

is presented as an "image" articulated in response to the demands of male ideology.

The scene which perhaps most clearly emphasizes a preoccupation with the function of the image in "holding representation at a distance" is the scene in which Gerry and Claire enact a mock love-scene in front of imaginary film cameras as Joan looks on. Gerry and Claire are framed in the doorway as they kiss, their enthusiastic audience of friends applauding. We see the "scene" at first from behind Joan, and watch with her as the mock-kiss becomes "real" and the mock-directors are forced to shout "Cut!" As Gerry and Claire become aware of Joan's presence they look towards her and in a reverse shot we now see Joan (from behind Gerry) framed in the doorway in her turn, transformed into the "image" of an embittered, frustrated woman. This reversal, by implicating us in the pleasure/pain aspect of our voyeuristic relationship to the film, nevertheless holds off identification by reminding us that we are engaged in a process of fabricating images. This intervention prevents us from accepting the film on any level as Reality. *Merrily We Go To Hell*, by operating a process of montage of interventions, asserts the text as a process of dialectical play between image and narrative, and by implicating us in that process as spectators calls into question the forms of cinematographic representation through which ideology attempts to fix our place for us. From this concern in Arzner's films with the potential displacement-effect of the friction of image and diegesis,⁶ and the montage of interventions of ironic reversals and narrative interruptions, we can learn much about the possibility of our own intervention as feminist critics and film-makers in patriarchal ideology.

Notes

1. Patriarchal ideology refers to the patriarchal laws which govern our society and which produce contradictions (see Juliet Mitchell, *Psychoanalysis and Feminism*, Allen Lane, 1974).
2. Heath bases his model of representation in the cinema on the Freudian structure of the fetish. I am suggesting that in this structure the place of woman (who is seen to be lacking the male penis, and endowed with the "saving substitute") is fixed as the locus of the problem both of the recognition of the threat of castration, and of the disavowal of that threat (thus she is "the empty space which must be filled"). Heath claims that his model applies to all classic cinema. My reading of *Merrily We Go To Hell* suggests that Arzner's film offers a critique of this structure by means of a displacement of meanings which seeks to transform this "fixed place" of the spectator. (For further discussion of this question, see "The Place of Woman in the Cinema of Raoul Walsh" by Pam Cook and Claire Johnston.)
3. The use of capitals is intended here and elsewhere in this article to indicate that concepts such as truth or reality are specifically constructed, not natural "givens" with universal validity.
4. "Dance, Girl, Dance," by Karyn Kay and Gerald Peary, in *Velvet Light Trap* No. 10 (Fall 1973), p. 26.
5. A character from *Uncle Tom's Cabin*.
6. The self-contained fictional world of the film.

4

Visual Pleasure and Narrative Cinema

Laura Mulvey

I Introduction

A. A Political Use of Psychoanalysis

This paper intends to use psychoanalysis to discover where and how the fascination of film is reinforced by pre-existing patterns of fascination already at work within the individual subject and the social formations that have moulded him. It takes as starting point the way film reflects, reveals and even plays on the straight, socially established interpretation of sexual difference which controls images, erotic ways of looking and spectacle. It is helpful to understand what the cinema has been, how its magic has worked in the past, while attempting a theory and a practice which will challenge this cinema of the past. Psychoanalytic theory is thus appropriated here as a political weapon, demonstrating the way the unconscious of patriarchal society has structured film form.

The paradox of phallogocentrism in all its manifestations is that it depends on the image of the castrated woman to give order and meaning to its world. An idea of woman stands as lynch pin to the system: it is her lack that produces the phallus as a symbolic presence, it is her desire to make good the lack that the phallus signifies. Recent writing in *Screen* about psychoanalysis and the cinema has not sufficiently brought out the importance of the representation of the female form in a symbolic order in which, in the last resort, it speaks castration and nothing else. To summarize briefly: the function of woman in forming the patriarchal unconscious is two-fold, she first symbolizes the castration threat by her real absence of a penis and second

thereby raises her child into the symbolic. Once this has been achieved, her meaning in the process is at an end, it does not last into the world of law and language except as a memory which oscillates between memory of maternal plenitude and memory of lack. Both are posited on nature (or on anatomy in Freud's famous phrase). Woman's desire is subjected to her image as bearer of the bleeding wound, she can exist only in relation to castration and cannot transcend it. She turns her child into the signifier of her own desire to possess a penis (the condition, she imagines, of entry into the symbolic). Either she must gracefully give way to the word, the Name of the Father and the Law, or else struggle to keep her child down with her in the half-light of the imaginary. Woman then stands in patriarchal culture as signifier for the male other, bound by a symbolic order in which man can live out his fantasies and obsessions through linguistic command by imposing them on the silent image of woman still tied to her place as bearer of meaning, not maker of meaning.

There is an obvious interest in this analysis for feminists, a beauty in its exact rendering of the frustration experienced under the phallogocentric order. It gets us nearer to the roots of our oppression, it brings an articulation of the problem closer, it faces us with the ultimate challenge: how to fight the unconscious structured like a language (formed critically at the moment of arrival of language) while still caught within the language of the patriarchy. There is no way in which we can produce an alternative out of the blue, but we can begin to make a break by examining patriarchy with the tools it provides, of which psychoanalysis is not the only but an important one. We are still separated by a great gap from important issues for the female unconscious which are scarcely relevant to phallogocentric theory: the sexing of the female infant and her relationship to the symbolic, the sexually mature woman as non-mother, maternity outside the signification of the phallus, the vagina. . . . But, at this point, psychoanalytic theory as it now stands can at least advance our understanding of the status quo, of the patriarchal order in which we are caught.

B. *Destruction of Pleasure as a Radical Weapon*

As an advanced representation system, the cinema poses questions of the ways the unconscious (formed by the dominant order) structures ways of seeing and pleasure in looking. Cinema has changed over the last few decades. It is no longer the monolithic system based on large capital investment exemplified at its best by Hollywood in the 1930s, 1940s and 1950s. Technological advances (16 mm, etc.) have changed the economic conditions of cinematic production, which can now be artisanal as well as capitalist. Thus it has been possible for an alternative cinema to develop. However self-conscious and ironic Hollywood managed to be, it always restricted itself to a formal *mise-en-scène* reflecting the dominant ideological concept of the cinema. The alternative cinema provides a space for a cinema to be born

which is radical in both a political and an aesthetic sense and challenges the basic assumptions of the mainstream film. This is not to reject the latter moralistically, but to highlight the ways in which its formal preoccupations reflect the psychical obsessions of the society which produced it, and, further, to stress that the alternative cinema must start specifically by reacting against these obsessions and assumptions. A politically and aesthetically avant-garde cinema is now possible, but it can still only exist as a counterpoint.

The magic of the Hollywood style at its best (and of all the cinema which fell within its sphere of influence) arose, not exclusively, but in one important aspect, from its skilled and satisfying manipulation of visual pleasure. Unchallenged, mainstream film coded the erotic into the language of the dominant patriarchal order. In the highly developed Hollywood cinema it was only through these codes that the alienated subject, torn in his imaginary memory by a sense of loss, by the terror of potential lack in fantasy, came near to finding a glimpse of satisfaction: through its formal beauty and its play on his own formative obsessions. This article will discuss the interweaving of that erotic pleasure in film, its meaning, and in particular the central place of the image of woman. It is said that analyzing pleasure, or beauty, destroys it. That is the intention of this article. The satisfaction and reinforcement of the ego that represent the high point of film history hitherto must be attacked. Not in favor of a reconstructed new pleasure, which cannot exist in the abstract, nor of intellectualized unpleasure, but to make way for a total negation of the ease and plenitude of the narrative fiction film. The alternative is the thrill that comes from leaving the past behind without rejecting it, transcending outworn or oppressive forms, or daring to break with normal pleasurable expectations in order to conceive a new language of desire.

II Pleasure in Looking/Fascination with the Human Form

A. The cinema offers a number of possible pleasures. One is scopophilia. There are circumstances in which looking itself is a source of pleasure, just as, in the reverse formation, there is pleasure in being looked at. Originally, in his *Three Essays on Sexuality*, Freud isolated scopophilia as one of the component instincts of sexuality which exist as drives quite independently of the erotogenic zones. At this point he associated scopophilia with taking other people as objects, subjecting them to a controlling and curious gaze. His particular examples center around the voyeuristic activities of children, their desire to see and make sure of the private and the forbidden (curiosity about other people's genital and bodily functions, about the presence or absence of the penis, and, retrospectively, about the primal scene). In this analysis scopophilia is essentially active. (Later, in *Instincts and Their Vicissitudes*, Freud developed his theory of scopophilia further, attaching it initially to pre-genital auto-eroticism, after which the pleasure of the look is transferred

to others by analogy. There is a close working here of the relationship between the active instinct and its further development in a narcissistic form.) Although the instinct is modified by other factors, in particular the constitution of the ego, it continues to exist as the erotic basis for pleasure in looking at another person as object. At the extreme, it can become fixated into a perversion, producing obsessive voyeurs and Peeping Toms, whose only sexual satisfaction can come from watching, in an active controlling sense, an objectified other.

At first glance, the cinema would seem to be remote from the undercover world of the surreptitious observation of an unknowing and unwilling victim. What is seen of the screen is so manifestly shown. But the mass of mainstream film, and the conventions within which it has consciously evolved, portray a hermetically sealed world which unwinds magically, indifferent to the presence of the audience, producing for them a sense of separation and playing on their voyeuristic phantasy. Moreover, the extreme contrast between the darkness in the auditorium (which also isolates the spectators from one another) and the brilliance of the shifting patterns of light and shade on the screen helps to promote the illusion of voyeuristic separation. Although the film is really being shown, is there to be seen, conditions of screening and narrative conventions give the spectator an illusion of looking in on a private world. Among other things, the position of the spectators in the cinema is blatantly one of repression of their exhibitionism and projection of the repressed desire on to the performer.

B. The cinema satisfies a primordial wish for pleasurable looking, but it also goes further, developing scopophilia in its narcissistic aspect. The conventions of mainstream film focus attention on the human form. Scale, space, stories are all anthropomorphic. Here, curiosity and the wish to look intermingle with a fascination with likeness and recognition: the human face, the human body, the relationship between the human form and its surroundings, the visible presence of the person in the world. Jacques Lacan has described how the moment when a child recognizes its own image in the mirror is crucial for the constitution of the ego. Several aspects of this analysis are relevant here. The mirror phase occurs at a time when the child's physical ambitions outstrip his motor capacity, with the result that his recognition of himself is joyous in that he imagines his mirror image to be more complete, more perfect than he experiences his own body. Recognition is thus overlaid with misrecognition: the image recognized is conceived as the reflected body of the self, but its misrecognition as superior projects this body outside itself as an ideal ego, the alienated subject, which, re-introjected as an ego ideal, gives rise to the future generation of identification with others. This mirror-moment predates language for the child.

Important for this article is the fact that it is an image that constitutes

the matrix of the imaginary, of recognition/misrecognition and identification, and hence of the first articulation of the "I" of subjectivity. This is a moment when an older fascination with looking (at the mother's face, for an obvious example) collides with the initial inklings of self-awareness. Hence it is the birth of the long love affair/despair between image and self-image which has found such intensity of expression in film and such joyous recognition in the cinema audience. Quite apart from the extraneous similarities between screen and mirror (the framing of the human form in its surroundings, for instance), the cinema has structures of fascination strong enough to allow temporary loss of ego while simultaneously reinforcing the ego. The sense of forgetting the world as the ego has subsequently come to perceive it (I forgot who I am and where I was) is nostalgically reminiscent of that pre-subjective moment of image recognition. At the same time the cinema has distinguished itself in the production of ego ideals as expressed in particular in the star system, the stars centering both screen presence and screen story as they act out a complex process of likeness and difference (the glamorous impersonates the ordinary).

C. Sections II. A and B have set out two contradictory aspects of the pleasurable structures of looking in the conventional cinematic situation. The first, scopophilic, arises from pleasure in using another person as an object of sexual stimulation through sight. The second, developed through narcissism and the constitution of the ego, comes from identification with the image seen. Thus, in film terms, one implies a separation of the erotic identity of the subject from the object on the screen (active scopophilia), the other demands identification of the ego with the object on the screen through the spectator's fascination with and recognition of his like. The first is a function of the sexual instincts, the second of ego libido. This dichotomy was crucial for Freud. Although he saw the two as interacting and overlaying each other, the tension between instinctual drives and self-preservation continues to be a dramatic polarization in terms of pleasure. Both are formative structures, mechanisms not meaning. In themselves they have no significance, they have to be attached to an idealization. Both pursue aims in indifference to perceptual reality, creating the imagined, eroticized concept of the world that forms the perception of the subject and makes a mockery of empirical objectivity.

During its history, the cinema seems to have evolved a particular illusion of reality in which this contradiction between libido and ego has found a beautifully complementary fantasy world. In reality the fantasy world of the screen is subject to the law which produces it. Sexual instincts and identification processes have a meaning within the symbolic order which articulates desire. Desire, born with language, allows the possibility of transcending the instinctual and the imaginary, but its point of reference continually returns to the traumatic moment of its birth: the castration

complex. Hence the look, pleasurable in form, can be threatening in content, and it is woman as representation/image that crystallizes this paradox.

III Woman as Image, Man as Bearer of the Look

A. In a world ordered by sexual imbalance, pleasure in looking has been split between active/male and passive/female. The determining male gaze projects its phantasy on to the female figure which is styled accordingly. In their traditional exhibitionist role women are simultaneously looked at and displayed, with their appearance coded for strong visual and erotic impact so that they can be said to connote *to-be-looking-at-ness*. Woman displayed as sexual object is the leit-motif of erotic spectacle: from pin-ups to strip-tease, from Ziegfeld to Busby Berkeley, she holds the look, plays to and signifies male desire. Mainstream film nearly combined spectacle and narrative. (Note, however, how in the musical song-and-dance numbers break the flow of the diegesis.) The presence of woman is an indispensable element of spectacle in normal narrative film, yet her visual presence tends to work against the development of a story line, to freeze the flow of action in moments of erotic contemplation. This alien presence then has to be integrated into cohesion with the narrative. As Budd Boetticher has put it:

What counts is what the heroine provokes, or rather what she represents. She is the one, or rather the love or fear she inspires in the hero, or else the concern he feels for her, who makes him act the way he does. In herself the woman has not the slightest importance.

(A recent tendency in narrative film has been to dispense with this problem altogether; hence the development of what Molly Haskell has called the "buddy movie," in which the active homosexual eroticism of the central male figures can carry the story without distraction.) Traditionally, the woman displayed has functioned on two levels: as erotic object for the characters within the screen story, and as erotic object for the spectator within the auditorium, with a shifting tension between the looks on either side of the screen. For instance, the device of the show-girl allows the two looks to be unified technically without any apparent break in the diegesis. A woman performs within the narrative, the gaze of the spectator and that of the male characters in the film are neatly combined without breaking narrative verisimilitude. For a moment the sexual impact of the performing woman takes the film into a no-man's-land outside its own time and space. Thus Marilyn Monroe's first appearance in *The River of No Return* and Lauren Bacall's songs in *To Have and Have Not*. Similarly, conventional close-ups of legs (Dietrich, for instance) or a face (Garbo) integrate into the narrative a different mode of eroticism. One part of a fragmented body destroys the

Renaissance space, the illusion of depth demanded by the narrative, it gives flatness, the quality of a cut-out or icon rather than verisimilitude to the screen.

B. An active/passive heterosexual division of labor has similarly controlled narrative structure. According to the principles of the ruling ideology and the physical structures that back it up, the male figure cannot bear the burden of sexual objectification. Man is reluctant to gaze at his exhibitionist like. Hence the split between spectacle and narrative supports the man's role as the active one of forwarding the story, making things happen. The man controls the film phantasy and also emerges as the representative of power in a further sense: as the bearer of the look of the spectator, transferring it behind the screen to neutralize the extra-diegetic tendencies represented by woman as spectacle. This is made possible through the processes set in motion by structuring the film around a main controlling figure with whom the spectator can identify. As the spectator identifies with the main male¹ protagonist, he projects his look on to that of his like, his screen surrogate, so that the power of the male protagonist as he controls events coincides with the active power of the erotic look, both giving a satisfying sense of omnipotence. A male movie star's glamorous characteristics are thus not those of the erotic object of the gaze, but those of the more perfect, more complete, more powerful ideal ego conceived in the original moment of recognition in front of the mirror. The character in the story can make things happen and control events better than the subject/spectator, just as the image in the mirror was more in control of motor coordination. In contrast to woman as icon, the active male figure (the ego ideal of the identification process) demands a three-dimensional space corresponding to that of the mirror-recognition in which the alienated subject internalized his own representation of this imaginary existence. He is a figure in a landscape. Here the function of film is to reproduce as accurately as possible the so-called natural conditions of human perception. Camera technology (as exemplified by deep focus in particular) and camera movements (determined by the action of the protagonist), combined with invisible editing (demanded by realism) all tend to blur the limits of screen space. The male protagonist is free to command the stage, a stage of spatial illusion in which he articulates the look and creates the action.

C.1 Sections III. A and B have set out a tension between a mode of representation of woman in film and conventions surrounding the diegesis. Each is associated with a look: that of the spectator in direct scopophilic contact with the female form displayed for his enjoyment (connoting male phantasy) and that of the spectator fascinated with the image of his like set in an illusion of natural space, and through him gaining control and possession of the woman within the diegesis. (This tension and the shift from one pole to the other can structure a single text. Thus both in *Only Angels Have Wings* and in *To Have and Have Not*, the film opens with the woman as object of the combined gaze

of spectator and all the male protagonists in the film. She is isolated, glamorous, on display, sexualized. But as the narrative progresses she falls in love with the main male protagonist and becomes his property, losing her outward glamorous characteristics, her generalized sexuality, her show-girl connotations; her eroticism is subjected to the male star alone. By means of identification with him, through participation in his power, the spectator can indirectly possess her too.)

But in psychoanalytic terms, the female figure poses a deeper problem. She also connotes something that the look continually circles around but disavows: her lack of a penis, implying a threat of castration and hence displeasure. Ultimately, the meaning of woman is sexual difference, the absence of the penis as visually ascertainable, the material evidence on which is based the castration complex essential for the organization of entrance to the symbolic order and the law of the father. Thus the woman as icon, displayed for the gaze and enjoyment of men, the active controllers of the look, always threatens to evoke the anxiety it originally signified. The male unconscious has two avenues of escape from this castration anxiety: preoccupation with the re-enactment of the original trauma (investigating the woman, demystifying her mystery), counterbalanced by the devaluation, punishment or saving of the guilty object (an avenue typified by the concerns of the *film noir*); or else complete disavowal of castration by the substitution of a fetish object or turning the represented figure itself into a fetish so that it becomes reassuring rather than dangerous (hence overvaluation, the cult of the female star). This second avenue, fetishistic scopophilia, builds up the physical beauty of the object, transforming it into something satisfying in itself. The first avenue, voyeurism, on the contrary, has associations with sadism: pleasure lies in ascertaining guilt (immediately associated with castration), asserting control, and subjecting the guilty person through punishment or forgiveness. This sadistic side fits well with narrative. Sadism demands a story, depends on making something happen, forcing a change in another person, a battle of will and strength, victory/defeat, all occurring in a linear time with a beginning and an end. Fetishistic scopophilia, on the other hand, can exist outside linear time as the erotic instinct is focused on the look alone. These contradictions and ambiguities can be illustrated more simply by using works by Hitchcock and Sternberg, both of whom take the look almost as the content of subject matter of many of their films. Hitchcock is the more complex, as he uses both mechanisms. Sternberg's work, on the other hand, provides many pure examples of fetishistic scopophilia.

C.2 It is well known that Sternberg once said he would welcome his films being projected upside down so that story and character involvement would not interfere with the spectator's undiluted appreciation of the screen image. This statement is revealing but ingenious. Ingenious in that his films do demand that the figure of the woman (Dietrich, in the cycle of films with her,

as the ultimate example) should be identifiable. But revealing in that it emphasizes the fact that for him the pictorial space enclosed by the frame is paramount rather than narrative or identification processes. While Hitchcock goes into the investigative side of voyeurism, Sternberg produces the ultimate fetish, taking it to the point where the powerful look of the male protagonist (characteristic of traditional narrative film) is broken in favor of the image in direct erotic rapport with the spectator. The beauty of the woman as object and the screen space coalesce; she is no longer the bearer of guilt but a perfect product, whose body, stylized and fragmented by close-ups, is the content of the film and the direct recipient of the spectator's look. Sternberg plays down the illusion of screen depth; his screen tends to be one-dimensional, as light and shade, lace, stream, foliage, net, streamers, etc., reduce the visual field. There is little or no mediation of the look through the eyes of the main male protagonist. On the contrary, shadowy presences like La Bessière in *Morocco* act as surrogates for the director, detached as they are from audience identification. Despite Sternberg's insistence that his stories are irrelevant, it is significant that they are concerned with situation, not suspense, and cyclical rather than linear time, while plot complications revolve around misunderstanding rather than conflict. The most important absence is that of the controlling male gaze within the screen scene. The high point of emotional drama in the most typical Dietrich films, her supreme moments of erotic meaning, take place in the absence of the man she loves in the fiction. There are other witnesses, other spectators watching her on the screen, their gaze is one with, not standing in for, that of the audience. At the end of *Morocco*, Tom Brown has already disappeared into the desert when Amy Jolly kicks off her gold sandals and walks after him. At the end of *Disordered*, Kranau is indifferent to the fate of Magda. In both cases, the erotic impact, sanctified by death, is displayed as a spectacle for the audience. The male hero misunderstands and, above all, does not see.

In Hitchcock, by contrast, the male hero does see precisely what the audience sees. However, in the films I shall discuss here, he takes fascination with an image through scopophilic eroticism as the subject of the film. Moreover, in these cases the hero portrays the contradictions and tensions experienced by the spectator. In *Vertigo* in particular, but also in *Marnie* and *Rear Window*, the look is central to the plot, oscillating between voyeurism and fetishistic fascination. As a twist, a further manipulation of the normal viewing process which in some sense reveals it, Hitchcock uses the process of identification normally associated with ideological correctness and the recognition of established morality and shows up its perverted side. Hitchcock has never concealed his interest in voyeurism, cinematic and non-cinematic. His heroes are exemplary of the symbolic order and the law—a policeman (*Vertigo*), a dominant male possessing money and power (*Marnie*)—but their erotic drives lead them into compromised situations. The power to subject

another person to the will sadistically or to the gaze voyeuristically is turned on to the woman as the object of both. Power is backed by a certainty of legal right and the established guilt of the woman (evoking castration, psychoanalytically speaking). True perversion is barely concealed under a shallow mask of ideological correctness—the man is on the right side of the law, the woman on the wrong. Hitchcock's skillful use of identification processes and liberal use of subjective camera from the point of view of the male protagonist draw the spectators deeply into his position, making them share his uneasy gaze. The audience is absorbed into a voyeuristic situation within the screen scene and diegesis which parodies his own in the cinema. In his analysis of *Rear Window*, Douchet takes the film as a metaphor for the cinema. Jeffries is the audience, the events in the apartment block opposite correspond to the screen. As he watches, an erotic dimension is added to his look, a central image to the drama. His girl-friend Lisa had been of little sexual interest to him, more or less a drag, so long as she remained on the spectator side. When she crosses the barrier between his room and the block opposite, their relationship is re-born erotically. He does not merely watch her through his lens, as a distant meaningful image, he also sees her as a guilty intruder exposed by a dangerous man threatening her with punishment, and thus finally saves her. Lisa's exhibitionism has already been established by her obsessive interest in dress and style, in being a passive image of visual perfection; Jeffries's voyeurism and activity have also been established through his work as a photo-journalist, a maker of stories and captor of images. However, his enforced inactivity, binding him to his seat as a spectator, puts him squarely in the phantasy position of the cinema audience.

In *Vertigo*, subjective camera predominates. Apart from one flash-back from Judy's point of view, the narrative is woven around what Scottie sees or fails to see. The audience follows the growth of his erotic obsession and subsequent despair precisely from his point of view. Scottie's voyeurism is blatant: he falls in love with a woman he follows and spies on without speaking to. Its sadistic side is equally blatant: he has chosen (and freely chosen, for he had been a successful lawyer) to be a policeman, with all the attendant possibilities of pursuit and investigation. As a result, he follows, watches and falls in love with a perfect image of female beauty and mystery. Once he actually confronts her, his erotic drive is to break her down and force her to tell by persistent cross-questioning. Then, in the second part of the film, he re-enacts his obsessive involvement with the image he loved to watch secretly. He reconstructs Judy as Madeleine, forces her to conform in every detail to the actual physical appearance of his fetish. Her exhibitionism, her masochism, make her an ideal passive counterpart to Scottie's active sadistic voyeurism. She knows her part is to perform, and only by playing it through and then replaying it can she keep Scottie's erotic interest. But in the repetition he does break her down and succeeds in exposing her guilt. His curiosity wins through and she is punished. In *Vertigo*, erotic involvement with the

look is disorientating: the spectator's fascination is turned against him as the narrative carries him through and entwines him with the processes that he is himself exercising. The Hitchcock hero here is firmly placed within the symbolic order, in narrative terms. He has all the attributes of the patriarchal super-ego. Hence the spectator, lulled into a false sense of security by the apparent legality of his surrogate, sees through his look and finds himself exposed as complicit, caught in the moral ambiguity of looking. Far from being simply an aside on the perversion of the police, *Vertigo* focuses on the implications of the active/looking, passive/looked-at split in terms of sexual difference and the power of the male symbolic encapsulated in the hero. Marlene, too, performs for Mark Rutland's gaze and masquerades as the perfect to-be-looked-at image. He, too, is on the side of the law until, drawn in by obsession with her guilt, her secret, he longs to see her in the act of committing a crime, make her confess and thus save her. So he, too, becomes complicit as he acts out the implications of his power. He controls money and words, he can have his cake and eat it.

III Summary

The psychoanalytic background that has been discussed in this article is relevant to the pleasure and displeasure offered by traditional narrative film. The scopophilic instinct (pleasure in looking at another person as an erotic object), and, in contradistinction, ego libido (forming identification processes) act as formations, mechanisms, which this cinema has played on. The image of woman as (passive) raw material for the (active) gaze of man takes the argument a step further into the structure of representation, adding a further layer demanded by the ideology of the patriarchal order as it is worked out in its favorite cinematic form—illusionistic narrative film. The argument returns again to the psychoanalytic background in that woman as representation signifies castration, inducing voyeuristic or fetishistic mechanisms to circumvent her threat. None of these interacting layers is intrinsic to film, but it is only in the film form that they can reach a perfect and beautiful contradiction, thanks to the possibility in the cinema of shifting the emphasis of the look. It is the place of the look that defines cinema, the possibility of varying it and exposing it. This is what makes cinema quite different in its voyeuristic potential from, say, strip-tease, theater, shows, etc. Going far beyond highlighting a woman's to-be-looked-at-ness, cinema builds the way she is to be looked at into the spectacle itself. Playing on the tension between film as controlling the dimension of time (editing, narrative) and film as controlling the dimension of space (changes in distance, editing), cinematic codes create a gaze, a world, and an object, thereby producing an illusion cut to the measure of desire. It is these cinematic codes and their relationship to formative external structures that must be broken down before mainstream film and the pleasure it provides can be challenged.

To begin with (as an ending), the voyeuristic-spectophilic look that is a crucial part of traditional filmic pleasure can itself be broken down. There are three different looks associated with cinema: that of the camera as it records the pro-filmic event, that of the audience as it watches the final product, and that of the characters at each other within the screen illusion. The conventions of narrative film deny the first two and subordinate them to the third, the conscious aim being always to eliminate intrusive camera presence and prevent a distancing awareness in the audience. Without these two absences (the material existence of the recording process, the critical reading of the spectator), fictional drama cannot achieve reality, obviousness and truth. Nevertheless, as this article has argued, the structure of looking in narrative fiction film contains a contradiction in its own premises: the female image as a castration threat constantly endangers the unity of the diegesis and bursts through the world of illusion as an intrusive, static, one-dimensional fetish. Thus the two looks materially present in time and space are obsessively subordinated to the neurotic needs of the male ego. The camera becomes the mechanism for producing an illusion of Renaissance space, flowing movements compatible with the human eye, an ideology of representation that revolves around the perception of the subject; the camera's look is disavowed in order to create a convincing world in which the spectator's surrogate can perform with verisimilitude. Simultaneously, the look of the audience is denied an intrinsic force: as soon as fetishistic representation of the female image threatens to break the spell of illusion, and the erotic image on the screen appears directly (without mediation) to the spectator, the fact of fetishization, concealing as it does castration fear, freezes the look, fixates the spectator and prevents him from achieving any distance from the image in front of him.

This complex interaction of looks is specific to film. The first blow against the monolithic accumulation of traditional film conventions (already undertaken by radical film-makers) is to free the look of the camera into its materiality in time and space and the look of the audience into dialectics, passionate detachment. There is no doubt that this destroys the satisfaction, pleasure and privilege of the "invisible guest," and highlights how film has depended on voyeuristic active/passive mechanisms. Women, whose image has continually been stolen and used for this end, cannot view the decline of the traditional film form with anything much more than sentimental regret.

Notes

1. There are films with a woman as main protagonist, of course. To analyze this phenomenon seriously here would take me too far afield. Pam Cook and Claire Johnston's study of *The Revolt of Mamie Stover* in Phil Hardy, ed., *Revolutions in Film* (Edinburgh 1974), shows in a striking case how the strength of this female protagonist is more apparent than real.

5

Afterthoughts on "Visual Pleasure and Narrative Cinema" inspired by *Duel in the Sun*

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So many times over the years since my article "Visual Pleasure and Narrative Cinema," was published in *Screen*, I have been asked why I only used the *male* third person singular to stand in for the spectator. At the time, I was interested in the relationship between the image of woman on the screen and the "masculinization" of the spectator position, regardless of the actual sex (or possible deviance) of any real live movie-goer. In-built patterns of pleasure and identification impose masculinity as "point of view," a point of view which is also manifest in the general use of the masculine third person. However, the persistent question "what about the women in the audience?" and my own love of Hollywood melodrama (equally shelved as an issue in "Visual Pleasure") combined to convince me that, however ironically it had been intended originally, the male third person closed off avenues of inquiry that should be followed up. Finally, *Duel in the Sun* and its heroine's crisis of sexual identity brought both areas together.

I still stand by my "Visual Pleasure" argument, but would now like to pursue the other two lines of thought. First (the "women in the audience" issue), whether the female spectator is carried along, as it were by the scruff of the text, or whether her pleasure can be more deep-rooted and complex. Second (the "melodrama" issue), how the text and its attendant identifications are affected by a *female* character occupying the center of the narrative arena. So far as the first issue is concerned, it is always possible that the female