



Visualising populist identities: populist performances on screen(s)

2-3 December 2025

An online symposium organized by the Centre for Mexican Studies, University College Cork (Ireland) and the Centre Interlangues Texte, Image, Langage, Université Bourgogne Europe (France)

in collaboration with

The **Populism Specialist Group** of the Political Studies Association

Day 1 | Tuesday, 2 December

Microsoft Teams Link: <https://tinyurl.com/Day1-Visual-Populism>

The times indicated correspond to the Central European Timezone (UTC +01:00)

International Start Times: 06:30 Buenos Aires – 08:30 London/Cork — 09:30 Paris — 10:30 Helsinki – 11:30 Istanbul – 13:00 New Delhi – 19:30 Melbourne

9:30-10:00 | Welcome and opening remarks

Nuala Finnegan (University College Cork)

10:00-11:30 | Keynote Speech

Benjamin Moffitt (Monash University, Australia)

The Visual Politics of Populism: Reflections on the (Accidental) Creation of a Subfield

Chair: **Théo Aiolfi (Université Bourgogne Europe, France)**

11:30-11:45 | Break

11:45-12:45 | Panel 1: Populist memes

Chair: **Giorgos Venizelos (Cyprus University of Technology, Cyprus)**

Performing Populism through AI-Generated Memes and Video: Visual Strategies of Bolsonaro and the Latin American Right

Gabriel Bayarri Toscano (Rey Juan Carlos University, Spain)

Memes and Populist Optics of Hate: Trads and Ontological Insecurity in the Hindutva Digital Sphere

Ananya Sharma (Ashoka University, India)

Performing iconicity: Official images, memes and contestation around populist leadership in Indian social media spaces

Krishanu Bhargav Neog (Jagiroad College, India)

12:45-13:45 | Lunch Break

13:45-14:45 | Panel 2: Gendered performances of identity

Chair: Hannah Oorts (Vrije Universiteit Brussel, Belgium)

Performing the Populist Skirmisher: Visual Extremes, Provocation and Identity in Polish Far-Right Cam-paigns

Karolina Zbytniewska (Warsaw University, Poland & CEU Democracy Institute, Hungary)

Legitimizing Repression Through Masculinity: Anti-Protest Visual Representations on TikTok During Georgia's 2024 Unrest

Nini Gvilia (Independent Researcher)

Tradition as Transgression: performance of femininity on Michelle Bolsonaro's Instagram Account

Gabriela Caraffini Pretto (Federal University of Rio Grande do Sul, Brazil)

14:45-15:00 | Break

15:00-16:00 | Panel 3: New approaches to visual populism

Chair: Thomás Zicman de Barros (Sciences Po Paris, France)

New Directions in the Study of Populist Visual Communication

Donatella Bonansinga (University of Southampton, United Kingdom) and Mattia Zulianello (University of Trieste, Italy)

Bringing the Performative Politics Back In

Erdoğan Çiftcioğlu (Independent Researcher)

Ketchup or mustard? Both, of course: Populist visuals without the populist logic in Alexander Stubb's presidential campaign TikToks

Zea Szebeni (University of Helsinki, Finland) and Ilana Hartikainen (University of Helsinki, Finland)

16:00-16:15 | Break

16:15-17:15 | Panel 4: Staging the spectacle

Chair: Camille Marie Fillioux (University of Luxembourg, Luxembourg)

“Back to the Studio”: Radical Right Populists’ Strategic Mise-En-Scène and Deploy of Newsrooms Aesthetics.

Petra Meier (UAntwerpen, Belgium) and Eline Severs (Vrije Universiteit Brussels, Belgium)

Broadcasting Contestation: Telesur and the Visual Performance of Venezuelan Foreign Policy

Begum Zorlu (City St. George's, University of London, United Kingdom)

Wearing the Eastern steppe: Pseudohistorical Turanist fashion and as a populist performance of far-right identity in Hungary

Ilana Hartikainen (University of Helsinki, Finland) and Zea Szebeni (University of Helsinki, Finland)

Day 2 | Wednesday, 3 December

Microsoft Teams Link: <https://tinyurl.com/Day2-Visual-Populism>

The times indicated correspond to the Central European Timezone (UTC +01:00)

International Start Times: 06:00 Buenos Aires – 08:00 London/Cork — 09:00 Paris — 10:00 Helsinki – 11:00 Istanbul – 12:30 New Delhi – 19:00 Melbourne

09:00-10:00 | Panel 5: Campaign performances

Chair: Giulia Evolvi (University of Bologna, Italy)

Performing Populism on Instagram: A Multimodal Critical Discourse Analysis of the 2025 Albanian Election Campaign

Ledia Kazazi (University of Elbasan “Aleksander Xhuvani”, Albania)

Populist Performativity in Small-State Politics: The 'India Out' Campaign and the PNC's Strategic Mobilization in the Maldives

Mariyam Mohamed Manik (Hong Kong Baptist University, Hong Kong)

10:00-10:15 | Break

10:15-11:15 | Panel 6: Online identities

Chair: Archibald Gustin (University of Liège, Belgium)

“Proud to be a Fascist”: Spain’s Fachatubers and the new populist right

Perez Hidalgo (University of Sydney, Australia)

Populism, Space, and Visual Rhetoric in Zelensky’s Instagram Presence during Russo-Ukrainian war

Alina Mozolevska (Saarland University, Germany & Petro Mohyla Black Sea National University, Ukraine)

Performing Populism on TikTok: A Cross-National Analysis of Radical Right Visual Strategies

Anastasia Veneti (Bournemouth University, United Kingdom), Stamatis Poulakidakos (University of Western Macedonia, Greece) and Savvas Voutyras (Bournemouth University, United Kingdom)

11:15-11:30 | Break

11:30-12:30 | Panel 7: Populist lenses

Chair: Federica Formato (University of Brighton, UK)

Performing Populism: A Comparative Video Data Analysis of Two Populist Leaders

Furkan Emiroğlu (Sivas Cumhuriyet University, Turkey)

Performing Far-Right Populism: Exploring Milei's Transgression through the Lens of the Carnival

Sara García Santamaría (Universitat de València, Spain)

Populist Aesthetics in Pop Culture: Lady Gaga and the Art of 'Good Bad Manners'

Renato Duarte Caetano (Federal University of Minas Gerais, Brazil) and Théo Aiolfi (Université Bourgogne Europe, France)

12:30-13:00 | Long Break

13:00-14:30 | Keynote Speech

María Esperanza Casullo (Universidad Nacional de Río Negro, Argentina)

Baroque Bodies: Appearance and Performance in Latin American Populism

Chair: Jessica Wax-Edwards (University College Cork, Ireland)

14:30-14:45 | Closing Remarks