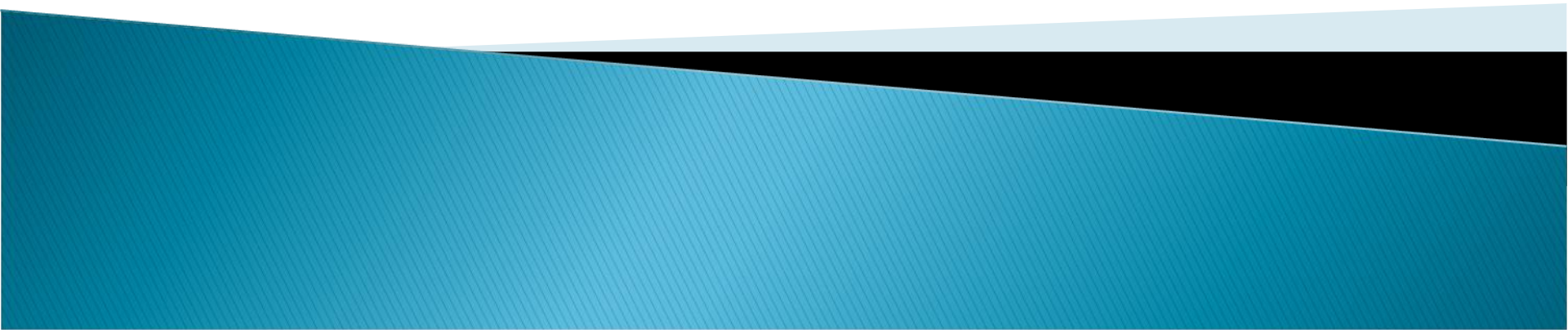


# Audiovisual Interpretation of Reality

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10. LECTURE

# REPRESENTATION AND BIRTH OF STEREOTYPE



# STYLIZATION

## PROCESS

- Change of status (state)
- Rules of the process
- Technics of the process
- Work with the content

„STYLE“



# STYLIZATION

## PROCESS

The way in which something is said, done, expressed, or performed:  
*a style of speech and writing.*

A quality of imagination and individuality expressed in one's actions and tastes:  
*does things with style.*

a form of appearance, design, or production; type or make:  
*a new style of house.*

the particular mode of orthography, punctuation, design, etc, followed in a book, journal, etc, or in a printing or publishing house

„STYLE“

# STYLIZATION

=

Fundamental part  
of „translation“

## 1. LEVEL:

Stylization as basic principle of av  
communication (technical deteminateness)


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Stylization as basic principle of av communication (technical determinateness)

- a) We talked about the tools (size, color, depth of sharpness, parameters of camera...)
- b) Technical limitations as a challenge – using it in creative way

## 2. LEVEL:

Stylization in a service of idea (ideology)by

- a) Technically create a new world with clear (the only one) meaning
  - b) Technically create a new world with the space for interpretation (engage spectator's attention, motivating to think)
- 



### 3. LEVEL:

Story as a stylization x stylization in a service of story

All stories

# MAP OF GENRES

– kind, sort

a) feature, documentary, cartoon

b) Western, comedy, war film, horror, musical, crime,  
“Bollywood”

4. LEVEL:

Maximum:

„HANDWRITING“

Typical topic, position of author, signs,  
communication methods, group of distinctive  
tools....



**REALITY**

**X**

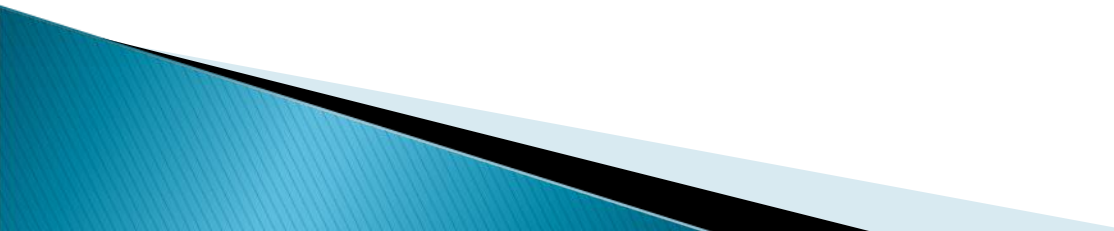
**MEDIA**



# REALITY vs. MEDIA

multidimensional

two-dimensional



# REALITY vs. MEDIA

multidimensional

never-ending

two-dimensional

exact limitation

time, space



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Exists without dependence of a human

Totally dependence of a human

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Totally dependence of a human

principles of communication



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technical limitations

political-social order (?)

# REALITY vs. MEDIA

Thesis:

THE REALITY DOESN'T  
GET (FIT) INTO THE  
MEDIA



# REALITY vs. MEDIA

Choosing something from reality:



# REALITY vs. MEDIA

Choosing something from reality:

According to **rules of the media**

(photo, audio, video, tv, film...)



# REALITY vs. MEDIA

**Choosing something** from reality:

According to **rules of the media**

(photo, audio, video, tv, film...)

According (due) **to creative process**

(rules of telling and „translation“)

# REALITY vs. MEDIA

Choosing something from reality:

According to **rules of the media**

(photo, audio, video, tv, film...)

According (due) **to creative process**

(rules of telling and „translation“)

What is **the most important**


(main question)



# REALITY vs. MEDIA

## IMPORTANCE:

What **depicts the substance** of the topic.  
(very complicated process)





# REALITY vs. MEDIA

## IMPORTANCE:

What **depicts the substance** of the topic.  
(very complicated process)

What **represents** the substance of the topic.



# REPRESENTATION

What does represent it?



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# REPRESENTATION

## In audiovisuality:

Example of Family in *Man of Aran* (1934)

Example of dramatic situation to express the topic.

Robert Flaherty



# REPRESENTATION

*Nanook of the North* (1922)

Robert Flaherty



# REPRESENTATION

What he has chosen?

Family of **real Nanook**.

# REPRESENTATION

What he has chosen?

Family of **real Nanook**.

He **observed** them for 1 year.



# REPRESENTATION

What he has chosen?

Family of **real Nanook**.

He **observed** them for 1 year.

He has showed them in „**typical situation**“:

- Building the igloo
- Fishing, hunting
- Travelling
- Visiting the market, conflict with the technique (record)
- Women is chewing the man´ s shoes (to make them soft)

# REPRESENTATION

What „typical situation“ represents?

- Building the igloo:

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– Building the igloo:

style of living, connection with nature

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ability to take changes/to keep traditions, ability of improvisation, all the time on a way for looking the food

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limits of his world and perception of it, no-experienced life, a kind of  
limitedness (+ and -)

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- Women is chewing the man´s shoes:

patriarchal model of life...

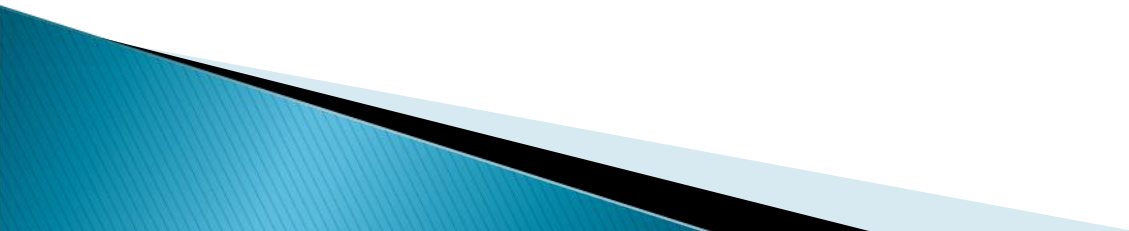
# REPRESENTATION

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- Fishing, hunting:  
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- Travelling:  
ability to take changes/to keep traditions, ability of improvisation, **all the time on a way for looking the food**
- Visiting the market, conflict with the technique:  
**limits of his world and perception of it**, no-experienced life,  
a kind of limitedness (+ and -)
- Women is chewing the man´s shoes:  
**patriarchal model of life...**

# STEREOTYPE

„Something conforming to a **fixed** or **general pattern.**“



# STEREOTYPE

„Something conforming to a **fixed** or **general pattern.**“


„A **standardized mental picture** that is held in common by members of a group and that represents an oversimplified opinion, prejudiced attitude, or uncritical judgment.“

(Webster)

(the *stereotype* of the absentminded professor)


# STEREOTYPE

## Eskymoo – Inuits:

- having one identical look
  - paddling kayaks
  - traveling by sleigh and huskies
  - living in igloos
  - going fishing with a harpoon
  - Eskimo kissing and borrowing women
- 

# STEREOTYPE

## Eskymoo – Inuits:

- having one identical look (physical)
  - paddling kayaks
  - traveling by sleigh and huskies (special transport)
  - living in igloos (special buildings)
  - going fishing with a harpoon (special was of hunting)
  - Eskimo kissing and borrowing women (special intimacy)
- 



# STEREOTYPE

## Eskymoo – Inuits:

- having one identical look (**physical**)
- paddling kayaks
- traveling by sleigh and huskies (**special transport**)
- living in igloos (**special buildings**)
- going fishing with a harpoon (**special was of hunting**)
- Eskimo kissing and borrowing women (**special intimacy**)
  - Men are called **Nanook**

# STEREOTYPE

Stereotypes of mentality and culture!

Phenomena of  
**„national characteristics“.**



# STEREOTYPE

Stereotypes of mentality and culture!



Josef Švejk

Jaroslav Hašek: *The Good Soldier Švejk* (1923)

# STEREOTYPE

Stereotypes of groups of people:

Blond girls

Homosexuals

Women having maternity leave

Policemen

Politics

Old people

Foreigner (stranger)

Islamists

# STEREOTYPE

**Xenophobia grows mainly from the stereotypes.**

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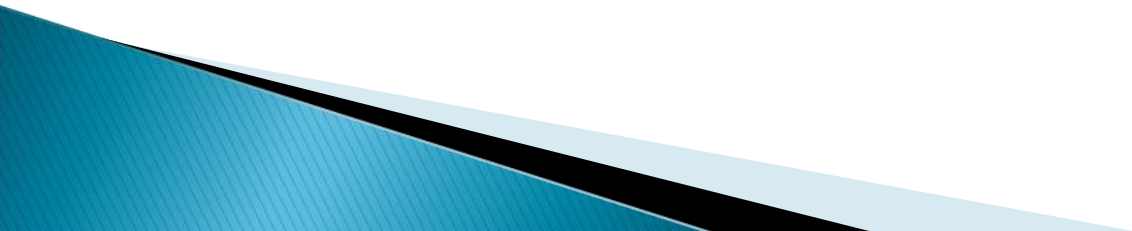
**Mistruth grows mainly from the stereotype and fear.**

# STEREOTYPE

Xenophobia grows mainly from the stereotypes.

Mistruth grows mainly from the stereotype and fear.

Supporting the stereotypes is the source of misunderstanding between people.



# STEREOTYPE

Stereotypes are widely used in comedy, satira.



*Borat* (2006)



# STEREOTYPE

Stereotypes are widely used in comedy, satira.



Johnny English (2003)

# STEREOTYPE

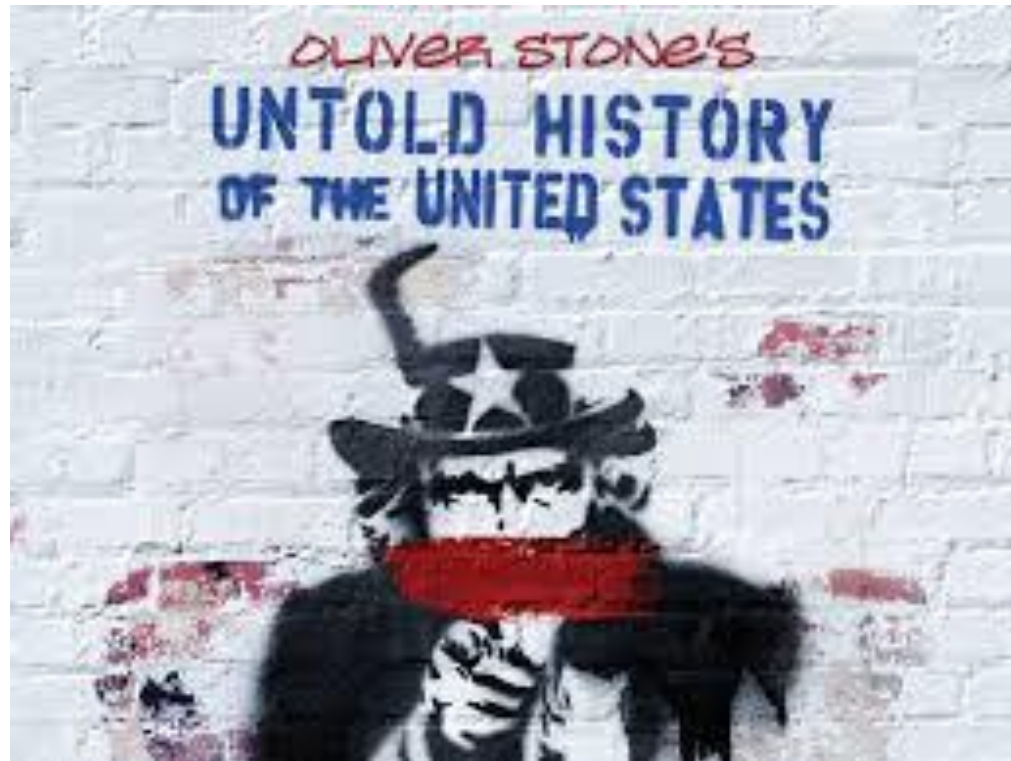
As the products of popular culture **directly participate** on creating of stereotypes,

that power **can be used even to destroy** the stereotypes.

# STEREOTYPE

Oliver Stone

*Untold History of the United States* (2010)

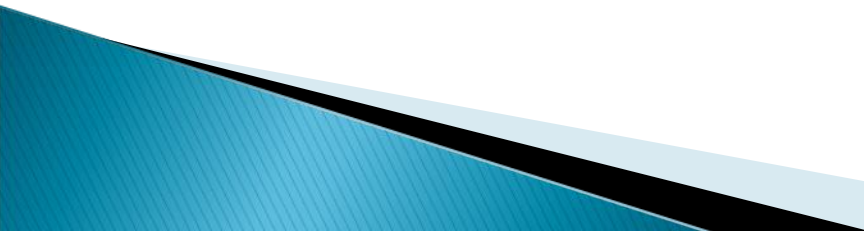


Literature:

**BARSAM, Richard:**

***Nanook of the North***

**In: BARSAM, R.: The vision of  
Robert Flaherty. The Artist as Myth  
and Filmmaker. Indiana University  
Press, Bloomington and  
Indianapolis, 1988, p. 12-27**



NEXT:

## **Creative Treatment of Actuality**

Thank you for your attention.

M. Štoll

