CHECKLIST: CONTENT ANALYSIS (below) and DISCOURSE ANALYSIS

* People. Yes – but what kind of people (e.g., hosts, visitors), how many, doing what?
* Buildings. Yes – but what kind? Castle…
* Natural features? River (just), hill, trees. Does the size of the hill, or the type of tree matter?
* Weather. Fine, sunny
* Perspective.
* Attractions: parade, pipes and drums music, castle (cultural)
* Actors: military pipe band (hosts)
* Actions: marching, playing music
* Atmosphere: ceremonial, celebration, commemoration?

INTRO:

Railway posters #1: representations of the ‘Celtic fringe’

**1# ROZBOR RAILWAY POSTERS HIGHLANDS**

* What type of people (skupina, sami, co maju oblecene, robia nieco, kde sa nachadzaju)
* What type of landscape (na vacsine fotiek su skaly a voda, lesy alebo skor hole plane? Vysokohorske prostredie alebo luky, niziny?)
* Z akej perspektivy su obrazky? (vacsina je z pohladu pozorovatela, kde je mapa tak “vtaci” pohlad)
* Co sa na obrazkoch nachadza? (vacsina su len hory/priroda bez pritomnosti ludi, ziadne velke mesta, budovy tam velmi zobrazene niesu)
* Bridge – znamenie nejakeho prepojenia? – vacsinou cez neho prechadza vlak na plagatoch
* Buildings sa vyskytuje ale skor v background, a velmi male, nie ako dominantny prvok plagatu, su v dialke, obrysy budov, medzi horami
* Porovnanie river x lake?
* Akych odtienov su plagaty? Svetle/tmave, ake je na nich pocasie?
* How frequently does tartan appear in the Scottish posters? Beaches? Mountains? Lakes? With what significance? This type of analysis tends to be extensive, superficial, quantitative.
* Any special type of plants? Trees? Any other symbols?
* Napisy na plagatoch? – najmenej highlands a viac na Ireland and wales?
* 1x Braemar Castle
* Does railway posters abuse highlands as there aren’t cities?
* HIGHLANDS POUZIVA NAJMENEJ FEATURES
* ANY SPORTS ON POSTERS? – Ireland – hiking, horse jumping obstacles, golf

**2# ROZBOR RAILWAY POSTERS WALES**

* Boats – either white sailing boat (mostly depicted in the background as very small boats), or big cargo steamer (depicted with a bit higher importance, but usually not with a full focus)
* HOW PEOPLE ARE DEPICTED IN DIFFERENT POSTERS. In 5 cases, posters depict only one person, what is often young, good-looking and smiling woman in a nice dress or swimsuit. On the first sight, this woman is full of joy and happiness, what inconspicuously encourage you to visit the particular place which is depicted on the poster. Rest of the posters are either without a presence of people and depict only a landscape, or in the case of 29 posters, there is some group of people, mostly presented on the beach or on a meadow. They are mostly larger groups such as families witch children or couples, having fun together by playing various games or talking during a sunny day. In comparison, highlands posters contain people only in 12 cases, where 4 posters depict only one person, and the rest depict larger group of people. Two posters show an illustration of the legendary Scottish folk hero and outlaw Rob Roy, once he is presented as a big figure in the middle of the poster with a fighting atmosphere, surrounded by the rain. On the other poster, he is depicted together with other men preparing to ambush the military, beside Loch Katrine. Another famous person depicted on the poster is Prince Charles Stuart, landing at Loch-Nan-Uamh on July 1745, prior to his unsuccessful invasion of England. Other posters illustrate a group of Scottish men dancing in traditional dress, with the Highland games taking place in the background, or a Scot dancing the Highland Fling, accompanied by a piper.
* We can observe a strong contrast on how people are presented in highlands and Wales posters. Whereas Wales’s posters use people as dominant feature mostly in foreground and emphasize its significance, highlands' posters rely on the notion of pristine nature without people and use them mostly in the background. Moreover, highlands ' posters depict people in a typical way (as Highlanders) for concrete region with traditional clothes and other elements (e.g., pipe). Wales posters prefer people in a casual way, with the sense of summer, wearing light clothes or swimsuits. This may suggest stronger and longer cultural history of Highlands than Wales or Ireland, and therefore all regions have different target group of people. Someone who don’t like wild nature won't like highlands posters and will rather take a train to sunny Wales and spend days on stunning beaches.

WHAT DOES IT MEAN THAT THERE ARE (ARENT) PEOPLE??

* In the case of Ireland poster 's, they are somewhere between Wales and Highlands, there are 20 posters containing people. It is more difficult to find some pattern as in previous posters, because people are depicted in various situations, and don’t represent one universal way of illustration as in the case of Wales. For example, there is a woman standing on the cliff with a dog, on the other poster passengers are seen eating, drinking, dancing and relaxing on the various levels of the ship, group of people playing golf, or indoor spaces of Midland Station Hotel in Belfast which are full of people eating and chatting together. As in the case of Highlands posters, people are predominantly used in a background, and main focus is often on boats (either small fishing boats or a big cargo steamer), seas, or places popular for tourists such as The Giant's Causeway, Ulster (traditional Irish province), Portrush, or Dublin).
* How are napisy used?

Ireland?

* H - The poster shows a man fishing in a river, with a fish seen jumping out of the water.
* Wales – main symbol beach, whereas Highlands have hills and posters are darker in general, wales posters brighter colours
* Buildings – mostly villages or small towns near the shore
* Castles –
* Highlands – autumn, sunsets, more clouds, Wales – summer, sunny, Ireland -

**3# ROZBOR RAILWAY POSTERS IRELAND**

* Castle – rock of cashel
* WHY THERE ARE ONLY 2 TRAINS? Mostly ships, because it is island?
* CRITIZE
* Identify social contexts (by whom, how, for whom, with what consequences?)

**BY WHOM**

Poster produced for the Highland Railway to promote rail services on the ‘direct and picturesque’ route to the Highlands via Perth and Dunkeld, to and from London.

Poster produced for London Midland and Scottish Railway (LMS) to promote train services to Kyle of Lochalsh in the Highlands.

**London Midland & Scottish Railway (LMS)/**London & North Eastern Railway (LNER) poster showing stags amidst mountain scenery.

From years 1905-1965 H

From 1914-1990 W

British Railways (BR)

London Midland & Scottish Railway (LMS)

From 1905-1960 I

Poster produced for British Railways (BR), London Midland Region (LMR),

London Midland & Scottish Railway poster (LMS)