

IMAGE – REALITY

(Crang P. in Cloke P., Crang P., Goodwin M., 1999: *Introducing Human Geographies*, Arnold, London, 368 s.)

Geographers work with images, but they call them charts, graphs, and even, maps.

**´ Good ´ and ´ bad ´ images
´ Symbolic ´ opposes to ´ real ´**

Image is taken to imply the opposite of real in a series of binary pairs (circuit)

Geographers have studied ´ mental maps ´ to see how these diverge from ´ reality ´ as a subjective representation.

How images refract, reflect and alter the the world , how they shape action of the people.

Relationship of image and reality is rather more complex.

Images go into forming the ideas and understanding of the world, based on which people make choices and act.

Geographers produce images of the world, so we need to re-evaluate what role images play in geographical knowledge.

We select and filter what we see and what we make of it.

Perception is grounded in frailties and adaptations of the body.

Our orientation also plays an important part in ordering experience.

We understand ourselves spatially, as we recall the world in mental maps to situate ourselves.

Our consciousness is always consciousness of something (E.Relph), it is not free floating.

Our images of distant places may be on own experiences or they may be

memories of images produced by others.

Images of the world are not simply own but are derived from social sources > different cultures have different ways of seeing the world and representing it.

M.Heidegger: crucial shift in how Western people experienced the world was when it become conceived as a picture.

The world became seen as separate and detached from the viewer (*camera obscura...images producing*)

Images express changing experiences of space and time.

The great cities, modern communications and transport created a fragmented experience not a coherent world.

Geographies of images :

**Hollywood, Bollywood, Hongkong,
global news corporations and media
events, circulation of images.**

**Multinational business, global
transmission, images of power and
control.**

**Tourist snapshots....what is
photogenic?
Brouchers and postcards.**

**How images shape reality?
U.Eco: hyperreality – copies are more
important and realistic, than their
original.**

**Going a step further: J. Baudrillard –
simulacra = copies for which there is no
original.**

**Images do not just reflect reality but
shape actions, experiences and beliefs.**

**Metaphores : a phrase which describes
one thing by stating another thing
which can be compared (as in *the
roses in her cheeks*) without using the
words ` as' or ` like'**

**/ simile – if we use ` as' or ` like' =
comparison in the imagination between
two things, e.g. ` as white as snow' /**

Models and images....