From Entertainment Science to Entertainment Studies

Yoichi Nagashima

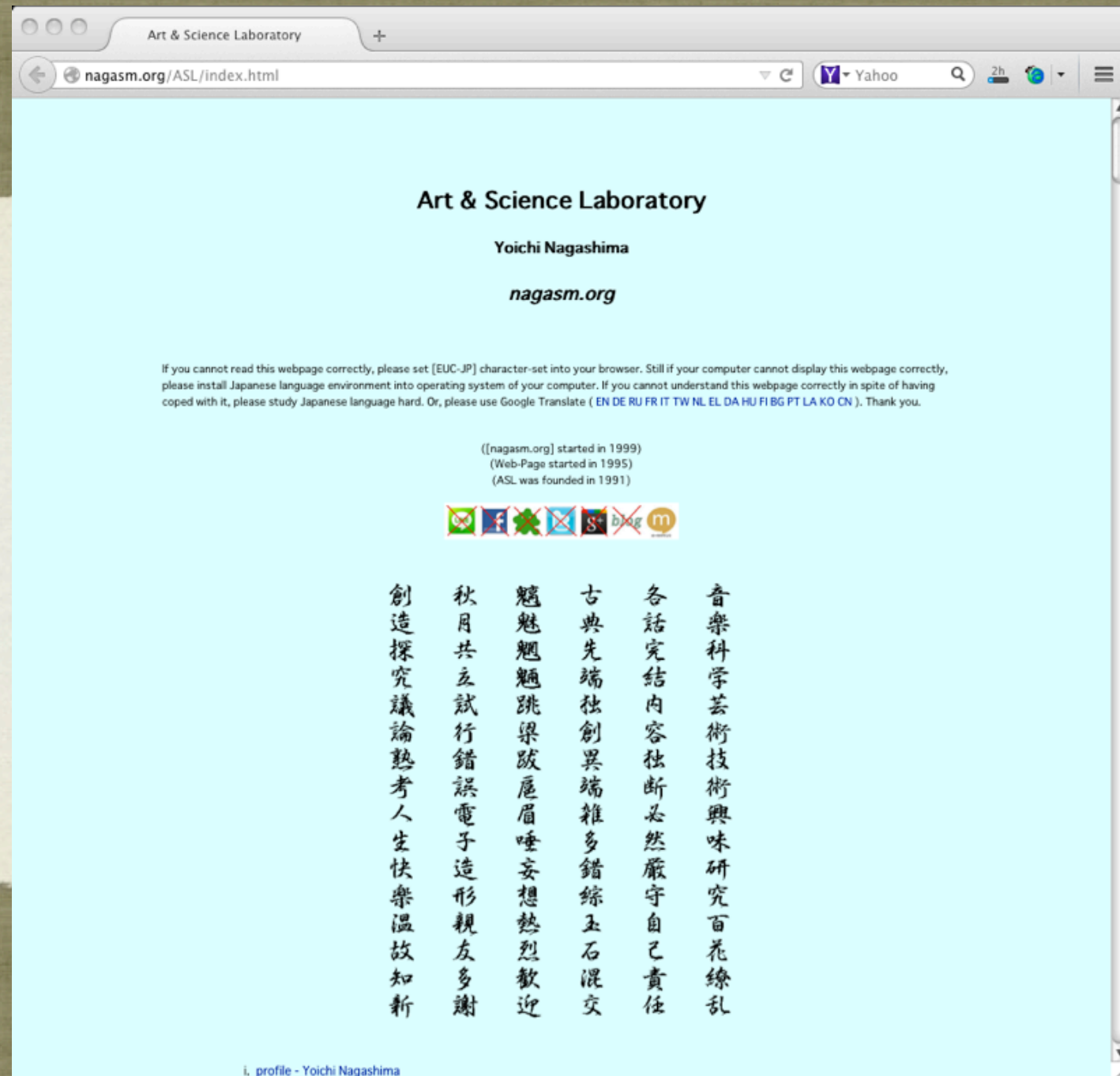### (SUAC/ASL)

(theme of this presentation sheets = "Kyoto")

Introduction

ASL
Art & Science Laboratory

 - since1991

Introduction

ASL

([nagasm.org] started in 1999)
(Web-Page started in 1995)
(ASL was founded in 1991)

Introduction

 ASL - since1991

http://nagasm.org

音楽科学芸術技術興味研究百花繚乱
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創造探究議論熟考人生快楽温故知新

Introduction

The Society of Art and Science
- since2000

Art
&
Science

科学/技術

芸術

メディア
アート
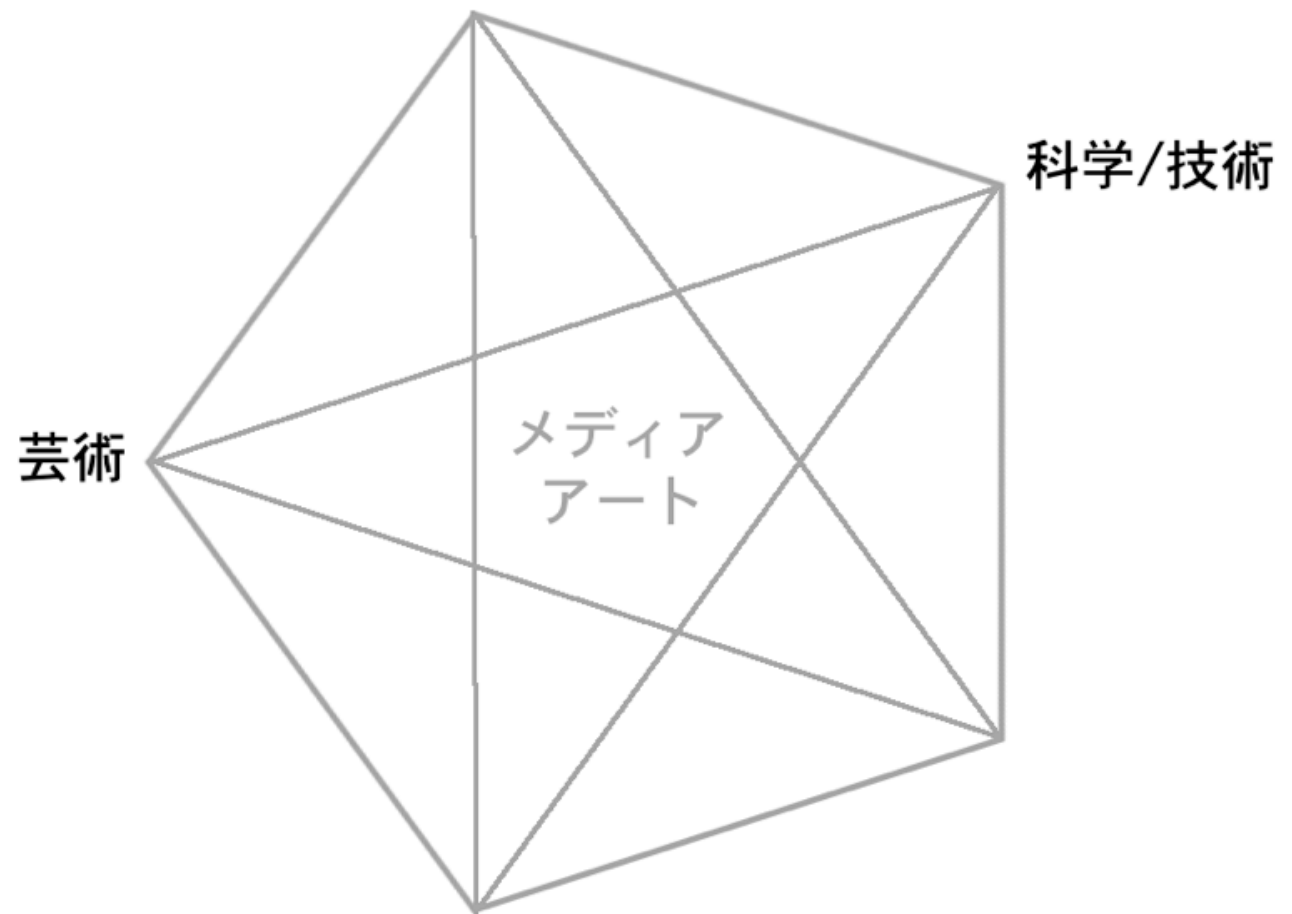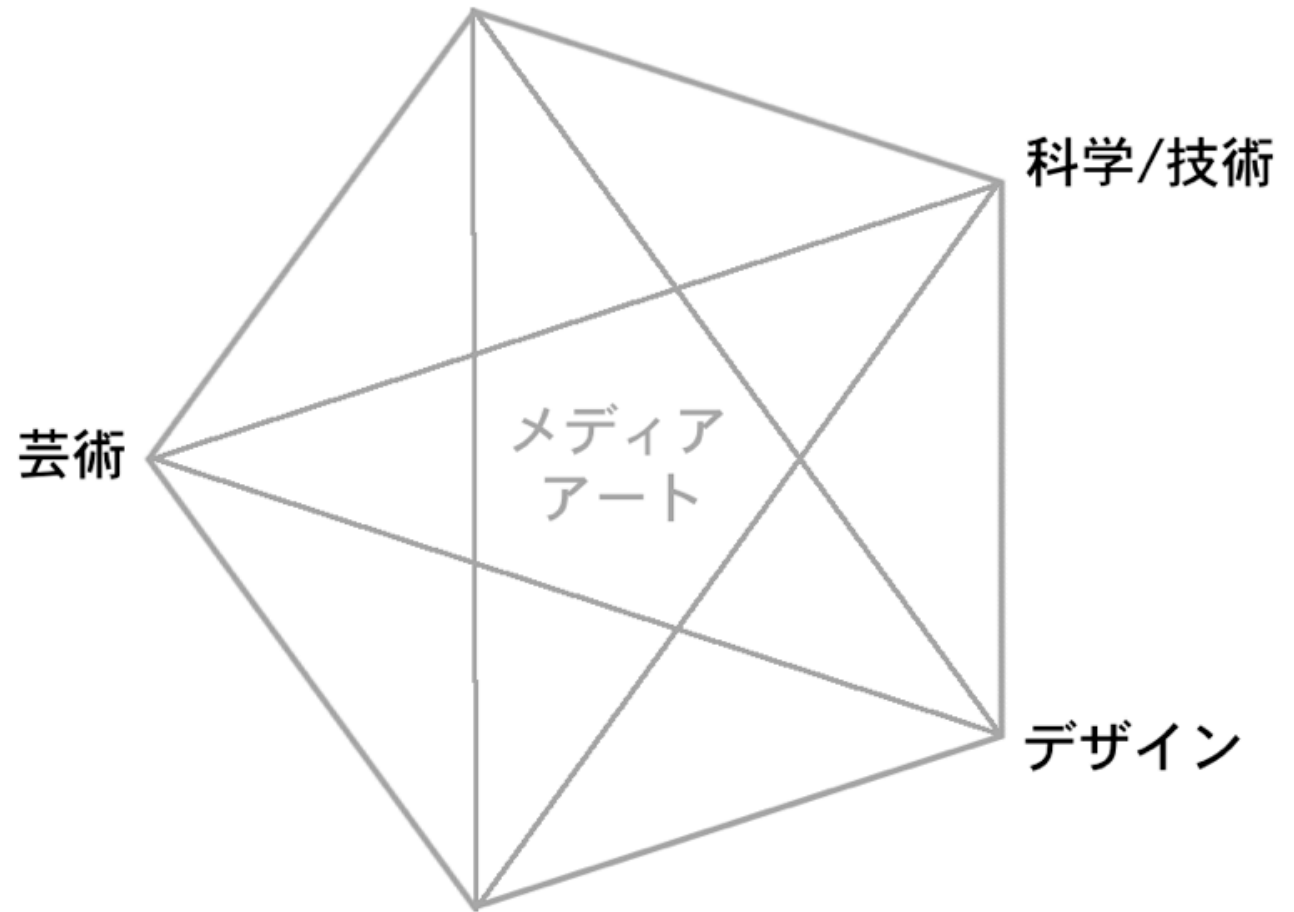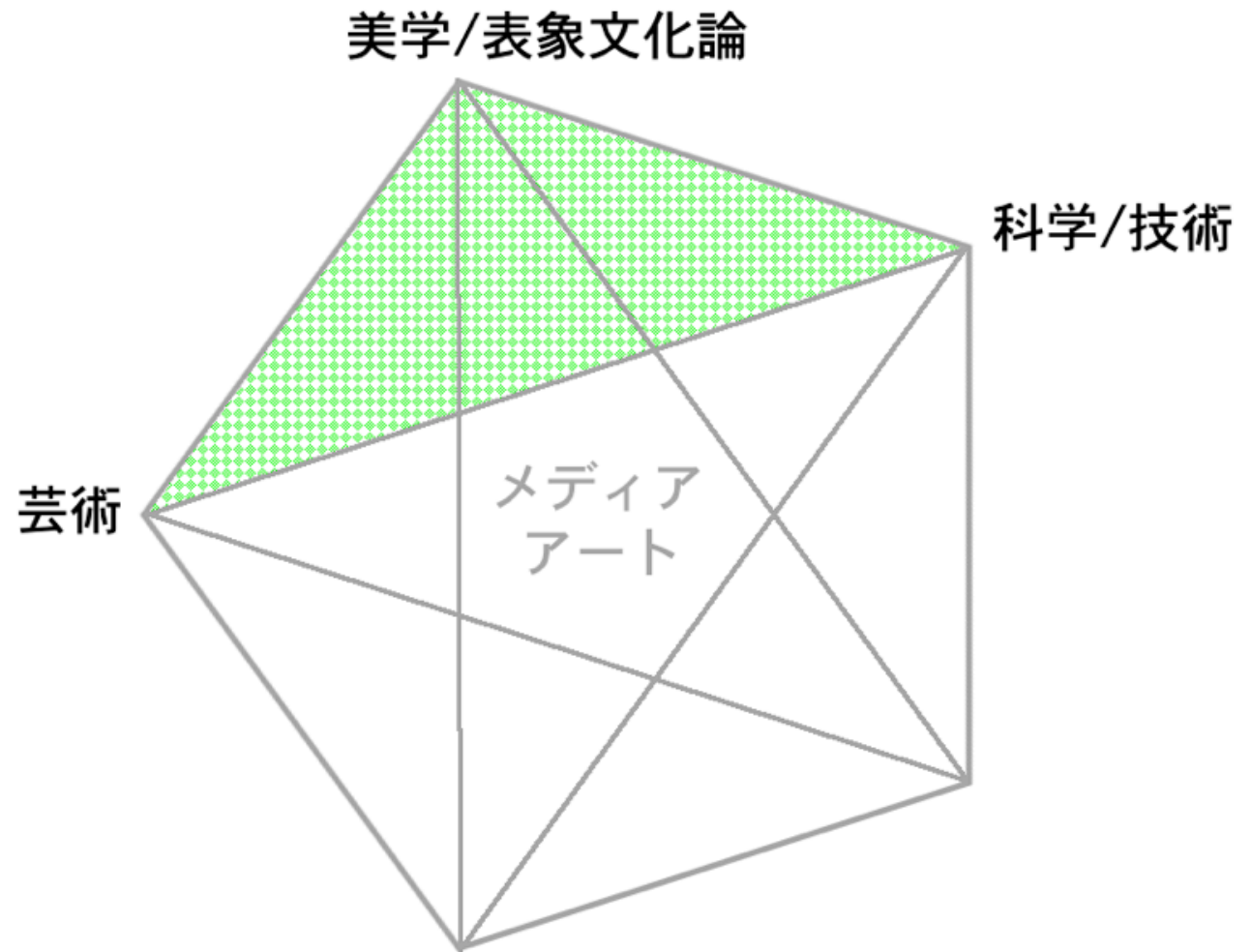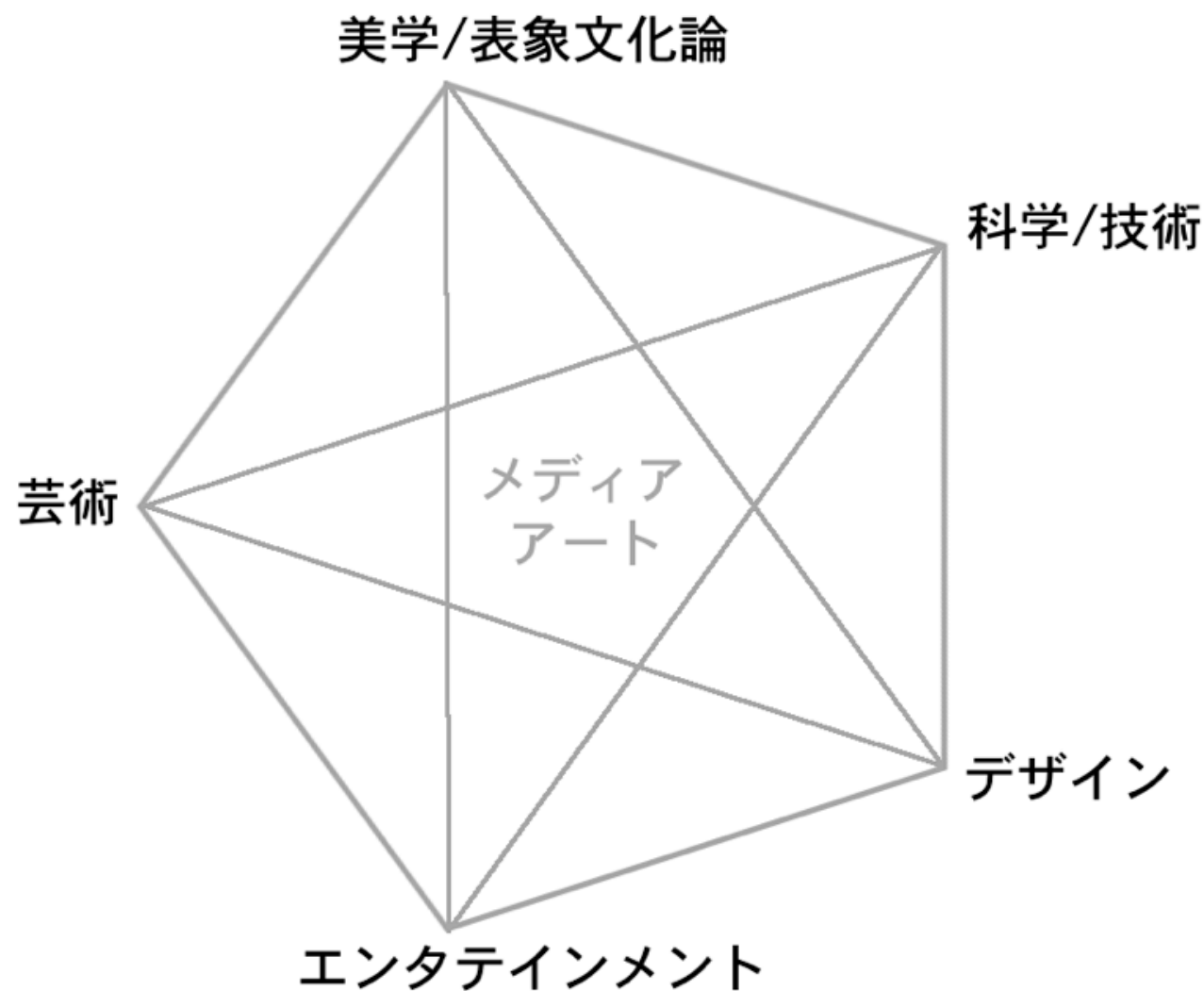
Art
&
Science
&
Design

Art
&
Science
&
Aesthetics

Art
&
Science
&
Aesthetics
&
Design
&
Entertainment

Deconstruction

脱構築

脱構築（だつこうちく、仏: déconstruction、英: deconstruction）は、「静止的な構造を前提とし、それを想起的に発見しうる」というプラトン以来の哲学の伝統的ドグマに対して、「我々自身の哲学の営みそのものが、つねに古い構造を破壊し、新たな構造を生成している」とする、20世紀哲学の全体に及ぶ大きな潮流のこと。

19世紀まで、論理整合性を重視する英米哲学と、主観性や社会性を問題にする独仏哲学は、それぞれ独自に議論を重ねてきたが、この問題に至り、活発に相互参照と議論交流が起こる。

しかしながら、脱構築という思想においては、「脱構築という思想そのものもまた、つねに脱構築され、つねに新たな意味を獲得していく」ということを意味しており、それぞれの哲学者によって、またその発言の機会によって、主張の主眼が異なる。だが、この不定形さを受容することそのものが、脱構築である。

Entertainment

Entertainment

Entertainment is a form of activity that holds the **attention** and **interest** of an audience, or gives **pleasure** and

Entertainment can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention.

Although people's attention is held by different things, because individuals have different preferences in entertainment, most forms are recognizable and

The experience of being entertained has come to be strongly associated with amusement, so that one common understanding of the idea is fun and laughter, although many entertainments have a serious purpose.

The familiar forms of entertainment have the capacity to cross over different media and have demonstrated a seemingly unlimited potential for **creative remix**. This has ensured the continuity and longevity of many themes, images, and

Consumer Generated Media and Media Entertainment

- Latest Report From JAPAN -

Yoichi Nagashima (ASL/SUAC)

Outline

Background - CGM in Japan

GDS Music

FMC3 and Af-Recot's

Physical Computing, Design Entertainment

Jami-Girls' Band

Discussion

Yoichi Nagashima (ASL/SUAC)

Background - CGM in Japan

"NicoNico" - the biggest community in Japan

Yoichi Nagashima (ASL/SUAC)

Background - CGM in Japan
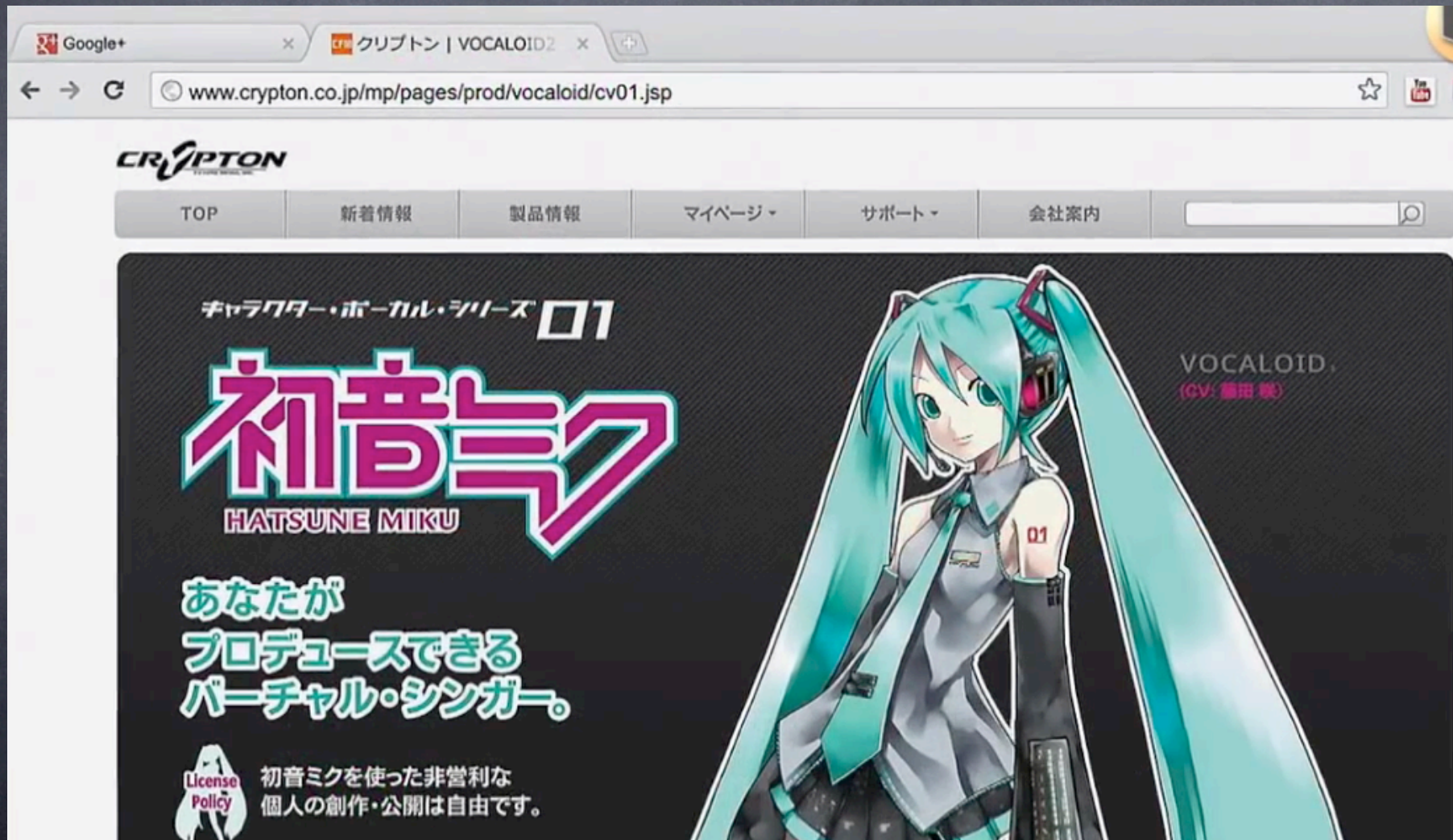
"NicoNico" - the biggest community in Japan

- big video archives like YouTube

- "mad" videos (private modified)

- free tools (collage/arrange/3DCG...)

- collaboration works (amateur)

- live broadcasting (official/private)

- BIG offline meeting (festival)

Consumer Generated Media and Media Entertainment

http://www.youtube.com/watch?v=b6uYGnRx2NE

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Yoichi Nagashima (ASL/SUAC)

Background - CGM in Japan

"NicoNico" - the biggest community in Japan

CGM

Consumer Generated Media

Yoichi Nagashima (ASL/SUAC)

CGM in Japan

- "open source" culture

- "collaboration works" culture

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CGM in Japan

- "open source" culture

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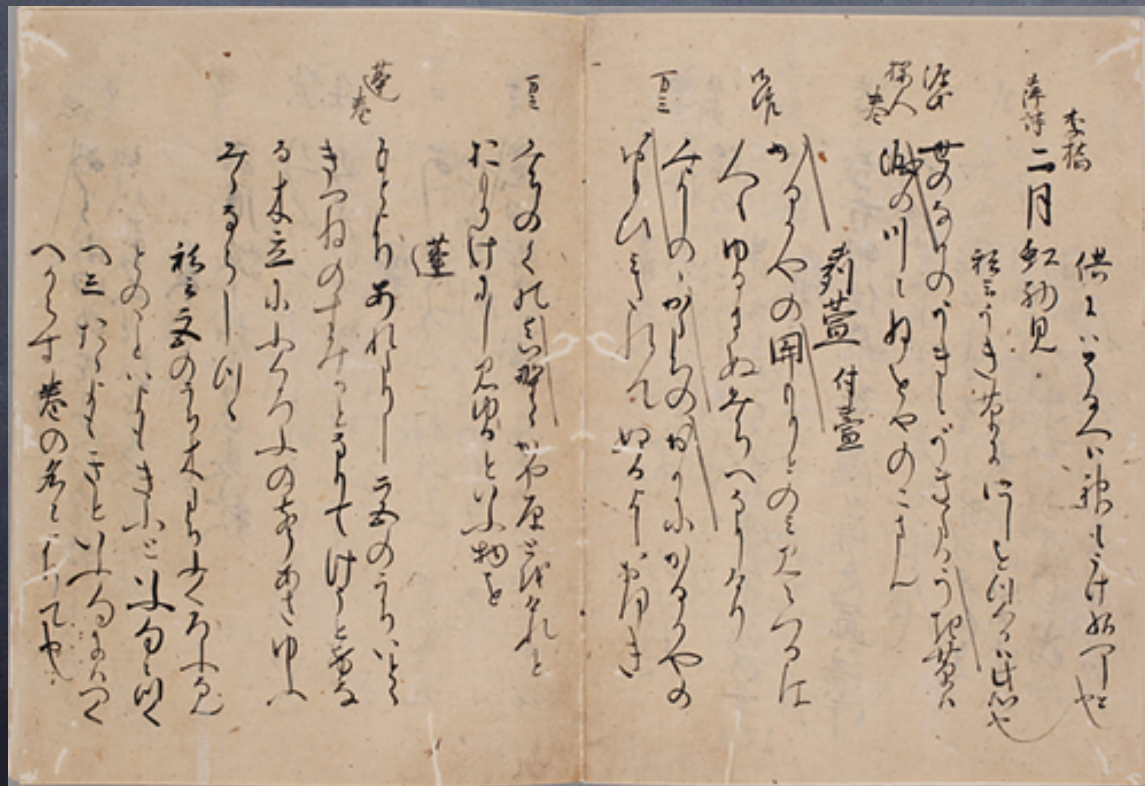
The familiar forms of entertainment have the capacity to cross over different media and have demonstrated a seemingly unlimited potential for **creative remix**. This has ensured the continuity and longevity of many themes, images, and structures.

From Entertainment Science to Entertainment Studies

skip:

1 Psychology and philosophy

2 History
    2.1 Court entertainment
    2.2 Public punishment

3 Children

4 Forms

5 Safety

6 Industry

7 Architecture
    7.1 Architecture for entertainment
    7.2 Architecture as entertainment

skip:

4 Forms
    4.1 Banquets
    4.2 Music
    4.3 Games
    4.4 Reading
    4.5 Comedy
    4.6 Performance
        4.6.1 Storytelling
        4.6.2 Theatre
        4.6.3 Cinema and film
        4.6.4 Dance
        4.6.5 Animals
        4.6.6 Circus
        4.6.7 Magic
        4.6.8 Street performance
        4.6.9 Parades
        4.6.10 Fireworks
    4.7 Sport
    4.8 Fairs, expositions, shopping

NOT skip:

8 Effects of developments in electronic media
   8.1 Globalization
   8.2 Obsolescence
   8.3 Convergence

8.1 Globalization

By the second half of the 20th century, developments in electronic media made possible the delivery of entertainment products to mass audiences across the globe. The technology enabled people to see, hear and participate in all the familiar forms – stories, theatre, music, dance – wherever they live. The rapid development of entertainment technology was assisted by improvements in data storage devices.

8.2 Obsolescence

In combination with products from the entertainment industry, all the traditional forms of entertainment became available personally.

People could not only select an entertainment product such as a piece of music, film or game, they could choose the time and place to use it.

The "proliferation of portable media players and the emphasis on the computer as a site for film consumption" together have significantly changed how audiences encounter films.

8.3 Convergence

By the second decade of the 21st century, analogue recording was being replaced by digital recording and all forms of electronic entertainment began to converge.

The "greater diversity in the ways that signals may be received and packaged for the viewer, via the Internet" also affects entertainment venues.

8.3 Convergence

The possibility and popularity of user-generated content, as distinct from commercial product, creates a "networked audience model that makes programming obsolete". Individuals and corporations use video hosting services to broadcast content that is equally accepted by the public as legitimate entertainment.

Entertainment Computing
↓
Entertainment Science
↓
Entertainment Studies

thank you. (_o_)

Thank You ! (_o_)

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