

"Antes cerdo que fascista": "Porco Rosso" como freno a la abstención electoral en Redes Sociales [

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text (article)

Analítica

The Spanish general elections of July 23, 2023, were attended with a certain generalized dissatisfaction with both the dates of the elections and the political situation. Therefore, the appeal to vote -rather than to abstainbecame one of the main themes of the campaign. In this context, and as a result of a publication by artist Álvaro Ortiz, a movement was born by which users published a work inspired by the movie Porco Rosso (1992), the protagonist of which encouraged people to vote. From July 13 to 23, Twitter was filled with illustrations, not only against abstention, but also accompanied by anti-fascist, feminist, pro LGTBIQ+ symbolism and other progressive positions. Works were collected by the artist ElGuiBo; 831 were catalogued. This work demonstrates how a movement can form by independent people which can unite and collaborate in the digital medium to issue proclamations that defend common and democratic interests

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