

The technological development of the television image and its artistic role in the media message presented

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In recent years, the world has witnessed a huge concern with the technological development of television production, which represents a fundamental tool in the development of the visual media system, in addition to the viewer who has become one of the most important variables in this context between technology and television creativity in its various forms and types. This technological development has brought about great and dramatic transformations in television media practice in accordance with trends and ideologies that always serve specific objectives for different organizations and media systems through precise technological techniques and methods for image formation Which led to many fundamental changes in the executive methods of the television image as one of the most important means of the visual media system and how it is received by the viewer, Which led to the creation of new horizons in the world of media creativity on both sides of intellectuality and technique. It has managed to affect the methods of production of the media system constituent of the visual discourse in general and its different types.

The research will discuss the evolution of the TV production technology and its latest developments, and how far the different multiple aspects of its systems , devices and multiple potential have evolved to be able to catch up with the creative intellectual aspect of the creators of the media content of the visual image in general and television in particular, and also consider how far is the role that played by this technological development to rouse the media message presented.