



Section 1

3. -Image.

Images are powerful instruments. They can express important feelings or ideas, they can alter your perspective and they can be used to shape your understanding and response to different worlds that are presented to you. Composers of many texts use image to ensure or attempt to make the reader respond to the worlds they ~~is~~ composer is presenting in a particular way. Examples of texts that have such ^a nature include "The Truman Show," ^{two} news articles - "Smoke and Mirrors" and "Does your body image need updating?" and the Television hit series "Big Brother". In all of these texts, images are used in different ways to ^{shape} your response to the worlds that they each present.

"The Truman Show", directed by Peter Weir, is a contemporary film dealing with several



issues including the power of ~~more~~ the media, and big corporations but most importantly the effect images can have on society. In this text, Truman Burbank was born into a TV show titled "The Truman Show" and grew up being filmed without his knowledge. Many images are presented in this film that shape viewers response to the worlds that it presents. In "The Truman Show" there are two levels of image creation. The images that Peter Weir create for the film and the images that Christof - who is the "Creator" of the TV show - creates for the audience. The images that Christof create include images of a perfect life, a perfect town, perfect wife and best friend - the perfect world. He uses the images that society ~~has created~~ perceives as perfect and used them to create the "perfect world". These images make viewers of the movie respond in a particular way. That way viewers see a perfect life



that has been created for Truman. He lives happily (for most of the movie) and both the viewers in the movie that we see through audience interludes, and the viewers of the movie see ~~know~~ perfection. The images of perfection presented in this text shape viewers response to the world presented by ensuring they to see that perfection. The images created by Peter Weir include that of media and big business which relates directly to Christof. The image created is that of power, greed and money. Christof is even willing to risk Truman's life to keep the show running. Camera angles and shots ~~also~~ used make Christof always look in control and powerful using low angle mid shots, while high angle or eye-level shots are used to make Truman seem helpless and insignificant. The images that Peter Weir creates reshape the response of viewers



to the worlds they are presented. Peter Weir ensures viewers feel sorry for Truman and recognise Christof and the media as essentially the badguys. The images that Peter Weir create, shapes viewers response to the world by making Truman a victim. In this text images are used in terms of perfection, power, and helplessness ~~to~~ using camera angles and societies already existing ideas to shape viewers response of "The worlds presented in "The Truman Show".

An article titled "Does your body image need updating?" was published on the 29th June 2001 on www.msnbc/news/. This article discusses what society is turning into due to the overwhelming push for people but women especially to fulfill ~~the~~ "the body image". Throughout this text, it is discussed how ~~to~~ females, as early as year four are being pushed



into eating disorders and depression because of body image. The world created is one of pressure, unrealistic expectations and depression. By presenting images of these poor and unfortunate girls, this text ensures that readers respond with sympathy and are forced to think about what society is doing to our youth. The images created through description, statistics and surprising facts shape the readers response to the world of depression that it creates. This text uses facts to create images and shape readers response.

An article was published on ~~abc abc~~ abcnew.com on the 5th July 2001. The was titled "Smoke and Mirrors" and it discusses an advertising trend, "Images of thinness, glamour and independence have been recurring themes in tobacco companies advertising and marketing efforts to attract

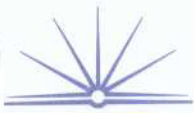


women since the 1920's! The world that is created in this text is - one of easily influenced people. It demonstrates how easily society is convinced using image as the persuader. The images created of thinness, glamour and independence shape the readers view or response by ~~drawing~~ drawing them into something using a technique that is almost foolproof. Essentially, the claims of tobacco companies have now been proven to be false but women were not to know that in the 1920's. This text uses images to lure and then shape the readers response to the world of thinness, glamour and independence by encouraging them to join.

"Big Brother" ~~was~~ is a recent hit TV series that conforms to the recent trend of "reality TV". The cast of this show were selected to portray an image. For example Johnny to represent the gay

community, Blair to attract female audiences, Gemma to do the same but for males. Each member a different image. The world of "Big Brother" was created quickly and easily with thousands around Australia taking an instant liking. It was, however, the images used and portrayed by the cast that shaped viewers response. Because the images were so ~~very~~ varied, the response to was varied. Most ~~were~~ saw a fun place for laughs and entertainment. The images were used to attract an audience and ensure a positive response by widening the range of contestants.

Images are powerful instruments. Composers of text use images in different ways to shape a readers or viewers response to their ~~text~~ ~~the~~ "im" worlds presented in their texts. The images are used to attract audiences, persuade, caution, ~~stand~~



mirror societies expectations. But in each text that uses images, the images are used to shape a response to the worlds around the reader.