

A brief about the Impact of law and technology on Visual/Performing Arts

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In the age of automation human beings are shifting maximum burden on machines for getting work done. The technological advancement and The Computer helps the human civilization to such a great extend that even imagine about life without computers seem to be impossible. Whether routine work of life or of the system, all are impossible without technological advancement. Even imaginations and artistic creations are taking shape with the help of computer and technology. And today when voice files, song files, photographs, videos, currencies, news items, clips, bio-data's, letters, so on and so forth are more or less dependent on computer, its secrecy and ownership became a issue of concern. Everything created with technological advancement capable of being transferred, distributed, circulated and stored in electronic form. Thus present generation is greatly depends upon the computer technology for the easy mechanism and effective operations.

The technology has therefore, appearing, dawning and occupying a principle role in day-to-day life. It has modified the ways of interpretation of our existence. Though technology helps to make the life so speedy, fast and entertaining, but hurled under the eclipse of threat from the deadliest type of criminality, too. The crime committed in this electronic virtual world can halt any railway where it is, it may misguide the planes on its flight by misguiding with wrong signals, it may cause any important military data to fall in the hands of foreign countries, and it may halt e-media and every system can collapse within a fraction of seconds. Society do need its existential setup and require regulatory mechanism for its sustainability. More specifically when talking about artistic creation and computer application, this more venerable with respect to its copy right protection. One lyric may easily be copied and may easily be modified with the digital technology and same is with drawings, painting and even with any of the visual fine arts. The same

is protected under the copyright law to provide benefit to the society by fostering the creation and dissemination of works of authorship. It achieves this goal by providing copyright owners with just enough protection so that they have a meaningful incentive to create and commercialize their works. One of the prerequisites for the commercial enjoyment of the right is the publication of the work whether artistic work, design etc. This presupposes making available the work to the public in a particular territorial jurisdiction with adequate numbers of copies and at reasonable cost. The most significant technological development of the 20th century was the invention of the digital technology and it has immensely influenced the information technology, which has consequently enriched and revolutionized the transmission and the quality of dissemination of information by converging the existing technologies such as sound recording and visual recordings.

These new opportunities in the Internet enabled many to exploit the materials available in the digital form without the permission of the creators posing threat to this new capital formed in the area of intellectual creation. The first entrants in the market worrying about the loss of revenue started using the technological measures to protect their interest. This caused serious concern for the easy access of information. This created many new challenges for the existing legal norms, particularly, that of the copyright. It would be no exaggeration to say that the prospects of the audiovisual sector have never been so good. The market for such creativity like pictures, painting, or audiovisual has expanded greatly over the past decade and will continue to do so in the near future.

India is a large producers and exporter of copyright materials like computer software, cinematograph films, paintings, sculpture, animations and music etc. The major copyright industries have registered significant growth over the last few years. India is a largest producer of , cinematograph films, paintings, sculpture, animations and music etc, with an estimated turnover of about Rs. 3000 crore. In terms of sales volume, India occupies the second position in the world, next only to the U.S.A.

The Western and European film industry is now in the digital world of film making and animated films are welcomed a lot by the global community and the concept of idea protection became more commercial and at the same time its copy right protection became more important. Moreover, the convergence of new technologies has opened new markets at the crossroads of the visual art and performing art industry along with audiovisual and software industries for multimedia works and computer games, which will account for an ever-growing share of the entertainment industry. Finally, digitization goes beyond a mere change in the way works are exploited. It creates new types of works at the border of audiovisual works, such as multimedia works. These can be close to cinematograph films, paintings, sculpture, animations and music etc related and the temptation to apply both the definition and the regime of existing works to some of them is great. However, their legal status needs to be clarified and the consequences of protection as audiovisual works carefully evaluated.

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