A Critical Analysis of Semiotic Adaptations in Postmodern Cinema

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Abstract

Modern cinema's role has been very influential in defining the new age art, especially the semiotic adaptations that have become more meaningful with the invention of modern technologies. Art has come a long way in the past few decades. The emotions are the same, but the expressions have changed. Literature has influenced the semiotics in modern cinema and has brought a new meaning to the characters' expressions in the stories. This paper would analyse the journey of semiotic adaptations in postmodern cinema. A detailed understanding of the factors responsible for it and the development over the past few years would help study the new-age films better. The research would focus on the semiotics in the old age films and compare it with the new age adaptations made in this field. The study would also include modern cinema developments worldwide and comprehensive insight into the adaptations worldwide.

Keywords: Modern cinema, Semiotic adaptation,Contemporary art,New age films,Film study

Introduction

An expression is an integral part of the art full of emotions. And the sign language is a beautiful way of expressing those emotions. The idea is to make the viewers connect with the subject. Life is not a bed of roses, and this is what we have read and experienced so far. But, still, we hope for all our dreams coming true. It is the hope which keeps a dream alive. It gives you the required energy and stamina to work hard and pursue your dreams.The semiotic play a crucial part in defining emotions. The early years of growth are the crucial period of your life where you learn essential life lessons. It shapes your cinema values, and you transfer these values to your future children. Semiotics shape modern cinema's bare roots and keep them intact and grounded even in this complicated era of art. The cinema had seen a lot, which had only added to their learning curve and made them more perseverant. The humble beginnings of cinema had made it realise the value of art. The industry knew the difference between needs and wants and had mastered the art of finding expressions in simplicity. We see people who are happy even with a luxurious life, and people having just the necessities for life could be happy. The cinema had realised the secret of happiness and turned out to be a winner in the end (Akomfrah, J., 1989).

Life is full of ups and downs and those who fight and survive the low times tend to emerge as a winner in the end. We

always feel wrong about the tough times we face in life, but these struggles make a person more prepared for life's challenges. Sometimes, it brings the cinema worldwide together and places them on the same boat to fight the hardships of the journey and work as a team to strive for the good times. This research is about the semiotic adaptations in moderncinema that has seen a massive blow in its journey and has battled the adversities in criticism with grace. The cinema has learnt to stay alive and together in the testing times of life. The story of cinema would give an insight into how optimism and sincerity could change your life in the long run despite having many downtimes. Study of cinema has grown with each challenge that life has thrown to them and has stood victorious in this journey(Gledhill, C., 1980).

History of cinema

In the old age cinema, that era valued human relationships more, and life was full of simplicity. Unlike today's time, life was very much when people value their careers more and prefer staying in nuclear families. Most house tasks help and children grow up with nannies and spend time in crèche. Technology has taken us so far that we have forgotten human interaction and have indulged ourselves more with virtual catch-ups on social media platforms. Most of the middle-class families have a car. Children spend their holidays in foreign locations and call that a vacation. A few decades have completely changed the way of living and the lifestyle has become luxurious. There were no cars in those days. Cycle owners were considered to be very rich. And a hundred dollar note was precious. People used to enjoy family time together

and entertainment had a completely different meaning. That era valued the emotions and simplicity in the expressions. Semiotics originated in that era and continued to evolve with every passing year (Caughie, J., 1981).

The time has changed many things today and the digital era has changed the meaning of relationships. It has its pros and cons. It has brought the world closer and in another way, it has made the people forget about the importance of meeting the family and friends in person and spending time together. Ambitions have made people run after the opportunities and joint family has converted to multiple nuclear families. Children are growing up without their grandparents in the house. Having a child is not that normal like in the old days. Now people make everything fancy and every small event celebrated. Nuclear families and good earning jobs have given the liberty to spend and lead luxurious lives to even middle-class families. Way of living has changed for every stratum of people, and this change's pace will not stop. The joy of simple living has changed to fancy celebrations and showcasing social media. Overall, the way of expression has changed. The meaning of joy and entertainment has changed and accordingly, semiotics has adapted (Chakravarti, S. S., 1993).

Earlier, relationships used to be the priority and people preferred to stay with the family and explored different ways of earning. Moving to cities for better opportunities were limited and hometowns were preferred to earn the livelihood. Joint family culture prevailed and people were happy sticking together. That gave them moral support and the satisfaction of living with the family. The priorities were completely different in those days.

Entertainment industry andcinema also followed that old tradition until human values started changing. In turn, cinemas reflect society and society tries to relive the cinema characters. The struggle for semiotic adaptations started when the work culture and family values started evolving and practicality was given priority. The career prospects were valued more than staying together. Different parts of the world explored, which led to the migration of people to different countries leading to the cross-cultural adaptation in modern cinema (Mayne, J., 1984).

The real struggle of life starts when you come out of your comfort zone. It allows you to fight your weaknesses and master your strengths. It brings the best version of yourself when you continue to work hard with honesty and perseverance. The art has always been a significant source of inspiration for the human behaviour,especially for the kids, because childhood is the most critical phase of their life when they learn the lessons of life and develop their personality. They reflect everything they see and their behaviour is highly influenced by what they see on different entertainment platforms. The journey of semiotic adaptations has been engaging with the evolution of human behaviour and expressing emotions. The sign language adaptation in postmodern cinema has continued to change with the changing society (Nowell-Smith, A., 1987).

Semiotics

The expression is the basis of emotion and semiotics beautifully defines that. The sign language inspires and develops hopes in many people worldwidethat can only depend on semiotics for understanding emotions. The hope is the essence of life. The entire world is surviving on hope. We need to look forward to something in life to keep going in all life forms. Time is not the same and every phase of life is different. The only thing that is common during all times if the hope we build our dreams. Life is not about the destination. It is about the journey that we had to reach that destination. We have to enjoy every moment of it instead of waiting for the good times to come and bring joy. Happiness is not something which can be asked. It lies within the person and we have to feel it. Material things and fancy ways of life might seem alluring in the beginning. But, if you think deeper and introspect, you realise that happiness has nothing to do with life's material things.

The key to a happy and successful life is a string of faith and devotion. Everything comes later. This cinema had understood that essence and was always ready to face any challenge life threw on them and survived all the hardships of life with dignity and wisdom, which comes only with hope and faith (Ozguc, A., 1988).

The learning from his life experiences is priceless and hence cinema has always wanted to capture that through semiotics. The sign language talks about all the ups and downs and the ways used to handle the grim phases of life. It is a live example of the power of honesty and patience, which always pays off in the end. The cinema is an ideal learning model for all the people in this world who have been facing rejections and hardships and thought that terrible fate does not have any solution. Semiotics could help all those who think that they cannot fight with the bad times of life and have lost the hope.

The cinema's fighting spirit and perseverance have helped them rise and shine in the end and inspire many more lives to follow that path (Furniss, M., 1998).

A lot has been said and discussed sign language's beauty, but an adaptation journey is also equally challenging and full of happiness. One emotion is more than a hundred languagescombined. An expression is the ultimate layer of protection. The lessons it teaches, the words of wisdom it expresses, the values it exhibits, they are carried along by posterity. Love comes in many shades. Sometimes a medal of honour, a pat on the back for a good grade, a loud scolding for a task left incomplete, only to teach us meaningful lessons. An expression teaches you to lead by setting an example. It also shows and helps you respect others and stand up for yourself.

An expression is a close companion, a confidant and the source of strength you carry for your lifetime. Grow big, grow old, grow fast, they say. Yet, they turn around; look at you, wanting to see a younger version of you they carried on their shoulders, played with while you stood on their chest, dancing to the tunes of emotional melodies. The same tunes we heard as children, just newer words and tables turned this time, an expression is no longer an emotion. Time flies and we move into the new shoes, life starts becoming more apparent and we start appreciating the decisions of our lives more than ever before. The change is the only constant in life and hence the semiotic adaptations in postmodern cinema have always been the topic of critical analysis amongst the reviewers (Fusco, C., 1989).

The journey of semiotics postmodern cinema

The cross-cultural work practices in modern cinema have been quite effective in building the characters' morale. This project includes an in-depth study of the available work practices in the cinema and its impact on the characters' morale in the long run. Modern cinema is one of the leading entertainmentsources all over the world. People connect over cinema and understand a foreign country's culture through its cinema. Its how significant the impact of cinema is on people. The cinema has defined it as a journey to establish its presence across the nations further. The cinema's strategic planning is highly dependent on the industry's defined aims and objectives, which further determines the approach adopted for creating those strategies. The industry strategy is based on medium-term and long-term gain, strengthening the cinema's vision. The industry's semiotic adaptations have been aligned with the strategic planning and the approaches adopted for fulfilling the long-term vision of the cinema has been in sync. The cinema's expansion plan would work with this strategic planning and the aims and objectives would also be satisfied with this approach. The cinema would continue to expand by acquiring new adaptations and limiting the existing adaptations' criticism (Elsaesser, T., 1987).

Modern cinema aims to provide the best entertainment source to its adaptations at an economical price across the world. The cinema is people-centric and has a strategy to capture mostadaptations in their entertainment area. The cinema's objective intends to play on volumes and get back the investments as a profit in the long run with the increasing volume of adaptations.

To align these strategic objectives in place, the cinema has designed the team performance, which focuses on the viewers' satisfaction. Team performance is rated better when the team's adaptations show less criticism and more loyalty in the long run. Further, bringing more business through acquiring new adaptations and convincing the existing adaptations to go for higher range of entertainments is another way of measuring cinema performance to achieve the set strategic objectives (Higson, A. and Maltby, R., 1999).

The current performance is the benchmark for modern cinema in defining its performance targets. The aim is always to beat the current performance and do better in every film. The cinema sets individual targets by dividing the year's overall target set. The individual targets are then monitored regularly to ensure that the performance is on track and the defined target would be met at the end of the project. The cinema strives to balance the team's growth and performance by aligning the cinema's objective as per the strategy defined by the higher management. The world has appreciated the semiotics' efforts and evolution in the past few decades. A critical analysis reveals that the industry reflectspeople's behaviour in society and changes with every change in societal values.

The actors are the backbone of the filmindustry. Modern cinema considers the individual contributors to the cinema as a long term asset and makes sure they stick to the cinema for a considerable period. The cinema acknowledges and appreciates the work done by every individual to encourage and motivate them to work better. The awards and rewards are designed in each cinema department to take care of the individual contributions and recognise them to give everyone a fair chance and motivation to perform better. Individual's commitment is also enhanced further by channelling their energy to set a growth for them which would include their long term goals of life (Rheudan, J., 1993).

Modern cinema aims to establish them as a leader in the entertainment industry. It also plans to reduce the criticism for the adaptations and acquire new adaptations in the long run. The cinema has defined its current strategy to fulfil its aims and objectives by designing a long term plan to take care of the existing problems in their journey. They planned to launch features based on the people pain points to gain an overall acceptance in the market. Cinema industry set a target of making adaptations happy. It churnsmuch profit with a volume of adaptations and trust is expected to create a future brand value for cinema.

Modern cinema has excelled in creating long term strategies to align with the cinema's aims and objectives. The existing strategy focused on people satisfaction and expansion by acquiring new adaptations and reducing the criticism of existing adaptations align with the cinema's aim of growth and expansion along with its objective of people satisfaction and becoming one of the best entertainment providers. The strategy also focuses on the cinema's short-term goals by maximising its profits and viewers' acceptance. The cinema would achieve its defined aims and objectives with these long term and short term strategies by excelling in all domains and gaining adaptations. The investments made under the current strategy would bring future cash flows,making the cinema more

profitable(Stam, R., Burgoyne, R. and Flitterman-Lewis, S., 1992).

Modern cinema is a people-centric industry. To measure the performance target, people satisfaction index and the number of new adaptations acquired sums up the criteria for measuring the team performance targets. They use people satisfaction index, criticism and percentage of new adaptations acquired to set team performance targets and the team and individuals are measured against those set targets. The cinema evaluates the set targets at a quarterly level to ensure the team performance is on track. This timely check on performance metrics helps the team and individuals modify their strategy to achieve the annual targets. The semiotic adaptations are being analysed and reviewed from time to time to take inspiration whenever and where ever required in its evolutionary journey.

A critical analysis of the semiotic adaptations

The viewers worldwide have appreciated the adaptations made in the postmodern semiotics cinema. However, the critics have expressed their opinion as well. The performance plan of adaptations is designed to meet the strategic objective. The performance plan is adhered to by each team to achieve the cinema's higher management's strategic objectives. The senior management reviews the performance plan to ensure that the team is set to fulfil the cinema's goals and objectives to achieve the set target and profit. The shareholder's interest is also kept in mind while setting the goals and objectives and designing the performance plans. The decision is made at the top and the performance plan drills down at each

level to support the higher-level goals and objective. So it is based on the top to bottom approach and based on that, team performance plans are designed to meet the strategic objectives(Hull, G., Scott, P. B. and Smith, B., 1982).

Individual dynamics define the cinema as the individual interests become the team interests in a long time. Industry politics in modern cinemaare kept bare minimum by encouraging them to think and align together for the cinema's shared benefit. Sharing knowledge and skills is promoted across the cinema departments to inculcate an environment of inclusive growth rather than focusing on increasing the disparity between performers and non –performers. The commitment of individuals to strategy secured through this methodology and the industry interest put on priority and individual's dynamics, interests and politics are suppressed in a natural way to promote steady growth in the cinema for both individuals and the stakeholders.

Modern cinema aims and objectivesare regularly audited to ensure that the cinema is adhering to the set standards and that shareholders' interests are preserved. The people satisfaction index is one of the critical factors and an essential objective of the cinema, which is measured by the people survey and feedback conducted in every financial year to understand the adaptations' sentiments for the entertainments of the cinema and to understand the value of the brand image of the cinema. The cinema's profit diagnostic index measures the current financial year profit and the expected future cash flows against the investments done in the past years. It makes sure that the cinema's overall progress is assessed and the

measures are taken in case of any gaps (Doane, M. A., 1984).

Modern cinema's existing strategy has shaped the entertainment industry goals and objectives by defining the cinema's vision of long-term growth and development andestablishinga brand name. The people satisfaction has brought further stability to the cinema, thus defining a clear goal of the cinema's long-term development. The cinema's existing strategy has also focused on reducing the criticism of the adaptations, hence helping to achieve the semiotic adaptations' goal and objective of achieving expansion across the world by further acquiring the new adaptations. The modern cinema goals and objectives would be modified based on the cinema's performance and long-term vision, which would be changed as per the cinema's growth plan and performance.

The alternative strategic option for modern cinema has been on focusing the medium-term gain, which mainly involves the criticism of the adaptations. The medium-term strategy aims at analysing the competition in the market and provide competitive offers to the adaptations by understanding their requirements and pain points to retain the adaptations on the long term basis. The cinema has been phenomenal in gaining the advantage of changing era and retaining the essence of emotions in its adaptations. Apart from this medium-term strategy, the cinema has also been excellent in planning its long term strategy by acquiring more adaptationsto expand across the world. The implication of these strategies has brought a positive return to the cinema, thus ensuring its profit and shareholder's interest in the long term. Cinema's stakeholders have been motivated

throughout the cinema term and have worked together to achieve modern cinema goals and objectives. Strategy making has been beneficial for modern cinemaregarding long-term planning and vision. The cinema strives to establish theright presenceworldwide and develop as a leading filmentertainment provider with these strategic options adopted by the cinema (Taylor, C., 1996).

The alternative plan for modern cinema has been to cut down the criticism of the existing adaptations and acquire the new ones. The cinema aims to establish a firm base before expanding further and for that, the satisfaction of the existing adaptations is vital for the cinema. The cinema aims to excel in entertainment and maintain a brand image for its unique and excellent performances. The people satisfaction would bring more adaptations and then volume to the cinema's sales, which would, in turn, bring profit to the industry in the long run. Risk assessment has been done for this strategy based on all existing horizons and alternatives defined based on the market's options. The feasibility analysis has also been done to make the strategic objectives a successful attempt to define the cinema's vision.

Conclusion

Overall, postmodern cinema's semiotic adaptations have brought an advanced aspect of human expressions by keeping the essence of emotions preserved and intact. The story is the same, but the cover is new. The adaptation journey has been exciting and can be studied further to understand other evolution sources. Individual contributions need to be awarded and rewarded both as a token of acknowledgement and appreciation to value their work. The strategy made to

utilise human resources' value to help the cinema grow in the right direction results from the methodologies designed to value individual contributions. Further encouraging the performers to take a training session to share their knowledge would give them a sense of achievement and make them feel part of the industry. It would also help develop skill sets of the cinema's human resource.

Individual dynamics indeed impact the industry's overall culture and long term strategy. The political interests are secured by the individual's commitment to helping the long term strategy. Modern cinema ensures that the cinema's interest is put forth above all the other interest, which does not add any value to the cinema. The cinema values talent and resources, more too any other interests and believes in securing its characters' commitment. The political interests and other negative dynamics are kept away from Modern cinema's work culture to maintain a positive and progressive work environment.The research has been done keeping modern cinema work practices in mind and its impact on the characters' morale. The overall market was analysed to understand the different work practices in this regard and then the cinema studied was compared. (Metz, C., 1972).

The research has limitations on the numbers of countries researched and studied for this analysis, which can be covered further in the next project. The changes are suggested based on the performance and the gaps identified to the predefined goals to meet the cinema's objectives. The change is usually initiated all round the year to avoid major setbacks and losses as the industry believes in continuous improvement. The research

work evaluation reveals that the association of new adaptations with the existing adaptations with an approach of critical analysis would help the cinema in the long term. The mentoring and coaching for this strategy would require a string management to handle multiple people bases, which would help the cinema expand with its vision and mission. Modern cinema's team performance has been seriously evaluated all round the year to align the work with the cinema's strategic objectives. The continuous feedback and 360-degree assessment helps the cinema in maintaining its characters on the right track, and together they strive to achieve the goal of the cinema (Ahmad A.,1996)

Individual commitment is equally important to the industry to bring a strong team effort in the long run. Individuals in the industry have to be motivated to contribute to the industry's tangible and intangible benefits. From the global leader's unique perspective in the entertainment industry, modern cinema is committed to sharing insights for the global community's benefit. The cinema's leadership is committed to valuingindividual performance and team achievements to evaluate its long-term gains and losses. The cinema strategy is based and dependent on the cinema's human resources' contribution to planning a cinema's long-term vision. Modern cinema acknowledges the effort of characters'commitment to the cinema's long term growth and development. The modern cinema would continue to inspire the semiotic adaptations and the world would see a further adaptation in the sign language (Kaes, A., 1996).

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