

MYTHS IN VISUAL ENVIRONMENTAL ACTIVISM NARRATIVES ON INSTAGRAM

Elisenda Ardèvol
Sandra Martorell
Gemma San-Cornelio

<https://doi.org/10.3916/C68-2021-05>

INTRODUCTION



Images

part of the communicative strategies of the hegemonic powers and political activism



Visual narratives and mythological structures

operate to mobilize social change



Environmental memes

politically directed form of visual and practical activism

OBJETS



Understand how digital narratives in environmental activism articulate mythologies oriented towards the future, so that text and image are constituted in narrative units of meaning for its creators and audiences

METHODOLOGY

Qualitative study

research on "eco-influencers" on Instagram

Object of analysis:

environmental memes characterized by posing binary oppositions between a "before" and an "after"

12 profiles of people, groups or environmental organizations
50 memetic images for narrative-mythological analysis

RESULTS

The visual approach of the set of images analyzed is typical of memes:

- Simple compositional structure
- Primacy of the message over aestheticization
- Rehash or quick build images
- Short but forceful texts

Instagram environmental content memes:

Seriousness predominates and a somewhat more careful image than in the most popular memes or that circulate on other social networks

In the different typologies surveyed the contrast between two mutually exclusive terms or ideas establishes a temporal narrative and a future projection towards an improvement or a deterioration:

- A cause and effect relationship and a moral assessment of our action in the world are implicit
- Challenges the recipient towards a transformation of the current state of affairs from personal action

CONCLUSIONS



Memes are a tool that, despite being informal, allows addressing serious and high-order issues on the agenda environmental



There is a «visual activism» that goes beyond the artistic side and collides with the idea raised by other authors



The structure of the eschatological myth is reused from activism to naturalize the truth of the movement, make it self-evident, and create new spaces for citizen participation

Comunicar

www.comunicarjournal.com