SIGHT AND VISION LOSS IN TURKISH, AMERICAN, AND ITALIAN POLITICAL ADVERTISEMENTS AS DATA SOURCES

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This study analyzes the sight and vision loss depicted in Turkish, American, and Italian political party advertisements from an anthropological-historical perspective; for this reason, this study employs the Actor-Network Theory (ANT) as proposed by Bruno Latour. These advertisements were produced between the 1980s and 2010s. The artistic and graphic effects as well as the language use in these advertisements in three different countries, will be analyzed within the framework of Actor-Network Theory (ANT). Culture-specific symbolic elements and representations of male and female disabled people will be analyzed and compared. Moreover, one can easily see the historical technological developments promoting the participation of the disabled in society in this study. The data analyzed will show us the political propaganda employed in political campaign advertisements in relation to blind people and the technological advancements for the blind through the course of time.

KEY WORDS: BLINDNESS; TURKISH, AMERICAN, AND ITALIAN POLITICAL ADS AS DATA; POLICIES ON THE DISABLED; POLITICAL ANTHROPOLOGICAL APPROACHES TOWARDS BLINDNESS