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**Ways of Seeing- Summary**

In the first episode, John Berger challenges the conventional interpretation of art, emphasizing how our cultural and social surroundings influence our perceptions of it. He discusses the historical use of art to reinforce the authority and wealth of the ruling class. He also explores the transformative impact of oil painting during the Renaissance on our understanding of the world and reality. Berger argues that modern art has lost its unique significance and allure due to the replication and widespread dissemination of artworks taken out of their original context.

The documentary scrutinizes the historical depiction of women in European oil paintings, highlighting their portrayal as passive objects for male observation and evaluation. It delves into the concept of the nude in art, distinguishing between nudity and being a nude – the latter involving the deliberate presentation of the female body for male entertainment. The documentary sheds light on how this visual representation influences women's self-perception, their worth, and the objectification of their bodies. Interviews with women in the film reveal the conflict between this idealized portrayal and their real-life experiences and self-identity.

The video transcript also addresses the relevance of art in the context of property ownership and how European oil paintings celebrate individual wealth. It explores how expensive possessions, such as artwork, are frequently featured in oil paintings, ultimately becoming priceless artifacts themselves. The course examines the tangible and sensory aspects of oil paintings, underscoring the connection between ownership and art. It further discusses how riches and power were expressed and honored through art, recognizing exceptions in the art world, such as Rembrandt's work.

This transcript is extracted from a video exploring the role of advertising and marketing in contemporary society. It highlights how advertising portrays an idealized version of life through imagery and messaging, aiming to stimulate desire and aspiration. The video also underscores the disparity between the promises made by advertising and the realities of our lives, drawing parallels between global challenges and conflicts and the advertising industry. Ultimately, it raises questions about the significance, impact, and interplay between these advertising images and our individual needs and desires.