

My proposal: How Virtual Reality and Augmented Reality Should Be Integrated within Forms of Media and How Entertainment Can be A Driving Force of Empathy in Social Issues

By Jensen Tan

As we head toward the future, the fact is that a majority of people don't frequent movie theaters compared to the past since the COVID-19 pandemic. In addition, conflicts, climate change, and economic inequalities worsen our physical environment's conditions.

Therefore, when considering how to ally with the legacy community and the storytelling arts, I propose that organizations and institutions replace or enhance what is shown in movie theaters with more immersive storytelling.

In addition, I believe that media can be at the forefront of social change and impact through empathy, and now we have technologies so that people are placed in front of the war crimes in Israel or see the evolution of climate change before their eyes so that they can empathize or understand the realities of the world.

While it is a sensitive subject matter, it is still imperative that individuals in society are exposed to this when they are mature enough.

I think the way cinema should be restructured is to have traditional media more dominant in streaming while keeping their theatrical release but increasing VR and AR exhibitions and productions. I think VR and AR films should be introduced to movie theaters as a primary medium in the future, and the audience should become more active than passive viewers.

I believe virtual production is the future of cinema and that as technology expands, some individuals want to feel engaged and a part of something bigger than themselves. I propose that the organizations and institutions around me support expanding or bringing virtual production to reality to increase audience engagement and participation.

This may propel individuals to go to the theaters and solve the issue of the lack of moviegoers. It allows an audience to be a part of the story and empathize with the communities domestically and abroad. That way, companies can revolutionize how they tell stories and adapt to the new technologies that emerge with entertainment, which will transform the industry.