

By
Dr KW Chen

VISUAL SATIRE ACROSS CULTURES AND DIGITAL SPACES

AGENDA

1. Theoretical Foundations of Visual Satire
2. Historical Evolution of Visual Satire
3. Visual Satire in the Contemporary World
4. Ethical Considerations and Contemporary Issues
5. Conclusion and Interactive Discussion



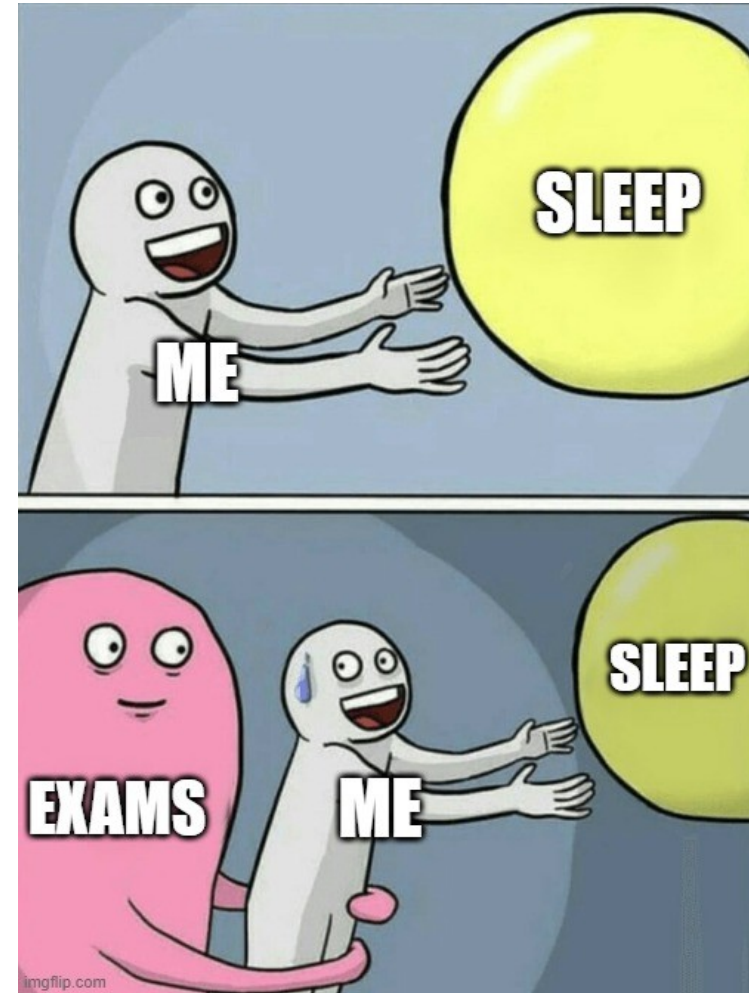
LET'S VOTE

<https://strawpoll.com/e6Z28YvEEnN>

1



2

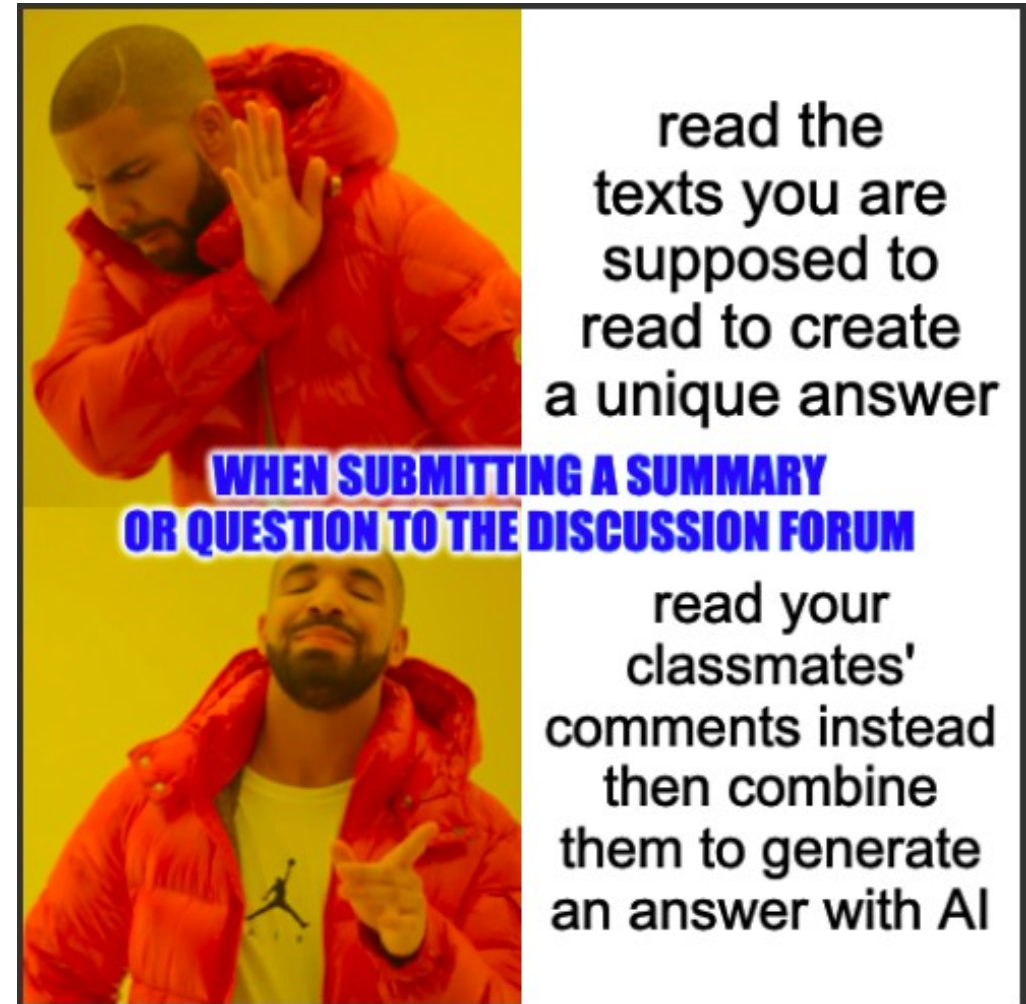


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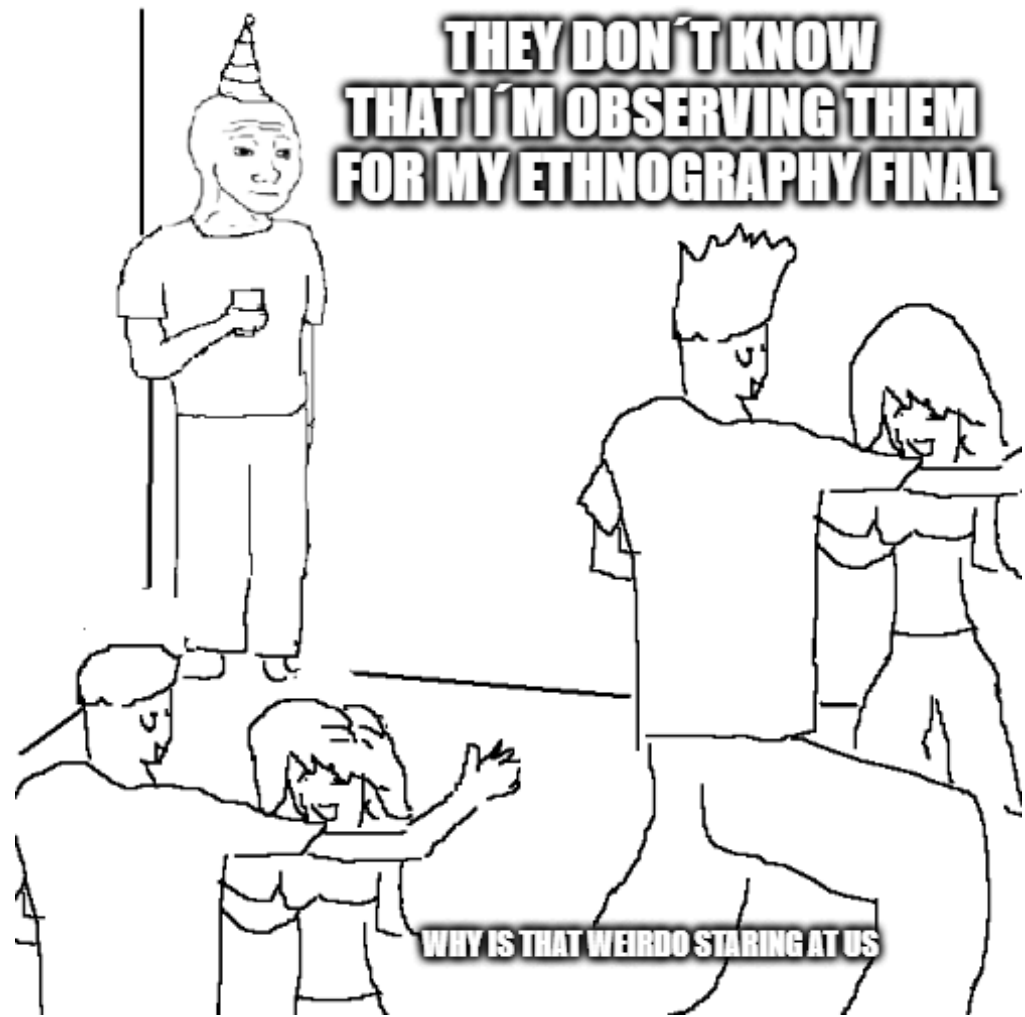
WHEN THE TEACHER SAID I
DON'T NEED ATTENDANCE TO PASS



4



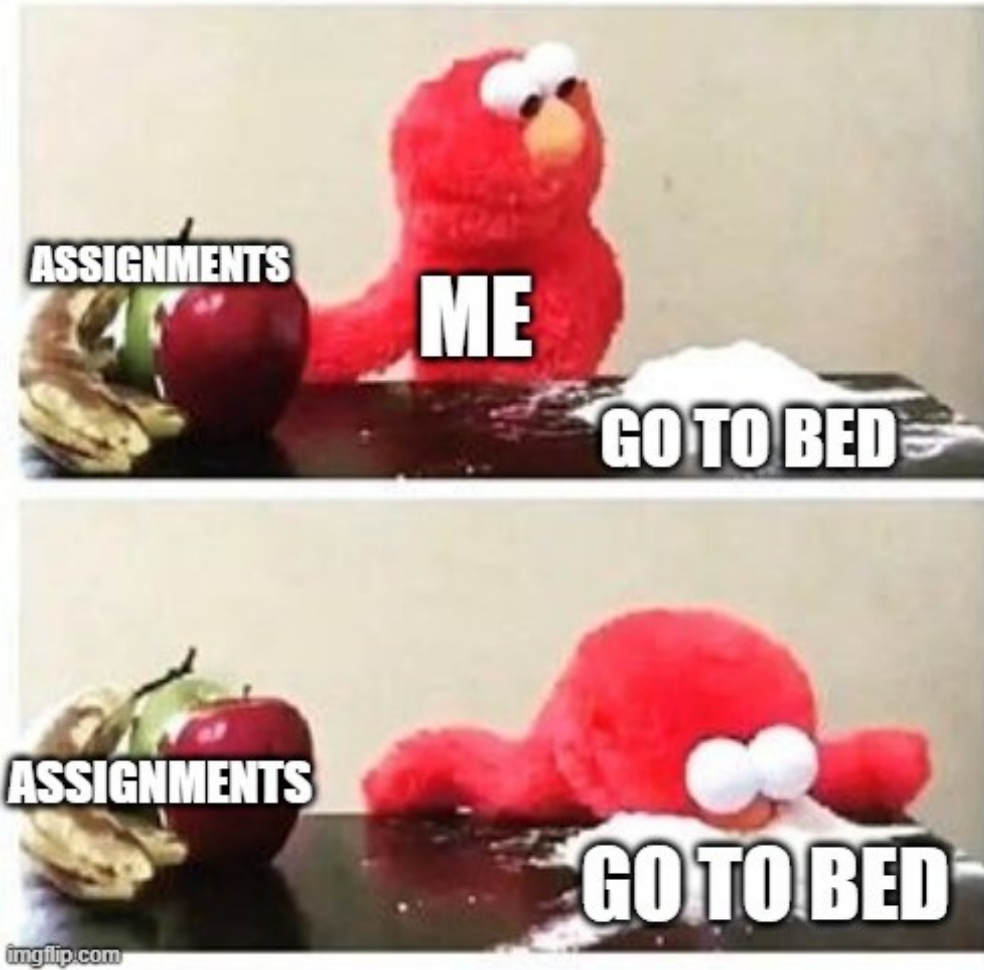
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6



7



8



9

When you realize that scrolling Instagram reels is just that
you are using the participant observation in studying
the culture of procrastination



10



11



EXPLAINING WHERE I STUDY

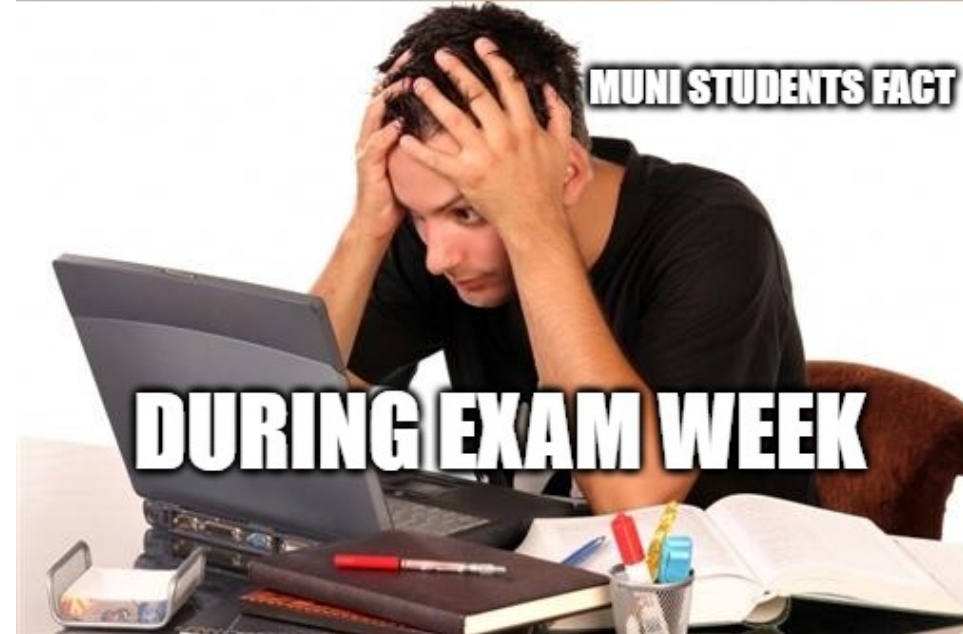
mgflip.com

JAKE-CLARK.TUMBLR

12



WHOLE SEMESTER



MUNI STUDENTS FACT

DURING EXAM WEEK

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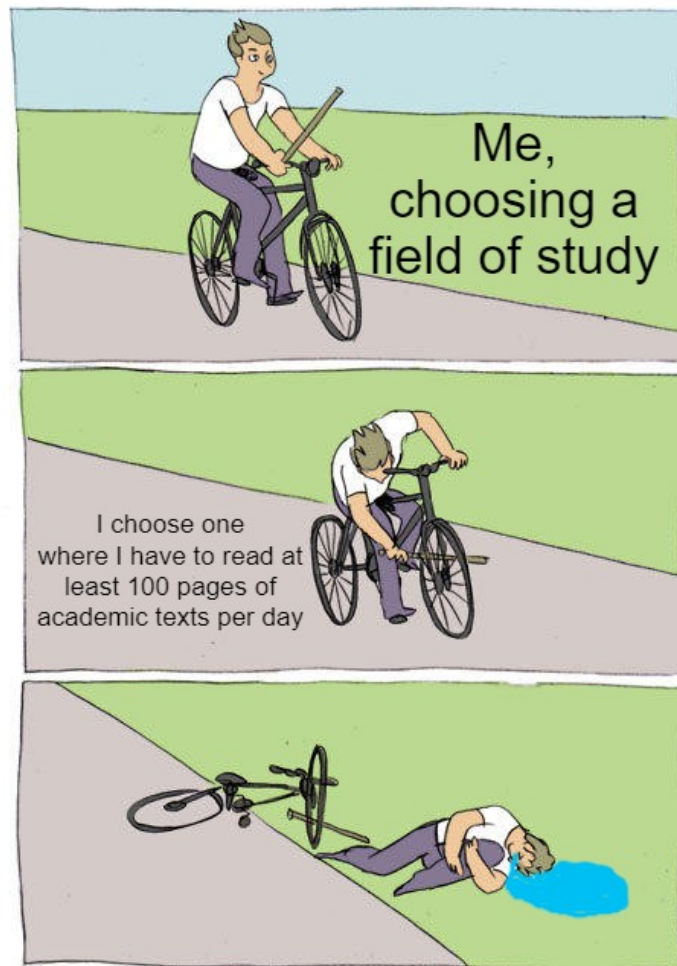


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You are a CMPA student and listening film studies students and social anthropology students discussing



15



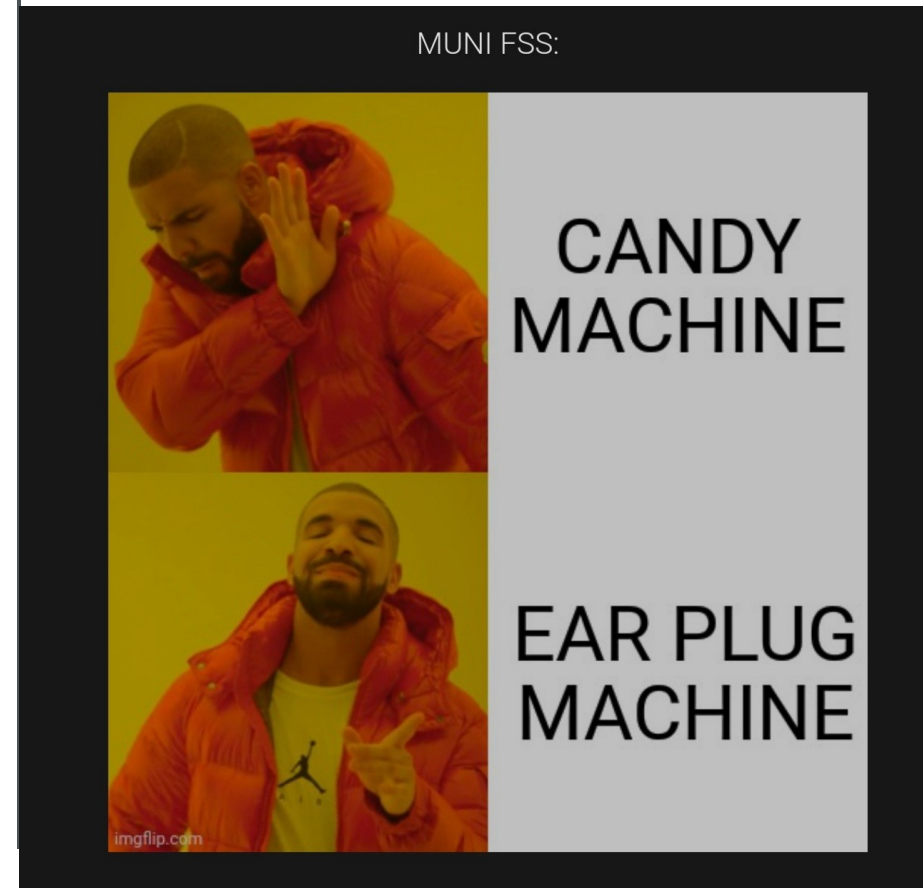
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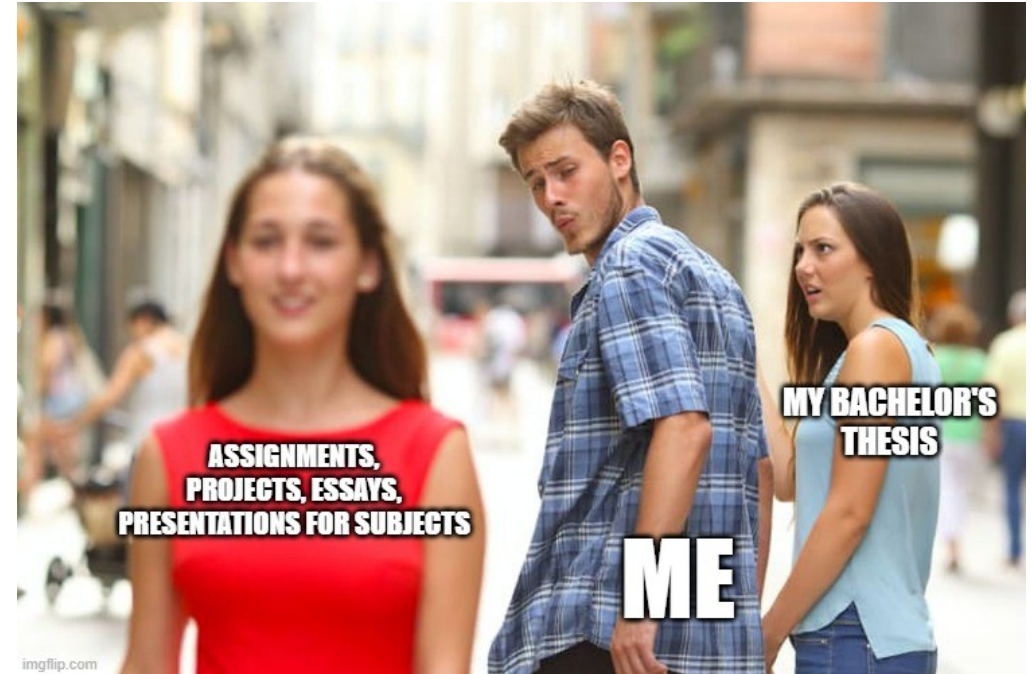
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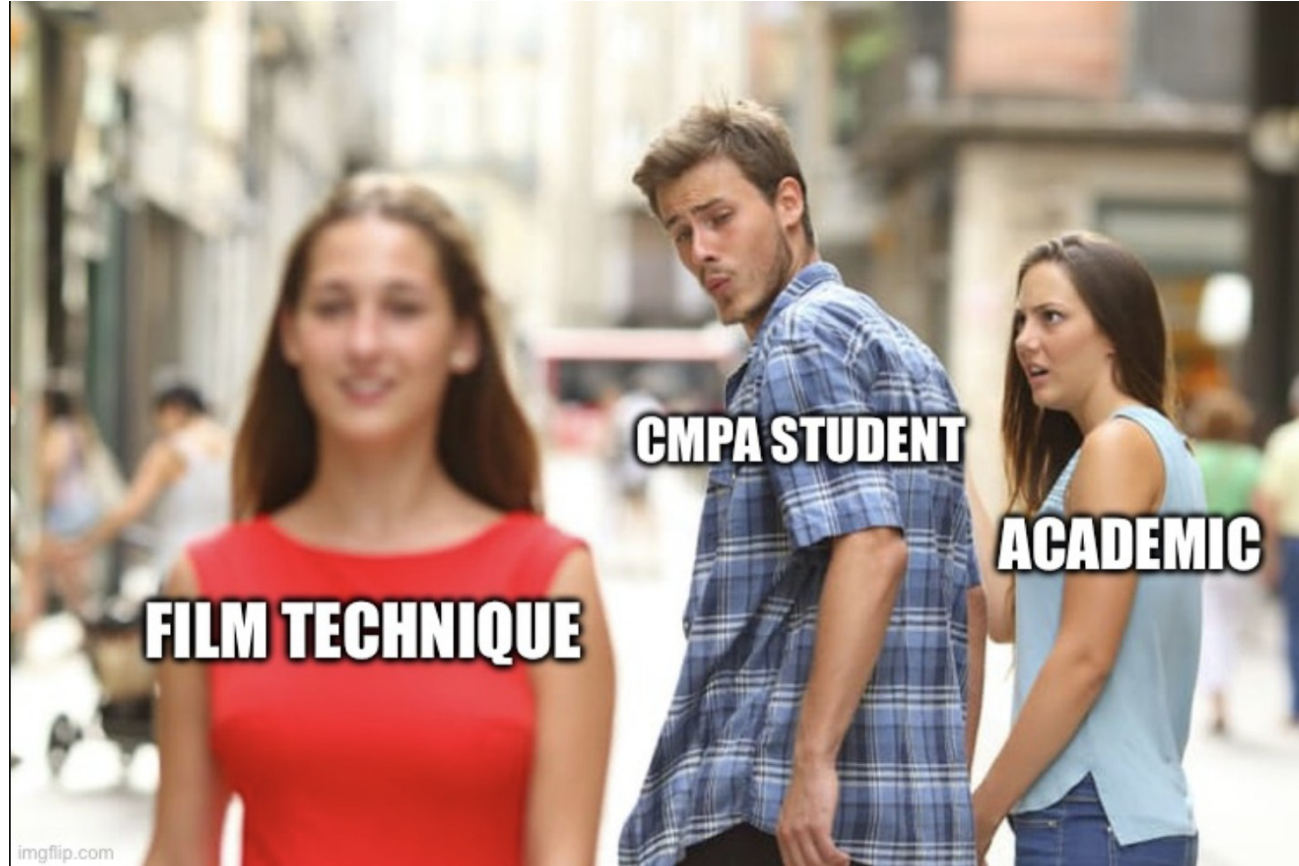
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20



21



YOUR FAVOURITE MEME

Why do you like it?

DISCUSS

- It's funny.
- It's sarcastic.
- It's relatable.
- It's clever.
- It's absurd or surreal.
- It makes a social or political statement.
- It's visually appealing or creative.
- It's nostalgic or references pop culture.
- It's wholesome or uplifting.
- It's edgy or provocative.

DISCUSS

Meme makers:

- Why did you do the task?
- How do you feel?
- What were your thoughts?



Understanding
Visual
Satire

THEORETICAL FOUNDATIONS OF VISUAL SATIRE

VISUALS IN EVERYDAY LIFE

- Architecture
- Movies
- Social media (YT/Tiktok/IG)
- Fashion design
- Advertising Billboards/newspapers/magazines
- Street Art and Murals
- Logo & Packaging Designs
- Traffic Signs and Signals
- Information boards
- Cinema Posters
- Book Covers
- Café Chalkboards
- Smartphone Apps
- Political Campaign Posters
- Digital Screens in Public Spaces
- Product Displays in Stores
- Graffiti and Street Tags
- Public Event Posters



3/20/2024

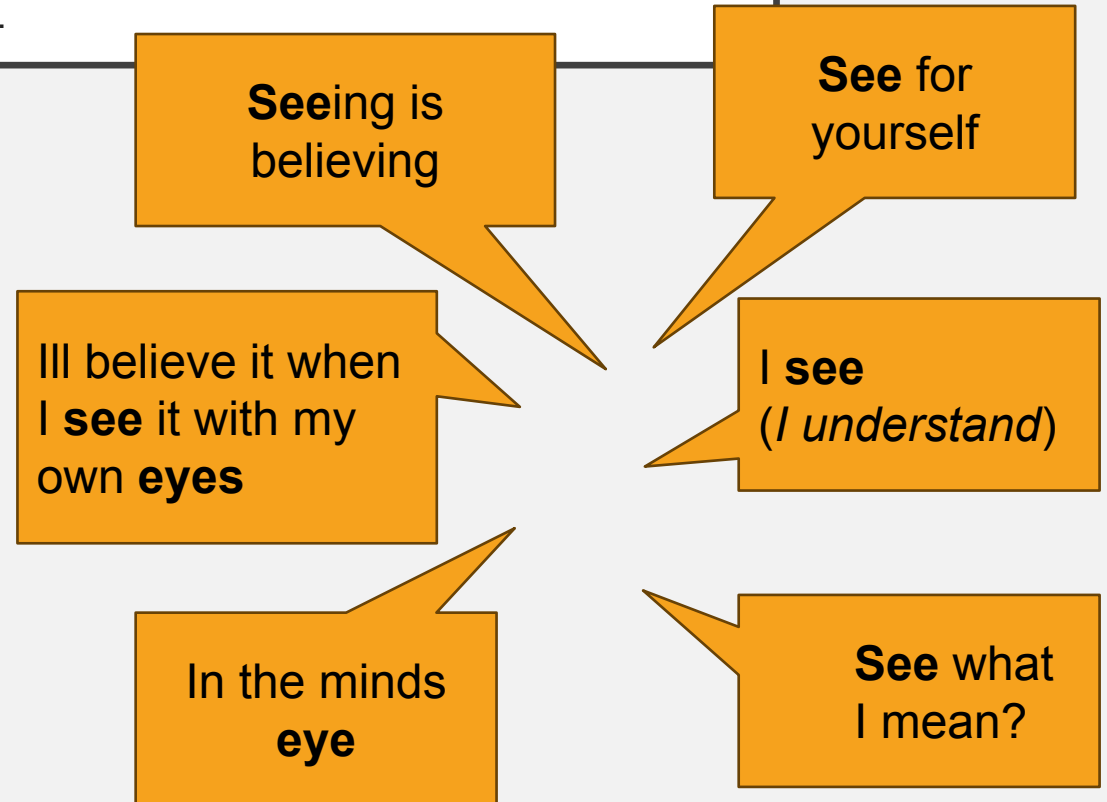
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WHY IS VISUAL RESEARCH IMPORTANT

BANKS, M. (2018). USING VISUAL DATA IN QUALITATIVE RESEARCH. *USING VISUAL DATA IN QUALITATIVE RESEARCH*, 1-192.

Ocularcentrism

- A perceptual and epistemological bias ranking vision over other senses in Western cultures.



Source: Oxford Dictionary of Media and Communication)

Sad
Tire

WHAT IS
SATIRE?

Discussion:

*Write down what
you think.*

*Show your answer
to neighbour.*

*Discuss: agree?
Disagree?*

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HISTORICAL EVOLUTION OF VISUAL SATIRE

- Ancient Egyptian bas-reliefs and Greco-Roman graffiti used for political mockery date back over 4000 years.
- The Protestant Reformation utilized woodcuts and metal engravings for satire, notably in Martin Luther's pamphlets.
- The Industrial Revolution, with technological advances and urbanization, boosted newspapers and introduced cartoons as political critique tools.
- European "golden ages" of caricature, particularly in Georgian England and nineteenth-century France, saw significant contributions to the art form.
- In America, Thomas Nast became synonymous with political cartooning in the post-Civil War era.



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Caricature of the Devil collecting for indulgences

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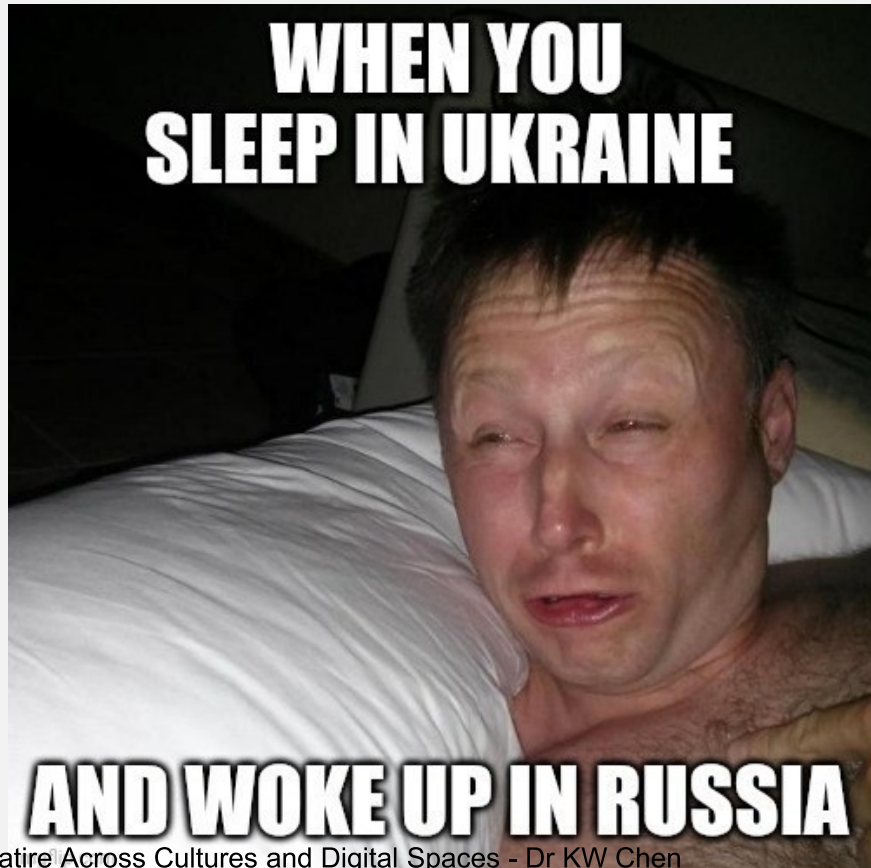
CONTEMPORARY



CONTEMPORARY



CONTEMPORARY



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**WHEN YOU
SLEEP IN UKRAINE**

AND WOKE UP IN RUSSIA

imgflip.com Visual Satire Across Cultures and Digital Spaces - Dr KW Chen

ORARY



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CONT

**WHEN YOU
SLEEP IN UKRAIN**

AND WOKE UP IN RU

Let me in!

So I can
save you.

From what I'm
going to do to
you if you don't
let me in.

Why?

From what?

CONTEMPORARY

- [Monty Python](#)
- Saturday Night Live
- South Park
- The Simpsons
- Late Show with David Letterman
- Tonight's Show
- Spitting Image
- Colbert Report



Me trying to figure out what's going on in the world via memes since I refuse to watch the news



SATIRE'S
WESTERN
ROOTS

*THE
TRADITIONAL
FOOL*

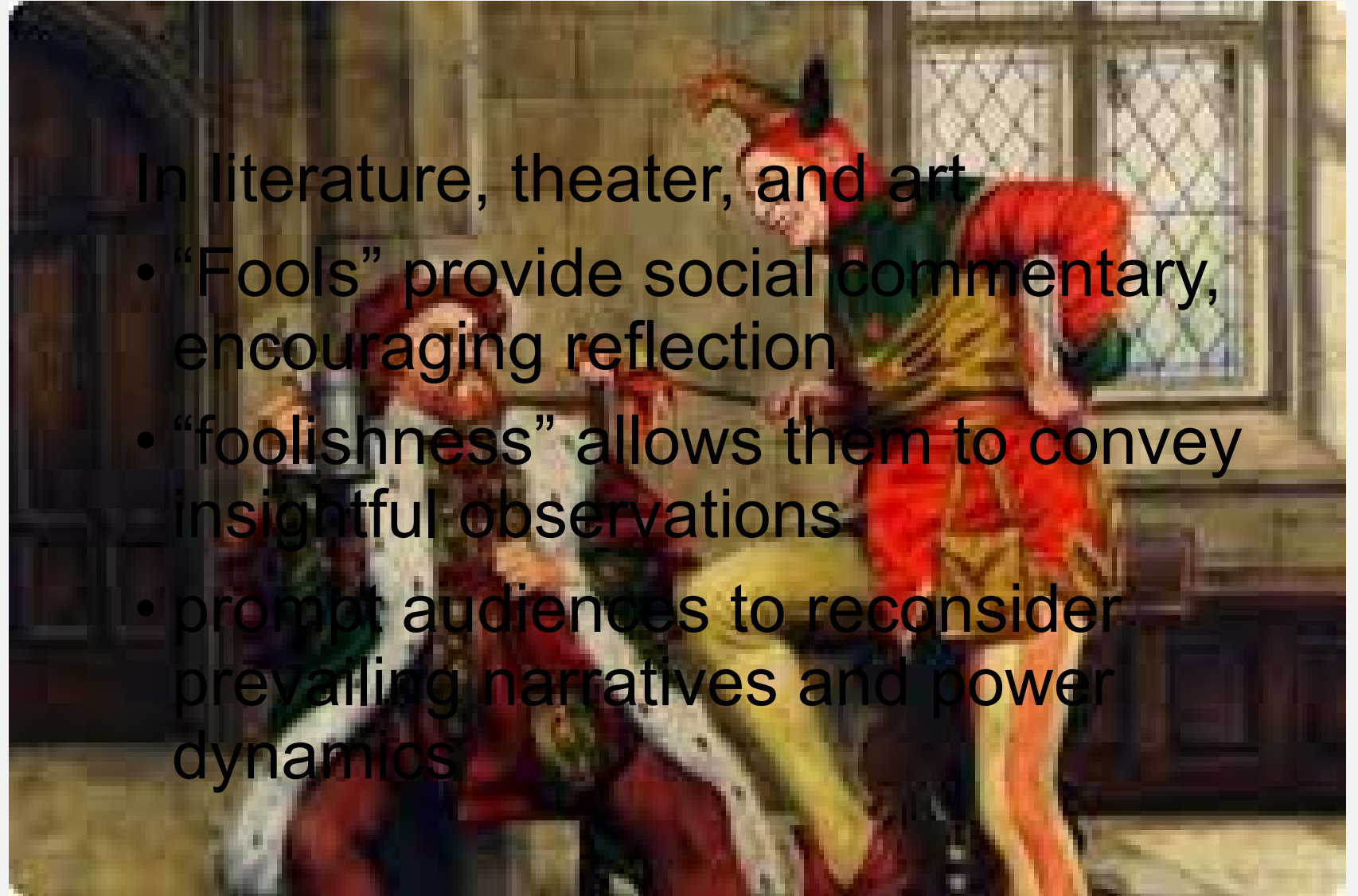


SATIRE'S WESTERN ROOTS

THE TRADITIONAL FOOL

In literature, theater, and art

- “Fools” provide social commentary, encouraging reflection
- “foolishness” allows them to convey insightful observations
- prompt audiences to reconsider prevailing narratives and power dynamics

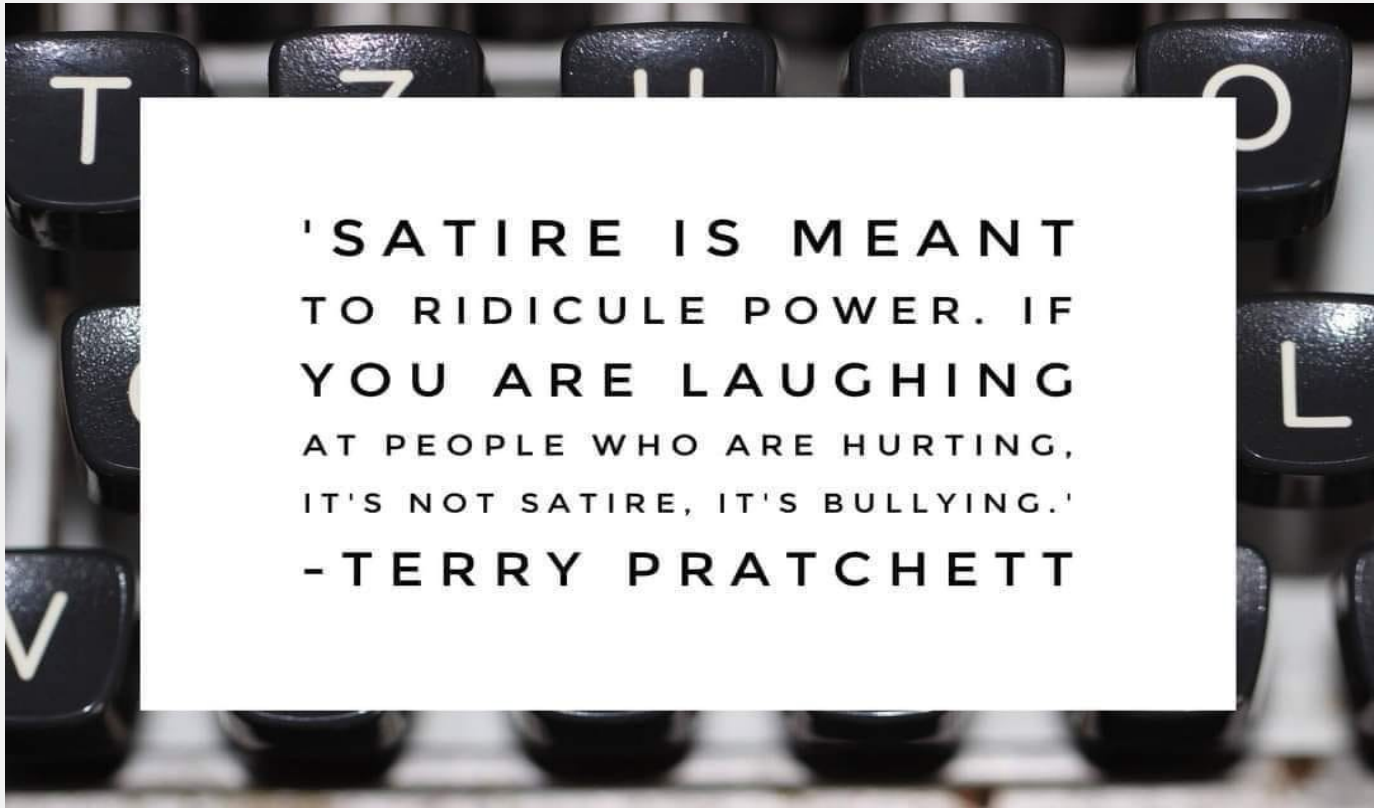




**All satire should carry a key
theme about human behavior
or societal norms.**



“SPEAKING TRUTH TO POWER”



'SATIRE IS MEANT
TO RIDICULE POWER. IF
YOU ARE LAUGHING
AT PEOPLE WHO ARE HURTING,
IT'S NOT SATIRE, IT'S BULLYING.'
-TERRY PRATCHETT

VISUAL + SATIRE SUMMARY

Often focus on aesthetics or emotional expression

Traditional visual arts

Visual satire

Visual media
(pictures, drawings,
photos, or artwork)

- Centres on critique, and social commentary
- Uses humour, exaggeration, parody, irony, and symbolism
- Conveys complex socio-political issues in an accessible and memorable way
- Encourages reflection and discussion on topical issues



DOES SATIRE HAVE TO BE FUNNY?

Let's vote

DOES SATIRE HAVE TO BE FUNNY?

No, but it helps.

- Engages Audiences
- Promotes Reflection and Discussion
- Reduces Counterarguing
- Enhances Memorability
- Facilitates Emotional Connection

LaMarre, H. L., Landreville, K. D., Young, D., & Gilkerson, N. (2016). Humor works in funny ways: Examining satirical tone as a key determinant in political humor message processing. In *Entertainment Media and Politics* (pp. 98-121). Routledge.



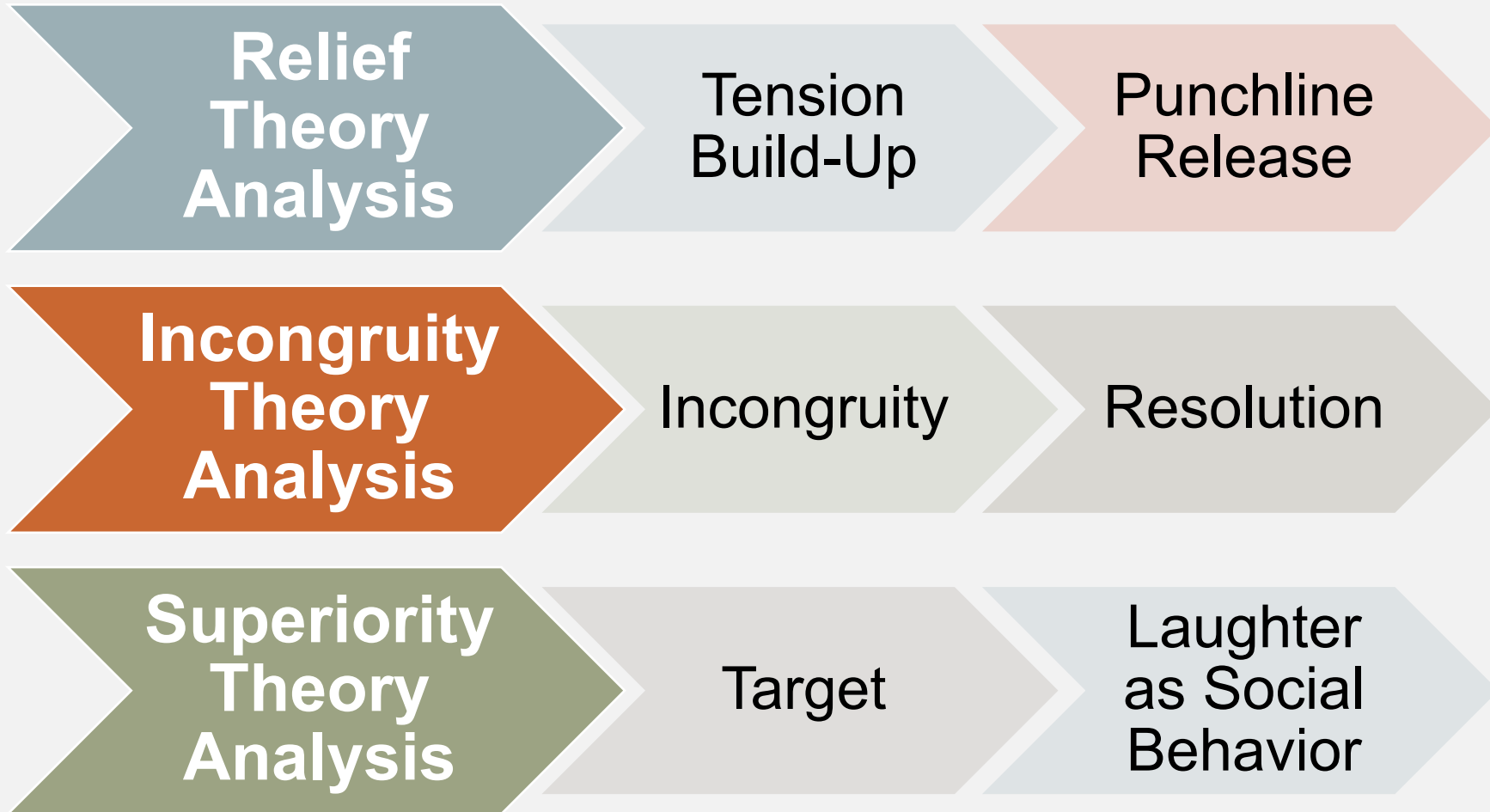
TRYING TO UNDERSTAND HUMOUR

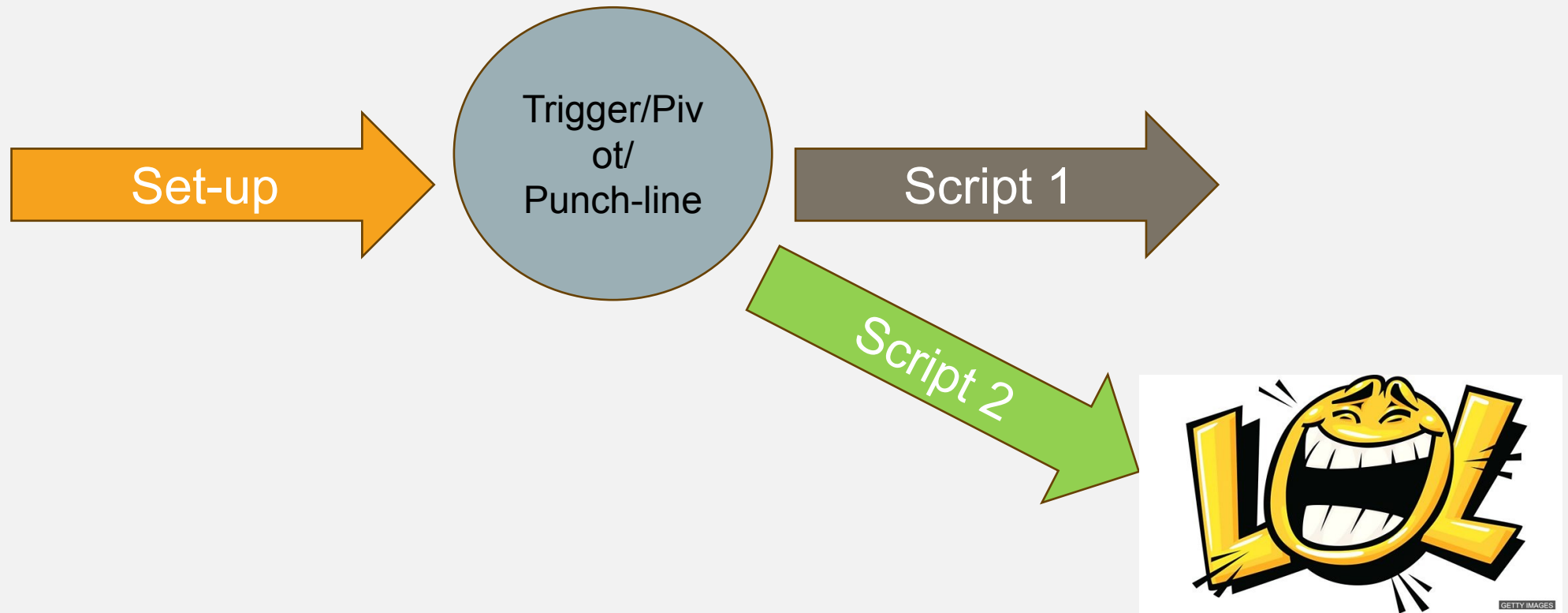
Mulder, M. P., & Nijholt, A. (2002). Humour research: State of the art (pp. 7-11). Centre for Telematics and Information Technology, University of Twente

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 - 3.4 Semantic Script Theory of Humor
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LET'S TEST IT

1. My wife told me to stop impersonating a flamingo. I had to put my foot down.
2. I went to buy some camo pants but couldn't find any.
3. I failed math so many times at school, I can't even count.
4. I was wondering why the frisbee kept getting bigger and bigger, but then it hit me.
5. I want to die peacefully in my sleep, like my grandfather ... not screaming and yelling like the passengers in his car.
6. I stayed up all night wondering where the sun went. Then it dawned on me.



Dr Francis Young ✓
@DrFrancisYoung

BREAKING: Galleries are refusing to display this image of Henry VIII with Jane Seymour and Edward VI over fears it may have been manipulated



1:55 AM · Mar 11, 2024 · 56.1K Views

53

354

1.5K

24



Latest Local

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WORLD >

Prince
"for a
her a

By Haley Ott
Updated on: March

London -
family that
has been tr

"Like many
said in a m
apologies f
very happ



ETHICAL CONSIDERATIONS

beneficence

nonmaleficence

justice

respect for
autonomy



REFLECTION

- What is visual satire's significance as a cultural critique form?
- What is visual satire's evolving role and engage in a dialogue about its societal impact?