

Exemplar: A Political Football?

This example consists of a trio of images. The first is a famous historical photo of Robert Stanfield fumbling a football. The Progressive Conservative leader had otherwise tossed the ball with ease, but the photo that landed on the front page of the *Globe and Mail* in 1974 was less-than-flattering. In fact, it is believed to have possibly cost him the election.



The second image in this series shows the photo as published in the *Globe and Mail* (with captions), while the third shows another photo from the 1974 shoot where Stanfield catches the football.

Suggested use: Have students complete the framework using the image from the *Globe and Mail*. Then use the supporting images to discuss how editorial choices change the way we might understand events.

1. DESCRIBE THE SITUATION

<p>What does the image show? (What is in the scene?)</p>	<ul style="list-style-type: none"> Students should describe a balding man in a tie who appears to be dropping a football. Ask students to try to describe his expression.
<p>How does it make you feel? (Does the image elicit an emotion?)</p>	<ul style="list-style-type: none"> Ask students to be as specific as possible in describing how the image makes them feel. <p><i>Note: The image shows former Progressive Conservative leader Robert Stanfield. You may share this fact during this first step, or allow students to discover this fact in the next step, via reverse-image search.</i></p>

2. IDENTIFY THE SOURCE



<p>Where did the image come from? (What type of image is it? Do you know who created it? Who published it?)</p>	<ul style="list-style-type: none"> The image was published in <i>The Globe and Mail</i>, a national newspaper. A Google search reveals that the photographer was Doug Ball.
<p>What is the source's reputation? Briefly explain your decision (Research the source using Wikipedia and/or Google)</p>	<ul style="list-style-type: none"> The <i>Globe and Mail</i> is a large-circulation news organization, with a reputation for producing professional journalism. Its website contains an editorial code of conduct, and its Wikipedia entry indicates it is considered to be Canada's "newspaper of record."
<p> Where did the image originate? (On social media? On a news site? In print? Using a reverse image search may help you find out)</p>	<ul style="list-style-type: none"> The image originated in print in 1974.
<p> Was the original image modified? If yes, explain how.</p>	<ul style="list-style-type: none"> The original image was not modified.

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 Globe and Mail added the caption “A Political Football?” along with explanatory text • The text makes the image into an editorial statement. • The photo along with its support text saying that the football is “too hot for Conservative Leader Robert Stanfield to handle” asks readers to question Stanfield’s fitness as a leader, and potential Canadian Prime Minister. <p><i>Note: You may wish to ask students to research the phrase “political football,” or share that the phrase refers to a divisive issue politicians might use to try to gain advantage over each other.</i></p>
<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"> • Responses will vary. • Students may argue that the image is meant to ridicule Stanfield and question his fitness as a potential Prime Minister • Some may say that the photo presents Stanfield as weak.
<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"> • The overall accuracy of the message is open to interpretation and debate.. • The image shows an event that occurred, but the decision to publish a fumble from a series of otherwise good catches frames the event in a way that is not representative of the whole.
<p>How have others commented on the image?</p>	<ul style="list-style-type: none"> • N/A

4. ANALYZE THE PURPOSE

<p>What is the purpose of the image?</p>	<ul style="list-style-type: none"> • The intended purpose of the image isn’t completely clear. • It may have been intended as entertainment/humor • It may also be meant to influence public opinion of Stanfield
<p>How might different audiences interpret the image? <i>(How might your grandmother think about it? Your friend? Someone from a different culture?)</i></p>	<ul style="list-style-type: none"> • There are a range of possible responses, but ask students to think about how political allegiance could affect how a viewer interprets the image. • Supporters of Stanfield may feel that this image is an unfair representation • People without strong political allegiance may be swayed to view Stanfield as comical, weak or incompetent • Those opposed to Stanfield may interpret the photo as evidence of him being an unfit leader • Others may just find the photo humorous or they may feel sympathetic for Stanfield

<p>Why might people share the image?</p> 	<ul style="list-style-type: none"> • N/A
<p>Would sharing the image on social media cause ethical concerns? Explain briefly.</p> 	<ul style="list-style-type: none"> • N/A

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

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