

## SM4134 Visual Ethnography & Creative Intervention

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### Using visual media as research tool + creating “visual documents”

**Video talking heads** as visual documents - 4 levels:

- (a) production
- (b) audio/visual signals
- (c) subject and camera / mediation / impression management / backstage-front stage
- (d) Story-telling: structure, performance, use of language, adaptation of story (Appropriation? Representation?)
- (e) Speech

\*multiple usage of talking heads (Linda)

\*\*Frames

\*\*\*interpretive layers

### Photography: layman practices

- (a) Situations for photograph-making
- (b) Intended context
- (c) The optical unconscious
- (d) Purposes/ usages
- (e) Context/ absence/ presence

Group discussion:

\*Frames: as text, as object, as... (provide frame names)

\*\*Interpretive circles...

- 5 Ws
- Composition & arrangement of people
- Material objects – material culture
- Optical unconscious
- Context

### Grounded Theory:

-Open-endedness; -Marking an area of study and setting up initial questions to see what these questions guide us...

-Emphasis on research as a process of “discovery”