

What gives an image meaning?

This activity works the same online and in-person

Objective: This reflective exercise prompts participants to question how political content makes them feel and to consider the intentions of the content-creator.

Participant Number: 5 - 25

Materials: Presentation facilities to display images.

Participants will need pen and paper.

Duration: 15 minutes

💡 Preparation:

The facilitator should prepare 3 - 5 different images that have different emotive values: these could be political adverts or they could be non-political illustrations.

✔ Activity:

- Show all the participants each image, one after the other, for one minute each.
- Instruct participants to write down how they feel when they see the image - they do not have to share their feelings.
- Next, put participants in groups of 2 - 4 and present them all the images together.
- Set a timer for 5 minutes.
- Ask participants to categorise the images by:
 - The way they make them feel (e.g. hopeful, pessimistic)
 - by the content or topics covered;
 - by the style of imagery;
 - any other categories they think are relevant.
- Afterwards, each group should present how they categorised the images.

🗨 Discussion Points:

- Were there any images that participants seemed to agree on or disagree on? Why?
- Do you think the person who made the image wanted to convey those feelings or messages?
- Political images will convey certain messages and aim to trigger emotional responses from us - it can be beneficial to take a moment to consider how an image has made us feel, and whether it was intentional from the creator.

