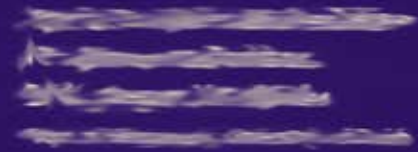




# The Power of Images

## Their Creation, Reproduction, and Strategic Use in the Shaping of Alpine Future

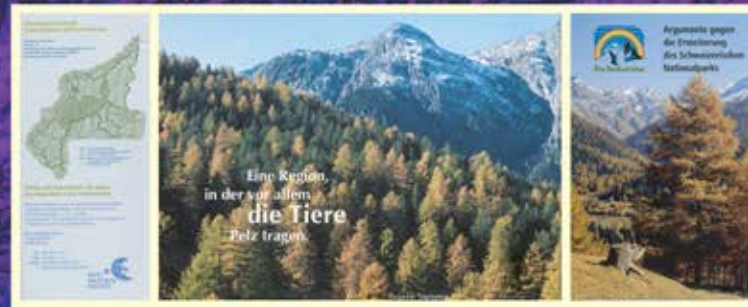


Notions about the beauty or problems of the Alps, about their desired or feared future development, and about what people see and look for in the Alps, are conveyed by means of images. However, there is no such thing as *the* image of the Alps, for several often contrasting images are embedded in different contexts. And different actor groups with different interests, concepts and motives create and shape different images of a normative character. Particularly in debates and discussions concerning nature conservation projects images play a major role in structuring opinions and arguments.

The intention of the project is to analyze such representations of the Alps, as pictures, illustrations, maps with associated texts with regard to related ideas, concepts and their use.

### Research Questions:

- What kind of images of the Alps can be found in publications on nature conservation?
- What is their function, and how are they presented?
- In which discourses are these images embedded, and what is their contribution to and their role within these discourses?
- Do certain images in specific discourses provide a potential for misunderstanding or conflict?
- Who generates these images and the publications, for which purposes, and which target groups?



### Case studies:

- The discussion about the creation of a new National Park
- The successful creation of Entlebuch Biosphere Reserve
- The launch of Aletsch-Jungfrau-Bietschhorn region as a World Heritage Site

### Methods and presentation of results:

Qualitative social research methods (i.e. image analysis, interviews, discourse analysis)

A small exhibition shall serve as a means of presenting results. Moreover, it is a tool for gathering further information about what people think about «images of their images».

