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Calendars: images of ageing and category bound activities

Four calendars from a 'positive images of ageing' campaign are examined. Each calendar has a unifying theme which is 'illustrated' every month by different photographs of older people. Following Zalot's (2001) analysis, the meaning of photographs are 'bounded' in a number of ways. How the lay-out of calendars and photographs used in their individual themes 'bound' meanings by implicating category attributes and activity is explored here. Amongst other things, quotes (sometime of 'the famous'), contextualisation of the scene, the image depicted and the naming of individuals shown, are all matters which feature on the calendar's lay-out. The four calendars, however, use these in different combinations.

This session will be exploratory and data driven, rather than a presentation of findings.