

1) Message

Draw arrows to the visual elements that communicate the message. Think about how line, color, graphics, depictions of people, words, and symbols are used/

Visual Cues:

Color:

The primary colors used are black and red with blue, yellow, and green as a single accent. The words jump out at the viewer, especially Olympic, Sochi, Russian because red is a color associated with aggression.

Line:

It is crisp and clean and makes each letter stand out.

Symbols/ Graphics:

The rings are the iconic symbol of the Olympics but here they have been stripped down to an empty and meaningless zero.

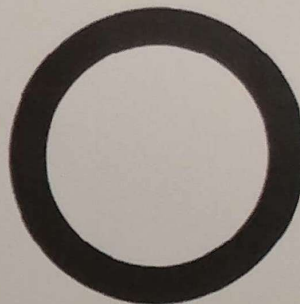
Words:

Words are extremely important here because that is how the message is being communicated. The hashtags at the bottom call people to action and are designed to spread the message. It is also important to note that this is written in English.

What is the message?

The message is that Russian persecution of the country's LGBTQ community violates Principle 6 of the Olympic Charter and that your country should boycott the Olympics in Sochi.

**HERE'S WHAT THE
OLYMPIC RINGS
LOOK LIKE WITHOUT THE
RAINBOW FLAG:**



**#BOYCOTTSOCHI2014
#BOYCOTTRUSSIANOLYMPICS**

2) Context

What are the hopes, fears, and grievances present in society at this time? Think about the political, social, and economic climate.

Political:

In June of 2013 Russian President Putin signed a law banning "propaganda of nontraditional sexual relations to minors," greatly limiting speech and rights of the LGBTQ community. Russia says these laws will apply to all athletes and attendees. In the U.S. and in parts of Europe the LGBTQ community and its allies have enjoyed legal victories over the past year.

Social:

Principle 6 of the Olympic Charter states "Any form of discrimination ... is incompatible with belonging to the Olympic Movement." There is increasing unrest with Putin's social policies and suppression of political dissent and free speech.

Economic:

The Olympics cost millions to put on and are meant to stimulate tourism.

Given that, why might this message have had power? To many in the U.S. Russia's laws are an infringement on human rights that is not in line with the Olympic mission.

3) Audience

Who is the target audience? What about this message would be appealing to this group? What reactions might different audiences have had? Could people access and express alternate viewpoints?

The audience is English speaking social media users who are sympathetic to the LGBTQ community. A social media user in Russia on the other hand might be offended that all Russians are being cast as anti-LGBTQ. There are alternate sources of information, but most likely this would just show up on someone's social media feeds posted by a friend.

4) Creator

Who is the propagandist?: The artist is unknown, but it was posted on the "Boycott Sochi" Facebook group.
what do they hope the audience will:

Think: That Russia is assaulting fundamental human rights of the LGBT community in violation of Olympic Principle 6.

Feel: Outrage at Russia and their own country for attending these Olympics.

Do: To demand a boycott of the Sochi Olympics and spread the message.

5) Consequences

What effects could this message have on society?

This message is meant to inspire action, whether that be on social media or in public protest. Images like this have spread through social media sites leading to discussions and debates over what is the appropriate action. No country has chosen to boycott the Sochi Olympics but many groups, athletes, and organizations from all around the world are discussing this law and its implications in a public forum. Potentially it could lead to a boycott—and there would be a multitude of consequences. It would be an embarrassment for Russia, many athletes would have trained for nothing, international relations could be strained, and it could send a powerful message that members of the LGBTQ community are protected under universal human rights.