

## Lesson 4 (Part 1). Exploring Visual Culture Through Food Wrappers

---

# HAND OUT

As we look at the world around us, exploration of cultural artifacts and visual culture can help us read and understand our world. Consider the essential questions:

- How do artifacts and characteristics of culture influence your life?
  - What are artifacts of your culture, such as images, music, food, clothing, ceremonies, or pop culture icons?
  - What do artifacts of culture suggest about cultural characteristics? (For instance, if an artifact is a protein bar, what does this demonstrate about culture? Does it suggest that our culture needs protein or is obsessed with body image?)
  - How do you imagine these artifacts and characteristics of culture will continue to influence your life in the future?

### **Activity 1: Defining Culture**

As a team, develop a response to the following questions and post it in our online class space:

- What is culture? What is American culture?
- What characteristics are important to culture?
- How might these questions be important to our reading of literature and our world?

### **Activity 2: Food Wrapper Analysis**

Look at the wrapper and identify what it tells us about the culture the wrapper is from. In a group document, write down everything you might assume about this culture by looking at these wrappers.

- What kind of assumptions does this document make of its audience?
- What are you expected to know when you look at this?
- What sort of legal, safety, or other presumptions does this make?
- What does it tell us about business in that culture? Systems of measurement in that culture? Technology in that culture?

### **Activity 3: Arguments About Visual Culture**

Based on our work with exploring ideas related to culture, we can make some general arguments about visual culture. We will look at a slide presentation, adapted from

(Continued)

(Continued)

Danielle DeVoss at Michigan State University, as a way to think about how images and culture connect. Consider these questions as you view the slides:

- How do you define culture? Why do you define culture in this way? What value is there in defining culture?
- What are some of the factors that influence culture? Why are these significant?
- How does the changing nature of texts impact culture? How do digital spaces impact culture? What impact does that have on your understanding about culture?
- What texts do you consume? What texts do you produce? How would you define a “prosumer” culture? How are you a part of that culture?
- How is meaning made in a culture? How are visuals a part of culture?
- What role do remixing, remaking, and rehashing have in how we define culture?