

Pondering Perception

JODEY CASTRICANO, ASSOCIATE PROFESSOR, ENGLISH

One has to come to terms with perceptions not only of the mind but also of the body and space.

Working in the spirit of Albrecht Durer's famous dictum, "Whoever wants to dream must mix all things together," Associate Professor of Critical Studies Jodey Castricano combines investigations into new media, the history of ideas, and literary and cultural studies to enable questions of representation, perception and cognition in relation to the production of social and cultural meaning.

According to Castricano, an experiment is changed just by virtue of it being observed. That is, perception itself has an effect on meaning. So what happens when the medium of perception is changed? Castricano is seeking explanations regarding the role of new immersive media in breaching "the classical subject-object distinction" common in Western culture and which constitute a whole theory of aesthetics in art and literature.

"The use of immersive technology gets us into thinking more about the intersections between narrative, the cultural image and debates about the mind and human consciousness," says Castricano.

Castricano seeks to reflect upon the influence that digital technology has had on the production of meaning in contemporary culture and its impact on

research in the arts. In this context, she quotes scholar Ron Burnett regarding the challenge posed by new media to "the seemingly transparent relationships between images and meaning, mind and thought, as well as culture and identity."

One aim of her research is to consider the value of knowledge derived from sources that were historically and methodologically rejected in Western society, including indigenous knowledge.

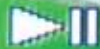
Castricano has a long-term, interdisciplinary goal of establishing a new media centre at UBC Okanagan, where she can work with other researchers to facilitate the use of immersive technology for purposes of theorizing the relevance of that medium for the arts and humanities. Her current research will result in a book-length study on what she defines as "virtual embodiment".

"When one goes into an immersion setting, one has a particular engagement beyond it being a psychological threshold that is often predicated upon bodily movements," says Castricano. "So, one has to come to terms with perceptions not only of the mind but also of the body and space."



TRINITRON

298min



00:00:56:00

DV
NS 48K
FN

PB INDEX

SONY