

Freud's Definition

- The class of frightening things that leads us back to what is known and familiar.

Homely

- There is **tension** in the idea of the “homely” or the familiar.
- To those who live in the house, the *homely* is the friendly and the familiar; secure, domesticated.
- But it’s also **private**, meaning that to an outsider the “homely” is the *unfamiliar*, the hidden.

“Unhomely”

- The negation of the homely refers to the unfamiliar, the untamed, something eerie, weird...
- But it can also refer to the unconcealed, the unsecret; that which should be hidden/private but which is revealed.
- (When we turn away in horror – or hide behind the sofa – we’re acknowledging this.)

HEIMLICH

I.
homely - home-like
familiar
intimate
comfortable
domestic

Private

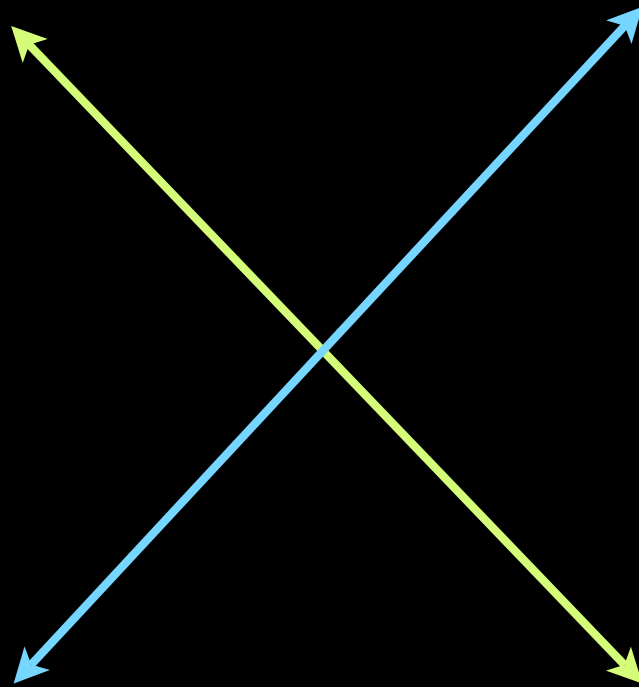
II.
secret
hidden
concealed
withheld from sight

UNHEIMLICH

I.
un-homely -
unfamiliar
uncomfortable
eerie
strange

un-private

II.
no-longer-secret
unhidden
revealed
the hidden exposed



Freud's idea of the Uncanny

- *The revelation of that which is (or should be) private and concealed – hidden not only from others, but from the self.*
- **The uncanny is the mark of the return of the repressed.**
- **The uncanny is anything we experience in adulthood that reminds us of earlier psychic stages, of aspects of our unconscious life, or of the primitive experience of the human species.**

Cognitive Dissonance

- This term refers to the stress or discomfort that occurs when a person holds two contradictory ideas at the same time.
- The theory of cognitive dissonance proposes that individuals are driven to *resolve the dissonance* by rejecting one of the ideas or modifying an existing belief.
- (On the other hand, holding two contradictory ideas at the same time could be said to be a sign of sophisticated thinking.)