<u>Wandering Way</u> **:** Images as powerful things.

By Ms ApekshaVora

When I say this, I obviously mean those images we see on television or the Internet, in films and photographs. I am even talking about things we see in our day to day life that stick with us, like our brain went **click** at a particular moment in time and froze that moment in our memory forever. The images we read about also fall under this category. Who can beat the experience of imagining the entire Harry Potter series way before a movie was made on it, seeing every stone of every corridor in Hogwarts just but the images that Rowling's words created.

Images are powerful things. Whether they are real, artificially created or simply described so thoroughly or so vaguely that our brain takes the liberty to create them. To my mind, however, the most powerful images are the ones we create for ourselves. The images that we bring to our mind, either from the past or from passive observation or simply create from scratch, and then yearn for them. These images drive us to go out our days and get through our nights. These images even fuel that insane fire in us that makes us do extraordinary things every once in a while.

Think of the last thing you did that was extraordinary to your mind. Think about the decision that made you do it. Now think about the image that made you decide it. Maybe it was an image of you being on a fast moving train, or listening to your favourite artist live, or it was of sitting on a stone by a river with your feet dipped in. There was an image – you know it. It was detailed and you knew exactly what goes where and how. Then you decided that's where you wanted to be. Then you worked at it till you got there.

Images are powerful. They make us do extraordinary things. That is exactly why people in the marketing/ media business will go through a lot of effort to put the right images to you. Images with a propaganda, like when someone on TV drinks a huge glass of a black coloured fizzy drink with lots of ice in it, or when an 'African' child is shown to be so malnourished that he is reduced to skin and bones, or when a woman is shown to be naturally "fair" and "beautiful" and "young" without having used any make up. Each of these images make someone believe that something is a reality when it may not be, or when it may be such a small part of a larger reality that images will not produce. These images help build stereotypes and aspirations, which often times stick so deep into us that they're difficult to shake off.

This is hardly a critique of images. Images are powerful at a micro and a macro level despite and because of how they are used. Some people use images just as they see them, and aspire for things. Other people process images they see and aspire for the end product. Others still create their own images.

I'm from the third category. I make my images to pine for. Images where colours are vivid, sounds are clear and one can almost feel the moment. My actions are based on these images. I like having things, conversations, ideas, concepts that will help build these images. Sometimes when these images are lacking, I feel a lack of purpose. Like I'm losing direction and there is no "Turn Left Here" sign ahead of me.

Then I dig for images. It's liberating to find one, to think about it, to analyse it and understand why I crave for it. In the same breath, I am aware how transient these images can be, how they can change and how there are many, contradictory images we create of and around ourselves. Despite this, I love the process and I urge you to create your images also. It feels good once they are found. Its like a map of your mind and what it wants. Try it.