New Realities, New Rhythms, other Structures

Laura Herrera Corona
Comunicación y Filología
Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Ciudad de México
México
laherrr@campus.ccm.itesm.mx

Abstract
It is important to analyze the role of screens – computers specially – in the image era we are living, the development of computers as new characters in our every day lives and the intimate relationship established between the user and the multimedia background in front of him.

E-mail, internet, animation programs, image processing and other social-artistic advantages of the computer bring other alternative means of self and world perception. New concepts of time, space, thinking, feeling and sensing permit the user a self identification with a medium that doesn’t judge, that will let him express freely and will permit “reality” manipulation according to the new interactive person’s interests.

We like to DO by ourselves, to modify, to propose; we enjoy expressing ourselves in writing, we love contacting the outside world in a matter of seconds, we like having varied information available via images… All this is offered by new communication technology systems represented and presented on the computer screen (our matte).

References
