

Film and TV (BA Hons)
Ways Of Perceiving (ADAD4019)

Student name: Demi Mitchell
Student Number: 1906418

Tutor: Rob Jones and Ryan Moule

Word Count: 1786 (without bibliography)

***'An exhibition to explore and argue the negative effects
that technology and the modern world has on love.'***

Figure 1- Gone with the wind

Figure 2- West side story

Figure 3- Grease

Figure 4- Ghost

Figure 5- Catfish

Introduction

The following essay will outline a plan of a film festival concerning the topic of love. I will demonstrate a variety of ideas concerning this topic and how I would like them to be exhibited. I will highlight five different romance movies over the decades and take the audience on a journey of love through the years and how our world of modern technology has affected this. I will also include quotes from philosophers who have explored this and a brief overview of each movie alongside an explanation of why I think it is suitable. Furthermore, I will conclude with my argument of the effects that the modern world has on love.

Context

I have chosen the topic love due to having a personal interest in exploring the differences and how it has evolved through time. I believe it is important to be discussed now as the circumstances of the Coronavirus is allowing the world to take a step back and reflect upon our inner thoughts. Some of these thoughts may include how we define love or romance.

To define love from a personal perspective I firstly believe there are many different forms of love which you would feel towards different types of people. For example the love you feel for your mother would be different than the love you would feel for your partner. To address this from a psychological manner there are different terms to define these such as Eros (Romantic Love), Philia (Affectionate Love) and Philautia (Self-Love). Most importantly self-love, as this shapes and defines how we experience any other love through our life. As once said by Buddha *"You yourself, as much as anybody in the entire universe, deserve your love and affection."*

As we are dealing with challenging times due to the coronavirus it can be difficult to experience these kinds of love due to isolating from others. This affecting our romantic or affectionate love thus making it difficult to feel self-love.

Coronavirus has also led most of the world's population to turn to technology in order to proceed with their everyday lives which seemed an easy transaction. This has spiked a realisation of how invested we are in technology and how much we rely on it. People are limiting they face to face contact and increasing their screen time without considering its damages to their mental, physical and social health. This may include texting instead of talking, watching instead of reading and also virtually dating instead of making connections in person which I will discuss further on. I discovered that *"smartphone users currently spend 4 hours and 30 minutes per day on those devices"*, not including other forms of technology such as laptops and gaming consoles. It is a proven fact that technology and social media are negatively impacting peoples mental health and are causing more people to suffer from depression and anxiety as they don't feel the need to socialise thus causing less physical movement; *"people with higher social media use were more than three times as likely to feel socially isolated"*. These factors also affect the way people love as poor mental health will decrease the feeling of self-love then leading to not being able to feel other loves.

My thoughts and ideas of this topic will be presented through a film festival using 5 romantic films from different decades. The venue I have chosen is an abandoned warehouse

typically used for raves and parties. I wanted to use an enclosed, blank, low lit area in order to create a completely new experience for the audience. As I am planning to take the audience on a journey through the decades I will transform each room into a different decade using iconic elements from that decade which represented the technology at the time. I hope that this will make the audience feel that they are stepping into different decades which will help understand the movies thus understanding my argument better. As I am planning to showcase the argument of negative impacts of technology to my audience I will transform the entrance of my venue into a virtual, futuristic theme. This will include the guards at the doors wearing iPads over their faces and only being able to talk to the guests through an app called Siri very similar to a robot as I would like to emphasise that this is our future reality.

Using these techniques will emphasise how love has changed alongside the change of technology and how these are affected each other.



Figure 1- Gone with the Wind

Film one will be *Gone with the Wind*, a classic romantic drama produced in 1939 by director Victor Fleming. The film is centred around a young woman called Scarlett, her battle with love throughout the civil war. We follow Scarlett's journey as she attempts to save her home whilst chasing a man she thought she loved. Tragically ending with Scarlett's realisation that she was chasing the wrong man but was now too late. I have chosen this film as it perfectly represents the gender inequalities in late 1930's as Scarlett is seen as abnormal for having male-like qualities and fighting for her home which is seen as non-ladylike. We also see a pattern of the females chasing for the men's attention which represents how men were seen as the dominant gender at this time and how women needed men.

I will use large light-up billboards with the name of the film and will play the film using an old-fashioned film projector, similar to cinemas from the 1940's.

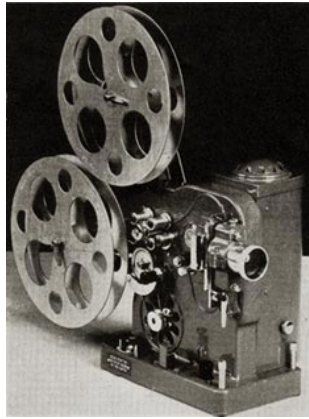


Figure 2- West Side Story

In room two I will show West Side Story, a musical produced in 1961 by directors Jerome Robbins and Robert Wise. centred around a love story of two people from different rivalling gangs. The couple fall in love disregarding their gangs rivalry. The film follows the couple as they try to end the rivalry although ends tragically with the death of the male protagonist. I believe this film is perfect to use as it follows many norms from the time such as street violence and gangs. The film also demonstrates the upcoming of dance and music as we see this from start to finish. I believe this film is a prefect tragic romance as the couple defy their differences for love, even though this ends in death.

I will show the film using an old fashioned computer from the 1960's. I will make sure that the film in shown on low quality from this computer to emphasise change in technology.



Figure 3- Grease

In room three I have decided to use the film Grease, an iconic musical produced in 1978 by director Randal Kleiser. The film follows the love story of a teenage boy called Danny and a girl called Sandy going through their senior year of high school. Throughout the film we see many typical norms from this decade such as women being told who they can and cannot date and Sandy seeing the need to change herself in order to be with Danny. I believe this film perfectly portrays this decade as it demonstrates how iconic dance and song was at this time. Grease is also mainly made up with white actors and actresses which reflect the racial

inequality at this time regardless of the Race Relations Act in 1976 and 1965 and many other previous anti racial laws.

I will use bright neon colours and lights and will showcase the film on multiple arcade game screens. I will also use boom boxes as part of the sound for the film.



Figure 4- Ghost

In room three the audience will watched the film Ghost an iconic romance produced in 1990 by director Jerry Zucker. The tragic heartfelt film follows the heart-breaking love story of a couple in New York. Shortly after Sam and Molly had fallen in love Sam is murdered. As a ghost Sam tries to contact Molly through a psychic medium in order to protect her from his murderer. After he successfully gets through to Molly through the psychic, he successfully protects molly. Finally they are re-united for a short time, before they must say their goodbyes as he proceeds to heaven and the afterlife. I have chosen this film as it demonstrates the violence that occurred in New York City at this time. It also explores the use of psychics which is something that began to be normalised at this time. I believe this film is suitable as it escapes from the traditional love story of boy and girl meet with a happy ending.

This film will be presented via multiple large box tv's all placed next to each other in order to mimic how tv's were set up in stores at this time.



Figure 5- Catfish

The final film the audience will watch is Catfish, a documentary produced in 2010 by directors Ariel Schulman and Henry Joost. The documentary follows a man called Nev Schulman and his love journey with a catfish. The documentary shows a family coming in contact with Nev regarding his photography thus resulting in him becoming a virtual family friend and virtually dating one of the women of the family. We see the virtual journey of their romance before Nev decides to travel to where the woman lived. This resulting in Nev knowing the truth that the woman he thought he was in love was not whom he assumed but actually a catfish. I decide to use this film as the final film as I believe it perfectly demonstrates the negative effect of virtual dating and how misleading it can be. Without meeting people in person we can never know whether they are whom they say. We can also notice the difference in this film compared to ones previously discussed as romance is made from text and pictures rather than from real words or actions. We can also clearly see that this film is from the present decade due to the advanced equipment used.

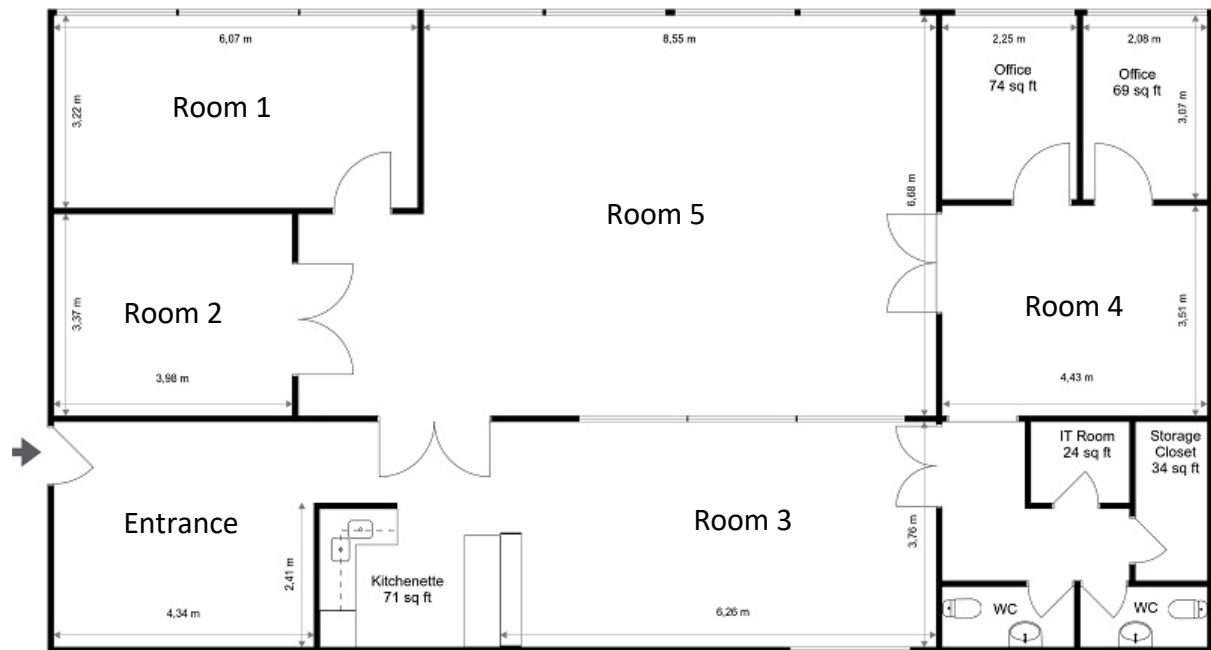
In order to showcase this film I will use a life like 4d film hologram. Although this technology is not typically used in this decade I wanted to use an extreme futuristic form of technology in order to exaggerate how ridiculous technology has become.



After thorough research and discussion I believe that my exhibition would be a perfect in order to demonstrate my argument that technology has negatively impacted love and romance. I have noticed that love from previous decades was more truthful and more passionate in comparison to now.

To conclude, I believe that by experiencing the exhibition, people would become more mindful about love and would attempt to include more traditional ways into romance and dating.

Exhibition floorplans of the warehouse



Bibliography

Context-

-<https://www.psychologytoday.com/gb/blog/hide-and-seek/201606/these-are-the-7-types-love>

-<https://quotes.thefamouspeople.com/gautama-buddha-6362.php>

-<https://www.medicalnewstoday.com/articles/negative-effects-of-technology#psychological-effects>

-<https://www.vox.com/recode/2020/1/6/21048116/tech-companies-time-well-spent-mobile-phone-usage-data>

Figure 1-

-<https://www.cultofmac.com/106956/this-beautiful-new-york-girl-has-four-ipads-for-a-head-video/>

-<https://www.sparknotes.com/lit/gonewith/summary/>

- <https://courses.lumenlearning.com/boundless-ushistory/chapter/social-effects-of-the-war/>

-<http://www.bolexcollector.com/projectors/model-d.html>

-<https://cinemamonolith.wordpress.com/1940-1949/1940s-cinema-miller-check/>

Figure 2-

-<https://www.nationalgangcenter.gov/content/documents/history-of-street-gangs.pdf>

-<https://sites.google.com/site/fromthedesktoyourhand/the-evolution-in-review-a-timeline>

Figure 3-

-<https://www.parliament.uk/about/living-heritage/transformingsociety/private-lives/relationships/collections1/race-relations-act-1965/race-relations-act-1965/>

-<https://www.rediscoverthe80s.com/2018/02/the-80s-arcade-bubble-shooting-games.html>

Figure 4-

-<https://www.nytimes.com/1991/04/23/nyregion/new-york-killings-set-a-record-while-other-crimes-fell-in-1990.html>

-<https://depositphotos.com/216532140/stock-video-old-green-screen-many-old.html>

Figure 5-

-<https://www.medicalnewstoday.com/articles/negative-effects-of-technology>

-<https://www.businessinsider.com/technology-negative-bad-effects-society-2019-8?r=US&IR=T>

-<https://www.goodtherapy.org/blog/3-ways-technology-can-negatively-impact-your-relationships-0919167>

-<https://www.inavateonthenet.net/features/article/the-holograms-revolutionising-videoconferencing>

-<https://www.pinterest.co.uk>

Exhibition floorplans-

-<https://www.roomsketcher.com/real-estate/commercial-floor-plans/>