

5 April, Friday

SHARED IMAGERY OF THE NATION

Moderator: Béla Mester

(continuation)

15.00–15.20 Role of visual media in politics according to the example of Georgia's 2012 elections

Natia KUPRASHVILI, Iv. Javakhishvili state University, Georgia

15.20–15.40 The visuality of cultural memory: urban aspect

Vytautas RUBAVIČIUS, Lithuanian Culture Research Institute, Lithuania

15.40–16.00 Discussion

16.00–16.20 Coffee break

TOLERANCE AND CULTURAL MEMORY

Moderator: Nida Vasiliauskaitė

16.20–16.40 The changing Borders of European Tolerance

Basia NIKIFOROVA, Lithuanian Culture Research Institute, Lithuania

16.40–17.00 Living language: communication of recognition of sense of truth

Jonas SRĖBALIUS, Vilnius Gediminas Technical University, Lithuania

17.00–17.20 Modern, no longer visual, role of fashion in the context of the creative economy

Rasa LEVICKAITĖ, Vilnius Gediminas Technical University, Lithuania

17.20–17.40 Discussion

17.40–18.00 Meeting of all participants and moderators, resume speeches, official closing of the conference

18.00 Vilnius city tour

Politics, ideology and the media - interlaced human creativity activities. Policy is inseparable from the spectacle from its ancient origins. Ideology can be seen as a public policy ideas, the consolidation of visual media. Media - old or new - not only serve the diffusion of ideas, but also of public life in the environment. Visual media, pervaded the political ideas that are both individual and public formation of a factor. Media can be regarded as a political technology of "knowledge" (Techno) was associated with a certain crowd hijacking art for political purposes. These trends are particularly clear in a democratic society, where a wide range of political, ideological and media trends takes the most unexpected forms.

We invite you to explore these and other problems of the international conference which includes the following sections:

- Policies and visual interactions ancient origins
- The visual aspects of the policy
- Ideology and Politics: a visual perspective
- The role of visual media in politics
- Media as ideological factor
- Media on the construction of political society
- Media Arts and Cultural Policy

Organizing Institutions:

*Vilnius Gediminas Technical University
Lithuanian Communication Society*

Organizers:

Agnieška Juzefovič, Rasa Levickaitė, Simona Naubetchanovienė, Tomas Kačerauskas, Nida Vasiliauskaitė

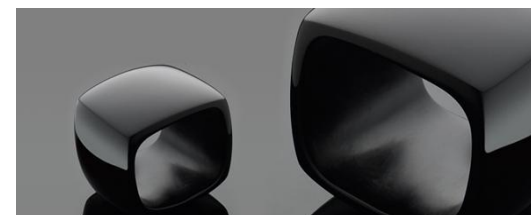


Vilnius Gediminas Technical University

Lithuanian Communication Society

International Conference

Visuality 2013: politics, ideology, media



**4-5 April, Vilnius
Vilnius Gediminas Technical University
Lithuania**

**Faculty of Architecture
Trakų str. 1 / Pylimo str. 26
(entrance from Pylimo str.)**

AR-II K4

4 April, Thursday

09.30–10.00 Registration of participants

10.00–10.20 Opening of the conference

Plenary Session IMAGES AND REALITY

Moderator: Tomas Kačerauskas

10.20–11.05 **The Return to the Visual in Theological Thinking**

David JASPER, University of Glasgow, Scotland

11.05–11.50 **Images, Reality and Truth: Some Philosophical Considerations**

Santiago SIA, Dublin University, Ireland

11.50–12.10 Discussion

12.10–12.30 Coffee break

MEDIA ART: TOOLS OF PROPAGANDA AND EMANCIPATION

Moderator: Daumantas Stumbrys

12.30–12.50 **Emancipatory potential of cinematic images**

Jakub MORAWSKI, Jagiellonian University, Poland

12.50–13.10 **Media art as tool of propaganda**

Elena SAKALAIUSKAITĖ, International School of Law and Business, Lithuania

13.10–13.30 **Power of the Image in Political Communication: Performance of Arturas Zuokas**

Agnieška JUZEFOVIČ, Vilnius Gediminas Technical University, Lithuania

13.30–13.50 Discussion

13.50–15.20 Lunch break

MEDIA TENSIONS

Moderator: Agnieška Juzefovič

15.20–15.40 **Media of entertainments: political and ideological aspects**

Tomas KAČERAUSKAS, Vilnius Gediminas Technical University, Lithuania

15.40–16.00 **Urban scenography: arranging places for shared experience**

Jekaterina LAVRINEC, Vilnius Gediminas Technical University, Lithuania

16.00–16.20 **An Eye for an Ear: Tension in the Media Matrix**

Gregory SANDSTROM, European Humanities University, Lithuania

16.20–16.40 Discussion

16.40–17.00 Coffee break

POLITICS BEHIND: NEWS, ENTERTAINMENT, ADVERTISING

Moderator: Jovilė Barevičiūtė

17.00–17.20 **Ideological status of visual representation of politics: analysis of Czech online news photographs**

Jana TEPLÁ, Charles University in Prague, Czech Republic

17.20–17.40 **Means of visualization of the idea in modern Advertising**

Svetlana PRYSHCHENKO, Mikhail PRYSHCHENKO, Institute of Advertising in International Personnel Academy, Ukraine

17.40–18.00 **The politics of the visual or the visuality of politics?**

Eirini PAPADAKI, Technological Educational Institute of Epirus, Greece

18.00–18.20 Discussion

18.30 Reception

5 April, Friday

VISUAL IDEOLOGY IN EVERYDAY LIFE

Moderator: Justė Michailinaitė

10.00–10.20 **The Genealogy of Kitsch versus the Critique of Ideology: Friedrich Nietzsche and Karl Marx**

Andrius BIELSKIS, Mykolas Romeris University, Lithuania

10.20–10.40 **In Goods We Trust – The Art of Rosenquist and Johns as a Carrier of the American Lifestyle and Politics.**

Ewa WYLĘŻEK, University of Silesia, Poland

10.40–11.00 **Is She Beautiful? Visual Gender Politics in Lithuanian Pop-culture**

Nida VASILIAUSKAITĖ, Vilnius Gediminas Technical University, Lithuania

11.00–11.20 Discussion

11.20–11.40 Coffee break

POLITICAL GESTURES: HISTORY AND ACTION

Moderator: Minna Lammi

11.40–12.00 **Pictures and Gestures in the Methodology of the History of Political Ideas**

Béla MESTER, Hungarian Academy of Sciences, Hungary

12.00–12.20 **Jacques Lacan's psychoanalytic politics as a screen**

Povilas SENŪTA, Vytautas Magnus University, Lithuania

12.20–12.40 Discussion

12.40–14.00 Lunch Break

SHARED IMAGERY OF THE NATION

Moderator: Béla Mester

14.00–14.20 **Visualisations of National Consciousness in the Age of Globalization – Transition to Postmodernity or Return to Tribal Nationalism?**

Gábor KOVÁCS, Hungarian Academy of Sciences, Hungary

14.20–14.40 **Economy in Finnish newsreels: Finlandia newsreels building up shared imagery in 1950s and early 1960s**

Minna LAMMI, Päivi TIMONEN, National Consumer Research Center, Finland

14.40–15.00 **Swiss rightwing visual rhetoric and the “fear game”**

William G. FEIGHERY, The Educational Travel Foundation, Switzerland