
University of the West Indies / CARIMAC / Sem2 '15 - TUE & WED / COMM1268 Basics of Visual Communication

Instructor David Soutar / Cell: 876 298 6527 / Email: me@davidsoutar.com

Office Hours Monday 9am - 12pm Mona: CARIMAC Annex, & Thursday 8am – 11am WJC: CARIMAC Office, by appt

6 Perspectives - Cultural

Cultural analysis of a picture involves identifying the symbols used in the image and determining their meaning for the society as a whole. Symbolism may be analysed through the picture's use of heroes and villains, by the form of its narrative structure, by the style of the artwork, but the use of words that accompany the image, and by the attitudes about the subjects and the culture communicated by the visual artist. Cultural perspective is closely related to the semiotic approach.

- Paul Martin Lester

Choose one of the two images on the next page and write a short essay of no less than 300 words and no more than 400 words analysing the image, utilizing only the person perspective. This assignment is due at next week's tutorial where the photographer will be present to answer questions (so please come with questions).



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Passa Passa by Ingrid Firmhofer



JonKonnu by (Unknown)