

Media technologies in shaping urban identity

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Abstract. The modern city is the city of media, various digital networks and media technologies exist in it and for a long time stopped being only instruments of advertizing and communication - today they dictate to citizens a way of life and ideas of time and space, influence city planning and architectural fashion. Media technologies used everywhere have a significant impact on the formation of urban environment identity and are seen as a base for the improvement of urban image and branding.

1. Introduction

The modern urban space is a single media-architectural complex resulting from the integration of media platforms that contribute to the creation of hybrid spatial ensembles. Life in the city is formed by the interaction of static urban areas and dynamic social interaction, including with the help of media, which, according to the research of media theorist Scott McQuire, have stopped "being a mediator, reproducing the phenomena of urban life," and have become an inseparable part of the modern city [1]. The media sphere has made it possible to create an environment of new content or virtual space that mimics an architectural object or an entire urban space. In this context, virtual reality, designed with computer and media technology, becomes a tool for creating an interactive urban environment and shaping its identity. In architectural practice, it is possible to form architectural objects that can be controlled, to change their physical properties, technical and aesthetic characteristics on the basis of their three-dimensional graphic image, without high material and time costs. Due to such technologies, it has become possible to create the effect of the presence of an observer or user in a virtual architectural space completely imitating the real world.

2. Materials and methods

By tracking the development of technology in the context of the city and learning examples of how media are changing public and private lives, it is possible to highlight basic ideas regarding the involvement of media technology in shaping the identity of the urban environment:

- Deterritorialization - the development of electronic and digital media influences the perception of public space that can now be made available online (the destruction of the towers of the World Trade Center in 2001, the fire at the Cathedral of Our Lady of Paris in 2019, which the whole world watched live).
- Change of attitude to personal space - being in a constant state of observation (video surveillance systems and GPS-systems providing security) changes attitude to personal space, people are in awe of



personal borders, protecting themselves from contacts with outsiders, and, at the same time, allow constant observation of themselves.

- State of constant communication - modern digital media not only capture past events, but provide instant feedback "in real time"; Readers want to be heard by the author of the text, thanks to smartphones people expect that the person will always be in touch if necessary; The effect of deterritorialization is evident in the fact that: people no longer need to look for meetings with each other, in order to talk [2].

In addition to Scott McQuire, other modern researchers, such as R. Baldwin, A. Greenfield, W. Mitchell, F. Hammit, M. Haim, have dealt with issues of urban and media fusion phenomena. Their works support the influence of media on the formation of harmonious unity of internal and external urban space in architecture through the lens of media technologies, as well as consider the prerequisites for the creation of virtualization of urban space.

The concept of virtual reality originated in the United States (1970s-1980s) and was based on a subculture ideology called "cyberpunk." The book "Virtual Reality" is one of the first theoretical works to cover the concept of virtual reality; the author is American journalist F. Hammit. The book describes the historical prerequisites for the emergence of the concept of virtual reality based on the development of technological capabilities of computer modeling. According to the authors, the prospects for the use of computer technologies are the following: continuous improvement of software; ergonomic and functional interface; identity of manipulations performed in virtual environment and real space; speed of manipulation in virtual environment, their game character; the unity of machine and man; interaction between a person and a computer, which is perceived as a "normal" reality [3].

American scientist M. Jaim in "Metaphysics of virtual reality. From naive realism to irrealism", wrote, "Cyberspace is a mental map of information fields in computer memory combined with software; It is a way of antropologization of information, a way to give it topological confidence so that a person can use data as common things in the usual way, but at the same time reached a hyperfunctional level comparable to magic "[4].

In architecture and design, media and virtual reality technologies help not only to design objects in environments that are close to life, solve mistakes, solve project shortcomings, solve economics issues, and so on, but are also a tool for shaping the identity of the urban environment by creating a self-sufficient interactive virtual space.

Creating urban identity through media technologies can be accomplished with a tool such as a VR headset. The real layout of the architectural space is replaced by an interactive virtual space, and with VR headset - virtual reality glasses, it is possible to immerse in it and consider from all sides. Thus, while in the office, for example, a person can find himself anywhere in the world and visit a cultural and historical attraction, that is, its virtual model. Technologies such as: Virtual reality rooms (digital simulation of any space on a scale of 1:1) can also serve as tools for immersion in virtual reality; Projection VR system (one kind of virtual reality room); Virtual holographic projection (layout of any object in digital cover); 3-D photogrammetry (digital copy of architectural object composed of photographs). Media technologies are increasingly being used to solve applied and scientific problems in the field of design and architecture. Every day they become more accessible and used on the Russian market, having not been a utopia for a long time [5-7].

In addition, media technologies are now part of the image and competitiveness of cities. The task of designing an attractive image of the city has defined a number of fundamental processes in architectural, urban planning and design activities, including exclusive architectural objects, work on improvement of the urban environment and preservation of architectural monuments. The design of the image of the city also takes place through the implementation of such events as exhibitions, festivals and city holidays. All these phenomena, in turn, are "logged" by the most popularized media sources - social networks. The image policy of a modern city can not only be organized, formed on the basis of brand-audit, character, but also become quite spontaneous. Thus, the structure of brand-technologies of the city includes the concept of "emotional branding," which implies the study of

spontaneous reaction of different segments of the population of the city to so-called "image" urban objects, forming an authentic idea of the place in residents of other cities, regions, and even countries.

3. The study of the structure of the modified lead-tin-base bronze

In order to have an idea of the city, village and any part of the world, today it is not necessary to visit it or study a huge amount of video materials and special literature. Due to media technologies and open access to information, a person has the opportunity to make his own opinion about the subject being studied quite quickly. Opinion can be based on subjective sources, so initially be subjective in essence. Hence the variation of representations formed by a personal set of sources, united only by the coincidence of "hashtags" or the geolocation of the place, is born.

In order to determine the image of the city of Samara among its residents, as part of a master class held at the Open Day at the Samara State Technical University at the Design Department in 2018, the authors of the article conducted an experiment aimed at determining a set of image objects or coloristic, spatial and other characteristics that form the brand of the city. The study focused on the self-identification of humans in urban environments, the definition of "their" Samara, and, by extension, the definition of their own role in the city. The participants of the master class were given the opportunity to recreate a model of a virtual framework including the author of the idea in a selected or partially modeled urban space. The study resulted in a number of works that mostly featured well-known urban attractions, but also a number of works touched upon such components of the urban image as color, texture, legend, text, history and pattern. The authors of the works relied on the Internet platforms: Instagram, Pinterest, etc., participants carried out spontaneous research on a given topic, analyzing the experience of other people in fixing the image of the city.

4. Conclusion

The study showed that the development of the city as a sociocultural and media space lacks the necessary dynamics. At the same time, the media image of the city, presented in social networks, looks more multifaceted and complex: it is formed by unexpected angles, new atmospheric points of attraction, emotions of people, variety of views. It is generally accepted to understand the information advancement of the city as a technological process, representing a set of actions aimed at promoting positive information about the city in the media space, in order to create a favorable attitude to it. Thus, media space is defined as the main interactive and dynamic conduit for information about an ever-changing urban environment, which plays a significant role in the branding of the city. In order to form the identity of the urban environment, media technologies perform important functions, including optimization of the design process, provision of the possibility of remote presence, remote management of objects, implementation of the educational process, etc. Thus, the application of media technologies in the field of architecture and design can be considered a promising, effective and relevant scientific approach.

Media technologies in shaping the identity of the urban environment are involved in the interaction of external and internal space aimed at the development of technologies of the future, and also play an important role in today's developing society, helping to systematize the flows of information that multiply every day. The use of media technology in shaping the identity of the urban environment gives society unlimited opportunities, among them the ability to influence the observer through sensual and emotional perception. If earlier the distance between the event and its coverage in the media was created thanks to a set of developed habits, professional ethics and social rules of TV viewing, now this distance, which helps to keep the removed, as if tourist view of what is happening, is no longer present. This changes the very principle of the existence of media, which are no longer tied to the lagging, albeit by a fraction of a second, broadcast of events. The new quality erases the boundary between those who watch and those who show that ultimately opens up new facets in the self-determination of a citizen in the informative-communicative field of the city in general and as units of urban identity in particular.

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