



## APPLYING THE INTERPRETIVE EQUATION

$$(K_r + K_a)AT = IO$$

*Analyze an interpretive program or product for its level of success in representing the elements of the Interpretive Equation. Does it represent a knowledge of the resource that goes beyond a recital of chronology or a series of related facts? Does the knowledge of the resource include insightful connections between tangible and intangible resources? Does the product represent a knowledge of the audience by its presentation of multiple perspectives and universal concepts? Is the medium appropriate for the message, and are the techniques appropriate for the medium and the audience? Next to the equation components below, write down the phrases (spoken or written), techniques or approaches, ideas and meanings that the interpreter has used that indicate an understanding of the equation elements.*

**KR**

**KA**

**AT**

**IO Identify the Interpretive Opportunities this product provides:**

*(connections between the interests/experiences of the audience and the meanings/significance of the resource)*

# **(Kr + Ka)AT = IO**

## **Kr = Knowledge of the Resource**

- ❖ *Information about the resource*
  - Honest, accurate, current
  - Past and present uses and issues
  - Current conditions, potential threats
  - Compelling stories
- ❖ *More than “the facts”*
  - Meanings associated with the resource
  - Intangibles and universal concepts
- ❖ *There are many “truths”*
  - Multiple perspectives, values

*“Information... is not interpretation. Interpretation is revelation based upon information”*

## **Ka = Knowledge of the Audience**

- ❖ *Recognition and familiarity with their backgrounds*
- ❖ *Acknowledgment and sensitivity to their needs*
- ❖ *Meanings they may associate with the resource*

*“Any interpretation that does not somehow relate... to something within the personality or experience of the visitor will be sterile”*

## **AT = Appropriate Technique**

- ❖ *Involve/engage the audience – passively and/or actively*
- ❖ *Provide access to resource meanings*
- ❖ *Facilitate opportunities for intellectual and emotional *connections* to resource meanings*

*“The chief aim of interpretation is not instruction, but provocation”*

*“Interpretation is an art, which combines many arts...”*

## **IO = Interpretive Opportunity**

**An opportunity for the audience to form *their own* intellectual and emotional *connections* to the meanings and significance inherent in the resource**

- ❖ *“Opportunity”* – a favorable set of circumstances
- ❖ *“Their own”* – a personal connection to something in their own life, experience or interest
- ❖ *“Connections”* – moments of intellectual and/or emotional revelation, perception, insight or discovery related to the meanings of the resource.

The interpreter creates the *opportunity*; the visitor makes the connection.