

16 Ways of Looking at a Photograph

Class Exercise: Chapter 13, Capitalism and Photography

This class exercise involves making some lists. Write down all the ways you use and interact with photographs, including in the classroom. So, you will include social media (if you participate in social media), as well as photographs in frames in your dorm room or your family's house; include also magazines, films, and write down all the devices on which you access and create photographs. That would include your phone, and other electronics. Now add up, using ballpark figures, the amount of money it takes to have these interactions with photographs. To whom does that money ultimately go? That is, which companies and businesses receive the money? You may decide to include companies that use photographs to advertise as well as social media companies. Remember, if you saw a pair of shoes in an online catalogue venue, and bought it, that is an interaction with a photograph. In this list, then, you want to be exhaustive and expansive.