

Finding What I have Missed

This is my third time visiting New York City. Unlike looking on the google map all the time and talked to friends about the good dinning and shopping places before, I kept my phone in the bag and traveled along. In order to compare the difference, I decided to travel on my most familiar routs and use camera to record the world.



After I walked out the hotel without having phone on my hand and friends nearby, I surprisingly looked up at the building nearby. Having walked in and out the hotels many times, it was my first time saw those posters.



In the subway, I usually would check Facebook or twitter. I knew there were some posters on the wall, but this was my first time actually knowing what are on those posters. In addition, I found out that all posters are used to advertise TV shows and movies.



In the subway, I saw those. (Finally not others' shoes and my phone ☺)



After I walked out the subway station, I see the logo of H&M and digital advertisement of the Windows on the top of the building. I used to be easily attracted by the stories and other media on my eye level.





I was surrounded by medias! However, it was my first time realized that the ads would change on digital screens. And, it was also my first time watched a full version ad on Time Square.



I went there again in the evening, but ads are different again.

As technology develops, people start to spend more time on electric devices. Besides that, people are always easily attracted by the noisy and colorful world. In the subway, they are looking on phones or taking naps; on the street, they are straightly heading to their destination or taking pictures; in the room, they are focusing on electronics: TVs, computer, phone and so on (I am one of those people before). In my view, there is no doubt that people (I used to) think medias are mostly exposed on phones and webs since they (I) have ignored the real world. In addition, people may still think the exposure of media should be in traditional formats, such as posters and advertisements. If they just spend some time to observe the surroundings, they would find out that medias are everywhere! Significantly, I find out that there lots of medias are even on the top of my head!

I have conclude the following in that day:

1. Medias are everywhere! They are on the flying flight; they are in your pockets; they are on the ground...
2. Medias can be exposed in any formats. They can be the logo on your cloth; they can be on the background of your pictures; they can be the things you are doing now.
3. Medias sometimes are annoying because they disturbed from what you are doing. For example, you would choose to skip the ads before the YouTube videos, but you enjoy the pitched ads in the "Two Broken Girls".
4. Medias may only be able to attract people who have demand on like products; otherwise, they would not pay attention on the medias. For example, I have no needs on cell phone so I did not watch the ad of LG, but I watched the ad of Beats because I am considering choosing a headphone between Beats and Boss.