

Zsuzsanna KEMENESI

Selection by Personalization

The planned talk is inspired by the question of how we can remember thousands and thousands of images. But why on earth should we remember so many images, or perhaps even every image? After all, we do not remember every word that has been spoken. Honestly, we do not even *wish* to remember every word. Then why should we remember all the images? As not every word is addressed to us (to me), similarly, not every single image is directed at me (at us). The point can be highlighted by the question: which are, precisely, those images that tend to refer to something that has special significance for us. Clearly, I do not allude here to aspects of selection in the field of aesthetics or to distinguishing images by their qualities.

In our socio-visual environment, in the public spaces we encounter images in, our visual mind is mostly perceiving images which are meant to communicate with other spheres of society, not addressed to us. The situation can be compared to reading somebody else's letters. The phenomenon I will focus on in my presentation can be circumscribed by the formula *selection by personalization*. As biologist-anthropologist F. J. J. Buytendijk suggested, this phenomenon is rooted simply in the fact that birds are singing much more than was originally allowed for them by Darwin.

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