

Ethnographic Document Analysis

Student's Name

University Affiliation

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Descriptive Field notes:

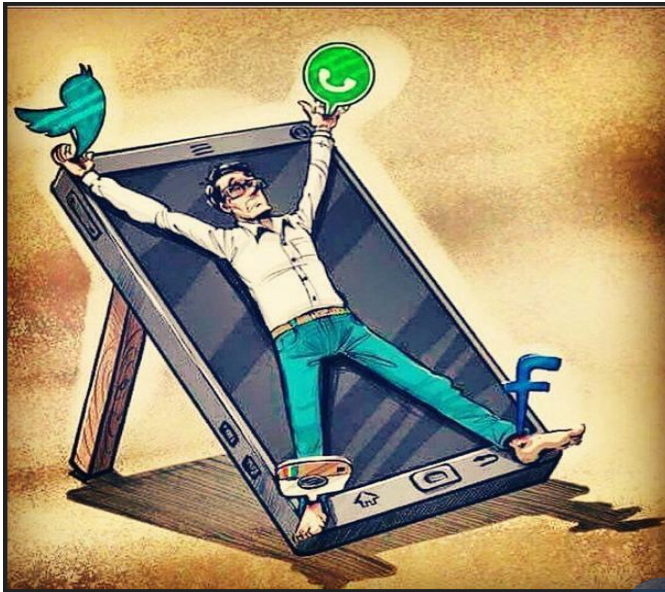


Figure 1: “we have become prisoners of communication”

1. Physical description of the document

The picture above was retrieved from the Internet on a topic depicting the ways in which social media has its effect on today's generation. The document is an illustration of a man crucified to the phone's four corners by the four popular social platforms dominating communication in modern times. The smartphone is hoisted and supported by a wooden plank at an angle. The four social media platforms presented in the picture are; Twitter, WhatsApp, Instagram, and Facebook.

The picture is presented in a brown with faded dark patches on the background and across the edges. The man in the picture is presented as wearing a white shirt with a pair of blue trousers.

2. Context

The material presented was drawn for an illustrative purpose to showcase how the modern society has been influenced by social media to great extent. The piece of art is a reflection of how communication has evolved over the years. Today, the main channels are the ones presented in the artwork. However, the unfortunate thing about this evolution is that it has made today's man a captive.

The artwork was originally posted on Amazon's website and was accessed through Google's image searches.

3. Analytic Notes:

The artwork's main theme represents the four main channels of communication which are popular across the world and widely used as the main forms of social communication and media channels. The fact that these communication channels are popular has worsened the way people relate to the former conventional channels of communication. The portrayal of a man crucified on the four corners of the phone brings out the side effects of relying too much on the four social media platforms on their users.

The creator of the image had a very strong message to the users of these four social media platforms to be very careful not to fall into the chains of overusing these social media platforms and become addicts of the same. By depicting the strong chain of influence that these social media platforms can have on one's life, the creator of this artwork tries to highlight the tenacious nature of social media that if not checked properly, can turn one into a slave.

The values that the creator of this piece of artwork brings out from the document are one that values freedom, in particular from the tentacles of social media. From observations made by the intent of the artwork's message to the audience, it is evident that in today's communication circles, it is hard to avoid the use of social media. However, should the use of these social media platforms make us prisoners of the same? Can't we maintain the same old values that we had before the emergence of these social platforms as our communication models?

As much as the creator of the artwork aimed to bring out his or her opinion about the effects of social media on society, he or she has omitted the fact that these social media platforms have really revolutionized the world. It no longer takes a lot of time to receive information, as it used to be before the emergence of these media platforms.

The piece of art as presented offers a great opportunity for further research into the effects of social media on society and its use. It forms a useful source for querying the effects that the four popular social media platforms have on our society. From the picture, researchers can form these research questions for further interrogation;

1. What role do social media play in shaping society today?
2. How does social media affect our society today? Is it an oxymoron?

4. Personal Notes:

My choice of the document presented for this analysis was influenced by the captivating image that is brought out by the artwork. Indeed, society today is so much influenced by these four social media channels that some people have become addicted to them. The artwork highlights the phenomenon that has taken center stage in modern society. Society has become a prisoner of communication through these media channels.

The context that the document presents stems out from a long history as a result of a revolution in the media circles and how communication is related to people across the globe. The Internet revolutionized communication across the world, and the emergence of Facebook took social interaction through the Internet to a new level. The success of Facebook in penetrating the social scene led to the sprouting of the other three social media i.e. Instagram, WhatsApp, and Twitter. The popularity and ease of use of these channels led to most users becoming addicts, thus, making them prisoners of social media.

The piece of artwork forms a meaningful tool for research in my field of work, as it presents a social outlook on the devious aspect of social media in society. This tool can be explored as a source during my research work, which will enhance my understanding of the subject.



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