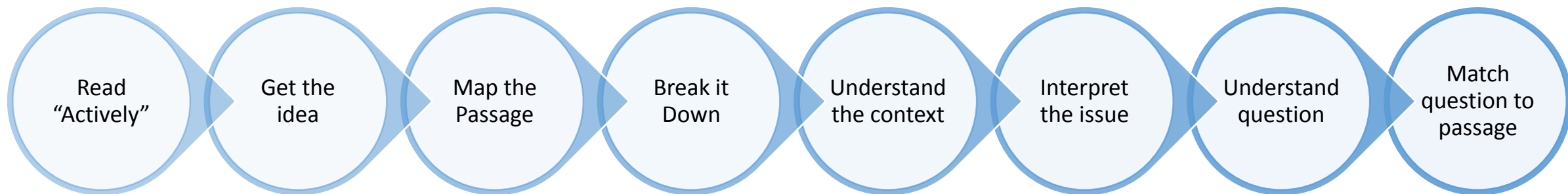


Reading and Comprehension

Technique



Active Reading



Henri Matisse's *The Ochre Head* represents the artist's exuberant display of his new mastery of a technique once peculiar to Picasso. Matisse has learned to artfully separate color and drawing. The painting depicts a head and shoulders, a bouquet of red flowers in a dark blue vase sitting upon a bench, a framed drawing of a woman's head, and an unframed painting or drawing, also of a woman. But what is most striking about the painting is the way Matisse has begun to allow his colors and his forms to play freely, even while they are coordinated. The ochre of the head runs out past the form. Bits of blue from the bench appear in the man's neckline or along his shoulder. The colors of the various frames and surfaces of the drawing on the wall overlap and refuse to be constrained by definite lines of form. Although this technique is not given the kind of free reign Picasso allows it in his Cubist period or in works such as *Minotaur*, it is still a stunning development for Matisse. And he seems aware of this fact. The painting's composition references Picasso's *Still Life with Ancient Head* from 1925, signaling Matisse's awareness that he is borrowing from his younger colleague.

- “represents the artist’s exuberant display of his new mastery of a technique “
- What is depicted in the painting?
- “most striking about the painting” : “the way Matisse has begun to allow his colors and his forms to play freely”
- How were the colors? “The colors of the various frames and surfaces of the drawing on the wall overlap and refuse to be constrained by definite lines of form”
- Compared to Picasso: “not given the kind of free reign Picasso allows it in his Cubist period or in works such as *Minotaur*”
- Inspired by Picasso: “references Picasso’s *Still Life with Ancient Head* from 1925”

Get the Idea



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- Matisse showed a new technique
- The technique is to let colors become free
- It is evident in the painting
- It is not as much as Picasso, but still a lot for him
- Composition shows he is inspired by Picasso

Map The Passage



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- The Point: Matisse's new mastery of a technique
- Background: The description of *The Ochre Head*
- Claim: Matisse has begun to allow his colors and his forms to play freely
- Evidence: The colors overlap and refuse to be constrained
- Example: Ochre of the head, blue of the man
- Judgement: Not as much as Picasso
- Observation: references Picasso's work
- Implication: Borrowing from Picasso

Break it Down



In the early years of television, Vladimir Zworykin was considered the device's inventor, at least publicly. His loudest champion was his boss David Sarnoff, the president of RCA and the "father of television," as he was and is widely regarded. Modern historians agree that Philo Farnsworth, a self-educated prodigy who was the first to transmit live images, was television's technical inventor. But Farnsworth's contributions have gone relatively unnoticed, since it was Sarnoff, not Farnsworth, who put televisions into living rooms. More importantly, it was Sarnoff who successfully borrowed from the radio industry the paradigm of advertiser-funded programming, a paradigm still dominant today. In contrast, Farnsworth lacked business savvy and was unable to realize his dream of television as an educational tool.

Perhaps Sarnoff simply adapted his business ideas from other industries such as newspapers, replacing the revenue from subscriptions and newsstand purchases with that of television set sales, but Sarnoff promoted himself as a visionary. Some critics argue that Sarnoff's construct has damaged programming content. Others contend that it merely created a democratic platform allowing audiences to choose the programming they desire.

- Two Passages
- First one deals who invented Television
- Compares between Zworykin and Farnsworth
- Indicates why Sarnoff got the upper hand
- Second passage deals with Sarnoff's approach
- Also discusses its implication

Understand the Context



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- Background: How early years of Television shaped today's market
- Example: Sarnoff
- Contrast: Farnsworth
- Discussed outcome: Commercialization of Television
- Critic: Both positive and negative

Interpret the Issue



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- What is the issue?
 - Who invented Television
 - How was it decided
 - How has that affected today's TV programming
 - Where did this idea come from
 - Is it good or bad?