

Study programme: Gender Studies, Political Analytics – parties, elections and democracy, Environmental Policy, Elections and Campaigns
Name of the course: Visual Representation of Politics
Teacher: Aleksandra Krstić
Course status: elective
ECTS: 6
Eligibility:
Aim of the course The main aim of the course is to introduce students with key theoretical concepts of visual representation of politics and main characteristics and specificities of visual content in media presentation of political actors, political parties, institutions and certain social groups in political context. In a creative and interesting way, with lot of examples, the course encompasses the most important aspects of analysis of image of politics, i.e. visual content in which the politics is presented in the broadest sense of the word, both in traditional and digital media and on social networks. It will analyze the manners in which political leaders, candidates at elections, political parties and institutions and certain social groups in actual political contexts visually present and “frame” themselves in media; on the grounds of main theoretical concepts and actual examples from practice, we shall discuss the influences and scopes of such visual contents in particular political and media cultures and contexts. The course includes theoretical and empirical research of visual presentation of politics and political actors in most watched TV programmes and influential printed media, documentary TV series and films, talk shows, presidential TV debates, as well as in the contents on influential digital platforms and popular visual-centric social networks like Instagram and Youtube, which in recent years has been increasingly influencing the rank and changing the content of visual representation of politics.
Outcome of the course At this course students should master the main theoretical and methodological frames dealing with visual representation of politics in order to become qualified for quality critical analysis of visual media content in which political actors, leaders, parties, institutions and certain social groups are presented in traditional and digital media.
Content of the course <i>Theoretical classes</i> Media picture of politics – importance, use and influence of visual media content in political context; visual representation of politics – main theoretical approaches and concepts; “superiority” of picture – why visual content has a strong influence on perception of political messages and candidates; use of visual symbols in communicating politics – many forms and functions of visual symbols in media representation of politics; visual presentation of political actors, parties and candidates in traditional and social media – from “ideal candidate” to “sure loser”, visual metaphor in political context; importance and meaning of political caricatures in printed media in the world and in Serbia; visual representation of important political topics in documentaries and series; new media visibility – use of digital platforms for representation and self-representation of political actors, parties and institutions; visibility and visibility in contemporary media and political context – phenomenon of Netflix; visual framing of relevant social-political events and groups (e.g. rallies, minorities, women etc); visual analysis of media content – from photographs in press, presidential TV duels, political TV documentaries to selfies on Instagram; visualization and celebritization of political leaders. <i>Seminars</i> During the course students will be obliged to make a visual analysis of certain political actor, party, institution or social group in traditional and digital media and write a seminar paper based on relevant literature and results of empirical research.
Literature Krstić, Aleksandra, Parry, Katy & Aiello, Giorgia (2020). Visualising the politics of appearance in times of democratisation: An analysis of the 2010 Belgrade Pride Parade television coverage. <i>European Journal of Cultural Studies</i>, 23(2):165–183. Published Online First 2017. DOI: 10.1177/1367549417743042; Krstić, Aleksandra, Aiello, Giorgia & Vladislavljević, Nebojša. (2020). Visual metaphor and authoritarianism in Serbian political cartoons. <i>Media, War & Conflict</i>, 13(1): 27–49. Published Online First 2019; Krstić, Aleksandra, Milojević, Ana & Jelena Kleut (2018). Vizuelno uokvirivanje protesta Protiv diktature. <i>CM: Communication and Media</i>, 13(44): 57-92. DOI: 10.5937/comman13-20797. Broader literature: Barthes, R. (1977 [1964]). Rhetoric of the image. In: Barthes R (ed.) <i>Image, Music, Text</i>. New

York, Hill & Wang, pp.32–51; Entman, R. M. (2004), *Projections of power: Framing news, public opinion, and US foreign policy*, Chicago, IL: University of Chicago Press; Grabe, M. E. and Bucy, E. P. (2009), *Image bite politics: News and the visual framing of elections*, New York, NY: Oxford University Press; Grabe, M. E. and Bucy, E. P. (2011), 'Visual framing in election news', in E. P. Bucy and R. L. Holbert (eds.), *Sourcebook for political communication research: Methods, measures, and analytical techniques*, New York, NY: Taylor & Francis; Kress, G., & Van Leeuwen, T. (2006). *Reading images: The grammar of visual design*. 2nd Edition. London: Routledge; Rodriguez, L. and Dimitrova, D.V. (2011). The levels of visual framing. *Journal of Visual Literacy* 30(1): 48–65; Rose, G. (2016), *Visual Methodologies*, 4th edition, London: SAGE; Parry, K. (2010). A Visual Framing Analysis of British Press Photography During the 2006 Israel- Lebanon Conflict. *Media, War & Conflict*, 3(1), 67–85; Schill, D. (2012), 'The Visual Image and the Political Image: A Review of Visual Communication Research in the Field of Political Communication.' *Review of Communication* 12 (2), pp. 118-142; Tomanić Trivundža, I. (2015a). *Press Photography and Visual Framing of News*. Ljubljana: Faculty of Social Sciences.

Number of classes of active teaching	Theoretical classes: 30	Seminars: 15+15	
Teaching methods The course combines theoretical and practical knowledge aimed at quality education of students in the field of visual representation of politics, political actors, parties, institutions, government and opposition, as well as certain social groups in actual political-social contexts. With quality methodological preparation, students have an opportunity to analyze visual media context and contextualize it relating to the main theoretical framework and social context.			
Grading of knowledge (maximum number of points 100)			
Preexamination commitments	Points	Final exam	points
Activity at lectures	10	Written exam	
practice		Oral exam	60
Colloquium/a			
Seminar/s	30		