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Photography and Psychoanalysis:: The Development of Emotional Persuasion in Image Making. (Photography and Consciousness Book 1)

Stephen Bray

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Praise for 'Photography and Psychoanalysis: The Development of Emotional Persuasion in Image Making. Stephen Bray, (Author), Julian Stern, (Foreword), Kindle Edition. ':

"A gem of a book" - Michael Eldridge, Former Head of Post Graduate Studies in Photography.

"Intelligent and contentious" - Dr. Julian Stern, Psychiatrist and Psychotherapist.

"Shows how fears and dreams can be exploited" - Scott Lucas, Professor of American History.

"Shocks and amazes by revealing the deep secrets of emotional persuasion" - Lilach Bullock, Forbes' Top 20 Women's Social Media Influencers.

Buy this Kindle book if you're serious about photography, or you wish to understand how psychology and image making are used to manipulate voting and buying choices.

This concise, illustrated, work informs about the histories of photography and psychoanalysis. It describes how they came together in the 20th Century to revolutionize political propaganda and sales messages. It references the works of several 20th Century and contemporary photographers including: Edward Steichen, Brian Duffy, Helmut Newton, Henri Cartier-Bresson, Nan Goldin, Gregory Crewdson, Larry Clark, and Wang Qingsong. This FOURTH EDITION summarizes and critiques many of the thoughts of the philosopher and activist Susan Sontag. It also analyses the photographic basis in the Works of Andy Warhol, and why his artwork is important to photographers, and those wishing to understand commercial propoganda.

It demonstrates how images may be understood, and interpreted, using the ideas of Freud, Jung and Lacan. Written in simple language this isn't a work about how to make technically 'better' images, but rather a book to help you understand the psychological impact of images.

You are introduced to various characters who influenced the development of both photography and psychoanalysis during the 19th and 20th centuries, and you are helped to appreciate the impact they continue to have today. Psychological and photographic concepts are added into the narrative until it becomes possible to look at examples of contemporary advertising images and campaigns using appropriate tools.

Later, the text moves to look at the development of art, and domestic photography, including the force that commercial photography places upon these. In a relatively short journey you are guided through

psychoanalysis and systems theory, photography, surrealism, advertising and much more.

This is your chance to understand, and free your mind from, assaults by those images which, every day, make you feel less, and less, happy, unless you buy, buy, buy.

"If you sell products, or services, it will help you to create more effective advertisements."

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