

## **Main Idea**

The concept of this installation is to show a viewer who expose his feeling while he is watching television.

Watching television, his mind and soul are unconsciously affected by television. The main point of this installation shows the influence of television to audience.

This work is a sort of caution to people who uncritically expose himself to mass media.

## **about T.V**

Television has been claimed as both a friend and an enemy of the family. As a friend, television provides us with a regular communications channel through which we keep up with the latest news, discover what the weather is likely to be, enjoy games, shows, movies, talks and discussions, learn a little more about society and the world we live in. We accept it all pretty casually.

The effects of communications can be many and diverse, they may operate at different levels and in different strengths, they may manifest themselves in different ways or they may be latent, and they may derive from different aspects of the content and different parts of the communication process. However, in spite of these difficulties and with due allowance for the incomplete nature of the evidence, it will be seen that what evidence there is suggests that the media have effects and that it would be wrong to assume that these effects are wholly good.

As a enemy, television is alternately blamed for increased crime, violence, immorality and escapism, and praised for its educational achievements and social usefulness.

Many people are alarmed by television's ubiquity and potential power to manipulate man for good or evil. The average person feels he has little or no control over this power.

Some people fear that economic-interest groups may use the mass media to ensure public conformity to the social and economic status quo, minimizing social criticism and weakening the audience's capacity for critical thinking.

Critics argue that the mass media, in accommodation large audiences, may cause a deterioration of aesthetic tastes and popular cultural standards.

Some people criticize the mass media as having nullified social gains for which reformers have worked for decades.

The alleged effects and the alleged extent of the influence of mass communication in general and of television in particular are fiercely debated topics which are rarely out of the news. Charges, counter charges, assertions and denials are

frequent.

We know then that media consumption is heavily patterned, for example, that the level and direction of consumption varies sharply with age, sex, intelligence, education, social class, parental habits, and social relationships. The effect of television obviously depends on these variables. We must get away from the habit of thinking in terms of what television does to people and substitute for it the idea of what people do with television. It is not scientifically justifiable to talk of good and bad television, for the relationship is always one between a certain type of television, a kind of child and a kind of child and a kind of situation, and behind this relationship are other significant relationships with family, neighbourhood, peer group, church, school, etc. What we really need to know is what needs people bring to the media, what satisfaction people derive from particular forms of media content and what the consequences are in terms of behaviour and values.

Television is not realizing its full potential as a carrier of ideas and information. Commercial television is neither a distinct advantage nor a severe handicap.

We are taught in our society that there are certain things we may do and certain things we may not do, and we are introduced to values and norms. The socialization process, which is continuous and located in people and institutions, and can be both deliberate and inadvertent, consists in part of the internalizing of the 'do's' and 'don'ts', 'rights' and 'wrongs', 'trues' and 'falses' of the particular society. Neither content nor methods of socialization are immune to media influence; manipulation and change can and do in fact take place. Admittedly, the media represent only one aspect in the process, but surely it would be very surprising indeed if mass communication did not play some part in shaping our attitudes towards life, ourselves and others.

### **about installation**

The main subject of this installation is to show a viewer's mind, soul, and body which are influenced by mass media.

This installation consists of four monitors, four video players, a sofa, a pan with soup or pop corn and one video projector.

### **about a projector**

A projector is used for an eye of a viewer to show his figure, mind, and soul influenced by television. That is, his eye is watching himself, but his mind changes in every second during watching television.

on the screen, colors stand for his influenced mind by television.

Each color shows his specific mind. For example, red stands for violence. Black

stands for sorrow. Green stands for natural information. Like this, the television information includes all kinds of programs and information, but the mixed information make him confused.

His face has no feeling and smile. He do not know whether his mind is influenced by television or not. He is watching television without any consciousness.

You can see his face on the screen. On his face , you can see a lot of television programs and changing colors.

His eye as a projector, project his mind and figure. He is watching himself.

### **about t.v monitors**

To show a viewer, I use four monitors. Four monitors will work as parts of a viewer's body. While watching television, a viewer's body become a part of television. These monitors show a viewer's real body. Each monitor displays a left hand, a right hand, feet, and his chest. There are no changes on these monitors with no color effects, but the body move naturally. My intension of these monitors is to show a viewer influnced by television. Audience see the viewer's body without a head. There is a screen in front of the electronic body.

### **about sofa**

This installation use a sofa as a decoration

This sofa is used to hold the electronic body.

The electronic body sit on the sofa. Audience can see a part of sofa in four monitors,the electronic body.

To synchronizing a real sofa and parts of sofa on four monitors make this installation real.

### **Sounds and Music**

About this one hour music, I tried to show a view's mind. In the first part, his mind is natural, so sounds are very calm and natural. The first part of music looks like bird's sound. It stands for a natural mind of a viewer before watching television. At the same time, his eye as an projector, shows only black as uninfluent mind. From time to time , noise and sharp sounds plays with the natural sounds. Audience can imagine that the viewer turn on television.

Alarnd sounds suggest a viewer's awakness against television programs. Clock suggests shows

### **Conclusion**

Another purposes of making this work is to find and explore a different point of view compared to usual visions.

For example, the point of view of this work is compared to the point of view only showing video images.

My idea was brought out while I was thinking to find a new point of view.

I imagine a viewer on sofa who is watching television. His body turn to monitors, and his eyes turn to a projector which shows his own mind and figure, but in this installation, the projector is not projecting images, but seeing television and it's influence on a viewer. It is important that the projector do not project, but watch television as an eye of a viewer.