

Rhetoric

Tuesday, August 22, 2017 2:27 PM

Rhetoric: Art of persuasion

3 components to make an effective argument(better rhetoric):

Ethos - trustworthiness & credibility of speaker

Pathos - emotional appeal

Logos - clarity, logic and quality of argument

5 September 2017

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Louis Daguerre, *Boulevard du temps*, 1838-39

He is one of the first to take a photo and fix it on a surface.

One of the fathers of photography

Invention of the daguerreotype

- Streets of Paris
- Pinhole camera
- Super long exposure so we don't see any people in the photo

Early photography:

- Black and white negatives (film roll) created inside the camera
- Photographs (positives) created afterwards through a process
- Multiple copies with an existing negative
- Changes possible (Cropping, scaling, brightness, etc.)

Talbot's processes (at the same time as the daguerreotype):

- Use silver chloride and paper with camera obscura to make photos
- Then put it in salt water
- "photogenic drawing" -> "salted paper print"
- Found out how to make paper negatives, but doesn't last long

Realist examples:

- Dickens (realist)
- Gustave Courbet. *A Burial at Ornans*, 1949-50
- Courbet, *The Stone Breakers*
- Vincent Van Gogh, *the Potato Eaters*, 1885

Late 19th century:

- In Canada and in the US
- Development of mining and oil industry
- Socialism vs capitalism
- Progressive movement (if you don't succeed it's not necessarily because you're a bad person)
- Feminist movement

Daguerreotype:

- First commercially successful photographic method
- Uses camera obscura
- Both positive and negative
- Very detailed
- Permanent
- People had to stay very still
- Seating with a device to hold head still
- One of reasons why people don't look happy
- Purely mechanical process
- Could not lie
- ONLY ONE COPY
- Light, inscribing itself directly on paper or plate
- Impressionism and expressionism because photography can now reproduce the reality

Modifications of photos:

- William Mumler, *Mary Todd Lincoln with the ghost of Abraham Lincoln*, c. 1869
- After the American Civil War
- Double exposure to show a "ghost" print
- Cottingley Fairies, 1917-1920
- Photo of girls with fairies inside
- Popular because of religious movement
- Convinced a lot of people that fairies exist

Realism:

- Realism in the sense of showing social issues and problem at the time period
- Not necessarily realistic in its visual aspect or its content

John Barnardo:

- Progressivist
- Home for children
- 112 orphanages
- Uses photography to raise money and very good at it
- Opens photographic section to orphanages
- Takes photos of orphans and publish them to raise funds
- Before/after photos (cheated because often taken the same day)
- A lot of criticism
- Dishonest to making capital of children's photos
- Charges

7 September 2017

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Jacob Riis:

- Large family
- Favorite writer: Dickens
- Immigrates to NYC
- Lives in poor condition neighborhood
- Develop strong social conscience
- Becomes reporter, look at corruption
- Photography of crime scenes and mugshots for newspapers
- Realize he should also take photos for the progressive movement
- *Italian Ragpicker*, c.1890
- Goes to tenement areas and takes photos
- Uses a new technique : the flash photography
- Able to take photos in dark spaces
- "Magic lantern lectures" : projector lecture about progressive movement, shows horrible pictures (diseases, bad living conditions)
- Form of entertainment, but at the same time he gets donation
- Uses children as subjects to use pathos
- e.g. *Prayer Time in the Nursery*, *Five Points House of Industry* 1889
- However, he embroiders and embellishes his stories to reach to audience
- The "fakery" in the narrative
- For him, this doesn't matter as long as he has the gist of the real story and it was for the social good.
- Not artist, but journalist

At that time:

- Tenement building (a lot of people crammed in a small place)
- No running water (cholera)
- Child mortality high
- Progressive movement

Exoticism

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- A bit earlier than realism
- Sometimes aka orientalism
- White Europeans showing things that the usual white European doesn't see
- Often related to nudity and eroticism
- Up until this point, not allowed to paint nude or erotic subjects, unless it's from Bible or other "old stories"
- It's more allowed if the painting is exotic, not a white European.
- Paul Gauguin, Spirit of the Dead Watching, 1892
- Paul Gauguin: deserts his wife and children to pursue art. Late stage syphilis
- William Carrick, studio photos of "types", 1860s
- Cards that show job of low class people, different "types" of people
- Photo taken in studio
- Those cards can be bought and collected
- Also exotic types people
- People were presented as "types" not individuals and they were made to look like white Europeans because the photographers want people to buy those cards
- No names, "Type d'Orient" on them
- want to convince European men that exotic women were more sexually available to offer their bodies
- A lot of erotic and exotic photos

Edward Curtis

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- When travelling through America, took more than 40 000 photos
- A lot of ethnographic data in his works, he took photos that other people have never taken
- However, his biases were involved and he set up the photos for a specific reason
- Beautiful photograph of an Indian at 1905. Everything seems perfect for the Indians in the photos but in fact they were in a terrible place (see right)

Critics of Curtis' work

Noble savage

Ignores/downplays injustices

Simplifies and romanticizes

Portrayed as vanishing race:

He wants to show how they lived before colonization not how they live in 1905 because he thinks they are going to disappear

This put a past fixed image of the Indian which is not reflective of the currently state of them

Tied to landscape

- He retouched some of his work afterwards
- *Inside a Piegon Indian Tipi*, 1911
- In this example, he removed a clock from the photo to show traditional lifestyle
- He had a photo accompanied by a caption saying that Indians are going to war in the photo, but there were no more Indian wars at that moment

At that time:

- Indigenous population were forced into smaller and smaller reservations
- Forced into residential schools
- Assimilation
- "Take the Indians out of the Indians"
- People think that they are more
- A lot of stereotypes; even though some are positive (e.g. the noble savage by Rousseau), people who believe in positive stereotypes are also more likely to believe in negative stereotypes

Eskad ad shows 3 white guys dressed up as the stereotypical Indians in a kitchen to sell bottled water

- Distasteful
- Insulting
- Racism and acceptable racism
- Shows that racism against Indians are accepted because blackface is not acceptable, but this is.
- A lot of other more subtle forms of discrimination against Natives are accepted
- For example, the sport teams names like Cleveland Indians and Washington Redskins
- Redskin is considered a racial slur

Protoshop: Photoshop before Photoshop

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- Georges Braque working with Picasso on new artistic techniques
- Developed cubism
- He could paint realistically but decided to paint in a less realistic way (cubism)
- For him, this way is more "realistic"

Picasso, Les Demoiselles d'Avignon, 1907 (proto-cubist):

- Colonial period
 - Masks
 - Depicts "Indians", something that white Europeans have never seen before
 - 5 prostitutes showing off their bodies
 - Angular edges and masks to show they are dangerous
 - He wanted to give the impression that the canvas is flat (no perspective)
-
- More exotic products in Europe like Japanese prints and African masks

Synthetic Cubism:

- Instead of painting, artists take things and put them in the painting
- Picasso, Still Life with Chair Caning, 1912
- Took chair painting and put it right in the work

First World War:

- First mechanized war
- New weapons can kill a lot more people
- Many casualties
- Civilians killed because of the weapons
- Many powers involved

At the end of the war:

- A total disaster
 - Many empires collapsed
-
- Artists started thinking that art doesn't have to be logical, realistic and orderly since the real world is in such a mess and chaos.
 - Refuse "mathematical" art (perspective)
-
- A lot of important people convened to decide the most influential work of art of the 20th century; chose The Urinal made by Marcel Duchamp. It beat Picasso and Warhol's works.
 - This work shows that "Art is whatever that artists say it is"
 - Part of the Dada movement (started from a meeting of artists in a café in Switzerland)
-
- Dada artists mix a lot of different kinds of things (songs, theater, ads) together
 - Urinal -> Readymade (takes products and call them art)
 - Most of them is very left wing and fought against fascism
 - Deconstructed images
 - They didn't want to make art that would make people happy
 - They want people to question the world and made works that shook people
 - Young artists
-
- Hugo Ball, Karawane, 1916
 - Poem of nonsense

Picasso, Woman with the Mandolin
Picasso, Aficionado, 1912

Analytic cubism:

- The name given to these earlier cubist works
 - Objects and spaces were deconstructed, as if seen from many different viewpoints
 - Conceptual image, not necessarily a perceptual one
-
- Picasso's work less and less recognizable (Demoiselles to Mandolin to Aficionado)
 - Draw from different angles and different times in the same painting (cubism)
 - According to artists, this is a more truthful portrait because it shows the completeness of the subject
 - Western art often only one viewpoint and doesn't get the whole reality

Quiz: What is the difference between analytical and synthetic cubism?

Conceptual art: Art that is based on a concept or an idea

- The artist doesn't necessarily have to do the work themselves (hire people)

Dada Movement

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- First International Dada Fair, Berlin, 1920
- Berlin was a very important city at the time, an avant-garde city
- Bauhaus, institute of art in Germany
- Post WW1, Germany just lost, lots of economic problems (debts)
- Otto Dix (German): Paints realistic representations of society, Ugly side of things (ex: dead, prostitute, etc.)

Hannah Hoch (first wave of feminism)

- Began to hang out with Dada artists in 1919
- Had a background in the "lower arts" glass, handicrafts
- One of the originators of the photomontage
 - Photomontage has ties to cubism
 - She takes existing photographs and reassemble them to give them new meaning
- Link to Dada: Criticizes the higher authorities of Germany and wants change in society
- Images with deep meaning, not easy to analyze

Cut with the Dada Kitchen Knife...

- Left side: Political imagery that she likes
- At the bottom: People in the Dada movement with her
- Upper part: Political - Kaiser, authority that needs to change
- Bottom: Map with women (feminist)
- Instead of signing, she has a picture of herself in the image

Dada-Ernst

- Money
 - Capitalism
 - Angel with trumpet: Religion, Judgement
 - Two women's legs without body, money in between: Prostitution, Sex
 - Female figure (fashion) between the legs: Sex, Position of women in society
 - Woman (sports figure): Women recently got the right to participate in Olympics
 - Different types of women: Angel, Objectified woman (legs), Sports figure
- Often uses boxers to represent masculinity, with mostly power/physical force

John Heartfield

- Merges images together to make visual rhetoric
- Anti-fascist
- German, changed his German name to English name to align himself as an internationalist
- Often works with double/triple exposures
- Very straightforward images

Whoever Reads Bourgeois Newspapers Becomes Blind and Deaf

- Only reading newspaper means becoming ignorant
- Local media is propaganda

The Meaning of the Hitler Salute

- The real power behind Hitler is the money, Hitler is only the front

Blood and Iron

- Reference to the people that have been and will be killed

Hurrah, the Butter is All Gone!

- Family only has metal to eat: Blindly following the society
- Criticizes the stupidity of the general population in Germany
- Wants people to stop following the Nazis

Surrealism

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-Surrealism followed Dada, with artists interested in the writings of Freud and Jung, and ideas of the subconscious
-Photography played a large part in the surrealist movement

Big difference surrealism/dada: the idea of subconscious that comes from Freud

-Still interested in chaos and mixing things, but now also focus on subconscious

The surrealists were interested in the "alienation of meaning"

- Invite the public to think more and deeply about what things really are, to not just look at the image
- *Ceci n'est pas une pipe*, Rene Magritte
- Man Ray: Dada and surrealist artist, working with photography, multiple meanings
- *Violon d'Ingres*: woman/instrument, sexual reference (we play an instrument by touching it)

Man Ray

- Influenced by Duchamp
- Investigate readymade with photography
- Uses rayogram
- Don't use camera
- Light directly on photosensitive material
- Not always sure what it represents
- Double exposures
- Blurring
- Strange POV
- Manipulation of image and negatives
- Solarization
- Artists mess up on purpose to create an effect
- Wanda Wulz: experimental photographer merging her portrait with cat

Protopshop (Fineman)

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Yves Klein, *Leap into the Void*, 1960

- Works less and less related to representing reality
- **Yves Klein blue**
- Seen as art even though it's just a color
- Explores the questions "what is art?"
- Monotone symphony: a symphony with one note and people with the body painted in Klein blue rub themselves against a paper to create art
- The **idea** is central in all his works (conceptual art)
- Leap into the Void
- At that time, photographs are considered authentic and what's in newspaper are also considered true
- He published his photograph in journal
- Asking people to think and reconsider about what they should believe

Duane Michaels, *The Spirit Leaves the Body*, 1968

- First and last photos completely identical, but different meanings
- We are imagining and filling in a lot with our brains
- Michaels works a lot with narrative and makes people question what is happening in his photographs

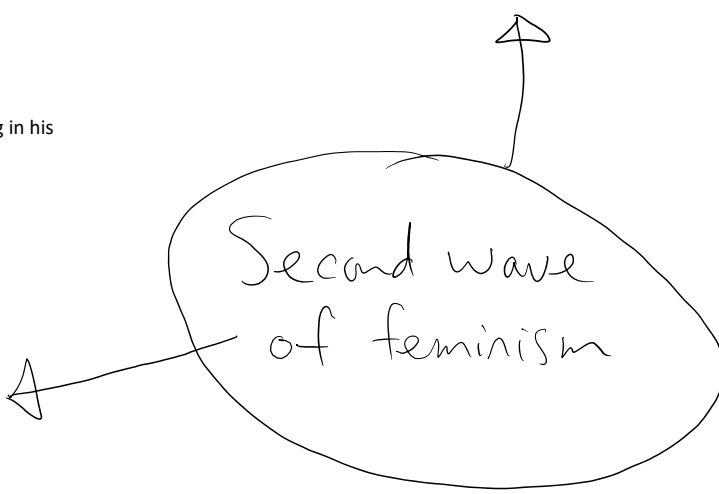
Kathy Grove

- Uses Photoshop to modify iconic images to highlight the lack of woman in art
- *After Lange* (Original: Dorothea Lange)
- Show that woman are objects of desire and have to be beautiful in society
- The Other Series (After Man Ray)
- Erases women in work
- Makes people think why so few woman in works of art
- Also portrayed as sexual objects

Martha Rosler

- Explore meaning and how meanings change
- *Semiotics of the Kitchen*
- Related to feminism
- Doesn't use kitchen ware in the traditional way
- Reinventing the role of the woman in the kitchen
- Showing different ways to use things
- *Red Stripe*
- End of Vietnam war
- Soldiers in a beautiful House
- Photomontage (cut out and put together)
- *Balloons*
- Vietnamese father holding dead child in a House
- Bringing war into American House

Second wave
of feminism



Documentary

Tuesday, October 10, 2017 2:40 PM

4 distincts of documentary film:

- Record, reveal, preserve
- Persuade or promote
- Analyze or interrogate
- Express

Documentaries are "less truthful" than fictional films

- Because they are regarded as true while fictions aren't

Michael Renov wants to shock people with his documentaries to make them question reality (like dadaism)

- Russian propaganda documentaries at that time
- Made films which made people uncomfortable to "counter" propaganda

Nanook of the North

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Nanook of the North

- Robert J. Flaherty
- Extremely popular
 - First documentary, made a lot of money
- Flaherty thinks Inuits are in decline, aligned with the idea of the noble savage (Curtis)
- Theme: Man against nature

Storyline:

- Nanook is an actor (not his real name)
- Nila (Alice) is the wife in the film, but not Nanook's real wife

Truthful?

- Nanook was said to die from starvation in the movie, but actually died from TB
- Setup
 - Used technologies Inuits have never seen before
 - Many scenes are set up and not truthful
 - For instance, igloo scene (igloo too large, weird shadows) is actually using a half-igloo
 - Fight with seal scene is actually tug of war with another actor on the other side
- Not necessary reflective of the truth in terms of the Inuit lifestyle
- A lot of true elements but also a lot of made up elements

Techniques

- Frequent change of shot angle to make scenes less tedious to watch (still used in modern cinema)

The Man with The Movie Camera

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General info

- By Dziga Vertov

Controversial/Experimental:

- Says "No story, no theatre"
- Starts out with a scene in a theatre
- "Story"line:
 - A day in Russia
 - Jumping from an object to another
 - Short scenes (avg ~3s)
- Used many techniques
 - Split screen
 - Superposition of shots
 - Film from ground upward
 - Camera on cars
- Uses still photographs at some point
- At the end, shows how the documentary is made by having people hold up film strips
- Most of the scenes aren't set up
- Truest form of the documentary: cinema verite
- The filmmaker's hand is not involved

Lies:

- Not filmed in one day (took 3 years and in many cities)

The plow that broke the plains

Thursday, October 19, 2017 2:43 PM

General info:

- By Pare Lorentz
 - His first film, never did any before
- (1936) In the middle of the great depression
- About the great plains
- Paid by the government
- Music cost a lot
- Hired actor to do the voice-over
- Early example of film considered as art

Controversial:

- Made by government
- Support the New Deal
- Considered propaganda

Context:

- Great depression
- FD Roosevelt and his New Deal to try to get America out of depression

Storyline:

History lesson

- How amazing the grasslands were
- Indians pushed out
- Right for Americans to come in and use the lands

Effects of WW1

- Supplying other countries, uses a lot of land with mechanized machines
- Overworked the land
- Lead to Dust Bowl

Thesis: Treat the earth and the land better (environmentalist), farm in a more sustainable way
In line with the gov't interests

Regarding the Pain of Others

Thursday, October 19, 2017 3:34 PM

General info:

- By Susan Sontag
- In response to Virginia Woolf's *Three Guineas*
 - Believed that photographs of war can help change things
- Talks about photos that emerges from 9/11
 - Men falling from buildings (jumpers)
 - Body parts on the ground
- Photojournalists, instead of running away, take photos of the event
- Asks philosophical question: why do we react so strongly to things that are close to us but not those who are far from us
- We react to death and suffering only if it's close to us

Context of RPO:

- George Bush was president
- 9/11 and disaster photography
- People reacted very strongly to photos who showed death and suffering

Context of Three Guineas:

- Mid 1930s
- Spanish Civil War
- Rise of fascism in Germany and Spain

Photograph of a jumper by Richard Drew, 2001

- Aesthetically strong
- Very well known

Susan Sontag

- Critic of US's foreign policies
- She didn't believe that the US should stick their fingers in other countries
- We shouldn't call terrorists "cowards" since they are willing to sacrifice their lives
 - Got a lot of criticism
- Photography is the only art where you can accidentally create a masterpiece

Reading notes:

- Photographs has more of an impact than nonstop imagery
- Photographic enterprise driven by shock
- Portability of the camera allowed to capture death in the making
- Photographs combine two contradictory features: objectivity (machine recording) and subjectivity (someone had to be there to take the photo)
- Photography: only art where years of training and experience doesn't give you an insuperable advantage because:
 - Luck plays a big role
 - Bias toward the rough and the imperfect because perfect makes it less authentic
- Photojournalism used its legitimacy acquire during WWII to make photography a global enterprise (Magnum Photos)
- War which were invested with the meaning of larger conflicts are photographed and known while crueler wars which don't have that kind of meaning are underphotographed and forgotten
- Photos can't make the population question the war, they can only help the movement after a war has already become unpopular

History of War Photography

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Roger Fenton

- One of the first war photographers
- Crimean War
- *Valley of the Shadow of Death* (road with cannonballs and without)

Alexander Gardner

- War photos
- *Home of a Rebel Sharpshooter*
- Dragged a corpse for better photograph
- Same corpse in two different places in two different photographs

World War I

- Photographs more common
- Photographers are anonymous most of the time
- Photos seen as more honest than the printed word
- Also seen as more able to accurately describe the destruction and carnage
- Well documented
- We know more about war with photos
- Funk holes (Terrible living conditions)

Robert Capa

- Spanish Civil War
- Photo of a man being shot in the head and falling
- *Loyalist militiaman at the moment of death*
- Right next to that person
- Shift of how photographers want to capture war
- People started to want to be in the middle of the action instead of the aftermath
- Changed his name to pass for an American photographer instead of Hungarian
- This gave him more success
- Dies when stepped on a landmine
- War photographers take a lot of risks and their lives are always in danger
- Bad organization skills, mislabeled photos

World War II

- Joe Rosenthal's photo of American flag
- Victory in Europe
 - D-Day
 - Victory of the Allies
 - Peace in Europe
- US still fighting with Japan
 - On small islands near Japan
 - Won an island, important victory
 - Raise flag
 - In the photo, that flag was the second flag raised that day
 - The first was taken down as a souvenir
 - Misidentified marines
- Bergen-Belsen photo of mass grave
 - Helped show the amplitude and gravity of the cruelty of the Nazi regime
- Holocaust museum often confronted with the problem of whether to show these photos or not
- Atomic bombing on Japan
 - Horrible photos (Yosuke Yamahata)
 - No pictures like this in Japan
 - Ashamed of the defeat
- Photos of Russian side during WWII
 - Watch taken out of the picture because it was obtained from looting and soldiers were supposed to be good soldiers

Radio Lab Podcast

Truth fascist?

- Valley of the Shadow of Death
- Dirt road cutting through the landscape
- Nothing living in this photograph
- Littered with cannonballs
- Photograph is a time machine
- Real connection with that epoch
- Piece ripped out from that time
- Another print of the photo without cannonballs on the road
- Susan Sontag thinks Roger staged the photo and put cannonballs on the road

Theory:

- Cannonballs were put on the road and soldiers came back to recycle the cannonballs to fight Russians
- Try to find out truth by:
 - AB'ing the photos
 - Studying the shadows of the photographs
 - Had to find out where the photo was taken exactly
 - Went to museum to find cannonballs used
- Found an optic engineer to try to solve
 - Found some small differences
 - After a lot of studying, noticed that the rocks were shifted downwards
 - So the one with cannonballs is the one taken afterwards therefore staged
- One of the first photographic lies
- Even though it was altered, not necessarily less truthful because it might be more emotionally true for him

Picasso, Guernica

- About Spanish Civil War
- Suffering of a village that was fire bombed

David Seymour, Land Distribution Meeting, Extremadura

- One of the most emblematic photos of the Spanish Civil War
- People think it's about fire bombings
- Actually, it's a meeting to decide how to distribute land
- It's not necessarily untruthful

Photography as Global Enterprise (Sontag)

- Magnum photos
 - Works with freelance photographers
 - Sells photos
- Photography as a career

Vietnam War

- Photos can be broadcasted in the same day as it was taken, at this time
- A lot of people watched TV for news
- Color photography
- People in power didn't like photos of deaths of Americans because it would convince the population wouldn't support

First Gulf War

- Learned from the Vietnam War
- Use different terminology
 - Collateral damage instead of civilian casualties
- Try to distance the population from the war
- Photo of American soldier smoking Marlboro cigarette to try to seem cool so that people would better accept war
 - Afterwards, that same soldier suffered PTSD
 - Lots of difficulties
- Photos that government doesn't want people to see
- Rumors that Saddam Hussein, dictator of Iraq, had WMDs
 - Saddam didn't have any WMD like Americans said

- Ashamed of the defeat
- Photos of Russian side during WWII
 - Watch taken out of the picture because it was obtained from looting and soldiers were supposed to be good soldiers

Omer Fast

- Lots of difficulties
- Photos that government don't want people to see
- Rumors that Saddam Hussein, dictator of Iraq, had WMDs
 - Saddam didn't have any WMD like Americans said
 - False premise
 - Went in anyways and threw him out
- Abu Ghraib
 - American prison
 - Prisoner abuse
 - Same way as Hussein treated his opponents

Five Thousands Feet Is the Best

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Omar Fest:

- Not interested at all by the ideas of truth/fiction
- Doesn't think of that in his works
- Makes us look more in details of things, question our expectations

In this film

- Omar Fest present a situation from many perspectives
- Perspective of soldier and of the suffering families

Viewing notes:

- Know that there is someone filming
 - MC: I'm not real Pilot, you are not real journalist?
 - MC: drone pilot
 - Beeping sound
 - Story cycles and repeats, MC goes back into the same room over and over again
 - No difference between a drone pilot and a real pilot, do the same job
 - Half fiction/half documentary
 - A lot of scenes were in Las Vegas
-
- Restaging of the same scenes and several flashbacks of overhead shots

Story about someone

- Obsession with trains since a young age
 - Puts on uniform and goes to work
 - Drives train
 - Forgot keys
 - Got caught by police trying to get in by window
-
- Assumed he was black even though no one mentioned race

Story 2

- Fraud scheme in Las Vegas
- Taking rich men's payment information

Story 3

- Family going on road trip
- Everyone slept and the dad gets lost because didn't want to wake others
- Encounters 3 people with shovels and guns
- Passes them and the people immediately get blown up by a drone missile

Overhead scenes (documentary style about drone pilot):

- Heat signals?
 - Blurry face
-
- Played a lot of Video games
 - PTSD
 - Even though he wasn't directly in a war zone he was a drone pilot who directly affected people's lives
-
- Flying overhead in Las Vegas
 - Beautiful view

Jeff Wall

- Susan Sontag said the most truthful photographs of war were made by him
- Makes us look more in details of things, question our expectations

Mimic

- Photograph of a racist gesture to an Asian in Vancouver
- A lot of Asian immigration at that time
- Even though it was a scene he saw in real life, the photo is actually constructed
- He hired actors to recreate the scene

Dead Troops Talk

- Also completely constructed
- Scene of dead/zombie soldiers
- "most truthful photo of war" according to Sontag, even though completely constructed
- Soldiers seem completely unaware, playing with their organs like zombies
- Not objectifying people because this photo doesn't exist just for us to look at, there's a party going on, they are having fun

Propaganda

Tuesday, October 31, 2017 2:21 PM

General dictionary definition:

Chiefly derogatory information, esp. of a biased or misleading nature, used to promote or publicize a particular political cause of point of view : he was charged with distributing enemy propaganda

Another definition:

Propaganda consists of the planned use of any form of public or mass-produced communication designed to affect the minds and emotions of a given group for a specific purpose, whether military, economic or

The National Socialist German Workers Party (Nazis)

- Slowly gained power after WWI
- Headed by Hitler, who was appointed Chancellor in 1933 and Fuhrer in 1934
- Used propaganda and charismatic speech to gain, hold and increase power
- Emphasized nationalism, aggressive foreign policy and anti-Semitism
- Triggered WWII, which brought death and destruction to millions
- Orchestrated and carried out the Holocaust, the genocide of 6 million Jews

Triumph of the Will (Nazi propaganda film) viewing notes

- Caption at the beginning: light at the end of tunnel effect
- Beautiful aerial shots of Germany
- Plane arriving and a huge crowd welcoming Hitler
- Goal: Show Hitler as a god
- People across the city to salute him
- Switching between daytime and night time scenes
- Hitler Youth (equivalent of scouts)
- Shows SA and SS military forces
- Wants to show that SA and SS are firmly under his control
- Everything is perfect and awesome in this propaganda now that Hitler's in charge
- Message: the dark days of Germany are over

- Hitler's youth rally

His introducer

- Talks about "no class and no caste"
- Tells youth to be selfless and loyal

Hitler

- Again "no class no caste"
- Tells them to be obedient and serve the country
- Be strong and be willing to sacrifice

★ Walter Lippmann (American writer)

We must remember that in time of war what is said on the enemy's side of the front is always propaganda, and what is said on our side of the front is truth and righteousness, the cause of humanity and a crusade for peace.

Small benign actions can be considered as propaganda such as giving money to overachieving students. Propaganda isn't necessarily doctoring photos for political purposes.

Extra information:

- Everyone has to be a part of the Union
- Most of the people were benefitting from it (better wages)

Leni Riefenstahl:

- Author of Triumph of the Will
- She uses a big variety of shots
 - From above, below, far, near
 - Visually pleasant
- Aesthetic genius
- After WWII, no one wants anything to do with her anymore (persona non grata)
- Much younger boyfriend
- She says this is not propaganda because there is no narration: she doesn't take a political position
- She had a lot of money and manpower to produce this propaganda

Documentary on her

- She says that she didn't know the extent of the horrible thing Nazis were doing
- She denies visiting Goebbels even though his diary says so

Missing notes from Jeff

Propaganda #2

Thursday, November 2, 2017 2:50 PM

Missed the beginning

The cold war

1945-1998 by ISAO HASHIMOTO

- In the form of world map animation in terms of months and year
- Shows the 1945 nuclear bombings on Japan at the beginning
- Illustrates all the nuclear testing since 1945
- Scoreboard to show which country did the most nuclear testing

ALLEN FUNT

- Cold War 1947-1991
- Television producer
- Two superpowers: the USA and the USSR
- Produced "Red Menace" and "Domino Theory"
- Cuban Revolution and Bay of Pigs invasion
- When he filmed people talk about something, he unscrews the lightbulb of the recorder so people talked more freely about the subject
- Record people's reaction in awkward situations created by actors (prank videos)
 - Huge success
- Produced Candid Camera
 - Also huge success
 - At that time people were very scared of being watched
 - This also involved being watched but it's for fun

Jeremy Bentham

- Concept of panopticon
- Circle prison
- The guard at the middle can observe all the cells but the prisoners don't know if and when they are being watched
- Idea that Just the threat of surveillance can make people behave, you don't necessarily have to watch them all the time
- Threat of surveillance = we are all in prison because we hold on what we really want to do

McCarthy

- US was in fear of communism
- Wanted to get rid of communism
- People dragged in front of a panel and interrogated on their political inclinations
- Witch hunt 2.0
- Sometimes charged for crime, sometimes blacklisted (can't get jobs)
- Russian spies uncovered (Rosenberg couples)
 - Executed

1984:

- Totalitarianism and surveillance

Candid Camera Classics

Elevator experience

- A subject in an elevator
- Several actors come in and face the wall
- The subject invariably turns to the wall too
- Illustrates group pressure

Black Squares

- Subject comes into the store
- Actors only walk on black tiles
- Subjects also only walk on black tiles without asking why

Delaware is Closed Today

- Official looking actor telling people that the state of Delaware is closed
- Most people just accepts it
- Only few people fight back

No eating when light's off

- Lightbulb on a box which says no eating when light's off
- Subjects follow that rule for no reason

Invisible glass

- Two actors doing as if they were carrying a glass even when there's nothing
- Subjects tried to dodge the glass, some to a great extent

Reading notes:

- Assuaged both simulation-anxiety and surveillance-anxiety
- Started as Candid Microphone for soldiers to complain (took off red light to make people more candid)
- News said it intrudes privacy and a source of surveillance anxiety
- But in people's mind, there are already hidden cams everywhere, this only help to alleviate the atmosphere
- Candid Camera helped to make surveillance more acceptable and normalised
- Atmosphere of paranoia at the time
- Every American's duty to observe and report any Unamerican behavior to the gov't.
- Candid Camera paralleled this duty
- How Candid Camera counterbalance the negative atmosphere:
 - Portray everyday Americans as heroes (skit where people are called upon to act heroically)
 - The release: legal document allowing what's filmed to be aired. This gives the citizens the feeling that they have a control over their surveillance tape, contrary to the usual power dynamics of surveillance
 - Turns surveillance into a business transaction
 - Other elements:
 - Name "Candid Camera" compared to "Covert Surveillance Device"
 - Show has an up-beat song with joyful lyrics
- Dangers of alleviating the atmosphere

- Turn serious matters into laughing matters
 - Make people too relaxed
 - Example of plane hijacking
- Why are reality TV programs so popular?
 - Voyeurism
 - "One also needs to look at the ways the concept of reality itself has been challenged and relativised in the age of technological reproduction."

Reality TV

Tuesday, November 7, 2017 2:37 PM

Brady Bunch

- Sitcom about reconstituted family
- 3 sons and 3 daughters
- Husband: rich, good job
- Wife: Housewife
- Each episode presents a small problem that befalls the family
- White and wholesome family

Lance Loud interview with Dick Cavett

- Talks about his homosexuality with humor
- He says that his parents' feelings for him are not changed by his homosexuality but amplified
- He doesn't think that the fact he was filmed changed a lot in his life
- He says that the show made him seem oblivious and stupid

Lance Loud died of HIV at 50

Cops (TV show)

- Starts in the late 1980s
- One of the longest running TV shows
- Reality TV
- Follows police and paramedics around
- There was an epidemic of cocaine in the streets at this time
- Issue with poverty and racism
- Black and Hispanic population are over represented
- Prejudices against these race can be constructed by watching this show

Michael Moore interview with Dick Clark

- People want violence and brutality and not compassion and help
- Doesn't think Cops is demonizing black and Hispanic people
- Says that they are not trying to, at least
- Says that corporate criminals (which are mostly white) are not arrested with violence, which wouldn't make an interesting show

An American Family

- 1971-1972
- A family filmed in all their routines for a full year
- Not there the whole time, they show up sometimes
- Impossible to evaluate the effect of the crew on the behavior of the family
- Edited down to an 12-hour film
- Over 10 million viewers

- The Loud family
- Everything is not well; in the middle of a financial crisis
- Husband and wife get separated during the year

- One of the sons is gay, once went to Chelsea Hotel in Santa Barbara
- Chelsea Hotel: Bohemian center, for alternative thinkers
- His mom go visit him at the hotel
 - We can see her love for her son
 - But we can also see that she is disgusted by the place and doesn't approve

Context

- At this time, you can send your son to a psychiatrist if he's gay (considered a mental problem)
- A lot of negative stereotypes against gay men
- Usually gay men are portrayed as pedophiles, murderers in shows at this time
- Sometimes they are there to be made fun of
- First show where we get a well-rounded view of a gay man

- The pill: invented in the 1960s
- For the first time, women can control their birth
- In Canada, decriminalized in 1969
- Before only for medical reasons and for married women

- The Stonewall Inn (a gay bar)
- A lot of gay bars starts to appear in the 50s and 60s
- After WWII, people get richer and young people can more easily leave their home town to go to big cities
- They like to go to bars and some of them are gay
- The police raids gay bars and arrest people
- The Stonewall Riot:
 - People rioting against the police
- Divorce was a lot more accepted

Racial Issues

Thursday, November 9, 2017 2:46 PM

When black people were using drugs, they faced severe punishments
Now that more white people are using it too, it became a public health issue

Personal videorecorders (can record videos to spark wave of social justice movements)

In Canada:

- Dziekanski, a slightly disturbed black man, died after being tased 5 times by the police
 - Threatened people with a stapler

Rodney King beating in 1991

- Filmed by amateur photographer
- Video on television
- The public realized that the police were the bad guys
- After that, the police supported criminal charges
- 4 officers acquitted of charges
- Leads to 1992 LA riots
 - 55 killed, 2000 injured

Marxism

- Talks about real value of products
- We give monetary value to an object instead of looking at it with its real (practical) value
- Example: 50\$ and 5000\$ sweatshirt, same practical value, different prestige value

Jean Baudrillard

1. Symbolic Order (Faithful representation)
 - a. Photo of coffee beans
 - b. (more examples in power point)
2. First Order (Perversion of the original)
 - a. Can of coffee
3. Second Order (Masks the absence of original)
 - a. Starbucks cup
4. Third order (Has no relation to original, is its own truth "simulacrum")
 - a. Caffeine injection?

- Really hard to read
- Started out as a Marxist
- Writes a lot about Disneyland
 - Ideal City
 - Says everyone in America wants to be a child
- Says we see in spectacles
- Simulacrum isn't a copy of the truth but a new reality in itself

Westboro Baptist Church:

- Known for their inflammatory hate speech, especially against LGBT community

Michael Moore made a documentary on this

- Brought a trailer filled with homosexual people to Pastor Phelps of Westboro Baptist Church to see reaction

Bowling for Comcube

- Charles Heston Walks Out Scene
 - Edited when Charles is going down the stairs

Michael winning the Academy Award

- Publicly criticized president Bush
- Said he is sending the US to war for fictitious reasons

Michael Moore

- American filmmaker
- Born in Flint, Michigan
- Work-oriented family
- Dropped out of college and started an alternative newspaper called Flint Voice
 - Lefty politics
 - Did really well
- Became editor for Mother Jones
- Fought with coworkers and got fired
- Made his first film afterwards

Roger & Me (1989)

- Context: American car companies struggle against Asian car companies
- Cause: Expensive labor
- American car companies relocated their factories to Mexico (including GM)
- People leave car fabrication towns and houses become really cheap
- Attempt of interview with head of GM (Roger) in his documentary
 - Keeps being shut down when trying to meet him
 - Meets different people
- Tells the story of how he can't meet Roger
- Pathos driven
- He often cuts corner to make his points
- He actually got to interview Roger at least twice but didn't put that in his documentary
- Plays with timeline
- Produced with 160 000\$, sold it to Warner Bros. for 3M\$
- He loves publicity for himself, will appear in front of camera anytime

Electoral system

- Everyone votes for a president and a VP
- We count the number of votes in a state and the candidate with the most popular vote is supported by that states
- All the electors of that state goes to that candidate

In the 2000 US elections:

- The Democratic Party is not very left wing
- Michael Moore was unhappy wanted a more left wing party
- He wanted Al Gore to win
- Al Gore lost by a very close margin and the elections are very controversial
- He tries to stop Bush from being reelected in 2004
- He made Fahrenheit 911 just to achieve this

Fahrenheit 911 (2014)

Tuesday, November 14, 2017 2:46 PM

Main Theme: Criticizing Bush

- No empathy for African Americans
- He doesn't know what work is (he is a spoiled brat)
- He uses his family's connections and manipulate things
- He takes too much vacation
- He is negligent
 - He got information about the potential terrorist attack but didn't do anything
 - Didn't discuss terrorism with his head of counter-terrorism
 - Theory: he prioritizes Saudi oil business over the safety of the American population
- Theory: He didn't do a medical exam in the Army because he did cocaine
- He had business connections with bin Ladens

2002 midterm elections

- Usually the party in power loses some power in midterm elections
- This time, Republicans actually gained power
- People attributes this to the events of 9/11
- When there is a war, people want to rely on authority

Fear

- Bush installs an atmosphere of fear in America after 9/11
- Unsubstantiated reports of terror attacks
- People were afraid so they turn to their leader to protect them

9/11 World Trade Center

- Shots of horrible scenes

After the attack

- Allowed the Saudis to get bin Laden family members out of the US
- Not proper procedure
- A lot of people disapprove this decision

Carlyle Group:

- 11th largest defense contractor of the US
- George H W Bush and George W Bush work at this company
- Bin Laden family was a big investor of this company

Afghanistan

- Bush decided to start a war on Afghanistan because the Taliban govt supposedly harbored bin Laden
- He then invited a representative of the Taliban govt to the US to discuss
- After the US invaded Afghanistan, Bush put a ex-Unicol advisor as president
- Right after, the pipeline that the company wanted to build was built

Michael Moore reading notes:

- Uses humor and wit in his films to sugarcoat the bitter reality so that people don't feel too uncomfortable
- Central character in his films
- He wants to surprise his viewer
- Gives a lot of information in his films but doesn't pretend it's objective journalism
- Use of personal pathos
- Accused of compressing the events of many years and manipulating the time sequence, therefore deceiving the viewers.
- Produced tv show *TV Nation*
 - A more political Candid Camera
- Criticized for mistreatment of working people (the guards who try to stop him)
- Moore believes that mass media is creating an atmosphere of fear on purpose to incite consumption
- Fahrenheit 9/11 includes footage from Iraqi war that people never saw before due to censorship
- Media hide content from the viewers

Reality TV #2

Tuesday, November 21, 2017 2:22 PM

Reality TV: Modern equivalent of the freak show

Schadenfreude: taking pleasure in the pain of others

Survivor

- Premieres May 2000
- Producer Mark Burnett
- Nielsen reported 125 million people watched the season 1 finale
- Very popular
- Winner has 1 million\$
- Costs 6 million per episode just to pay the actors
- First season no Asian
- Age restriction
- "Battle of the races" in one episode
- They try to diversify the cast (race, religion, etc.)
- They want pathos and they let conflicts happen

Mark Burnett introduces Trump at National Prayer Breakfast

- He's a Christian
- He was the producer of Survivor
 - Set in Manhattan
- 50 000 bleachers in Central Park for that finale
- Talks about how he talked to Trump about reality TV ideas and Trump told him to come meet him
- Talks about how fast he got to meet him when Mark thought he needed an appointment

Survivor viewing notes

- Island in the middle of the South China Sea
- 16 castaways
- 39 days by themselves in a jungle

Sue: redneck

Rich: Tryhard with good survivor skills

Kelly: another one of the finalists

- Rich wins but didn't declare the money on his tax returns and ended up serving time

Comments on Survivors

- Contestants show their real selves
- Shows the human condition

Criticism

- Promotes the idea of the myth of mobile sociability
- Not entirely true that everyone has equal chance of winning
- Women win less than men
- Neocolonialist approach (torches, tiki totems)

The Apprentice

- Reality TV show where contestants fight to become the apprentice of Donald Trump
- Many strong and successful contestants
- Some think that Trump became president because of reality TV

Podcast of contestants

- Contestants talk about how they feel about Trump
- Most of them don't like him
- Some do

Fake news and post-truth society

Thursday, November 23, 2017 2:48 PM

In the last elections

- Social media have played a large role
- There were many false stories with reasonable sounding names, but they were so widely shared that people think they are true
- There are groups of people who just created fake news to make money
- They found out that conservative biased fake news are more likely to be shared
- Theory that Russians created fake news to influence the elections

#pizzagate

- Conspiracy theory that Hillary is at the center of a pedophilia ring and the NYPD knows about it
- Russian hackers got some emails that allegedly connects Hillary with child pornography
- Emails about "cheese pizza" supposedly refers to "child pornography"

November 4:

- A website posted about Antifa protest on November 4
- Conservative Youtuber made a video about how conservatives are oppressed
- Video shared by conservative Facebook group and popularized
- The original website gathered people and blocked a highway with signs "Nov. 4 it begins"
- It goes on National TV and many conservative people think there's really going to be a war
- Leftist trolls on social media about their intentions for Nov. 4 civil war

JenniCam

- A college student named Jennifer Ringley set up a camera in her room that would take a photo every 15 minutes and showed it online.

Justin Kan

- Justin TV: filmed his life
- Twitch TV

Final Preparation

Saturday, November 25, 2017 4:54 PM

Lasswell, Harold D. "The Theory of Political Propaganda." *The American Political Science Review*, vol. 21, no. 3, 1927, pp. 627–631. JSTOR, JSTOR, www.jstor.org/stable/1945515.

Extra research on our own

- Definition and elements of propaganda
- How do we define what truthful means?
 - Emotional truth vs objectivity

Potential topics

- Compare contrast two films we've seen in class
- Argue the truthfulness/propaganda of a film

Think about the nature of all the films

In the Michael Moore slides, there are theoretical considerations about propaganda

NOTES ON POLITICAL DEFINITION AND METHOD

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according to the principle that each pair of members in such a grouping must have a specified amount of agreement between them. The determination may be made by consideration alone of the votes cast on roll calls. Application of the technique is not practicable in bodies exceeding 25 or 30 in membership, because of the inordinate amount of labor which the tabulation and computation would involve.⁸

University of Pennsylvania.

STUART A. RICE.

The Theory of Political Propaganda. Propaganda is the management of collective attitudes by the manipulation of significant symbols. The word attitude is taken to mean a tendency to act according to certain patterns of valuation. The existence of an attitude is not a direct datum of experience, but an inference from signs which have a conventionalized significance. We say that the voters of a certain ward resent a negro candidate, and in so doing we have compactly summarized the tendency of a particular group to act toward a particular object in a specific context. The valuational patterns upon which this inference is founded may be primitive gestures of the face and body, or more sophisticated gestures of the pen and voice. Taken together, these objects which have a standard meaning in a group are called significant symbols. The elevated eyebrow, the clenched fist, the sharp voice, the pungent phrase, have their references established within the web of a particular culture. Such significant symbols are paraphernalia employed in expressing the attitudes, and they are also capable of being employed to reaffirm or redefine attitudes. Thus, significant symbols have both an expressive and a propagandist function in public life.

The idea of a "collective attitude" is not that of a super-organic, extra-natural entity. Collective phenomena have too often been treated as if

⁸ I am indebted to Professor H. R. Kemp, of the University of Toronto, who has read this article in proof, for the suggestion that the possible range of its application might be extended by the use of electric sorting machinery. Thus a punch card might be prepared for each roll call or division of the house, the assigned number of each member being punched in one of three columns, e.g., "Aye", "No", or "Not Voting". The combinations of agreement by pairs could then be determined mechanically by the tabulating machine. The technique of "inspection" could not profitably be dispensed with from this point onward, however. Moreover, the rapidity with which the cards could be punched would depend upon the arrangement of the "yes" and "no" votes in the legislative journal. Experiment would be necessary to determine how much labor could be saved by the mechanical sorting and tabulating process.

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they were on a plane apart from individual action. Confusion has arisen principally because students have been slow to invent a word able to bear the connotation of uniformity without also implying a biological or metaphysical unity. The anthropologists have introduced the notion of a pattern to designate the standard uniformities of conduct at a given time and place, and this is the sense of the word here intended. Thus the collective attitude, as a pattern, is a distribution of individual acts and not an indwelling spirit which has achieved transitory realization in the rough, coarse facts of the world of sense.

Collective attitudes are amenable to many modes of alteration. They may be shattered before an onslaught of violent intimidation or disintegrated by economic coercion. They may be reaffirmed in the muscular regimentation of drill. But their arrangement and rearrangement occurs principally under the impetus of significant symbols; and the technique of using significant symbols for this purpose is propaganda.

Propaganda as a word is closely allied in popular and technical usage with certain others. It must be distinguished from education. We need a name for the processes by which techniques are inculcated—techniques of spelling, letter-forming, adding, piano-playing, and lathe-handling. If this be education, we are free to apply the term propaganda to the creation of valuational dispositions or attitudes.

The deliberative attitude is capable of being separated from the propagandist attitude. Deliberation implies the search for the solution of a besetting problem with no desire to prejudice a particular solution in advance. The propagandist is very much concerned about how a specific solution is to be evoked and "put over." And though the most subtle propaganda closely resembles disinterested deliberation, there is no difficulty in distinguishing the extremes.

What is the relation between propaganda and the changing of opinions through psychiatric interviews? Such an interview is an intensive approach to the individual by means of which the interviewer gains access to the individual's private stock of meanings and becomes capable of exploiting them rather than the standard meanings of the groups of which the individual is a member. The intimate, continuing relationship which is set up under quasi-clinical conditions is quite beyond the reach of the propagandist, who must restrict himself to dealing with the individual as a standard member of some groups or sub-groups which he differentiates upon the basis of extrinsic evidence.⁹

⁹ Advertising is paid publicity and may or may not be employed in propaganda.