

ADVOCACY OF TRAFFICKING CAMPAIGNS: A CONTROVERSY STORY

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INTRODUCTION

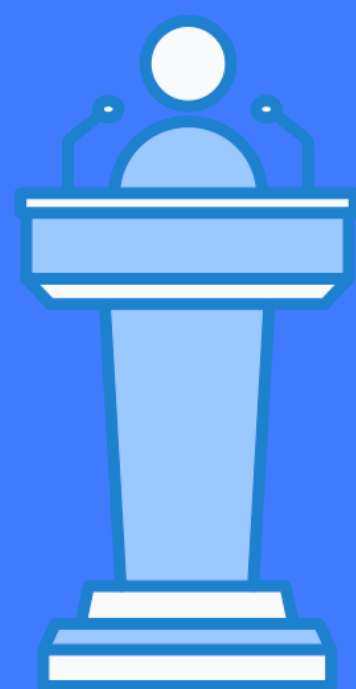
- In the last decade, trafficking in women and girls for sexual exploitation has become symbolically institutionalised in Spain as a phenomenon that exemplifies the global gender inequalities and requires greater social attention.
- The paper aims explore the institutional campaigns against human trafficking and sexual exploitation in Spain between 2008 and 2017 .

METHODOLOGY

Ethnographic techniques and socio-semiotic discourse analysis .

- ✓ The « follow the conflict » strategy .
- ✓ Analysis focused on graphic and audiovisual advertising messages.
- ✓ Mixed content analysis .
- ✓ Semiotic analysis .

The purpose is to reveal the centres of attention that prevail in the representations of this reality, as a way of a first diagnosis that allows us to evaluate the ideological and moral orientation of the institutional proposals, and to identify key aspects to orient future actions.



RESULTS

Issuing organisations

The organisations that most frequently launch these campaigns are the autonomous communities (22) and the local governments (18) of Spain.

Use of advertising

The most systematic institutions in the use of advertising are the Council of Sevilla (9 campaigns since 2008) and the Xunta of Galicia (7 since 2010) .

Female figures: victims

The re-victimisation, criminalisation and exoticisation of women is highlighted..Their condition of irregular immigrants is connoted negatively, linked more to criminality than to their condition as subjects in need of support .

CONCLUSIONS

Institutions operate through advertising from an abolitionist position, which facilitates in the public sphere the narrative orientation of the controversy in favour of this position .

It is advisable that the campaigns are broader and more focused on making the phenomenon known, in order to enable citizens to identify the crime and favour actions in this respect .

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