

Faculti Summary

<https://faculti.net/the-power-of-photographs-in-framing-contests/>

This video discusses the significant role of media, particularly images, in shaping public perception of issues such as migration. It highlights how media framing influences our understanding, creating echo chambers during events like Brexit and the Trump election. The case of Alan Kurdi's tragic image is emphasized; it changed the narrative around the refugee crisis in the UK from one that framed migrants as threats to one of empathy and urgency for help.

The discussion also touches on the emotional and technical impact of such images. Emotional resonance can enhance or shift frames depending on the audience's predispositions, but this shift may be temporary. Although the media's framing may revert to previous narratives, there are lasting changes in the language used to describe migrants, moving away from dehumanizing terms.

Finally, the text argues for awareness among policymakers of the power images hold in public discourse, suggesting that there is a limited window of opportunity to impact narratives positively. Further, it calls for more research into how ideology, framing, and emotion intersect in media representation, particularly in the aftermath of powerful images.