
Rhetorical Images of the Environmental Policy in Bulgaria

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Abstract

The study gives an answer of the question how the Bulgarian green movement visualizes the political process in the field of the environmental protection and sustainable development in Bulgaria. The analysis is focused on visual images linked to the Green citizen's movement in Bulgarian society; As a case study will be taken visual images whose visualize political processes in the environmental policy – cartoons and collages, proposing visual metaphors created and spread during the protests against the Forestry Act in 2011- 2012. The dynamics of the social and political relations mirrored *in* and modified *by* the selected images should be taken into consideration from an wide interdisciplinary prospective framed within the fields of contemporary rhetoric and argumentation, linguistic and cognitive studies on the Humor in cartoons, as well as the Visual Culture/Image Studies proposed by the current debate in the Anglo-Saxon, German and Francophone academic context. The analysis will be focused on the research tools proposed by: Theory of Visual Rhetoric and Argumentation (S. Foss), Theory of Visual Argument (A. Blair, Groark & Bridsel), Visual Metaphor Theory (J. Durand, Group Mu, N. Karoll, Ch. Forsville, J. Kjeldsen), Theory of the Image Acts (H. Bredecamp), Critical Theory of Visual representation (T.S. Mitchell);

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