

Myth is 'reality'

by fingers *Friday, Jan 20 2006, 12:27pm*

international / mass media / other press

(Originally a comment on 'Bin Laden to the Rescue')

In "Simulacra and Simulation", French social theorist Jean Baudrillard argues that our "postmodern" culture is a world of signs that have made a fundamental break from referring to "reality."

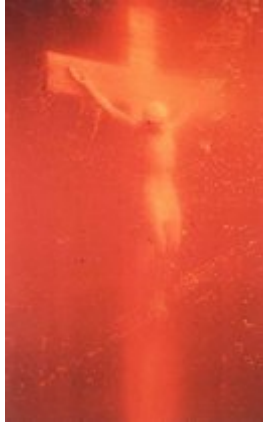


This is not a pipe

Baudrillard's concept of simulation is the creation of the real through conceptual or "mythological" models which have no connection or origin in reality. The model becomes the determinant of our perception of reality-- the real. Homes, relationships, fashion, art, music, all become dictated by their ideal models presented through the media. Thus the boundary between the image, or simulation, and reality implodes (breaks down). This creates a world of hyperreality where the distinctions between real and unreal are blurred. Robert Tilton becomes a simulation of religion; Ronald Reagan a simulation of politics; and Kurt Kobain a simulation of marginality.

The culture industry blurs the lines between facts and information, between information and entertainment, between entertainment and politics. The masses get bombarded by these images (simulations) and signs (simulacra) which encourage them to buy, vote, work, play,... but eventually they become apathetic (i.e. cynical). Because simulations and simulacra ultimately have no referents, the social begins to implode. This process of social entropy leads to the collapse of all boundaries between meaning, the media, and the social- no distinction between classes, political parties, cultural forms, the media, and the real. Simulation and simulacra become the real so there are no stable structures on which to ground theory or politics. Culture and society become a flux of undifferentiated images and signs...

Byron Hawk



Jesus in Urine (Piss Christ)

<http://www.uta.edu/english/hawk/semiotics/ baud.htm>

Cleaves Alternative News. <http://cleaves.lingama.net/news/story-162.html>