



Michael Millmore

497132

Unit

PH3: Contextual Studies Assignment number

1

Type of tutorial

(video)

Formative feedback

Normally to be written by the student, and endorsed by the tutor with **additions/amendments in red**.

Key points

- Reassuring to hear that the assignment was successful despite the doubts I had submitting. The process of talking through where I thought the extended essay could lead was extremely helpful and I am now feeling more settled and confident to approach this. *Delighted to hear this. The assignment is engaging, considered, thoughtful and provides plenty of evidence of scholarly engagement and progress. More please....*
- Completing the literature review has been a struggle, but I am glad to have achieved this milestone. I now feel much more assured that the texts I am looking at are the right ones and confident about how to proceed. *As is often the case, the work is much more confident and assured that you've felt, Michael, and there's plenty here that points to a project that is settling down and starting to find its feet.*
- I was concerned that my proposal for the dissertation was not established enough but can now see the benefit of refining this through the writing process. *Yep. Just keep reading and writing and throwing ideas around....*

Summary of tutorial discussion

To include:

- Use the process of writing as a way of exploring and developing themes and ideas for the extended essay.
- Focus initially on – homogenous vs. heterogenous sites of consumption (e.g. Chains vs. independent/artisan traders), the consumer as prosumer, semiotics of consumerism, spatial change. *Plenty of stuff to consider. Remember the adage: 'broaden your research, narrow your focus'.*

- Revisit key texts (especially Gabriel and Lang) with emphasis on the key themes identified.
- Look at John Darwell Meadowhall series. (Café Royal Book) *Tying everything to examples of visual culture will give you a much more concrete way to explore everything. [The Darwell work on Meadowhall's emergence](#) captures a big 'moment' in the shift from a 'heavy' form of capitalism to one that is ostensibly lighter and more mobile and based on 'information' and consumption.*
- Question/challenge – how to make the dissertation relevant to visual culture and not just about sociology/cultural issues. Does this matter? *Rather than having a '...and now here's the visual stuff' chapter, call on examples such as Darwell's throughout your work and be consistently mindful of demonstrating how art, culture and photography have documented / critiqued / responded to what you're looking at. Equally, it's worth thinking about how photography has been at the centre of this changing economic system and one of the key tools in its promotion....*

(2nd Assignment only): Summary of Research Proposal (amended in the light of the tutorial)

To include stages and timescales

Themes to be explored – homogenous/heterogenous consumption, the consumer as prosumer, semiotics of consumerism and spatial change are the key areas I will initially explore. Although I have not yet arrived at my essay title/question, the process of researching further, writing, and review, will help bring this into focus. My particular interest is the nature of consumerism at this present moment, so I will use the working title '21st Century Consumerism' to help maintain my focus on this.

Agreed A3 to be submitted in February 2022 (next tutorial booked for 16th February 2022.)

Looking forward to it. We're on our way, and I'm delighted that some of your doubts and uncertainties have been addressed here. We're on our way...

Any other notes

Tutor name	Andrew Conroy
Date	11 th November 2021
Next assignment due	11 th February 2022. (Tutorial booked for 16 th February 2022 at 12pm)

Assessment Criteria

Demonstration of subject based knowledge and understanding

Demonstration of critical and evaluation skills

Demonstration of research skills

Communication