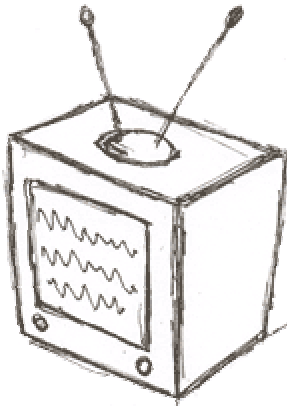


# Short Paper 1.4: A Claim for Video

---

engl 131 / sec. A7 / fall quarter 2005 / chang



By the time you sit down to this assignment, you will have been introduced to the basics of cultural studies and to the analysis of many different kinds of texts, including images. You will have read Lister & Wells and interfaced with their essay several times. You will have done close reading, thought about rhetoric, argument, and claim, and you will have generated your own claims and ideas. It's time for more practice.

Lister & Wells begin their essay with an epigraph, a quote from John Berger, who says, "The relationship between what we see and what we know is never settled" (431). They say in their conclusion that "photographs are often treated as if they were a source of objective and disinterested facts, rather than as complexly coded cultural artifacts" (457). Finally, note that their essay title is "Seeing Beyond Belief: Cultural Studies as an Approach to Analysing the Visual" and not specifically the "photograph" or the "still image." Therefore, the methodology or rules for analysis and engagement in analyzing images can (or may) be translated to looking at film, video, and television.

In class, you will be shown a short film or video. Using Lister & Wells and the video as supporting evidence, develop a single clear and precise claim about one of the following:

- 1) how film and video can be analyzed via their approach (e.g. discuss how an intervention of their theoretical framework or methodology is applicable to video and how analyzing a fixed, still image is similar to a moving one);
- 2) about what their approach can tell us about film and video and the culture that produced it (e.g. what claim does the video make and how can we arrive at it or critique it using Lister & Wells);
- 3) identify a single pitfall or lack in applying Lister & Wells to film and video (e.g. how does analyzing video differ than analyzing a photograph and what other issues, factors, methods need to be included in order to more successfully address video).

Limit your Response Paper to 2 to 3 pages and to one specific facet or flaw in Lister & Wells. Limit also your impulse to just summarize or close read the video. The examples you pull from the essay and from the video should be brief and support your claim.

**Targeted outcomes:** 1, 2, 3

**Turn in:** 2 to 3 pages, typed, no title page, double-spaced, stapled

**Due:** Tuesday, October 18