

AUSTRIAN ACADEMY OF SCIENCES

## MARCH 19, 2018 START: 5 PM AUSTRIAN ACADEMY OF SCIENCES HOLLANDSTRASSE 11–13, 1020 VIENNA



Frans Hogenberg: Spanish Fury in Antwerp, 1576

## CONSTRUCTING PROPAGANDA

## IN TEXTS AND IMAGES DURING THE EIGHTY YEARS WAR IN THE NETHERLANDS (1568–1648)

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This lecture aims to analyse the construction of propaganda during the Eighty Years War, and the "Spanish Fury" (Dut. «De Spaanse Furie») construct in particular as it had substantial presence in narrative and visual traditions. Firstly, we will address engravings produced during the first decade of the War (F. Hogenberg, H. Collaert). Taking into account the lack of detailed narratives written in 1570s and patchy accounts of eyewitnesses, these engravings provide an indispensable addition to sources suitable for historic research. Special attention will be also paid to captions, which accompanied the engravings to strengthen visual rhetoric.

Secondly, we will strive to interpret the most important Dutch narratives ("the History of Spanish Tyranny in the Netherlands" and tractate "Origin, Beginning, and Continuation of the Dutch Wars" by Pieter Bor in particular) along with analysis of engravings used to illustrate them. Therefore, the lecture is supposed to result in obtaining a deeper outlook on ways of creating, copying and dissemination of propaganda images and *topoi*.

