MAKING RIGHTS REAL THROUGH TRANSNATIONAL ADVOCACY : AMNESTY INTERNATIONAL'S SHELL CAMPAIGN

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ABSTRACT

Frames that are projected through campaign slogans play a pivotal role in shaping the opinion of the public in transnational advocacy. This study is focused on the slogan "Shell: Own Up, Pay Up, Clean Up", a campaign conducted by Amnesty International in April 2012 against the Royal Dutch Shell Company (Shell Oil / Shell). It explores the frames used by Amnesty International to promote the human rights of the Nigerian Ogoni community living in the Niger Delta. The study also investigates the reactions of the Shell Company to the frames that have been presented by the Amnesty International campaign slogan. The research is based on secondary data that was gathered from reports of Amnesty International, its press releases, newsletters, campaign briefing sheets, e-mails, Amnesty International in-country web sites, and Shell Company's in-country websites. Through discourse analysis, the study examines the text and the context of the frames used in the Amnesty International campaign slogan and the reactions of the Shell Company to these frames. The frames used in the Amnesty campaign slogan and the reactions of the Shell Company reveal how the Shell Company and the Nigerian government have been compelled to appear as duty bearers to respect and protect human rights in the eyes of the public. The study concludes by highlighting how human rights can be promoted by imposing obligations on companies such as Shell through effective framing that is presented through the campaign slogans in the context of transnational advocacy.

KEY WORDS: AMNESTY INTERNATIONAL'S SHELL CAMPAIGN/ FRAMES/ SLOGAN/REACTIONS OF THE SHELL COMPANY/HUMAN RIGHTS/ TRANSNATIONAL ADVOCACY

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