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ACNIS Workshop
“Political Technology: The Use of
Images in Political Messages”

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Political Technology

- Articulating a specific message
- Conveying a clear meaning
- Winning “hearts & minds” & votes

Political Imagery

- Images last longer, more memorable than words
- Images convey a clear political meaning
- Images become the political message

Positive Political Images



Images to Bolster the Message



PHOTOLURE

Images as Symbols

- Images as Powerful Symbols
 - To forge positive message



Images as Symbols

- Images as Powerful Symbols
 - To inspire or motivate



Positive & Negative Symbols



Image as Symbol

Positive & Negative



Images Convey Meaning

The Trappings of Office



Images Convey Meaning

Confidence & Charisma



Images Convey Meaning but *be careful*



Mistakes Happen



Images Convey Meaning

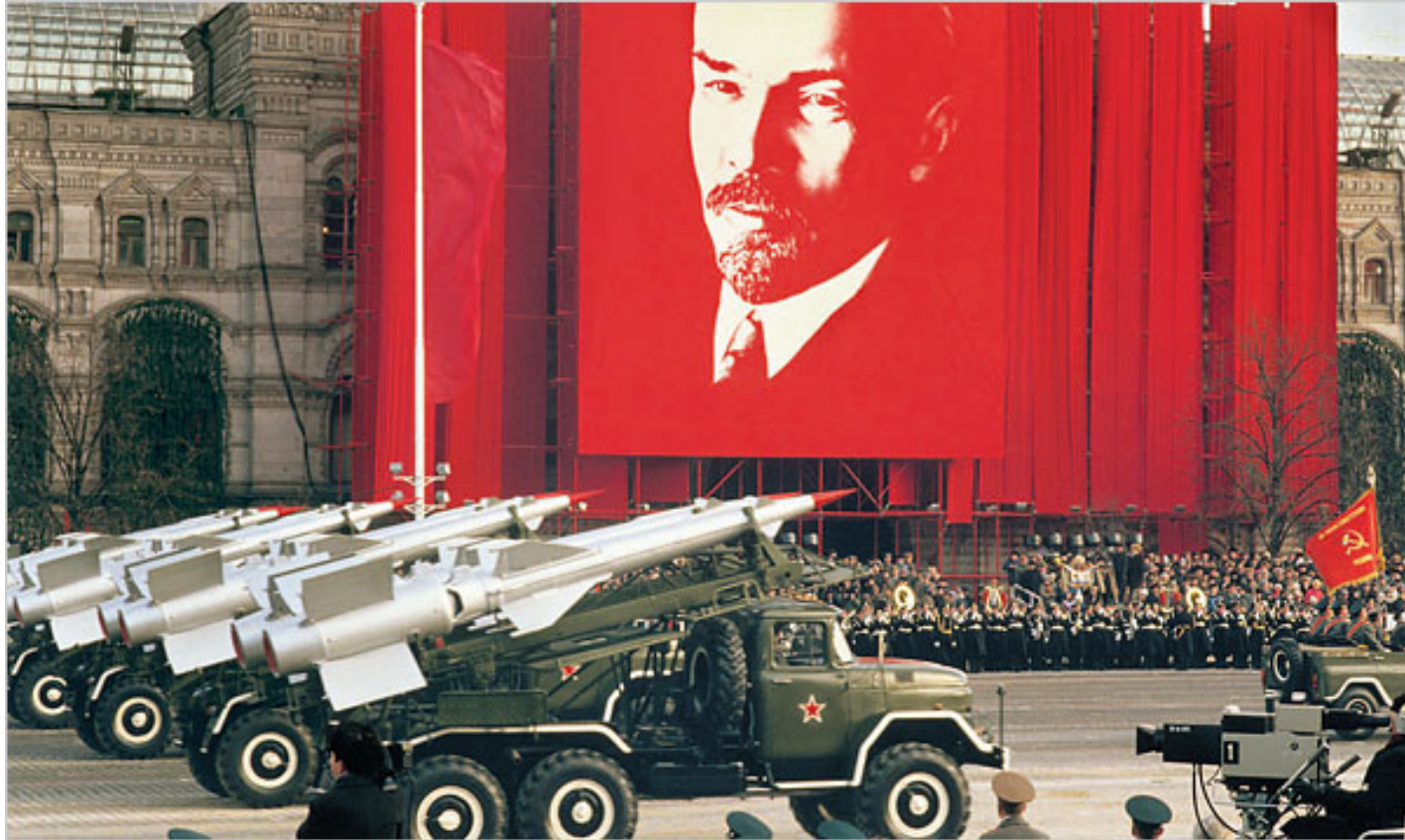
Confidence & Charisma



Images and Casting



Images Convey Context Imply Message and Meaning



Images Convey Messages



Images Convey Messages



Crafting a Critical Message



Crafting a Critical Message



Images as Satire & to Imply Negative Meanings



Framing the Issue: Cartoons & Satire



Recognizing the Power of Images



The Power of Images



Creating an Image



Creating a “Brand”



Countering Stereotypes



Using Political Images



PHOTOLURE



Conclusion

- Images last longer, more memorable than words
- Images convey clear meanings
- Images are the message
- Images are the “brand” and the product, as in advertising