

Imagology in the Social Sciences: A Theoretical and Epistemological Framework

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Abstract

Imagology is an interdisciplinary theoretical framework introduced into the academic literature in the early 2000s through Prof. Dr. Ali Öztürk's work *Imagology: An Essay on a Discipline*. Centering on the concept of the image, it reconsiders the production of knowledge. This study examines the conceptual and epistemological foundations of imagology, discusses its application within the social sciences, and highlights its differences from classical approaches to imagology. Rather than treating images merely as elements of representation, imagology conceptualizes them as a distinct form of knowledge and an epistemological category. In doing so, it offers a multidimensional model that integrates disciplines such as philosophy, sociology, psychology, cultural studies, and communication. The study explores how images reshape social structures in the digital age through the notions of "virtuality" and "foam consciousness," as well as the role of modern media and communication technologies in the production of imagological knowledge and evaluates the processes of social consciousness and manipulation. Furthermore, the article discusses the methodological innovations offered by imagological epistemology in the social sciences and its criticism of the Western-centered conception of imagology. The findings demonstrate that imagology provides a methodological advancement and an original contribution to the interpretation of visual and symbolic knowledge across historical, social, and digital contexts. Finally, imagology is reinterpreted through a holistic approach based on document analysis and descriptive analysis.

Keywords

Imagology, Image Epistemology, Virtuality, Foam Consciousness, Imagological Knowledge

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