

# **Live Aid for Ethiopia: Music's Universal Role in Communication**

Senior Group Website Division

Website Word Count: 1068

Process Paper Word Count: 497

Media Length: 42 Seconds

## **Process Paper**

### **How We Chose Our Topic:**

For many of us, hearing of the Manchester bombing was heartbreaking. The charity event that followed, One Love Manchester, had performers from the US, UK, and Canada. The event brought unity and remembrance to the countless victims of such a tragedy. For our NHD project this year, we wanted to uncover the root of concert charities. After deeper research, we found multiple international music efforts to support victims or bring awareness to certain causes. However, the first international effort, Live Aid for Ethiopia became the principal focus of our research as concerts proved to be significantly more effective in spreading awareness and raising money than traditional news sources of that time. Thus, we delved into the complex yet inspirational journey that Live Aid underwent to fight hunger in Ethiopia and its impact on how we bring awareness to critical issues today.

### **How We Conducted Our Research:**

Our research began with gathering any and all information related to the famine in Ethiopia and the Live Aid movement that grew as a result of it. This initial research provided a holistic view of Live Aid and from there, we began to research all that there was to know about the international effort that was established to aid Ethiopians. Given the current COVID-19 pandemic, we frequently met online through Zoom and used online databases and search engines like Gale and Google Scholar to conduct our research. Physical sources, like books, were unavailable. Nonetheless, we worked diligently with the digital resources that were accessible to us and were able to follow the journey of Live Aid using a range of media, including emotional images, influential quotes, and heart-warming videos.

### **How We Chose Our Project Type:**

This year, NHD announced that its competition will be held virtually. With previous experience in constructing websites using both Weebly and WebCentral, we were familiar with the new but drastically different interface of last year. With the ongoing COVID-19 pandemic coupled with our inexperience in other categories, our decision to continue with a website was reaffirmed. Furthermore, we were well aware that photographs and videos, especially from the late 20th century when digital media grew exponentially, were best displayed on a website.

### **How Our Project Relates to the Theme of Communication in History:**

The topic of Live Aid in its fight to combat hunger in Ethiopia is often observed with a one-sided standard in mind - that media coverage coupled with celebrity endorsement helped spread awareness of the famine. While these were effective manners of communication to the international community, there was also the factor of music, an universal language to all that unified the world in support of a cause. Live Aid was one of the few if not only international movement of that time where music was used as a means by a group entirely committed to raising funds in support of the impending humanitarian crisis. Not only did Live Aid use music as a means of communication to unite and rally supporters, it set the stage for future movements to use music in a similar manner to shine light on issues and causes of paralleled significance.