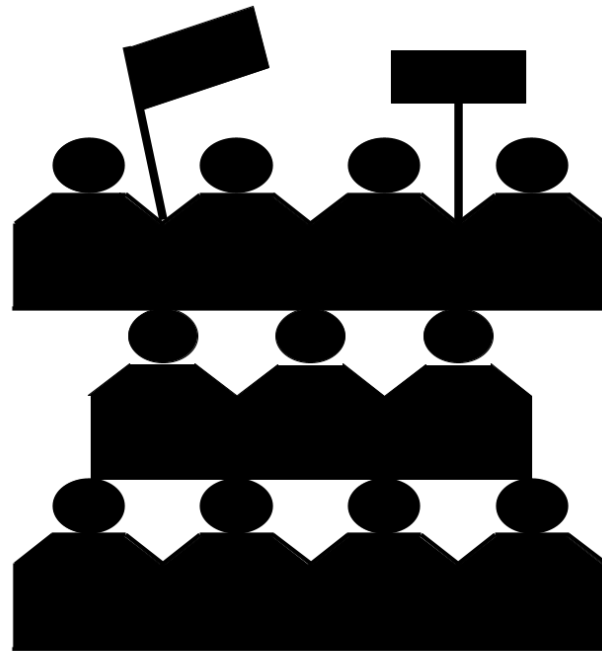


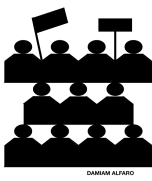
Graphic Design as a political, cultural and social force



DAMIAM ALFARO

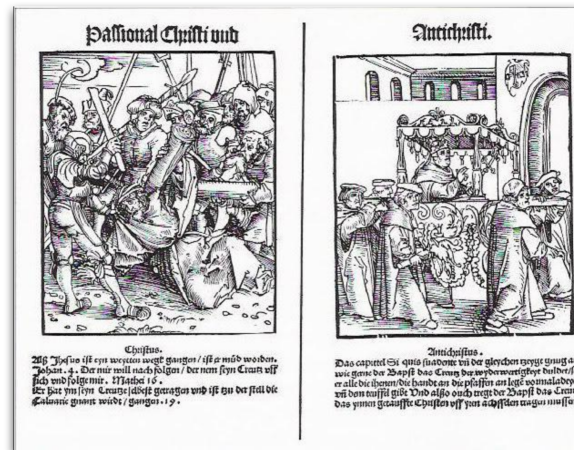
April 9, 2026

By Damiam Alfaro



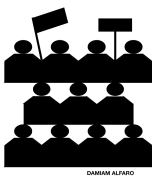
DSGN 104 – Graphic Design History
San Diego City College
Discussion A
April 9, 2026

Subject: Graphic Design as a political, cultural and social force



1. This broadside image was used as a propaganda instrument, depicting two sides of the same era, one side benefits the prominent figures, the higher class in society, while the other side shows a grueling image to the rest of society. This was used as a political division tool.
2. A contemporary example are the political cartoons about the Israel-Palestine conflict, there are political cartoons for both sides of the conflict, although war affects not only both sides, but the entire world by dividing it.





3. I believe the role of graphic design is more important than what we think, especially in today's era of globalization where digital communication has become a de facto norm, perhaps even a ruling method of communication among any generation, right now people mainly communicate digitally, and even spread political, social, and economic ideas digitally. The attention span of these digital platforms and the methods of communication that they entail involves audiovisual pieces, where graphic design becomes an essential component of such.

Response to classmate:

Hi Feliciano,

I agree with the importance of graphic design politically, socially, and religiously by telling a story with images. Sometimes we tend to enjoy a good story instead of a complex explanation or a lengthy discussion; telling a story really increases the engagement someone might have towards a political idea by making it compelling, and such story might contain a moral message while being told.

However, I have a question for you, why do you consider the image from WWI patriotic? Would protesting against the war be patriotic? Is the definition of "patriotic" subjective, individual, or perhaps what the state says it is?