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Human Representation and Expression through Art, Media, and Technology (Its Negative Impact)

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Abstract

In today's world media, art and technology plays a very key functions in humans' day to day life since it has been evolved a lot and things got upgraded and evolved over the years eventually, world without these factors are like to be like a world which is blindfolded in this modern era With their growing media arts proficiencies, students can begin to articulate what is personally meaningful and important to them, as well as their own visions for their world. As a result, they gain a sense of empowerment and equal social standing within this dynamic mediated environment. They can truly state, "I matter. My voice matters." They are active and confident participants in the prevailing forms of communication and design of our global society. And this makes us to feel the strong impact of media, arts, and technology throughout the upcoming generations. media has become evident that how the next generations are entirely based upon on them. Everyday citizens to take part in its artistic, networked media communications and practices. Students, in particular, rapidly engage in and gain the skills associated with media arts and readily apply them to the production of original works, which scale up to more complex productions – for social media post, becomes a photojournalistic series, a short documentary, a news broadcast, and then a dramatic film.

Keywords: Cinema, Media Influence, Internet, Arts, Social Media, Negativities and Positives

Research Question

1. Are we people getting used or exploited by technology, media and arts
2. How are we highly impacted with technology in our day today life in the field of arts and media? do we really upgrading our-self or aren't we degrading our-self!

Objectives

- To analyze the human expression through the art, media and technology
- To analyze the negativities surrounding with this method

Introduction

We are always evolving, ageing, upgrading over the years and that is what we are, and we are so called homo-sapiens scientifically and technically. We have come throughout the centuries with so

much evolution as far as the mankind knows. And one of the greatest things we achieved was the knowledge of inventions and innovations. And we do come out with so much inventions starting from a mechanical gear to whatever what we seeing and living today, and one of the significant innovations among the innovations was the evolution of arts throughout the years. Started from a poetry and evolved in so much more in the field of arts and literature and “In our updated world the one who doesn’t try to update himself will be outdated “like an Old-man said. In such a ways teaching methodology has been updated over the years and one of its impacts was introducing “HUMAN REPRESENTATION AND EXPRESSIONS THROUGH ART, MEDIA, AND TECHNOLOGY “

Analysis

It has so many positive impacts but it doesn’t means that it has any negatives in it , to be frank there are so many negatives in it which we tend to forget eventually over the time and so by forgetting its impact is literally tends to be like a blindfolded people, to be way frank. Everything has its own limitations and a point of curvature (means where the potential of a particular thing starts to bend). Likewise, Media, Art and Technology is a very key thing and has its own impact in this world for today.” MEDIA and ARTS “does have its own impact in every people in some way some of the examples were “Television, and the Mobile phone”

most of the people couldn’t live without it maybe some could try not to use it but it’s like the rest 99% of people are either influenced directly or indirectly to be very precise.

The technology which is the key of all that includes media and arts has a hand on every shoulder it is positive sometimes but we can’t blindfold the fact that we can’t rely our shoulder in it every time and one such examples are;

- social media,
- reality shows,
- stereotyping in the movies
- Technology

We could classify all these three things as the main toxic impact of media arts and technology to be very precise.

The Social Media

It has so many good things like kids started to learn from Google and You-tube out there but it’s a huge question mark since we don’t know are they already learning? If they are using it proper maybe I could have excluded this topic but it ain’t happening any time soon. As mentioned earlier yes, the kids are learning something either it’s something good or mostly bad it has its own set and audience of people relying on it which includes me too. But deep inside we know that we are getting addicted in some way. Kids are outgrowing and becoming too smart which makes them dumb by some period of time as we all used to become at-least we know the impact of it, but they don’t even consider, even if we cared to help them, they aren’t gonna give us a chance even. And the other side of toxicity in smartphone will be the social medias which makes people to go mad and insane. Social medias are manipulating people in so much way ever since it started to grow rapidly after 2010s now there are so many social media such as Facebook, Twitter, Instagram and so much more sometimes it helps most of the people but most of the time it is just manipulating and what’s more fascinating we didn’t figure out it still now most of the people are literally in believing social medias they are termed to be known as the social media influencers lets come to that part later

But social media is a place where everything happens like we could socialize with people learn something new and so much more but it also a place for black market, bullying, wars, and scams

and many people had been highly affected due to these factors out of ten almost 6-7 people gets affected due to online scams says a survey. According to a study, 75 percent of consumers victims of online purchase scams worldwide lost money in 2021. (source: survey from statista.com). Also due to some issues such as bullying fans wars and so much other things people gets distracted and sometimes mentally affected with their mental health, while many of us staying enjoying and exploring something in social media this is something we used to forget literally!

Social media can impact your mental well-being in the following ways:

- Decrease your attention span
- Detach you from the real world
- Develop feelings of envy, jealousy, and loneliness
- Excessive fear of missing out or anxiety
- Trigger feelings of inadequacy
- Increase the risk of depression
- Build addiction
- Increase the risk of self-harm and suicidal thoughts
- Increase feelings of self-absorption
- Disrupt healthy sleep patterns
- For a human being always, their health should be their first priority mental or physical whatever it is. While many of us enjoy staying connected on social media, excessive use can fuel feelings of addiction, anxiety, depression, isolation, and FOMO and much more we can't stop using that because we are totally relying on it for some purpose but we could reduce its usage so that people could be really aware of its impact. At some point in people will eventually realize that social media can't be replaced for real world human connection sooner or later.

Television and Reality Shows

Television has a significant role in the human history as telephones in India. The power of television can be seen in the way it has changed our social behavior, the way we think, and even our culture. Television has the power to educate and inform viewers about various topics such as science, technology, politics, and social issues.

It was the impact of Door-Dharshan which was earliest and one of the greatest channels created by our government and once television was used for so much good entertainment and hearing news and so much good shows which wasn't toxic but all that was until the introduction of reality shows. Which is the changing point of people's mind, yes it did provide more entertainment in some way we could not deny that and more people started to enjoy it, but eventually people forgotten the amount of mental toxicity it emits lately, years passed away to figure this out by us some reality shows like for example we could consider Bigg boss which is a reality show happens in various languages such as Hindi, Tamil, Malayalam, Telugu, Kannada in India alone. This show is something where toxic things gets glorified for no reason and even, they have manipulated and convinced audiences to view a worst show into a best one and made hit as a massive hit reality show across India! that was just an example there are so many other shows in and across the world the world of media started to manipulate the world ever since the start of 21st century we could see that significantly.

What media portrays is an entertainment, what they say is NEWS worldwide so media does know its power and how influential it is, both people and the guys from media should realize it since not everything is 100 % in this world and everything has its own beauty and flaw accordingly regardless what. But manipulation and spreading negativity and positivity is highly influenced and it is a piece of cake job for media people have been always manipulated which includes me.

Media is something which is not only for entertainment it is spreading facts and news across the people and make people to educate and agitate.

It is one of the main thing which got evolved across the ages and it would be such a pleasure if they aren't misusing or abusing its freedom or power among people , people are poor they are easier to get learnt and convinced if they like a particular subject and media is one of a favorite subject to them we can't deny or ignore that fact either some are learning through media even for example with the example of Door-Darshan which is an early channel still running which has both entertainment and responsibility to enrich human knowledge ! (Just for an example).

Stereotyping in the Movies

Basically, movies have a huge impact and wider reach among the people and particularly in India people are literally dying for a movie, it is a form of art and film which has a huge role in impact inglorious purposes either its good or bad influence. They are a form of art which can emote a numerous people across the world and the world nowadays are in the palms of subtitles which made them to watch anything they want in whatever language they wanted to, And the word cinema forgets that it is influencing so much people across the world and the end results would be the bad influences happening in the movies and one among that was this "STEREOTYPING IN THE MOVIES ".

For Further Elaboration We Could Consider Some Examples of Movie Which I Watched Earlier

We could consider the film named "Beast (2022) and Jailer (2023) "where he stereotyped showing psychologists as a very weak and comedic character. It doesn't stop there, there are more that includes North Indian people stereotyping South Indian people in their movies like "Meenakshi Sundareswaran" (2021) directed by Vivek Soni Or in "Two States" (2014) directed by Vivek Soni Or vice versa south Indian people stereotyping North Indians in their movies like Theeran Adhigaramondru (2017) directed by H.Vinoth.

These stereotyping are always a negative impact on someone or it influences someone in a negative way. This is something which isn't noticed by most of the film while watching a movie they are getting manipulated and they do get out with a manipulated mind and with a stereotypical mind this could create tensions and thoughts about other people which is a very wrong thing to do so.

Movie is for an entertainment and maybe to learn something new which we can't get in book but it shouldn't be emitting stereotypes towards the people or the people shouldn't consider to stereotype some belief and ideologies in their head. Art and Technology is something which is to express something they could be emotions or anything else but not stereotypes and ideologies which is harmful for other people in any manners.

So it made very important for this statement since movies and films are something which have a majority of audiences. And finally, we have something which is above these all and which is responsible for the evolution of all these things which we see today and it is a child of science which has its name known to be as "TECHNOLOGY ".

Technology

It is the core plot of the evolution what we are seeing today after the 18th century the world started its "Industrial Revolution "on the basis of inventions and innovations found on that time but it also paved a way for technology to be evolved and one of the end products were "AI -Artificial Intelligence", and "The Internet ".

Ever since the 90s this technology started to emerge slowly and evolved into something which we are experiencing it right now. It has helped us in so much way the technology what we have gained is something which can't be described with words lots of treatment engineering innovation has brought to this world using current technologies of this modern era. But it doesn't mean that it has its own negativity too!

Evolution of technology resulted in social medias and so much factors which makes human blindfolded to be precise, technology gave us internet and artificial intelligence, Artificial Intelligence is a big threat to humanity to be which is going to be in nearby futures, apps like chat GPT helping people in so much way but people didn't realize it yet that it makes people more lazy and dumber. It has also gone to have a crucial role in unemployment which is going to happen in future nearby not so long and moreover AI is an entity it could get a life just like a human at no time it is more powerful than human in most of the ways what it can do is merely unimaginable and people never cared about it really, we need an upper hand intelligence yes that is an undeniable fact. Humans always need some support in something basically it's an instinct., but the helping hand shouldn't be a nightmare hope people understands this sooner or later.

Summation

With this article / research we want to conclude that with a fact or a statement that the world is evolving so does its people and the creation they have created. we should be updated or else we will be outdated, but people should remember that in the verge of updating themselves they shouldn't forget that they are degrading!