

## Visual Analysis:

Musical groups have publicity created to promote CDs, tours and their image. A few of the Manganiyar musical groups have asked you to develop a promotional package (promo package) to tell audiences about this unique form of music.

Divide into small groups and follow the instructions below to identify images from the article and the video to include in the promotional package. Divide up tasks within your group to use your time efficiently.

As an option, produce a promo package from the information you selected. The promo package can be in written form, or you can formulate a digital package complete with images, video, music and narration on a slide show or video presentation.

### Step 1: Review images

- First, examine images (photos and maps) from the article and read the captions. Determine which images/captions would work well in the promo package. If you'd like, write your captions for the promo piece. Look closely at the images and write notes on the following questions:
  - What is your overall impression of the image? What do you see in the image in terms of people, objects and action?
  - Does the image represent the Manganiyar music scene? Why do you think it would work well in a promo package? Explain your answer.

### Step 2: Review video clips

- From the video included in the article, select specific video clips using the criteria above. Identify the clips with intro and exit cues from the counter at the bottom of the video screen.

### Step 3: Identify

- When everyone has finished their notes, have each group meet to identify the

images and video clips they recommended be in the promotional package.

Select a spokesperson to present ideas to the entire class.

#### Step 4: Present

- Meet as a class and show your selections. As other groups present, as their members how they arrived at their conclusion about the image. Have a student keep a tally of the images selected for the promotional package.

#### Optional

- To produce the promo package (traditional or digital), include any images and video selected by the class or substitute any of the other images your group feels are more appropriate. Write down your own narrative using each image and its caption. Show your final projects to the class.

#### **Common Core Standard(s) Met:**

**CCRA.R.1:** Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.

**CCRA.R.7** Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.