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NextGenerationEU



Ministero
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Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA



Roma Tre
Dipartimento di Filosofia
Comunicazione e Spettacolo



INTERNATIONAL CONFERENCE

VISUAL POLITICS:

POLITICAL COMMUNICATION, VISUAL CULTURE AND DIGITAL MEDIA

SEPTEMBER 19, 2025

ROOM C2 – VIA OSTIENSE 234, ROMA

PNRR – M4C2 – I1.1 -PRIN2022- 5H3 - 2022B45758 -
Framing visual politics in the platform society: the case of the Italian
electoral campaign - F53D23006200006 - finanziato dall'Unione europea –
NextGenerationEU"



DIPARTIMENTO
DI COMUNICAZIONE
E RICERCA SOCIALE



SAPIENZA
UNIVERSITÀ DI ROMA

H. 10.30 – Institutional greetings ▶

- ▶ **Annalisa Tota**, Vice-Rector, Roma Tre University
- ▶ **Luca Aversano**, Head of The Department, Roma Tre University
- ▶ **Edoardo Novelli**, PI PRIN Project, Roma Tre University

H. 11.00-13.30 – *Panel 1: Visual political communication, social media images and electoral campaigns*

Chair: **Roberta Bracciale**, University of Pisa

- ▶ **Darren Lilleker**, Bournemouth University
Depicting national and European values: European parliamentary election posters 1979-2019
- ▶ **Anastasia Veneti**, Bournemouth University
Tik Tok and politicians' visual self-presentation strategies: A study of radical right-wing populist political leaders across five countries (UK, France, Italy, Greece and USA)
- ▶ **Marton Bene**, ELTE Eötvös Loránd University
Which Is More Powerful? A Cross-Country Page-Level Study on the Distinct Effects of Visual vs Textual Negative Campaigning on Facebook Engagement.
- ▶ **Mauro Bomba**, Sapienza University of Rome; **Christian Ruggiero**, Sapienza University of Rome;
Melissa Stolfi, Roma Tre University
Visual formats and strategies of leadership communication in the Italian Eu campaign 2024

Discussant: **Michele Sorice**, Sapienza University of Rome

H. 15.00-17.30 – *Panel 2: Visual culture, politics and the digital public sphere*

Chair: **Anastasia Veneti**, Bournemouth University

- ▶ **Ilija Tomanic-Trivundza**, University of Ljubljana
Pictogramisation of news photography and the decline of photographic evidentiality
- ▶ **Thomas Smits**, University of Amsterdam
A Multimodal Turn in Computational SSH Research
- ▶ **Luca Rossi**, IT University of Copenhagen
Mapping conflicting visual narratives around climate change
- ▶ **Marco Solaroli**, University of Bologna; **Emma Garzonio**, Roma Tre University
AI images, visual performance, and iconic power. A digital methods approach

Discussant: **Giovanni Boccia Artieri**, University of Urbino