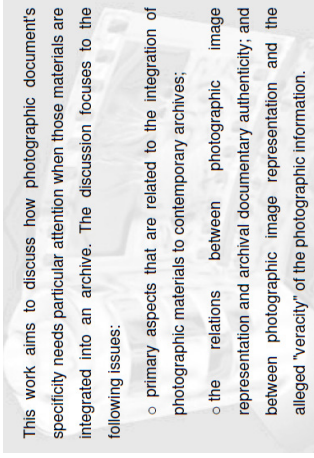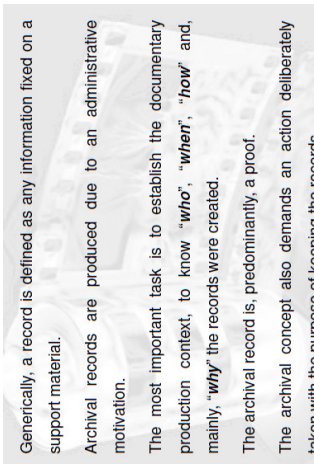|	
Prof. Dr. André Porto Ancona Lopez apalopez@gmail.com **PHOTOGRAPHIC DOCUMENT AS IMAGE ARCHIVAL DOCUMENT** Universidade de Brasília (UnB) Departamento de Ciência da Informação e Documentação	SLIDE 1 Doberdam… My name is André. I came from Brazil, where I'm a professor of Archival Science at the University of Brasília. I will talk, shortly, about "**Photographic document as image archival document".** I hope that you can understand my English. SLIDE 1
This work aims to discuss how photographic document's specificity needs particular attention when those materials are integrated into an archive. The discussion focuses to the following issues: ○ primary aspects that are related to the integration of photographic materials to contemporary archives; ○ the relations between photographic image representation and archival documentary authenticity; and between photographic image representation and the alleged "veracity" of the photographic information.	SLIDE 2 The idea is to analyze, in archival image documents, how the organic information from administrative contexts should be treated. It is also necessary to consider the information image content recycling phenomenon on other records, as, for example, a copy of the same image composing two different records. On electronic dissemination those records usually do not bring data about archival organicity. SLIDE 2
Generically, a record is defined as any information fixed on a support material. Archival records are produced due to an administrative motivation. The most important task is to establish the documentary production context, to know "*who*", "*when*", "*how*" and, mainly, "*why*" the records were created. The archival record is, predominantly, a proof. The archival concept also demands an action deliberately taken with the purpose of keeping the records.	SLIDE 3 Generically, a document is defined as any information fixed on physical material. However, archival records are produced due to an administrative motivation and, for their organization, the most important task is to identify such will. It is mandatory to know "who", "when", "how" and, mainly, "why" the records were created. The archival record is a proof that certain administrative actions were executed. The archival concept also demands an action deliberately taken with the purpose of keeping the documents after the completion of the activities that they were created for. SLIDE 3

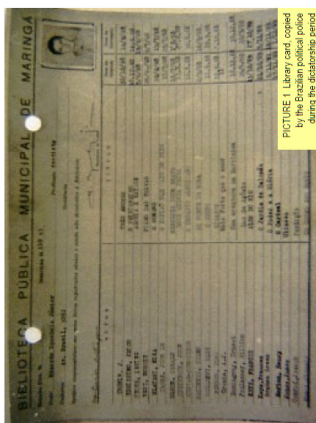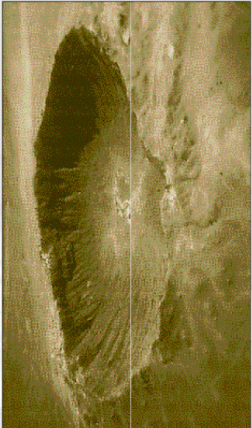|	
Contemporaneous archives have a great volume of records and documents as a characteristic, which coexist with diversified supports of information. Another feature of the contemporary archives is the fractioning of the proceeding registers, which tend to cause contextual information loss. In the Internet, that problem is a raising tendency, since it is an area, by excellence, of information recycling. Image records and documents have increased their reproduced visual information, and generated new records without the register of such transformation. That practice stimulates the multiplication of image manifestations of a same content.	SLIDE 4 New documentary types begin to be aggregated to the contemporaneous archives, expanding the document concept. They use to have a great volume of documents, with the fractioning of the proceeding registers, which tend to cause contextual information loss. In the Internet, that problem is a raising tendency, since it is an area of information recycling. Image records have increased their reproduced visual information, and generated new records without the register of such transformation. That practice stimulates the multiplication of image manifestations of a same content. SLIDE 4
PICTURE 1 Library card, copied by the Brazilian political police during the dictatorship period	SLIDE 5 The following example illustrates the need of an archival contextualization in order to bring a full comprehension of the document. That record is a true register of the Brazilian political police and it attests a part of the investigation activities developed by those bodies. In its first origin it was a register of a library, used for book controlling. But it has developed into another document, of another organization, with other administrative and proving functions, but, none of that newness was explicitly registered. The only clue to verify its real role is the archival contextualization, which allows establishing the bonds between the record and its creator. Without the archival context, the systematic violation of citizens' privacy would never be proved. If this record hadn't been contextualized, no one would ever imagine that somebody could be considered suspicious of attempting against the Brazilian regime just for being a reader of Plato. SLIDE 5

SLIDE 6

The erroneous identification of the complete record, the one that is proficient to generate consequences, may lead to disastrous outcomes.

This aspect is more delicate when it involves image and electronic records.

The disconnection of such bond might have disastrous consequences not only during the execution of the administrative activities but also on their proof.

The identification of the record's genesis is the only resource able to avoid the pitfalls posed by the image polysemy character.

The identification of the document's context is more delicate when it involves validation signs and proceedings that are incorporated only as an attached register, like on some images and electronic records. The disconnection of such bond might have disastrous consequences. The identification of the record's genesis is the only resource able to avoid the pitfalls posed by the image polysemy character. The absence of the knowledge of the image's original meaning due to a deficiency of contextual data could generate an erroneous use. For example, in journalistic reports. The following image illustrates that situation.

SLIDE 6

SLIDE 7

PICTURE 2/VAN ES, Hugh. The fall of Saigon (1975)

During a quarter of century that image was considered to be the register of the last withdraw of United States' citizens during the Vietnam War, indicating the fall of Saigon in 1975. That image supposedly represents U.S. citizens getting on a helicopter, landed on the embassy ceiling, about to take off. However, on the ephemerid of 25 years of the fact, it was disclosed that the photographed building could not be the embassy, that most of the people pictured were Vietnamese, that the helicopter was of a very different kind from those that were used for the American forces withdraw. The ability that an image has to be disconnected from its original context generates problems about definition and proper identification of the record.

SLIDE7

SLIDE 8

Veracity is linked to the record information quality and authenticity is interrelated to the record's creation process.

On an image record, lonely considered, the veracity has the propensity to be mixed with image's authenticity, since there will not be enough data to establish the record's context. Therefore, it is impossible to know its authenticity.

When it is possible to relate the record with the organicity of its institutional creator veracity is completely separated from authenticity.

A gap for the misunderstanding between authenticity and veracity is presented.

For the photographer's personal archive, that image is a register of his professional activities in the Vietnam War and pictures a specific scene. In that sense the record, for the creator, is also authentic and veridical.

For the news agency, it is another document, with the same internal content. But related to the activity of spreading news about the Vietnam War. Despite of the wrongness of the reported scene identification, that second record, for the news agency archive, is also authentic. In that context the veracity does not matters at all.

SLIDE 8

Mountain? Hollow? PICTURE 3 QUALITY TRADING CO. Amazing Arizona crater optical illusion.	SLIDE 9a The two next examples indicate how the correct identification of an image's meaning only by its visual content elements could be dubious. In an archive the ambiguity should not have place. Thus, for an isolated image, the only way to understand the meaning of a document is retrieving the creator's reasons for generating the register and the purposes for its keeping. An isolated image usually does not have any contextual element in the record itself. SLIDE 9a / SLIDE 9b Picture 3 portrays a huge crater made by a meteor. Without any extra information it will be very difficult to know if it is a hollow or an elevation. SLIDE 9b
PICTURE 4 Participant of Holy Week procession at Seville (Spain).	SLIDE 10 For picture 4, mostly of the spectators would say that the scene is about the United States racist movement Ku-Klux-Klan. Actually, the photograph represents a catholic manifestation in Seville (Spain). But, for archival purposes it is mainly necessary to know who the record creator is, why that creator did produced such register and why the creator kept the record. The correct identification of the content is just one possible starting point. SLIDE 10
The **content approach** has its theoretical foundation based on Library and Information Science principles. Relevance for the retrieval of the information present in the image. Order criteria as equivalent to arrangement, aiming individual classification of the images (not the records). Instruments generally came from de Library (AACR2, key words, MARC, Dublin Core, Thesaurus etc.). Tend to group the photographic records as one unique series (or class, or even a separated collection), respecting, most of the times, their producer's origin only (not the activities).	SLIDE 11 The clarification of the problems achieves the existent contrast between the two main organization models for photographic pictures in archives: by issue topics (of librarian inspiration and greater use) SLIDE 11

The **contextual approaches** are theoretically founded on Archival Science. Do not consider the photographic register as "special records", from the point of view of their organicity and archival bond. Take into consideration the retrieval of documentary groups by their functions and administrative activities. The fond arrangement came in first place; it is the outset of the archival activities of description and information retrieval. A same archival fond might have different series composed by photographic records. Librarian retrieval "tools" are to be used on a second stage, as a complement for the cases where individual content description is required.	SLIDE 12 and by context (more adequate to archives). The archival contextualization arises, many times, as the only alternative for the comprehension of dubious images, images with illusion effects, or with extremely generic information. On image records the informative content can be absolutely distant from the record's creation context. Therefore, it is perfectly possible that different archival records have the same image content (as the library card example). SLIDE 12
"The archival treatment applied to photographs does not differ, in general terms, from that received by others documents of an archive." (Teresa Muñoz, 1997) Archival principles, mainly in the case of photographic picture in archives, are most of the times the only guarantee to a correct comprehension of documents' meaning.	SLIDE 13 We endorse that the archival image document should really be treated as any other archival document. The archival principles, in many circumstances, are the only possibility to make sure the archival records fulfill their main function and reason of existence. Therefore, they mustn't be neglected on behalf of the construction of thesaurus or electronic search engines, based only on image topics. These instruments are essential, but they should only be used as a complement of the archival document contextualization. SLIDE 12

HVALA ...

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http://eprints.rclis.org/15796/

SLIDE 1

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New documentary types begin to be aggregated to the contemporaneous archives, expanding the document concept. They use to have a great volume of documents, with the fractioning of the proceeding registers, which tend to cause contextual information loss. In the Internet, that problem is a raising tendency, since it is an area of information recycling. Image records have increased their reproduced visual information, and generated new records without the register of such transformation. That practice stimulates the multiplication of image manifestations of a same content.

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The identification of the document's context is more delicate when it involves validation signs and proceedings that are incorporated only as an attached register, like on some images and electronic records. The disconnection of such bond might have disastrous consequences. The identification of the record's genesis is the only resource able to avoid the pitfalls posed by the image polysemy character. The absence of the knowledge of the image's original meaning due to a deficiency of contextual data could generate an erroneous use. For example, in journalistic reports. The following image illustrates that situation.

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SLIDE 9a / SLIDE 9b

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