assault at the risk of his own life.¹

Media as misinformant

*A man who does not
read a newspaper is
uninformed. A man who
does is misinformed.*
—Mark Twain



Table 1: War and peace journalism characteristics. Sources: Galtung (1986); Lynch & McGoldrick (2005a); Lee, Maslog & Kim (2006).

Characteristic	War journalism	Peace Journalism
Dichotomizing (moral judgment toward one side)	X	
Dichotomizing solutions (a or b)	X	
Assigning blame (who started it)	X	
Here and now (devoid of historical context)	X	
Elite orientation	X	
Emotive language	X	
Multiparty orientation		X
Nonpartisanship		X
Avoidance of emotive language		X
Historical contextual balance		X
Exploration of range of options		X

Media strategies

- Social media
- Mainstream media
- Alternative media



Table 2: Media typologies. Select media, availability or access , and the general size of the consuming public for each type of media.

Media type	access	Size of consuming public
Mainstream newspapers	moderate	variable small to large
Alternative newspapers	high	small
Mainstream magazines	low to moderate	variable moderate to large
Alternative magazines	high	small
Mainstream radio	low	moderate to large
Alternative radio	high	small
Network television	low	large
Cable television	high	small
Internet	high	large

Social media

- “I took a day off of Facebook and missed the revolution!”
- Repressive regimes made sick by texting and there is no Tweetment!



Mainstream media

- Gentle personalism
- Transparency
- Accountability
- Interest and educate



Advocacy media

BLOG 4 PEACE



21 September 2008

INTERNATIONAL DAY OF PEACE

- Educate those with value affinity
- Activate the interested

No guarantees

- Nonviolence and violence both succeed and both fail
- Place your bets and make your commitments

Further research

- Inoculants against spoilers/agents provocateurs
- External civil society response to violence
- Image importance
- Image creation
- Image defense
- Image repair

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