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Tuesday May 7th, 2013

Media Editing: The Gateway to Expression and Reflection

At the second half of the twentieth-century we were introduced to the era of personal computing. As the science behind programming and public interest merged together, the birth of the digital age came upon us. Dreams of a computerized future came along with science fiction and lots of research, until we finally achieved into this time of consumable media.

But what is media? [The Merriam-Webster dictionary defines media as “a medium of cultivation, conveyance, or expression.”](#) In other words, it revolves around the interests people have to express themselves, and is bound to different forms of the arts. Some common examples of consumable media include books, music, movies, video games, magazines, and comic books. However, media is not limited to mass consumption, it can be elaborate with the sole intention to deliver a message. There have been examples of artists creating ambitious art projects like sculptures or a series of spatial interventions to make awareness of the environment or the identity of a location through sculpture and the materials it was constructed with.

Through my individual development I started to have an awareness of the word “media”, especially in the then innovative word “multimedia”, which has been absent for quite a while. Many students, myself included, have an awareness of media consisting primarily of the use of audiovisual elements in a piece of work to create animation, advertising, or engaging software. We are part of a generation in which media has been already taken for granted from even before we were a genetic idea. Cable television was the norm, Hollywood used to be the last word in entertainment, record labels told us what to listen, and a Megabyte of memory used to be a powerful unit of information. As the era of the internet bloomed, a revolution in content creation bloomed from the concept of total control by the companies, to the breakdown of smaller labels offering remarkable

services for extremely affordable prices, or no price at all; thus reinventing the concept behind the creation of media.

In this class of Media Editing I was having several expectations regarding the content of the class. The first three modules satisfied my predictions in the practice of image, audio, and video editing due to my previous assumptions regarding of what media is. However, things started to be a little bit more complex from the moment we started to explore the fields of social networking, interface design, and even life recording itself as forms of expression. At first I was intimidated by the seemingly vague description of these examples as a form of expression, alas when I started to experiment with the means of what these things say about my persona, I was rather interested in how these could speak about what our current human condition is. [There have been endless studies regarding the topic of information tracking, and our “digital footprint”](#) which create awareness of the information we leave to other people about our personal information. At first this was something to be afraid of considering the “terror” of hackers and the idea of getting your identity stolen by someone online far away. Ironically, modern society is addicted to share way too much information to everyone via social media, begging the question whether or not online security is a serious issue for random victims anymore.

So, what is media editing? We already defined media as a medium of expression and conveyance, therefore media editing surrounds the concepts on exploring the ways we can express ourselves in different manifestations in both theory and practice. This is including, but is not limited to, the disciplines of creating an engaging picture, a catchy tune, or an immersive piece of cinema. In media editing we find several ways to modify what we have at hands with the intention to provoke a reaction to a person or group of people. This is very interesting to explore now in the era of the Digital Age because we can now create virtually anything that comes to our minds as long as is tangential with the current technological possibilities. We can invent ways to create social awareness inside and outside the online realm, we can find ways to messages in way we never thought of before by deconstructing the very devices we count on every day,

My experiences with media editing have gone through a long time including moments I was not even aware of myself doing it on the first place. I have exploited several creative outputs to express my conditions, bothers, and the manifestation of my imagination as well. In this class I expressed my identity as a Sonoran, gave tribute to some of my creative inspirations, made a rendition to the impacts of the medium of video games, analyzed my online and offline contact networks, invented a set of programs that would satisfy my personal convenience, and even meditated of ways students would be more engaged with the space they interact within every day in campus grounds.

Media editing is a fundamental pillar in the Digital Age, not only because it makes systems, products, and services more attractive to an ever demanding line of consumers, but also because it allows us to create an identity within this virtual existence we have created with our modern technology. Without it we might not have been able to explore the idea of a unique identity in a world of trends and fads. The very invention of the online avatar has started a philosophical and existential revolution of what our custom fingerprint for the world is like. We are able to explore and create new aesthetics, new concepts, and new ideas all around with the help of high-speed mass communication as well. And it also helps us to wonder what is to believe as well. What things are lies created by the people that desire to control us through the mass media devices such as television or tabloids. Deconstructing these methods of editing will improve not only our talents to work in a creative studio, but also boost up the conundrums of our own skepticism to defend ourselves from propaganda and the false illusions of superiority over others many have attempted to display through tyranny and exploitation.

I do firmly believe that media editing is here to stay with us, not only as a tool for our artistic demands, but also help us quench our thirst for answers regarding our position in the world.