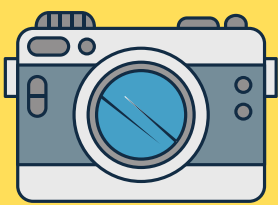


THE TRANSFORMATIVE IMAGE. THE POWER OF A PHOTOGRAPH FOR SOCIAL CHANGE: THE DEATH OF AYLAN

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INTRODUCTION

Image - Photojournalism

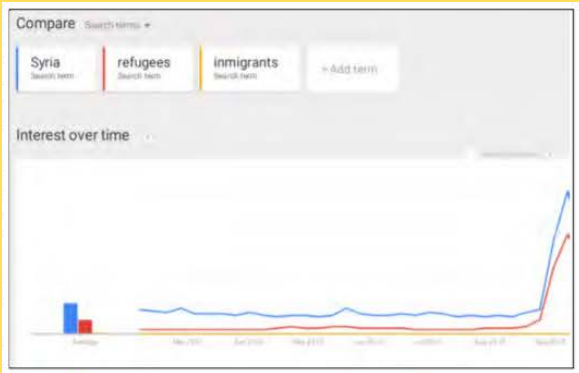
Photojournalism has played an important role in documenting the history of political conflicts, wars, tragedies and confrontations.

Social Transformation

This study intends to insert the role of images in the field of communication for social change. It studies the value of the image in terms of impact and social mobilization.

METHODOLOGY AND RESULTS

The methodology is a case study on the impact of the photograph of Aylan Kurdi, the three-year-old boy drowned in the attempted escape on a raft of Syrian migrants in Bodrum. The study involves iconographic, iconological and ethical levels of analysis.



The photograph acted as a trigger image. It appeared in most of the world's media in a flurry of front pages and news stories, and caused Syria to trend on Google searches.

Iconographic

Image highlights: descriptive close-up of a child's body. Eurocentric vision.

Iconological

An ideologeme is a concept that refers to a representation of both an experience and a social feeling.

Ethical

Aspects such as the seriousness and relevance of its publication. Several opinions on the debate.

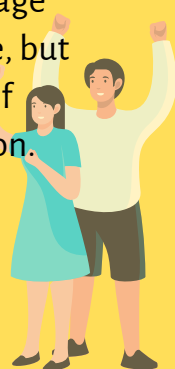
CONCLUSIONS

A transformative image is one that acquires a political dimension, moving from its initial informative dimension to a banner of personal and collective manifestation.

Furthermore, it harbors a new discourse: it promotes solidarity in a subject that is not new, it is able to break a limiting stereotype.

Transformative images make the leap to a supportive communication model for behavioral persuasion, which implies strategic thinking.

It is not only the fact represented that makes an image transformative, but its power of symbolization.



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