

Christ to Coke: How Image Becomes Icon



Christ to Coke: How Image Becomes Icon by Martin Kemp

★★★★☆ 4.9 out of 5

Language : English
File size : 5838 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 393 pages
Lending : Enabled



In his book *Christ to Coke*, Philip Shaw explores the evolution of images and symbols over time, from the iconic religious figure of Christ to the ubiquitous commercial brand of Coca-Cola. Along the way, he explores the ways in which images shape our culture and identity, and how they can be used to manipulate and control us.

Shaw begins by tracing the history of the image of Christ. He shows how this image has evolved over time, from a simple shepherd to a powerful king to a suffering savior. He argues that this evolution reflects the changing needs and beliefs of the people who have worshipped Christ.

Shaw then turns his attention to the image of Coca-Cola. He shows how this image has been carefully crafted by the company over time, from a simple black and white logo to the iconic red and white can. He argues that this evolution reflects the company's desire to create a brand that is both familiar and appealing.

Shaw's book is a fascinating exploration of the power of images and the role they play in our world. He shows how images can be used to represent our beliefs, values, and desires. He also shows how images can be used to manipulate and control us.

Christ to Coke is a must-read for anyone interested in the power of images and the role they play in our world.

The Power of Images

Images are powerful. They can communicate complex ideas and emotions in an instant. They can shape our perceptions of the world and the people in it. They can even influence our behavior.

This power is not always used for good. Images can be used to manipulate and control us. They can be used to promote violence, racism, and sexism. They can even be used to sell us products we don't need.

It is important to be aware of the power of images and to use them wisely. We should be critical of the images we see and the messages they convey. We should also be aware of the ways in which images can be used to manipulate and control us.

The Role of Images in Culture

Images play a vital role in culture. They help us to share our stories, our beliefs, and our values. They allow us to connect with each other and to understand the world around us.

Images can also be used to shape culture. They can promote certain values and beliefs, and they can discourage others. They can also be used

to create a sense of identity and belonging.

It is important to be aware of the role that images play in culture. We should be critical of the images we see and the messages they convey. We should also be aware of the ways in which images can be used to shape culture.

Images are powerful tools that can be used for good or for evil. It is important to be aware of the power of images and to use them wisely. We should be critical of the images we see and the messages they convey. We should also be aware of the ways in which images can be used to manipulate and control us.

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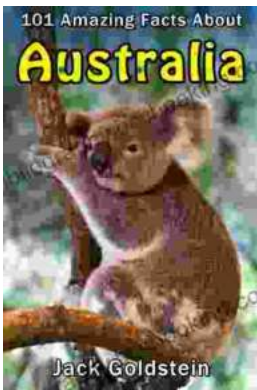
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