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# Photography and Fetish\*

CHRISTIAN METZ

To begin I will briefly recall some of the basic differences between film and photography. Although these differences may be well known, they must be, as far as possible, precisely defined, since they have a determinant influence on the respective status of both forms of expression in relation to the fetish and fetishism.

First difference: the spatio-temporal size of the *lexis*, according to that term's definition as proposed by the Danish semiotician Louis Hjelmslev. The *lexis* is the socialized unit of reading, of reception: in sculpture, the statue; in music, the "piece." Obviously the photographic *lexis*, a silent rectangle of paper, is much smaller than the cinematic *lexis*. Even when the film is only two minutes long, these two minutes are *enlarged*, so to speak, by sounds, movements, and so forth, to say nothing of the average surface of the screen and of the very fact of projection. In addition, the photographic *lexis* has no fixed duration (= temporal size): it depends, rather, on the spectator, who is the master of the look, whereas the timing of the cinematic *lexis* is determined in advance by the filmmaker. Thus on the one side, "a free rewriting time"; on the other, "an imposed reading time," as Peter Wollen has pointed out.<sup>1</sup> Thanks to these two features (smallness, possibility of a lingering look), photography is better fit, or more likely, to work as a fetish.

Another important difference pertains to the social use, or more exactly (as film and photography both have many uses) to their principal legitimated use. Film is considered as collective entertainment or as art, according to the work and to the social group. This is probably due to the fact that its production is less accessible to "ordinary" people than that of photography. Equally, it is in most cases fictional, and our culture still has a strong tendency to confound art with fiction. Photography enjoys a high degree of social recognition in another

\* A version of this essay was delivered at a conference on the theory of film and photography at the University of California, Santa Barbara, in May 1984.

1. Peter Wollen, "Fire and Ice," *Photographies*, 4 (1984).

domain: that of the presumed real, of life, mostly private and family life, birth-place of the Freudian fetish. This recognition is ambiguous. Up to a point, it does correspond to a real distribution of social practices: people do take photographs of their children, and when they want their feature film, they do go to the movies or watch TV. But on the other side, it happens that photographs are considered by society as works of art, presented in exhibitions or in albums accompanied by learned commentary. And the family is frequently celebrated, or self-celebrated, in private, with super-8 films or other nonprofessional productions, which *are* still cinema. Nevertheless, the kinship between film and collectivity, photography and privacy, remains alive and strong as a social myth, half true like all myths; it influences each of us, and most of all the stamp, the look of photography and cinema themselves. It is easy to observe – and the researches of the sociologist Pierre Bordieu,<sup>2</sup> among others, confirm it – that photography very often primarily means souvenir, keepsake. It has replaced the portrait, thanks to the historical transition from the period when long exposure times were needed for true portraits. While the social reception of film is mainly oriented towards a show-business-like or imaginary referent, the real referent is felt to be dominant in photography.

There is something strange in this discrepancy, as both modes of expression are fundamentally *indexical*, in Charles Sanders Peirce's terms. (A recent, remarkable book on photography by Philippe Dubois is devoted to the elaboration of this idea and its implications.)<sup>3</sup> Peirce called indexical the process of signification (*semiosis*) in which the signifier is bound to the referent not by a social convention (= "symbol"), not necessarily by some similarity (= "icon"), but by an actual contiguity or connection in the world: the lightning is the index of the storm. In this sense, film and photography are close to each other, both are *prints* of real objects, prints left on a special surface by a combination of light and chemical action. This indexicality, of course, leaves room for iconic aspects, as the chemical image often looks like the object (Peirce considered photography as an index *and* an icon). It leaves much room for symbolic aspects as well, such as the more or less codified patterns of treatment of the image (framing, lighting, and so forth) and of choice or organization of its contents. What is indexical is the mode of production itself, the principle of the *taking*. And at this point, after all, a film is only a series of photographs. But it is more precisely a series with supplementary components as well, so that the unfolding as such tends to become more important than the link of each image with its referent. This property is very often exploited by the narrative, the initially indexical power of the cinema turning frequently into a realist guarantee for the unreal.

2. Pierre Bordieu et al., *Un art moyen. Essai sur les usages sociaux de la photographie*, Paris, Editions de Minuit, 1965.

3. Philippe Dubois, *L'acte photographique*, Paris and Brussels, Nathan and Labor, 1983.

Photography, on the other hand, remains closer to the pure index, stubbornly pointing to the print of what *was*, but no longer *is*.

A third kind of difference concerns the physical nature of the respective signifiers. Lacan used to say that the only materialism he knew was the materialism of the signifier. Whether the only one or not, in all signifying practices the material definition is essential to their social and psychoanalytic inscription. In this respect—speaking in terms of set theory—film “includes” photography: cinema results from an addition of perceptive features to those of photography. In the visual sphere, the important addition is, of course, movement and the plurality of images, of shots. The latter is distinct from the former: even if each image is still, switching from one to the next creates a *second movement*, an ideal one, made out of successive and different immobilities. Movement and plurality both imply *time*, as opposed to the timelessness of photography which is comparable to the timelessness of the unconscious and of memory. In the auditory sphere—totally absent in photography—cinema adds phonic sound (spoken words), nonphonic sound (sound effects, noises, and so forth), and musical sound. One of the properties of sounds is their expansion, their development in time (in space they only irradiate), whereas images construct themselves in space. Thus film disposes of five more orders of perception (two visual and three auditory) than does photography, all of the five challenging the powers of silence and immobility which belong to and define all photography, immersing film in a stream of temporality where nothing can be *kept*, nothing stopped. The emergence of a fetish is thus made more difficult.

Cinema is the product of two distinct technological inventions: photography, and the mastering of stroboscopy, of the  $\phi$ -effect. Each of these can be exploited separately: photography makes no use of stroboscopy, and animated cartoons are based on stroboscopy without photography.

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The importance of immobility and silence to photographic *authority*, the nonfilmic nature of this authority, leads me to some remarks on the relationship of photography with death. Immobility and silence are not only two objective aspects of death, they are also its main symbols, they *figure* it. Photography’s deeply rooted kinship with death has been noted by many different authors, including Dubois, who speaks of photography as a “thanatography,” and, of course, Roland Barthes, whose *Camera Lucida*<sup>4</sup> bears witness to this relationship most poignantly. It is not only the book itself but also its position of enunciation which illustrates this kinship, since the work was written just after (and because of) the death of the mother, and just before the death of the writer.

4. Roland Barthes, *Camera Lucida*, New York, Hill and Wang, 1981.

Photography is linked with death in many *different* ways. The most immediate and explicit is the social practice of keeping photographs in memory of loved beings who are no longer alive. But there another real death which each of us undergoes every day, as each day we draw nearer our own death. Even when the person photographed is still living, that moment when she or he *was* has forever vanished. Strictly speaking, the person *who has been photographed*—not the total person, who is an effect of time—is dead: “dead for having been seen,” as Dubois says in another context.<sup>5</sup> Photography is the mirror, more faithful than any actual mirror, in which we witness at every age, our own aging. The actual mirror accompanies us through time, thoughtfully and treacherously; it changes with us, so that we appear not to change.

Photography has a third character in common with death: the snapshot, like death, is an instantaneous abduction of the object out of the world into another world, into another kind of time—unlike cinema which replaces the object, after the act of appropriation, in an unfolding time similar to that of life. The photographic *take* is immediate and definitive, like death and like the constitution of the fetish in the unconscious, fixed by a glance in childhood, unchanged and always active later. Photography is a cut inside the referent, it cuts off a piece of it, a fragment, a part object, for a long immobile travel of no return. Dubois remarks that with each photograph, a tiny piece of time brutally and forever escapes its ordinary fate, and thus is protected against its own loss. I will add that in life, and to some extent in film, one piece of time is indefinitely pushed backwards by the next: this is what we call “forgetting.” The fetish, too, means both loss (symbolic castration) and protection against loss. Peter Wollen states this in an apt simile: photography preserves fragments of the past “like flies in amber.”<sup>6</sup> Not by chance, the photographic act (or acting, who knows?) has been frequently compared with shooting, and the camera with a gun.

Against what I am saying, it could of course be objected that film as well is able to perpetuate the memory of dead persons, or of dead moments of their lives. Socially, the family film, the super-8, and so forth, to which I previously alluded, are often used for such a purpose. But this pseudosimilarity between film and photography leads me back, in a paradoxical way, to the selective kinship of photography (not film) with death, and to a fourth aspect of this link. The two modes of perpetuation are very different in their effects, and nearly opposed. Film gives back to the dead a semblance of life, a fragile semblance but one immediately strengthened by the wishful thinking of the viewer. Photography, on the contrary, by virtue of the objective suggestions of its signifier (stillness, again) maintains the memory of the dead *as being dead*.

5. Dubois, p. 89.

6. Wollen, *Ibid.*

Tenderness toward loved beings who have left us forever is a deeply ambiguous, split feeling, which Freud has remarkably analyzed in his famous study on *Mourning and Melancholia*.<sup>7</sup> The work of mourning is at the same time an attempt (not successful in all cases: see the suicides, the breakdowns) to survive. The object-libido, attached to the loved person, wishes to accompany her or him in death, and sometimes does. Yet the narcissistic, conservation instinct (ego-libido) claims the right to live. The compromise which normally concludes this inner struggle consists in transforming the very nature of the feeling for the object, in learning progressively to love this object *as dead*, instead of continuing to desire a living presence and ignoring the verdict of reality, hence prolonging the intensity of suffering.

Sociologists and anthropologists arrive by other means at similar conceptions. The funeral rites which exist in all societies have a double, dialectically articulated signification: a remembering of the dead, but a remembering as well *that they are dead*, and that life continues for others. Photography, much better than film, fits into this complex psycho-social operation, since it suppresses from its own appearance the primary marks of "livingness," and nevertheless conserves the convincing print of the object: a past presence.

All this does not concern only the photographs of loved ones. There are obviously many other kinds of photographs: landscapes, artistic compositions, and so forth. But the kind on which I have insisted seems to me to be exemplary of the whole domain. In all photographs, we have this same act of cutting off a piece of space and time, of keeping it unchanged while the world around continues to change, of making a compromise between conservation and death. The frequent use of photography for private commemorations thus results in part (there are economic and social factors, too) from the intrinsic characteristics of photography itself. In contrast, film is less a succession of photographs than, to a large extent, a destruction of the photograph, or more exactly of the photograph's power and action.

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At this point, the problem of the space off-frame in film and in photography has to be raised. The fetish is related to death through the terms of castration and fear, to the off-frame in terms of the look, glance, or gaze. In his well-known article on fetishism,<sup>8</sup> Freud considers that the child, when discovering for the first time the mother's body, is terrified by the very possibility that human beings

7. Sigmund Freud, "Mourning and Melancholia," *The Standard Edition of the Complete Psychological Works of Sigmund Freud*, trans. James Strachey, London, The Hogarth Press and the Institute of Psycho-Analysis, 1953-1974, vol. 14.

8. Freud, "Fetishism," *S.E.*, vol. 21.

can be “deprived” of the penis, a possibility which implies (imaginarily) a permanent danger of castration. The child tries to maintain its prior conviction that all human beings have the penis, but in opposition to this, what has been seen continues to work strongly and to generate anxiety. The compromise, more or less spectacular according to the person, consists in making the seen retrospectively unseen by a disavowal of the perception, and in *stopping the look*, once and for all, on an object, the fetish — generally a piece of clothing or under-clothing — which was, with respect to the moment of the primal glance, near, just prior to, the place of the terrifying absence. From our perspective, what does this mean, if not that this place is positioned off-frame, that the look is framed close by the absence? Furthermore, we can state that the fetish is taken up in two chains of meaning: metonymically, it alludes to the contiguous place of the lack, as I have just stated; and metaphorically, according to Freud’s conception, it is an equivalent of the penis, as the primordial displacement of the look aimed at replacing an absence by a presence — an object, a small object, a part object. It is remarkable that the fetish — even in the common meaning of the word, the fetish in everyday life, a re-displaced derivative of the fetish proper, the object which brings luck, the mascot, the amulet, a fountain pen, cigarette, lipstick, a teddybear, or pet — it is remarkable that the fetish always combines a double and contradictory function: on the side of metaphor, an inciting and encouraging one (it is a pocket phallus); and, on the side of metonymy, an apotropaic one, that is, the averting of danger (thus involuntarily attesting a belief in it), the warding off of bad luck or the ordinary, permanent anxiety which sleeps (or suddenly wakes up) inside each of us. In the clinical, nosographic, “abnormal” forms of fetishism — or in the social institution of the striptease, which pertains to a collective nosography and which is, at the same time, a progressive process of framing/deframing — pieces of clothing or various other objects are absolutely necessary for the restoration of sexual power. Without them nothing can happen.

Let us return to the problem of off-frame space. The difference which separates film and photography in this respect has been partially but acutely analyzed by Pascal Bonitzer.<sup>9</sup> The filmic off-frame space is *étouffé*, let us say “substantial,” whereas the photographic off-frame space is “subtle.” In film there is a plurality of successive frames, of camera movements, and character movements, so that a person or an object which is off-frame in a given moment may appear inside the frame the moment after, then disappear again, and so on, according to the principle (I purposely exaggerate) of the *turnstile*. The off-frame is taken into the evolutions and scansions of the temporal flow: it is off-frame, but not off-film. Furthermore, the very existence of a sound track allows a character who has deserted the visual scene to continue to mark her or his presence

9. Pascal Bonitzer, “Le hors-champ subtil,” *Cahiers du cinéma*, no. 311 (May 1980).

in the auditory scene (if I can risk this quasi-oxymoron: "auditory" and "scene"). If the filmic off-frame is substantial, it is because we generally know, or are able to guess more or less precisely, what is going on in it. The character who is off-frame in a photograph, however, will never come into the frame, will never be heard — again a death, another form of death. The spectator has no empirical knowledge of the contents of the off-frame, but at the same time cannot help imagining some off-frame, hallucinating it, dreaming the shape of this emptiness. It is a projective off-frame (that of the cinema is more introjective), an immaterial, "subtle" one, with no remaining print. "Excluded," to use Dubois's term, excluded once and for all. Yet nevertheless present, striking, properly fascinating (or hypnotic) — insisting on its status *as excluded* by the force of its absence *inside* the rectangle of paper, which reminds us of the feeling of lack in the Freudian theory of the fetish. For Barthes, the only part of a photograph which entails the feeling of an off-frame space is what he calls the *punctum*, the point of sudden and strong emotion, of small trauma; it can be a tiny detail. This *punctum* depends more on the reader than on the photograph itself, and the corresponding off-frame it calls up is also generally subjective; it is the "metonymic expansion of the *punctum*."<sup>10</sup>

Using these strikingly convergent analyses which I have freely summed up, I would say that the off-frame effect in photography results from a singular and definitive cutting off which figures castration and is figured by the "click" of the shutter. It marks the place of an irreversible absence, a place from which the look has been averted forever. The photograph itself, the "in-frame," the abducted part-space, the place of presence and fullness — although undermined and haunted by the feeling of its exterior, of its borderlines, which are the past, the left, the lost: the far away even if very close by, as in Walter Benjamin's conception of the "aura"<sup>11</sup> — the photograph, inexhaustible reserve of strength and anxiety, shares, as we see, many properties of the fetish (as object), if not directly of fetishism (as activity). The familiar photographs that many people carry with them always obviously belong to the order of fetishes in the ordinary sense of the word.

Film is much more difficult to characterize as a fetish. It is too big, it lasts too long, and it addresses too many sensorial channels at the same time to offer a credible unconscious equivalent of a lacking part-object. It does *contain* many potential part-objects (the different shots, the sounds, and so forth), but each of them disappears quickly after a moment of presence, whereas a fetish has to be kept, mastered, held, like the photograph in the pocket. Film is, however, an extraordinary activator of fetishism. It endlessly mimes the primal displacement of the look between the seen absence and the presence nearby. Thanks to

10. Barthes, p. 45.

11. Walter Benjamin, "A Short History of Photography," trans. Phil Patton, *Classic Essays on Photography*, ed. Alan Trachtenberg, New Haven, Conn., Leete's Island Books, 1980.

the principle of a *moving cutting off*, thanks to the changes of framing between shots (or within a shot: tracking, panning, characters moving into or out of the frame, and so forth), cinema literally *plays* with the terror and the pleasure of fetishism, with its combination of desire and fear. This combination is particularly visible, for instance, in the horror film, which is built upon progressive re-framings that lead us through desire and fear, nearer and nearer the terrifying place. More generally, the play of framings and the play with framings, in all sorts of films, work like a striptease of the space itself (and a striptease proper in erotic sequences, when they are constructed with some subtlety). The moving camera caresses the space, and the whole of cinematic fetishism consists in the constant and teasing displacement of the cutting line which separates the seen from the unseen. But this game has no end. Things are too unstable and there are too many of them on the screen. It is not simple — although still possible, of course, depending on the character of each spectator — to stop and isolate one of these objects, to make it able to work as a fetish. Most of all, a film cannot be *touched*, cannot be carried and handled: although the actual reels can, the projected film cannot.

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I will deal more briefly with the last difference — and the problem of belief-disbelief — since I have already spoken of it. As pointed out by Octave Mannoni,<sup>12</sup> Freud considered fetishism the prototype of the cleavage of belief: “I know very well, *but*. . . .” In this sense, film and photography are basically similar. The spectator does not confound the signifier with the referent, she or he knows what a *representation* is, but nevertheless has a strange feeling of reality (a denial of the signifier). This is a classical theme of film theory.

But the very nature of *what* we believe in is not the same in film and photography. If I consider the two extreme points of the scale — there are, of course, intermediate cases: still shots in films, large and filmlike photographs, for example — I would say that film is able to call up our belief for long and complex dispositions of actions and characters (in narrative cinema) or of images and sounds (in experimental cinema), to disseminate belief; whereas photography is able to fix it, to concentrate it, to spend it all at the same time on a single object. Its poverty constitutes its force — I speak of a poverty of means, not of significance. The photographic effect is not produced from diversity, from itinerancy or inner migrations, from multiple juxtapositions or arrangements. It is the effect, rather, of a laser or lightning, a sudden and violent illumination on a limited and petrified surface: again the fetish and death. Where film lets us believe in more things, photography lets us believe more in one thing.

12. Octave Mannoni, “Je sais bien mais quand même. . . .,” *Clefs pour l’imaginaire; ou, L’autre scène*, Paris, Seuil, 1969.

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In conclusion, I should like to add some remarks on the use of psychoanalysis in the study of film, photography, theater, literature, and so on. First, there are presentations, like this one, which are less “psychoanalytic” than it might seem. The notion of “fetish,” and the word, were not invented by Freud; he took them from language, life, the history of cultures, anthropology. He proposed an *interpretation* of fetishism. This interpretation, in my opinion, is not fully satisfactory. It is obvious that it applies primarily to the early evolution of the young *boy*. (Incidentally, psychoanalysts often state that the recorded clinical cases of fetishism are for the most part male.) The fear of castration and its further consequence, its “fate,” are necessarily different, at least partially, in children whose body is similar to the mother’s. The Lacanian notion of the *phallus*, a symbolic organ distinct from the penis, the real organ, represents a step forward in theory; yet it is still the case that within the description of the human subject that psychoanalysis gives us, the male features are often dominant, mixed with (and as) general features. But apart from such distortions or silences, which are linked to a general history, other aspects of Freud’s thinking, and various easily accessible observations which confirm it, remain fully valid. These include: the analysis of the fetishistic nature of male desire; in both sexes the “willing suspension of disbelief” (to use the well-known Anglo-Saxon notion), a suspension which is determinant in all representative arts, in everyday life (mostly in order to solve problems by half-solutions), and in the handling of ordinary fetishes; the fetishistic pleasure of framing-deframing.

It is impossible to *use* a theory, to “apply” it. That which is so called involves, in fact, two aspects more distinct than one might at first believe: the intrinsic degree of perfection of the theory itself, and its power of suggestion, of activation, of enlightenment *in another field* studied by other researchers. I feel that psychoanalysis has this power in the fields of the humanities and social sciences because it is an acute and profound discovery. It has helped *me*—the personal coefficient of each researcher always enters into the account, despite the ritual declarations of the impersonality of science—to explore one of the many possible paths through the complex problem of the relationship between cinema and photography. I have, in other words, used the theory of fetishism as a fetish.

Psychoanalysis, as Raymond Bellour has often underscored, is contemporary in our Western history with the technological arts (such as cinema) and with the reign of the patriarchal, nuclear, bourgeois family. Our period has invented neurosis (at least in its current form), *and* the remedy for it (it has often been so for all kinds of diseases). It is possible to consider psychoanalysis as the founding myth of our emotional modernity. In his famous study of the Oedipus myth, Lévi-Strauss has suggested that the Freudian interpretation of this myth (the central one in psychoanalysis, as everybody knows) could be nothing but

the last variant of the myth itself.<sup>13</sup> This was not an attempt to blame: myths are always true, even if indirectly and by hidden ways, for the good reason that they are invented by the natives themselves, searching for a parable of their own fate.

After this long digression, I turn back to my topic and purpose, only to state that they could be summed up in one sentence: film is more capable of playing on fetishism, photography more capable of itself becoming a fetish.

13. Claude Lévi-Strauss, *Anthropologie structurale*, Chapter 11, "La structure des mythes," Paris, Plon, 1958; translated as *Structural Anthropology*, New York, Basic Books, 1963.