

Jean Baudrillard Quotes

We live in a world where there is more and more information, and less and less meaning.

Everywhere one seeks to produce meaning, to make the world signify, to render it visible. We are not, however, in danger of lacking meaning; quite the contrary, we are gorged with meaning and it is killing us.

It is the reflection of a profound reality - sacramental
It masks and denatures a profound reality - deceitful
It masks the absence of a profound reality - illusion
It has no relation to any reality whatsoever - simulation

When the real is no longer what it was, nostalgia assumes its full meaning. There is a plethora of myths of origin and of signs of reality - a plethora of truth, of secondary objectivity, and authenticity.

The very definition of the real becomes: that of which it is possible to give an equivalent reproduction. The real is not only what can be reproduced, but that which is always already reproduced. The hyper real.

Postmodernity is said to be a culture of fragmentary sensations, eclectic nostalgia, disposable simulacra, and promiscuous superficiality, in which the traditionally valued qualities of depth, coherence, meaning, originality, and authenticity are evacuated or dissolved amid the random swirl of empty signals.

This is what terrorism is occupied with as well: making real, palpable violence surface in opposition to the invisible violence of security.

But what if God himself can be simulated, that is to say can be reduced to signs that constitute faith? Then the whole system becomes weightless, it is no longer anything but a gigantic simulacrum - not unreal, but simulacrum, that is to say never exchanged for the real, but exchanged for itself, in an uninterrupted circuit without reference or circumference.

We need a visible past, a visible continuum, a visible myth of origin to reassure us as to our ends, since ultimately we have never believed in them.

The media represents world that is more real than reality that we can experience. People lose the ability to distinguish between reality and fantasy. They also begin to engage with the fantasy without realizing what it really is. They seek happiness and fulfilment through the simulacra of reality, e.g. media and avoid the contact/interaction with the real world.

Sources

Simulacra and Simulation

Simulations