

From the “Nobility of Vision” to the “eye of power”

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Abstract

In the present paper, by adopting sight and vision as the mere means creating visibility and visuality (unmediated and mediated production of images) we consider power in the framework of visual media and expression. We will make an effort to trace the itinerary from sociological and aesthetic point of view to artistic expression based on an exploration of some exemplary cases in the wide range of social and artistic phenomena whose understanding can be nuanced, and enhanced, when we frame them within the category of visual power. We substantially explore three different types of visual power raised from visual media. The media and arts-type which tends to work according to a mechanism, the social-type as it fits within some thresholds of fair/proper visibility, although it may intersect with the first type, and control-type which transforms visuality and visual power into a strategy. If taken together, they seem to invite us to explore the interrelations of the sight (in its quality of noble sense) and the eye (in its quality of means) with the power exerted through the vision of visual images.

Keywords: Sight, vision, visual power, visuality, film, visual media, power of the eye.