First para to 'the minds eye ff the viewer '

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(THE CORNER OF A ROOM WITH A WINDOW THROUGH WHICH IS VISIBLE THE EXTERIOR: BY THE GIDE OF THIS SITS A **MAN** FIGURE.) For instance, how would the image at which you are looking at this moment, the moment of viewing, be described..... "It is the image of the corner of a room with a window through which is visible an exterior scene, by the side of which sits a **ende** figure delivering these words...to me" psychologically, because I am the centre of visual and audible attention, I speak from a position of priviledge.....I control this recording apparatus, I've had the time and facility to prepare these words and their conjuncture with us, the filmviewers....psychologically, as a producer, I dominate. "However, this scene, these audible and visual images could be described another way....."

Rive Vainty project abot an Souraqueter & morprated later into Image Con Rad Reves

I sit in the corner of a room next to a window...over there, there is a(DESCRIBES OBJECTS IN THE ROOM NOT FRAMED BY THE CALERA).....and in front of me is a camera that is running. Though I am &ooking at that piece of apparatus and the person next to it, what I am concious of is a mirror....the way I react to the present situation is similar to the way in which I'd behave if the camera were a mirror....though I don't perceive my own reflection, in my mind's eye at this moment in the past, the recording past, is the same image visible to the film-viewer at this moment in the present, the reproduced moment. Thus, though I appear to bg addressing you the individual and collective film-viewer, I am more concious at this moment, my moment, of addressing myself.....

#2

Now the recording apparatus, the camera, is visible along with my back and the back of the chair. (PAUSE),

The camera addresses itself.

affected

(THE SPEAKER MOVES THE MICROPHONE TOWARD AND AROUND THE CAMERA, AND THEN BACK AGAIN)

The camera has addressed itself.....I have addressed the camera.....the film-viewer at this moment, our moment, does not exist.....

(FRAME IS BLACKED OUT BY OBJECT MOVING IN FROM RIGHT OF FRAME) The film-viewer exists only at the time when a process of production begins....at its point of consumption. The point at which an object, afilm, becomes a product.

'For example, my jacket becomes a real jacket only in the act of being worn; a room which is empty is in fact no real room; in other words, a product, as distinct from a mere natural object, proves itself as such, <u>becomes</u> a product only in consumption. Only by destroying the product does consumption give it the **fallexing** finishing touch.....for the product is a product not because it is materialised activity, but only as an object for the active subject.......

(THE FRAME IS CLEAREE FROM THE TOP OF FRAME DOWNWARDS REVEALING THE OBJECT TO BE ANOTHER MIRROR FACING THE SPEAKER)

....the various surfaces, perspectives, colours, tones etc which were the components of a three-dimensional environment give way to being more about light, and its recording medium, motion picure film, emulsion granularity, scratches, dirt etc...even sound and the disturbances of air melecules can be (SOUND LEAD PULLED FROM CAMERA : SILENCE : SPEAKER STANDS REMOVES JACKET, PLACES ON CHAIR AND WALKS OUT OF FRAME : SILENCE : PAUSE : BEGINS TO CARRY INTO FRAME AND PLACE ON GROUND BETWEEN THE MIRRORS THE OBJECTS NAMED EARLIER : FINALLY WALKS TOWARD CAMERA, SITS NEXT TO IT AND LINES LENS UP ON SPACE OCCUPIED BY HEAD OF SPEAKER IN REFLECTION)

To begin to minimum the various ways in which we, the filmviewers are being affected, we could refer to the manifestations we are witnessing or actively consuming, the film on the screen, the camera (INDICATES), the overall apparatus and method of representation or reproduction as, the signifier. That which is signified, or denoted, are those various surfaces, perspectives, colours, tones etc... which are components of this three-dimensional environment..T...

Those matters, thoughts, responses we find in our heads during and after this process of consumption, what is in the mind's eye, could be taken to have been connoted.....it is the **EXMANNATION** connotations to do with a particual person or people a particular activity, a type, a group, a pursuit, a moral attitude, a social position which we need to examine in relation to the active consumption of this object, product, a piece of motion picutre film.

Most environments are a combination of visual and audible phenomena, but it is the visual element of which we are more concious and which is more immediately useful to use - it is the ability to see that assists us in avoiding bumping into things; few people use their ears for such pragmatic or make mundane we purposes. The ear is an organ less used for everyday tasks - it is more relaxed, less excitable. Sight requires muscles to work, reflexes to function Hearing by comparison is benign, is detectable without movement and, within the Seeing, immediate environment, does not always emit from a particular direction. Behaviourly, sight perception is a measuring activity, comparing and quantifying familiar phenomena with an attentive and concious frame of reference. Detecting sound is a more subconcious activity barely removed from the womb where, in the fostal stage, sound the 1、在在此主义的主义 only functioning sense. music K AN Culturally, we are wanter used to accepting abstraction in the form and function of maxim sound to a much greater degree anxaxes this Fright is permitted. he form a than that lage

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MARS TO CAMERA Renh sestion: By examining this image being projected onto this reflective surface the viewer can recognise and subsequently interpret the information, Arns' MEREBY onstruct in the mind's eye, the place in which the camera reduced to two-dimensions, the various surfaces, perspectives, colours, tones etc which are the components of the three-dimensional environment. Together these make up a scene, this room; complete-CHARACDERISTICS, ITT OBSECTT, ITTS BOLOURS, ITTS DIMENSIONS ticualr Abjects and which associate this place with, with its particualr, con ASSociant This PLACE with for the viewer, a particualr person or people, a particualr activity, Ronmen a type, a group, a pursuit, f such as a concept of beuaty or an aesthetic. a moral attitude, a social position - factors, information, not actually present in this image but which, irrefutably, are present in the mind's eye of the viewer. To challenge the presence of these 'facts', is to challenge the viability of this image. to interrogate the viability of thexviewalxelement this image of this room is converselay to challenge the presence of those, if you like, psycologically induced 'facts'. Besides the reduction effect of squeezing a three dimensional environment onto a two dimensional surface, the recording of the scene onto successive frames of the film strip introduces another perspective, that of time. We are familair with what occurs on the screen when the film is run through the camera at a faster-than-normal speed - a slowed motion effect, belowed of sportspeople and bloody Hollywood Cinema directors - but what of the point in time at which the camera is turned on, or turned off; or the length of time it runs for and what occurs at what point during its run Subsequently, at which point one section of film is joined to another and in what order in relation to its shooting? This film incidently, this series of images is unedited in that sense. So the two basic factors which the film camera deals with, time and space, are radically transformed in theor transference to the screen

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- description of the use of film being 'objective' or **thum** 'true'to life',pallors significantly under such rudimentary analysis. And yet the majority of film presentee by the Industries of Cinema and Television and even parts of its sub-culture claim just this, or what is more bothering, expect the audience to assume it and passively consume the unquestionable, unequivicable phenomena, where Truth itself resides, where Authority is sacrosanct, where the Illusion is justly transparent.

#4 sturt - black

The act of filling a space, such as this auditoriumA with sound, is to recreate without toom much trouble and often more convincingly than with many (moving), pictures, a surrogate environment of the original. In the same way as the film camera, there exists as many opportunities for concocting an illusionistic representation - where the microphone is placed in relation to the subject; the type of microphone employed; the point at which it is switched off and on; what occurs at what point during the time the recording apparatus is recording; and then the various processes through which the sound recording, like the camera's recording, can be

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Another montant passed before reaching out ears, or eyes. Not least of the factors is the context within which this image and this sound is seen and neard: where the anditorium is, the kind of presentation that the film is given; even the frame of mind and the degree of concentration By examining them image projected into this environment, the viewer can recognise and subsequently interpret the information which reconstructs, in the mind's eye, the place and time in which the recording apparatus reduced to two dimensions the various surfaces, perspectives, colours, tones etc, which are the components of a three dimensional environment.

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