

Vladimir P. Goss

Political Iconography: Poster, Icon, Badge. An Introductory Note

Political iconography is discussed in terms of three elements that the author considers crucial for any public communication - poster, icon, and badge. Within this framework there are endless possibilities of variation, and some are reviewed in the paper, especially in terms 'of rulers' image – the topic of this gathering. Also, one will explore the mutual relationship and dominance of the three elements, and single out periods as a particular feature dominates. It will be argued that all art is political, as it always brings forward a point of view promoted by the patron through his artists, and politically correct, as it promotes the views of the powerful and the rich who can afford to use art to form a favorable public opinion. This is also true of dissenters and even of an individual artist creating a personal work of art as even in such a case he promotes his opinion and world view.