

Matylda Bruniecka, MA.

Jokes on barricades.

On aesthetic and political preferences and their role in social discourse.

Doctoral dissertation in the field of art, in the artistic discipline of fine arts and art conservation.

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Abstract

This dissertation is an artistic study and an attempt to take an unbiased look at the relationship between the formation of individual aesthetic taste and political preferences. The dissertation is divided into two parts: in the first, theoretical part, the evolution and role of propaganda is approximated using a comparative method to analyze propaganda graphic works from selected historical periods. The research intuitions presented in the dissertation are based on the assumptions of the analysis of humor theory and the sciences of psychology and sociology of politics. Research on the correlation of innate personality traits and the propensity to adopt certain attitudes and ideologies was used. A key element is the identification of patterns that shape habits and graphic preferences resulting from contact with political propaganda, which takes into account the personality traits and worldview values of the audience. This allows the creation of one's own graphic political statements, building a framework for thinking and designing political posters with the hope of objectivity, non-exclusion and agreement.

The second part of the work, artistic, is a series of political and social posters that are the subject of the doctoral dissertation, is a reaction to the rapidly changing reality. The theoretical basis, the analysis carried out and the resulting thoughts are the elements that shape the tone of expression and the aesthetic layer. These works are an attempt to establish a dialogue with the outside world, to define one's identity in the context of one's surroundings, to give a voice to those who do not have one, and an attempt to reach audiences who would otherwise remain indifferent.

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