Dying for diamonds: the mainstream media and NGOs – a case study of ActionAid

[Book Section]

No full text available

Abstract or Description

Radical political activist movements are growing all the time. Activist politics have come to influence 'mainstream' politics over fundamental issues such as trade, gender relations, the environment and war. This book brings together activists and academics in one volume, to explore the theory and practice of global activism's relation to all forms of media, mainstream and otherwise. The contributors examine how global activism is represented in the mainstream press and explain the strategies that activists adopt to spread their own ideas. Investigating Indymedia and internet activism, they show how transformations in communications technology offer new possibilities, and explain how activists have successfully used and developed their own media. Case studies and topics include the world social forums, an example of a campaign from the NGO Action Aid, a campaign strategy from an internet activist, Greenpeace and the Brent Spar conflict, the World Development Movement and representations in the mainstream press, the Independent Media Centre, transgender activism on the net, Amnesty International, Oxfam and the internet.
ActionAid is an international non-governmental organization whose primary aim is to work against poverty and injustice worldwide. ActionAid is a federation of 45 country offices that works with communities, often via local partner organisations, on a range of development issues. It was founded in 1972 by Cecil Jackson-Cole as a child sponsorship charity (originally called Action in Distress) when 88 UK supporters sponsored 88 children in India and Kenya, the primary focus being is providing children