

Irish Aid: A study of digital media communication strategies

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This paper examines possibilities for development of digital media communications in the Irish Aid sector. Its motivation is a personal grounding in modern Aid and communication theory and the challenge of tackling a live contemporary issue. The Haitian earthquake response of January 2010 has provided a defining focal point for this study, examining real-time aid response and communication across progressive digital media platforms.

Focusing on the Irish Aid state body and associated non-governmental agencies, the project evaluates the aesthetics of this communication in two parts. The first section investigates strategic dialogue through digital media in Ireland today, exploring generation of social aid awareness and support. Themes identified are then developed as broader international examples of dialogue through implementation of effective, portable platforms in overseas programs and emergency response situations. Throughout the study this analysis reveals the empowerment of converging media applications in promoting meaningful aid communication, and develops suggestions of potential Irish Aid adaptation.

The paper culminates in a hypothetical application of all platforms examined: a major earthquake in the European Capital of Culture 2010, Istanbul. This contextual scenario represents a manifestation of the strategic themes explored, presenting an open-ended conclusion as a strong departure point for future design and research.