



Unearthing the State of Media Consciousness and its Effects

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Abstract- The growing emergence of privacy and free-will in today's world comes with its own consequences. The current anchorage of media consciousness and its effective role in dictating ones decision is being discussed effectively. New media has evolved in many areas from mere delegation of information to shaping ones mindset. The progressive role of data collection from its users that eventually put us in a social dilemma is the profit for these networking platforms. Making the users realize that they themselves are mere products to the social platform is the keynote of the paper.

Keywords: Media Consciousness, Sub Consciousness, Capitalism, New Media

I. INTRODUCTION

Human mind is a labyrinth. Decoding the stream of consciousness that flows in one's mind might be toilsome but to install images in one's thought process is something facile. And that is what mentalists do, but such mind games are also resources to trick curious human minds. With mushrooming media platforms along with a constant quest for the establishment of a utopian society, knowingly or unknowingly our species are forced to play with our own stages of consciousness and thereby permitting a capitalist external world to install a completely different dimension of opinions into our minds, which is far-flung from our freewill. When external factors fertilize this process, the possibility of a more robotic society is not far-off. The shores of choices of an individual are something unique and it defines the individuals personality. But with the emergence of a new media-led world, our choices are not our own anymore. It is an amalgamation of what we see and what we think, but most importantly what they want us to see. Therefore, throughout the paper, we specifically concentrate on the current footing of Media Consciousness and its role in changing the society.

II. UNDERSTANDING MEDIA CONSCIOUSNESS

According to Hans Mgnus Enzensbeger, who formulated the word the consciousness industry, the mind industry is not concerned with any specific production rather, it again sustains the order of command on men by men. Human mind is propagated as a communal effect where various external institutions and mechanisms are involved in the process. According to the concept of neuroplasticity, human brain has the efficiency to be rewired through repeated activity at any phase of life. Hence for schizophrenic patients and even for cases of acute brain damage, repetitive brain exercises are authorized. Just like a small child who adapts to a new world by learning a new language and pass over its initial communicating instincts, our brain keeps on rewiring at different stages of life and reprograms it to think in new ways which replace the old ones. With the introduction of new media, for example our ability to remember or memorize numerals decreased as we completely rely on mobile phones to save contacts and use calculators for doing math. Similarly, with the introduction of toothpaste people who once used salt and charcoal was obligated to use toothpaste as the older was considered as unhygienic and less medicinal. But in these present days what people search in toothpaste is nothing but salt and charcoal as advertisements and new media showcases the importance of salt and charcoal in cleaning tooth.

III. UNDERSTANDING THE STATE OF CONSCIOUSNESS

The human consciousness is a combination of three elements. Further classified into matter, energy and information. These components shape the structure of the human mind. Reconnecting these components in real life can give a better vision on the subject of reality and consciousness. Taking the miniature version of a matter for instance like that of an ant, opens up to the reality we are exposed today. The movement of the ant is a combination of matter and information. In addition to a great deal of seclusion, we see the same ant in a three-dimensional stature. Whereas when the ant moves in a straight line, we witness one-dimensional movement (1D) as x-axis is the only criterion fulfilled. On the contrary, if the ant decides to loco mote in a circular direction, the criteria of utilizing both the x and the y-axis is fulfilled. This in turn helps our mind to see the object in a two-dimensional (2D) motion. As the dimensions increase, a three-dimensional (3D) area would have to satisfy all the three axes (x, y, and z) like that of a flying insect. A four dimensional reality can be viewed if t (time) along with the three axis (x, y, z) are conjured together provided space and time is crossing. Similarly, there are numerous dimensions that are still under studies to teleport time and energy. Hence the human state of consciousness is dependent on mass, energy, and information. In reality, the state of being awake is far away. It is here where; the state of consciousness plays its part by inviting the pre-consciousness that are majorly influenced by the social backgrounds and networking platforms.

Keeping in mind that one's state of consciousness is different to that of others is the base line of any generalization. Spotting a monkey or an ape might bring in joy or a feeling of nostalgia, whereas to some the same object shall link in with the latest discovery in Primatology. In conclusion, we all bear different states of mind at any given point of time. To judge that we all have the same consciousness that can be put under a vague category. However, according to the readings of the biological replay- the human consciousness can either be in any one of the stages- namely sleeping or waking stage. These stages are capable of expressing unconsciously fed data in the pre-consciousness stage.

In John OKeefes experiment, the Nobel Prize Winner observed a rodent's movement that was read by several Neural Networks. The research conducted came to a conclusion that a mere living organism could be easily predicted. This threw light on to the matter whether the human consciousness could be predicted as well? Like the mechanisms of the Bitcoin world where every data put out is intertwined with each other, unable to change the once fed data that is basically indestructible. The emergence of AI (Augmented Reality) and VR (Virtual Reality) acts as neural networks on the human minds that extract our conscious behaviour. In no time, these predictions can play a psychological toll on the human minds.

IV. ROLE OF MEDIA IN DECIDING ONE'S STATE OF CONSCIOUSNESS

To know how media plays an important role in the process of decision making one must learn about Free Will. It is not a born gift one acquires; rather it is developed via various connectednesses that surround an individual. With the initiative of Platform Capitalism in today's fast paced business world, every user-friendly technology like that of, Uber, Facebook, Amazon and many more provide a user-needed position in the platform. This is the common line that connects the user to the producer as suggested by Nick Srnicek. Hence the space between the two acts as an umbrella for Infrastructure and Intermediary purposes.

The urgency to create a utopian lifestyle for the users is the aim of Platform Capitalism. As they give free user login to every customer of theirs, the human consciousness is not accepting the fact that we are unknowingly giving permission to store the predictions of a basic human mind. Here, the algorithms come into play and construct a perfect plan to trap our minds with our likes and dislikes. Unconsciously one starts to believe that anything free of cost cannot harm anyone and which indeed gets manipulated by these platforms. On the contrary, we are turned into products to these platforms by merely using them on our phones. The culture of scrolling has led us to Platform-Capitalism where capitalists like Uber shows an increased number of cabs around us and thus making the human consciousness believe in the proliferation of such platforms. By being a part of the same, data like the attention span, scrolling speed, noticed advertisements, ready leads and the rest are acquired and are further used by the capitalists for their growth. We have far past the post-modern era and are now witnessing the digital economy. In this digital economy, data is stored using cloud computing and rented out digital spaces. This trend of monopolizing human data to create a brand mushrooms Cross Subsidization.

V. CAPITALISM FINDING NEW SHORES

In an economy, every event, idea or principle keeps evolving. There is a tendency against the Capitalism runs a span of time as described by the experimentation of Andre Alves Body at Rest. As suggested by

Yann Moulierboutang, there is a transformation in the state of capitalism; from being a Mercantile Capitalist to Industrial Capitalism and finally to a Cognitive Capitalism. John OKeefes experiment on the rodents suggests that a small occurrence in the case of the rodents can predict their next move that is sent from the hippocampus. The new media development can acquire greater predictions from the human mind and use the data for welcoming new age Capitalism.

Simon Dennys exhibition MINE is the smallest example of how vulnerable the human consciousness is. With every click on the website, we discover our tendency to buy the museum tickets. Here, the sub conscious mind alerts our consciousness to buy it.

VI. OBSERVING HUMAN MIND AND UNDERSTANDING VIRTUAL REALITY (VR)

Human consciousness is the continuous result of imagination, creation, and content. However, to intimidate and observe the present state of consciousness one must travel against the existing state of mind. Ideally, we are present in the third- dimension of mind where airplanes that fly and buildings that stand tall are seen. To say that one might also experience the forth-dimension where teleporting along with the relativity of time exists might sound vague. In fact, to really unearth the human consciousness, one should begin to evolve from the primitive stage through all the socio-cultural evolution taken place to finally reach the present stage of human consciousness. In this way, further dimensions of the human mind can be discovered including time travel and teleporting.

Simon Denny redefined the Augmented Reality consciousness to work with a device in the hand like an eye, this definitely threw light to the new media consciousness that our age is going to witness. Reality is enhanced and carried on to the hippocampus as suggested by John OKeefe in his research methods. Likewise, Jonathan Crary suggests that sleep can fragmentize from the age old notion of cutting down the sleep from a solid eight hours to a six. Similar studies have mushroomed on how to keep soldiers awake like that of the migrating birds. Hence we find ourselves from these examples that the very idea of being conscious is not being realized. Virtual Reality (VR) therefore, puts us in a situation and convinces us that, the particular scenario is ones reality. If a simple gadget could dupe our own consciousness, one can imagine the horizon our consciousness can expand to.

VII. MEDIA GLOBALISATION AND THE BIG BROTHER PHENOMENON

As Herbert Schiller suggests, emerging Media Imperialism and Cultural Homogenization has reached to a higher level domination of American mass-media industry, especially after the post-war era and has evolved in such a way that the contemporary global media is highly drawn by a small number of powerful American- media conglomerates. The Big Brother television series has evolved as a brand and a multimedia phenomenon, owned by Endemol Entertainment, a European-based multinational television production company, is a perfect example to showcase the mighty sketch of media globalization. The show is famous for its global acclaim and has over 200 million audiences over the world. The show is transnational and has sold out to various spots over the globe.

The rules and regulations of the show is a major talk-about throughout the world. The fact that all the participants of the television series are celebrity figures has great possibilities to influence the audience and their day to day life. In the show, all the participants are obligated to use daily essentials that are provided by the producer, who in turn decides the brands of the products supplied to them. This is a new method of advertisement by playing with the consciousness of the spectators, by implanting an idea in their mind that these are the real brands that the celebrities use. This would definitely create an impression about the brand in the unconscious level of the spectators in such a way that they would prefer to choose those brands used by their role models.

VIII. 21ST CENTURY SOCIAL MEDIA AS PORTRAYED BY THE 1973 ZIMBARDO ASYLUM

The aim of the experiment was to investigate the inclination of the set-up jailbirds in a role-play exercise. Much to the contrary, the prisoners who were paid 15\$ per day to become a part of the experiment went insane towards the end. However, the 1973 experiment can be seen as one of the vital contributions of its time. The experiment showcases the dependency of the human behaviour that makes us a subordinate to an unknown medium when exposed continuously. The supremacy of social media and technology can be keenly compared to that of the 1973 experiment.

The prison that welcomed 21 male volunteers who were mentally and physically fit and after few days was chose to live the role given by the mock prison. Similarly, with the entrance to the social media platforms people of all ages unknowingly gets involved in the process of restructuring their

consciousness. Like the Zimbardo Prison Experiment, our minds are exposed to what we are made to think. Every website approves ones privacy under certain loopholes. The issue lies in 'where exactly is the line of privacy?' This grey area should be acknowledged, as the mechanism of the platform works too well. The attention span of a person indulged in social media is relatively lesser than that of a person who read books. The constant scrolling on our phones have made it easier for these platforms to readily parcel faster techniques in order to get ourselves locked up in their trial prison. The mock prisoners subconsciously got into their roles and started emitting symptoms of early depression (Keeping the fact that these volunteers were completely stable at the time of selection). Similarly, a study held at Washington by Jean M. Twenge, concludes that the Age of anxiety has begun substantially since 1980s. The thin thread that connects the Zimbardo Prison Research and the 'change in anxiety and neuroticism' is that, today's children show more anxiety than that of child-psychiatric patients in the 1950s. Less social connectivity and threats from the environment leads a child to anxiety followed by depression. With the need to connect socially that started to decline approximately during the 1990s, it is suggested that the age of anxiety shall continue until there is an increase in social connectedness. The 1973 experiment did not complete its course of time as the mock prisoners were sent back gradually due to the loss of sanity. It has reached a point where the reality we live in is described by the platforms we use. The umpteen possibility of technology is glorious, but at the same time it is dehumanizing us in ways our consciousness fails to comprehend.

IX. NEW MEDIA AND REVERSE PSYCHOLOGY

The contemporary world in the light of COVID19 has enough time to empower the shores of knowledge both technically and ethically. Online platform users are increasing on a day to day basis and along with which socially relevant issues are showcased under the limelight to pave path for further changes and thereby evolving more culture neutral society. Issues like racism have been taken into another level where movements like Black lives matter has got a global acclaim. The role of broadcasting media in the same is inexorable, but on the other hand fake target rating point (TRP) scam is not rare. Recently, many renowned brands came forward against such scams in India. Brands like Parle, Bajaj and many others have stopped giving advertisements to those news channels that broadcast toxic news. This act was highly appreciated by many all over social media. On a deeper level of understanding, this is a kind of reverse psychology employed by these companies to promote their products into the unconscious state of the consumers, advertising their brand without actually employing advertisements. A customer who goes to the market will unconsciously take products of such brands on the basis of an ethical ground. Negative publicity is another method put into effect by various brands to implant their images in the unconscious level of consumers.

X. NEW MEDIA AND PRIVACY

With the introduction of new media, the term privacy has shrunk to its core. Nobody is safe as we believe; the things that we consider private are not private anymore. Even Mark Zuckerberg covers his web camera and microphone with a tape, which was accidentally revealed to the world through a photo that he shared on one of his Facebook posts. With each app installed to our devices we are permitting them to indulge into our privacy. We are not even bothered about where these data that we provide goes to. Our personal data might be misused in the world of dark web or somewhere worse. According to a Deloitte survey among Americans, almost 91% of people consent to legal terms and conditions even without giving a glance. According to businessinsider.com, a research was conducted by Jonathan Obar at York University in Toronto and Anne Oeldorf-Hirsch at the University of Connecticut on getting an approximate idea of how far consumers could be conned into going. They started the study by creating a fake networking site called Name Drop. The terms and services of the same included unethical terms like users should give up their first born child as payment and many more. Surprisingly, an alarming rate of 98% of participants agreed to the terms. This experiment indeed is enough to understand how careless are the modern era in securing their private life. Along with many innovations in the field of technology it is of no wonder that we have dug the grave of our own. The golden ratio of our face is not a secret anymore with the invention of face locks. We are not even aware of the possibilities of our facial ratios getting manipulated and even replicas of our face can be created.

10.1 The Reality behind What We See

At this point, our interests and desires are no longer ours but are the results of what the corporate wants us to see. Many applications downloaded in one's mobile phone has access to our microphones and will constantly record all the insider facts and individual interests we keep with them, and remember

catchphrases whenever we search and the next time when we search for something, images related to our mood will spring up. For example, if a person is going through a severe breakup, once in a while that individual will specify it in their words, and later when the person surfs through social media he/she will definitely see quotes related to the particular situation. Similarly the advertisements that pop up on the screen while watching a YouTube video are different to each individual in such a way that it appears according to the interest of the owner of the gadget. While unearthing the current status of media consciousness, it is understandable that capitalist world has already installed images that control our desires. The invention of Brain Gates adds more confetti to the fact that brain chip installed human era is not far-off.

XI. CONCLUSION

The introduction of new media has resulted in the blooming of new technologies like Block chain currency, cloud computing and many more. In the new world, we have entered into a stage of consciousness where an inclination to applaud the monopolistic behaviour and cross subsidisation exists. This may further thrive and persuade to control the data and activities of our brain as the interposition of the new digital era that comprises super modern technologies boosts the process. The only period that can be changed is the future; science and neurology have bestowed our conscious mind a whole new skyline. Just like how human beings experiment on animals, cyborgs have started to experiment on humans under the cover of transition and advancement. It is high time to accept the fact that change is permanent and irrevocable, but on the other hand one should be conscious about the world and stop being the puppet of a capitalist society. Gone are the days where one's consciousness was the product of a natural process.

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