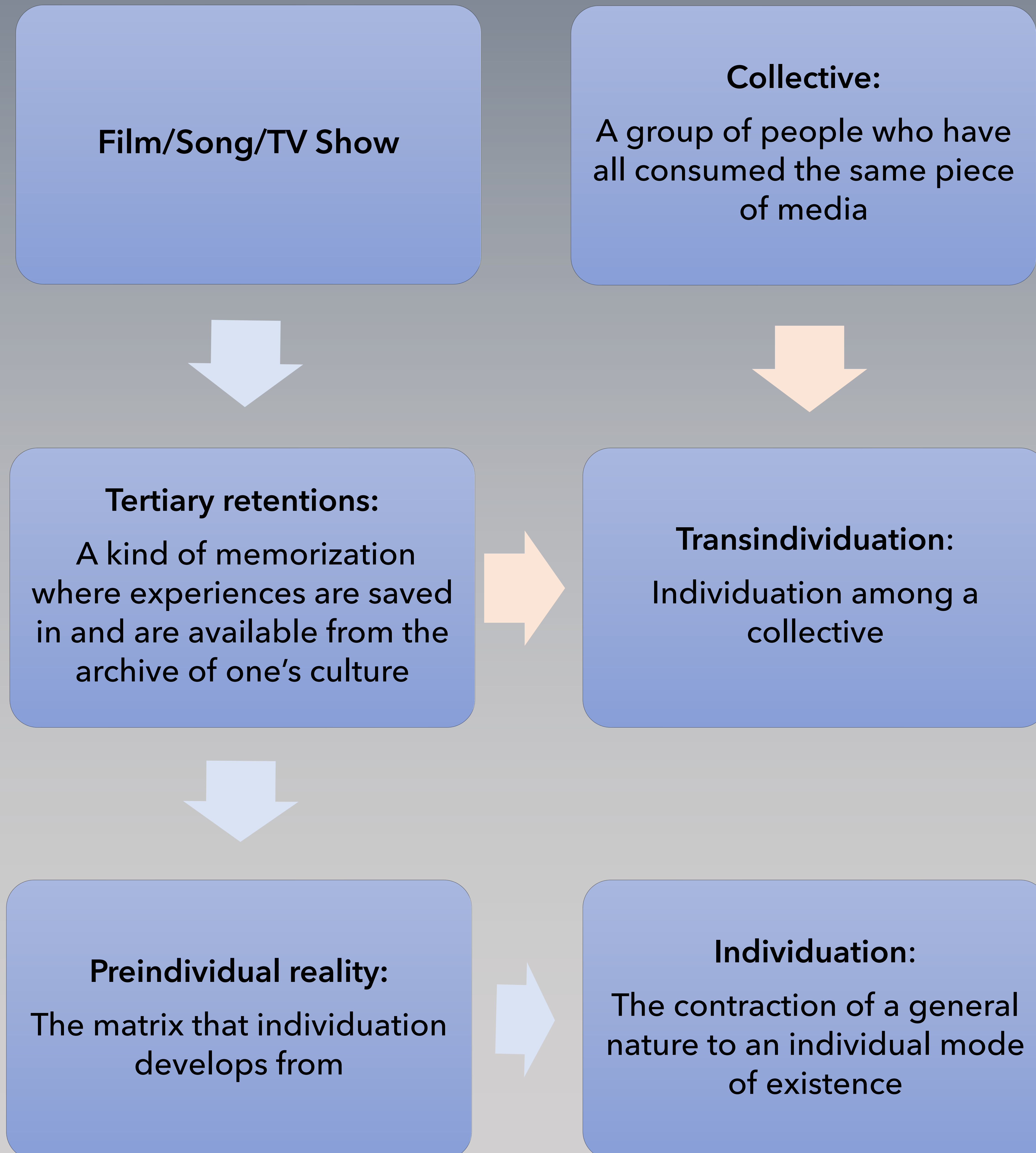


Frankenediting: The Philosophical Monster Created by Editing Tools

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Question: Why is there such a vast difference in perception between different editing forms across different medias?

The Framework



The Framework Summarized

Editing in cinema has been used as a tool to influence the tertiary retentions of audience members and create collectives. These retentions then impact one's consciousness and create a flattened experience of transindividuation; which under capitalism is used to promote certain trends or lived experiences as "the way". This requires consumers to become more conscious of the narrative and message they are being sold through media.

Frankenbiting and Autotune

These two editing technologies carry widely negative perceptions. Autotune is viewed as a tool used by singers to make their voices sound better than they are. Frankenbiting is commonly used in reality television to mash together audio bites and create false narratives.

Conclusions

Under capitalism, autotune has been used to create homogenous, hollow music that is made more to be sold than for creativity's sake. Similarly, capitalism encourages frankenbiting's distortion of narratives and exploits them against us in favor of entertainment. Overall, there should not be such a discrepancy in perception between different editing technologies since capitalism exploits all of them against us in the same ways.

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