

“In societies where modern conditions of production prevail, life is presented as an immense accumulation of spectacles. Everything that was directly lived has receded into a representation.”

Guy Debord, *The Society of The Spectacle*

Guy Debord contends that the ‘reality’ of our perceived negotiations with the mediated world has been replaced by ‘The Spectacle’ – image has replaced substance. To what extent do you believe this to be true and how have visual artists used the lens-based medium to comment on and critique this reality?

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Intro break down guy Debord

Guy Debord believes that all people ever want now is to have things that make them happy, but it is things that they have been taught to believe will make them happy. However, this is quite often not the case. (Nicolas, 2019) Tom Nicholas where he explains the advertisement when the mac pc was release of their way to advertise was to simply say how how only uncool people use windows pc now and for people to simply use a mac instead but the way they went about it is a perfect example of guys book where he describes that people want what they are told to want not what they want.

Another way to look at this is simply how in the past when TVs first came around or fancy new appliances for the kitchen people wanted then not to make themselves happy, but also to show others how much money they had or to even pretend how well they were doing in life. Now we have brands paying people who are singers, actors and even influencers just to use their products in videos they make on social media or even get paid to be in a add to use a product most the time they do not necessary even believe in.

It is the same as the deception that get put on us with fast food if you look at the advertisements, they are always a lot different to in person as the burger get entice you to buy it but I know my family and friends are always disappointed when it comes as its missing half or just looks nothing like it is supposed to look when you get it.

'Spectacle- image has replaced substance' (Debord, 2012)

I feel this statement can have two meanings, as a photography student I thought at first it meant that people no longer appreciate things as much in person because of the way people capture it in images. So, people always know what things look like before going there and sort of ruins the experience but even before photography people would simply paint something they love to show others around the world.

In another way of looking at this is could also mean someone's image like when someone wears top brands, has all top brand devises and car just to try and make his self-look better to the people around him or on their latest post on social media. I feel everyone in a certain way does this from new haircut even to a brand-new car, this in my opinion is a horrible was the world now lives just trying to show of the latest thing that you have because you think people will like you more but really, they will just be friend you for the things you have and not the person you are.

3 people or imagery how they perceive the reality of digital vs reality

Molly soda

“Molly Soda is a web artist and designer based in New York. She is prolific on social media outlets like Tumblr, Twitter, and Instagram, and her work investigates the ways people, especially young women, use these platforms to communicate.” (Soda, 2018)

even though she is known for her online presents even she has to create work for exhibitions as a way to make money from her work so even though someone can be completely digital based you then will come down to needing physical work to make money in the art industry as even if you are only online no exhibitions if someone likes your work and you need to make money then you would print a physical form to sell. This fits in with the fact image does replace substance as the work made by molly in my opinion had a lot more meaning while it was digital and not in physical form but when it got printed it lost meaning,

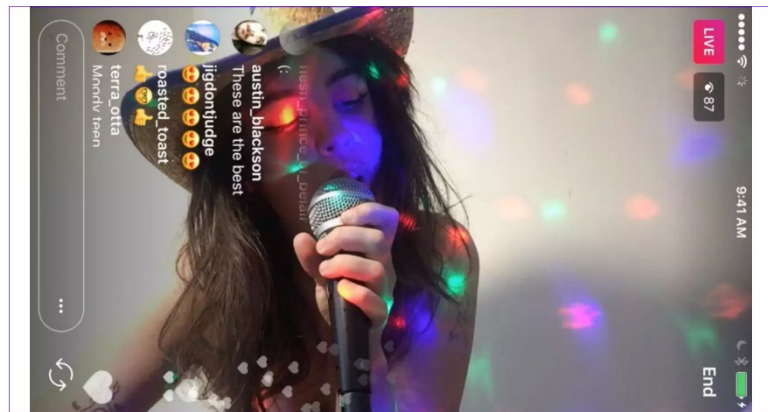


Fig. 1: *That's Me In The Corner.*

Jerry Uelsmann

jerry is an American based photographer. Comparing not the work itself but the way in which molly and jerry work is simply the fact of how jerry creates his brilliant surrealism work in a dark room so all of Jerry's work is actually a physical form that he then turns into a digital work to show online his prosses is to “composed all of his images by combining multiple negatives together, to create one image. He was the first of his time to use this technique this creatively. A lot of work goes into each print. After taking multiple images, he utilizes several enlargers for his negatives.” (Eastaugh, 2009)



Fig. 2: Homage to Man Ray

Then investigate the issues

When I look at the issues of just simply life in general with the thoughts and feelings of the book by Guy Debord, I feel in my opinion that there are too many people still pushing the idea of buying the best brands or even making people think brands are good just by using influences and other well-known people. For example, the clothing brand *boohoo* were known as a cheap brand, now they use different rappers, youtubers and influencers as models on their store or even send free clothing just so people see them in the clothes or post on social media so people buy the items. People are buying the items to be associated with these celebrities and the life style that they represent.

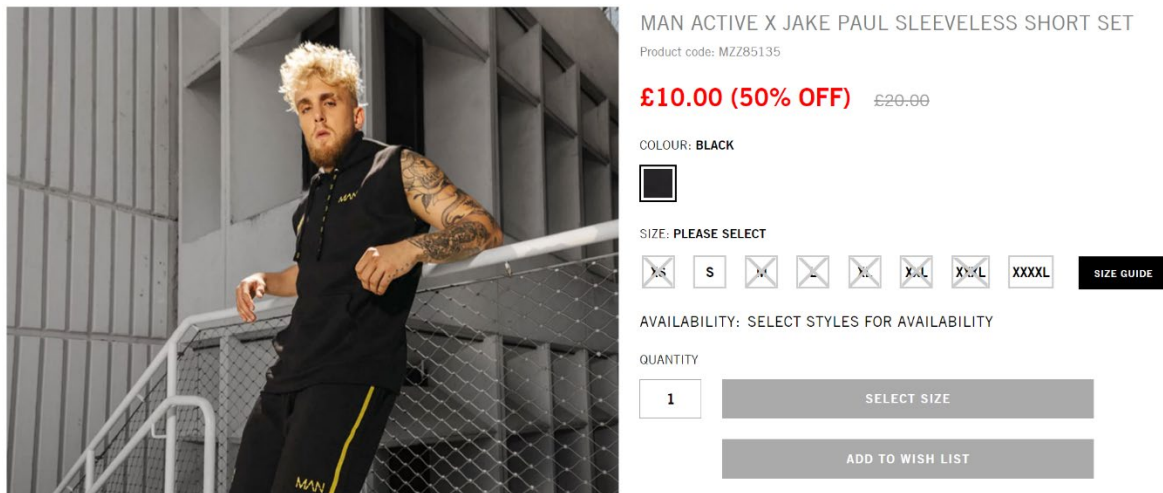


Fig. 3: *Man Active*

This image shows how cheaply *boohoo* sells clothes even brand new items are sold as a sale item there are a select few items that are full price. However, with the use of Jake Paul the youtuber, rapper, boxer and ex Disney channel star, the clothing he wears and sells through *boohoo* his nearly sold out just by the use of him in the imagery as to say he wears this to work out, but he probably does not as it is such a cheaply made clothing brand. The product does not match up with the idea of what they are selling it to you.

Arguably I do not need more than one shirt. Functionally, it covers me and protects me from nature. But I NEED 12 shirts because if I show up to client meetings in the same outfit over and over again, there are tangible consequences to my career. In the best-case scenario it becomes a “thing” and I get to make a social statement about it (ergo, The Jobs Turtleneck). In the worst-case scenario, it becomes a point of mockery that comes with not-so-nice implications about my character (Exhibit A). (Aaron, 2016)

This is another way of feeling like you need something because of others, I have so much clothes but stand there for about ten minutes figuring out what to wear trying to make sure it does not look like I am wearing the same thing again and okay dirty, this should not matter how I am dressing it should be I dress a way for me not dress for others.

Seeing but not in reality

Another way to see Guy Debord's way of looking, is to think how most people just do not travel but simply can look online with the use of social media or sites like google maps and google earth. This is a way of people literally looking at places all over the world or even movies/tv shows and this might cause less excitement. While seeing something that once would have been a onetime thing to see in your life, now you can visit a location like the great pyramids of Giza but because of social media, google, google maps, tv shows and movies you could of seen these things hundreds of times before you actually see them in person.

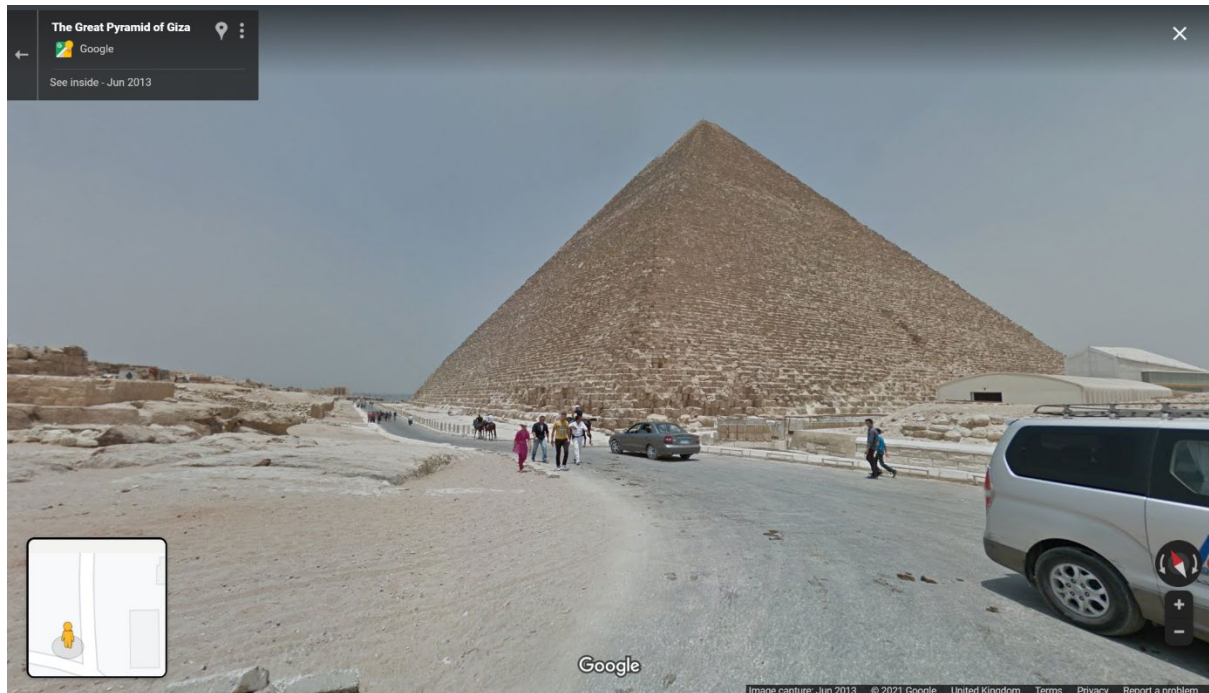


Fig. 4: Maps

Maybe this isn't something to bemoan so much -- people seeing and appreciating amazing things is an objectively good thing, right? But fuck it, I hate sharing, and I'm sick of everything being ruined by floods of tourists with no research skills beyond Googling some website's latest interminable click-bait-gallery-slide-show of "the world's best undiscovered/most remote [somethings]." Everything -- and I mean EVERYTHING -- has already been thoroughly documented, photographed, hash tagged, Tweeted, Instagramed, Facebooked, Tumbled, breathlessly blogged, and listicized for posterity. There is nothing left to discover. There is literally nothing left. (Rupersburg, 2016)

In my experience I have seen *YUNGBLUD* perform concerts online multiple times but only once in person and for me there is no comparison between the two of them, as one I got to interact the other just see and listen.

Advertisements

Advertising has now become something you cannot escape from.

So yes, today's post is about celebrity endorsements or better yet celebrity branding, celebrity marketing...however you'd like to call it. In case some of you aren't aware, celebrity endorsement is literally a form of advertising where celebrities use their fame to promote certain products. Pretty straight-forward. There are A — list celebrities, or even famous youtube bloggers/vloggers that participate in this unique form of advertising! (Jager, 2016)

In my opinion now it is a lot different to if I was to write this a few years ago as I feel in the past I was also pulled into a brand for the name and not if I thought something looked good. For example, how I own a pair of Yeezy's but not because Kanya West owns the brand but because I've seen so many different people wearing them on YouTube like the sidemen used to always wear them in their YouTube videos one of the members harry used to wear Yeezy's for most video like there was a time where you nearly only seen him in them and no other brand till now. My opinion as I used to think they looked horrible but then I decided I liked them from seeing so many youtubers wearing them till I saved up and bought my own pair that I have worn a hand full of times at most because they are comfortable but do not really go with most out fits you wear them with as they are such a weird style of shoe.



Fig. 5: *SmartWater*

It is apparent that we are more likely to buy something that a youtuber or one of my favourite singers are promoting over someone like Jennifer Aniston. However, I feel like people who are obsessed with the show *Friends* then maybe they will buy smart water, if they see her as the promotion, then for me if I am buying a bottle of water, I look for the cheapest bottle that is sat on the shelf as its water and most of it tastes the same.

How long people are spending in the digital world

How Much Time Do People Spend on social media in 2021?

An average person spends 145 minutes every day on social media. 4.2 billion people worldwide used social media as of early 2021. Americans spend 33 minutes a day on Facebook. As of 2021, Tik Tok ranks second in terms of average daily time spent on the

platform. The average amount of time spent on social media is highest in the Philippines — 4 hours and 15 minutes a day. People aged 16–24 spend 3 hours every day on social media. (Djordjevic, 2021)

These statistics are surprising in some of my findings are people being influenced to do different stuff just because of others, I know I am not as I have noticed myself even the slightest sign of boredom comes and I check snapchat, Instagram or tik Tok, this is a horrible habit of mine as I feel I spend more of my day looking at a screen and not what's actually in my surroundings. Even now I am typing on a laptop and using the internet just to collect stats for this essay. I feel we are too reliant on technology and the internet from anything like completion of work, boredom, even just endlessly scrolling like Guy Debord talks about making people jealous around you for certain things but not yourself but while you are scrolling through social media or the internet how many times do you think I want that or go there and feel jealous and I can bet it's more than the thought to actually stop scrolling and do something else, maybe university work, exercise or just see your friends.

In conclusion, I feel that I need to change a few things in my life like not relying on the internet learnt as much and using books, so I do not get distracted by other stuff that I see online or think maybe I'll take a little break and look at social media. A big issue with me as a person I have realised so most of the time I put my phone the other side of the room till I have completed my work for the day then I am able to do what I like. The research of Guy Debord's book made me realise that in the past and still to this day I sometimes will buy stuff that I feel will make me happy, but it is just made me realise that it was for others to be jealous and not me being happy. I would rather not think about the amount of money I have spent over the last few years that was not needed because of the feeling it gave me in the moment but then realising why did I spend so much now I realise it was not for me to be happy but for the feeling it gave me for others around me to be jealous of what I had. Looking at these two major factors of my life I now know I want to try to look at all social medias less maybe even to log myself out of them for a while just so I do not feel the need to be jealous of others, make others jealous of the things I have purchased or even just to stop spending so much of my time in the virtual world of social media is a fiction and not a reality.

List of illustrations

Figure 1: Soda, M. (2017) *That's me in the corner*. [Digital image] Available at: www.artsy.net/artwork/molly-soda-thats-me-in-the-corner (Accessed: 20 November 2021).

Figure 2: Uelsmann, J. (1997) *Homage to Man Ray*. [Digital image] Available at: uelsmann.net/works.php (Accessed: 20 November 2021).

Figure 3: Paul, J. (2020) *man active*. [Digital image] Available at: <https://www.boohooman.com/man-active-x-jake-paul-sleeveless-short-set/MZZ85135.html> (Accessed: 25 November 2021).

Figure 4: Maps, G. (2013) *GoogleMaps*. [Digital image] Available at: https://www.google.co.uk/maps/@29.9776949,31.1327091,2a,75y,29.32h,94.68t/data=!3m6!1e1!3m4!1sWesP9ieUbzEqhR_uua8jxgl2e0!7i13312!8i6656 (Accessed: 5 December 2021).

Figure 5: Smart, W. (2016) *SmartWater*. [Digital image] Available at: <https://medium.com/strategic-content-marketing/5-reasons-why-celebrity-endorsements-work-47de8515b072> (Accessed: 5 December 2021).

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