

EVOKING FEELINGS ¹

Objective: To learn to identify the feelings we associate with images.

Activity 1: Identify your feelings when looking at this image²:



Poverty-stricken Russian woman trying to eat an advertisement.

I feel...

Affectionate
Critical
Depressed
Distrustful, Suspicious
Uninterested
Angry
Enthusiastic
Impatient
Incompetent
Clever, Resourceful
Daring
Carefree
Annoyed
Optimistic
Worried
Reflective
Responsible
Ridiculous
Lonely

I also feel...

Relieved
Intrigued by the subject
Confident
Confused
Moved
Curious
Upset
Doubtful
Shocked
Skeptical
Encouraged
Capable
Fed up
Independent
Inspired
Insulted
Offended
Worried
Satisfied
Calm

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(Spanish version in http://www.seipaz.org/documentos/WEB/EVOCANDO_SENTIMIENTOS.pdf)

² The items used are meant as a method of analysis and not as a measurement of the power of a feeling. If measurement is desired you can use the Lapidus (1991), Kover, and Abruzzo (1993) scales.
The image in this activity appeared in the Spanish magazine MUY INTERESANTE

Activity 2:

Now you can ask yourself the why of those feelings. What evocations, associations, fears, or wishes provoke these feelings?

Afterwards you can read a comic created by Africans where they express themselves emotionally³.

Activity 3:

Imagine that you are a poor craftsman from the seventeenth century. What would you feel looking at those superfluous portraits that set out everything that an important gentleman owns and knows? What would you feel looking at the still lifes that describe the wealth of the owner and his way of life?

In order to reduce Humanity to slavery, publicity has chosen a low profile, gentleness, and persuasion. We live in the first system of the domination of man in which even liberty is impotent. On the contrary, it puts emphasis on liberty and that is precisely its biggest accomplishment. All types of criticism serve merely to emphasize. All the advertising contributes to reinforcing the illusion of her tolerant sweetness. "I gently enforce my will". The system has reached its objective; even disobedience turns into a form of obedience⁴.

Publicity turns consumption into a substitute for democracy. The choice one makes in what one eats or wears...takes the place of a meaningful political election. It helps to hide or disguise and compensate for all of the antidemocratic features in society.

You are also invited to a liberating,
universalizable, co-responsible,
congratulating style of consumption.

³ As a suggestion, access www.africacomics.net and the project Puertos www.approdi.net where it treats in depth the complex situation concerning European immigration with comics drawn by African artists.

⁴ Frederic Beigbeder, cited in El pulpo publicitario. La fábrica de los deseos. Editorial de Le Monde Diplomatique n° 67