OBJECT (Photograph) CONTEXT

VIEWER

- History of Photography Viewing = the 'period eye' theory of the viewer having socially taught knowledge of how to read a medium
- Cultural Baggage = a viewer in one culture may see the image differently than other cultures
- Media Savvy = people who have grown up with mediums that use photography are aware of how the elements are used to sell something
- Bombardment of Images = the "Mtv" aspect of viewing in that many in our current times are used to rapidly taking in and processing lots of images

MAKER (photographer)

- Photographer
- Original Text = the original subject matter
- Editor = newspaper and television editors decide on what is worthy of being produced and/or shown
- Context? Where will this photo be sold/displayed? (the 'institutional frame')

SURFACE = NARRATIVE (THEME)

BELOW THE SURFACE = SUBTEXT

Subtext = (Ideology)

Cultural Themes = underlying cultural themes (patriotism) are present in an image Photographer's Bias = the photographer chooses the message to be portrayed Media Power Filters = the corporate interests choose what is being portrayed Viewer's Bias = the viewer chooses what messages they want to receive



ANJA AND I DIDN'T HAVE WHERE TO GO.



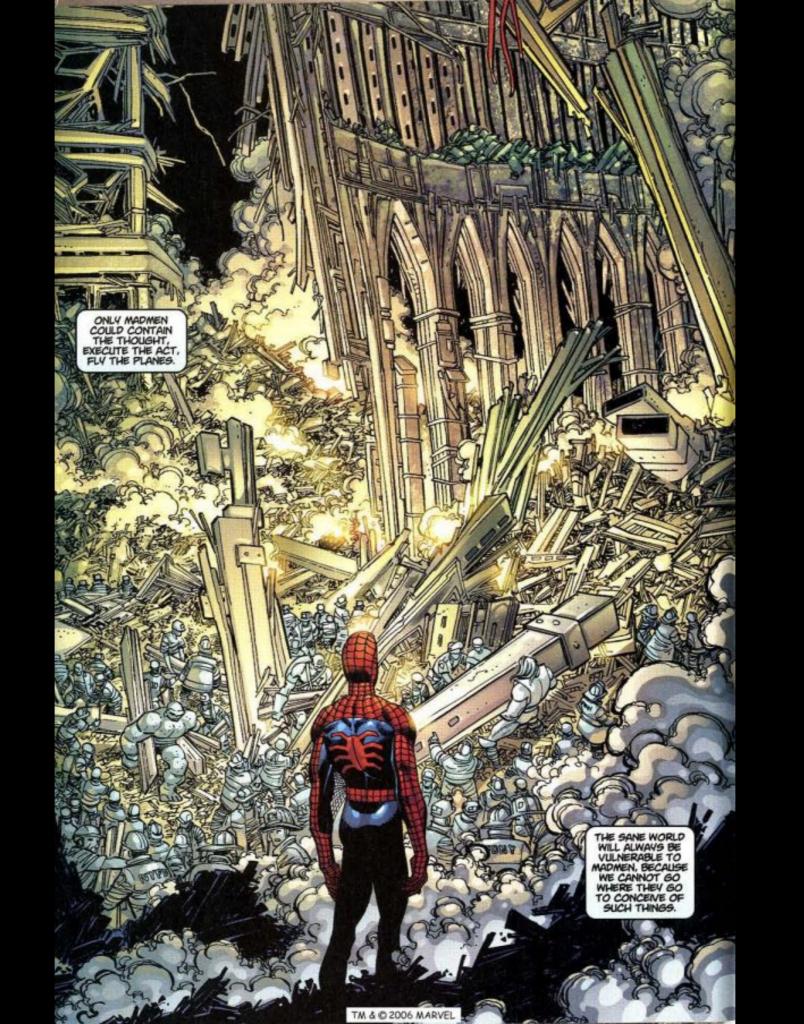




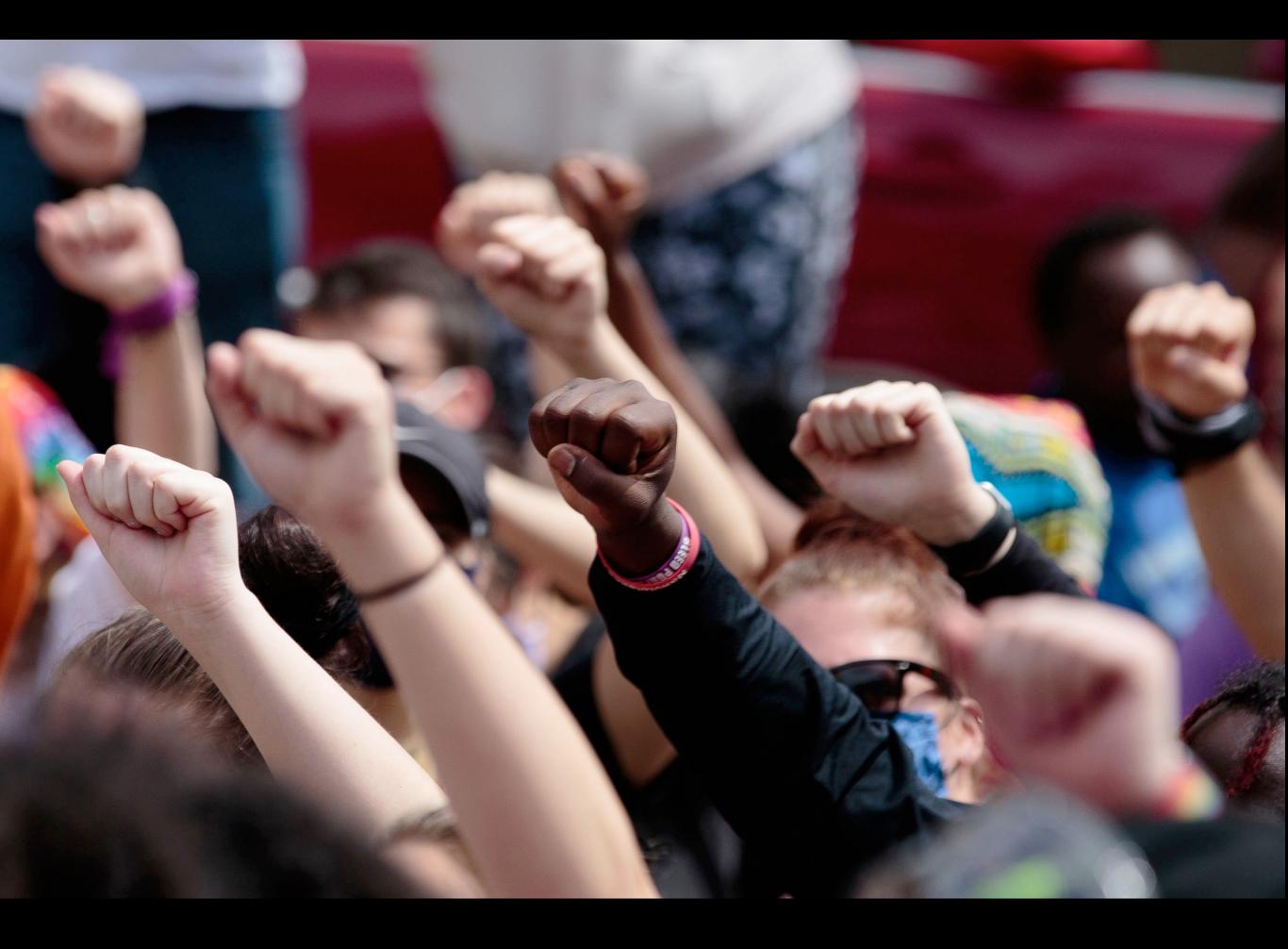












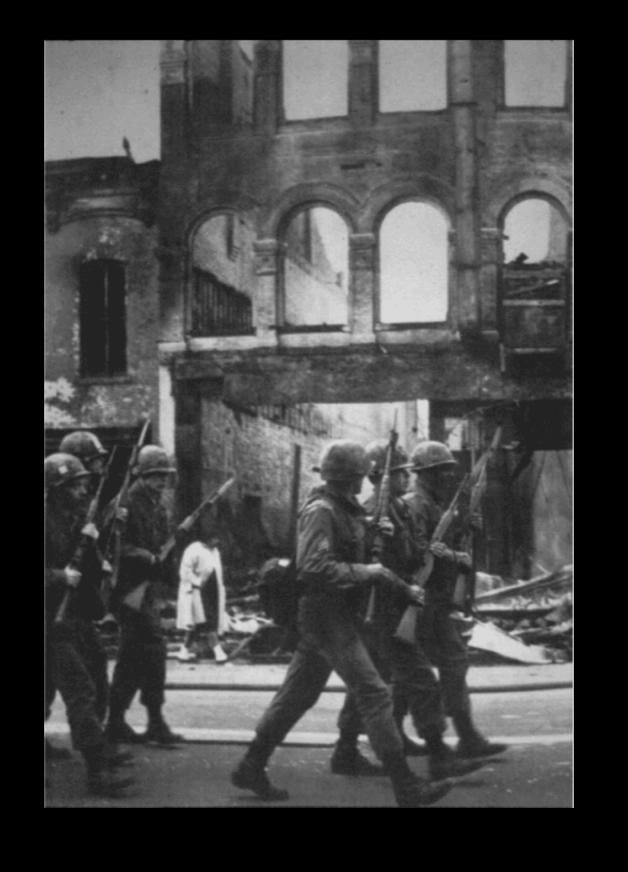




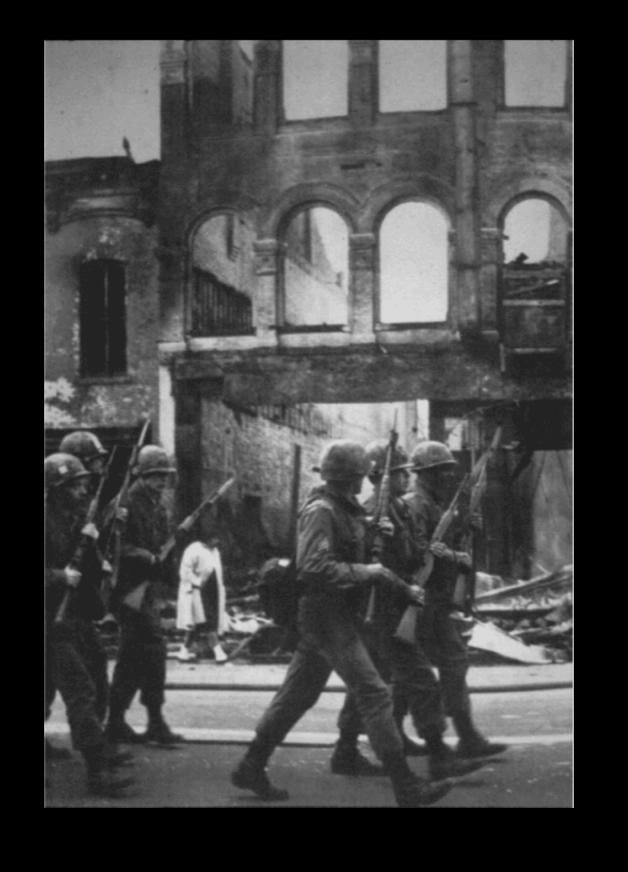














Washington DC, USA (1968)
After the riots following the assassination of Martin Luther King Jr.





Internment camp, USA (1945)

Japanese internment camp in the United States during the Second World War