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### A World Brightly Different Reading Response

Lutz Collin's *A World Brightly Different*, explores the exploitation and commoditization of the third world by wealthy European and white people. Specifically, the article discusses pictures taken by the National Geographic in Africa. These photojournalists do their best to romanticize the African world in a way that patronizes them, and looks at them as some exotic item that can be taken back to Europe and shown off. Furthermore, these photojournalists try to make the Africans seem European and relatable, so that the people back in Europe can be understanding and relate to them. However, this procedure only serves to strip Africans of their culture, and only show off their culture in a way that will appeal to white people. The author discusses the exploitation of the third world, stating "The exotic other is by definition attractive, albeit in a special, threefold sense. When the camera looked for the unusual, it ensures a reader whose attention is riveted by the intriguing scene. It draws attention, at least implicitly, to things that define "us" in our unmarked and usual state of humanness, that is people who dress and act in "standard" ways." (Collins 3). It is clear that the camera was intentionally looking for things that were "different," and things that most European people have never seen before. Rather than respecting the culture and livelihood of the natives, these photojournalists cared more about finding as many unique and colorful photos as possible that will intrigue Europeans. For this reason, these photojournalists would constantly take photos of the rituals, as the culture and traditional practices of the natives were seen as a commodity that could be shown off.