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Possession and Obsession? Photography Shaping Our Lives

Maja Jerrentrup

*New Media and Intercultural Communication, Faculty for Interdisciplinary Studies,
University of Applied Sciences Landshut, Am Lurzenhof 1, 84036 Landshut, Germany
E-mail: Maja-Tabea.Jerrentrup@haw-landshut.de*

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ABSTRACT More than ever, photography is an omnipresent medium. Drawing on an interdisciplinary literature review, this article explores the ambivalent relationship between the medium and its users: the existence of photography may push people to have more fast and superficial experiences, but also foster mindfulness. Photography can infiltrate our thought processes, for example by establishing and reinforcing stereotypes, but at the same time, we can use it to collect our personal thoughts, interpret, and express meanings. Memory can be encouraged as well as inhibited, and in terms of identity, photography can support identity construction as well as promote narcissism and superficiality. In result, photography certainly has a great influence on people, but that at the same time, people are constantly shaping the usage of the medium and thus actively create their culture with the help of it.