

ANT 110 - Exploring *National Geographic*
Assignment due in class Friday September 28, 2007

Lutz and Collins tell us that *National Geographic* is “one of the primary means by which people in the United States receive information and images of the world outside their own borders” (1). In other words, they argue that *National Geographic* has mediated and contributed to the ways in which many Americans imagine other cultures. Its dominance in fulfilling this role, Lutz and Collins argue, demands our anthropological scrutiny.

Go to Schaffer Library and browse the back issues of *National Geographic* magazines. Examine the images and text. Look carefully at how the magazine presents the “third world.” How are the photographs framed? How are men and women represented? Consider the historical period during which each issue you examine was printed. How does the imagery and text reflect those historical moments?

Select a few images from an article that you think speaks well to the arguments and issues that Lutz and Collins raise in their book, *Reading National Geographic*. **Photocopy the images and bring them to class. Write a one-page analysis** of the image or article, to be turned in with the photocopy in class on Friday. Be sure to include the date of the article. Your analysis should carefully consider the arguments put forth by Lutz and Collins. Does your reading of the magazine agree with Lutz and Collins’ analysis? Why or why not? Use the image or article you have chose to further discuss *National Geographic*’s role in shaping Americans’ perceptions of other cultures.