

# Matteo Panizza

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### Abstract

The Eurovision Song Contest is the most watched musical event in Europe. It was born in 1956 to unite European nations, divided by the effects of WWII, through the power of music. The goal is only one: to win, and to host the event the following year. Pride and fame are the most desired awards. Over time, the contest has seen changes in the regulations, in the voting methods and in the performances. But many secrets are hidden between lights, colors and fireworks: boycotts, blockvote and political agreements have changed the meaning of the competition, which began as apolitical. The new mechanism and the new ideology involve all countries, including Italy, where nationalism and patriotism have always been visible in performances and lyrics, and where boycotts by the national network have been evident for many years. Politics becomes the dominant principle, and the founding values in the contest are excluded to create a new meaning and a new ideology, which is now irreversible.

### About

My name is Matteo Panizza and I am a 24 years old Italian Communicator. Graduated in Communication Sciences at the University of Turin and then in Publishing and Communication Cultures at the University of Milan, I am always looking for a slogan or an image that conveys a message. Nowadays, I work as Marketing and Communication Manager for a publisher in Milan, but the Eurovision Song Contest remains my biggest passion.