

Inferior Art

Because cinema is the most commercial art, it remains the most inferior art of all. Due to its excessive commercialism, cinema has never reached its full potential. Rather, cinema has been restricted to manifesting the dramatic portrayals of what is real and natural (i.e. mere documentation of the dramatized reality). Continuity filmmaking and the use of prime lenses are two of many disgraceful features of global cinema today that endorse the constant practice of the production of inferior cinema. Filmmakers no longer critically approach the art of filmmaking anymore.

Cinema is gradually losing its art because today cinema works for some other things. Cinema works for music (music video), cinema works for products (advertisements), cinema works for theatre (projections on stage), cinema works for social media, cinema works for today's backwash. Cinema works for your shit. Cinema has been absorbed by the despicable "creative industry". No more cinema, only contents. No more vision, only ideas. As such, most people who think they are filmmakers are in actuality content creators – slaves of other medium. What once used to be art, cinema is now a tool.

The industry has so deeply seeped into the minds of young filmmakers through the means of art institutions that the visions of young filmmakers wither away as their inferior efforts to create inferior art that they conceive as cinema dry stale like an overdue drop of blood on a tray. What is happening is that the majority of young filmmakers graduate from their institutions and become the content creators of the so-called "creative industry" and think that they are filmmakers. What is worst is that they are so proud of their "contents". Contents are merely promotional and are created 100% for the sake of their audiences because they need to be sold to as many people as they possibly can. There is no art in a content. But there is nothing wrong with contents.

But why does the general public fall for inferior cinema and economically contribute to the production of it? It is because people are tired. Lack of energy and devoid of choice. Young people around the world get educated for a single goal: to find a good job that no longer exists. Who are idealists now? They don't even have a second to spare to go for what they believe. Sadly, many young people do not even know what they believe in and spend their lives waiting for something to show them the way – in an office. In a goddamn office. So they take on little activities as their hobbies, but while their hobbies bring enjoyment they fail to show them the way. The way only exists within one's self. Nothing is going to show you the way. Art is not going to show its beauty. God is not going to show its presence. It is all within our individual selves. However, this isn't to say that belief is imaginary. Rather, it is to say that belief is unconditional love.

But fear. We live in a world in which when people "do not understand" something they think they are in the presence of art. The whole distinction between "commercial film" and "art film" is absolutely idiotic. A film is a film as a painting is a painting. When a film attracts little amount of people it does not mean that the film is "so artful that no one can understand". It rather means that the film was able to give a choice to that small group of people who have been wanting to see such film. Freedom of choice is what artists can offer to the public. However, that freedom is ceaselessly violated by the ideological practices of industry filmmaking.

Cinema needs to be pushed. It cannot wait any longer.

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