# Power, Communication, and the Individual

EAD 850
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# The Concepts

Concept 1: **Power**
- Who has it and how it is used to define those who do not

Concept 2: **Communication**
- What is it and how to communicate visually

Concept 3: **The Viewer & Interpretation**
- How the individual interacts with their environment

# Power and Privilege

"Who has the power, in what channels, to circulate which meanings to whom?" (Jhally, 1997)



(Art:21, 2008)



(Groening, 2010)

# Power and Privilege - Titchkoysky

"It exists, too, through the reading of disability and the environment which maintains the rational and reasonable character of exclusion itself" (Titchkoysky, 2006)
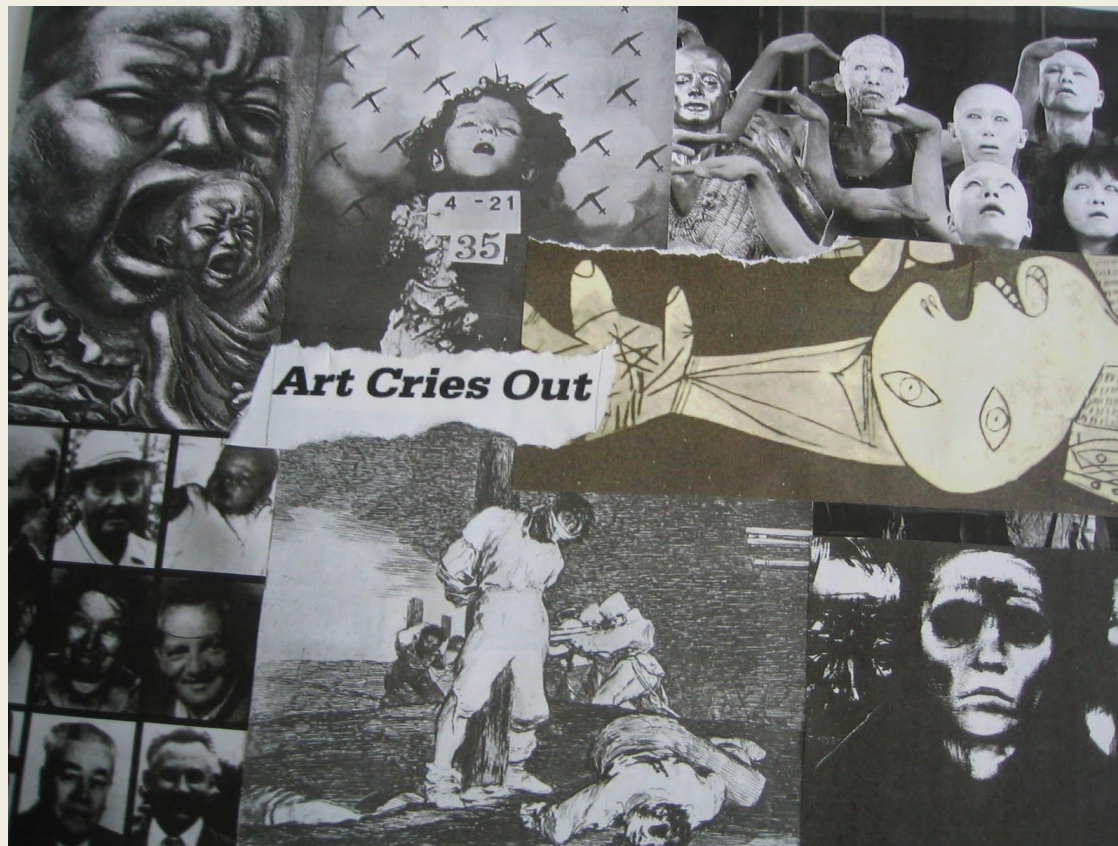


(Delano, 1940)

# Power and Privilege - Sharp

"The question...is how these voices are raised, heard and allowed to challenge dominant knowledge and cultural systems" (Sharp, 2009)



(Art Cries Out, 2007)

# Power and Privilege
# - Similarities

Through both text those with power do not need to adjust their behavior in order to participate in their environment.

**Sharp** →

**Titchkosky**



(Walk for Life WC, 2010)



(SodaHead, 2010)

# Power and Privilege -Differences

**Sharp** - Power is perceived as an authoritarian outside force that imposes its cultural, political, militaristic, and/or social values across and upon other cultures

**Titchkosky** - Power is a collective element derived from the society as a collective culture where the participants are active in self-advocacy and for the benefit of their peers.
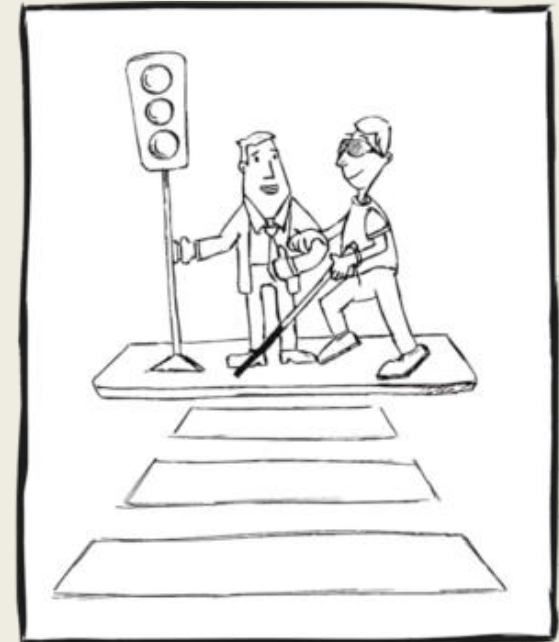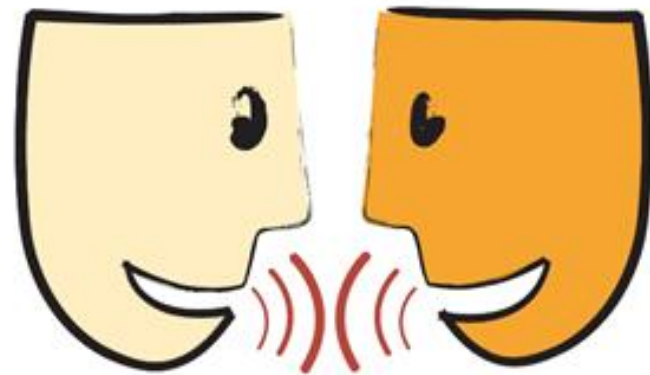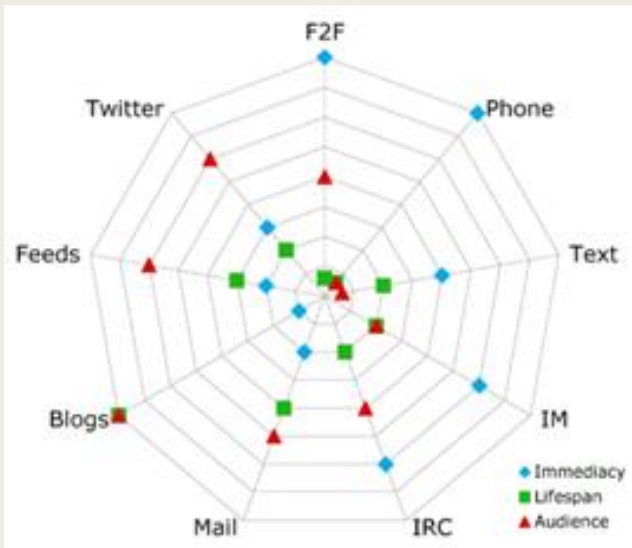
**Sharp**

**Titchkosky**

(In Defence of Marxism, 2009)

(Live EnAbled, 2012)

# Communication

- Communication, together with language, complete the circle of representation.

- Global explosion in Communication system

- Complexity of communication

# The image as means of cultural communication

**Visually----**"When we are immersed in something, surrounded by it the way we are by images from the media, we may come to accept them as just part of the real and natural world" (Jhally, 1997)

# Similarities of Communication Between Sharp's and Titchosky's Texts

- Cultural imperialism. No need to hear your voice when I can talk about you better than you can speak about yourself. (Sharp, 2009)

- "Say what you will, but do as we do" increases alongside the increased intensity of disability experience.(Titchkosky, 2006)

# Differences of Communication Between Sharp's and Titchosky's Texts

Post colonialism: The subaltern is not able to express her true self.  Sharp has a more authoritarian slant to the information being provided be it consumerism or those colonized places.(Sharp, 2009)

Titchkosky were see more self-advocacy and those making the masses aware of their conditions.
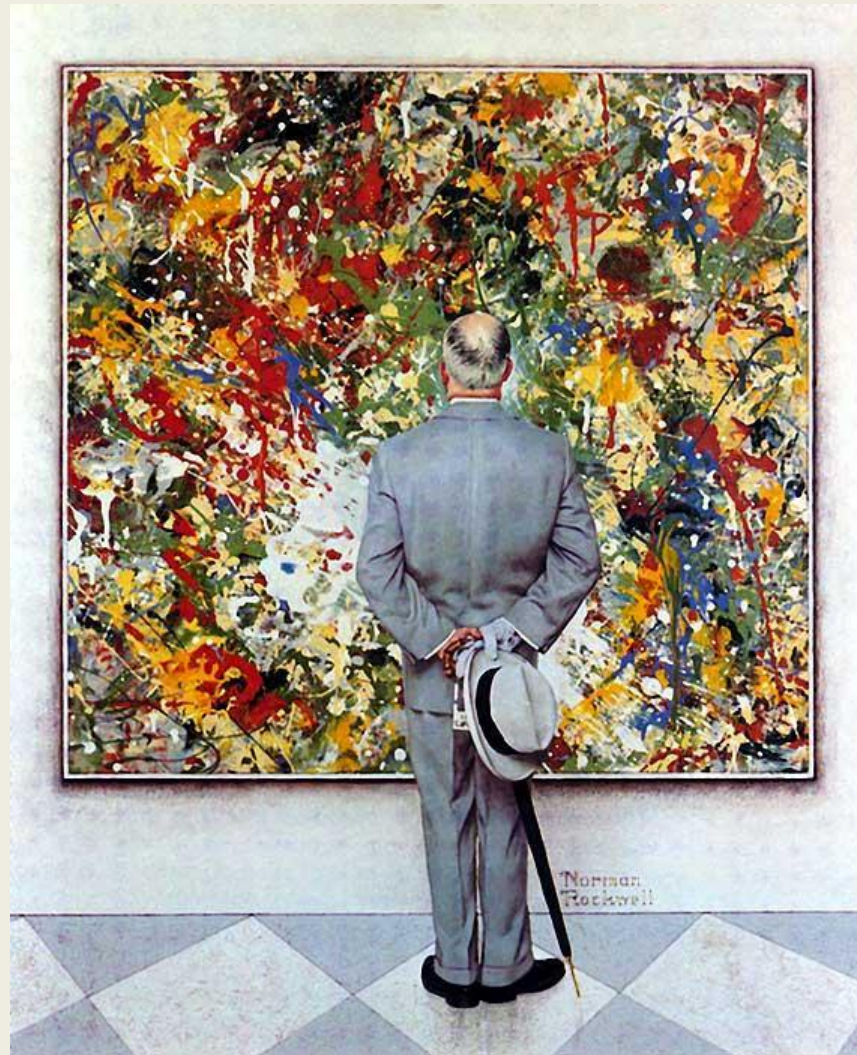


Sharp

Titchkosky

# The viewer & interpretation of their environment

"... meaning is, in the end, interpretation" (Jhally, 1997)



Norman Rockwell, *The Connoisseur*, 1962

# The Viewer & interpretation

"...What is dubious is what is the true meaning of it, and the true meaning of it will depend on what meaning people make of it; and the meanings that they make of it depends on how it is represented"
(Jhally, 1997).

# The Viewer & Interpretation



"I mean, the image is producing not only identification, which I talked about before, it's actually producing knowledge; what we know about the world is how we see it represented" (Jhally, 1997).

# The Viewer & Interpretation
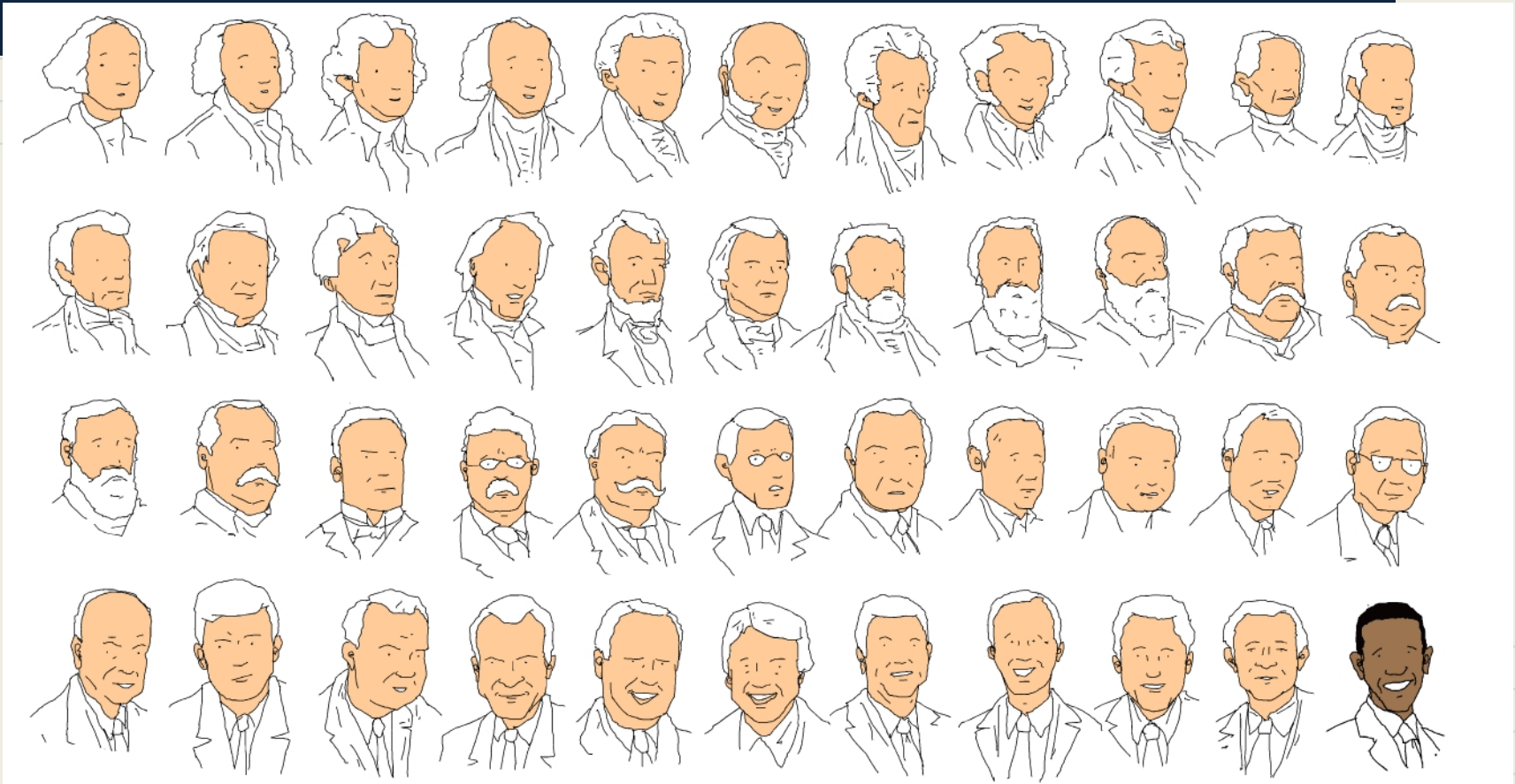


"Why aren't the colours reversed in this image? Bennetton talked about the 'United Colours' of the world, but binaries of black white still persist in a very particular hierarchy. What would happen if we did swap the colours here? We can see how shocking it can be when the image is reversed..." (Sharp, 2008).

# The Viewer & Interpretation

"Our culture represents disability almost exclusively as an individual problem requiring remedy...'It's just an excuse' or 'They're getting special privileges'" (Titchkosky, 2006).

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