

VIDEO ARTIVISM: THE POETICS OF SYMBOLIC CONFLICT

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INTRODUCTION



Audiovisual creations have expanded, aided by new media, which has led to image saturation and contagion in the strategies for creation.



Video activism has become popular by affecting critical thinking related to information accuracy and veracity.



Video-artivism, protest movements that involve socio-political changes and go beyond audiovisual creations.

OBJECTIVE AND METHODOLOGY

TO DETERMINE THE CHARACTERISTICS OF THE TERM "ACTIVIST" IN VIDEOGRAPHIC ARTISTIC PRACTICES.

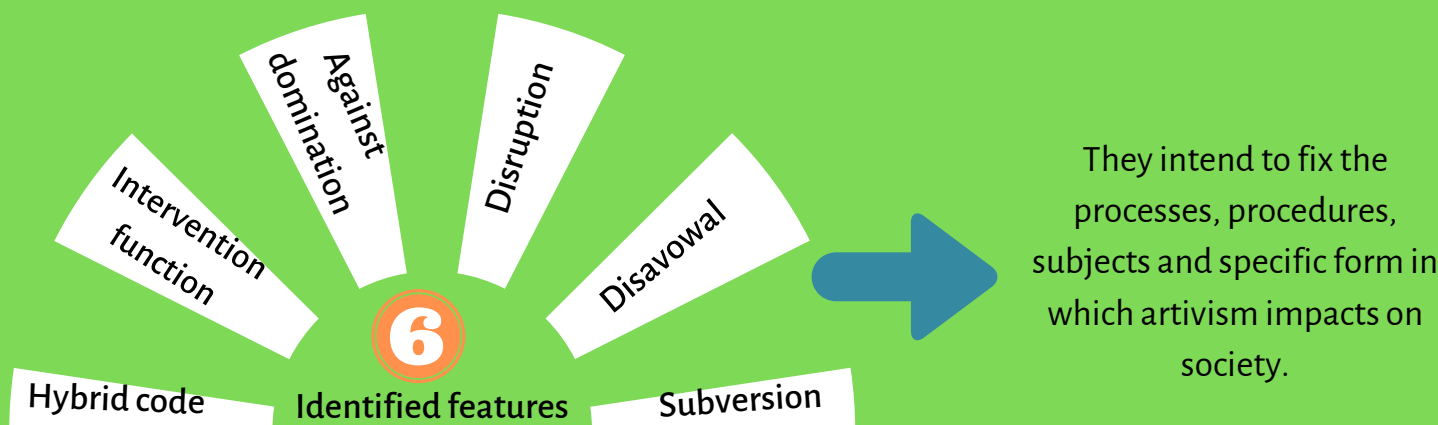
Bibliographical revision of academic sources, as well as of the own creative and activist field: (manuals, catalogues, projects memories).

Rubric of inquiry about features with which they recognize and self-recognize as activists:

Leone's Acting Structure (2012), "Semiotics of Protest": with what and against what object and what agents. It adds: with what code and what form of interaction; together with a question of social impact.

RESULTS

All the defining references to activism highlight its specificity in the **social function** of art that activist practices bring into play. For this reason, it will be the first descriptor of videoartivism as a poetic practice along with five others identified through theoretical exploration of the sources consulted.



CONCLUSIONS



The activist impact operates first in the transformation of the subjects that participate in artistic practices; and later, in the relational field of the subjects with the environment, since the artistic matter is the own social experience.



This study allows us to distinguish activist objects from other practices that only disguise themselves as activism because they borrow certain visual rhetoric.



The defining descriptors do not exhaust the characterization of the video-artivistic phenomenon; the results of this theoretical study are thus available to be completed and refined by other research.

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