

On Hyperreality...

It is the generation by models of a real without origin or reality: a hyperreal. The territory no longer precedes the map, nor does it survive it. It is nevertheless the map that precedes the territory

(The "map" is the idealized view of things that we may find in the media perhaps. Whereas once the map was based on reality, today it is the other way round. We live our lives in an attempt to emulate or "be like" the idealized images we see in the media. This world of emulation is described as "hyperreality")

On Disneyland...

Disneyland exists in order to hide that it is the "real" country, all of the "real" America that is Disneyland... The imaginary of Disneyland is neither true nor false, it is a deterrence machine set up in order to rejuvenate the fiction of the real in the opposite camp.

Simulacra and Simulation(1994)

(Disneyland is typically viewed as an "unreal" environment compared to the "real" world that we live in most of the time. Baudrillard's point is that the contrast between the "unreal" Disneyland and the "real" America prevents us from realizing that it is all of America that is "unreal" i.e. hyperreal.)

Hyperreality

"The simulation of something which never really existed." - Jean Baudrillard

Examples of hyperreality

- A sports drink of a flavor that doesn't exist naturally or elsewhere ("wild ice zest berry")
- Pornography ("sexier than sex itself")
- A plastic Christmas tree that looks better than a real Christmas tree ever could
- A magazine photo of a model that has been touched up with a computer
- A well manicured garden (nature as hyperreal)
- Any massively promoted versions of historical or present "facts"
- Professional sports athletes as super, invincible versions of the human beings that they actually are
- Many world cities and places which did not evolve as functional places with some basis in reality, as if they were *creatio ex nihilo* (literally 'creation out of nothing'): Disney World; Dubai; Celebration, Florida; and Las Vegas
- TV and film in general (especially "reality" TV), due to its creation of a world of fantasy and its dependence that the viewer will engage with these fantasy worlds
- A retail store that looks completely stocked and perfect due to facing, creating a world of endless identical products
- A life which cannot be (e.g. a celebrity's invented persona)
- A video game, realistic or not, in which the player temporarily forgets the difference between the game and reality