

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



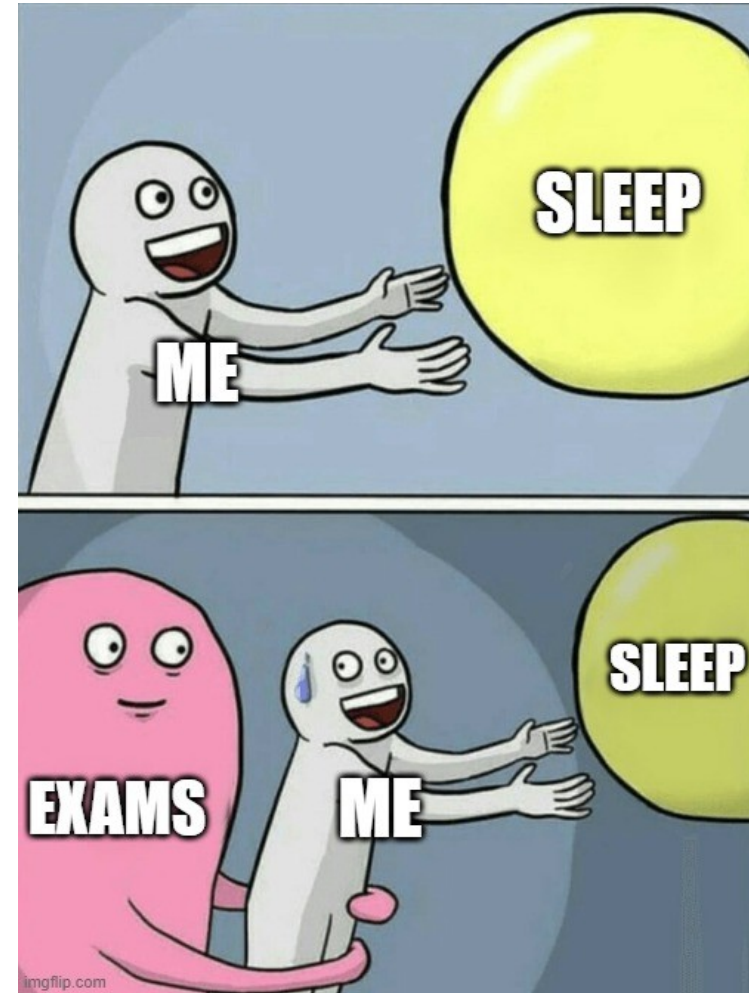
LET'S VOTE

<https://strawpoll.com/e6Z28YvEEnN>

1



2

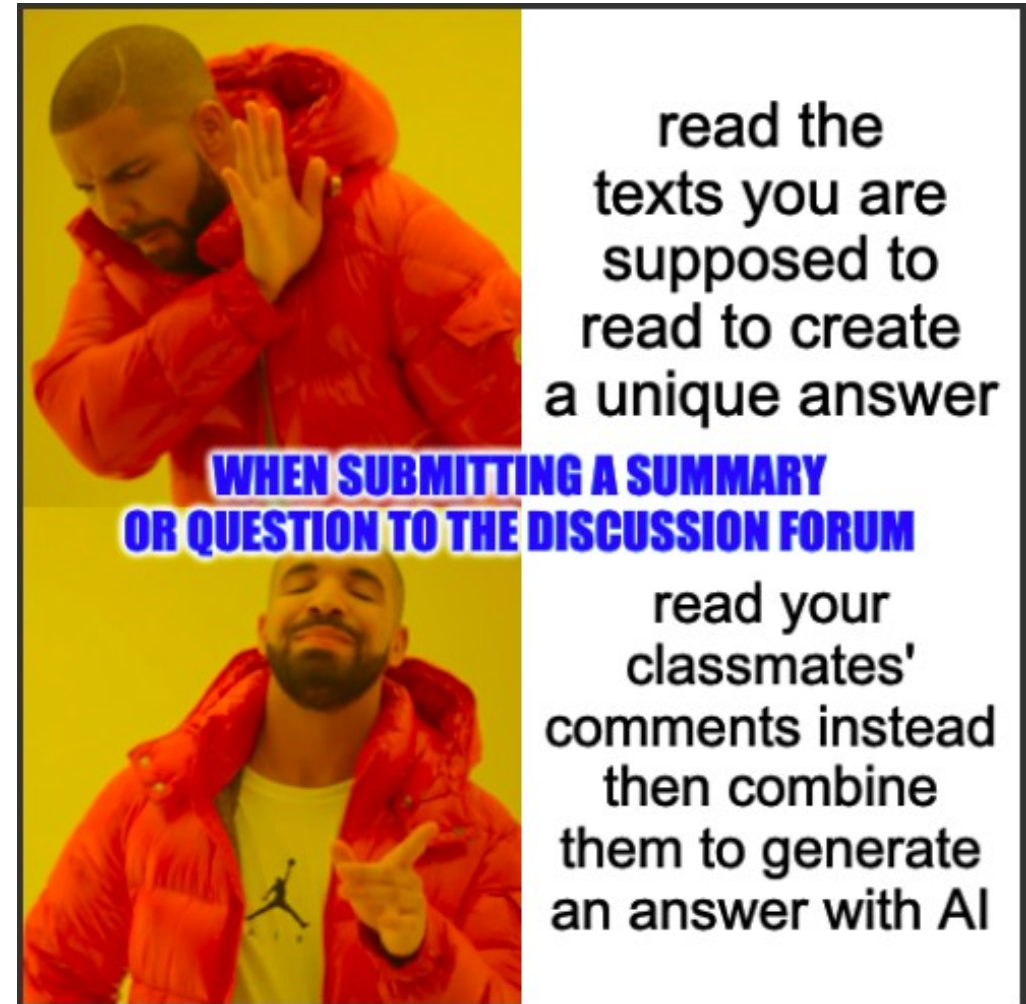


3

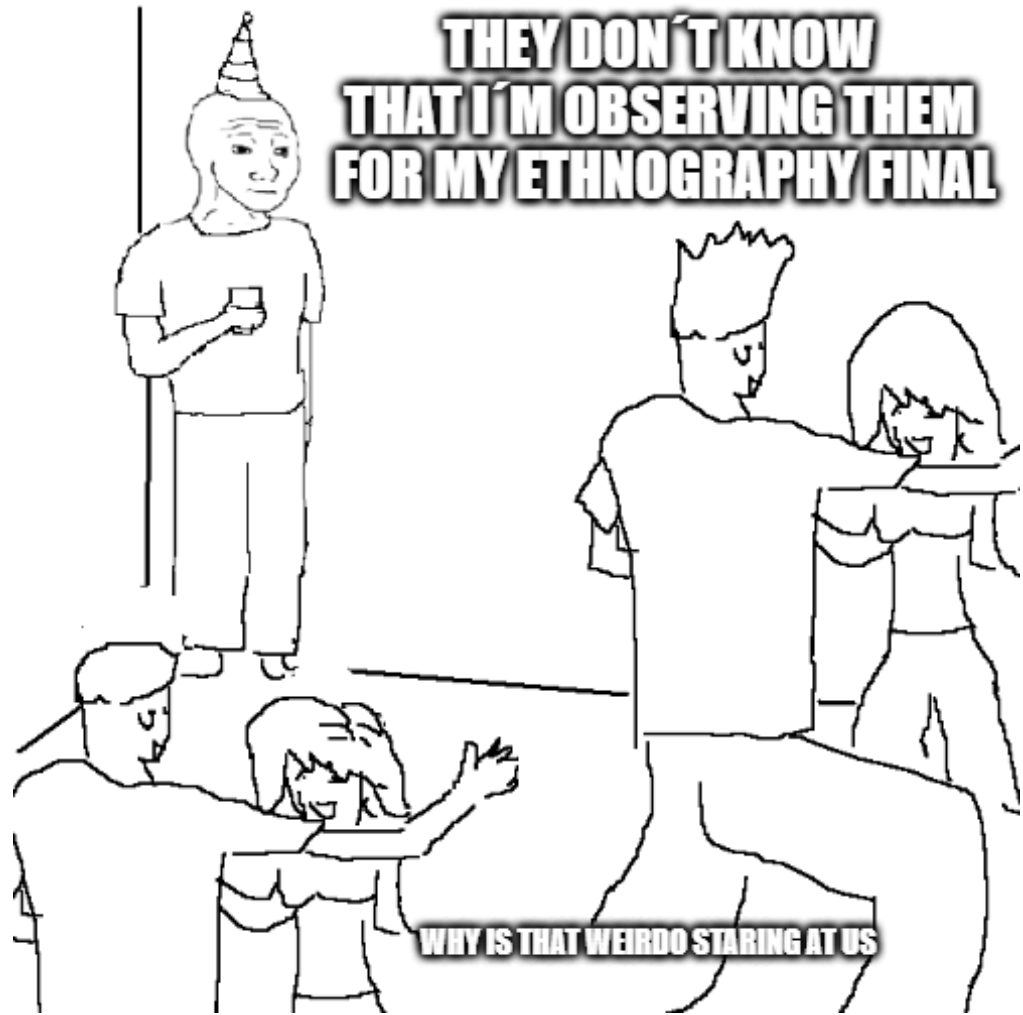
WHEN THE TEACHER SAID I  
DON'T NEED ATTENDANCE TO PASS



4



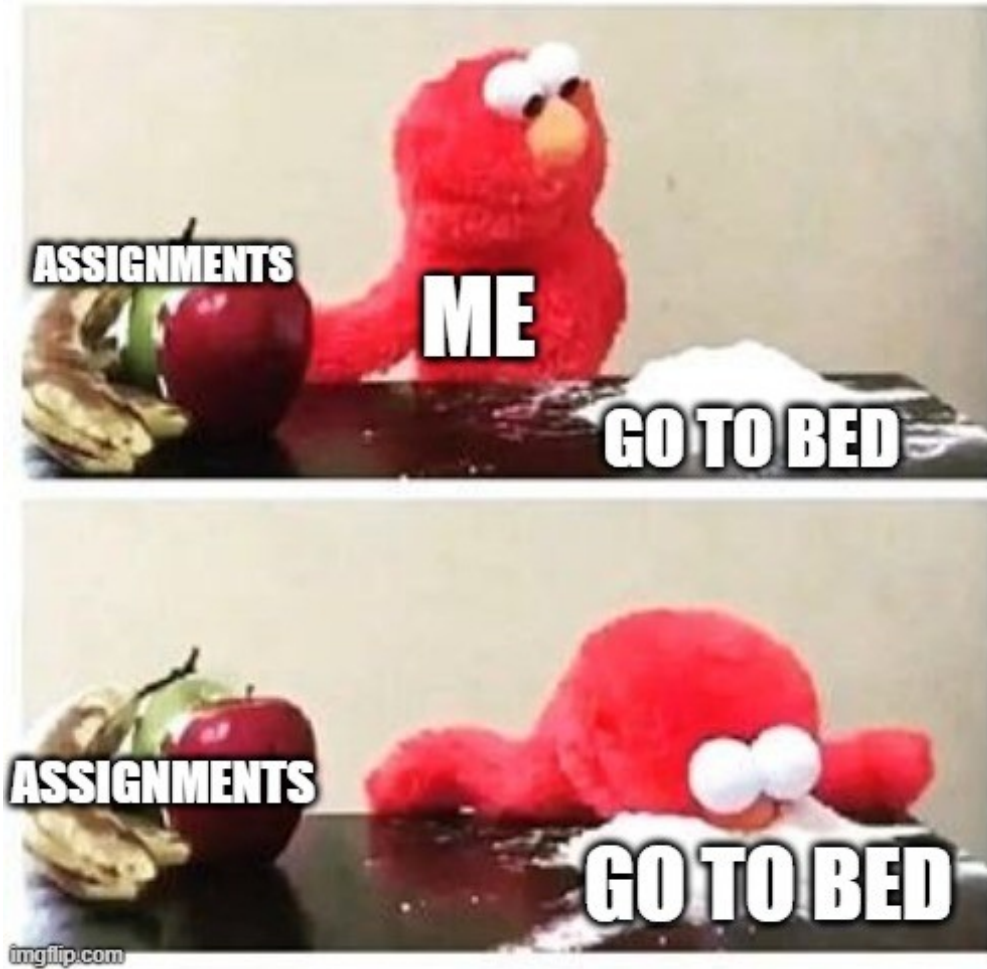
5



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**

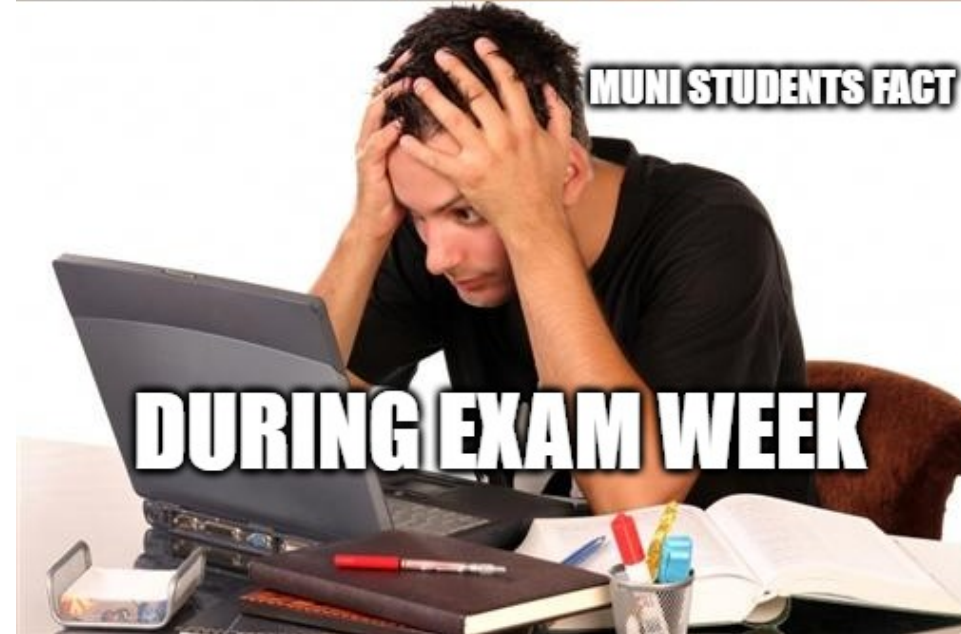
mgflip.com

JAKE-CLARK.TUMBLR

12



**WHOLE SEMESTER**



**MUNI STUDENTS FACT**

**DURING EXAM WEEK**

13

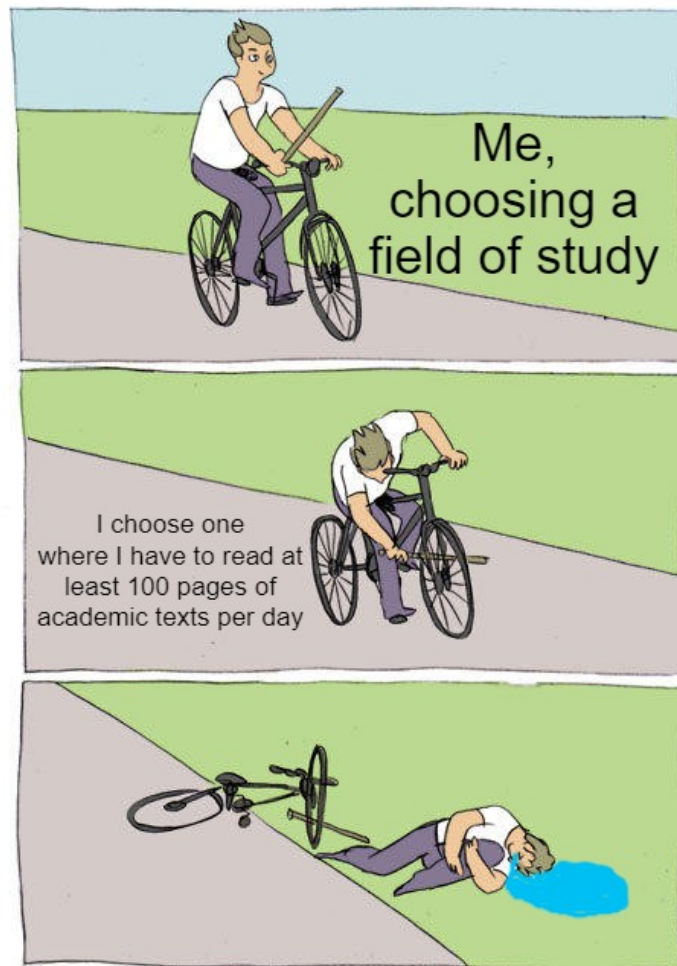


14

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



15



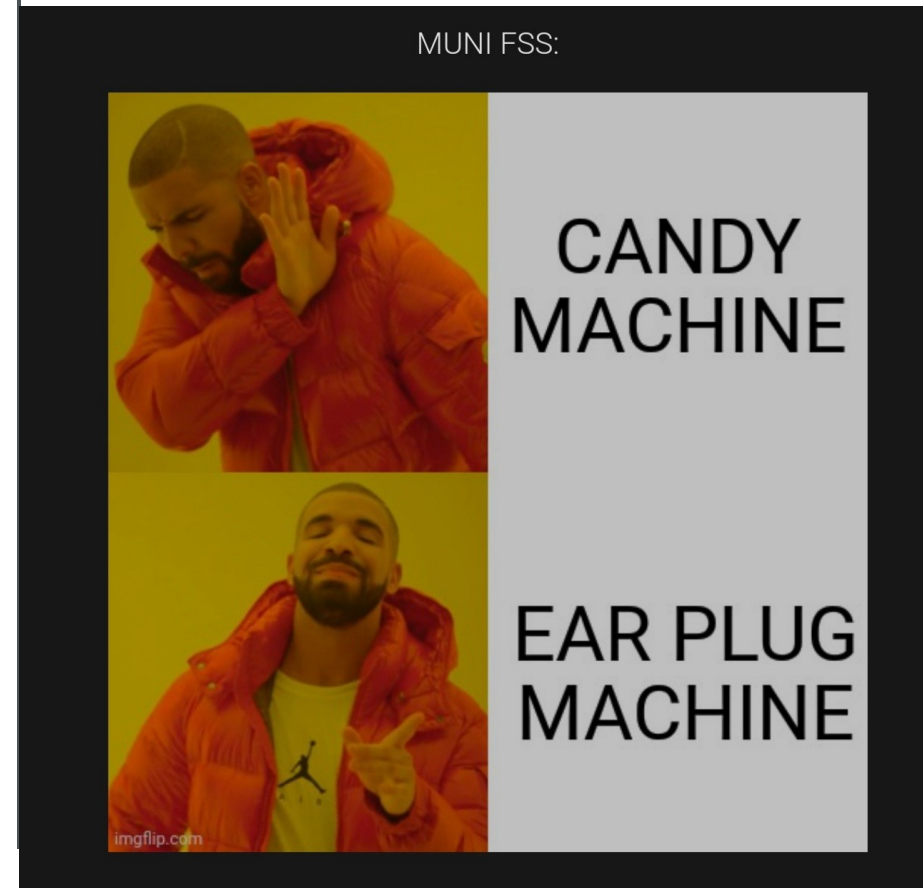
16



17



18



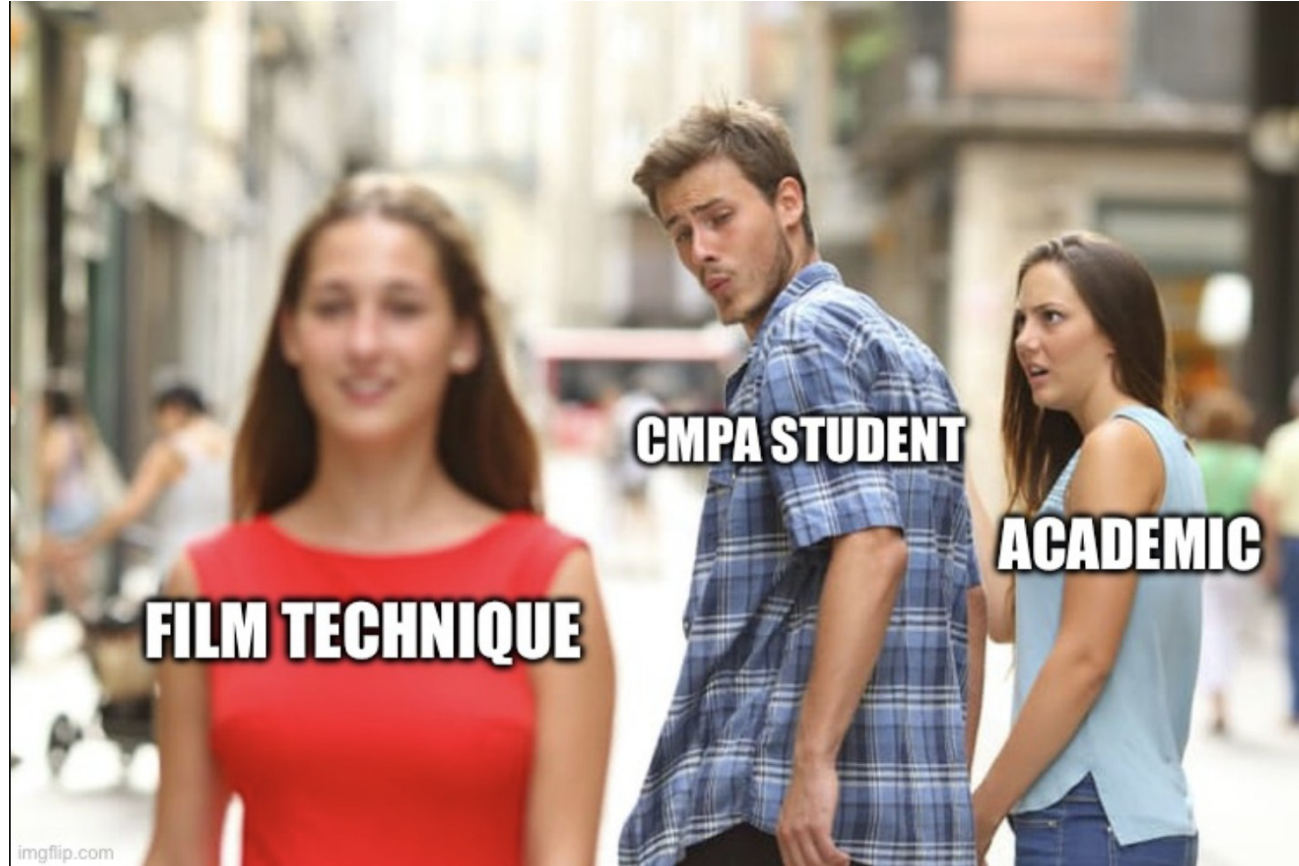
19



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?



Understandin  
g 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



# 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.

Seeing is believing

See for yourself

I'll believe it when I **see** it with my own **eyes**

I **see**  
(I understand)

In the mind's **eye**

See what I mean?

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?*

Visual Satire Across Cultures and Digital Spaces - Dr KW  
Chen



3/20/2024

# 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.



# 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.



# 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.



Caricature of the Devil collecting for indulgences

3/20/2024



# 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.**



# 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.



# HISTORICAL EVOLUTION OF VISUAL SATIRE

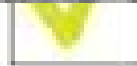
- Ancient Egyptian bas-reliefs and Greco-Roman graffiti used for political mockery date back over 4000 years.
- The Protestant Reformation utilized woodcuts and metal engravings for satire, notably in Martin Luther's pamphlets.
- The Industrial Revolution, with technological advances and urbanization, 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.**



# CONTEMPORARY



# CONTEMPORARY



# CONTEMPORARY



Visual Satire Across Cultures and Digital Spaces - Dr KW Chen



3/20/2024

**WHEN YOU  
SLEEP IN UKRAINE**

**AND WOKE UP IN RUSSIA**

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

ORARY



3/20/2024

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*

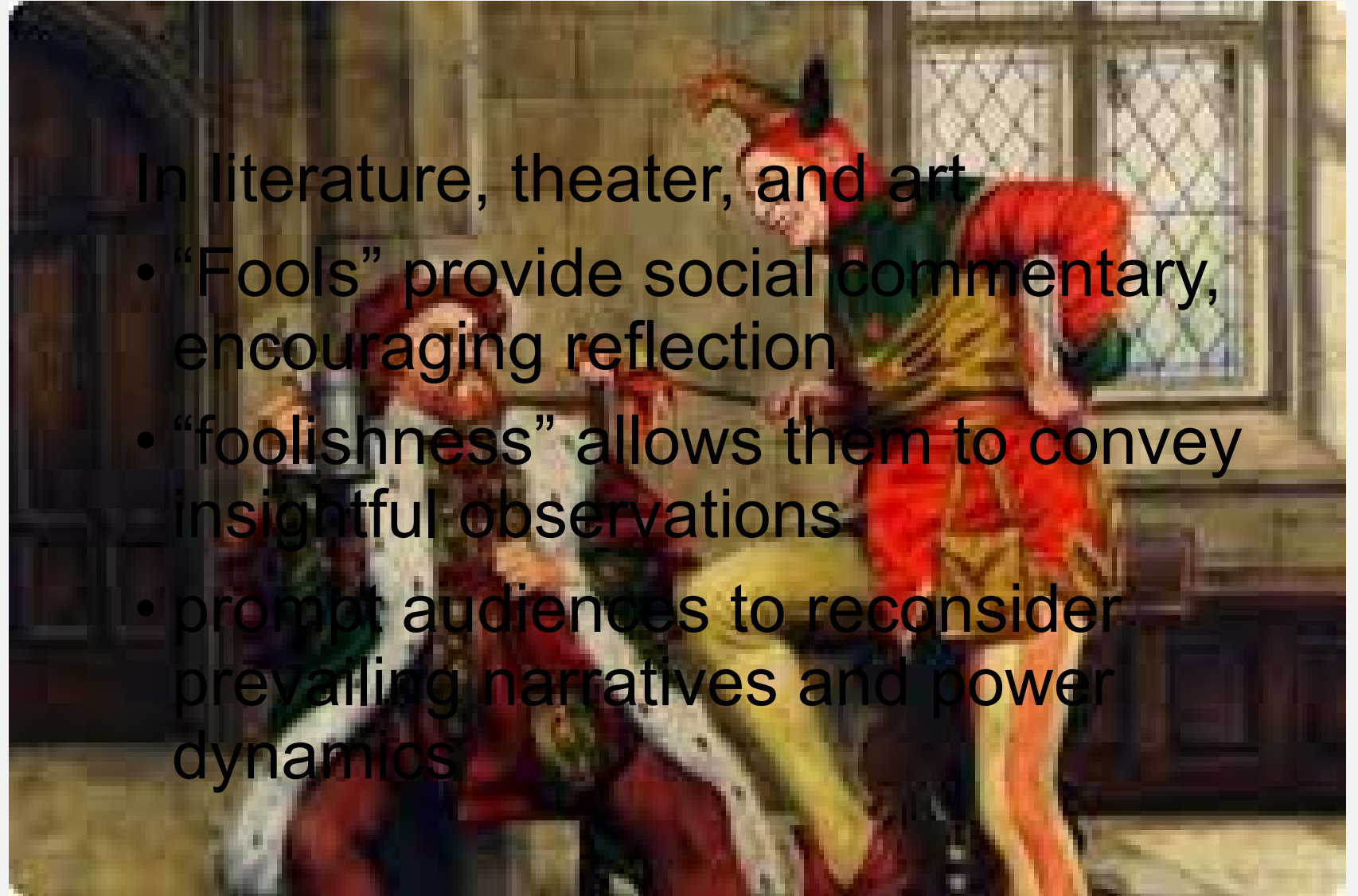


# SATIRE'S WESTERN ROOTS

## *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

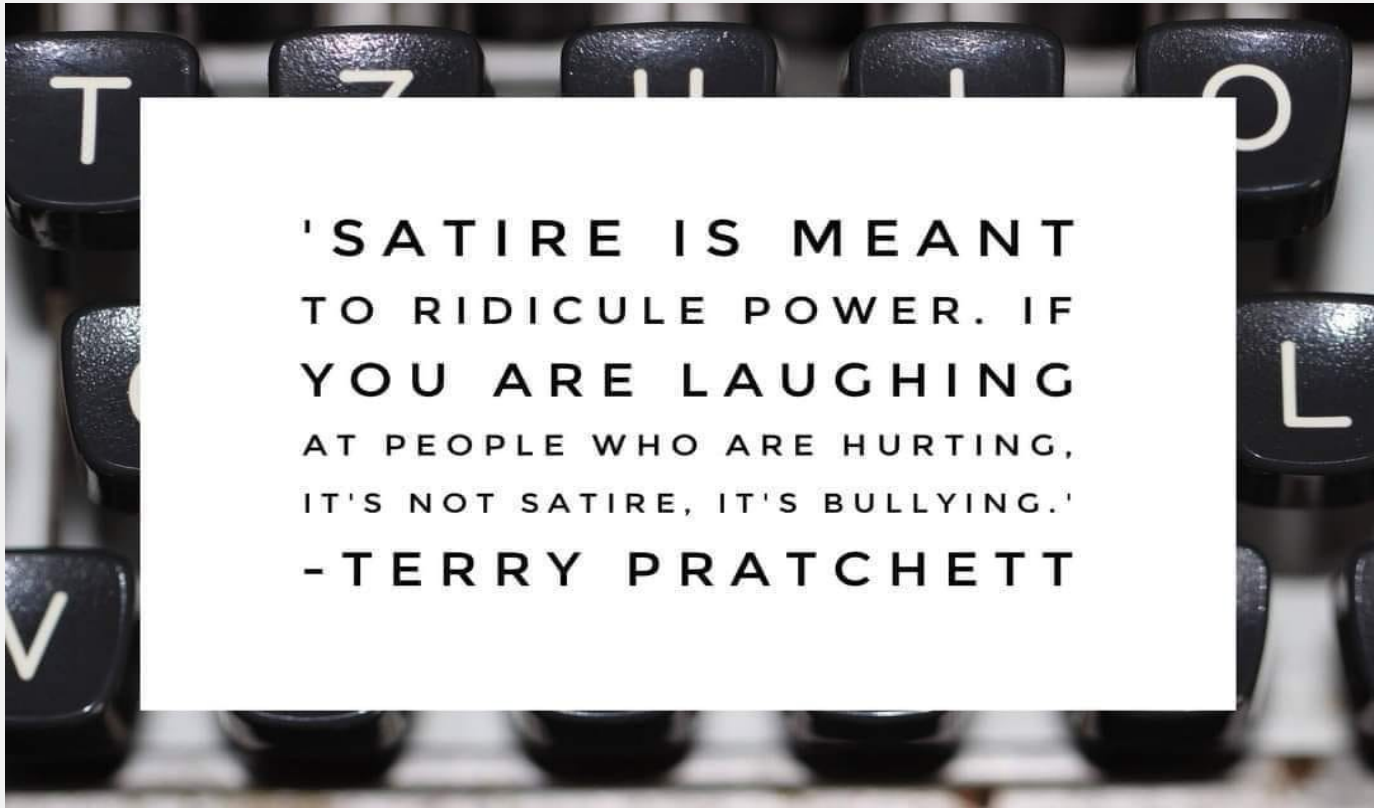




**All satire should carry a key  
theme about human behavior  
or societal norms.**



## “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.



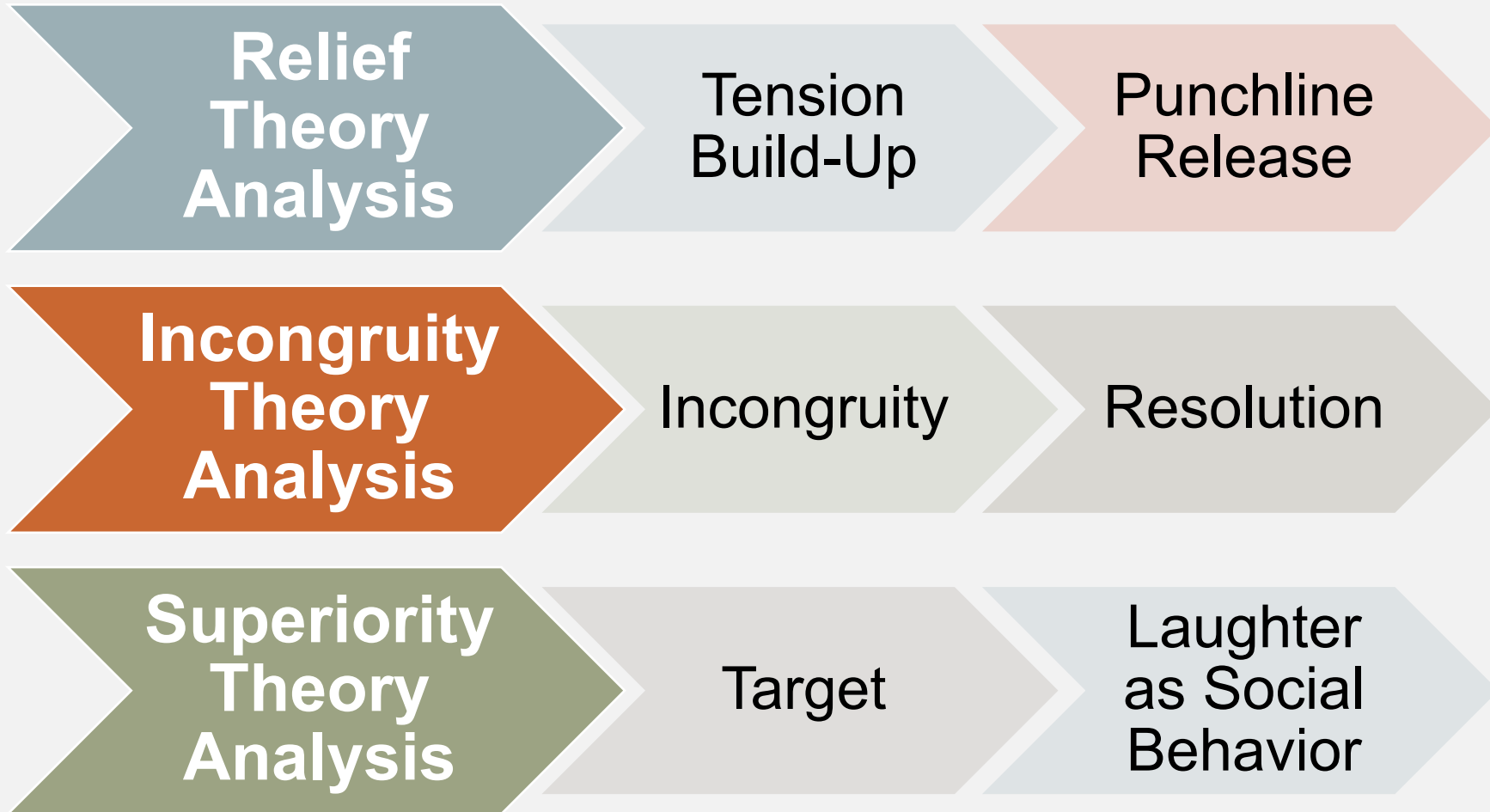
# TRYING TO UNDERSTAND HUMOUR

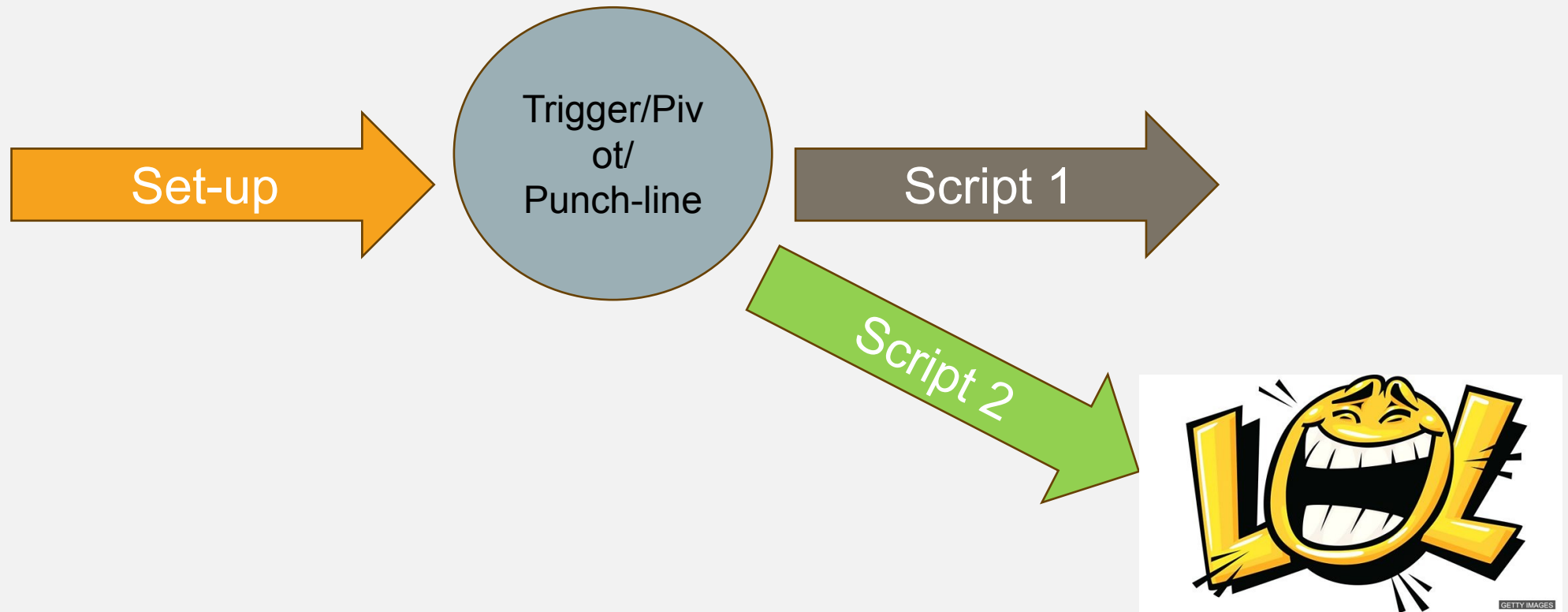
Mulder, M. P., & Nijholt, A. (2002). Humour research: State of the art (pp. 7-11). Centre for Telematics and Information Technology, University of Twente

## Table of Contents

- 1 Introduction
  - 1.1 Conventional Humour Theories
  - 1.2 Superiority Theory
  - 1.3 Relief Theory
  - 1.4 Incongruity Theory
  - 1.5 Minsky's Theory on Humour
  - 1.6 Violation Theory
  - 1.7 Sociology Theories
- 2 Humour and Related Research
  - 2.1 Introduction
  - 2.2 Laughter Research
  - 2.3 Contextualisation of Humour
  - 2.4 Humour and Health
  - 2.5 Sense of Humour
- 3 Humour Research in the Linguistic Field
  - 3.1 Introduction
  - 3.2 Humour and Syntax
  - 3.3 Humour and Pragmatics
  - 3.4 Semantic Script Theory of Humor
  - 3.5 The Five-Level Model of Joke representation
  - 3.6 The General Theory of Verbal Humor







## 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

U.S. World

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





# 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?