**Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Plainview – Old Bethpage Central School District**

**Social Studies Department**

**S.C.A.M. : Analyzing Visual Sources of Information**

The purpose of **S.C.A.M.** is to help students analyze and interpret a variety of images such as editorial and political cartoons, paintings, photographs, charts, and graphs. Often these types of resources are used to express information and can be used to enhance students’ understandings of topics and themes in history. When we analyze visual sources we look for **imagery**, **metaphor**, **language** and **symbols** that can illustrate **points of view**, **main ideas** and **trends**.

S.C.A.M. represents symbols, captions, actions and message. Students should consider several questions related to these characteristics when analyzing visual sources.

**Symbols**: **Captions**:

* Can you identify any recognizable What is the title?

icons?  Do you see any dates?

* Are objects in the image enlarged in size?  What labels can you identify?
* Do you see any exaggerated features?  What words are used in dialogue?
* Do you notice any distortions?

**Actions**: **Message**:

* What are the interactions between  Is the image **literal** (being shown

people or objects? exactly as it is) or **figurative** (a meaning

* Do you notice any exaggerations in that is different from the way it is)?

the subject’s actions?  What is the main idea of the image?

* Are subjects in the image being  What was the author’s purpose in

portrayed accurately? creating this image?

* Is the subject in the image being  Who was the intended audience of the

compared to another? Image?