

# Culture technology (kpop-centered)



**ASSIGN  
BUSTER**

The abstract concept of culture technology (CT) was first introduced in South Korea in the late sass by Swanking Won, a computer scientist (news. Never. Com). CT Is a concept wherein technological knowledge is used for culture development. Because CT advocates the advancement of culture, the Korean government has promoted CT and has even encouraged academicians to pursue and develop the field of CT studies. CT Is offered as a graduate program In Korea Advanced Institute of Science and Technology (KITS). Currently, KITS is the only school in the world that offers CT program.

CT, according to Graduate School of CT Dean Donovan Lee, is a novel concept of convergence between humanity and technology. This concept needs to be developed for people to have a better understanding on how to use technology on improving lives. CT studies encompass the fields of science technology, digital media, humanities, social science, business, art, and design. It is a study that comprehends and develops the synergy of all these fields. It is a study that provides innovative ideas that makes technology human-centered.

It creates new systems on how to use technology for human expression and enjoyment. CT concept was later adopted and popularized by Lee So-man, founder of the South Korean music label and talent agency S. M.

Entertainment and considered as the ' master architect' of the world-renowned Korean popular music (K-pop). He utilized the CT system, a system proposed by CT studies, to strategically promote the agency artists and cultural content throughout Asia, and later throughout the world. The practice of CT in the entertainment industry has achieved its goal of advancement in culture.

The CT system, which was later utilized by other talent companies, has three main steps: exportation of technology-infused cultural reduces, international collaborations, and globalization. Modern Korean cultural products are made with digital technology. Music and other art forms are mostly made with ' expressive computer graphics and electronic art'. Performing artists, who are considered as cultural products, are cultivated through a scientifically-outlined training system In singing, dancing, acting, and speaking foreign language.

They use technological devices in training and performing. They usually perform on stage with high technology machineries, such as elevating floors and electronic audio-visual effects. S. M. Entertainment lately introduced a hologram stage performance, wherein artists virtually perform on stage. Currently, Semen is working for the improvement of hologram performances. It would then be used to extend culture influence and to cope up with the rising demand for K-pop culture. Information and communications technology is utilized by Korean culture to globalize its contents.

Availability of cultural products on Internet, collaborating with foreign broadcasting corporations, and consistent social network updating In entertainment are some of their ways to popularize their culture. Although the term ' culture technology and Its duty were first coined and developed by Koreans, other nationalities are already fusing science technology with culture, specifically aesthetics culture. Japanese artists, for example, have been using computer technologies on many art forms. Entertainment Japan have released songs featuring Vocalic as vocals.

Vocalism are virtual vocals or singers, derived from speech synthesizer that produces artificial human speech, which replaces actual human voice.

Vocalism are also applied in ‘anima’, a Japanese motion-picture animation art which uses computer graphics. Some virtual anima characters perform on stage, singing and dancing through a 3D logjam image. Canadian director James Cameron’s Avatar also sets an excellent example for culture technology, but in film production. Avatar is made through high cinematic technology. It was a film of superb computer graphics and cinematic digital effects.

The stereoscopic 3D fusion camera system developed by Cameron and Vince Pace was used to film a virtual world superimposed on the augmented reality. Motion capture animation technologies also developed by Cameron is used to make the photorealism virtual characters. These technologies according to him do not need repeated camera set-ups like in traditional filming. Repeated lighting set-ups, make-up retouch and costume fitting are also not needed anymore. Technologies developed by Cameron have later been utilized by other movie producers.

Cameron’s movie technology was praised by some critics, saying that it is revolutionary. CT is practiced by many people of the world. The combination of arts and sciences in the contemporary world has truly transformed the face of societies. The unification of human nature’s artistry and rationality has shown how big it could affect people’s lives. There has been evolution in lifestyle, social interaction, human expression, and many other aspects of life. With the vast technological change, CT would be adopted by different countries for culture enrichment.