

Abstract

Usually, there are some social discourses involved zoo, i.e. recreation, education and wildlife refuge which are all familiar to many people. These discourses are coherently reproduced via mass media until eventually becoming the reality/myth of zoo. Thus this thesis is intended to de-mythologize the reality/myth mentioned above by constructing another myth. Doing this work, I select some materials from wildlife displays, shows and photographs printed on brochures. Also borrowing a theory, "Myth Today", from Roland Barthes (1915-1980) who was an outstanding French semiologist since 1950s.

As a result, my own myth of nature and wildlife in zoo is full of code or human's culture such as values of freedom, security, love and aesthetics. Hence the image of nature and wildlife designed in zoo only exists in our perception, not real anymore. After we have realized that both of nature and wildlife appeared in zoo, we just know that they are only the effect of reality/myth. So we prefer to announce the wildlife's freedom louder than the aesthetics misappropriated and to agree with the ideology of wildlife preservation more candid than our implicit curiosity because of the practice of myth.