Literature, Culture and Media
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Lecture – 34
Media, Culture and Technology

Dear participants, welcome to the seventh week and fourth module of our course. In the previous module we have seen how the print media has revolutionized the western culture particularly. We have seen how the developments owing to the medium of print have been associated both with humanism as well as the ideals of enlightenment. It also resulted in a basic shift from a feudalistic society to a society which was based on industrial capitalism.

(Refer Slide Time: 01:10)

Culture, Media and Technology: Shifting Worldview

- Print culture is associated with both humanism and Enlightenment ideals
- Shift from feudalism to industrial capitalism.
- Printing press and the resultant print culture and capitalism led to industrial revolution
- 18th Century—decline in the power of the aristocracy, rising literacy rates, trade and commerce, emergence of mercantile economy—displacement of estates, rise of the middle class and bourgeois ideology
- Shift from collectivity to private experience and individualism
- Ian Watt-The Rise of the Novel

The printing press and the resultant print culture as well as the related development of capitalism also gradually led to industrial revolution, which changed the face of humanities on a permanent footing. In the 18th century, we find that there has been a decline of the aristocracy as well as it was associated with the rising of the literacy rate, there was a rise in the trade and commerce, the worldview was becoming more and more adventurous.

So, in this climate it was the medium of the print, the development of the print media and related technology which resulted into various social and economic developments and changes. There was also a shift from the collectivity of the experience to the private experience which resulted into a growing emphasis on individualism which ultimately

resulted into the onset of a modernist and rational temperament in the beginning of the 20th century.

A literary critic Ian Watt has also linked the development of the print technology with the rise of the novel as a literary genre. The affordability of the books, the cheaper rates at which they were available fuelled a cultural and social change and people in general moved from religious dependence to a rational argument towards their life.

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- Affordability and wider availability of books, fueled cultural and social changes
- Ideas travelled faster and transformed the world of medieval scholasticism
  - From religion/spirituality to reason/rationality
  - Renaissance and Democratization
- Western techno-power and its consequences for human subjects across the world.
  - Early 20th Century media and technology – cinema/radio/print – offered new ways of perceiving the world
- How new technology and the technological forms of media and information have radically transformed social and cultural experiences and the nature of reality in the mid and later 20th century .

It resulted into a renaissance period, a renaissance awakening towards the sciences and it also resulted into a democratization of intellectual assets. However, the development of the technology was not limited only to the medium of print.

We find that the western techno power and its consequences, which resulted into the print medium and later on developed into other mediums like the cinema, the radio, as well as the internet. They offered new ways of perceiving the world and of understanding ones own self. So, let us say that in the subsequent discussions we would focus on how the gradually developing new technologies and the technological forms which was afforded to media and information have radically transformed the social and cultural experiences of human beings in various parts of the globe and it has also changed the nature of reality as it is perceived during the mid and the later parts of the 20th century.

The media on which we can focus immediately after the print revolution is the medium of the radio. Even though the early uses of this technology were limited during the warfare, we find

that it was during the time of the First World War that it was basically being used for communications between the armed and the naval forces. It was also used for transmitting diplomatic messages sometimes. However, in Europe and America, it was only around 1920s that the feasibility of radio communication and broadcasting became an everyday affair.

Before the advent of television where the moving picture and sound were combined for the first time. The broadcasts of commercial radio became very popular among the masses, these broadcast were limited not only to the news items, but they also included dramas, comedies and many other forms of entertainment as well as music. The era between the 1920s and 1950s is known as the golden period of radio. Because it was during this time that it did not have to compete with any other form of media. It also became much more influential than the newspaper. And even though the popularity of newspaper, the print medium did not abide as such during this era, we find that radio immediately became popular among the masses.

One of the reasons was the immediacy with which the messages could be communicated to the people. And also even the people who were not literate could depend on the medium of radio to find out certain changes as well as for certain forms of entertainment.

(Refer Slide Time: 05:57)

Radio and Culture

- Ability to relate news, events with a degree of immediacy that newspapers cannot emulate
- Potential and power to reach everyone even if they were not literate
- Medium of social and political unity and coherence especially in times of national crisis such as war, national disasters
- Ability to unite different classes and sections and allow them the illusion of belonging to a nation even more successfully than newspapers
- Medium to tap into, quantify and broadcast a sense of growing mass culture
- Role in early 20th century revolutions and movements

It also became gradually a medium to pass on certain messages to abide social and political unity and coherence especially in times of national crisis such as war or national disasters et cetera. They had the ability to unite different classes and sections of the people and also allow them the illusion of belonging to a nation much more effectively in comparison to the

newspapers because of the voice tones which could be used. And the immediacy with which the message could be received by the people.

It had a significant role in almost all the 20th century revolutions and major movements. In the beginning of the 20th century as we would discuss later on in much more details, they were a significant part of all the revolutionary attempts whether it was in Soviet Russia, in China or in India when we were fighting against the colonial rules.

So the print medium as well as the medium of clandestine radio had a very effective and significant role to play in all these mass mediums in the beginning of the 20th century. Among other things we find that the market forces came to be associated with this form of media.

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- Pioneered the evolution of consumerism through mass marketing—two thirds of radio shows depended on advertising by 1941

Huge impact on the development of popular music and its consumption

- Popular music gained national importance
- live music performances broadcast over radio became a staple
- Jazz and country music flourished and became a part of mass culture
- Boosted and promoted regional music—country, blues, folk artists
- Juxtaposition of classical and regional music genres created new perspectives on high/low culture

We can say that it pioneered the evolution of consumerism through mass marketing and before 1941 almost 2/3rd of radio shows depended on advertising for financing themselves. It also had a huge impact on the development and preservation of popular masses and the way the consumption of music by the masses change in the society. Popular music, which was limited to isolated segments before radio became a popular medium of transmission, gained national importance. There were live music performances and their broadcast radio became a staple. It is during this Hay day of radio that jazz and country music flourished and very soon became a part of the mass culture. Though radio used to broadcast the classical music also, we find that it also promoted the rational music and the folk arts in a big way.

So the juxtaposition of classical and regional music create a new perspectives about the high and low culture and these understandings were also promoted and shaped by the contemporary radio culture.

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- Dramatically changed how dance and music were performed and consumed
- Radio broadcasts enabled innovations in song arrangements and experimentation
  - Rapid changes in music to keep up with audiences and their changing tastes
  - Celebrity status and stardom to artists—Johnny Cash, Elvis Presley, Frank Sinatra
- At a later date in the developing nations, Amin Sayani of *Vividh Bharati*, AIR
- <u>Influence on political landscape:</u> Bolstering support for political leaders, ideologies; reliance on radio to connect with the masses
  - Roosevelt's 'fireside chats' during depression era to explain his government policies
  - Hitler's speeches during Nazi rule
  - Nehru's speech on *Tryst of Destiny*
  - Modi's *Man Ki Baat*

These music transmissions and broadcast of the live performance also changed how people viewed entertainment as well as dance and music were performed in different social setting. Radio broadcasters enabled innovations in song arrangements and experimentations and rapid changes in music were introduced to keep a pace with the changing taste of the audience. It is during this time that we find that several radio artists gained almost a celebrity status and stardom.

Some of these names include Elvis Presley, Frank Sinatra and Johnny Cash. The revolution of radio picked up at a later date in developing nations. Many of us would still remember the voice of Amin Sayani being broadcast a particular program over the *Vividh Bharati* of All India Radio. It also had an impact on the political landscape, it bolstered support for political leaders, different ideologies and people depended on radio to connect with the masses.

Some of the interesting connections which the political leadership tries to establish with the people can be hinted at here. In the history of radio broadcast people remember Roosevelt's 'fireside chats' during the depression era in the US society to explain the rationale and effectiveness of his government policies. Hitler's speeches during the Nazi rule to bolster the courage of his army and to bolster the morale of his people also became very popular.

In India all of us remember the speech of Jawaharlal Nehru, our first prime minister which started with this phrase of *A Tryst of Destiny*. We can also refer to prime minister Modi's *Man Ki Baat* as very effective ways to have a direct connect with the people through the medium of radio.

(Refer Slide Time: 10:49)

Radio as a cultural, social and political force

- Successful medium for war propaganda during WWII due to radio's reach:
  - Manufacturing fear and hatred through bias and misinformation; anti-Semitism in Nazi Germany
  - Propaganda against the Japanese in US post the attack on Pearl Harbour
  - Support for war effort, sale of war bonds
  - Formation of public opinion—*Radio Jhootistan* of Devaki Nandan Pandey during the 1965 Indo-Pak War
- Powerful medium for the support of political parties, political careers

So we find that radio soon became a socio-cultural force and also a force to propagate a political ideology. Because of its massive and immediate connection with the masses it also became to be used as a successful tool for war propaganda and particularly during the World War II time we find that it was used for certain purposes. Radio propaganda was used to manufacture fear and hatred through the creation of bias and misinformation also to promote in the Nazi Germany a feeling of anti-Semitism. In the US particularly after the attack on Pearl Harbour radio was used to create a propaganda and a climate of mistrust and hatred against the Japanese. It also was used to support the war efforts to create a feeling of nationalism and also to abate the sales of the war bonds. It also played a very important role in the formation of public opinion.

Many of us would remember during the days of 1965 Indo Pak war, a particular program which was broadcast on All India Radio by Devaki Nandan Pandey. The title of this program was *Radio Jhootistan* and it had become immensely popular among the masses during those times and helped people form a particular public opinion about the successful efforts of the Government of India.

So, we find that it becomes a powerful medium for creating public opinion as well as for creating a particular climate to support political career as well as political ideologies. Going to the impact of technology the face of radio technology was also changing. One of the major forces which acted in favour of this particular media was its portability and the simplicity of usage and therefore it became open to immense possibilities.

(Refer Slide Time: 13:01)

Impact of Technology on Radio

- Portability and simplicity has aided in its continued existence
- Lends itself to various uses
- Expansion of its reach and the kinds of programming due to new technologies such as satellite and HD radio
- Less censorship on satellite radio—outlets for broadcasting immensely controversial subject matter, shock value of RJs drew listeners
- HD radio: digital transmission ensures better sound quality; no subscription fee; freedom to broadcast less commercial programs
- Internet radio: expanded accessibility, more innovative; offers different kinds of programs

And gradually we find that with satellite and HD radio there was a continuous expansion of its range as well as a continuous addition to the kinds of programming because of the availability of new technologies. On satellite radio, the censorship was automatically less and therefore it resulted into the formation of outlets for broadcasting immensely controversial subject matter also, which resulted into a certain shock value in order to draw the listeners.

So, in HD radio we find that freedom to broadcast less commercial programs, absence of subscription fee et cetera as well as later on the internet radio expanded the accessibility of the radio made it more innovative and it made it possible for the radio programmers to offer different kinds of programs.

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TV and Culture

- Reflects and nurtures cultural values, attitudes and modes
- Relationship between TV and society is reciprocal
- Power to sway viewers through subtle commentary or more directly—representations of certain behaviours, identities, modes of being as acceptable rather than reprehensible or morally dubious (positive representations of homosexuality, sexual liberty, gay marriage)
- Often a mirror to society

Another major medium which had the capability to change the way we perceive and understand culture was the television. It reflected and nurtured cultural values, attitudes and modes in the beginning and very soon it also developed into a force which could changed the way culture is projected and our cultural values are formed. We can say that like various other mediums the relationship between the television and society is reciprocal.

It does have a power to sway viewers through subtle commentary or more direct commentary on the representations of certain behaviour identities and modes of being and by this subtle portrayal and subtle commentary it can create a particular type of a mood among the audience. It sometimes offers a mirror to the society and at the same time it also creates content which can shape the cultural values and understanding of certain issues among the viewers.

If we look at the development of the TV culture through the decades we find that there is a reflection of the contemporary cultural moods. During the decade of 1950s, when TV was coming into existence we find that major networks offered programs like sitcoms and family drama with portrait an idealized vision of suburban domestic American life.

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Cultural Influences on Television through the decades

1950s

- Major TV networks offer programs like sitcoms and family dramas portraying an idealized vision of suburban domestic American life
  - *Leave It to Beaver, The Donna Reed Show,* and *The Adventures of Ozzie and Harriet*
- Portrayal of conservative middle-class values, traditional nuclear families, stereotypical gender roles
- Ignored contemporary social issues like racial discrimination, civil rights movement
- More powerful and influential than radio because of video-coverage of live events

That was the life which had the maximum saleability as various gender critics also tell us. And so the programs like *Leave It to Beaver*, *The Donna Reed Show* et cetera became immensely popular among the American people. These programs portrait conservative middle class values, they upheld the significance of traditional family systems also highlighted the significance and pertinence of maintaining traditional patriarchal gender roles in the society.

At the same time while they were focusing on traditional values in many ways they also sidestepped more controversial contemporary issues like racial discrimination or the civil right movements or movements for gender equality. Television was of course much more significant and effective in comparison to radio because it also could create a visual impact and at the same time it also could present a video coverage of various significant contemporary events.

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1960s: Colour broadcast becomes popular

- TV news broadcasts: vivid presentation of world events —Kennedy's assassination and funeral; atrocities committed upon children, women and entire villages during the Vietnam war; destructive effects of Napalm (instrumental in stirring anti-war sentiments amongst the US citizens)
- Popularity of supernatural and escapist programs and sitcoms to deal with the political unrest—
    - The Vietnam war, The Cold war with Soviet Union
- Dichotomy of harsh news versus the escapist tendencies of prime-time network shows
- Adorno's criticism of culture industry

In the decade of 1960s we find that the colour broadcast becomes gradually more popular and widespread and TV news broadcast also started to vividly portray various contemporary world events. Some of the events, the portrayal of which became very popular on the TV screen, unfortunately, was Kennedy's assassination and funeral, the atrocities which were committed upon children, women and even on entire villages during the Vietnam war et cetera, the destructive effects of the atom bombs on Japan, these were certain events which were portrayed in detail on contemporary TV screen. And they generated anti-wars and demons amongst the US citizens and created awareness about the evil influences of the war. At the same time, we find that there was also a simultaneous popularity of those programs which were escapist in natures. Those sitcoms which had to deal with the political unrest and could suggest an escapist route easily.

The dichotomy of harsh news versus escapist tendencies of prime-time network shows reminds us of Adorno's criticism of culture industry which we have taken up in detail in one of the other modules. During the era of 1970s we find that the political activism, the protest, the changing social perspective on the issues like civil rights, the student's movement, the feminist activism et cetera were reflected in the news coverage as well as in the programs of TV.

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1970s
- Era of political activism, protests, social consciousness
  - Civil rights agitation, students' movement, feminist activism
- TV reflects these socio-political attitudes and changing perceptions:
  - Single parenthood, abortion, women's rights, divorce, non-nuclear families

1980s
- Era of Cable TV—influx of various news and entertainment channels
  - Stiff competition leads to greater variety—openness to deal with socially unacceptable and provocative issues and topics
  - Concerns over pervasiveness of adult content
  - Effects on children
  - Renewed debates on societal morality

They also started to take up various issues which were reflecting the changing cultural norms for example issues like single parenthood, the need for abortion, women's rights to have a divorce et cetera as well as nonnuclear families.

So, these were the issues which had drawn the attention of the contemporary masses and these were also being covered in the decade of 1970s TV serial through the news channels as well as through various prime time shows. During the 1980s we find that the era of cable TV is introduced. There was an influx of various channels related with news or entertainment et cetera and a stiff competition led to a greater variety as well as an openness to deal with those issues which were up till now considered unacceptable and provocative.

So, these issues were fiercely debated on these new channels and at the same time the popularity also increased because there was often a violent portrayal of adult content. And therefore we find that in the decade of 1980s, renewed debates on to what extent the media has to take care of the societal morality, to what extent the adult content has to be depicted on the screen et cetera gained a new perspective and significance.

It is around 2000, when we entered the 21st century that we find that the television has attained a true global reach. Because now it can access almost every part of the globe and now it has also started to act as a major cultural force. It is during these decades that we have stiff competitions between the cable and the satellite televisions.

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1990s and 2000s: True global reach, major cultural impact

- War between cable TV and Satellite TV
    - Networks become more specialized—channels devoted to music, films, entertainment programs, cooking, sports, fashion, news
- Cable TV
- Use of Satellite for broadcasting in late 1970s
- Issues: expensive satellite dish, piracy
- Satellite providers target both rich (DirecTV) and poor consumers (Dish Network)
- Cable TV is threatened in 1999 after satellite companies are allowed to broadcast local channels
- Satellite TV: more premium channels, sports, movie packages, attractive prices

And it is during this time we find that networks become more specialised and channels are being devoted to specific depiction of a particular theme for example music or cookery or the sports or fashion et cetera. Use of satellites were started for broadcasting in late 1970s and the issues were expensive satellite dish as well as issues related with piracy. The satellite providers try to target the rich as well as the poor consumers through the direct TV and through the dish network.

The cable TV was threatened around 1990s after satellite companies were allowed to broadcast local channels. The satellite TV resulted into more premium channels attractive prices and better packages of movies and entertainment channels.

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- Thus, TV networks become more specialized to live up to the demands of a fragmented or niche audience groups
- Controversial and provocative content—both liberating and frightening
    - Positive representations of provocative content, as well as of sexual minorities, black individuals, single women etc. can change public opinion
- Emergence of partisan news channels to cater to the political leanings of the audience—concern over the absence of neutrality or objectivity
- TV becomes increasingly immersed in certain ideological positions due to polarization of TV news—the ramifications of such media bias

So we find that, gradually TV is becoming more and more specialised medium to live up to the demands of an audience, which is also becoming more and more fragmented owing to various other changes in contemporary cultural scenario. We find that in today's TV content the presence of controversial and provocative element is very much there. It can have simultaneously a liberating as well as a frightening impact.

We find that there is a representation of provocative content as well as a representation of those issues which were up till now sidestepped by various media houses. For examples, issues related with sexual minorities, ethnicity issues, the issues related with the single women et cetera. So these issues and their depiction in various ways can change public opinion and create a particular mindset among the people.

And therefore it is said that the depiction of these controversial and provocative issues can be both liberating and frightening simultaneously. The emergence of parties and news channels to cater to the political leanings of the audience is also a major issue. It also is related with our concern over the absence of neutrality or objectivity in the representation of news, which were up till now considered to be a major asset of media, particularly during the times of the print media.

So we find that TV is becoming increasingly immersed in certain ideological positions due to the polarization of TV news and there are definitely certain ramifications of such media bias. Various intellectual theories have been generated about it, various approaches have also resulted from this positioning which we will take up in detail later on.

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- Reality TV shows reflect the power of TV to influence mass culture—talent shows, instant celebrity status
- Thus, it not only reflects cultural values, it can also influence or shape culture or public opinion/perception
- TV is somewhat more successful in retaining its prevalence after internet
- Although, it dramatically changes how people think of TV and program scheduling

Another change, which has started in the content of the TV, is the inclusion of reality TV shows which reflect the power of this medium to influence the mass culture. The emphasis on talent shows, talent hunt shows which provide instant celebrity status to otherwise normal individuals is also a major showcase of the significance of this particular medium. We can say that this medium reflects not only the cultural values, but it also simultaneously influences and shapes our culture by giving a particular voice to issues related with masses.

We find that after the internet also TV has been able to retain its significance to a large extent and it is still a very much popular medium.

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Advent of internet

- Revolutionizes content delivery system: greater control of what to watch, how to watch, and when to watch
- Online streaming platforms (Netflix, Amazon prime, Hulu) threaten traditional Network Broadcasting
- Growing role of market and consumerism: freedom to watch entire episodes on demand/ability to watch TV/Movies and videos on the go -- Cable and Satellite TV offer video on demand services
- TV becomes more interactive: combines traditional TV content with online content, features like weather updates, news story etc while watching TV shows
- Social Television: combining TV with social networking (discussion of shows on online forums in real time)

The advent of internet has revolutionized the way people look at the media and before that people were only passive viewers of the media, but gradually we find that because of the

options afforded by internet people have a greater control on what to watch, how to watch, when to watch and where to watch et cetera. So because of the internet we find that various online streaming platforms have become possible and these online streaming platforms like Netflix, Amazon prime time, Hulu et cetera threaten the traditional networking broadcasting.

Because of the internet and its accessibility among the people there is a growing emphasis of the market forces over the way consumerism is being moulded. The freedom to watch entire episodes on demand et cetera is only one part of it, but we find that advertising has gained a newer dimension during the days of internet. Because of the impact of internet, we find that TV has also become more interactive.

It has combined traditional content which is used to show with online content and has incorporated features like weather updates, news stories et cetera. There are also attempt to combine TV with social networking sites for example people can be given an opportunity to discuss the show while it is being streamed on online forums in real time. Another aspect of medium which we would like to discuss is the medium of films.

This is the first audio visual form of mass media because it had been initiated into our culture much before the television became a household item. It has an immense power to capture the imagination of the people as well as to have an emotional connect with the spectator.

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The films started to capture the imagination of the people around a time when capitalism was also reaching its peak. And like TV we find that films were influenced by the contemporary

culture and also influenced it to a large extent. It also reflects the dominant cultural attitudes believes and modes of its own times for example Griffith's *The Birth of Nation*, the movie which came out in 1915, it was said during the American Civil War reflected the races tendencies prevalent in the American Society.

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- Extensive use of films as a form of Propaganda during World War II, as films held hegemony over public domain
  - Hollywood films produced during the war years echoed pro-war sentiments
  - Patriotism and Nationalism were the major themes
  - Representation of sacrifice; contribution to the war; nation as heroic
  - Demonization of the Axis powers
  - **Germany**: Films financed by the Nazi Party
  - Goebbels appointed as the patron of films
  - Cinema nationalized during the regime
  - Spurt in escapist and anti-jew films– *The Eternal Jew*

The medium of films like radio was also used extensively for propaganda purposes during the Second World War. Films hold hegemony over public domain and there were special screenings for the soldiers as well as for the general public to abate a particular type of sentiment among them. The films which were being produced in Hollywood during the war years echoed pro-war sentiments to generate a feeling of patriotism and nationalism among the people.

The themes focused on the representation of sacrifice, contribution to the war, heroic portrayals of soldiers in various situations and they also demonized the axis powers. At the same time the films which were being produced in Germany which were financed by the Nazi party portrait their perspective and they also portrait an anti-jew sentiments in their movies.

One of the movies which we can still refer to is the eternal Jew. These films were technically rich, but the content was dominated by the dominant sentiment of the contemporary nation.

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- Production code in Hollywood greatly diminished the freedom of filmmakers and producers— form of self-imposed censorship in the disguise of regulation of film content
- The trajectory of films is analogous to TV—reflects the dominant views and attitudes, but grows more skeptical, provocative, and experimental with time
  - MPAA rating system (1968)—greater freedom to films
  - 1940s-1950s–optimism, conservatism, American Values
  - 1960s and 1970s:Counterculture, Dissent
  - Questioning dominant values and status quo, liberal attitudes
  - Anti-war/anti-establishment

The production code in Hollywood diminished the freedom of filmmakers as well as of producers. It was a form of self-imposed censorship in the disguise of regulation of film content. We can also say that the trajectory of films is analogous to TV. It reflects dominant views and attitudes, but at the same time it has also started to grow more sceptical, provocative and experimental as time moves and these points which are listed below towards the bottom of this slide give an indication of these changes.

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- Changing mores
- 1980s– Height of Consumerism; mass culture; renewed interest in the aura of film stars; films and their world determine fashion, tastes, attitudes
- 1990s onwards—A vast plethora of films: Conforming social mores; challenging social attitudes around sex, race, gender, identity
- Advent of independent and documentary films (New Queer Cinema); Criticism of politics, culture

So we find that like any other medium the medium of film has also reflected the changing modes of the society. During the 1980s we find that films depicted the height of a consumerist society. It became a part of the mass culture and everyday culture and we find that during this time there was a renewed interest in the stardom which was established much earlier in the beginning of the 20th century.

It is around this time that films and the film world started to determine the sense of fashion of the people that tastes as well as the attitudes of the people. So, we can say that it has a significant power to shape the way people perceive various cultural trends. It is after the 1990s that we find a major shift in the portrayal of the content in majority of the films.

Though many of them is still confirmed to the social mores we find that simultaneously there was a trend to depict challenging social attitudes particularly focused on issues on sex, race, gender and identity formation. At the same time, we find that there is an advent of independent movies and documentary films and which also include New Queer Cinema, the criticism of contemporary politics and dominant culture.

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The impact of technology on films can also be same as the media has changed its shape continually owing to new technological advancements. The technological advancement impacts films in different ways. It also influences the way in which a film is produced changing the economic aspect and economic investments in a movie. Changing technology also shapes the way a film is to be produced and viewed and at the same time it is to be distributed and consumed and how it is to be marketed.

So, we find that the relationship between technology and medium is very intricate and we cannot dissociate the two and at the same time the relationship between medium and technology is also very intense. We find that it is during the 1970s that VCR was introduced and a movie could be viewed at home easily. It was initially expensive, but very soon it

became a very affordable things and they were retail rental store business and box office release was no longer the only source of income.

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- DVD technology in the late 1990s further threatened the cinema owners
  - High quality home viewing experience
  - DVD sales and rental income constitutes one-third of revenue
  - Some films directly released on DVDs
  - Being replaced by Blu-Ray Disc technology

- Advent of digital films—use of digital cinematography, CGI technology
  - Resurgence of 3D films; 4D films
  - High-definition experiences; IMAX theatres
  - Issue of online piracy—file-sharing sites, free online streaming services are a menace; slump in revenue

The DVD technology came around the late 1990s and it further threatened the cinema owners. The advent of digital films and the use of digital technology in terms of cinematography and CGI technology also introduced major changes in which the films could be produced and films could be consumed by the viewers in different settings.

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- Streaming platforms like Netflix, Hulu and Amazon Prime offer wide array of films with minimal subscription fee
- They also finance original films—new trend by these platforms
- YouTube-user-generated content: New avenues for independent filmmakers, collaborative projects, crowd-sourced films
- Thus, the market has expanded to give opportunities to new players and experimental cinema-makers
- Exposure to world cinema and non-mainstream cinema because of internet—not all markets release foreign language films
  - Lack of distributors, budget constraints, concerns over market viability

With the advent of the internet technology we find that streaming platforms have also offered a minimal subscription fee to a wide array of films and they have also started financing films which are very much different in content and its portrayal and it is a new trend which has been started by these platforms. The YouTube user generated content also opened up new

avenues for independent filmmakers, for collaborative projects, and for films which are crowd-sourced.

So thus, we can say that because of the advent of new technologies the market has expanded to give continually fresh opportunities to new players and experimental cinema makers. The changing modes of technology have also made it possible to have a certain exposure to world cinema and cinema which is known as non-mainstream because earlier with the internet was not there we find that the market release was dependent on various economic factors.

There could be a lack of distributors, there could be budget constraints and there could be concerns about the market viability. So we find that because of technology, viewers can have more and more exposure to new type of cinema from all around the globe.

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Internet and Social Media

- Displaced the hegemony of traditional media
- Transmission of culture becomes multi-directional: no longer in the hands of corporations, audiences are also significant
- Both positive and negative
- Different social networking sites—Facebook, MySpace, Twitter, LinkedIn
- Combination of features to enhance user-experience
- Creation of on-line/virtual communities: 'connections', 'friendships', followers
- Customization and specialization are key words: something for everyone

The internet and social media has displaced the hegemony of traditional media forms. We find that now the transmission of culture and culture related representations has become multidirectional, it is no longer limited in the hands of cooperation and the participation of audience has become much more significant because every user now can also create and upload a particular content.

It also has positive as well as negative connotations, which we will be discussing later on. In today's world, we find that internet has changed the focus of the social media and it is also changed the way culture is perceived and consumed by the people. But still we find that

customisation and specialisation are the keywords behind all these media progress that means that there has to be something for everyone.

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Internet and Social Media

- Popularization has led to innovations and adaptability: most print newspapers/magazines, business enterprises/corporations, and news TV channels have online versions/presence allowing users to access them on desktop, smart phones, tablets
- Use of facebook, twitter and whatsapp to mobilize support for social causes, political leaders and parties—concerns over propaganda, fake news, partisan views
- Blog and Vlog culture—democratization, freedom
- Social media, discussion forums and threads built around the principle of user-generated content

The popularization of the internet has led to innovations and adaptability. So we find that the older ways of media as we used to understand it in the beginning of the 20th century is also trying to adapt to these technical innovations. So we find that most of the print newspapers and magazines have also converted to an online presence. So the news TV channels also have online versions and presence allowing the users to access them on desktop, smartphones and tablets.

The screen is also becoming more and more portable as the technology is advancing. So therefore we find that media is becoming a much more significant force to shape our culture today in comparison to what it was about a hundred years back. So there is a new culture now and in which everybody can participate through blog writings and this has given a particular sense of freedom to the users.

We can also say that it is a democratization at an altogether different level. So the discussion forums on the social media and the threads built around various topics create a particular sense of participation in the contemporary world.

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- Varying ways of media and culture: quicksand of changes
- New technology changes media and together they begin reshaping culture in various ways
- Concerns over lack of privacy; theft or misuse of user information amongst corporations for profit—private data leaks at the center of debates over the ethics of Facebook
- Extensive use of cookies to track consumer preferences, targeted marketing
- Growing possibilities of abuse, dangerous sways in public opinion
- Technology and media: combined force threatens the core of individuality
- Makes us rethink of how culture is to be interpreted
- Are any values and interpretations perennial?

To sum up, we can say that we are living in a culture in which there is a quicksand of changes, the media is continually changing its shape and therefore we find that culture is also bound to change its shape. New technology changes media. There are growing concerns also over the lack of privacy, the theft and consequential misuse of user information and these allegations are being made against corporations because they can leak private data for seeking profit.

At the same time, we find that the extensive use of cookies to track consumer preferences to have targeted marketing is also an area of concern for many of the policy makers. There are growing possibilities of abuse in order to create a dangerous sway to the public opinion as we are witnessing in various contemporary events. Let us say that technology and media together is a force which can threaten the very core of individuality as we used to understand it till now.

It makes us rethink of how culture is to be interpreted in today's context and also to wonder whether there are any values and cultural interpretations which are perennial. In critical thought we find that there has always been an attempt to keep pace with the changing dimensions of culture, with a changing ways of interpretations to which this term is open to. It is one of the most debatable words in contemporary vocabulary and we find that it is very difficult to define it, is still in the next module we would try to discuss the way our interpretations of the word culture have grown and changed. Thank you.