



to the 'Global North' has become a common media trope, often portraying a homogenous image of a brutal continent that places any expression of sexuality read outside the bounds of heterosexuality as patently unAfrican. Responses to this, emanating from a variety of African voices, have provided a more nuanced reading of sexuality and sexual identity. What has been absent from these readings has been the role of gender expression, particularly a consideration of transgender experiences. I understand transgender refugees to have taken up "lines of flight" such that, in a Deleuzian sense, they do not only flee persecution in countries of origin but also re-create or speak back to a system of control and oppressive social conditions. These lines can represent borders: they are flows or information circuits along which identities, information, and social and cultural realities travel and take shape. Some transgender people who have left, like Miss Sahhara, have not gone silently, using digital means to project a new political visibility of individuals, those who are both transgender *and* African, back at the African continent. In Miss Sahhara's case, this political visibility has not gone unnoticed in the Nigerian tabloid press. Drawing on the story of Miss Sahhara, this paper maps these flows and contraflows, asking what they might reveal about configurations of race, citizenship, nationhood, gender and sexuality as they are formed at both the digital and physical interstices between Africa and the Global North.

2.2.1.5 Displaced people: Who is represented, how, and why? A mixed methods study on Norwegian Refugee Council's public communication strategies towards the Syrian and Central African displacement crises (2013-2018).

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As several countries have implemented restrictive refugee policies (Betts, Loescher & Milner, 2012), public communication has become crucial for refugee organizations' operations (Dijkzeul & Moke, 2005). Although these organizations significantly contribute to refugees' public perception (Chouliaraki, 2012), few studies have examined how they attempt to influence media agendas and public opinions in terms of "*what to think*" ("second-level agenda setting") (Sallot & Johnson, 2006, p. 152, original italics). Therefore, our multi-method project investigates the text, production and reception dimensions of three international refugee organizations' public communication strategies towards the recent Syrian and Central African crises. The current Syrian crisis exists since 2011 and was with 12.6 million Syrians displaced at the end of 2017 the largest displacement crisis worldwide. The Central African Republic, plagued by recurring conflicts for decades, had at that time a displaced population of about 0.8 million (UNHCR, 2018) or about one sixth of its total



population. Within this constellation, we will present the key findings a yet to be conducted comparative multimodal critical discourse analysis (MCDA) (Machin & Mayr, 2012) and quantitative content analysis (QCA) (Riff, Lacy & Fico, 2014) on the Norwegian Refugee Council's (NRC) (international) press releases, news articles, videos and photos, of 2013 until 2018. As such, we want to examine how and which sociodemographic 'categories' of displaced people are represented.

However, considering the magnitude of the dataset and the time-consuming nature of our discursive research, we will apply the MCDA on the data of the year 2015. In this year, the Central African crisis firmly persisted and the Syrian crisis expanded strongly and became very mediatized. In general, the latter year also meant a peak in terms of public communication output. As such, we will analyze 152 press releases, 324 news articles, 297 photos and 97 videos. Further, we will apply the quantitative content analysis on the press releases and news articles of all the years (2013-2018). Important to mention is that we will exclude the photos and videos from this quantitative analysis; this for purposes of feasibility and, secondarily, theoretical reasons. However, the quantitative overview of the data, split up according to organization, crisis, year and medium, will be relevant to contextualize the qualitative results of the photo and video material.

Further, we also will present the preliminary results of a three-week participatory observation at Norwegian Refugee Council's press department and six expert interviews with the organization's head of communication and press and regional officers. Both examinations will analyse the motivations for using specific public communication strategies, while also addressing the broader societal contexts in which these refugee organizations operate. As such this production research will contextualise the above-mentioned textual research. Apart from its topical nature and relevance to better understand the political, economic and cultural dimensions involved in international refugee organizations' public communication strategies, this study provides a significant and original empirical contribution to key debates in the research fields of international, strategic non-profit and humanitarian communication.

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Palace of the Academies, Brussels, Belgium

30-31 October 2019

Peter Lang.

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