

ATTITUDES TOWARDS PICTURES

Objetivo : To make ourselves conscious of the impact that an image can make on us (such as retention by the memory, pleasure, displeasure, associations) and the attitude we adopt as a result.

Activity 1:

With which of these images would we relate to the following images? ¹

It makes me feel ²

It leaves you indifferent

It invites you to act

It seeks the complicity of the spectator

It appeals to the critical sense of the spectator

It is hard to forget

It makes me feel.....

It is suggestive

I am tired of images like this

It makes me see that I was badly informed

I feel immersed in the situation depicted there

I can imagine.....sensory elements...(sounds, smells, taste)

Upon seeing the photo I think that

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(Spanish version: http://www.seipaz.org/documentos/WEB/ACTITUDES_ANTE_IMAGENES.pdf)

¹ Some of these phrases are based on the measures of the affective or emotional behavior of the attitude towards the news: Wells' Emotional Quotient and the VRP (Viewer Response Profile) scale.

² It will be seen that the first block of phrases refer to the perception the observer has of other people's reactions while the second block is related to the observers' own reactions.

Activity 2.-

Choose one of the images. Complete some the following phrases with the first thing that comes to mind.

- Upon seeing it I felt the desire to.....
- It is difficult to.....because
- It doesn't interest me because.....
- If it showed a member of my family
- It reminds me of
- Beyond what I can see, I imagine

Activity 3.-

How would you define the associations that this image evokes to you?

- It reinforces the stereotype that
- It is a horrible image but
- It accuses, and at the same time, it.....
- It resembles a scene..... (familial,, biblical)
- I can't forget it because.....
- I feel cheated (I have the feeling that they are playing a joke on me)
- I feel irritated because.....
- It reminds me of a work of art:.....
- It calms me down and.....

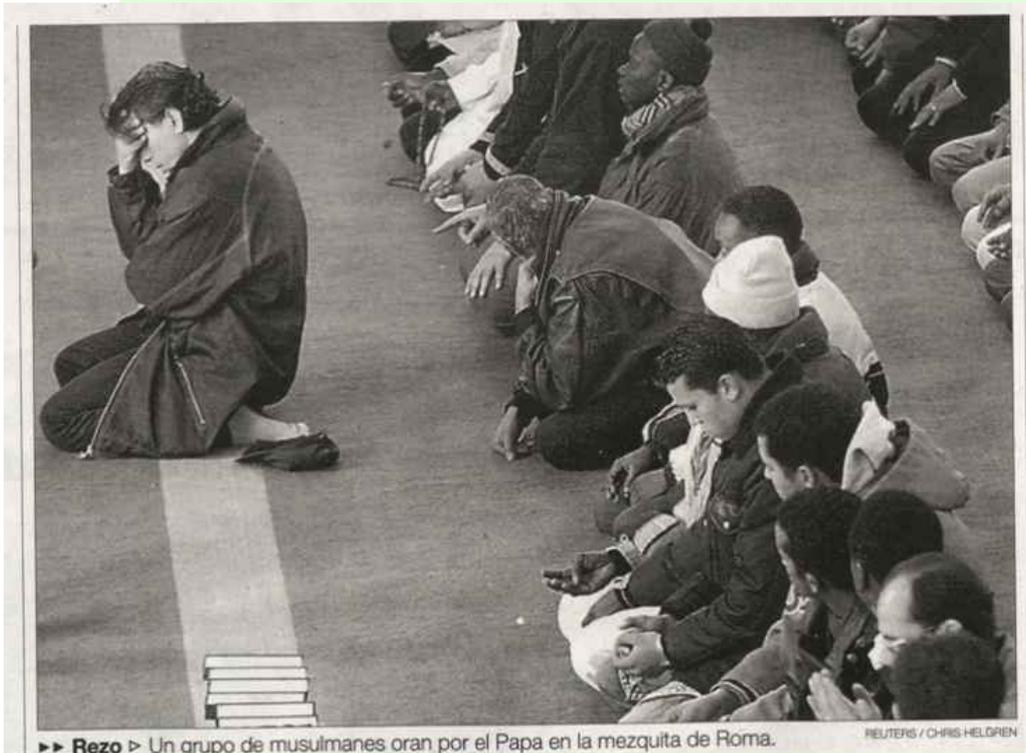
Activity 4.-

Put the three images in order according to your attitude

- Which do you like the most?
- Which do you identify with the most closely?
- Which photo would you have liked to have taken yourself ?
- Which do you think has the greatest impact?

Activity 5.-

Explain why you have put them in that order.



Prayer-A group of Muslims pray for the Pope in the mosque at Rome



Photograph taken in Cuba in January 2006 (Belén Babiano)