

## 6<sup>th</sup> CA Creative Work Faculty Showcase 2020 – Relationship

### **Name – Surname**

Dr. Pongpipat Pongton

### **Department**

Public Relations

### **Name / title of the work**

Blur, Blend, Bend, and Blind

### **Size – Technique**

A2 (42x59.4 cm) poster design

### **Short description**

Mass media influences have extraordinarily effect on humanity. Media become a part of human life from awakening to sleep. George Gerbner (1978) claimed that heavy viewers tend to imitate themselves as what they receive from media. The stereotype on media presentation regards to directly affect human reality as receivers desire to be like on media. The fake natural beauty is cultivated and affected on social context and attitude through mass media consumption. This arts work compares and metaphorizes people mindset and thinking as Rubik's Cube which can blur, blend, bend, and blind their own attitude and thought because of heavy media consumption. This metaphorical A2 poster is designed to interpret the cultivation theory and objectification theory of human being by metaphor technique. By studying these theories is indeed for comprehension in the historical and cultural perspectives.

**Creative Work Manuscript**

**1. Creative work name**

Blur, Blend, Bend, and Blind

**2. Name of artist or designer**

Dr. Pongpipat Pongton

**3. Background or significant of the project**

Media influences have extraordinarily effect on humanity. People nowadays spend many hours per day with mass media, as media is a part of their daily lives. According to George Gerbner (1978) claimed that heavy viewers tend to imitate themselves as what they receive from media. The influence goes to such an extent that their world views and individual perceptions start reflecting what they repeatedly receive from media. It, therefore, considered contributing independently to the way people perceive social reality. It offers a plethora of ideas and conceptions on a variety of social and cultural dynamic like gender, race, sexuality, and especially beauty and charm. Over a period of time, a fix image on what receivers receive start to absorb these idea which they then use as a map to navigate through their life. These refer from the dynamic of blurring, blending, and bending concept by George Gerbner. The word blurring mentions to the fusion of traditional distinctions which media will moderately distort the social reality. Blending refers to the emergence of new conceptions into media's cultural mainstream. Then bending means to shifting the mainstream to the institutional interests of the medium and its sponsors. People will later totally agree on what they perceive from media and then blind their own individual idea and value. This phenomenon is called distortion and twisting reality.

**4. Project Objective**

1. To metaphorize the influences of mass media toward way of life.
2. To provide point of view about the social changes.
3. To apply the effect of mass communication with the human reality.

## **5. Concept**

Mass media become a part of human life from awakening to sleep. Most people agreed that the 21<sup>st</sup> century can be called the “golden age of media”, which is definitely true as the world of media influences people in many different ways. The purpose of this design work “Blur, Blend, Bend, and Blind” is to metaphorize the concept of media can influence a number of people on plastic surgery popularity.

Currently in the digital era, people receive information from media more than the past. The mainstream of social reality and value is influenced by media world or augmented reality. The integration includes recognition of human physical appearance, the outward phenotype. People desire to imitate themselves from what they receive. Although every person has his or her own unique beauty, they tend to shift. Consequently, the stereotype on media presentation regards to directly affect human reality as receivers desire to be like on media. The fake natural beauty is cultivated and affected on social context and attitude through mass media consumption. To support this, the cultivation theory together with objectification theory can be explained the motivation that why someone is unhappy with their shape and self-appearance. The media exposure which offer sexual stereotypes are affecting to self-objectification by accumulate the beauty is one of the most crucial value. As a result, people tend to change their physical appearance as what they receive on screen. Nevertheless, these changes characteristic is gradually distorted step by step.

This arts work compares and metaphorizes people mindset and thinking as Rubik’s Cube which can twist all the time. In this case means to blur, blend, bend, and blind their own attitude and thought because of heavy media consumption. When people receive beauty appearance on media, they tend to gradually change themselves as what they always perceive. In fact, each individual has its own natural beauty as present in the various colour of each Rubik block. However, after they consume the same stereotype of beauty culture from mass media they are cultivated and then start to twist themselves to be in the same pattern.

## **6. Process of art or design works**

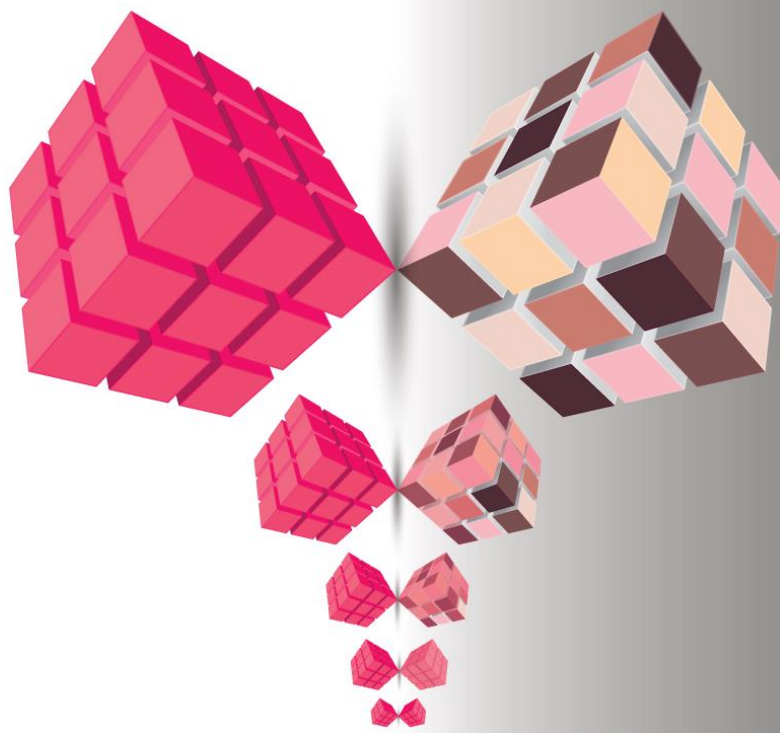
The process starts with the idea of media can change the world and people cultivate from what they receive. The cultivation includes in the root of knowledge, experience, and attitude. It

covers a broad range of social phenomena. The principle suggests that media are responsible for shaping and cultivating people self-conception of social reality. The effect of massive media exposure by audiences over time subtly shapes the awareness of social reality for individuals and ultimately for culture as a whole which can be long-term effects. Reflecting the theory with this arts work suggests that people are symbolized with Rubik's Cube. People are changed, distorted, and twist as blur, blend, bend and later blind self. The example is the popularity of plastic surgery popularity among social phenomena in media era.

### **7. Material and techniques of art or design works**

Metaphorical A2 poster is designed to interpret the cultivation theory and objectification theory of human being by metaphor technique. A metaphor technique is an academic literary technique in which one thing is directly compared to another thing. Hence, metaphors can be used to improve communication which can help to explain a difficult concept by association with a more familiar one.

### **8. Picture of art or design works**



## **9. Knowledge after finished produce art of design work**

Studying theories from the past is indeed very important for comprehension the historical and cultural perspectives. It supports people to understand the evolution of social or why it transformed. It helps a society evolve on its own way. The literature reviews and metaphor in this study play a crucial role in development of domain knowledge. By observing a lack of insights activities, this art work synthesises the information in the literature into summary. Metaphor technique in this design work is significant for creating impact and making memorable. With metaphor technique, it helps people get the idea quickly and efficiently. In addition, it identifies what to communicate, determines essence of the message, and links ideas together.