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Автоматически созданное описание

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**5 Facts   
(Baudrillard’ theories)**

1. **Hyperreality.**

Baudrillard states that hyperreality is a condition in which reality and simulation become indistinguishable. As a consequence, people begin to think hindsight and imagination exceeds actuality. For example, today’s tourist spots are redesigned or built to suit the expectations of people and therefore provide a ‘fake’ version of the real thing. Thus, the original location transforms and becomes homogeneous and simpler in its place.

2. **Cultural Homogenization and Media Critique**

In a media-driven society, Baudrillard believed that culture and individuality become standardized, stripping people of the ability to cultivate true self-determination. His critiques often aligned with Nietzschean ideas of creating one's own values in a world dominated by consumerism and media simulations.

3. **Media as a reality factory**

The media, according to Baudrillard and many, enables ‘hyperreality’ to be created. This goes further than the simple transfer of information as it shapes the world. Events reported on and that are fictitious tend to be the only reality for most people. A good illustration is when News causes a small political scandal, only for its magnitude to be blown out of proportions. Thus the media does not offer a ‘mirror’ to reality, instead it makes one.

4. **Simulacra and Simulation**

Baudrillard's theory is centered around the concept of simulacra-copies without originals. He contended that postmodern culture replaces reality with simulations in such a way that distinctions between "real" and "false" become meaningless.

5. **Consuming Signs**

What Baudrillard was arguing is that modern society is delineated not by consumption of the things themselves but by their symbolic meanings. Items are not obtained for practical use but for what they "represent" in a social context. Works of art or luxury goods, for example, are not valued for their intrinsic qualities as such but as symbols of status or cultural affiliation.

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