Image-distinction Image-pressure—on Representative Principle of the Image Communication

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Abstract

Representation is often used to figure the transmission mechanism of the image. As for the mechanism of the representation, it rarely was talked about. In response to this phenomenon, this paper first proposed there is an "image-distinction·image-pressure" in the picture communication, and analyzed the mystery of the representation of the image. In the system, there is positive, negative, and super image-distinction·image-pressure. When the picture disseminates, it gives some one different feeling, the positive bring on pleasure, the negative result in depression, the super issue in the future direction of development.

Keywords: image-distinction·image-pressure, representation, image

Introduction

In 1930's, Martin Heidegger drew an inference that the world entered "the age of the world picture". [1] People on the mechanism for image transmission most cited Stuart Hall's words representation. However, Hall's representation is on culture communication, and no single transmission of the image, and mechanism of the image transmission was not made further to discuss. This article tries to discuss this issue, try to uncover the characterization of the image transmission mechanism, to deepen understanding of the image, so that the image theory to keep up with the pace of actual development. The so-called representation is to reveal something, or something to show signs of the outside. That is, representation has two meanings: the first is the inherent nature of a thing; the second is to show the outward signs of something. The signs refer to all marks displayed on the outside, and show some things that are not directly given. Evidently, the signs are far beyond the external form of its own. Chinese and foreign scholars have different comprehension to representation. Stuart Hall considered that representation is an essential part of the process by which meaning is produced and exchanged between members of a culture. It does involve the use of language, of signs and images which stand for or represent things.[2] He changed the view that some people thought that object has a completely clear meaning without the representation in the past. In fact, the representation is the basis of the economic and material, and it is no longer simply reaction to the event. But it is human self-recognition.

Relative language, the representation of the image is both direct and twitchy, both simple and complex, both obvious and esoteric. The language is the result of human socialization entirely, and a closed system of symbols. The pronunciation and reference of the words are of arbitrary, however, once it forms, it own itself pedigree, the interpretation has its own rules of the game. And the image is of half-closed "sign" system, because the image owns nature and culture properties. In other words, the image is both half nature and half culture. As far as its natural property, human being can recognize it. Such as animal, plant and so on. Little confused them. As far as its cultural property, the image is much more complex than the language, for it's not the rules of relative stability. Everyone can temporarily read at a time with their own rules. So the same person has quite different the feeling every watching the same picture. The representation of the language is a difficult at first and quite easy afterwards. Learning rule first, then reading text. Otherwise, a person facing a language he had never learned and got nothing. And the representation of the image is Just the opposite, easier at first and quite difficult afterwards. The easy is of nature, and the difficult is of the culture. When the man interpreted the natural property of the picture, without learning rules he also can do it with his instinct. When he interpreted the culture property of the picture, he had to follow the rule of the culture.

In fact, the people would take the inertia of interpretation picture into the culture section. The nature and the culture are mixed up, resulting in "first interpretation, and then setting the rules". The specimen is the representative of Kandinsky and Picasso. Kandinsky's color music was only himself interpretation, and the other seldom understood it. Facing with a picture, no matter what kind of people in cultural pedigree do not make mistake on the "basic nature", and no taking animal for plant. However, it is impossible to analysis the picture accurately and thoroughly. Otherwise, the ancient fresco did not have so much mystery. The difference representation of the picture is within the area of the "culture" property, no "nature" property. Perceptual symbol theory considered that the representation is based on perception (all animals have their own way of representation in this level.) When the man watched the picture, the cognitive system will focus on an area he considers significant, starting with the object's shape, color, texture, appearance, etc. firstly, to give it different from the surrounding objects, and secondly, to confirm, screen and compare it with the brain inventory of information. Thirdly, it is stored in memory, to increase the amount of information to prepare for the next.

The perception of symbols, including visual, auditory, olfactory and tactile, is graphic. It often appears in a certain perception-based, supplemented by others, such as auditory and tactile are of dominate at night, the visual and other perception are of subordinate. Brain science shows that each of the symbol is stored in separate areas of the brain, visual symbol stored in the visual area, tactile symbols stored in the exercise areas. The first process of the representation is "shape of object——image", which established a series of equivalent to the outside world, so that we can give the image a certain value or meaning.

The second process is the "brain——image". The brain actively recreated the equivalent that was previously taken in to construct a new image, and arranged it to the original or a new scene. This process will inevitably produce aberration——image-distinction which was not exactly the same as the original. At the same time, the image-pressure followed. There are three kind of image-pressure in the process. One of the image-pressure is the positive image-pressure.

Its value is more than the original one. Contrarily, it is the negative image-pressure. Its value is less than the original. The third is the super image-pressure——the syntheses of the positive and negative image-pressure. The positive image-pressure with external factors, such as power, intention or context, amended to the people, thing and object of the outside, to conform to the requirements in the brain. This process will come into being "positive significance", so that the creator or hero feels pleasure. On the contrary, the negative image-pressure is to force people's image to be amended. It will come into being "negative significant". So the party feels unpleasant.

The super image-pressure is the individual integrated the positive and negative image-pressure, and marked with a strong personal touch. It appeared in its earlier stages is often not accepted by society, and treated as heretics and alternative. For example, Vincent van Gogh's works, it is the produce of the super image-pressure. They were simply not acceptable by society at the time. For the people can not read and understand the works' meaning. Without a doubt, this "positive or negative image-pressure" is relative. It took the shape of object to conform to his inside representation requirement. Meanwhile, it may lead to distortion of the objective things. Although the party feels comfortable, he will be subject to retaliation by the shape of object.

The negative image-pressure may give people some heavy thinking, feeling small and helpless, but it may close to the objective truth. As for the super image-pressure, it is leading the development of the times, and guild for a new direction in a sense.

The positive image-pressure——the negative image-pressure——the super image-pressure" form a corresponding in the cognitive process "the positive image-distinction——the negative image-distinction——the super image-distinction." If we analyzed the image structure, the positive image-pressure is of the feature of the construction, the negative image-pressure is of the feature of the deconstruction, the super image-pressure is of the feature of the reconstruction. The positive image-distinction，with relative stability and trend, is of synchronic. Sometimes, the trend was antihuman. For instance, Nazi symbol is a trend in Germany in World War II. Mao Zedong's badge is also a trend in China during the Cultural Revolution. And so on. The negative image-distinction, with reaction of the universal norms, is of deconstruction and temporary. No one guarantee every reaction will be successful. For human nature is constant for a broad exploration of space, the mature society is to encourage this exploration, and allow exploration of failure. The super image-distinction, with a strong personality, is of reconstruction and integration of the positive and negative image-distinction.

It is both logical sublimation of the negative image-distinction and emotional requirement of the positive image-distinction. For example, the news photo by fisheye lens camera appears to be deformed at the first glance. No such person exists in reality. Think carefully, there is the truth. It is of a representation with the extraordinary.

The image-distinction has a close relationship with the internal representation of the person. Internal representation is the internal map(Prinz,2000) of perceptual impression.It represents not only the space-time structure of external things, but also the feeling of the nature of external things. Such as the "dot", which is the minimum unit in the picture, possesses sensory attributes and temporal properties. There was a sensory property and spatial and temporal properties in the inner map.The former is the perception of the existence of external thing, and the later is the perception of the space-time location and structure of it.

The inner picture with eyes or body accurately perceived the specific position of the outside thing, to make the appropriate response. Such as shot, free kicks and other sports. The inner picture has both certain and uncertain at the same time. The former refers to the subject itself history and environment. That is the subject in the diachronic and synchronic state coordinates. Since it can determine the spatial and temporal location of external things, it can determine its own space-time position. The latter refers to the property of sense. It does not exist three-dimensional structure, so it can not have a specific uncertainty. There are two mechanisms at work for the internal representation. One is the most basic biological perception. Its ability is decided by the biological gene. That is what people commonly referred to as "talent." Another is the cultural perception. Its ability is decided by acquired knowledge and understanding the environment. The two mechanisms, both complement and opposition each other, both sustainment and restriction each other, jointly supported the system of the internal representation. However, the short leg of the inner picture will determine the level of representation. For instance, some news photographs will leak some information after the several layers of gate inspected. For the different consciousness of the representation caused different focus.

When the picture with its advantages——shape, color, quality——reflected the inner world of characters, it can represented the most basic human emotions, but it can not accurately reflect the character of the "backward" or "advanced" which human imposed up the cultural factors. This is the most prominent "short legs" in the picture representation.

For example, there is a photo of happy man, no one knew he was an "advanced" or "backward" man, only relied on words to explain. Since it is explained, the audience can explain by themselves without communicator. So the audience saw the emperor wearing nothing, and the emperor thought him wearing a unprecedented "new clothes." One man watched the picture, if he was in "object--images" stage, his cultural differences is relatively small. External features with condition, goal and operations can give more consistent recognition. If it is a simple picture, it tends to image representation; if it is a complex picture, it tends to the abstract representation. There is a difference between the two kinds of the representation, but they have obvious interaction.In fact, the representation often mixes up them, to form a complementary situation.

If the representation is on the "image--object" stage, the reader will be deeply marked himself own personal stamp. After the audience perceived the external feature of the picture, he combined with his existing experience of life, knowledge and motivation, to re-integrate into a new mental representation, to reveal the inherent nature of the object, to establish the link between the known conditions and the goal, in order to finding a road map for solving problem. Eileen Marshall accounted that the representation will be three levels, visual code object code and name/semantic code.[3] The "objects——image" phase is equivalent to the visual code and object code, the property of the single or combination of the picture were represented. And the "image——object" stage is equivalent to name/semantic code stage, so that the perception of objects is not only in the concrete stage , and in the abstract level.

If the meaning of the picture is created between the image, and one may easily understand，As images in the same field, synchrony easily generate the image-distinction and significance when they were compared. So how did the single picture make the significance? There is an image-distinction between the gallery of the memory and in front of the picture. The image-distinction will automatically compare the two, and come into being significance. Compared with the old picture, the new picture generally has undergone some transformations such the transformation would result in person's attention and to significance. In other words, the meaning is on the diachronic——relative to the synchronic——they occur simultaneously in the most cases. If an image caused by power driven force for people to long wait and see,

If a picture or some pictures was watched for a long time by power, it did not produce only the image-distinction in itself, which is significance, but it would produce aesthetic fatigue. This is why so much people do not want to watch some TV programs reasons. As for the famous painting seem never to get fatigue, to have a image-distinction forever. In fact, the image-distinction of the famous painting itself will also tend to zero, but society's attention to it offset the zero factors. The factors of the non-image which the society imposed it beyond its capacity, to force the painting become a social symbol. Relatively picture, the symbol is more stable. And the people bought a particular symbol of the prestige and the wealth. It gave the people an illusion which the famous painting seems being image-distinction for all time.

If some one sees an unprecedented picture, it often gives him a very deep impression. As it is the new picture will make the ultimate image-distinction. And the neurons records, it almost completely to keep to the brain "gallery". Therefore, when the video showed the life of wild animals in front of people in the last century 30's, the people is eye-opening, and the thought was reversed, the voice of the protection the wild animals suddenly increased, and gradually become the consensus of mankindBecause the vast majority of people have never seen how wild animals lived before that, Assumed that wild animals are the devil, the man took for granted that the wild animal was killed by man. When the people suddenly saw the animals——like mankind have their own life and family, their image-distinction corrected and overwhelmed the old ideas. The man not only completely accepted it, but also changed their emotion: From fear to love, from abjection to protection, and also understand the slaughter between the animals.

If image-distinction in human attitudes to wildlife has also experienced a long period of time, then, the image-distinction changed public attitudes on the Vietnam War being much short of time in the 1960's. The people shocked when they watched the picture after Robert Capa and other 134 journalists had given their lives.The war originally was thought for democracy and salvation seem simply not the case, it became a massacre in the eyes of the people. Brutal fighting became the focus of public concern in the United States. The TV news was 25% to 30% of the Vietnam War Video during the battle of Khe Sanh.[4]Some people even saw her/his son was engulfed in the smoke on television. Increasingly strong "image-distinction" violently struck the American vision. The TV news originally wanted to represent the army heroic image. As a result, the people have to acquire a lot of appalling scene. People are angry, surging street and square. The "anti-war" became the theme in America. In particular, after people saw the famous picture *napalm attack* (see picture) in New York Times, June 8, 1972, anti-war sentiment reached a climax.

Napalm Attack. June 8, 1972, Nick Ut, winner of Pulitzer Prize.

The picture shows Kim's skin (in the middle) is burned so badly. The five children were screaming and running together Kim. Smoke billowed from a distance, blotting out the sun. Several soldiers are fleeing the fighting as the children. The powerful image-distinction of the photograph advanced widespread anti-war sentiment to the climax, and people could hear the piercing cries from the children in the photo. Evidently, no matter how hard people tried to fix the meaning of the picture, the meaning ultimately would be loose, loosening, escape, or drift, even twisting or turning to opposite directions.This "inverse image-distinction" easy produce results, but the action took great risks in politics. It is consistent with human nature, no according with the "official nature." To bear the official large condemnation, it need a powerful art work and courage.

Since the mid-1990s, the old photos are very popular in China mainland. How should we interpret its image-distinction? Viewing old photo, people are generally divided into two cases in the representation. One had never seen it. Another is the old photo you has seen or experienced it. From the age, the lower limit of the former is on pre-modern, the later is contemporary or 2, 30 years ago.

The former, just like the "new photo", has substantially the same representation effect. The difference is that it is easier to arouse regional groups or ethnic groups "collective image-distinction". Such as 100 years ago, the General Consul of France in Yunna Fang Suya (Auguste Francois) [6] took hundreds of old photos, the image-distinction of the old photos are even bigger than the new photo. It shows the features which were never seen before 100 year ago Kunming. Relatively new photo, the representation of the old photo is just opposite. The photo is "new", but the gallery of the brain is the "old". Opposite of old photographs, visual photo is "old", the gallery in the brain is "new". However, the effect of the representation from them is broadly consistent: surprise, acceptance or rejection. And the old photo is more complex. There is a pivotal issue: How long interval before the old photo appears again is better? If the interval is short time, the old photo will become a very conversant picture. And the conversant picture did not cause for people concern. There would be no better communication effects.Therefore, the interval is longer the representation effect is greater. However, the interval also can not be too long. If it is too long, the old photograph can not be interpreted, just like fresco in the cave.

There must be an intermediate value between the new and old. What is that? So far, no one explored this question, the judgment of the people based solely on their feelings. There is no doubt that the issue is of great guiding significance to the media. It is not only a matter of time, but also the nature of the issue. Withal, different country has different criteria. The United States and other Western countries took "time division", generally bounded by 30 years. China took "nature division", following history tradition. With the secret files 30 years ago declassification, the photo of them naturally evoked deep in the memory of "gallery" both intimate and strange. The time diluted the picture which was familiar or experienced by some people. Meeting again, the representation of them is inevitable. Specifically, the reader 30 years ago being a child is now middle-aged man, being the main force. Newly declassified photo is "new" to them. They are naturally attracted. Young man 30 years ago is now in the elderly, the photo is their "old friend". Meeting a friend from 30 years ago, how happy they are. As the era that people had experienced marked "complex" factor——whether love or hate.

The "nature division" is long or short time. All follow the social change and transformation. For social change is not very short, each interval of change needs over several decades at least. Therefore, the time of the nature division is often longer than the time division. Its image-distinction is more desirable. Mental representation of the people is "the inter-generational as old" or "the inter-generational preference". Specifically, the photo of grandpa's generation for grandchildren is the latest photo, and its image-distinction is the largest.

China history practice showed whenever the society had changed the son generation was of collective silence to father generation, or "collective amnesia". Until the grandchildren would be "collective awakening", grandpa's photo to them is essentially a new thing. As it is a change of the social nature, the normal representation is distorted by power for son generation. Facing the photo, one man feel indeed sad, both personal experience of the intimacy and heavy sense of the era joking. It is also without losing the attraction from a pure image-distinction. But people do not live in "pure" world. The image-distinction like that is an only just ideal.

Donald Homa alleged the memorial representations for pictorial variations converge to a common, thematic code after lengthy delays; instead, nonthematic, analogue information is encoded and preserved for lengthy time periods.[5]In short, the image representation is a set of rules that people understand the world. And the reason for the representation communication is that there is a set of communication mechanisms inside. That is image-distinction·image-pressure, which is invisible, intangible, but feeling. It exists between the picture and object, between pictures, between image and the brain. It makes the representation spontaneously carry on. Even in the specific social period, it may be distorted under the influence of external, without communication on its own nature. However, in the long run, the representation without mankind will always plays an important role.

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