

# Applied Representational Analysis

## First Draft Assignment for Essay 1

*Upload on WesternOnline by August 28 at 5:30 p.m. for Section 44 and by August 30 at 5:30 p.m. for 43. Two double-spaced, paginated pages.*

In “Constructions of Illusion: Photography and Commodity Culture,” Anandi Ramamurthy’s central claim is that “photographs in advertisements are a key tool for the making of **ideology**.” (155) Draw on evidence from her essay to show what she means by “ideology” and how photographs are involved in its production. You might choose to focus on one of her case studies, but however you frame the argument, it is crucial that you cite the text and closely interpret the words that you cite.

My suggestion would be that you focus on an aspect of Ramamurthy’s discussion that interests you and that you might be inclined to develop in a longer argument about advertising.