Call for Papers

Visual Political Communication from an Afrocentric Perspective

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Book Project Overview

Political communication is generally defined as an interactive process concerning the transmission of information among politicians, the news media, and the public. In addition, political communication is concerned primarily with all forms of communication undertaken by politicians and other political actors to achieve a specific communication objective (McNair 2011). Key to political communication is the framing and distribution of political messages between political actors and political audiences.

While research on verbal and visual textual analysis of political communication is abundantly available in the West, the same cannot be said in Africa, regardless of significant efforts towards the democratisation of Africa, socio-economic infrastructure development, and increased access to digital communication. Karam and Mutsvairo (2022), Mano and Milton (2021), Mutsvairo and Karam (2018), Olukotun and Omotoso (2017) provided seminal works that focus on political communication in Africa. However, these studies overlooked the component of visual images in political communication in Africa.

Several studies, for instance (Howard 2011, Steward 2011, Monteiro-Ferreira 2009, Bates, Lawrence and Cervenka 2005, Walker and Kuykendall 2005, Cummings and Roy 2002, Blake 1997) made a call to study visual images of Africans and African Americans from an Afrocentric perspective, rather than from a Euro-American perspective. However, there

remains a lacuna of studies that focus primarily on visual political communication from an Afrocentric or Decolonial perspective.

This edited volume intends to examine the under-researched area of visual political communication from Afrocentric or Decolonial perspectives. It aims to offer an Afrocentric and/or Decolonial theoretically driven approach, the empirically grounded survey of the central role of visual communication in the African political culture. Such a project is crucial at this time when the advent of digital media technology and the growth of social media have created new ways of producing, disseminating and consuming political images that demand further investigation as well as considering the theoretical and methodological approaches required to understand visual political communication within the African perspective.

Objectives:

The primary objective of this book is to:

1. **Theorize and/or Conceptualize Visual Political Communication from an Afrocentric Perspective:**

   o Develop theoretical frameworks that understand visual political communication within the African context.

   o Explore how Afrocentric perspectives can offer new insights into the creation, distribution, and reception of political visuals.

2. **Investigate the Current State of Visual Political Communication in Africa:**

   o Examine how political visuals are used across different African countries.

   o Analyse the effectiveness and impact of these visuals in political campaigns, public discourse, and voter behaviour.

   o Assess how digital advancements are transforming visual political communication in Africa.

3. **Center African Visual Scholarship through Case Studies:**

   o Provide detailed case studies from various African countries.

   o Highlight unique visual political communication strategies employed in these countries.

   o Discuss the cultural, social, and political contexts that shape visual political communication in these regions.

Themes

1) Afrocentric or Decolonial theoretical perspective towards visual political communication

2) Afrocentric or Decolonial research methodologies towards visual political communication

3) Visual Political Communication as a Communication Strategy

4) Visual Political Communication and Visual Rhetoric

5) Visual Political Communication and Visual Metaphor

6) Visual Political Communication and Visual Mythology

7) Visual Political Communication and Democracy in Africa

8) Visual Political Communication and Social Media/ Digital Communication

9) Visual Political Communication and Artificial Intelligence (AI)

10) Visual Political Communication and Popular Culture

11) Visual Political Communication and Populism

12) Visual Political Communication and Political Actors' Gender Representation

13) Visual Political Communication in Political Marketing

14) Visual Political Communication in Political Advertisements

15) Visual Political Communication in Political Public Relations

16) Visual Political Communication in Political Branding

17) Visual Political Communication and Wars in Africa

18) Visual Political Communication and Terrorism/ Right-wing Movements/ Militia groups/ military juntas/ UN Peace Security Mission in Africa

19) Visual Political Communication and Afrofuturism

20) Visual Political Communication and Visual History of Transatlantic Slavery, Colonialism and Apartheid

21) Visual Political Communication and Visual Culture

22) Visual Political Communication and Mass Protest Actions

23) Effects of Visual Political Communication among African Political Audiences

24) Visual Political Communication and Visual Representation of Politics Actors in Africa

25) Visual Political Communication and Image-centrism (self-visual presentation by politicians)

26) Visual Political Communication and Pressure Groups/ Social Movements in Africa

Call for Contributions:

We invite scholars, researchers, and practitioners to submit proposals for chapters that align with the book's objectives. Contributions may include but are not limited to:

- **Theoretical Frameworks:** Proposals that offer new theoretical perspectives on visual political communication from an Afrocentric viewpoint.

- **Empirical Studies:** Research that investigates current practices, trends, and impacts of visual political communication in African countries.

- **Case Studies:** In-depth analyses of visual political communication in specific African countries, highlighting unique practices and their implications.

- **Comparative Studies:** Analyses comparing visual political communication practices between different African countries or between African and non-African contexts.

- **Historical Perspectives:** Contributions that trace the evolution of visual political communication in Africa.

- **Digital Media:** Studies focusing on the role of digital media in shaping visual political communication in contemporary Africa.

Submission Guidelines:

- **Abstract Submission:** Interested contributors should submit an abstract of no more than 300 words outlining their proposed chapter.

- **Full Chapter Submission:** Upon acceptance of the abstract, full chapters should be between 6,000 to 8,000 words, including references.

- **Formatting:** Chapters should be formatted according to APA style guidelines.

- **Deadlines:** Abstracts should be submitted by [30th September 2024]. Full chapters will be due by [30th March 2025].

Contact Information:

For submissions and inquiries, please contact Dr Mopailo Thatelo: Thatemt@unisa.ac.za

Routledge is the intended publisher.

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