Chavely Alvarez

Profile of Video and Podcasting

MEDST 255- New Technologies

September 11, 2018

Developing technologies have shaped our world in ways that we would have never imagined. Not only is it influencing the way we do things but our society is also changing the ways and reasons we use certain technologies. One of the most impacting technologies that we have is the video, this technology is used by people of all ages and backgrounds to do things from educating to personal entertainment to collecting memories. Along with podcasting, another technology that is becoming increasingly popular for an array of reasons. These technologies are used everyday without being given much thought, people have integrated them into their lives and use them as a normal forms of communication or ways of receiving information.

The video has been popular and widely used a lot longer than the podcast has been, podcasts are more recently becoming common and a source of news and sharing opinions and ideas. A video is when moving visuals are captured through a camera, they can be played back, paused, edited and distributed through different forms of media. One can use their phone to capture a personal memory and share among friends, a handheld camera to capture thought-out content and post to their social media or professional camera to record rehearsed acts and make movies or educational content. The first ever filmmakers were Auguste and Louis Lumiere. In 1895, these two brothers invented their own camera and projection system and were able to manufacture their own film. They made thousands of short silent films, some in their hometown while others in countries like Spain, Russia and the United States (Grundberg). It wasn’t until 1916 that color arrived to the screen, although technicolor wasn’t the first type of color process to be invented, Kinemacolor was in 1906, it became the “dominant formal”. Then came the “talkie” in 1927, with *The Jazz Singer* being “the first movie with synchronized dialogue” (Epstein), all of this and the birth of TV lead to the development of the digital video. In 1976, JVC introduces the VHS in Japan and stirs up a little competition with Sony’s Betamax but ultimately JVC takes over the US market. A year later they start to release large movie titles on home video, people could now take big movie titles home with them. In 1984, the digital video is invented by the International Telecommunications Union this is now the beginning of the modern video, where Blockbuster then DVDs take over the movie world and continue developing on to streaming movies on Netflix and personal videos on Youtube. So many things that impacted the way we entertained ourselves happened when the digital video was developed.

One of the many uses that videos have on the internet is when it comes to education. Videos have changed the way students are taught, whether it be showing educational videos in the classroom that help visual learners or it be a pre-recorded lesson that students listen to at home. Classroom settings differ greatly from just 15-20 years ago, the advancement of this technology allows students to learn more in a shorter period of time with websites like Khan Academy, Duolingo, Coursera and Webassign. Another use for videos on the internet is for social reasons. People have started making Youtube videos of anything they think others would be interested in watching, including videos of their everyday lives, instructional makeup videos, and random stories. This has become popular among teens and people with a large following have become “social media influencers”, it is these peoples’ official job to make videos on Youtube and put out any sort of content on social media. They get sponsors and paid by Youtube to put out their content, most of them have gathered a fan following and host events where these fans can meet them. A third use for videos on the internet is streaming, there are different types of streaming media the most common being live streaming where one records themselves in real time and others can watch them as they are recording themselves. This was popular among celebrities and became common among anyone with social media as it is now accessible on sites like Facebook and Instagram. Video streaming is also popular on sites like Netflix and HBO where one can stream movies straight to their TV from third party providers. Videos have endless purposes and uses, society has shaped them to be used for whatever they seem fit making it a moldable type of media, unlike many others.

Podcasts on the other hand don’t have the lengthy background that videos have. Compared to the release of the first film in 1895, 2004 seems to be very recent in the new technologies timeline. Adam Curry and Dave Winer were credited for the development of podcasts (“Podcasting Historical Timeline”), the name coming from Ben Hammersley when he combined the words “iPod” and “broadcast” to describe both the ease of use and the comparison to radio broadcasting (“What is a Podcast”). From there podcasts became increasingly popular among people with specific niches, they would create podcasts for those with all types of interests from tech to sports to comedy or advice. Another reason it became so popular was because it is seen as “on demand” radio, whereas actual radio stations aired their shows on a specific time and people had to make sure they knew what time it would air if they wanted to hear it. Podcasts can be searched and listened to at anytime from any place.

One of the uses for these podcasts is to get political ideals out to people with similar views, there are about 50+ podcasts run by former government officials, public figures that have been on news stations and regular people that want to get their word out about the political climate. Anyone looking for any type of opinion will find a podcast that suits them. There are also educational podcasts that focus on a topic and have people with an extensive background in that area talk about a subject. One example being StarTalk, hosted by Neil deGrasse Tyson, an astrophysicist known for his wide knowledge on the universe and his great charisma. The third use for podcasts can be interview shows, where there is a consistent host and a special guest every episode (“6 Popular Podcast Formats”). This type of podcast is among the more popular because different subjects can be discussed with different people. One of the advantages of using podcasts instead of other forms of media for entertainment is that it is at the tip of your fingers whenever you want to listen. You never have to worry about missing a podcast because once they are out they don’t go anywhere. It would be beneficial to see this applied to education and a tool that teachers and professors use to heighten the student’s learning experience.

Works Cited

“6 Popular Podcast Formats: Which One Is Right for You? | Issue 09 | Podcasting for Beginners.” *ConvertKit*, 26 Feb. 2018, convertkit.com/podcast-formats/.

Epstein, Eli. “The Evolution of Video, from Technicolor to Streaming to 4K.” *Mashable*, Mashable, 9 Jan. 2015, mashable.com/2015/01/09/ces-tech-video/#L1JmP3Zz9iqQ.

Grundberg, Andy. New York Times (1923-Current file); Mar 14, 1989; ProQuest Historical Newspapers: The New York Times pg. C17

“Podcasting Historical Timeline.” *International Podcast Day*, internationalpodcastday.com/podcasting-history/.

“What Is a Podcast.” *International Podcast Day*, internationalpodcastday.com/what-is-podcast/.