

Social media and Cinema

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The explosive development of mass media is the solid factor that determines human lives in the twenty-first century. Such an explosion in the field of communication resulted in cultural tension and cultural integration. Albeit, journalism that began in the last decades of the nineteenth century established a smooth functioning of mass media. It is with the commercialization of Akasvani and Doordarshan on the national level, the easier communication of ideas and experiences becomes a reality. This is where we begin to hear the name social media.

Social media has been ingrained in our daily lives, as a result of globalization and commercialization. By the twentieth century, social media has spread around the world. Social media functions in a twofold way. It spreads light, at the same time it sows darkness. Social media enhances cultural activities and energizes educational programs. It broadens our knowledge of the universe, simultaneously it promotes the interest of multinational corporations. Social media thereby ameliorates cultural conflicts. Even our atmosphere has become a magnetic field of hundreds and thousands of channels and media. Social media connects even rural life with the chaos of big cities.

Social media activities are intricate as well as deeply touching. Today television and the internet determine human life to a large extent. Social media greatly influence humanity in deciding what to eat, what to wear, what to study, and how to think. Whatever media it may be, the basic means for communication is language. While newspapers make maximum use of language. Television, films and social media assimilates acting, visual images, and audience response. Social media plays an inevitable role in the progress achieved by humanity today.

Language

Language is the greatest asset of human beings. It is through this asset acquired over a millennium that he communicates with his fellow beings and coming generations. Mankind has advanced more than any other living beings because they have the ability to communicate thoughts effectively and exchange

knowledge and feelings acquired from experiences and observations. It is the language that makes man human. The primary medium for communication is also language.

The relationship between language and culture is inextricable. In addition to being a means of communication, language itself blended into the fabrics of human society from its origin to the present day. The sum of these features is what we call culture. Language and culture cannot exist without one another.

Language, culture, and communication are all interrelated. Social media began as a result of the revolution that took place in the field of communication in the fifteenth century. The period before the development of language and culture speaks about history.

The invention of the printing press

The invention of the printing press is an important milestone in the path of human progress. The German Johannes Gutenberg was credited with the invention of the printing press in 1457. The modern printing press discovered by Gutenberg in the fifteenth-century triggered an explosion in communication and knowledge distribution. In earlier days, social media was called mass media. The printing press facilitated mass media and the first of them was the newspaper. By the invention of the printing press, newspapers came up and developed. The popularity of books and newspapers enabled the progress of language, literature, and politics.

Social media

By the nineteenth century, the world had made revolutionary steps in the field of media. The radio was invented by Italian Marconi in 1888. Later Lumiere brothers made their first film screening in 1895 and in 1926 the Englishman J.L Baird discovered television. Newspapers, Radio, Television and Cinema enabled man to communicate with countless people. These are known as mass communication media. The mass media has been able to conquer space and time and increase the scope of trade. Mass media even inform us what is happening in every nook and corner of the globe, but the revolutions in the field of communication never came

to an end. With the advent of the internet, which connected all the computer networks in the world, the name mass media changed to social media.

The internet has numerous features including E-mail, E-commerce, E-journal, E-banking, blog, video conferencing, video chatting, Wikipedia, and Facebook. All of these are spread across the world today. Social media provide us clear information on what has happened and what is going to happen in the world at the fingertips. The source of the social, political, and cultural changes we see today is the influence of social media. Here is an analysis of how social media influence cinema.

Cinema

What is Cinema? What does it reveal? Is Cinema a true reflection of society? Or is it just a creative process of mind, where reality ends and imagination begins? These are the problems that make the audience anxious when thousands of films representing infinitely diverse cultures and languages came from different countries. According to Danish filmmaker Theodor Dreyer, Cinema is a truth, that is purified through the mind of an artist and is freed from unnecessary details.

The outset of film bears painstaking efforts. The status attained by Cinema is brighter and more powerful than other art forms because Cinema was born as a result of the great sufferings of forefathers. But when people forget such pain and sacrifices, the sacrificial ancestors remained as flameless stars in the distance. The film, which was a result of their pain took only a short time to grow into a great tree that took roots among the masses by making intercontinental expeditions.

In the beginning, there were only silent films and they got the soundtrack only after long experimentation. The film was born out of an urge to recreate visual images, which made its journey across continents amidst masses to frames, then into moving images, and finally into the world of sounds and colorful processions of scenes. Films have undergone such transformations as a result of scientific endeavors. How many of us know that technology developed in the small laboratories of few scientists in the United States and Europe have been transformed into glass fragments and then to flexible celluloid and eventually brought to perfection due to their wise experiments. How many modern

filmmakers who are fascinated by the magic of Cinema, remember those scientists. Do these scholars recall the scientists for at least a moment in their lives? This is not my opinion, but a question to the modern filmmakers by Chelangatt Gopalakrishnan who wrote about the tragic history of Cinema.

By the twentieth century, theaters have transformed with the extreme realization that it was a place and reason to break the law. Cinema theaters celebrated the refusal of laws and it became a place where people shake hands, and kiss in the dark, and remain seated while the national anthem plays. Cinema is an amalgamation of an extraordinary novelty, charm, unpredictability, and surpassing prohibition. All films are imagined and executed as a continuance of seeing, understanding, and embracing the diversity of world cinema in the past. Representations of Cinema theatres evolved from, old cinema hall with the floor seat and balcony into multiplexes and then to satellite systems and online fairs. And theaters turned public-private discourses upside down there is no doubt that movies continue to provoke the world by creating conflict and synergy between the morality of vision and the recovery of memory. Film concepts should also serve as a reminder that mankind has a responsibility to patiently witness to time, even if people do not learn from the mistakes they had made.

The evolution of art, which begins in the frenzy surrounding the fiery furnace of primitive man, reaches the turning point of cinema in the civilized age. Separated in the process of continuous evolution, cinema overtook other arts and instantly captured the human mind. Unlike other genres, the influence of the new media led to innovative changes in cinema.

The first film screening took place on December 23, 1895, at the Grand Cafe in Paris. Long before that, the Lumiere Brothers had devoted their lives to film screenings. There were four scenes in the Lumiere Brothers movie show. A scene of a child walking, a horse-drawn carriage, a garden, and flowers dancing in the wind. Finally, the arrival of a train sped up in smoke. In that rush, a pregnant woman and her baby died. This was the first film screening experience.

The first inventions about cinema were the theories introduced by Isaac Newton. Newton argued that light travels in particles. But the scientific basis for

cinema was laid by the invention of Christiaan Huygens. He found that the reflections increase in size as they travel through the magnifying glass with the help of light. It was here that cinema began its revolutionary transformation. Huygens made a wooden box, realizing that controlling the light from the outside would increase the clarity of the reflections. There were holes in each side and a magnifying glass was placed in one of them. The images of humans and animals painted on pieces of glass were placed between the two holes. When light enters the box through an open hole, the person looking through the magnifying glass can see very large images. This was the pragmatic version of the film screening.

It was Thomas Alva Edison who differentiated filming and projection, which was within a single spacecraft. But Robert William Paul joined Thomas Amite to complete the exhibition spacecraft. The center of the spacecraft, which was mounted on two legs, was pushed out. This was the side of the magnifying glass. Behind it, two wooden scrolls turn up and down at a distance of two inches. The film wrapped around the bottom roll will stick to the top in this way. The light bearer is the magic lantern of special knowledge behind the magnifying glass. Here the reflections cling to reality. People called it a projector because the middle part was buzzing. Later, the film was made possible by the modern form of this projector.

The first pioneers in the field of camera research were Coleman Sellers, Thomas Alva Edison et al. Their findings began to subside with the innovative invention of George Eastman. When the silver and bromide paste was applied to the celluloid and exposed to light, Eastman saw that the bristles were black and the bromide was white. It was his subsequent experiments by applying this mixture that led mankind to view a mixture of white and black pictures. It was only after this, the Lumiere brothers' performance took place. The film became widespread with the discovery of moving images by William Friese-Greene.

Although the two World Wars paralyzed cinema, they countered them with the very ideas of cinema. It was during this time that Renaissance ideas entered the cinema. Bollywood is growing at the same time. Twentieth-century visions, the last

and first decades of the twenty-first century made cinema universal. It was also during this period that the new media entered the film industry.

Television is the greatest revolution in the field of communication in the twentieth century. Television was invented in 1926 by Baird, a Scotsman. The so-called film is the most popular medium in the world. One thing that sets it apart from other media is that film is fundamentally an art form. Art forms have always exhibited a media character. Literature, music, painting, classical and folk art, and drama are all art forms. However, in all of them, the emphasis is on literature or art. Film is an art form that deserves the title of a mass media with its distinctive media character.

It was not until three decades after the birth of cinema that the situation in which sound and film can be experienced simultaneously emerged in the field of cinema. The first sound film was *The Jazz Singer* sung and acted by Al Jolson. *The Great Train Robbery* (1903) was the first film to bring new editing technology to film. Thus modern cinema evolved over time. The difference between cinema and other arts is that it is not just the work of one person. It is a joint venture. The film has a long network of story, screenplay, direction, acting, cinematography, and production. Just as the novel can be described as the art of heterogeneity, cinema can be described as the age of multiplicity. The main link in the film is the director. That is why the film is called the art of the film director.

David Wark Griffith is the first director to ensure the directing craftsmanship in the cinema field. Griffith is also known as the father of American cinema, whose “*Birth of Nation*” created a new visual language in cinema. Griffith claims to have not only embellished the film by incorporating technical elements such as editing, close-up, and flashback, but also provided an internal magnificence of social outlook.

Indian film history commenced soon after the history of world cinema. The first Indian film was “*Coconut Fire*”, made in Kolkata in 1897. “*The Wrestlers*” is the first film shot by an Indian. This film was produced and directed by H.S. Bhatavdekar, who was a resident of Bombay. The first Indian feature film was made in 1912. “*Raja Harishchandra*” is the first Indian feature film produced by

Dadasaheb Phalke. This Phalke is renowned as the father of Indian film. In India, the sound film took attendance over silent films in 1931. "Alam Ara " was the first Indian sound film directed by Ardeshir Irani. The film gained prominence after the 1950s. It was during this period that films in the local language were made. The great directors Satyajith Ray, Ritwik Ghatak, and Mrinal Sen who changed the history of Indian cinema belong to this period.

Malayalam and Indian films reached the forefront by visualizing the cultural heritage of Kerala. The films like Neelakuyil, Jeevitha Nouka, and Chemmeen and its directors made Malayalam films a part of history.

Social media and Cinema

The film is a visual art and a medium that interacts with visual language. Sound is the only auxiliary component that interprets visual language. The eyes are the most powerful human sense organ. The experiences perceived through the eyes have great intensity. This is why cinema has become the most powerful medium of communication. An equally important fact is that film is a hybrid art form. It is an amalgamation of literature, music, dance, image, and sculpture. Cinema is industrial as well as creative. The production of the film requires investment. One who invests in the film is the producer. Film making begins with the script. This is a complicated process. It has a lot of steps including photography, filming, sound recording, acting, composing, and singing. All these are done in advance by the director. It is the skill of the director to make efficient use of creativity and hard work of experts. This is why films is known as the art of the director.

The role if the film as a mass media is to entertain and impart knowledge. News distribution is not it's main function. The film is a medium that has been cleverly used to spread notions and create awareness. The film portrays life, and thereby intensifies emotions. The communicative nature of the film is to experience rather than to know.

Cinema also rapidly adapted to the present century of social media. People started to know more about releasing movies, pre-release news, events in shooting locations, and gossips very instantly through Facebook and WhatsApp. Social media

avails short movie clips and songs of the viewer's interest anytime. When cinema got adapted to social media platforms, it developed online ticket booking without wasting time on queue in theatre venues and be entertained by watching films while traveling. Movies and songs that are being prepared for release have started to be released through Facebook and WhatsApp today. In addition, social media accords space to share and make comments on movies. Despite this social media has resulted in a drastic reduction of the theatre audience and encountered financial collapse of the film industry. People who watch movies through social media are reluctant to theaters and it adversely affected producers.

The film can be described as an art of the new age. It is the most popular medium in the world. The main reason that differentiates cinema from other media is the fact that it is basically an art form. Literature, music, painting, classical and folk art, and drama are all different mediums. However, they all give preference to literariness and creativity. But the film is an art form with a prominent communicative nature.

When the mass media merged with social media, many revolutionary changes occurred in the cinema field. Now there is no need to wait for tickets or to save movies on CDs and pen drives. We can watch our favorite movies and songs, even at our home, or amidst the journey at favorable time. Cinema has become anytime anywhere.

The possibilities of films and social media do not end here. It is being updated every moment. We cannot predict the future as the poet sang, heard melodies are sweet those unheard are sweetest. Social media can be described as a mirror of the modern era. The film can also be considered to be an art that is a reflection of this mirror. Film influences society both as a means of entertainment and as a form of critique.

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