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SIMULACRA AND SIMULATION

WHAT DOES IT MEANS?

- ◎ **Simulacrum** (plural: **simulacra**)
from Latin: *simulacrum*
- ◎ means "likeness, similarity,"
- ◎ first recorded in the English language in the 16th century

INTELLECTUAL TRACK

- ⦿ Plato – Two kinds of image-making (*Sophist*)
- ⦿ Nietzsche – Distorted copy of reality (*The Twilight of the Idols*)
- ⦿ Jean Baudrillard – The hyperreal (*Simulacres et Simulation*)
- ⦿ Gilles Deleuze – System with no prior identity, no internal resemblance (*Difference and Repetition*)

JEAN BAUDRILLARD

- ◉ *Simulacres et Simulation*

most known for its discussion of symbols, signs, and how they relate to contemporaneity (simultaneous existences)

- ◉ Simulacra

copies that depict things that either had no reality to begin with, or that no longer have an original

- ◉ Simulation

the imitation of the operation of a real-world process or system over time

SIGN-ORDER

- ⦿ The sacramental order
 - a faithful image/copy
- ⦿ The order of maleficence
 - perversion of reality
- ⦿ The order of sorcery
 - absence of a profound reality
- ⦿ Pure simulation
 - no relationship to any reality whatsoever

TYPES OF SIMULACRA CONNECTED WITH HISTORICAL PERIODS

- Premodern period
representation is clearly an artificial placemaker for the real item
- Modernity of the Industrial Revolution
distinctions between representation and reality break down
- Postmodernity of Late Capitalism
distinction between reality and representation vanishes

CAUSED PHENOMENA

- ⦿ Urbanization
- ⦿ Language and ideology
- ⦿ Multinational capitalism
- ⦿ Contemporary media

THE GULF WAR DID NOT TAKE PLACE

- ◉ Were the events that took place comparable to how they were presented, and could these events be called a war?
- ◉ Part 1, "The Gulf War will not take place" was published in Liberation on January 4, 1991
- ◉ Part 2, "The Gulf War is not really taking place" was published in Liberation on February 6, 1991
- ◉ Part 3, "The Gulf War did not take place" was published in Liberation on March 29, 1991

