



A ilusão especular (Portuguese Edition)

Arlindo Machado

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Reedição desta obra de Arlindo Machado, que já se tornou um clássico e uma referência na teoria da história da fotografia.

O autor explicita de forma contundente os diversos meandros da fotografia em sua tentativa de se manter como fiel representação da realidade e, conseqüentemente, na manutenção da perspectiva central como uma representação realista e desprovida de qualquer ideologia intrínseca. A partir daí, analisa imagens que obtiveram êxito em se desprender dessas armadilhas, denunciando o próprio mecanismo de ação do chamado "efeito especular".

Segundo o autor, "a fotografia é um "texto" como outro qualquer, que se constrói através de uma articulação simples ou sofisticada de seus elementos expressivos. Não há nem mais nem menos "manipulação" numa foto (e, por extensão, num documentário, numa imagem de telejornal) do que num texto jornalístico, numa pesquisa de sociologia ou num tratado de filosofia. Isso não quer dizer que não exista uma "verdade", um "fato" do qual buscamos nos aproximar, seja fotografando, seja verbalizando, mas essa aproximação só pode ser uma construção, necessariamente coletiva, que se dá através de um amplo processo de negociação entre os sujeitos sociais".

Arlindo Machado é professor do Departamento de Cinema, Rádio e Televisão da Universidade de São Paulo e do Programa de Estudos Pós-Graduados em Comunicação e Semiótica da PUC-SP.

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