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COMPUTER BASED TELEVISION PRODUCTIONS: IMAGES and EFFECTS.

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ABSTRACT

Technology presented people many facilities to communicate and for entertainment. Television is the most attractive media of 21. century and assembling is the base of television productions. Television constitutes enormous fantacy worlds and takes the spectator to its fantastic world by its artifical attractions. Spectators are affected by attractions of images which are revealed by technichs of assembling in a film or a in television production. Technology is the most enormous component of 21.th century and most of people can not avoid technology because of their businesses or because of their life styles. Computer is an unavoidable part of many people's lives and computer is used a miraculous device in the world. Contemporary computer technichs present television producers and to directors many facilities to assemble different images by the help of attactive technics of computer. Assembling is a kind of magic because of associating different images in a fantastic story and it provides the spectators to travell to a fictional world. Computer technics help this travell and ease to emerge a rationalist story from a fantastic story. Television productions sometimes use special shootings and these shootings include difficulties to apply. But contemporary computer technics help difficulties to apply them and affect people as they want to live in those fantastic images. Computer technology adoptes many attractive artifices and help television productions by revealing colorful attractions for television spectators.y.

INTRODUCTION

21st. Century became the period of technology and technological facilities are used from medicine sector to entertainment sector in the world. Numerous people use technological products for their business or for their daily life and to participate in social life and for entertainment. Especially computer technology and digital technologies provide people many different facilities to create fantastic images and attractive effects. Television also use computer technology to attract people.

Entertainment area and especially media use technological facilities recently and productions are made by imaginary effects of technology. People enjoy fantastic productions of technology in their high-cadence lives and feel them relaxing in fantastic world of technological imaginations. Television changed into a fantasy world and its presentations carry people from realities of life to imaginations of technology. Television images are mostly formed by the help of computer and television editing is made on computer base by using technological novelties.

Turkey is one of the countries in where television is watched most and television affects people by its fantastic productions. According to a television spectator survey, a great number of people in Turkey watch television everday and television productions affect decisions and behaviors of people (Cereci, 2009, 1).

Some television programs whose topics include magic are commonly watched recently on television channels in Turkey and especially children are affected seriously because of attractions of these programs. Computer technology helps television to produce such kind of programs via its artifices and takes the spectator to a fictional world from the real world. To built an adventure world is easier recently because of computer technology.

In some advertising films, men or children fly, animals dance, goods moves in the space and many other fantacies emerge what human imagines. Television producers gain by producing fantacy and television spectator relax and enjoy by watching fantacy on television. Computer technology provides television to produce fantastic images and takes television spectator to a fantacy world via its artifices.

Cartoon is an important part of television productions and it satisfies imaginatios of people via its fantastic pictures (Merritt, 2005, 15). Cartoon products are mostly produced on computer by using computer effects. Some felonies and suicides were enrolled in Turkey and reasons were declared as cartoon on television.

Television reveals attractive fantastic worlds for the spectator and the spectator always travels to fantacy world of television. People tried to produce many art works or entertainment facilities to reveal fantastic ambiences in their lives because of their fantastic need (Vries, 2001, 110). In 20.th century the most fantastic world constituted by television because of its technological character. Television is the media of fantastic images which are watched with adoration by the spectator (Cereci, 2001, 14)

Images can be changed from one form to another, from one color to another on television, television director can adorn his images by computer effects on television easily. Television producers and directors always try to affect the spectator by addressing into their feelings and use sentient effects by help of computer

It is still disscussed that digital technology in television productions send the spectators away from realities to an imaginary world or not. Television is the media of imaginations and it is the most entertaining media of contemporary life. Facilities of digital technology buttress attractions of television and television constitute a new world for its spectators via digital technology.

Technology is the most enormous component of 21.th century and most of people can not avoid technology because of their business or because of their life styles. Especially young people and students are interested in technology and its products much and they often use technology in their lives (Sark Yildizi, 2009, 7). Because of this, technology manufacturers produce extraordinary products and gets much gain.

Television productions mostly use computer technology recently and computer technology help television in shooting and especially in assembling process and imlements imagination of director (Sezer, 2009, 103). Computer technology is improved day by day and it adoptes many artifices and eases television production process by its artifices. Computer technology arrived at a technological level that can respond contemporary requisition of people.

Television programs which produced by computer technology affect people by taking them to a fictional world and hold them during hours. People watch television to find a world which they constitute in their imaginations and to see their expectations in their worlds (Cereci, 2008, 138). Computer has a sublime power to produce fantastic fictional images and to affect spirits and minds of people.

Television productions can change a concrete world to a legendary world by the help of computer technology and it can constitute an intensive emotional atmosphere on television. Computer technology works as a secret worker behind television images and spectators watch atractive fictional places or dreadful forests or huge castles and unique creatures on television. Television is an illusion media and inbdebted this to computer.

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International Journal OF Engineering Sciences & Management Research

Contemporary computer technology ease assembling of television productions practically. Assembling process is completed in a short time by help of computer technology and it causes colorful and attractive images which show people their expectations. Technology is populer because of its artifical world and it affects people as a magic show.

Technology can change physical lives of people and it also has a sovereignty over cultural lives of people (Stasser and Titus, 2003, 311). Many people believe that images which are assembled by computer are nonfiction on television and images are relate to their lives. Obviously computer is the most favorite technological component of people's lives.

DIGITAL REVOLUTION

People in the world live in rapidly changing lives since Industrial Revolution and they like changing because of common life styles. People met television in the beginning of 20.th century and they placed television in middle of their lives. Television presented many new ideas and cultural images to people and affected people via its images. Television always used new technologies to affect people and gain money via its spectators.

Firstly George Lucas and some others use digital ways in film production process and take people to another world via this technics. The American Cinematographer article where the director discusses the future of moviemaking is called "Master of His Universe" ans in a "Sixty Minutes" segment, Lucas himself is seen in his large screening room, surrounded by a gang of computer animatorsi pointing a laser beam toward the screen and asking them to realign his army of drons. Clearly such work points to a new protocol for directors working in the electronic factory, one where anything can be artificially produced or retrieved from an ever-expendable digital backlot, then made to perform exactly as desired (Geuens, 2002, 24).

The digital revolution has taken us from pictures such as Star Treck II: The Wrath of Khan (1982) , shot using conventional filmic practices but incorporating a brief sequence of digital special effects, to all digital pictures such as Star Wars Episode II: Attacek of the Clones (2002), in which the only residual live-action elements are the actors. Digital trading takes us from the outlook of cinema in its photo-mechanical period, in which the purpose of cinematography oand on-the-set direction of actors was to create images and furnish footage for editing, and in which each of these domains had clear boundaries. Neighter directing nor cinematography extended much into postproduction, and the images they created were essentially completed, as images if not as edited scenes, at the and of the production stage. By contrast, the advent of digital grading in contemporary film suggest that we know need to think of cinematography, and even directing, as image-capture processes. In special-effects-intensive movies, like Spider Man or the Star Wars films, directing in merely a means for grabbing the live action elements needed for compositing with computer-generated images (Prince, 2004, 30).

Technics of film industry changes day by day and every technics affect people in a contemporary dimension and constitute a new fictional world for them. Television became prevalent in an technological era in which digital technology was began to use lately in the world and images of television attracted people more than cinema (Wasser, 1995, 58). Television spectators like to watch entertaining programs or images which contain adventure such as war, or such as festivals. Digital technology provides these facilities to directors.

Digital technology realigned life in a contemporary style and closed up people to a new world (Sobchack, 2005, 10). Technology has a magical attraction and a great deal of people can not avoid it. Technology ease lives of people and

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International Journal OF Engineering Sciences & Management Research

make them happy because of its fantastic world. Digital technology placed in lives of people like a conciliatory in their high rhythm lives.

Technology affects people via its attractions and mostly changes their lives. It causes a complex and fantastic life surrounded by extraordinary objects, but people do not complain about this, on the contrary they think that they need complex life of technology. Technology may change learning forms, entertainment ways, marriage age etc., but its affects never bother a great number of people indeed (Smith and Green, 2002, 425).

Digital technology emerged as a result of human expectations and it also addresses expectations of human via media (Doane, 2006, 157). Especially televison commonly uses digital technology and produces fantastic programs by using attractive effects of digital technology.

EFFECTS OF TELEVISION
People were fed by fantastic stories and mythological legends in cultural atmosphere during thousands years in the past. Fantastic stories taugh people and also changed their behaviors and their life styles (Sullivan, 2001, 292). In digital age, television tells fantastic stories and shows people fantastic images and affect them via its fantacy athmosphere.

Watching television has a significance for social relations that many social behaviors like violence or like cultural assimilation are related to television watching. Especially violence in a society can be related to television programs (Jackman, 2002, 396). Television can teach cultivation values by showing rules and experiences. Beside television is an entertainment media, it also teaches its spectator who they will be (King, 2000, 239). Some people say that they prefer to watch television instead of reading book to spend their time because of television's attraction (Juster a.o., 2003, 47).

Television director communicates with the spectator in his own style and tries to influence the spectator via engaging images (Tomasulo, 2004, 9). Experienced directors usually choose topic of programs from the life of the spectator among a great number of topics on the earth. But the most important think of directors is to prepare colorful and enjoyable programs for the spectator to provide them a unique joy.

Television director is generally inspired from daily life and shows sophisticated images of daily life by commenting in his viewpoint (MacDonald and Brakhage, 2003, 10). Every director has a message to convey to the spectator and he wants to convey his message in a philosophical and aesthetic way.

The spectator is privileged in relation to the characters in a television program which they watch (Haenni, 1998, 89). Characters on television naturally affect the spectator by conveying them some opinions or some decisions about life. The spectator generally regard what characters on television tell or do.

Every aspect of television exhibits a reliance on genre. Most texts have some generic identity, fitting into well-entrenched generic categories or incorporating genre mixing. Industries rely on genres in producing programs as well as in other central practies such as self-definition and scheduling. Audiences use genres to organize fan practices, personal preferences, and everyday conversations and viewing practices. Likewise, academics use generic distinctions to delineate research projects and to organize special topic courses, while journalistic critics locate

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programs within common frameworks (Mittell, 2003, 3). The spectator are not aware of the characters of genres on television, but they choose program according to their daily necessities.

Traditional folk stories include many realistic or fantastic episodes and tell people parables (Bennett, 1986, 429). Traditional stories and legends have to include parables and vital informations because of their characteristic. Television does not have to include parable or information, because it is media of entertainment and fantastic stories.

Television is surrounded by all effects of the universe and it conveys all ideas and images from the universe to the spectator. It has a different affect against daily affects of life and people think that they need different affects of television.

DIGITAL TELEVISION PRODUCTIONS

Since the mid-1980s, the photography industry had been undergoing a technological change, from chemical-based films to digital, and had a high level of uncertainty. The period under study was an era of ferment, as multiple approaches to filmless, electronic cameras competed with each other and against film-based cameras (Benner and Tushman, 2002, 685). Television never avoided digital technology, on the contrary it always used attractions and effects of digital technology.

Television often uses classical stories of folk culture or different compenents of theatre and it presents more colorful and attractive images to its spectators by help of comtemporary technological facilities (Hughes, 1981, 10). Television spectators countenance attractive images of television easily and wait for more attractive images because of technological developments.

The emergence of digital widescreen television represents an exciting and dynamic development, one that may have implications for other media, including computer communications, and the motion picture industry. In television productions, digital technology and computer substitute many contemporary affects instead of classical affects (Corbett, 2001, 30).

Television productions sometimes use special shootings and these shootings include difficulties to apply. Director sometimes wants to tell a philosophical or a fantastic story but production conditions compel director to shoot his images. Difficulties such this can solve by the help of computer technology and director can reveal his images in computer assembling technology (Roth, Lacy, Morales, Holland, 2001, 61).

Digital media technologies are distinguished from their analog counterparts through a sort of phenomenological "click fetish" and concomitant "lure of sensory plenitude" effect, presumably available simply, intantaneously, and pleasurably with any one of several clicking apparatuses (Everett, 2004, 93). Televison mostly uses digital technology in contemporary conditions and often attempts to affect the spectator via effects of digital technology.

Computer technology is ususaly sufficient to generate attractive and effective images for television productions (Hayes, 2002, 80). Television is the chiefly media of entertainment world and computer can provide many facilities to reveal its attractions for television.

Business gets easier for a director in front of computer because of its advantages. Computer can succeed to assemble many fictional images in a tangible athmosphere for television spectator (Capino, 2005, 64). Television spectator

IJESMR

International Journal OF Engineering Sciences & Management Research

always want to watch droll imaginations which are close to their imaginations on television (Cereci, 2001, 55). They always look for their expectations on television and they find concrete reflections of their expectations in fantastic productions of television recently.

COMPUTER TECHNOLOGY AND TELEVISION

Films and television productions are created by digital equipments anymore and computer is the most available device in television production process. Almost all productions on television achieved through digital technology (Chin and Qualls, 2002, 51).

Computer technology actually enable television production by providing many production facilities to television producers or directors. Computer technology especially change art into another form on television (deLahunta, 2002, 111). Television spectators orientated technological presentations of television and placed them in their lives.

Television is vast and it comprises a colorful world which was generated by thousands of compenents. All its works are based on an electronic hardware and use contemporary digital facilities (Hilmes, 2005, 115). The spectator can find their imagines in where they want to live or they want to watch in works of television.

Television relates to social life an culture and it has some means industrially and creatively, and it is always the media of present. Beginning in the mid-1980s, an increasing number of articles and books have addressed details of television programming, industrial organization, personalities, responses to the medium, its place in culture both material and symbolic, and so on (Newcomb, 2005, 109)

Televison regularly produces works that is better and more interesting to attract people permanently. It generaly focuses on weakness of human and on anxsieties of people. (Caldwell, 2005 93). Television spectators are mostly not aware of artifices of television but they are affected.

Television has always been associated with feminine, because of its position within the home and its historically greater appeal to female audiences (Hilmes,2005, 113). Television can respond these feminine expectations within computer technology by preparing colorful and feminine productions.

Computer technology presented a new aesthetics to television and television spectators learnt new patterns in this style. It is an artificial image which was produced by computer but attractive (Spigel, 2005, 86). Television spectator began to watch artificial images instead of real images since television begin to produce with computer. Specially magic images and advertising products attract the spectator much.

Television programs explicitly cite generic categories, and advertising, promotions, parodies, and intertextual references within shows are all vital sites of generic discursive practice. Television industry naturally must regard social life and agenda. Television's success relates to contemporary currents of the age and computer provide many facilities for those (Mittell, 2001, 19). Television spectator perceive television images by coupling their memories and other images in their memories. Computer technology help television spectators to relate between television images and their memories by evoking current images.

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International Journal OF Engineering Sciences & Management Research

CONCLUSION

Technics and technologies change into manuel to digital in the last century and people began to live in a technology based world and began to use computer based media. Digital technology provides numerous technics for media and media changed all images and approaches of people in the world.

Technology affects people and changes their lives. It causes a complex and fantastic life but people do not complain about this, on the contrary they think that they need complex life and fantacies of technology. Technology may change learning forms, entertainment ways, marriage age etc., but its effects never bother a great number of people. Technology builts fascinating and legendary worlds for people and especially electronic media take people to magical worlds. People feel themselves happy and relax in fantastic world of technology.

Television is still the most favorite media in the world and computer technology which eases television production process is improved day by day and television mostly use computer technology anymore. Computer technology adopts a sublime power to produce fantastic artifical images which can affects spirits and minds of television spectators. Television directors usually use deceptive images by the help of computer technology but television spectators ignore this and want to watch deceptive images to find their expectations on television.

Computer technology provides many attactive facilities and materials to built fantastic world in television serials, in cartoons, in advertising films, even in news. Directors moslty use attractive effects of computer when they assemble their programs to affect television spectator and to persuade them to travel to a fantastic world.

Despite televison take the spectator from real world to a fictional world by help of computer technology, the spectator do not complain this taking and they want to get away their real world because of its problems. Technology provides many facilities to television to build more colorful and more attractive worlds, and attractions of technology increase during people want to travell to fantacy worlds.

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