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When reflecting on my recent experiences with media like movies and television, I personally feel like I've consumed most of that type of content online. Considering I was born in 2000, I was alive to see the popularity of movie theaters dramatically decline. Most of our current generations indulge in online media rather than experiencing the cinematic pleasure of watching a film publicly.

The evolution of technology and the popularity of media streaming has severely damaged the cinema industry as a whole. Tons of people have disregarded the excitement of going to the movies with friends or family, and have switched to online streaming. Streaming is the type of service that allows us to browse multimedia content at the tips of our fingers.

The act of streaming refers to the accessibility and the method of delivery of media, it's not the content itself. Online media streaming has ruined the social experience of movies and television. For decades movies and film have been considered the best entertainment and cultural storytellers. Enjoying cinematic content with people whose company you enjoy, can create a genuine and positive connection.

Sunan Sotang has similar beliefs in regards to this discussion. In her article titled "The Decay of Cinema" (1996) it states " If Cinephilia is dead, then movies are dead too." Cinephilia is the proud and devoted practice of going to the movies. Cinephiles live for the cinematic experience and Sotang uses the group of movie lovers as a prime example for her purpose

Sotang implies that "films are unique, unrepeatable, magic experiences." (1996)

The social experience of going to the movies and having the full cinematic experience is a specific experience that is hard to replicate at home. The Decay of Cinema expresses how Cinema and movie theaters once had its own apostles, like religion.

People used to religiously view movies and indulge in their glory. The entertainment is still existent however, it's just viewed in a different way now. Online media has become increasingly more popular than cinema films, as time goes on. "Cinema was both the book of art and the book of life." (Sotang 1996)

I personally don't think that we are able to achieve the same cinematic experience when watching film or television at home. The social experience that derived from drive-in movie theaters and old time cinemas was an experience like no other. When I was younger, my favorite thing to do with my family was to go to the movies together.

When my friends and I wanted something fun to do, we went to the movies and it was the most entertainment we could ever ask for. As I grew older, me and my family slowly stopped taking trips to the movie theater. I started watching more and more films at home, and that turned into the new ritual. Eventually I stopped watching films and it was strictly because it wasn't fun at home. It wasn't the same.

I am a prime example on why the cinematic experience of the movie theater is exceptionally better than "enjoying" media at home. The social experience of going to the movies created a better social connection within a more positive environment. That's why the best first date for a new couple is the movies.

I haven't been to a movie theater in countless years, and it's because we don't have to anymore with how easily accessible it is online. Streaming services allow us to view a multitude of content and I feel like that ruins the enjoyment aspect of it. The last movie I saw in person was probably one of the first Spiderman movies.

Going to the movies to see the newest Spiderman movie had to be one of the biggest highlights of my childhood. It most definitely wouldn't have been the same if I had that experience at home on my own television screen and couch. This puts into perspective that a lot of younger children will never get to experience the social aspect of going to the movies.

When reflecting on my past media involvement and the time I saw Spiderman in theaters, I can easily say that streaming and the evolution of technology has ruined the fun of experiencing media. Online streaming has easily had the biggest negative impact on the film industry and the cinema production business. The social experience will never be recreated, and Sotangs argument has made me appreciate every trip to the movie theater I have ever taken.

References -

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