

Applied Representational Analysis

First Draft Assignment for Essay 1

Upload on WesternOnline by September 9 at 5:30 p.m. for Section 21 and by September 10 at 5:30 p.m. for Section 39. 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) Drawing on evidence from her essay, 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.