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Desubjectification of Seeing: Towards an Affirmative Understanding of Perception

Starting with the critical revision of the three dominant strands of critical analysis of the visual and their philosophical groundings, the research focuses on the mechanism of representation as a dominant image of thought and exposes its investment in the dominant dichotomous (i.e. negativist) logic. Critically assessing the prevailing approaches to the reading of the visual by dint of ideology, discourse, or semiotics advocated by the theorists working within the methodological paradigm of the so-called “linguistic turn”, I will explore uses and abuses of ideological renderings of visual culture and discuss the various consequences they entail for feminist thinking. By claiming that visual language is irreducible to the conveyance, discovery or construction of meaning as these remain pertinent to representation, the research encourages a radical shift towards creational (i.e. affirmative) understanding of the visual.