

ANTHRO~INSTAS

DUE: EVERY SUNDAY 12PM, STARTING SEPTEMBER 13.

1/ Thinking through multimodality

- Your weekly anthro~instas aim to synthesize your week of fieldwork/viewings/readings in one multimodal instant. The multimodal here is defined as a non-linguistic and non-linear sensory approach: think of your senses in a non-divisive way (can you see with your eyes closed? Hear with your touch?).
- Translate this approach in a multimodal instagram post: can your photograph make the viewer 'smell' the food? Does your close-up get us to touch a certain materiality?

2/ Evocation rather than description

- One of the goals of ethnography is to bring us to relate to others, may they come from afar or be our next-door neighbors. The practice of ethnography requires a sustained attention to moments of being together. How can you take the scrolling passer-by into such a moment of attention and care?
- Rather than a distant accounting, your posts should prioritize an evocation of what it feels like to be in a certain place at a certain time. Is there a detail that carries more meaning than an overview? A certain color in the light that transcribes best a mood and atmosphere?

3/ Words as supplements

- In addition to one still photograph, your post should include 2-5 hashtags and a brief text (up to 50 words). As you add words to your image, pause to think about what those words give and take away. Is your caption adding a necessary context or taking away from the viewer's reflection? Are you opening your image to a broader meaning or framing it a little too tight?
- Your caption doesn't have to be written in a descriptive or factual way: you can opt for different poetics if you prefer.
- Choose your hashtags carefully: which conversations do you want to be part of? Who do you want to engage with? What kind of knowledge do you want to share and receive?

4/ Digital Work

- If your work is mainly conducted online you may, at first, feel discouraged by the lack of photogenic opportunities.
- Try to be creative: screenshots are an idea, but how do you make them visually compelling?
- The ethnographer at work, just like the writer at her desk can also be a source of inspiration (don't overdo it though): what kind of orientation do you take toward reflexivity with those images? Are you aware of erasures happening in the process?