

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



Bull, S (2010) *Photography* Oxford: Routledge