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**RADAR**

Regulating AntiDiscrimination  
and AntiRacism

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# Analysing visual materials: methodological challenges

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# Visual communication

- the phenomenon of “ocularcentrism” (Jay, 1993)
- “[i]mages are never transparent windows onto the world. They interpret the world in visual terms; they display them in very particular ways”. (Rose, 2007: 2)

# Vision vs. reality

“**Vision** is what the human eye is physiologically capable of seeing (although it must be noted that ideas about that capability have changed historically and will most likely continue to change: see Crary 1992).

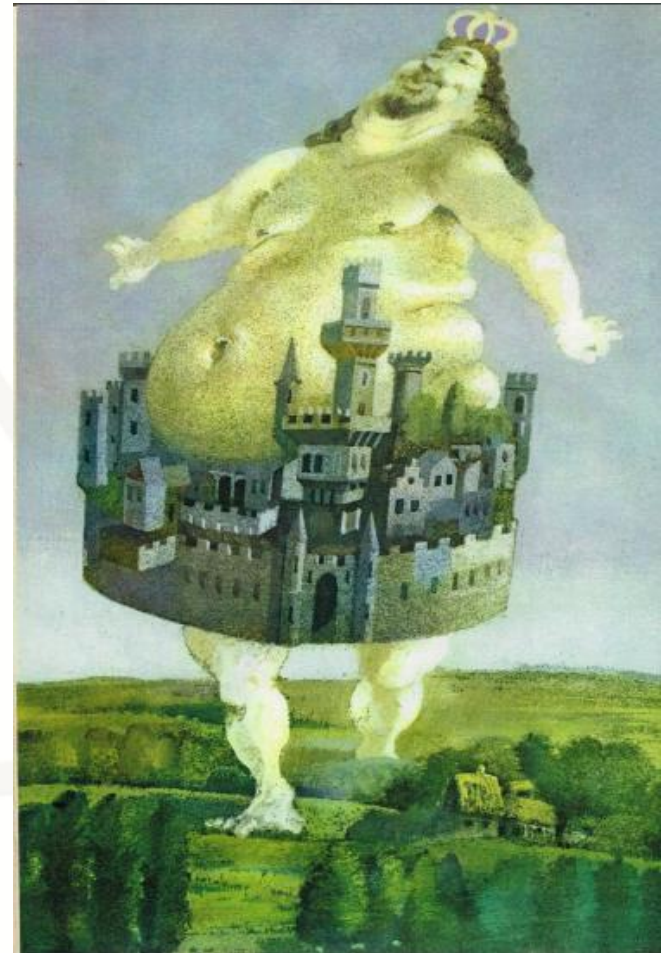
**Visuality:** “how we see, how we are able, allowed, or made to see, and how we see this seeing and the unseeing therein” (Foster 1988: ix).

# Culture and meaning

*Culture, it is argued, is not so much a set of things – novels and paintings or TV programs or comics – as a process, a set of practices. Primarily, culture is concerned with the production and exchange of meanings – ‘the giving and taking of meaning’ – between the members of a society or group ... Thus culture depends on its participants interpreting meaningfully what is around them, and ‘making sense’ of the world, in broadly similar ways (Hall, 1997: 2).*

# The role of the analyst

- Berger's (1972) "ways of seeing"
- "we never look just at one thing; we are always looking at the relation between things and ourselves" (Berger, 1972: 9)
- auteur theory vs. "the death of the author" (Barthes, 1977)



Source: Emperor's New Clothes, H. Ch. Andersen; illustrated by: J. Stanny

# Problematic areas

- **Interpretation of:**
  - **colours**
  - **outfit**
  - **setting**

# Colour analysis

- Eva Heller (2008), “The psychology of color”
- The case of blue:
  - preferable color in Heller’s study: the favourite colour of 46% of her male respondents and 44% of female respondents.
  - A plethora of different associations:
    - friendliness (25%), harmony (27%), friendship (25%), trust (35%),
    - distance (50%), eternity (50%) - it produces illusion of space, greatness (21); fidelity (35%)
    - symbols and stories that circulate in Western cultures (e.g. the flower forget-me-not, works of art (troubadour poetry, paintings of Madame de Pompadour), western figures (celebrities)- e.g. Diana Spenser and Prince Charles
    - imagination (fantasy)- (22%), the divine (the sky), the coldest color (44%); the color of intellectual and masculine values (intelligence, science, concentration, independence, sportsmanship, masculinity)

# A case study:

## ANALYSIS OF TALK SHOW n. 3/PL



Background information about the talk show:

TV (or radio) channel: Polish TV channel “Tak czy nie.” (Eng. Yes or no)

Date: 03.07.2015

Duration of video: [0:40:24]

Topic: Tolerance towards immigrants and others

Moderator(s): Name: the TV anchorman Wojciech Szelaąg/ WS

TAK czy NIE - Robert Winnicki vs Piotr Tymochowicz 03.07.2014



03/07/14



[twitter.com/TAK\\_CZY\\_NIE](https://twitter.com/TAK_CZY_NIE)

ŚWIAT

**Birma/ Walki między buddystami i muzułmanami**

▶ ⏮ 🔊 4:38 / 25:15



# Colour and communication strategy

- **COMMUNICATION STRATEGY**
- How does the dominant colour influence upon the interaction?
- Blue indicates this is a serious discussion and one which can be trusted, or one we can rely on.

# Outfit

## DESIGN: VISUAL ELEMENTS

(35) What is the interaction between the choice of clothes and the colours worn by the participants?

Robert Winnicki – black suit worn to indicate seriousness and professionalism  
Piotr Tymochowicz, who has a more liberal outlook on tolerance issues, wears a white shirt and jeans; he appears casual and close to the public, thus indicating that his views are views of the common people.

# Reflections and recommendations

- Conflict between subjectivity vs. objectivity
  - Socio-cultural construction of meaning
  - Agentive role of the analyst
- Triangulation of research methods

# Selected references

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# Thank you

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# OUR MOTTO

“No one is born hating another person because of the color of his skin, or his background, or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love, for love comes more naturally to the human heart than its opposite” – Nelson Mandela