

Reading Two

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Art 104

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I believe that these ideas do apply to our contemporary interaction with technology. Such ideas mentioned would be first, how we see through habit and convention and reproduction means. Second, the idea of the nude versus the naked in contemporary art and technology. Third, the consideration of traditional European oil painting and how it's legacy is relevant today. And lastly, the thought of glamour, publicity images, glamour and a life of pleasure as well as a message through these images.

To further think about these images in the presence of images of social media in our lives, they are to a certain extent a reality we want to present to others. In a sense, this modern means of reproduction of our lives on a screen can shape our collective perception of reality where we only present the parts are seen through 1080px by 1080px squares.

This idea can be extended into other types of technology such as advertisements on tv screens, projected at public events, hidden in info pamphlets at a clinic and other areas of our lives. Images in advertisements are not the only form of persuasion in 2019, social media plays a big role as well as videos shared online, online articles, newspapers, and people around us can persuade our minds into what society may want us to do. These concepts then can easily be applied to google search as the wide web provides thousands of search results to almost anything.

Historically, the artwork has played a rather big role in the demonstration of power and prestige as it was the visual language that could be shared. Information that could be used to make an argument to persuade the minds and hearts of people. Berger has provided many examples of artworks that used images that captured the lives of those who are wealthy and in a way, shows

how those who may have power and prestige are the ones who can afford to get themselves painted (referencing traditional oil painting around the late 1700s).

I agree with Berger that our perception is made through what we know of the world as we make connections to what we find real. I agree with Berger that with modern means of reproduction of past images, we are continuing the culture of shared human desires and pleasures. I also see the point of those who are in power or wealth get to produce or something share and make a profit from such images. Images mentioned would those seen on billboards, in magazines and nowadays, more on screens.

I find that Berger's insights are still relevant to today, yet there might be a variation to the means of reproduction and sharing compared to when he explored his ideas and concepts. During his time (the 1970s), was when computers are just are starting to be born, but shared images were very difficult on the web. It could be shared with colored television, on billboards, and magazines, the online web, was still an embryo.

2019 is the age of mobile screens, virtual reality devices, projectors, and more screens. However, I do see these concepts represented, but may not be as relevant or as commonly seen. For instance, there is definitely a conversation of the nude versus naked, but maybe it will relate to more of the art scene and become more augmented shortly in pornography (or maybe there is already a big consideration of it in VR).

Nowadays, there is more algorithm running our feeds in the devices that we consume. We are still very visual, but I think now is even more important than ever to be informed on how to process all of these images and make better-informed decisions on what we are seeing. We must understand how it affects our well-being, the well-being of others and the future. Public images are here to stay either on a screen or paper, and the way we see is important in an age of mass information. Therefore, I believe that Berger's Ways of Seeing is a fundamental resource of seeing as a constant consumer of society. Whether through my Instagram feed on my smartphone or looking at past oil paintings at a class field trip.