The Intellectual Orientations of Modernity & Post-Modernity Cinema; and Their Influence on the Cinematic Image

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Abstract:
Interaction, disassembly, concept dominance, combination of artistic styles, blending of mediums, integration, abstraction, superficiality, diversity, digital, virtual reality, virtual environments and suspicion; these are some of the concepts that have dominated the artistic fields in a short period of time. These concepts resulted in the emergence of various, successive, contradictory and opposite artistic trends. Some of which have confined previous trends in order to redirect the pass of art; and to introduce renewed artistic forms that can fulfill the artist’s desires, achieve his ideas and ideologies; and at the same time initiate changes that may shock the audience; they can either accept or refuse them. The art of cinema has participated, affected and influenced these changes, as after the powerful transformation from modernity to beyond and further; the artists of cinema have had a great role in the expression of these social transformations that have pervaded humans and societies after the industrial revolution. They have loaded the cinematic image with many visual notations in a modernized method, they have also continued to develop, change and introduce new notations, in order to utilize modern tools and technology to express their ideas. Research problem: Image reconstructs concepts in a new form; as due to the development in the art of cinema, visual notations had become the most important tool that the artist can depend on to deliver his message and philosophy. This research studies the visual notations in cinematic images, and how they interpret philosophy in the modernity and beyond cinema. Research objective: To disclose the properties of visual notations in the modernity cinema; as well as its distinguish and difference from the beyond-modernity cinema. Conclusions: Intellectual transformations; on which new artistic trends are based; play a major part in breaking consistency and stereotyping and create changes in their artistic styles. Artistic movements and trends are usually stigmatized of trying to break the rules, but on the contrary; they try to modernize and renew artistic styles in consistent with modern changes. The technological aspect is an important part in the visual construction of cinematic films, the extent of its utilization depends on the artist’s ability to exploit it and interact with its elements. Modern technology used in cinematic films has provided it with a lingual and formation construction that have added a great value to the elements of the cinematic language. Post-modernism viewer has proven to be capable to overcome the technological effect and has demonstrated a rapid ability to adapt and react to it and to cope with its fast movement and high dynamics.

Keywords:
Modernity, Postmodernism, Superficiality, Diversity, Virtual Reality, Dramatic Character.