





Snapchat's ghost logo represents the temporary nature of the app but the ghost also has ethereal connotations.

It reminds me of Phantasmagoria which is defined as a sequence of images that seem like in a dream.

The Magic Lantern was a Victorian form of image projector. It was often used to entertain crowds.

Late 18th century Phantasmagoria was a form of horror theatre which produced images of ghosts. A magic lantern was used to fool viewers into believing they had just seen a ghost. In reality the illusion was forged by a 'magician', a man.

This is parallel to the case of Snapchat where the technology is described as magic and continually referred to as something ethereal, beyond the grasp and comprehension of a wider audience.

The use of magical terms is a form of obfuscation - a denial of information.

Perhaps if my work can show the reality of technology through language then maybe it can begin to be a bit more accessible.

