

## **Modern technology for the video image industry and its role in social media**

**Assist. Prof. Dr. Ahmed Abdel Azem Mahmoud**

**Assistant Professor, Department of Photography, cinema and Television**

**Faculty of Applied Arts - October 6 University**

[ahmedabdelazem.art@o6u.edu.eg](mailto:ahmedabdelazem.art@o6u.edu.eg)

### **Abstract:**

Digital technologies have advanced faster than any innovation, reaching more than half of the developing world's population in just two decades and transforming societies beyond imagination. By enhancing connectivity, electronic communication, and access to commercial and public services, Technology represents a major factor in achieving equality and progress. The interrelationship between digital technology, communications, stable production and leads to the creation of a physical electronic environment that requires a comprehensive rethinking of how resources and manufacturing techniques are used in the digital revolution, which will make the impact of digital technology in every industry capable of production More quickly, effectively, efficiently and safely, and one of the areas that has been greatly affected by modern digital technology is the digital video, whose percentage has increased in various media and multiple social networking sites, which have become linking nearly half of the world's population as a whole, and it enables people to make their voices heard and talk to people around the world in real time, Digital technology has brought about a tremendous change in the nature of many things including the digital video industry in all its stages, starting with cameras, whether at the professional level, or smart phone cameras, imaging devices, broadcasting operations and TV screens, which have become offering several options and with this great progress One of the important problems in the video image industry is noise or which appears in most stages of the image industry, which must be addressed as much as possible.

### **Keywords:**

digital technology, digital cameras , digital video , robotic internet of things

### **Introduction**

Digital technologies have advanced faster than any innovation in our modern history, reaching more than half the population of the developing world in less than two decades, and have transformed societies beyond imagination. By enhancing electronic communication and access to commercial and public services, technology can be a factor. The interconnection between digital technology, communication, robotics and digital reality leads to the creation of an electronic-physical environment that requires a comprehensive rethinking of how resources and manufacturing techniques are used in the digital revolution and the virtual age, which will make the impact of digital technology in every industry capable of production processes with greater speed, effectiveness and mastery. One of the areas that has been greatly affected by modern digital technology is the digital video image industry, which has increased its proportion in various media and social networking sites, which now connects about half of the entire world's population and enables people to see them, hear their voices, and talk to people all over the

world in real time. Digital technology has brought about a tremendous change in the nature of many things around us, including the digital video industry, which is what the presented study will address.

### **Research problem :**

- 1- The problem of the research lies in how to adapt modern digital technological development in devices and methods for creating video images to obtain the best possible image on the artistic and technical aspects and to study the extent of the impact of technology on society.
- 2- How to develop a mechanism that works to improve the video image industry, especially after the spread of various social media means.

### **Research questions:**

- 1- What are the main examples of digital technology applications in general and for the video industry in particular?
- 2- Can smartphone camera technology compete with professional video cameras?
- 3- What is modern digital technology in the means of displaying video images, and what are the considerations we follow when choosing it?
- 4- How can one choose the appropriate television display screen in light of the advanced technological development in these devices?
- 5- What is meant by noise video, what are its types, and the extent of its impact on video image production?
- 6- To what extent has modern digital technology affected the methods of making digital video?

research importance :

The importance of the research is due to the attempt to advance the digital video image industry through various digital media and platforms and to lay the artistic and technical foundations and standards to increase cultural and social awareness of the importance of the video image in different societies.

### **Search goal:**

The research aims to identify new digital technology in methods, cameras, and devices for creating video images at both the professional and amateur levels and the extent of its impact on video image making, especially after the development and spread of various social media means.

### **Research Methodology :**

The research follows the descriptive and analytical approach based on defining, describing and explaining modern digital devices and technology for creating digital video images in its various forms.

### **Research Results :**

- 1- Digital technology has intervened in many fields, such as websites, finance, digital currency, blogs, digital music, various means of communication and communication, robotics, artificial intelligence, cameras, and other fields, of which digital technology has become an essential and indispensable part.

- 2- Modern smartphone camera technology has been able to compete strongly in the field of the digital video industry.
- 3- As a result of the technological development in the manufacture of television display screens, there are many choices and they are not limited to the type only, but there are the shape, the technology used, the degree of quality, the refresh rate, and special features.
- 4- Before purchasing a television display screen, some considerations must be determined, namely the quality of the content that will be displayed, the possibility of connecting to the Internet, and the extent of its use in various means of entertainment and games.
- 5- Video Noise is one of the important problems in video making methods, which is divided into several types and can appear in all stages of video image making, from filming to the display screen.
- 6- Artificial intelligence technology works to deal with fake news on the YouTube platform, and it also works to test video chapters that are broadcast on the platform.
- 7- As a result of the development and spread of video technology, more than 85% of companies now use video clips in their marketing strategies in addition to promoting films and entertainment games.

### Recommendations:

- 1- Social media is a double-edged sword, either to increase cultural and social awareness or to deteriorate them. To work on creating good video clips on social media that are worth watching and sharing, there are some steps that must be followed.
- 2- We must work to increase the following of video clips included in various social media outlets through multiple communication systems in an attempt to control the low cultural and social level of some of these clips.
- 3- There are some important considerations that must be taken into account when choosing a TV display screen, such as type, quality level, shape, included technologies, and refresh rate.
- 4- You must know how to overcome the problem of video noise in order to reach the highest possible quality of the submitted video image.
- 5- The pros and cons of the impact of media and digital technology on children and adolescents must be studied in light of the world of digitalization in order to advance future generations to achieve a better future.

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