

M. A. P Podcast

Episode 1 : Media of Art and Power

Hello everyone, my name is Sylvain, and today we are going to delve into a fascinating topic: « **Art and Power** » in the media world. In this report, we will analyze how art can become a tool of power and influence in the media. Through recent examples from the cultural world, we will see how certain works, artistic events, or artists can spark political debates and influence public opinion.

Okay, now, we would like to welcome Jackson Big-Bright and Okouma Daryl here with us.
[applause]

1. What are the advantages of the media?

The media such as television radio, news papers and the internet, have several and important advantages such as ;

Providing information quickly

Éducation : educational programs they play an educational rôle by offering documentaries

Entertaining : thé media also offer entertainment: Films, music, games

Connecting people

Giving a voice : they allow everyone to express their opinions show opinions share ideas and participants in public débats

Influencing society : thé media can raise awarness about important issues like health, environnement, politics and encourage changes in society

Traditional and digital media boost artists' visibility by offering a wider audience, reaching those otherwise, inaccessible. They show case their work through articles, interviews, and reports, reinforcing their professional image. Social media platforms (Instagram, Tiktok) allow for direct interaction, behind the scène sharing, and the creation of engaged communities.

2. How can the media play a key role in disseminating culture and informing citizens about artistic events?

Yet, behind the glow of the screens and the promise of **in finite knowledge**, the other side is brutal. The digital gold medal has a reverse side that is far more toxic than it appears.

The modern media landscape is first characterized by the **proliferation of misinformation** and "**fake news**," which manipulate public opinion and trap us in bubbles of certainty. Added to this is a detrimental impact on mental health, where constant

comparison and the quest for digital validation fuel anxiety and screen addiction. This system survives thanks to the reign of sensationalism, using clickbait and constant information overload to saturate our attention with often distressing content. In the shadows, we are witnessing a systematic erosion of privacy, where our personal data is exploited and sold to target us with ever-increasing precision. Finally, the ubiquity of algorithms leads to a standardization of thought, smoothing over cultural and intellectual diversity in favor of simplistic and uniform formats.

Okay, thank you for taking the time to speak with us.

Now we will welcome Mr. Tchaptche Enzo and Mr. Ndong Mba Jaurès to talk to us about the benefits of social networks in disseminating information to the public [applause]

1. What is the impact of media dissemination and cultural impact?

-Democratization and accessibility

-Interactivity

-Social Inclusion

-Discovery

Social media has fundamentally redefined the relationship between Art and Power. Previously, Power in an art world was held by a small group of **key players: curators, gallery owners, and critics**. Today, that power has shifted to **algorithms and the public**.

Before the digital age, access to high-level art often required a plane ticket or an invitation. Social media has, in a way, loosened the reins.

By passing intermediaries Artists no longer need a gallery endorsement to reach their audience platforms like Instagram and TikTok function as digital portfolios where a work's popularity depends on public engagement rather than a panel of experts' virtual museums. Institutions like the Louvre and the Met use social media to digitalize their collections making 500-year-old masterpieces accessible to anyone more with a smartphone in a rural village.

Art is no longer a one-way dialogue, social media has transformed the spectator into a "participant".

2. In your opinion, how do social networks today have real power to disseminate art and culture and reach a wider audience through the media?

Thank you very much, Mr. Sylvain, for your question.

Today, social media has real power to spread art and culture. Thanks to platforms like Instagram, TikTok or YouTube, artists can share their work very easily and reach a much larger audience than before.

In the past, artists depended on galleries or museums to become known. But today, they can publish their creations directly online and build a community around their work.

Social media also makes art more accessible, because even people who do not usually go

to museums can discover artists simply by using their phones.

So, we can say that social media has become an enormously powerful tool to spread art and culture on a much larger scale.

From my perspective as an art critic and gallery owner, social media presents artists with fantastic opportunities to gain exposure beyond solely relying on conventional institutions. However, I also believe that popularity on social media should not replace artistic quality.

Thank you all for your participation. Goodbye

colour-coded dialogue assignments

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