

Exemplar: Beach Wedding



1. DESCRIBE THE SITUATION

What does the image show?
(What is in the scene?)

- The image depicts a bride and her parents walking down the “aisle” at a wedding on a beach in Tofino, BC
- A shirtless Justin Trudeau and two unidentified people watch the proceedings in the background.

Note: You may consider hiding the caption until after students describe the photo. Ask students if they recognized Justin Trudeau in the background before the reveal

How does it make you feel?
(Does the image elicit an emotion?)

- Ask students to be as specific as possible: What is the main feeling looking at the image? is there more than one emotion? What are they?
- Does the presence of the Prime Minister in the photo change your emotional reaction to it?

2. IDENTIFY THE SOURCE

Where did the image come from?
(What type of image is it? Do you know who created it? Who published it?)

- The image is a tweet posted by an account named “Marnie Recker Photo”
- The Twitter account suggests that Marnie Recker is a freelance photographer from Tofino, B.C.
- The image is a snapshot taken by Marnie Recker and uploaded to Twitter with captions.

<p>What is the source's reputation? Briefly explain your decision <i>(Research the source using Wikipedia and/or Google)</i></p>	<ul style="list-style-type: none"> • A Google search of "Marnie Recker" reveals a professional photography website consistent with the Twitter account <ul style="list-style-type: none"> ◦ The watermark on the photograph provides some evidence that Marnie Recker is who she says she is • We can make a reasonable conclusion that Recker did, in fact, take the photo during a wedding photo shoot • Students may (rightly) question whether the photo was actually taken spontaneously or whether it was staged
<p> Where did the image originate? <i>(On social media? On a news site? In print? Using a reverse image search may help you find out)</i></p>	<ul style="list-style-type: none"> • The image is a photograph uploaded to Twitter • It first became public on social media • A reverse-image search uncovers a number of news outlets that picked up the story. Many of them refer to Marnie Recker's Twitter account as the original source
<p> Was the original image modified? If yes, explain how.</p>	<ul style="list-style-type: none"> • As far as we can tell, this is the original image and it hasn't been modified in any meaningful way

3. INTERPRET THE MEANING

<p>Is there any text with the image? If yes, how does it influence the overall meaning?</p>	<ul style="list-style-type: none"> • Yes. The person who uploaded the photo added captions. • The text identifies Canadian Prime Minister Justin Trudeau. • Without the caption, the viewer may not notice or recognize Trudeau. • The caption makes Trudeau the subject of the photo, rather than the bride. • The text makes the photo about what Trudeau is doing
<p>What is the intended message? <i>(What do you think the person who created this wants you to think about the message?)</i></p>	<ul style="list-style-type: none"> • You may want to ask students if they think Recker had any political motivation for posting the image. • Is this a "neutral" photo? • How do they think she feels about Trudeau? Why do they think she included #cdnpoli (Canadian politics)?
<p>Is the message accurate? Briefly explain your choice. <i>(Are there facts that can be checked?)</i></p>	<ul style="list-style-type: none"> • A reverse-image search uncovers some news stories that indicate that Trudeau was surfing in Tofino while a wedding took place. • Reports seem to confirm that the photo was spontaneous and not staged.
<p> How have others commented on the image?</p>	<ul style="list-style-type: none"> • Comments on the original tweet reveal a variety of responses <ul style="list-style-type: none"> ◦ Some see the image as evidence that Trudeau takes too many vacations ◦ Others claim that this is evidence that Trudeau is attention-seeking ◦ Some believe the image to be a staged photo-op ◦ Others comment on Trudeau's appearance ◦ Many comments reframe the image in political terms (either in favour of or against the Liberal Party)

4. ANALYZE THE PURPOSE

What is the purpose of the image?	<ul style="list-style-type: none"> The original intent of the image isn't completely clear. Students might note that the image was likely posted as entertainment, and perhaps as a way of attracting attention to Recker's Twitter account (and business).
How might different audiences interpret the image? <i>(How might your grandmother think about it? Your friend? Someone from a different culture?)</i>	<ul style="list-style-type: none"> Ask students consider how political allegiance might affect how a viewer interprets the image. <p><i>Optional extension: Show students the Conservative Party ad (in the examples slide deck) that used this photo to criticize the Liberal Party.</i></p>
 Why might people share the image?	<ul style="list-style-type: none"> Ask students to think about whether sharing this image is a political statement.
 Would sharing the image on social media cause ethical concerns? Explain briefly.	<ul style="list-style-type: none"> Sharing this image/tweet on its own is likely harmless Ethical concerns may arise if another user altered the image or added a harmful caption. If students disagree about the ethics of sharing, ask them to explain why

CONCLUSION: Would you share this information? Briefly explain your decision.

<input type="checkbox"/> Yes <input type="checkbox"/> No	
-------------------------------------------------------------	--