

Reading a Photograph

(with Stephen Bull)

Words/Context/Discourse



(Bull, 2010, P38-46)



Words



Martin Parr Conservative 'Midsummer Madness' Party (1988)

Roland Barthes - *Rhetoric of the Image*

Anchorage: Situates the meaning of the image

Relay: Works with the image to provide a third meaning



Context

the cost of living



photographs : **martin parr** | text : **robert chesshyre**

cornerhouse



Conservative 'mid summer
madness' party



coffee morning



Contexts
Book - The Cost of Living
Gallery
Themed Show/Book
Advert
Stock



Discourse

BRITISH PHOTOGRAPHY



FROM THE THATCHER YEARS

MOMA Catalogue - 1990



The world is full of people you hope you'll never meet

Pepe Jeans
LONDON



LON28888

Conversation, Drinking Glass, eating, Exterior, Man
-0 45-60 years, Middle Class, Party, Plate, Private
Garden, Right Wing, Seated, Clothes (Suit), White
People, Wine, Woman - 45-60 Years

Magnum Website



Task for next week

Choose an image or short series (related) and, using the model suggested by Stephen Bull (as discussed last week - pdf. on Moodle), discuss it in relation to **words**, **context** and **discourse**.

If your essay involves the discussion of specific artists, with examples of their work, it would be a good idea to use one of them. If not, just use an appropriate image or artwork.

Bull, S (2010)

Photography Oxford: Routledge