

## LESSON 4.2 OF GLOBAL NORTH

## GLOBAL SOUTH REPRESENTATION IN CAMPAIGNS

Ed Sheeran won the 2017 Rusty Radiator Award for the video below that we invite you to watch:



*Self-reflection questions:*

- *How did you feel when you watched it, what feelings did it evoke in you?*
- *What award do you think the video won?*
- *What does the video show?*
- *The video uses shocking imagery and dramatic music. What is the purpose?*
- *Who do you think is the client of the video? What was their motivation for making the video?*

Radi-Aid is an annual awareness-raising campaign set up by the Norwegian Students and Academics Fund (SAIH). The campaign, which is based on the satirical music video "Radi-Aid: Africa for Norway", focused on announcing the Radi-Aid awards for the best and worst fundraising videos. Alongside this, several satirical, awareness-raising videos were produced. In 2017, they also developed a Social Media Guide for international volunteers and travellers.

The jury's comment on the selection was:

*"This video is a video about Ed Sheeran. It is literally about 'poverty tourism'. The video should be less about Ed and his rescue and more about appealing to the wider international community to intervene. At the end of the video, there is a big twist. But is Ed Sheeran prepared to pay for the boy's accommodation for the rest of his life? What an irresponsible act, and that this video glorifies it is even worse."*

We invite you to watch the video again and consider the questions below:

- *What did you pay attention to when you watched it again?*
- *What went through your head and what did you feel?*

**FURTHER THOUGHTS AND REFLECTIONS:**

*Sources and recommended reading: [RadiAid](#) website*