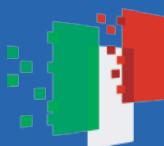




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Italidomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA



Roma Tre
Dipartimento di Filosofia
Comunicazione e Spettacolo



INTERNATIONAL CONFERENCE

INTERNATIONAL CONFERENCE VISUAL POLITICS: POLITICAL COMMUNICATION, VISUAL CULTURE AND DIGITAL MEDIA

SEPTEMBER 19, 2025

ROOM C2 - VIA OSTIENSE 234, 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

PNRR - M4C2 - I.I.1 -PRIN2022- SH3 - 2022B45758 -
Framing visual politics in the platform society: the case of the Italian
electoral campaign - F53D23006200006 - finanziato dall'Unione europea -
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UNIVERSITÀ DI BOLOGNA
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DI COMUNICAZIONE
E RICERCA SOCIALE

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