

Project Description: The purpose of this project is to begin to look at our environments through a critical social justice framework. You will photograph advertisements that you encounter over the course of a few days. Advertisements can be found in many places so try to capture the diversity of ways that advertising messages are presented to you. In class and at home you will work on a two-part analysis. First you will perform a content analysis to collectively investigate the types of messages that you find in your advertisements. Second you will choose one advertisement that you would like to investigate deeper through a critical lens. This will give you the opportunity to apply some of the concepts from the book to the ways that advertisers send messages to consumers.

Your tasks:

- Take pictures of as many advertisements that you encounter over the course of a few days
- Upload your pictures to your weebly research page
- Conduct a content analysis on your collection of advertisements
- Conduct a critical discourse analysis on one of your advertisements
- Reflect on your findings on your research page

Project Deliverables:

- Your advertisements in a gallery slide show on your research page
- Your research page with a description of your method for data collection and content and critical discourse analysis.
- Your research page with a visual representation of the results of your content and critical discourse analysis
- Reflection of the implications of your results

Content Analysis: A content analysis is a way to quantitatively analyze data.

Goal: To quantify the images and text used based on categories (Content includes words, meanings, pictures, symbols, ideas, themes, anything written, visual or spoken that is meant to communicate). There are many ways to do this. Here are some suggestions:

- Looking across all of your advertisements, what are some identifier categories? This can be images, words, themes.
 - What is included?
 - What is not included?
- Count up the number of times you see something (images)
- Count of the number of times a word is used
- Count up the number of times a particular theme is seen (ie. Luxury, beauty, pleasure, function, violence)
- Count up the different audiences intended.
- Create tables/graphs/visuals to represent your data

Critical Discourse Analysis: A critical discourse analysis is a more qualitative and interpretive way to analyze data.

Goal: What are the ideas (ideologies, representations, agendas and motivations) behind the images and text? How are these reinforcing dominant ideologies? It is used as a tool to investigate language and communication from a social and political perspective specifically to study social problems (ie. Sexism, racism, colonialism, other social inequalities). Here are some suggestions:

- Choose one advertisement that you are interested in investigating more deeply and critically
- What are the visual messages being presented? Are they overt or covert?
- What are the textual messages being presented? Are they overt or covert?
- Are stereotypes being used? How? What social relations are being presented as normal?
- What are the subconscious ideologies embedded in the advertisement?
- How is power, dominance, and inequality reproduced or resisted?

Reflection:

- Your reflection should address what you learned from your results, the implications of these advertisements on young people, and what new questions emerged from your study.