

Social Documentation

Powerpoint critical reflection paper

The paper should be about 5 pages long (about 1250 words).

Organize your thoughts using the following guidelines to write a focused essay.

A- Thesis statement

Your thesis statement should be about what you learned from this exercise about the use of visual media.. For example, you might write a statement about an insight you gained about the difficulty of finding the right image, or the ease of finding the right image, or the challenge of putting the right images together to create a meaningful message. You may write the essay using the first person if you so choose.

B- Body of paper

Within the body of the paper, first explain what the powerpoint was about and what idea and or feelings you were trying to convey in the presentation.

Then, use Marcus Banks' questions from chapter one of *Visual Methods for Social Research* with my elaboration to discuss and analyze your images. Choose two of the images you think are most important to the piece and center your answers on them.

1) **What is the image of, and what is its content?** Describe the images briefly, including how the perspective of the image, and the elements within it affect your interpretation of the image's meaning. Explain whether this image is an illustration of a word or text, or if it evokes an abstract idea (think about Banks Chapter 2, p 17-18)

2) **Who took the image, or who made it, when and why?** Identify the maker of the image as much as you can. If you are the maker, briefly explain the circumstances of making the image. If you took the images from the web or other third party sources, identify the source (web address and person or group if possible), and also explain briefly how the image was used in the context in which it was found.

3) **How do other people come to have it, how do they read it, what do they do with it?** How do you hope people will read the image, and how does it relate to your main message?

4) Next, take one of the images and consider how it "documents" or "represents" or "constructs" a message that you are trying to convey. Look over what Banks says on pp 37-42. Put into your own words what Banks means by the "conventions" of images, and then explain the conventions used in your selected image. For example, is this image supposed to be realistic? Is it supposed to be read as ironic, or based on a particular kind of perspective? Are there internal references that might only be known to a certain audience?

C- Conclusion

At the end of your paper, write a short paragraph explaining the challenges you had doing the powerpoint assignment both technically and in terms of content and creativity. How has this assignment affected your ideas about expressing yourself visually and reading visual images?

Please don't hesitate to email me or make an appointment to ask questions about the paper.