



VISUAL MEDIA IS

PERVASIVE!!



What is it for?

- a way to gain support for ideas, products, and services

WHAT DOES IT DO?

- Influences thoughts and behavior

- HOW DOES IT DO IT?

- attention grabbing
- emotional impact-
- subliminal impact



CRITERIA:

Relation
ship
to
Real
ity?

N
O!

WHAT'S THE PROBLEM?

- ETHICS!
- If images influence thoughts and actions, we need to use them responsibly.

What constitutes ethical breach?




Problems to look for:

- reinforcing of stereotypes, negative stereotypes, exclusion of minorities

American Apparel®

[Shop Online](#) [Store Locator](#) [Updates](#) [Kids](#) [CallSelect](#) [Photo Archive](#) [Advertising](#) [About Us](#) [Jobs](#) [Wholesale](#)



← || →

Robin a USC student, studying Public Relations, with Raul a California farmer in Denim and Chambray. Summer 2011.

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Problems to look for:

- focus on materialism/consumption and social status



Problems to look for:

- sex appeals, reinforcement of gender roles, social construction of masculinity and femininity



Problems to look for:

- image manipulation, digital enhancement distorts truth



Not Always Detrimental

- cool manipulated images!



How to discern between:

- cool and detrimental
- Impact and propaganda



Between the image and the word:

- A murky area
- Examples of visual claims that would be unacceptable in verbal form can be found in most parts of advertising.

ASK QUESTIONS!!!



ACTIVITY

- Find 3 ads:
- for perfume
- for clothing (jeans)
- for alcohol
- for food
- for cosmetics

- How are they similar/different?
- Why did you choose them/why did they impact you?
- How do they make you feel?
- Who is represented (gender, ethnicity, social status)?
- Does it reflect real life/people?
- What questions do they provoke? Jot down a list of questions for critical analysis

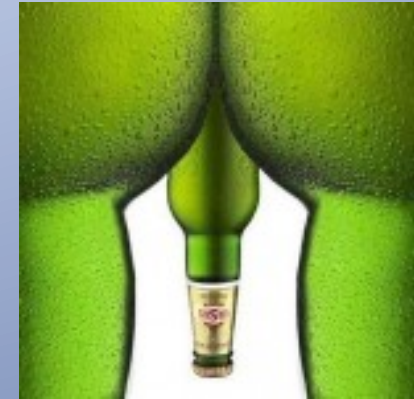
FIVE QUESTIONS

- Who created the message?
- Why was the message created and disseminated?
- What visual techniques are used to attract attention?
- How might different people experience the message differently?
- What values, lifestyles, and points of view are represented or omitted?

Source: Farmer



SEX SELLS!

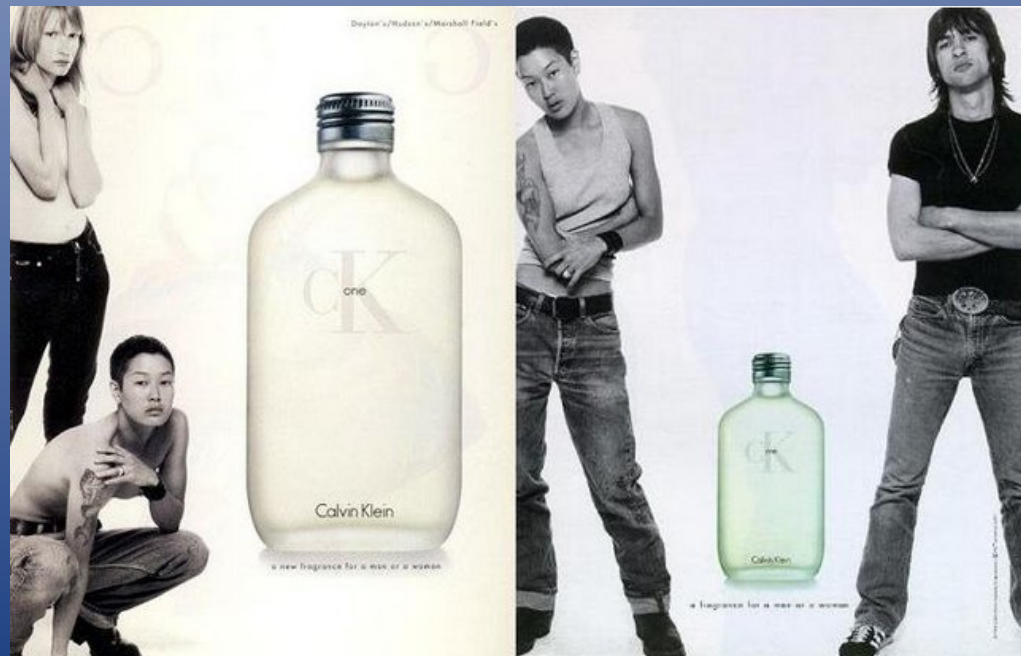


- sex as metaphor ([Foster!](#))
- questionable sex-product links
- controversial sexuality, i.e. adolescent, homosexual



ON A POSITIVE NOTE

- Creative power of ads
- Social awareness
- Life as it should be



POSITIVE + PROVOCATIVE?

Shockvertising!

- No one deserves to die!
 - Lung Cancer Alliance USA
 - [Deserve to Die](#)
- Green is the new black!
 - [Diesel](#)



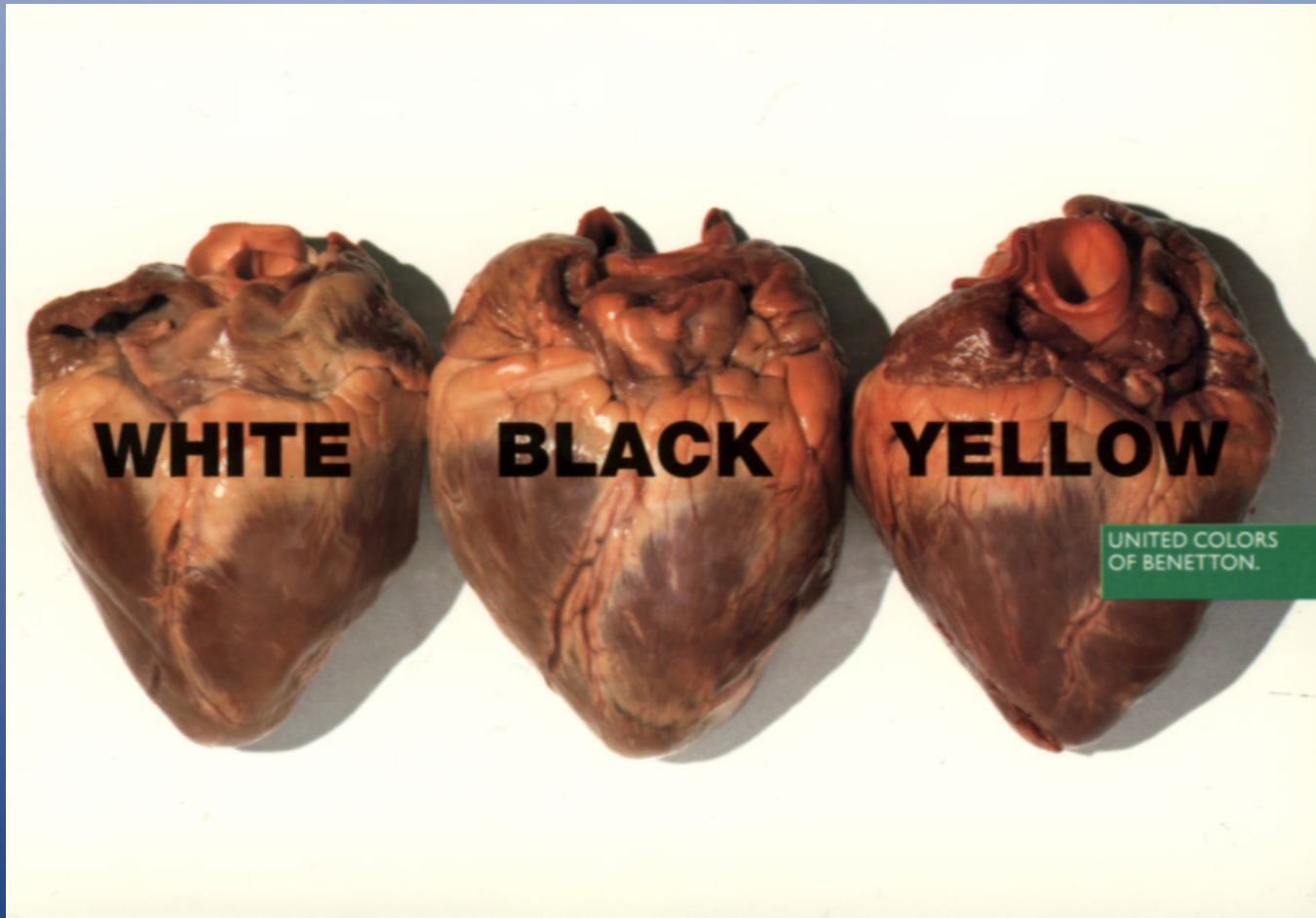
UNHATE



SHOCK VALUE!

- Benetton
 - Raising awareness of social issues: racism, aids, war, conflict, anorexia
 - Ironic hope? constructive provocation?
 - How effective are these in promoting social awareness/racial-religious-political harmony? In promoting sales?
 - Does shock sell when there is no relation to the product?
 - Selling image of corporate responsibility
 - Controversy stirs (free) publicity

UNITED COLORS



BOTTOM LINE

- Visual media needs to be critically analyzed
- We must be taught to read pictures as well as words