



Discovering visual culture in contemporary society

Analysis, understanding and practices

Prof. Edward Rozzo

Mid-Term Assignment due via e-mail on **MONDAY, 2nd of MAY, 2011.**

PART 1

I want you to look at advertisements in magazines, and on billboards (ads in general) and find me ONE image which you think DEFINES GENDER.

Include the image or a copy of the image to be discussed.

Then I want you to discuss:

HOW THE IMAGE DEFINES GENDER

HOW THE IMAGE VIOLATES REAL-LIFE GENDER

WHAT SOCIAL MYTHS ARE REPRESENTED

PART 2

Select any image from ANY of the PDF files I have uploaded to **rozzoculture.wordpress.com** and discuss the following questions:

WHY WAS THIS PHOTOGRAPH TAKEN?

WHAT ARE THE SOCIAL VALUES REPRESENTED IN THE IMAGE?

HOW DID THE HISTORICAL CLIMATE OF THE PERIOD AFFECT

UNDERSTANDING THIS IMAGE?

HOW DO WE EVALUATE THESE SAME HISTORICAL ASPECTS WITHIN TODAY'S SOCIETY?

Write between one and two FULL pages (12 pt. Helvetica or Arial font, 14 pt. interlinear spacing on an A4 page), computer written (PDF or .doc formats only)

For both Assignments you MAY use Barthes', Berger's, Fry's or Panofsky's approaches. You must send your paper to me (including BOTH images referred to) by MONDAY, the 2nd of MAY 2011 at BOTH these addresses:

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info@edwardrozzo.it

The grade for this paper is worth 20% of your final grade. EACH day of delay in delivering your paper to me will take 1 point off your grade.