

## Authority of Image in Internet Space

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### **Abstract**

*Language and letter are represented by a combination of its signifier and signified. All symbols are commonly calling direct attention to people who are living in the physical world. However, in cyberspace, the image takes control once inhabited by the language. Cyberspace with anonymity and deont physical nature has something with physical laws. In this space the statue transcends the imaginary realm. Ideology gives a greater connotation by giving a series of regulation to images floating in cyberspace. Even if various media have the same image, the meaning of the image changes depending on which ideology is used. The impact of this on the public is great. In this study, I discuss the ideology in cyberspace where is supposedly wide open to who visits and spreads all the thoughts without suppression and the human body. The main ideas would be who owns the ideology and what does it want to control and how the people would react to the ideology. This paper would eventually head the prototype that visualizes above ideas. Though the interactive media it will also show the subject in the real world is accept the images floating in the cyberspace without any doubts.*

**Keywords:** *Interactive, Contents, Sigh, Ideology, Cyberspace*

### **1. INTRODUCTION**

The development of computers has created cyberism that includes virtual reality and cyberspace, which is characterized by a change in communication tools [1]. Antonio Negri, an autonomist Marxist, refers to the process of powering the information society mentioned in his books *Abstinence, Antagonism, and Deprivation*. Negri focuses on the ideology that constitutes the relationship network by making a groove coordinate in the field of open space for infinity. What role does the image presented as an ideology play in the process of colonization of a new chapter, which is the symbol of a capitalist group and the law of physics? The image that is floated as a product of systematized ideology is categorized as the image of the newly created image with the opponent authority, and the image which is not rich in ideology is suppressed and lost in cyber space network. I would like to be a passive subject to blindly mediate the image of overflowing in a cyber space with a powerful and powerful system, or to create another one in the Internet space with infinite potential and to create a society

that can perform another alternative function. It is a matter of whether the subject will be restored. Today's individuals share and share cyber space without any choice. In this space, the individual sets the direction of whether to lead to a passive being like reality or to lead a medium where cyber space creates new subjectivity and collective subjectivity. John Steinbeck and Edward Ricketts comment on the Mexican sea life: "Everything we see, record, and build is distorted as if all knowledge is distorted. The first is due to the collective pressure and the temporal flow of our age and race, and the second is the individual tendency of each of us." Our practice of observing what is important in thinking is also strongly influenced by our own mental prejudice and personal experience. So 'observation' is a form of 'thought' and thought is a form of observation. Eventually, the purpose of the observation is to connect sensory experience and intellectual consciousness as closely as possible [2]. The sculptor Beverly Pepper saw that art is in your head and it's a question of how and what you think. Similarly, Szint Kiyorgi says, "Discovery consists of 'looking' at what everybody sees and 'thinking' that no one thinks. 'This observation' is the 'understanding' of sensory processing.

## 2. RELATED WORKS

### 2.1 Research Objectives

Cyber space is technically mediated through network technology and virtual reality technology, enabling social space to communicate information and communicate interactively beyond construction [3]. The possibility of infinite space expansion is reflected in the extension of the real space, which reaches up to the full range of imaginable humanity. Gilles Deleuze and Felix Guattari introduced the concepts of home space and smooth space in the <Thousand Plateau> to understand space and cyberspace in reality. Let's study the literature. In this way, the normal space is a compartment with constant coordinates, and the ideology cyberspace. First, we will examine the process in which language as a means of communication is treated as a symbol in the digital environment through literature research. Secondly, what is the subject of the ideological image of environmental change by the digital revolution and how it dominates the cyberspace network do.

### 2.2 Cyberspace Language

In a space that exerts more influence than reality, we should not lose focus between reason and emotion, between myself and other [4].

With the rapid development of information technology, language has already relied on its function as an image, and its role has become at the center of communication that spans cyberspace, a living right, and a single economic power. The digital revolution of information and communication technologies such as the Internet and mobile phones is accelerating globalization. Therefore, language has undergone many changes through digital.

**Table 1. Ordinary language and cyberspace image**

Digital-mediated language	
Transition from language to image	The spread of computers and the Internet → Unlimited extension of real-time communication system
Ubiquitous environment	Expansion and dissemination of culture base, Interactivity, Immediacy
The power of reality and the power of cyberspace	The emergence of the power of interference of cyberspace to be free from the power structure of the real world
Cyberspace with new possibilities	Identity of cyberspace born as a new subject

### 2.3 Examples and Analysis of Prior Content

Prior to the production of content, we looked at works that interacted with users and digital contents interactively. User - centered works that can feel subjectivity through media are analyzed.

Magnum is a group of free press photographers made up of world-renowned press photographers. Magnum's website, <Magnum in motion>, is a cyber exhibition that publishes general promotions and information as contents but at the same time publishes their works. Visitors can select the artists and subjects they want from the exhibition list. A series of images, images, and sound and text combinations for each work are displayed not only as a photographer of the artist but also as an art. The project has been able to control video such as compressing and streaming video, and can execute video without a separate player such as window media, so that anyone can use the flash technology to appreciate their work [5].

Joshua Davis, a pioneer in arts activities through ActionScript programming in Flash, is drawing attention from experimental work in addition to commercial graphic design activities. He is famous for the artistic initiative associated with computers known as Dynamic Abstraction. His experimental works seem to exist for a small play of writers and audiences rather than for the purpose of a particular theme or message [6].

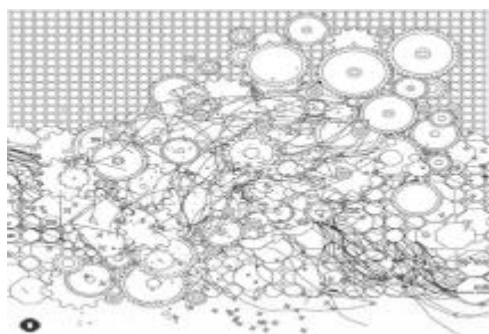


Figure 1. Artwork by Joshua Davis

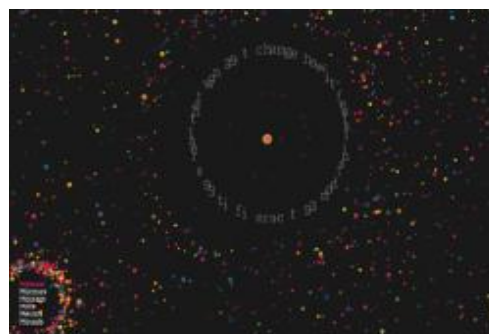


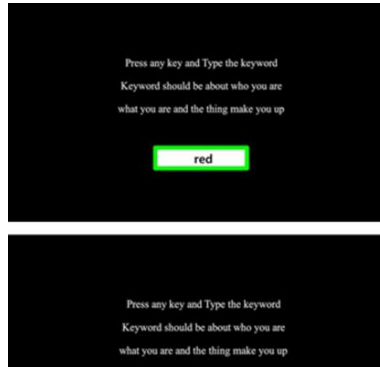
Figure 2. <We Feel Fine> by Jonathan Harris

<We Feel Fine>, produced by artist Jonathan Harris, whose name is known as the Yahoo! Time Capsule project, is interested in the traces left behind by the intentionally created or unconsciously made web, it is a work designed to serve as a bridge to help people explore and understand each other. This work is used to search for content containing “I feel” or “I am feeling” in blog sites. It extracts and uses the emotion state expression and information such as sex, nationality, residence city, weather, date of the blogger [7]. The collected sentences are classified into about 5,000 “emotions” classified in advance and are displayed to the audience in colors according to the tone of emotion. Madness, Murmurs, Montage, Mobs, and Metrics. Each applet shows different statistical numerical diagrams. This process is repeated automatically every 10 minutes and collects about 15,000 to 20,000 pieces of information per day. The blog search technology used in this project is programmed using computer languages such as Java, Perl, MySQL and Apache. It is designed to facilitate interaction with users by taking advantage of flash that can combine images, characters, sounds, images, and movements.

### 2.4 Content Production

Based on the first and second studies, we visualize the process of encapsulating personality as a management system that capitalism controls the entire system by forming and powering an ideology in the cyberspace to be freely controlled. In addition to this, the problem of cyberculture violence which should be controlled freely is diagnosed and the possibility of new resistance to the colonization of power through information technology is suggested. Visualization uses a scripting language that is used within Flash (Flash

3.0) to search for images that are consistent with the vocabulary used in the real world.



**Figure 3. Keyword searching in real-time**

The retrieved image blinks on the display according to the frequency called in cyberspace. As the movement of a searcher named as a web camera increases, the retrieved image increases the number and subdivides and fills the contour of the searcher. As the webcam-recognized searcher, that is, the motion of the subject in the real world, is reflected and as the momentum increases, the image is subdivided and speeds up the differentiation in the order recently called from the search date. This is to visualize the process in which the searcher in the real world, that is, the subject, is blindly immersed in the images provided by cyberspace. Resistance is suppressed by an ideological spectacle, loses its voice, and revitalizes the potential image that has calmed down in the past, revitalizing the alienated subject to the present, and restoring the meaning. This new style of cyberspace resistnace attempts to shift to an opportunity to stimulate the awakening of an occupied subject, which was overlooked in the real world [8].

**Table 2. Process of the Prototype Procedure**

Prototyping	
Escaping Images to the Daily Word in the Search Window	Detecting the language that is commonly used in the real world is converted into cyberspace image
Search terms and images	Available in both Korean and English
Cyberspace energy of reality subject	As the searcher’s motion increases, the number of images to be searched increases.
Cyberspace with new possibilities	Identity of cyberspace born as a new subject

The ‘apple’ image, which is commonly used and defined in the real world, is occasionally caught in the network of images retrieved from the cyber space on the same day, but as shown in the above picture, as the amount of motion of the searcher (meaning a plurality of searchers in the prototype) increases, the frequency is excluded inversely. The symbol formed by the relationship between the sign and the symbol of ‘apple’ in cyberspace does not seem to be valid any more. Steve Jobs, i-phone, i-pad, etc., are used to accelerate the segmentation of images in different media.



**Figure 4. Searched Images Inputting a text 'apple'**

### **2.5 Cyberspace into a New Subject Establishment Space**

Through the content, the image presents a field of image that is different from the language of the physical space occupied by the subject in reality [9]. Just as Jillian Deleuze and Felix Guattari suggest, the original cyberspace began with a smooth space created by economics and politics irrelevant to the realm of all subjects. However, similar to the ever-progressing colonization of real space, cyber space has a similar ideology that has formed a network of relationships. Capitalism ideology is at the center of cyberspace identity, and warns that it is becoming solid as proposed by the prototype, and is taking control over the subject of reality [10].

### **3. CONCLUSION**

As the network society advances, the paradigm of the use of space and time changes, and how the subject that should be free in the networking of computers and communication? The possibility of infinite development and the cyber space derived from it reflect life as much as the physical space occupied by an individual. The possibility of infinite space expansion is reflected in the extension of the real space, which reaches up to the full range of imaginable humanity. I referred to the process of powering the information society mentioned by the autonomist Marxist Antonio Negri. Negri focuses on the ideology that constitutes the relationship network by making a groove coordinate in the field of open space for infinity. What role does the image presented as an ideology play in the process of colonization of a new chapter, which is the symbol of a capitalist group and the las of physics?

The next generation interface due to the expansion of IT technology is proceeding from character system to symbol system. This study seeks the source of the clear semantic difference when the language of symbols and symbols used in the real world is called as the image of cyberspace. Software programmed with Flash Action Script extracts only the images of the vocabulary searched in real time and is projected onto the searchers reflected by the webcam. This is also the subject image of reality that is occupied by unfamiliar images. Based on research, we visualize the process of encroaching personality as a management system in which capitalism controls the entire system by forming ideologies in the cyberspace that should be freely controlled and visualizing them as real-time media prototypes.

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