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Media Editing

Whether it's a graphic, video, audio element, or digital interface concept, all types of media can be edited and changed. Media editing is essentially the process of taking any form of media and changing it and using a frame of reference to make the edited piece of media your own. Media editing also can be described as an act of one who edits for the media before it becomes published to the public eye. The act of editing media though is changing a source to say whatever the editor wants it to say. The editor can make it so the tone and bias are totally different in a news story by editing the media in a specific way. Editing visual media is as influential and manipulative as any other type of edited media, if not the most influential. Editing has been around since the start of businesses and marketing in the world. When trying to find a new way to attract customers, it can be done through editing and deceiving with an amazing product that is only advertised as amazing, but it is then found out that it doesn't fulfill its promise. Editing media opens up opportunities for cinematic variation in how it is used for manipulation and making people think an idea about a certain concept rather than another. Editing audio media can be as influential as visual media because of how sounds can depict certain ideas in different ways than visual media can. And through the uses of social networks and the recordings of life, the concepts can be organized and edited to improve life of others and the media. Media editing has been around for ages and it is always used to change how the public perceives certain ideas, happenings, and concepts.

Through editing visual media, many different possibilities and outcomes arise. For example, one could take raw and stock footage off of free-use media websites and use it to make a new type of video in which the stock footage does not relate to the new video's intent. During the project in Module 3 entitled "Movie Module Lab Project", students were required to choose from the words Beauty, Danger, Courage, Intelligence, or Boredom and create a video that relates to that chosen word through found footage. I chose the word Danger and found footage off of the Prelinger Archives that represented peacefulness and then explosions because one followed after the other can be edited to represent the concept of danger. I also used footage depicting weather storms and natural disasters that can be lethal along with ships on fire at sea. From using my previous experience in editing, I was able to edit together a nicely synced and dangerous video to a very intense soundtrack in the background. This project helped me learn how important media editing is. By editing different pieces of raw footage that were of completely different

topics, I was able to create a type of montage and successfully show dangerous scenarios with a dark and warning soundtrack.

Media editing isn't only taking previously recorded footage and editing it together to change the meaning and intention, it is also used to manipulate audiences. Media editing, and the origin of it, is described within the article entitled "The Cut-Up Method of Brion Gysin", by William S. Burroughs. Burroughs talks about how Gysin would take newspaper cut-outs and poetry segments and rearrange them to create different meanings. When he would take a poem, he would take each line and change them around to make different meanings of what each line was saying. The lines that would appear to not make sense required new, creative meanings of their own. It was through just pure imagination to create new meanings through old meanings and works. Changing what newspaper articles say through cut-ups is a physical example of what the news stations do on television. Stations would take a simple story about, for example, an unresolved domestic violence case with not very much information or substance, and cut it up to seem like it is much more than it actually is. They would fool the viewer into thinking it is possibly tied to another case or possibly cause by something bigger happening in the world and the media would never expand past that. That's how they can keep a story entertaining and hold onto their viewers through manipulation.

Media can be translated into anything the consumer would like to receive it in. If the media was received visually, it would let the viewer use more of their senses to receive the media and it would be manipulated differently than if the viewer wanted to take the media in a different translation. The cutting of media and words introduces "a new dimension enabling the creator to turn images into cinematic variation" (Burroughs 91). This cinematic variation is the different possibilities that media can be translated through. For example, media that is described and shown on television or in a magazine can be translated into media for listeners on the radio. Marketing is a very large department that uses the editing of media to its fullest. Advertisements for products and companies are being created in all types of different mediums. Whether they are graphics, visual ads on screens, or heard through speakers, these advertisements are all pieces of edited media that is trying to persuade consumers to buy into their product.

Audio samples and tracks can be edited just as well as any other form of media and it can sometimes be more effective. Mash-ups of songs or creating a combination of popular sounds put together to create rhythm and meaning along with lyrics that send a message to the listeners, also known as music, can be received differently based on how it's crafted and edited together. In Module 2, the "Group Response Project" was a project in class where a group of us performed an exercise of choosing a spoken word audio file and creating a variant edited media. We chose to take spoken word from a previously recorded artist and create our own version of music with the spoken words. This is a perfect

example of editing media because of how it involves taking one solo spoken word piece of audio media and combine it with a soundtrack behind it. Through editing, the audio files can be meshed together to create a new, original, and amazing work of art that others can appreciate, enjoy, and be impacted by.

Media editing can also be described through social networks and the recording of life. Social networks are always being changed and tinkered with personally and generally. Most people have connections to other people that they can group into and call their own social network. This social network can be organized and edited in any way that the user or person desires. Whether it is simply tracked and remembered by personal records of friends and acquaintances, or it's through an online server allowing users to interact with each other from distances, social networks are used to keep connections with others and the media. The media is included in social networks by spreading word of certain popular information and ideas. As information is spread throughout networks, it is organized and edited in ways that the recipients would like to receive it as. Editing together certain types of social networks lets people keep certain information or media out of certain circles of their own. The circles of their own have their own media to distribute as well. Through the recording of life, involving GPS, surveillance, receipts, internet searches, bank statements, and more, one would organize themselves and edit together parts of their life together. Lives of individuals are edited everyday based on what they had recorded. People use devices to track their lives themselves and see, physically, how they are being tracked. I proposed a prototype device that records a part of someone's life and they'd be able to use that information to apply it to the rest of their social network of friends who track the same data in a specific game. The data is recorded and transferred back into the game and is compared with other friends within the user's social network. This device lets users record themselves and rewards themselves on their own will. Media editing applies to this concept by how it uses a medium populated by many, and gives them the tools of how they want to go about interacting with their social network. They can organize the data they track and compare it with others. This kind of edited media is personal and studied through human interaction.

Media editing is be described as a gatekeeper in publishing, who is basically keeping all of what he or she thinks is acceptable to release out into the public. Media editing can also be described as cutting together any form of media to create a new and original piece of work and art. However the definition is looked at, it still originates back to manipulating audiences and consumers into think one thing rather than the real truth. Though not all of the media is constructed of false information, true media exists, it's the fact that editing can create biases and perspectives that the editor wants to imply. Consumers of media are greatly controlled by the editors in the media because of how they can craft together the information they receive in any way imaginable and preferred.

Works Cited

Burroughs, S. William. "The Cut-Up Method of Brion Gysin." *theNEWMEDIAREADER*, Parkinson.
New York: Viking, 1978. <http://medialit.courses.asu.edu/wp-content/uploads/2013/01/Burroughs-The-Cut-Up-Method-of-Brion-Gysin.pdf>

Media Editing Wikispaces links (Also located on my personal wiki page):

Danger Project: <http://www.youtube.com/watch?v=MVFsfzKQZe0>

Audio Exercise: <https://soundcloud.com/sam-pareti/2013sp-dario-and-the-bandits>

Recording and Editing Life Prototype (Located under Module 7 as the Individual Final Assignment):

<http://mediaediting.wikispaces.asu.edu/Sam+Pareti>