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VISUAL ANALYSIS OF THE BIG FOUR AGENDA AS PORTRAYED IN THE NEW MEDIA CARICATURE. A CASE OF THE GADOCARTOONS.COM

This paper focuses on Visual analysis of the Big Four Agenda as portrayed in the new media caricature. The study is aimed at depicting the sociopolitical and economic context after the 2017 election, focusing on visual communication as embedded in political caricature. This paper argues that inasmuch as caricature is used as a means of humor, most significantly it conveys messages that require sociopolitical and ideological knowledge to interpret. This study seeks to unearth such hidden meanings embedded in the Big Four Agenda caricature. The study adopted a qualitative method to arrive at descriptive findings. Further, the researcher applied a semiotic analysis paradigm to analyse the sampled data by interpreting the signs system through connotative and denotative aspects entrenched in the caricatures. The researcher purposively sampled Four Caricature published by Godfrey Mwampembwa, a Kenyan-based caricaturist at cadocartoons.com.

Key words: Analysis, caricature, connotative, denotative, communication, semiotics, Visuals

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Track Classification: Media and the Government's Big Four Agenda' Between 2017 and 2022.