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Reading Response #1

In the reading “Busting the Tube: A Brief History of Video Art”, a chronicle of video art is documented starting from 1965--when Sony introduced the first portable recording device--to the nineties--where new digital editing software made it easy for people to edit videos at a low price. The reading elaborates that video art first began to gain traction due to the people’s wish to create a form of alternative media. This is due to the fact that at that time, what was shown on television was only what corporate giants and the government wanted people to see. As such, people wanted to challenge mainstream culture and display to the world what was usually hidden in the shadows.

I must say, the point that most resonated with me in the reading is when the author states that video is now a medium that does not belong to one sole entity. Video art is not something that is only utilized in the art world. This medium is also a form of personal expression as well as a method of academic studies amongst other things. The possibilities of video are limitless. It is simply unbelievable how far this new medium has come in such a short span of time.