Visual political communication on social media

The visual framing strategies of Greek party leaders during national elections (2015 -2023)

Introduction

The PhD analyzes **4,900** static photographic images posted by Greek party leaders on Facebook and Instagram (2015–2023).

This poster reports findings from the two 2023 election campaigns, N = **1,619**

Method

Combined **denotative** and **stylistic-semiotic** approach. At the denotative level, static photographic images are deductively coded for **visual character frames,** using Grabe and Bucy's (2009) coding framework. At the stylistic–semiotic level they are coded for **camera distance + camera angle** (structural features).

Image coding was conducted **manually**. **Reliability** was evaluated using % agreement and Cohen's κ, showing **high agreement.**

STUDY INNOVATION **Tests associations** between **visual character frames + structural features.**

Ideal candidate
low angle + medium shot

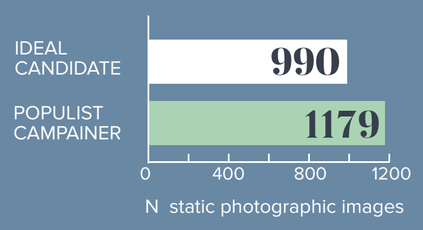
Populist campaigner
high angle + long shot

Ideal + Populist
low angle + medium shot

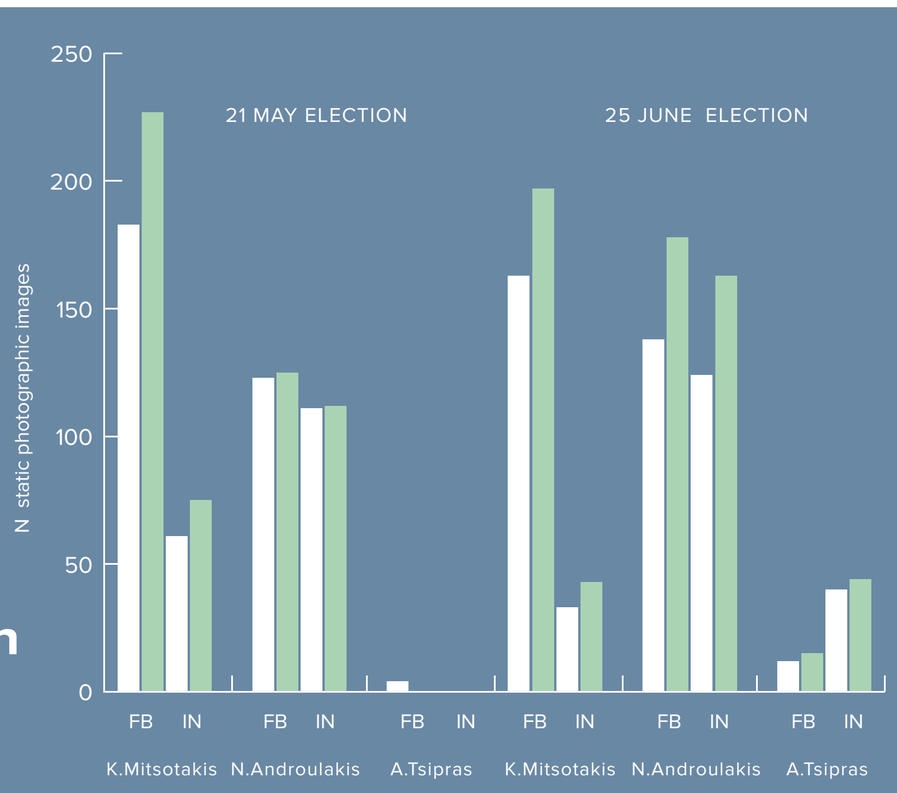
Results

Overall frame distribution (N = 1619)

Frames are **NOT** mututally exclusive



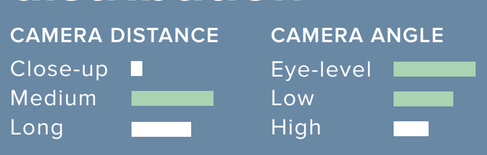
Visual character frames by leader, platform + election



IDEAL CANDIDATE

POPULIST CAMPAINER

Structural features distribution



Frames and Structural Feature Associations *Chi-square tests (χ^2)*

VISUAL CHARACTER FRAMES	CAMERA ANGLE	CAMERA DISTANCE
Ideal Candidate	significant ✓ $\chi^2(2) = 15.55$, $p = .00$	significant ✓ $\chi^2(2) = 41.87$, $p = .00$
Populist Campaigner	n.s $\chi^2(2) = 0.39$, $p = .83$	n.s $\chi^2(2) = 0.77$, $p = .68$

Discussion

Populist campainger emerges as the dominant visual character frame of all three leaders across platforms + election campaigns, and shows **NO statistically significant association** with either camera angle or camera distance.

The **Ideal Candidate** frame **is statistically significant associated** with both structural features, though the association with camera angle occurs in a theoretically unexpected direction.

Medium shots dominate across the dataset, while close-ups remain rare. Eye-level + low angles are the most frequent camera angles.

References

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Despina A. Christoforidou

Department of Digital Media & Communication, Ionian University