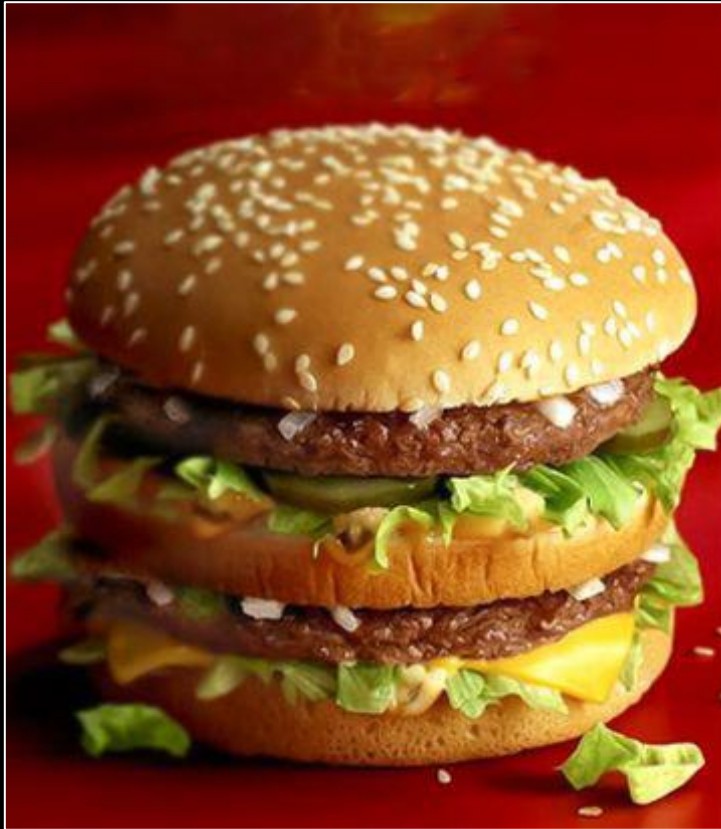# "Hyper-Reality"

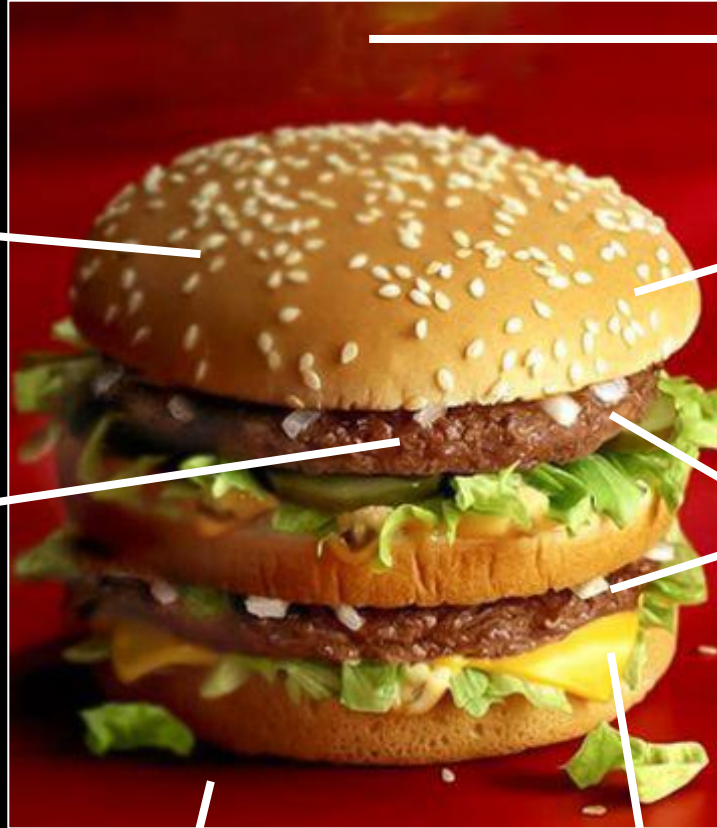*Let's consider an example.*

What's this?

If so, what's this?

"Hyper-Reality"

*Let's look **closer** at this "burger"...*

The **sesame seeds** on top of the bun have been carefully repositioned with **tweezers** to appear even and more attractive.

The burger is **uncooked** (so that it hasn't shrunk as it would in cooking). The top surface has been browned with a **blowtorch**, and then **brown shoe polish** has been applied to give it a rich cooked beef appearance. A light brushing of **baby oil** is used to catch the light.

A water-soaked **tampon** has been **microwaved** and placed behind the burger to give the impression of **steam** rising from it. In reality it is stone cold.

A deliberately **stale bun** has been used as it is firmer and easier to manipulate for the right look.

Thick circles of **cardboard** are placed under and on top of each burger to increase the height of the item. A **cocktail stick** runs through the centre of everything to keep it together and stable.

The whole thing has been rotated and photographed from its most **appealing angle**.

The cheese has been gently melted with a **hairdryer**.

ALL OF THIS IS TRUE!

The Point?

This *isn't* a burger at all.

It **can't** be eaten and it appears more **perfect** than any regular burger ever does.

It isn't a real burger it's a **simulation** of a burger.

It *isn't* 'real', it's **'hyper-real'**

HYPER-REALITY

REALITY

This *is* the real burger that people experience in the **reality** of day-to-day life.

It is *vastly* different to the idea we have been sold through **images constantly repeated** in the media.

The Point

HYPER-REALITY

REALITY

So, when we think of a burger – which one do we see in our heads?
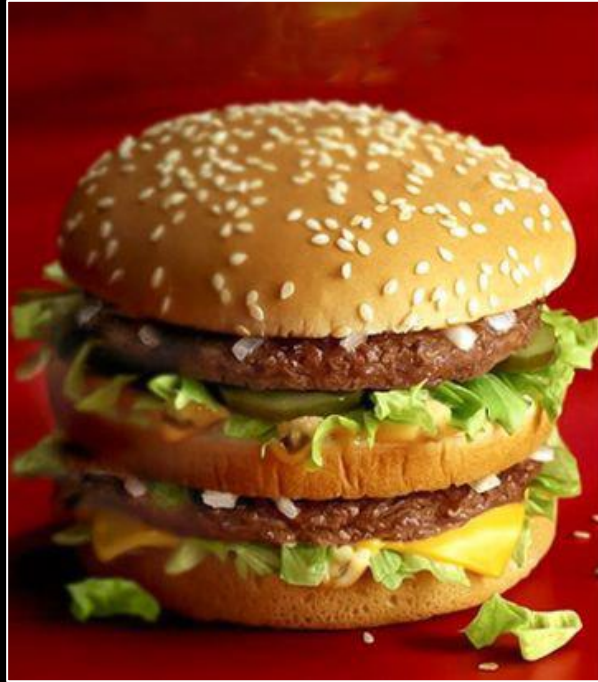
The Point

HYPER-REALITY

Yep, because we have been **constantly** fed the unreal image of what a burger looks like **we have come to believe the simulation** *over* **the reality.**

We've started to believe what the media <u>tells us</u> is real rather than what is *<u>actually</u>* real.

That's **Baudrillard's** whole point!