

The author of the graduation research on the theme Visual Matter of Hezbollah on Southern Suburb of Beirut deals with the issue by unconventional approach of sociocultural anthropology. Through the application of Alfred Gell's and Robert Layton's art theory he assess what are the values incorporated in material culture of Hezbollah using to its self presentation. The author provides a description of examples and subsequently finds parallels in the material objects and what kind of an agency these objects are carrying. The paper is divided into theoretical and empirical part. The opening of the work also briefly deals with the history of Lebanon's shia confession and as well as history of the movement itself. Further, the empirical part is divided into three sections. The first is devoted to poster's and billboard's expression of Hezbollah, the second is focused on the urban estate of southern suburbs of Beirut and in the last section the author focused on small souvenir items and things of daily use. Finally, he concludes that the material culture of Hezbollah in Dahieh seem to be connected in logical but unexpected contexts - the art with politics, communication with the urban space and technology with culture. Moreover, the author also describes a noticeable trend in the commoditization of goods bearing the agency. Allegations contained in the final conclusion are based on twomonth field research in the Lebanon.

The author also believes that this work could enhance the overall view on Hezbollah, and thereby tries to provide an alternative image of the organization than it is often distortedly presented in Western discourse.

Key words: Hezbollah, Dahieh, Shia, material culture, agency, poster, Beirut