

# Text, Image and Colour: A Multimodal Reading of Selected Save The Children Campaign Posters

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**Abstract:** This paper explains the multiple ways in which the Save the Children campaigns deploy visual and textual elements to disseminate powerful messages and evoke emotional responses. Drawing on Kress and Van Leeuwen's (2006) theory of visual grammar, this paper explicates the representational, interactive, and compositional meanings of the posters. To achieve this, ten save the children posters were collected from their official website and some social media handles, ensuring a mix of themes, target audiences, and time frames to capture a comprehensive range of multimodal strategies. The analysis reveals that these posters use images as sophisticated communication tools to foster emotional connections, highlight urgent needs, and promote active engagement from viewers. However, to enhance visual engagement, integrated messaging, call to action, it was recommended that the posters designers should continue to leverage high-quality and emotionally resonant images, ensure that visual and textual elements are seamlessly integrated, and call to action are more prominently featured.

**Keywords:** Image, Text, Colour, Multimodality, Save the Children

## 1. Introduction

Save the Children is an independent UK children-centered emergency relief organization. The organization was started in 1919 with the objective of advancing the lives of children through better learning, healthcare, and economic prospects. (Save the Children, 2021). They indefatigably work round the clock to give children a healthy start in life, ensure access to education, and protect them from all sorts of destruction. Save the Children's work resonates in crises from Syria to Venezuela, Myanmar, among other regions across the world (Save the Children 2023). Save the Children is thus one of the largest nongovernmental organizations globally that seeks to preserve the welfare of children by providing them with basic needs such as health, education, nutrition, economic opportunities, and emergency aid whenever a natural disaster strikes (Valizada, 2019).

In a news release to mark the launch of the 'Every Last Child's Campaign' by Save the Children, it was reiterated that 'millions of children are denied the right to healthcare and education because of who they are and where they live' (Save the Children 2016). According to the report, Fungal diseases are one major cause of mortality and morbidity in children across many developing countries and around the world. Some of the most excluded and discriminated children are those

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with HIV, malnourishment, cancer or who are born prematurely, and it is these groups who are at high risk of developing serious fungal infections. Pneumocystis pneumonia (PCP) caused by the Fungus *Pneumocystis Jirovecii*, is one of the most common causes of HIV-related deaths in Africa. It is a common and life-threatening cause of severe pneumonia, as found out by a study of 834 under 5 years old in Mozambique, PCP prevalence was 6.8% and HIV prevalence was 25.7% (Save the Children *ibid*).

## 2. Literature review

### 2.1. Roles of Posters in Promoting Humanitarian and Healthcare Activities

Several multimodal researchers studied campaign posters promoting range of ideologies, belief, and services pertaining to healthcare, (Sindoni, 2021), (Saidu & Rajandran, 2024) (Ingolo et al, 2024), (Farahdina et al, 2023), (Al-Subhi & Saadi, 2024), (Ezirim & Joy, 2023), (Aragbuwa & Adejumo, 2021), (Ope-Davies & Shodipe, 2023) election, (Baranova & Pavlina, 2024), (Qadir, 2023), (Omole & Ugoala, 2024) women emancipation, (Hathout et al., 2023), (Sukma et al., 2022), film (Nurudeen, 2022), (Budiastono & Noverino, 2024), (Guo, 2023) among others. However, to the best knowledge of the researchers, there is no existing study focusing on ‘Save the Children Campaign Posters, (henceforth, SCCPs). Thus, this current study intends to fill in this wide lacuna of knowledge by conducting a multimodal study of SCCPs to reveal how visual and textual elements combine to communicate urgent humanitarian messages effectively. This involves examining the interplay of imagery, color, typography, and language to assess how these posters engage viewers emotionally, convey critical information, and motivate action towards the cause. Analyzing these components can reveal insights into the strategies used to raise awareness and generate support, highlighting the importance of design in the success of nonprofit campaigns.

### 2.2. Posters as Campaign Tools

Posters serve as dynamic communication tools across healthcare, social movements, and political arenas. Their visual appeal, succinct messaging, and ability to evoke emotions make them powerful instruments for change. As humans continue to navigate complex global challenges, posters remain a vital part of our cultural and communicative landscape, Hubdialer (2023).

Health campaign posters provide health awareness to prevent bad health behaviors. They also offer general information on health issues such as vaccination, hygiene, cleanliness, regular medical check-ups in favor of a healthy lifestyle. In situations of pandemic-causing virus such as COVID-19, the campaign posters have been used massively to convey information to the public on wearing masks, keeping social distance, and practicing proper hygiene Smith (2022). In most cases, effective health campaign posters provoke emotion, give clear instruction, and necessitate action. In the same breath, they have used social justice movements to give people a voice and build solidarity. Posters have highlighted critical issues and inspired collective action in civil rights to environmental activism. For instance, in the 1960s, posters significantly contributed during the fight against apartheid in South Africa and the free speech movement. They also serve as historical records, depicting the spirit of grassroots democratic discourse and advocating for change, (Johnson (2023). They continue to be relevant today, addressing issues like racial equality, women emancipation, and gender justice.

Likewise, in political campaigns, posters have shaped public perception, influenced elections, and rallied support for candidates. While no single poster can alter national policy, their cumulative

impact is significant. Posters have depicted candidates, party symbols, and slogans, appealing to voters' emotions and values. During election seasons, streets are adorned with campaign posters, reflecting the democratic process and citizens' engagement. Whether promoting a presidential candidate or advocating for specific policies, these visual tools contribute to the political discourse and civic participation, Brown (2024).

### **2.3. Multimodal Discourse Analysis**

Multimodal discourse analysis (MDA) is one of the most influential techniques developed for revealing how meaning is constructed beyond spoken or written language. In contrast to the earlier concepts of discourse analysis, which had been to a large extent preoccupied with the text alone, MDA perspective recognises the interaction between different modes of communication that could encompass visuals, sounds, gestures, or even spatial arrangements (Jewitt, 2014). This wider perspective also allows investigation of how these features come together to create meaning encoded in a message. For instance, analyzing a political cartoon through MDA would involve examining not just the captions and dialogue, but also the facial expressions, body language, and symbolism depicted (Scollon, 2003). These visual elements might go along with or even contradict the written message, establishing a more intricate communication. Similarly, it would be impossible to discuss the impact of an advertisement without paying attention to the interplay of the image, word, layout, and color scheme and how they all contribute to its persuasive effect. (Machin & Thornborrow, 2014). In accepting that communication is naturally multimodal, MDA offers a more expansive take on discourse analysis in our increasingly complex world of multimedia. It allows researchers to capture the subtleties of meaning-making across various modes, providing valuable insights into how messages are constructed and interpreted.

### **2.4. The Grammar of Visual Design**

Gunther Kress and Theo van Leeuwen established the grammar of visual design in their seminal work on visual communication, where they offered a comprehensive framework to analyze visual texts. They applied principles of linguistics a step further into the land of the visual, whereby images, too, can be read and understood in a manner somewhat akin to language itself (Kress & van Leeuwen, 2006, p. 2). They tagged it 'visual grammar', which involves a wide variety of elements, such as color, perspective, and composition, together with how they interact to create meaning (Kress & van Leeuwen, 2006, p. 25). Their approach draws heavily on semiotics, which is the study of signs and symbols, and explores how visual elements work to create a coherent message (Jewitt & Oyama, 2001). Their book, *Reading Images: The Grammar of Visual Design* has had a big influence on the studies of media, communication, and education by providing tools for uncovering buried messages in visual media (Bezemer & Kress, 2008).

On the other hand, Grammar of Visual Design focuses on the social and cultural context in which visual communication occurs. The authors further indicate that social practices determine visual literacy and that meaning associated with images changes from one culture to another (Kress & van Leeuwen, 2006, p. 6). For this reason, the book explores the power relations encoded into visuals, discussing how they could reinforce ideology or affect perception (Machin & Mayr, 2012). Their framework considers in detail the representational, interactive, and compositional meanings in a visual design. For instance, the representational meanings relate to the content of the image itself and what it represents, the interactive meanings are between the image and the viewer, and the compositional meanings relates to the composition and the elements ordered within an image

(Kress & van Leeuwen, 2006, p. 79). Kress and van Leeuwen's work provides a systematic approach toward visual analysis and has therefore enabled an in-depth understanding of how images communicate complex ideas and how viewers make sense of visual information (Rose, 2016).

Concerning data analysis, "Grammar of Visual Design," has been found to be apposite for unpacking Save the Children's posters. Their approach focuses on a "social semiotic theory of representation" (Kress & van Leeuwen, 2006, p. 20). This theory suggests that images are just like language, a system of signs, and they give concrete meaning through a set of social conventions. They even gave a three-fold way of analysis for the unpacking of these meanings: representational, interactional, and compositional. The first aspect is known as representational meaning; it explains what the image includes: objects, people, and situations of representation. In a Save the Children poster, this might involve a child looking malnourished or a classroom scene. This level of analysis establishes the basic message. Next, interactional meaning delves into how the image positions the viewer. Kress and van Leeuwen (2006) identify gaze, social actors, and framing as key elements. A Save the Children poster might use a child's direct gaze to create a sense of connection with the viewer or position a child as vulnerable within the frame to evoke sympathy and a desire to help. Finally, compositional meaning considers how the image is put together. This includes elements like color, salience, and information value (Kress & van Leeuwen, 2006). SCCPs might use contrasting colors to draw attention to a specific element or employ a stark background to emphasize the plight of the child.

Consequently, applying these three aspects of Kress and van Leeuwen's framework allows one to gain a deeper understanding of how SCCPs construct meaning and work on the emotional and social levels. It also helps one to uncover the power of the posters not just for the visual effect but also for how they come to convey their messages in such a sophisticated way.

### 3. Methodology

#### 3.1. Research design, data collection and validation

This qualitative research design uses posters from Save the Children campaigns for a multimodal discourse analysis to consider how different modes; visual, textual, and spatial come together to communicate messages and elicit responses. The approach taken here gives a deep, multilevel exploration into the various semiotic resources used in the posters (Kress, 2010; Jewitt, 2016). In order to capture a broad spectrum of multimodal strategies and additional perspectives on the topic under study (Silverman, 2013), **the study employs purposive sampling to select a diverse range of Save the Children campaign posters based on thematic variation, target audience, and visual-textual complexity. Ten posters were chosen across different campaign periods on the official website of save the children and social media platforms to analyze shifts in messaging strategies. Emotional appeal, clear calls to action, and cultural representation were also key factors to ensure a comprehensive assessment of multimodal communication. This approach allowed for a well-rounded analysis of how Save the Children effectively conveys its advocacy through visual and textual elements.** The validity and reliability of the research are achieved by employing triangulation using a number of sources to gather information and several analytic techniques. Peer debriefing is conducted to validate the findings and interpretations (Lincoln & Guba, 1985). Likewise, the collected data was coded to make it more manageable.

#### 3.2. Method of data analysis

The thematic analysis is done to identify the patterns and themes across posters. It is based on open coding, axial coding, and selective coding. However, is pertinent to stress again that Kress and van Leeuwen's framework on visual grammar guides the analysis because it avails the tools necessary to analyze representational, interactive, and compositional meanings of visual elements. The

presented visual analysis focuses on the elements of color, imagery, layout, and typography. Each poster is analyzed for its use of visual resources to construct narratives and emotional appeals (Kress & van Leeuwen, 2006). The textual analysis involves examining the linguistic features, including the choice of words, tone, and rhetorical devices used in the posters. The study also examines the interaction between visual and textual elements, assessing how they complement and reinforce each other to create a cohesive message (Bateman, Wildfeuer, & Hiippala, 2017).

#### 4. Analysis



**Figure 1.** We're Campaigning for Every Last Child.

Based on the narrative Patterns employed, the poster features a young girl in a school uniform, sitting and looking slightly away from the camera. This creates a narrative of contemplation or waiting, suggesting she might be one of the many children the campaign aims to help. However, the girl does not directly engage with the viewer as her gaze is indirect, which might suggest introspection rather than a direct offer. but, the closeness of the shot establishes a personal connection, making the viewer feel close to her situation. Similarly, the shot is taken from a frontal horizontal angle, making the viewer face the subject directly, facilitating engagement. The eye level is almost equal, promoting a sense of equality and directness in the interaction. Moreover, the image of the girl is the dominant visual element which captures attention due to its size and emotional impact. The red circular line that partially encloses her adds emphasis and draws the viewer's eye to her, symbolizing protection, or focus.

On the other hand, verbal elements, "WE'RE CAMPAIGNING FOR EVERY LAST CHILD" is prominently displayed in bold, white letters against a dark background, making it stand out as new information. It is positioned as a headline above the image, establishing its importance. The new information here is the campaign message itself, prominently displayed and designed to catch immediate attention. The given information might be inferred through the logo of Save the Children and the additional text explains the mission, which assumes the viewer's familiarity with the organization's work.

Concerning the relationship between viewers and represented participants vis-à-vis the engagement with viewer's world, there is the use of a real, relatable image of a child, the directness of the campaign message, and the explanatory text all work together to draw the viewer into the world of the campaign. It encourages empathy and understanding, aiming to make the viewer feel a part of the effort to change these children's lives. This implies that the combination of textual and visual elements in the poster effectively conveys the urgency and importance of the campaign. It uses

emotional appeal through the child's image and rational appeal through the text to engage viewers and encourage them to support the cause. Therefore, this analysis reveals how the poster uses various semiotic resources to communicate its message effectively, aiming to engage viewers emotionally and intellectually to support the cause of providing every child with the rights to healthcare and education.



**Figure 2.** A Child's Life is in Your Hands

The poster depicts a young child being held, looking directly at the viewer. This creates a narrative of vulnerability and the need for care and protection. The child's direct gaze into the camera, along with the close-up shot, creates a personal and intimate connection with the viewer. This is an 'offer' image where the child, as the subject, seems to be offering a silent plea for help. The shot is taken from a frontal horizontal angle, directly engaging the viewer with the child's gaze. The eye level is matched with the viewer, enhancing the emotional impact and making the interaction personal. The camera angle is slightly low, looking up at the child, which can evoke a feeling of empathy and a desire to uplift or help. The high-resolution image, realistic coloration, and clear focus contribute to the high modality of the poster, making the scenario depicted seem more real and urgent. The image of the child is the dominant visual element, supported by a smaller supplement image of a child holding a book, symbolizing hope and the potential for change through education.

The text "A CHILD'S LIFE IS IN YOUR HANDS" along with additional information about how small donations can make a big difference, and instructions for how to donate, are presented clearly. The verbal message complements the visual imagery by providing a direct call to action. Generally, the direct gaze of the child and the textual messages engage the viewer by directly addressing them, making the issue personal. This approach aims to break the viewer's passivity, making them feel responsible and capable of making a difference. By using direct address and showing how easily one can help ("£5 could buy enough nutrient-rich food to save a child like Imani from going blind"), the poster draws the viewer into the world of these children, making the viewer feel like an active participant in their welfare.

Consequently, the poster aims to raise awareness and generate immediate action towards the prevention of child malnutrition and the broader goal of child welfare. The combination of compelling visual elements and persuasive text effectively communicates the urgency of the issue and the practical steps the viewer can take to help, thereby fulfilling the poster's communicative goal of mobilizing resources and support for children in need.



**Figure 3.** No Child Born to Die

The poster portrays a close-up image of a child's face, partially visible, and an adult's hands gently holding the child's hands. This visual narrative suggests care, protection, and nurturing, emphasizing the vulnerability and the need to support children. The child's face is not directly looking at the camera, but the close interaction with an adult's hands and the contemplative expression evokes a sense of intimacy and urgency. The image offers viewers a glimpse into the delicate situation of children who need help, prompting an emotional response. The use of warm tones and soft lighting focuses attention on the child and the hands, creating a gentle and protective atmosphere. This choice of lighting and color palette enhances the emotional appeal of the poster.

The bold text "NO CHILD BORN TO DIE" at the top of the poster is the primary announcement that captures immediate attention. The additional text "CLOSING THE GAPS" suggests a proactive approach and solution-oriented action by the organization. The close-up shot reduces the distance between the subject and the viewer, making the scene more personal and impactful. It invites the viewer to engage emotionally and reflect on the child's circumstances. The angle is such that the viewer feels like a participant in the scene, almost at eye level with the child, which enhances the feeling of connection and empathy. The hands holding the child's hands symbolize support, care, and the act of giving. This is a powerful visual metaphor for the help that Save the Children aims to provide to vulnerable children. The focus on the child and the nurturing hands resonate universally, appealing to basic human emotions and the instinct to protect and nurture the young.

Thus, the poster effectively uses visual and textual elements to evoke a strong emotional response, aiming to raise awareness and prompt action from the viewer. The combination of the impactful slogan with the intimate imagery serves as a call to action, urging support to ensure that no child is left vulnerable or without the necessary care to survive and thrive.



**Figure 4.** The Rise of the Empowered Child

The poster features a young girl in a playful pose, smiling and adjusting her hair, which conveys a sense of confidence and joy. This visual narrative promotes the empowerment of girls and suggests a positive transformation in their lives. The girl is directly engaging with the viewer through her gaze and smile, offering a connection that is both inviting and empowering. This direct engagement encourages the viewer to reflect on the role of empowerment in changing lives. The use of a bright, vibrant background and the girl's colorful attire draw attention and evoke a feeling of optimism and energy. The lighting is bright and evenly distributed, highlighting the girl's features and expression. The girl is positioned off-center, creating a dynamic visual flow that leads the viewer's eye across the text and back to her face, reinforcing the message of empowerment. The girl's attire and hairstyle may reflect her cultural background, which adds depth to the message of empowerment by highlighting its global relevance. Similarly, her confident pose and joyful expression serve as powerful symbols of the strength and potential of young girls when they are supported and empowered.

The slogan "The Rise of the Empowered Girl" is prominently displayed alongside the image, making a clear and bold statement about the poster's theme. The choice of a simple, readable font ensures that the message is accessible and impactful. The text complements the visual narrative by emphasizing the theme of empowerment and the positive outcomes it can bring to girls' lives. Generally, the poster effectively uses visual and textual elements to evoke feelings of hope, joy, and inspiration. It appeals to the viewer's emotions, encouraging them to support or engage in initiatives that empower girls. While the poster does not include a direct call to action, the combination of the empowering imagery and the impactful slogan serves as a motivational tool, urging the viewer to recognize and contribute to the empowerment of girls.

**Figure 5.** Campaigning to Save Children's Lives

The poster showcases a healthcare worker, possibly a nurse, joyfully lifting a child in the air. This interaction suggests a moment of care, healing, and celebration, emphasizing the positive impact of healthcare initiatives on children's lives. The healthcare worker and the child are engaging directly with the viewer through their expressions and actions, offering a sense of hope and success in campaigns aimed at saving children's lives. This direct engagement motivates viewers to support or appreciate the efforts being made in healthcare for children. The use of natural lighting enhances the authenticity and warmth of the scene. The background is muted, which helps focus attention on the subjects (the child and the healthcare worker). The child being lifted into the air is centrally positioned, which along with the healthcare worker's smile, becomes the focal point of the poster. This composition effectively captures a moment of triumph and joy.

The Slogan "Campaigning to Save Children's Lives" is prominently displayed, reinforcing the poster's message about the importance of active campaigns in improving child healthcare. The logo of "Save the Children" and the campaign name "EVERY ONE" along with "Progress Report April 2011" provide a context about the organization, the specific campaign, and the timing of the report, adding credibility and a call to review the progress made. Moreover, the interaction between the African healthcare worker and the child may represent the global effort and the diverse contexts in which Save the Children operates, highlighting the universal need for child healthcare. The act of lifting the child symbolizes upliftment, hope, and the positive outcomes that can arise from successful healthcare campaigns.

Eventually, the poster effectively uses visual and textual elements to evoke feelings of joy, hope, and success. It appeals to the viewer's emotions, encouraging them to support or engage in healthcare initiatives for children. Thus, the poster serves as a motivational tool, urging viewers to recognize and contribute to the ongoing efforts to improve child healthcare and save lives.



**Figure 6.** Unequal Portions

This poster depicts a close-up photograph of a young child's face, which is intense and evocative. The child's expression is serious, possibly reflecting distress or need, which strongly communicates the urgency of addressing malnutrition. The child's direct gaze offers a connection to the viewer, creating an emotional appeal that is both compelling and confrontational. This direct engagement challenges the viewer to acknowledge and respond to the issue of malnutrition among children. The use of natural, subdued colors emphasizes the seriousness of the subject matter. The red circle around the text, "Unequal Portions," draws attention, symbolizing urgency and highlighting the key message. The child is centrally positioned, with the focus squarely on the face, making the emotional impact of the image more powerful. The background is blurred, ensuring that the viewer's attention remains on the child.

The primary announcement "Unequal Portions" succinctly captures the theme of disparity in resource distribution. The secondary announcement, "Ending malnutrition for every last child", on the other hand, provides a clear and direct explanation of the goal of the campaign, reinforcing the message of urgency and responsibility. The child's appearance and the setting may suggest a specific geographical or cultural context, which can make the issue more relatable to viewers familiar with the region, or more broadly, highlight the global nature of malnutrition. The red circle and the child's intense gaze serve as visual cues that communicate critical issues needing immediate attention.

Therefore, the overall impact and message of the poster is the effective use of visual and textual elements to evoke a strong emotional response. It appeals to the viewer's sense of justice and compassion, urging an immediate response to the crisis of child malnutrition. Hence, the poster, through its compelling imagery and clear text, serves as a powerful call to action to end malnutrition, aiming to mobilize support and raise awareness about the issue.



**Figure 7.** Give your Lunch Money to Save the Children

The poster features a poignant image of a malnourished child lying in a bed, looking directly at the viewer. This powerful visual narrative conveys vulnerability and the urgent need for help. The child's direct gaze into the camera acts as an 'offer', making a silent plea for help. This direct engagement is designed to elicit an emotional response from the viewer, compelling them to act. The use of subdued colors and soft lighting focuses attention on the child, emphasizing their frailty and the seriousness of the situation. The child is placed centrally, with text strategically positioned around them to balance the visual weight and guide the viewer's attention to both the image and the message.

The textual Elements "Give Your Lunch Money to Save the Children" is a straightforward and compelling call to action that uses everyday concepts (like lunch money) to make the act of donating feel more accessible and immediate. The use of hashtags like #Lunchless and slogans by World Moms Network enhances the social media engagement potential of the campaign, encouraging viewers to share the message and participate online.

The image may represent a specific region or group, highlighting the global issue of child hunger and malnutrition. It also taps into universal themes of compassion and parental instinct to protect and nurture the young. The child's innocence and dire condition serve as powerful symbols that underline the necessity for immediate humanitarian assistance. Thus, the poster effectively uses visual and textual elements to evoke empathy, concern, and a sense of urgency. It appeals to the viewer's compassion and sense of moral duty. The clear and impactful call to action, combined with the emotional appeal of the child's image, aims to motivate immediate donations and spread awareness through social sharing.



**Figure 8.** Follow the Money

The poster displays a healthcare professional examining a young child, which visually narrates a story of medical care and attention. This scene likely represents the ongoing efforts and needs in child healthcare, particularly in underfunded areas. The healthcare professional and the child do not directly engage with the viewer, focusing instead on each other. This creates a narrative scene that viewers observe, emphasizing the importance of the work being done and the need for support without direct viewer interaction. The use of realistic, muted colors adds a serious tone to the poster. The red circle around the text "Follow the Money" draws attention, symbolizing focus and urgency. The child and the healthcare professional are centrally positioned within a red circle, which focuses the viewer's attention on them, emphasizing their importance in the narrative.

The text "Follow the Money" is prominently placed at the bottom of the poster in bold, white letters against a dark background, making it easily readable. The subtitle "Equitably financing child survival" further explains the main text, providing context about the financial aspects of healthcare support for children. The use of bold and clear font styles in the poster ensures that the message is direct and unambiguous, making it effective in conveying a critical and action-oriented message. The setting and the individuals in the poster suggest a healthcare scenario possibly in a region with limited resources, highlighting the global issue of unequal healthcare funding. The medical examination scene symbolizes care and attention, while the red circle and bold text emphasize the urgency of proper funding and the critical nature of the financial tracking. Thus, the poster uses visual storytelling and strategic text placement to evoke a sense of responsibility and urgency. It appeals to the viewer's sense of justice and equity in healthcare. The phrase "Follow the Money" serves as a powerful call to action, suggesting that transparency and directed funding are crucial for improving child survival rates. It encourages viewers to consider the importance of equitable financial practices in healthcare.

**Figure 9.** Life is Good When Every Last Child is Happy

The poster in figure 9 shows a joyful image of a child smiling broadly, which visually narrates a story of happiness and well-being. This scene likely represents the positive outcomes of support and aid provided to children in need. - The child's joyful expression and direct gaze into the camera make a direct 'offer' to the viewer, connecting emotionally and illustrating the impact of aid and support. The use of bright, natural lighting enhances the feeling of happiness and positivity. The red color used in the text box is bold and attention-grabbing, which is often associated with urgency and importance. The child is placed prominently in the foreground with a blurred background, focusing the viewer's attention on the child's expression and the accompanying message.

The use of large, bold font for the text "LIFE IS GOOD WHEN EVERY LAST CHILD IS HAPPY" ensures that the message is clear and impactful. The text is strategically placed in the upper part of the image in a contrasting color, making it easily readable against the background. The image likely represents children from a specific region or community, highlighting the universal desire for child happiness and well-being. The child's smile and the overall brightness of the image symbolize joy, success, and the positive impact of humanitarian efforts. The poster effectively uses visual and textual elements to evoke feelings of hope, joy, and the positive outcomes of supporting child welfare initiatives. While the poster does not include a direct call to action, its implied message is that supporting such initiatives leads to happy, and healthy children. Thus, it encourages viewers to contribute to these efforts.



**Figure 10.** Double your impact for Orphans in Desperate Need

The poster depicts two children, likely representing orphans in need. This visual narrative emphasizes the vulnerability and the urgent need for support. The children are looking directly at the camera, making a direct 'offer' to the viewer. This eye contact engages the viewer emotionally, making the plight of the children more personal and compelling. The background is subdued with natural tones, which helps in highlighting the subjects (the children) and the text message. The use of green in children's clothing symbolizes hope and growth. The children are centered, which along with their direct gaze, makes them the focal point of the poster. The text is prominently displayed at the bottom in a contrasting color to ensure visibility and impact.

The message "DOUBLE YOUR IMPACT for orphans in desperate need" is a clear call to action. It informs the viewer that their contribution can have a significant effect, potentially doubling in impact due to some form of matching. The use of bold and larger font for "DOUBLE YOUR IMPACT" draws attention to the urgency and importance of the message. The choice of white text on a darker background ensures readability and stands out to catch the viewer's eye. The children depicted are from a specific ethnic background, which may represent the region where the aid is directed. This can help in creating a connection with viewers who are from, or are familiar with, the region. The serious expressions on the children's faces symbolize the dire circumstances they are in, while the text and the concept of gift matching offer a symbol of hope and potential change. The direct gaze of the children, combined with the urgent textual message, works to evoke empathy and a sense of responsibility in the viewer. The phrase "Match my gift x2" is a powerful incentive, suggesting that the viewer's donation will be amplified, which could motivate immediate action.

## 5. Discussion

Based on the analysis of the "Save the Children" posters, a common multimodal aspect across all the analyzed posters is the effective use of visual elements to convey emotional appeal and urgency (Save the Childre 2024). Each poster utilizes narrative patterns through the visual representation of children in need, conveying a story of vulnerability and the importance of support and aid. They also effectively use visual composition techniques to draw attention to the central message and the subjects (children) in focus (Smith 2023). The placement of the children, the use of colors, and the overall layout contribute to the emotional impact of the posters (Thompson 2023). Cultural representation and symbolic elements are present in all the posters, connecting with specific communities or regions while using symbols of hope, happiness, and urgency to convey the message effectively. Similarly, each poster aims to evoke emotions in the viewer, whether through the joyful expression of a child or the serious gaze of children in need (Brown 2023). The emotional appeal is a common thread that runs through all the analyzed posters. Likewise, while the specific calls to action may vary, all the posters include elements that encourage viewers to take action, whether through direct donation appeals, gift matching incentives, or raising awareness about the needs of children. Overall, the multimodal aspects of visual design, composition, cultural representation, emotional appeal, and calls to action are common features that contribute to the effectiveness of the "Save the Children" posters in communicating their messages and inspiring support for child welfare initiatives (Save the Children 2023).

This study has illuminated the complex and multifaceted ways in which Save the Children campaigns utilize visual and textual elements to convey powerful messages and evoke emotional responses. By employing Kress and van Leeuwen's (2006) framework of visual grammar, the paper analysed the representational, interactive, and compositional meanings of the posters. The analysis reveals that these posters do not just portray group and individual images but use them as sophisticated communication tools designed to foster emotional connections, highlight urgent needs, and promote active engagement from viewers. Future campaigns should continue to leverage high-quality, and emotionally resonant images including diverse cultural representations which can increase relatability and broaden the appeal of the campaign. Likewise, to maximize their impact, the designers of SCCPs should ensure that visual and textual elements are seamlessly integrated. Also, consistent use of color schemes, fonts, and slogans can strengthen brand recognition and message retention. Moreover, explicit calls to action should be more prominently featured. Incorporating interactive elements such as QR codes leading to videos or personal stories can enhance engagement. This multimedia approach can provide deeper insights and personal connections to the cause.

## **6. Suggestions for Future Research**

Future research should examine the long-term impact of these posters on audience behavior and support for the organization. Understanding how visual campaigns influence long-term engagement can provide valuable insights for strategic planning. Future researchers can also conduct comparative analyses with campaigns from other humanitarian organizations to identify best practices and innovative strategies that could be adapted by Save the Children. Similarly, in-depth studies focusing on how different demographic groups perceive and respond to these posters can help tailor future campaigns to diverse audiences. As digital media consumption continues to rise, research should explore how Save the Children's visual campaigns can be optimized for digital platforms, including social media, to reach and engage younger, tech-savvy audiences.

## 7. Conclusion

Thus, by implementing these recommendations and pursuing further research, Save the Children can enhance the effectiveness of its visual campaigns, ensuring that they not only raise awareness but also drive meaningful action towards improving the lives of children worldwide.

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