

# Terror Shooting at the Rietveld Academie

By Rietje van Brunschot

AMSTERDAM- This headline is absolutely not true, and the picture, is also fabricated (believe it or not, satire stock photo). But it got your attention. In such a highly visual and time restricted society, we as viewers seem to pick what we accept as real or not from the news. Or simply, what is interesting or not.



Time often limits a viewer to read the headline and or quickly glance at the pictures offered to us in the local paper. We can then formulate our own story from this and accept its validity as actual news. But could it be that a majority of the times we are just being fed fabricated or exalted “news” stories for the sake of making news?

Most news channel mediums would never tell you where their sources are coming from, or inform you that the pictures of today’s panicked stricken passengers waiting in lines at the Airport were old stock footage shots from last year’s debacle. Or that the reporter “live” from a dangerous foxhole (helmet and all) in Iraq is actually acting the danger from his hotel room. Most news stations will not tell you that they manipulate pictures and stylize text to look good, to get your attention.

Recent awareness has been given to the exponential growth of embellished fabricated news stories and use of stock imagery in the media. And whether the root of these “stories” is for covert propaganda from the governments, or from the lack of exciting journalism in the

media source. Whether it is the insufficient time and funding for quality journalism, or simply a cunning P.R. Firms ploy to advertise products, the viewer keeps on viewing. Whatever the reason, we are not getting the true stories.

Increasingly this is becoming a debate being fought upon. Pressure from the Free Press for example towards the American Federal Communications Commission to make it illegal to show Video News Releases on television; VNRs, videos made to look like news broadcast created for the purpose of informing, shaping public opinion, or to promote and publicize individuals, commercial products and services, or other interests.

Many news channels are prone to this and they say it should be up to the viewer to decide what they take in and what they do not. But that is unfair to say when most viewers look at their local newspapers and television channels for reporting for journalism free of false bravura, free of agenda, and most importantly, truth.

However for now, it is up to the viewer. To be intelligent enough to not believe everything they read or see, instead having to form their opinion by using many different media sources. Create their own

truth, and if they are really brave, rally against tainted news.

Coralie Vogelaar has done just this by creating the book, *The Photo Shop*. A satirical view on how fabricated journalistic stock imagery has made it into the news. It depicts Black and White photos of war, protest, refugees and anarchy. These pictures are laid out to give the reader the impression they can purchase these pictures as a stock photo catalogue.

What seems like original images from popular news scenes, are actually fabricated scenarios made in Vogelaars own home in Arnhem. The gist is exposed at the end of the book where you can see all the props and spaces used to create the “fake” imagery.

*The Photo Shop* aids to parody how we view news photography with such lackluster detail. We just accept what is given to us, not considering its authenticity. And the news mediums just keep getting away with it. **R**

Related books & active links:

[\*The Photo Shop\*](#)

[www.coralievogelaar.com](http://www.coralievogelaar.com)

[www.freepress.net](http://www.freepress.net)

[\*Joris Luyendijk, Almost Human\*](#)