Abstract

This paper explores the visual content of the Russian Embassy in London in connection to the Skripal poisoning in Salisbury, UK on March 4, 2018. Considering the Skripal poisoning as a significant event in the relationship between the UK and Russia, that Russian disinformation increases substantially surrounding events perceived as key to security, and that the Russian Embassy in London is increasingly coming under investigation for controversial content, the aim of this paper is to deconstruct the tweets made by the Russian Embassy in London using the Skripal poisoning as a case study. This paper also situates this event within the broader context of Russian strategic narratives and disinformation. Tweets made by the Russian Embassy in London were collected between March 4th and Sept. 28th, 2018 and categorized visually into representations of actors, events, and message. Bleiker's (2015) visual content analysis framework was used, specifically through compositional, semiotic and discursive analyses. Through this deconstruction of visual conflict framing, it is hoped that a better understanding of the building blocks of Russian state disinformation can be ascertained within the UK domestic media environment.