Notes:

**Invisible Colour (Kristin Loftsdottir)**

* How is racial identity constructed through development encounters?
* “How do images of dark-skinned people in developing countries as an almost objective reality perpetuate a certain image of ‘whiteness’?”

**Developscape**

* Lived practices and visual representations of development in countries that give and receive aid.
  + Looking at how development is portrayed from perspective of aid donors and aid recipients
* Tangible and intangible elements associated with progress that are embedded in ideas about modernization.
* Aid Recipient Countries: Hierarchy of who is in charge and who is subordinate; signs advertising projects; cars marked with logos of development organizations; exclusive spaces for development officials.
* Aid Donor Countries: Discourses about donor nation (“we are generous”); contrasting donors (saviors) with recipients (people in dire need);
  + Ex: How are Africans portrayed?
    - “Save the Children”, each African country’s profile has a sad African child, but when “saviors” come in, everyone is happy
    - Ad: sponsors help a child
      * Why is this ad about what the sponsor gains from the relationship?
      * What is the recipient’s family like?
      * How is the sponsor’s daughter being conditioned to think about the world?
        + I can give this girl resources to be just like me
    - Ad: 1 pack of Pampers sold = 1 vaccine
      * Why/how do these babies recognize the white woman as the donor?
    - Ad: Feed a Child
      * African American child portrayed as a dog, message was that most domestic dogs eat better than children around the world
      * Interview: “I don’t see color/race”
  + Does the goal (help a child) justify the means, or… Could a different means (one not involving…….
    - Ad: Christian Children’s Fund (Charles Daniels)
      * Poses with children, asks for small amount of money to save the children/families
      * SNL Parody

**Local Perspective**

* Development projects derive from and belong to ‘white’ people.
* Development racialized because it is perceived as belonging to the realm of ‘white’ Europeans and Americans.

**Loftsdottir’s Point**

* Continuous depictions of “Third World” peoples as impoverished and helpless, plus continuous portrayal of Whites as saviors, equals “A commentary on ‘whiteness’ created and recreated through the discourses and actions of development institutions.”
  + Video: Radi-Aid
    - Satirical video about international aid
    - Child celebrity, a star for commercials (parody), poster sad African child