

University for Business and Technology in Kosovo

UBT Knowledge Center

UBT International Conference

2023 UBT International Conference

Oct 28th, 8:00 AM - Oct 29th, 6:00 PM

Political commentary in visual communication: Kosovo-Serbia relation

Delfina Ertanowska
del_dina@yahoo.com

Follow this and additional works at: <https://knowledgecenter.ubt-uni.net/conference>

Recommended Citation

Ertanowska, Delfina, "Political commentary in visual communication: Kosovo-Serbia relation" (2023). *UBT International Conference*. 2.
<https://knowledgecenter.ubt-uni.net/conference/IC/ps/2>

This Event is brought to you for free and open access by the Publication and Journals at UBT Knowledge Center. It has been accepted for inclusion in UBT International Conference by an authorized administrator of UBT Knowledge Center. For more information, please contact knowledge.center@ubt-uni.net.

Political commentary in visual communication: Kosovo-Serbia relation

Delfina Ertanowska 1

Master of Journalism and Social Communication, University of Information Technology and Management in Rzeszow, Poland, independent journalist, media analyst

del_dina@yahoo.com

Abstract: Political commentary is usually associated with a lively discussion of experts in a TV studio, radio program or in the form of an article and opinion in a newspaper. However, it also appears in visual form in the form of a cartoon, meme or comic book, e.g. Countryball. The peculiarity of the visual form of commenting on the political situation is its versatility, where the recipient can also be the sender of information. Many cartoonist specialize in their chosen form, political or social, and comment on this field. They are professional political experts, but their tool is visual art, not written or spoken art. Memes are largely anonymous and can be created by both professional companies specializing in this type of services and ordinary citizens. The article discusses all three types of political commentaries dealing with relations between Kosovo and Serbia. Visual works concerning the political relations of both countries were discussed, both in the form of commentary and propaganda.

Keywords: Propaganda, Media, Kosovo, Serbia