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Cinematic art from cinematography to digital diversity of forms and multiplicity of content
Review Article

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Summary : Film art, like the case of other arts, has witnessed great developments at all levels, but the specificity that cinematic art enjoys without other arts is its short life, as it is a recent discovery and did not go on to install its artistic foundations more than two centuries ago. The other thing worth mentioning is that art Film mainly depends on the technical side, so it is sure to be affected by the technical developments that the world has witnessed, so this art has witnessed great aesthetic, expressive and technical transformations and has become a wide field for experimentation in various fields , The film began with a technical discovery, the purpose of which was to study the effects of light and lenses, and soon turned into a tool for entertainment and entertainment, and then became a fertile field for thought, expression, propaganda and media, and soon became a great economic and commercial force, and film production continues to grow, develop and experiment and is able to interact with the development of life in all its fields.

Content:

Those who follow the history of cinema will find that cinematic art is one of the most recent arts that has topped the human scene compared to the rest of the arts that have roots in a very ancient history. Some connection with history to some extent, scientific sources that talk about photography indicate that there are scientific (physical) attempts to study light, its nature and speed, and everything related to this type of subject resulting from a long journey of research on this one hand and on the other hand there were studies With regard to lenses and their uses and its relationship to light, and this is what was studied by early Muslim scholars, most notably Ibn al-Haytham who had made great contributions in this field as he studied light and its movement and used lenses and mirrors of all kinds in his experiments, and he was the first to refer to two basic properties of light (reflection and refraction)" Other experiences that light is refracted (i.e. its path is deflected) when it travels from one medium to another " (Romero, 2019), These studies and other works carried out by Ibn al-Haytham have contributed to helping other scholars develop modern inventions such as the camera, eyeglasses, microscope, telescope, and film projectors that started the cinema in its known form and as it is called (cinematograph) and the two words are derived from the ancient Greek language. cinema) means movement, while the word (graph) means writing, recording and drawing, that is, it refers to recording movement.

Studies and research continued in the field of studying light, considering that light is the main element in photography, so there is no photography without light, whether this light is natural or artificial, up to the modern era, which began looking for a means to keep the effect of light on things, that is, the reflection of the image inside the camera and printing it, as it is known at the present time, it was necessary to be guided To a chemical that is sensitive to light, and the access to these chemicals was in different stages and for many years until that substance was reached through which any object, whether paper or anything else, could be coated with it and exposed to light to leave the trace of the pictured thing in it, and of course this matter was not It was not an easy thing, as it is the product of scientists for a long period of fatigue, effort, time and money, but they came to this result, which can be said that it is one of the important moments in human history because the photographic process, in addition to its aesthetic, artistic and entertainment value, has an archival value, i.e. an archiving process for every event Small or large, important or not important, meaning that the discovery of photography is a historical human event, as is the case in the discovery of writing, which was called prehistoric and post-historic times. The discovery of photography can be a pivotal and decisive point in The history of mankind, because archiving and writing history has become documented with pictures, that is, it

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can be called the post-documentation era, despite the presence of some pictorial arts that exist such as painting, miniatures and mosaics, but these arts do not have credibility and archival and documentary consistency of accidents as found in art Photography, and the evidence is that you can adopt the image or photographic clip as evidence of a crime of theft, but it is not possible with the painted painting. " If the historical document gains its importance from being a written witness to what is happening in the world, then the cinematic document gains its importance from being a witness with sound, image and writing together " (Eisenstein, 1979).

On this basis, the emergence of cinematic art is the result of complex scientific developments and an arduous physical, chemical and mechanical journey, hence the talk about the first beginning of cinematic art in being a technical art that has fascinated societies. He makes images of creatures that are mostly human moving before their eyes as if life had been transmitted in the image, and this is what made people feel danger and fear and even panic when they saw the train walking towards the camera, so the audience fled from the front seats, thinking that it was heading towards them.

This means that the beginning of cinematic art in terms of content is a technical process like the invention of any scientific device, and then this art developed when it possessed some expressive tools and tales from a story, actors and animations to be an entertaining and enjoyable art, and for this it began to spread widely among people and the turnout became It is striking, so it was necessary to open a lot of simple cinemas, after the projectors were used in some cafes or public forums.

Soon, the elements of this art branched out and developed in a way that parallels the development of photography " Daguerre's method of photography was complex and only allowed the appearance of a copy of one image of the photographed object, and we could not print other copies of it, and in the same year 1839 in the British Kingdom, a chemist was doing The other by research, and William Fox Talbot came to produce images of silver halide oxidation on a negative plate and then print this negative on multiple positive copies, and this is what photography has followed after that, as well as cinematography to this day" (Shimmy, 2004).

With the development of the chemical nature of the film and its development, the cinematic display machines that are the basis for seeing the film, or the illustrated photographs, have developed, because the basis of the cinematic display is based on the presentation of a tape of photographic images, and for this reason it is called (the moving picture), and in fact the images are in their nature fixed Rather, it is the film tape that contains many images that moves and creates an illusion of movement." This process was known in the nineteenth century and was called continuity of vision. In the perception of the following image, this explanation is no longer sound, and psychology prefers to see the issue in terms of brain functions and not the eye alone, but the original hypothesis is sufficiently fertile to lead to a number of experiments in the years 1890-1880 with the aim of re-introduce the so-called continuity of the vision effect of successive images " (Smith, 2010).

After the image presented to the masses became clear and there was a great interaction with it, the specialists and those in charge of this art began to search for complementary elements that increase the reality of the displayed image. What is going on in reality, and the frame of the picture must be determined by a certain measure and take what it can absorb, however, searching for other elements can increase the vitality of the presentation The search for the sound that accompanies the image was one of the most important issues in the cinematic issue. The dialogue between the characters was compensated by written explanatory panels, and the theaters accompanied a musical band that played the music accompanying the events of the film, but all this did not achieve the ambition and realism desired by the specialists as well as the masses. Filming, then the editor cut the sound tape and the picture tape and matched them in the (Moviola) device for manual montage, that is why the screening of the first speaking film in 1927, entitled (The Jazz Singer), was an important event in the history of world cinema, in which the cinematic art developed, not only technically, but also aesthetically, dramatic and expressive. It became possible to use dialogue in the correct form without relying on written panels, and without the need to exaggerate the representation in which the actor was striving himself in order to convey a certain idea because he did not have the voice, and thus cinematic representation moved away from theatrical representation that was often in silent films, The film also became more interesting, attractive and realistic, as all the details of real life became embodied in front of the viewer with sound and image together.

Therefore, cinematic art has witnessed a remarkable and rapid development when compared to other arts. " Cinema has evolved from a simple instrument of entertainment to a huge complex industry that includes

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hundreds of arts and includes millions of workers in its various fields. Cinema is not measured by the danger of cinema now as it is a large industry or by the wealth and money it employs, Rather, its main danger lies in the fact that it is considered a formidable force in intellectual guidance, an effective tool in the fields of education and training, and an impeccable energy in bringing distances closer and eliminating differences between the peoples of the earth " (Spotzod, 2002).

For this reason, film production began to increase significantly and for many reasons, the most important of which at the beginning was the economic motive, as the great demand by the masses for films led some producers and businessmen to work in this field in order to obtain funds, so production companies increased, as well as cinemas in America and the countries of Europe, as for the other motive, which is the political motive. In its beginnings, the twentieth century witnessed a first world war, followed in the middle of a second world war in which the conflict between the countries of Europe and America intensified, and the outcome was the destruction of entire cities and millions of dead, so It was necessary to use the cinema as an effective tool in advertising and public mobilization, so there was a tendency from the war leaders to pay attention to this art and this industry, which can be a support tool for the military war, and during that period and beyond, many films were produced whose subject The basis is war. As for the third motive, which is the social and cultural motive. The person usually wants to express himself and the emotional state he feels, especially the artist. For this reason, over the course of history, the artist and writer have used various types of arts and literature to express a cultural, social, political or other situation. The emergence of cinematic art was a new case for artists and writers as a result of the flexibility of the tools that can be invested in it , Therefore, we find that this art witnessed a great demand by artists who were working in the field of painting, such as Salvador Dali, or in the field of poetry, music, novel and story, so this art invested all the arts and became an art inclusive of other arts, so many films that use novel, story, play and poetry appeared from On the one hand, on the other hand, different types and styles of films appeared, such as experimental, historical, political, romantic, horror films and others. Thus, the cinematic art industry grew and spread and expanded in the countries of the world until it reached the last point in the world, and it has an audience that is increasing day by day, so that global art is the most important in terms of the number of audiences and that its audience is not among the elite, in fact, there is a great diversity of audiences for the cinematic film according to the type of the film. The film is watched by the worker, the doctor, the carpenter, the teacher, the child, the elderly, the man and the woman. Therefore, this type of art was characterized as a mass art, as it is closely related to people and expresses their needs and issues, and is closely related to any development or change that may occur in the world, so one of these changes that the world witnessed is the technical development, and the communications and information revolution. Entering digital technology.

There is no doubt that the technical development that has taken place is not subject to a specific category or specialization, but rather includes everyone, especially since cinematic art is a flexible and mobile art linked to people's lives after it has spread and expanded and companies and countries have become racing in production in quantity and quality for profit, control and acquisition after it has become The cinematic film is a great media, communication, propaganda, economic and political tool, and it is natural that all capabilities are employed for it in order to keep pace with the societal taste and the prevailing spirit " The French writer Regis Dupré sees in his book (The Life or Death of the Image) that every visual generation has its own normative art that is followed by other arts at a pace It is fixed and the latter kills the former, and it is a secondary base behind the rule of technical progress " (Dupré, 2002)

Hence the necessity of introducing modern technologies into cinematic art, after many techniques were used in the operations of sound and visual effects and cinematic tricks, and from an early age of cinema, as is the case in Millais films at the end of the nineteenth century and the beginning of the twentieth century, but the entry of digital technologies It has changed the face of cinematic art dramatically and it became possible to express issues that were very difficult without these technologies. " Digital cinema is simply a new technology in recording and display represented in dealing with images on the principle of zero and one, that is, dealing with images as electrical binary signals instead of printing and developing them. Chemically on sensitive paper " (Al-Qaisi, 2007), especially futuristic films, science fiction films, thrillers and horror films, and even all kinds of films " Cinematic technologies played a key role in serving the imagination of filmmakers and embodying it through convincing, impressive and exciting images. This role was not, of course, limited to making films that belong to science fiction, exotic films and comedies. Rather, it included all cinematic genres

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" (Madanat, 2010) and perhaps the use of digital technologies achieved a new form for the film and made it possible to make any idea that the author or director could think of, and perhaps the need to develop cinematic ideas and treatments and put forward imaginative and future matters that gave the incentive To invest digital technologies in cinematic art , Or perhaps the need to keep pace with the times and the necessities of receiving is one of the reasons for the use of this type of technology, " considering that the digital system has become a modern, circulating tool" with the entry of the digital system into the world of technology, the computer has become the most important tools of modern culture " (Muhammad, 2013).

The first to use computer technologies was George Lucas in his 1977 movie (Star Wars) where he said "Although I am not very enthusiastic about using technology, I am a storyteller and that means I have to develop the appropriate technology to be able to tell my stories" (Lucas, 2000).

Thus, the use of digital technology has provided a lot of new capabilities in the industry and film production, as it has shortened a lot of effort and time, and the film has become of new patterns and types that can mimic the technical and communication development taking place in various places in the world, and film production has become launched New topics related to the future, the end of the world, cyber wars, artificial intelligence, living in space, back to the past, and time travel, as is the case in the films (Avatar, Matrix, Jurassic Park, and many others) and even that many films began to be made inside the computer and did not use the camera as it happened for the first time In the 1995 movie TOY STORY by George Lucas.

Digital technology did not enter the field of cinema in the camera, as some believe, that is, the old film, which depends on printing and development, has been replaced by a piece of optical sensors. Rather, digital technology has entered the field of cinema with all its minute details. The impact of these techniques and it became possible to do anything that comes to the mind of the scriptwriter, director or producer " Digital inaugurates the era of no-place or the erosion of space" (Karang, 2005) Indeed, production companies are dispensing with many actors with secondary roles and extras, and the large numbers that are used in crowds, whether in war or historical films, and manufacture them through computer programs, and more than that, they began to imagine the main actors in different positions and move them in scenes of violence and fantasy and make them perform Roles they cannot achieve without the intervention of these technologies. In addition to the use of digital technologies in display devices, which allowed viewers wide possibilities to receive and integrate through wide screens or other technologies.

Although Dupree claims that a great change has occurred in the last two decades, most films today are planned and executed just as films have been since the 1930s. A long-running genre, where actors engage in dramatic situations on set or in the studio " feature-length motion pictures have thrived thanks to technology Digital heralds the start of a new entertainment era that is evident in mass films such as (Harry Potter) or (Avatar), but the usual films produced according to ancient molds remain the dominant style, and if their celluloid structure has been altered, this happened imperceptibly, as Filmmakers have taken advantage of the conveniences of digital even when they were complacently spreading—or violently distorting—traditions they master anyway, and so despite choices and vastly expanded options for new types of audiovisual productions, it is too early to say that filming and editing have changed cinema so radically. Cinema has turned into something completely new " (Andrew, 2017)

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