*Posted by   Elise Brown  at Friday, July 28, 2017 8:58:04 PM*

Visual Sociology - SOC 281

Writing Assignment - Identifying Sociological Images and Analyzing Viewership

This assignment includes three elements:

1. **Identifying Visual Sociological Images:**

Select a category of visual image from the following list - Still image, Moving Image, Sequential Image or Digital (Fleeting) Image.   The data sets you are being asked to analyze are below, by category of visual image.  These are suggestions for you to use, but you can also be creative and come up with your own set.  The two images given in each category are for comparison purposes.  One image has significant viewership, defined as at least 1 million viewers a year.  The second image is in the same category of visual image, with similar sociological themes, but  with far less viewership.  Here you can determine what you think is "far less viewership" since this varies widely depending on the image you are exploring.  But you first image of the set should be one that is widely seen and well-known.

Examples of visual, sociological images:

**Still Images** - Memorial at Ground Zero and the Pentagon Memorial.  Both of these still images memorialize events that occurred within the same 24 hour period on September 11, 2001.  Google searches on both sites provide data that can be used for the line graph part of the assignment, as well as providing commentary on the purpose for which both memorials were created.

Other memorials that could be considered are the Vietnam Memorials found throughout the U.S.  The one in Washington D.C. is seen by a significant annual viewership, but there are several other such memorials around the U.S., even one in lower Manhattan, that have far fewer visitors.

Notre Dame Cathedral in Paris and St. Patrick's are places full of still images that have huge annual viewership.  One of these could be paired with an equally beautiful cathedral found somewhere in the world that has far fewer visitors.

**Sequential Images** - The Hunger Games film series, and the emergence of the female warrior.  The second, lesser viewed sequential image is the Kill Bill series by Quintin Tarantino.

Other sociological themes that could be explored in sequential images are race, gender, LGBTQ people, age, etc.  Be creative; just make sure you are able to find the accurate viewership statistics for the images.  A T.V. series could be used for your sequential images.

**Moving Images** - Wonder Woman (2017) and Winter's Bone (2010).

**Fleeting Images** - these can be either from youtube or Facebook where you can see the number of views.  Youtube actually has data over time on viewership of their images.  Here you could compare celebrities or musicians.  You could choose a large-scale fleeting image like the Bucket Challenge of 2015 from Facebook and compareit to other funding appeals for causes but with far fewer participation.

In the first two paragraphs of the writing assignment, please introduce the two visual images by answering the following questions:

a.  Where is this image located?

b.  Who sees it?

c.  What is the viewership of this image, either in-person or on-line?  You will need to find accurate statistics on the viewership of your selected images and cite your sources of this information.  Explain your reason for choosing the image with lower viewership.

d.  What makes these images sociological?  In other words, what sociological themes do these images portray and/or communicate?

2. **Creation of LIne Graph to Map Data:**

The introductory paragraphs should be followed by a line graph that compares the viewership of these two images over at least 5 years.  The years you select are up to you.but the data must be accurate and correctly cited.

An example of a source of viewership can be found here: http://2015.911memorial.org/.  This is the 2015 Annual Report from the Memorial at Ground Zero.

Another example of a source for visits to global destinations can be found here:  https://www.statista.com/statistics/303351/most-visited-tourist-attractions-worldwide/.

The line graph can be created using google docs.  Information on how to do this can be found here:  https://www.youtube.com/watch?v=VcaRymqYbP8

3.  **Analysis**:

The Analysis section of the paper should consist of at least 3 paragraphs that answer the following questions:

a.  Describe why you believe the viewership between your selected images is significantly different from each other.

b.  Describe the shared sociological aspects of these two images.  What do these images communicate through a visual medium and what influence or impact might this have on viewers?

c.  Do you believe the viewership of these images provides important information about the extent or magnitude of the phenomenon they depict?  Why or why not?

Make sure to fully proofread your work before submission to check for accuracy in spelling, punctuation, grammar and capitalization.

The entire assignment should be 3-4 pages in length, double-spaced with one inch margins using 10 point font.

**QR Goal 1:**

**Conceptual Knowledge** - The student will select two visual images from one of the four types of images in Visual Sociology - Still image, Sequential image, Moving image, Digital (Fleeting) image.  The student will choose the visual images based on two factors: its sociological significance and the number of people who see the image*.* A large number of people, for the purposes of this Learning Goal, is at least 1 million in-person viewers in one year.   Students will be able to explain and to illustrate, through examples, the ways in which simple numeric counts (e.g., viewership or exposure to an image) can provide important information about the extent or magnitude of a phenomenon.

*For example, a student might choose the Memorial Pool at Ground Zero as a Still Image that, three months after its opening in May, 2011, had already been visited by over one million people.  The student will articulate why the large number of viewers of the image is connected with the image's ability to "speak" sociologically and potentially have an impact on people's attitudes, perceptions or behaviors.  An example of a Moving Image would be a large-scale film like Wonder Woman (2017) which surpassed all other films in its genre for its number of viewers in its first weekend of opening in June, 2017.  Wonder Woman is an example of a Moving Image with significant sociological themes  (i.e. gender and race) in it.*

**QR Goal 2**

**Thinking** - Students will be able to  create a line graph which shows the difference in viewership between a visual image that draws over 1 million in person viewers in one year and another visual image containing similar sociological themes but far less viewership.  The student will make his/her own judgment on what "far less viewership" constitutes for this assignment.  The line graph will demonstrate the relationship between two or more similar visual images in a meaningful way.   The student could make a graph that compares the same visual images but from on-line "hits" rather than in-person visits as another way to compare "viewership"

*For example, the Memorial Pool at Ground Zero memorializes the events of September 11, 2001, an event laden with religious and political overtones.  Could this be compared to the number of visitors to Auschwitz or Dachau concentration camps, places that memorialize lives lost during the Holocaust, an event laden with religious and political overtones?  What difference, if any, does the number of visitors to these respective sites make in its overall sociological impact?*

**QR Goal 3:**

**Attitude** -   The student will be able to articulate why a particular visual image seen by large numbers of people in-person is significant and provide a comparative analysis with a less-viewed image that could have a  similar sociological impact if viewed by more people.