

# Changing trends in Cinematography and its impacts on audience with special reference to film “Devdas” (1936-2002).

Jagadeeswaran Kesavan

This research paper explores the connection between visual presentations with the help of technological innovation over the period in this field. The visuals with inherent emotions were dealt in rhythm with the help of technical advancements. The contribution of science and technology to this evolutionary visual process is probably the first to come to mind. Visual communication has gone through a fascinating transition over the centuries from paintings to photography, black and white to colour, digital to high definition, 3D to IMAX screens and to new media mobile phone screens.

Visuals communicate more efficiently than any other media, they invoke thought process and attach emotions to the art. Visual techniques in films take an interpretive role as opposed to the cognitive content information composed of the facts about the genre, temporal content structures and spatio-temporal content elements. Jagadeeswaran Kesavan – Email: joggak@gmail.com - Mob :+91 9890959565. !1  
Research Paper presented at International Conference, TMV-Pune. We are interested in obtaining the information about the feelings, emotions,

and moods evoked by images and sounds. In short, it is, how we feel about the content we see and how this informs our understanding of said content.

(Hanjalic).

The film visuals deal with short-term and long-term memory. Analysis of different content elements in the film revealed differential memory performance profiles according to time since encoding. (Furman O, Dorfman N, Hasson U, Davachi L, and Dudai Y 2007)

This research will put some light on how the aesthetics of visual presentation had interlaced with technical innovations and how they complement each other.

Further, we will discuss the “improvements of visuals” presented on screen with technological innovations in film making, largely, the human desire of watching the “real in reel” is close at our hand through new media.

We will also explore the well documented relationships between visuals and emotions and visuals in the expression of cultural aspects in film. Jagadeeswaran Kesavan – Email: joggak@gmail.com - Mob :+91 9890959565. !2

Research Paper presented at International Conference, TMV-Pune. Visuals are created to be a reflections of our society. The human evolution amalgamates biological and cultural change is taken as a given. It has become apparent within scientific

communities that the interaction of brain, body and culture is more reciprocal than was initially thought, we will explore the consequences of evolution and scientific advancement upon visual communication and what the future of film holds. (Jablonka and Lamb, 2005)

It is known that visuals can have a keen effect upon brain activity, long term and short term memory (Frings L, Mader I, and Hüll M 2010)

In addition, the visuals provide an unparalleled and highly rewarding experimentation space for the mind of the individual consumer of the art (Dudai Y 2012)

There were studies primarily concerned with psychology of cinema and the effect of visuals on human thoughts and insight into the habits of younger viewers.(Gibson, Harold J.(Mrs.) and Nahabedian Vaskey (Mrs.)and (UNESCO report-1961)

As the presentation of visuals deals with so many important aspects of human life we feel there is a need for further research on these aspects. In our understanding there is also a scope to find out the correlations between

“visuals – technology – emotions”. Jagadeeswaran Kesavan – Email: joggak@gmail.com - Mob :+91 9890959565. !3

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The research will revolve around and deal in depth with each of the technical advancements in film making process which revealed the concepts of new visual presentations on screen.

The study will try to point out the improvements of visuals which are associated with emotions with help of technological innovations.

The research will study the most important milestones of film making of that period.

During the research we would like to conduct a survey to get the opinion on transition of visual changes from renowned cinematographers, camera and

film manufacturers, film critics, film school students and teachers, film club

members, general public and film lovers of different age groups.

My experience in teaching and analyzing the technical as well as aesthetic

values of visuals over a period of three decades will help in exploring the

topic matter and will lead to significant contributions to the field of film making.

Before coming to an end, it sounds low that there are no evident found on sound recordings which date back to some 40,000 years ago (around 38,000 BCE). On the other hand we have evident of visuals in the form of Jagadeeswaran Kesavan – Email: jog-

gagak@gmail.com - Mob :+91 9890959565. !4

Research Paper presented at International Conference, TMV-Pune. cave paintings of the same period in both Asia and Europe.

(wikipedia.org)<sup>9</sup>.

Hoping that the visuals and sound are going to remain in future, in many forms of meta-data which will reflect human as whole and his planet. So I would like to concentrate and put my sincere efforts to formulate better visuals.

The analysis concluded that all humans experience the world in three dimensions of visuals from birth, and in true colour. Hence the urge to see realistic visuals on screen exists in our hearts. I believe that a cinematic experience that is a realistic depiction of a fantastic scenario is not so far away in digital film production. The research output based on the survey may also help to introduce and advertise new technical gadgets and gear up manufacturing process of the same.

It is my desire to do research that will work towards making better and more realistic films and improving the presentation of art and film for future generations to enjoy.

Proposed 3 Hindi Films for research from 1936 to 2013.

1. Devdas (1936)
2. Devdas (1955)
3. Devdas (2002)

Jagadeeswaran Kesavan – Email: joggagak@gmail.com - Mob :+91

9890959565. !5

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Peter J. Lang, Margaret M. Bradley, and Bruce N. Cuthbert.

Jagadeeswaran Kesavan – Email: joggak@gmail.com - Mob :+91 9890959565. !6

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