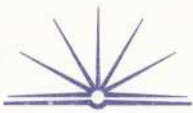


Images are used to shape the viewers response to the world. There are many techniques and ways in which images are presented that affect the way we accept or choose to reject the way the world is. Christof uses the phrase "We accept the world in which we are presented with," to support the way ^{an} individuals perception of the presentation.

In the ^{Peter Weir} ~~Peter~~ directed film "The Truman Show," there is a show within, created by Christof. Christof created Sea-haven. A world in which Truman Burbank (the main character) was born into and brought up in. Christof believes this is the way the world should be and this is the Utopian world Truman is presented with.

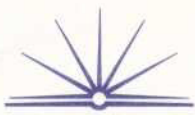
Up until Truman's discovery of the truth, he was spoon-fed everything, why things are and how things happen. Christof only allowed Truman to know what he believed. To him this is a perfect world, with no crime, or



corruption. ~~and Truman~~ Christof's dream world is Truman's reality and what Truman doesn't know won't hurt him. Just like Truman our lives are surrounded by people like Christof who will tell us only what they want us to know.

Manipulation is one factor in achieving the aims of shaping the point-of-views of the audience. Truman ~~was~~ When the film commences, we see Truman's emotions being manipulated and moulded into Christof's dream. Truman's This beginning of his father drowning out at sea, was one way Christof played at Truman's feelings. Truman believing this loss was his fault, he developed a fear of the sea preventing him to travel beyond Sea Haven, ^{and finding out the truth.} The scene of a foggy night where Truman's father reappears is an emotional moment for the viewing audience, who watched Truman choke out, "Dad," and music helps the emotional scene of father being reunited with the son.

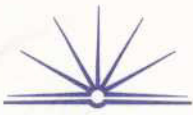
Exploitation is a theme that recurs throughout the film. The fact that Truman has been filmed



30 years of his life and unaware of it is unjustified. It is not normal for people to watch your every move, what you do in private and every emotion you feel. Christof has taken this life and used it as his dream creating a reality for Truman, ^{the truth} unknown to him. This form of exploitation helps viewers to feel empathy for Truman, ~~helping~~ ^{and} realizing this could be wrong.

To ~~help~~ ^{contribute} in creating this "reality" for Truman, Meryl Burbank (~~the~~ ^{his wife}) and Marlon Brando (his best friend) play a vital role in both the viewing audience; the ones watching Truman and us.

To justify the manipulation of human (Truman's) emotions, and the exploitation of a private life Meryl ~~is~~ comments, "There's no difference between a Private and Public life," Her point-of-view was supported by Marlon, "Everything is real, nothing is fake." But Meryl and Marlon acknowledge



they are being filmed whereas Truman is unaware. He has no right, or no say in his life being filmed.

These views prove that in Truman's life he accepts only what he knows and is presented with.

The viewing audience is caught in the life of Truman. They have built a close relationship through the television screens in their homes. Day-in and Day-out they watch Truman as if it was a "soap". They feel what he feels, they cry, when he cries and they laugh when he laughs. The audience to has been exploited. Christof uses these many techniques to gain higher ratings, and using Truman as a commodity to make money. The audience feels the relief for Truman as he finally reaches the painted backdrop after a threatening ordeal at sea with Christof's power to maintain Truman's entrapped life. The audience senses the unfair treatment of Truman's life yet continues to watch.

At the same time the Chivas Regal whisky advertisement raised controversies about their latest image. A lady sits provocatively, short skirt, low cut top, ~~and~~ ^{framed} ~~with~~ ^{without} her head and the words, "GOD IS a MAN", caused an immediate stir in the public. Many claimed it to be of sexist stereotype and the advertisers are content with the attention they receive. This shows that not everyone accepts images presented to us, and there are those with responses, of negativity. These billboards are sending the message of women being used as an object to sell and make money which some people oppose. Similarly, Sylvia, a character who was written off ^{the scripts} for trying to reveal the truth to Truman also reacted strongly to the images she saw of Truman's life on T.V. whilst watching The Truman show, ~~that~~ she had ~~her~~ ^{an opportunity} ~~chance~~ to have her say. "What you have done to Truman is sick! ... Don't you ~~see that?~~ ^{feel guilty?}" Sylvia argues. Christoph's response was, "Seahaven is the way

the world should be." These incidents point out a lesson that we cannot accept everything that is presented to us. We need to stop, and think about images that manipulate us to think ~~sen~~ certain ways.

On the other hand, images have the power to accept the sad or tragic reality we live in. ~~Eddie~~ In the 20th Century Images exhibition, Eddie Adams' "A vietcong expires" photo emotionalised the audience. The image consisted of a real shooting, it depicted the pain of a man being shot, this photo was caught on the impact of the bullet into the head of a man. This cruel reality is an image that reaches out to ~~the~~ the audience, making them feel disgusted and more aware of the world around them, ~~sen~~ leaving the feelings that were also felt on The Truman Show. Where the audience sees the extent to which Christof was willing to let Truman die as he

tried to escape. ~~That's~~ the image of helpless Truman, caused the audience to feel the emotions as well as empathize with ~~the~~ the scenes they are viewing.

Images presented to the audience, of the way society functions, shape the response to the world. We can either accept or reject, directors, photographers of multi-national advertising companies have the power to shape our point-of-views. In Eddie Adam's photo, the Chivas Regal advertisement as well as "The Truman Show", shape the way we feel or see the world. As individuals and ~~as a~~ society as a whole we make the decisions of what we see and how it affects us.