

Seminar II
Individual Creative Project
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The concept of about five minutes video work is to see TV viewers who expose their feeling, expression, and living style while watching a TV. The intention of making this work is to show various peoples and cultures with special point of view and artistic vision. Viewers in front of each TV screen have different cultural background. Therefore, the program of the TV screen shows different images based on the cultural background of viewers. My intention of this work is What the differences and similarities between peoples who have various cultures and happenings that may take place in front of a TV.

People may reveal various reactions while watching TV, depending on where they are, their cultural background, their age, and/or their physical condition of the day. If we are able to look at those TV watchers showing different reactions, we will be able to grasp more firm understanding of different culture and different way of lives that certainly exist in various style all over the world. Thus, I will attempt to look at the people who are sitting in front of TV and showing different reactions to the scene shown on the TV.

To make this work possible, I assume that TV is a live-being who can show us various of TV programs and, at the same time, look at our reactions which may differ depending on the cultural background of ourselves. So TV, as a live-being, has an eye, called Braun Tube through with which TV can see various lives of people happening in front of the eye of the TV. The happening would be a party, meeting, looks watching TV, or remarkable things that show specific behaviors and viewer's life in a particular manner.

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.

Many programs like drama, show, news, and so on, based on each viewer's own culture, are shown on the TV screen with transparency in the work. For instance, Americans watch English programs, Chinese watch Chinese program, and Korean watch Korean program. Like this, the program of each country represent their own culture. That is why I use programs which have different languages for this work. These programs are main sources to show the specific culture of viewers. These programs on the TV screen have different languages. These are another source to approach the subject of this work. So, you can see the real life of other peoples and TV programs at the same time.

One of the greatest invention of our time is TV. TV is now everywhere so that everyone in the world watches TV everyday to entertain and to get useful information. By watching TV, we are now able to see instantaneously what is going on around the world and to look at another people's lives presented in the form of soap opera, movie and many other TV programs. TV also enables us to experience various cultures existing in the world. We can also witness another people's life through TV. the impacts of TV on our lives have been tremendous since it was invented. We are not able to know how many people are exposed to the influence of TV ,but we know that it has also influenced us for good or bad. A lot of TV programs are produced by broadcasting companies all over the world. I am certain that the contents of TV programs are all different and have

cultural features. Thus, we can say that TV is the most important source of information and entertainment of our time.

For developing the main idea, I will focus on the culture and a style of living. People with different cultural backgrounds, such as American, Chinese, Japanese, Korean etc., may show different reaction to the scene on the TV screen. Korean must bow to the old in the morning of January 1st. Some American have a big party in the same day. Some Korean hold a Christian meeting once a week. They speak their own languages while watching TV. Japanese may have a lot of fun while watching a Japanese program which you may not understand. What's happening in Africa may be felt seriously by the people living in Africa but it's felt seriously by the people living in other countries.

I also use all kinds of personalities to develop the idea. Even people with the same cultural background may express their feelings differently while they are watching TV. Youngsters may feel differently from old people, even though they have the same cultural background. For example, Rock music show may appeal differently to the people according to the age group. You can say the different reactions of each one of family members to the scene shown on the TV here. All people act differently in response of TV programs while watching TV. For example, some dislike a melodrama whereas some like it. Some people may cry while watching the death of an actor on TV, but some people may laugh.

You can see various life styles by a Braun Tube of TV. The Braun Tube of TV is the main object of this work used for a point of view. Through the Braun Tube you see the real life of other peoples who have various nationalities and personalities. The result of showing these two sources at the same time may bring strange feeling to you because you must feel that you have a sight of TV. Therefore, throughout this work, I will try to depict various people having various cultural backgrounds in order to suggest a new vision to you. Aren't you curious how you are going to be looked like? I will show you how you are looked like by having TV watches you.