



Michael Millmore

497132

Unit

PH3: Contextual Studies Assignment 3

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

I was looking for some direction and reassurance from the tutorial discussion, and that is what I took from the session which has helped me to be clear about what I need to do to progress my dissertation. Talking through my working process and how this has developed as I have worked through CS was helpful for me to articulate, and it was good to understand that I am doing the right things and that the difficulties/doubts I have are typical of students reaching this point. The two main points that helped was the advice to turn my focus onto photography/visual culture and contextualise with the theory I have been studying. I was also pleased that my idea of analysing bread as a commodity was well received – using this as a conceit has given me a clear sense of direction that I feel I have been lacking up until this point and I feel motivated by this breakthrough.

An assignment that contains plenty of evidence of solid research and engagement, shows much endeavour and willingness to graft, and that comes with plenty of good ideas and observations. It's all moving in the right direction....

Yup, thinking about everything in relation to photography would definitely help you to make the thesis more 'your own', so take a look at how photography can be seen to both support and challenge what you're outlining. If graphic design is a medium that is extremely well-suited to promoting consumerism - I'd argue that it's the defining art form of neoliberalism - what about photography? In the digital age, it's become an essential tool in the representation of commodities, but it also clearly carries much capacity to challenge and critique. Thinking about how you can run with this would help you to open things up as we head towards the draft. But keep writing and keep reading. The production of a thesis of this sort involves throwing ideas around and seeing where they take you - we can start thinking about editing and shaping in more detail after A4.

Summary of tutorial discussion

- Use photography/visual culture as the starting point for the essay and ask:
 - Where/how does photography factor into all of this?
 - Where/how does photography support or react against my argument?
- Rewrite essay discussing bread as a commodity e.g. Everyday item, fetishism (i.e. artisan bakeries), class, industrial vs. handmade, cultural significance, semiotics. *Yes. Bread has long since shifted from a 'food for the poor' to something that is fetishised and overlaid with all kinds of class connotations, ones that seem to come through a haze of nostalgia for a pre-mass production era. Looking at how it is marketed, particularly in terms of its photographic representations, with references to the rustic and pastoral, could really help you open everything up. nb, although his work is old and is not focused on bread, John Fiske's writing is **really** good at taking a single focus and unpacking it to the nth degree. His essay on jeans is pretty influential stuff, and his Reading the Popular book contains plenty of references to consumption. I think you'll like it.*
- Now is the point to refine research and discard what is not relevant to the argument.
- Write more – edit later – don't be concerned about the word count. *No. the production of ideas is still important, so write without constraint. There's plenty of time to edit and refine. Feeling our way into the next phase of the work is what's key right now. Keep pushing.*

Tutor name	Andrew Conroy
Date	20 th April 2022
Next assignment due	12 th July 2022 11am

Assessment Criteria

Demonstration of subject based knowledge and understanding

Demonstration of critical and evaluation skills

Demonstration of research skills

Communication