

THE PHOTOGRAPH

i think therefore i am - cogito ergo sum
i am photographed therefore i am

African, Arab and other cultural groups believe that to be photographed steals part of your soul
the act is > beyond "scientific" explanation

photographs may distort
but even so we presume something exists

more innocent and more accurate representation

dorothea lange **mirror of reality**
woman with child examples
WPA photos
supported propaganda
took hundreds of photos to do this
how does this deviate from reality?

tabloid images audience loses sight that it is the photographer who is **interpreting**
images are aggressive
democratize ALL experiences by translating them into images
cumbersome -- popular + accesible
artistic activity -- social use

19th c, photo of young boy awaken our desire and conscience
the specific = conscience
stalin
death of one person is a tragedy, the death of a million is a statistic=

brady image here **context**
the photographer creates propaganda
civil war, matthew brady
1960's vietnam

used to reinforce a moral position
more memorable than moving
moment in time
staeck quote here

1911, english country workers **photographs = grammar**
= captured experience
= experience captured

collection
to collect photos = collecting the world
see the world
own the world?

air india ad **tourism**

converts experience into souvenirs
principal device for experiencing something

experience may be limited by search for photogenic
documentation of world traveler
after EVENT has ended, photograph remains
what is photogenic?

family photos **photograph = social rite**

every one does it
family photographs
all that remains
know the unknown

memorialize achievements

time positions photograph at the level of art

ideology determines what constitutes an EVENT

what determined possibility of being affected morally by photographs
= existence of relative political consciousness

feelings people have depends on degree of their familiarity with
images (starvations, etc)

the ante continues to be raised
holocaust...something needs to beat that
suffering, pornography, etc.

therefore we are all too familiar with this, or so we think

a photograph can create the familiar and remote

SELECTION

father and son borders = framing

separate
discontinuity
denies interconnectedness of things/EVENTS + continuity

benneton ad, AIDS every photograph has multiple meanings

we think we understand
we think we DON'T understand
the camera always hides more than it discloses

effect on our ethical sensibilities

we think:
world is more readily available than it is

THE PHOTOGRAPH

reality confirmed
experience enhanced ---- aesthetic consumerism we are addicted to

longing for beauty
shallowness
celebration of the physical

reality

photograph = representation of the real

image = copy
original = depicted thing

photograph as surrogates
information (science, truth)
experience

cultures prohibit photos for taking away the soul

objective ----- subjective
we can know how we looked
no need for memory
impossible before the invention of the camera

portraits communicated an IDEAL of sitter

PROPER SUBJECTS

cannot separate
photo as art
photo as documentary

capitalistic society requires culture based on images.

can the function of the image world created by cameras be other than it is?