### Online Communication in the Digital Age Prof. Rashmi Gaur Department of Humanities and Social Sciences Indian Institute of Technology Lecture – 49

**Deceptive Realities: Cinematic Exploration of Digital Deception** 

Good morning, dear friends and welcome to this module. In the previous modules, we have discussed the challenges and ethical issues that arise due to modern forms of communication. Today, we will discuss how these various issues are explored in modern cinema. The Prometheus myth, tracing its roots to ancient Greek mythology, played our central role in shaping the intellectual landscape of the 19th century. The tale of Prometheus is laden with themes of rebellion, scientific advancement, and the consequences of transcending divine boundaries.

## The Prometheus Myth\*

- The Prometheus myth is an ancient Greek mythological tale that features the Titan Prometheus, a figure of great intelligence and cunning.
- The story centers around Prometheus's act of defying the gods, particularly Zeus, to help humanity.
- Fire represented both a vital element for survival and a symbol of knowledge and enlightenment
- By bestowing fire upon humans, Prometheus allowed them to develop new technologies, skills, and culture



Source: https://www.greekmythologyinart.com

\*Raggio, O. (1958). The myth of Prometheus: Its survival and metamorphoses up to the eighteenth century. Journal of the Warburg and Courtauld Institutes, 21(1-2), 44-62.



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The Prometheus myth is an ancient Greek mythological tale that features the Titan Prometheus, a figure of great intelligence in cunning. The story centers around his act of defying the gods, particularly Zeus, to help humanity. Fire in the tale represented both a vital element for survival and a symbol of knowledge and enlightenment. By bestowing fire upon humans, Prometheus allowed them to develop new technologies, skills, and culture.

This act of rebellion had profound consequences as it marked humanity's transition from a state of ignorance and primitiveness to a higher state of civilization and enlightenment.

- It signifies gifting knowledge and innovation to humanity, reflecting the drive for mastering nature, enhancing life through technology, and seeking freedom from constraints.
- Prometheus's actions, however, provoked the wrath of Zeus, the chief of the Olympian gods.
- As a punishment, Prometheus was bound to a rock, where each day, an eagle would eat his liver, which would regenerate during the night, subjecting him to eternal torment.
- This myth celebrates technology's empowering potential while acknowledging its dual nature, a prominent theme in modern technology discussions.

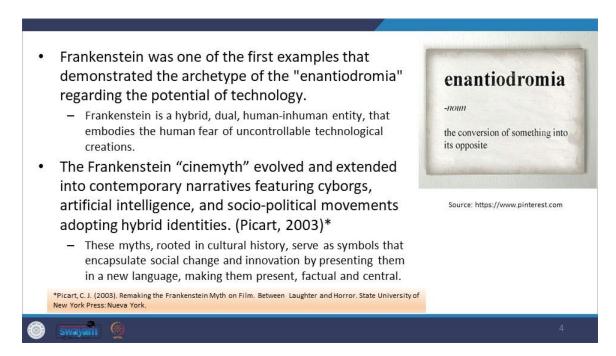


Source: https://morphoses.io



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Furthermore, the myth transcended its ancient origins to comment on the contemporary eras, social and political concerns, and became a symbol for challenging oppressive authority. Evident in literature like Shelley's Prometheus Unbound, a four-act lyrical drama, first published in 1820. The narrative of liberation echoed the spirit of revolutions during the 19th century. In the 20th century, depictions of characters in pop culture began reflecting this dual nature of technology in mass culture, showcasing the complexity as well as ambiguity of contemporary social norms and individual identities. The Prometheus myth, with its theme of stealing fire from the gods, finds a compelling counterpart in 20th century pop culture narratives such as Mary Shelley's Frankenstein.



Frankenstein was one of the first examples that demonstrates the archetype of enantiodromia regarding the potential of technology. Frankenstein is a hybrid, dual, human and inhuman entity that embodies the human fear of uncontrollable technological creations. Frankenstein's cine myth evolved and extended into contemporary narratives featuring cyborgs, artificial intelligence, and socio-political movements adopting hybrid identities. Prometheus myths rooted in cultural history serve as symbols that encapsulate social change and innovation by presenting them in a new language, making them present, factual, and central.

Other examples of the Prometheus myth include novels such as Brave New World by Aldo Saxely published in 1932, Fahrenheit 451 published in 1953 by Ray Bradbury, and films such as 1982's Blade Runner, The Terminator, which was released in 1984, and The Matrix released in 1999. Subsequently 21st century postmodern Zine myths began reflecting society's disillusionment with technology. They portrayed the shift from utopian dreams to dystopian fears evolving into modern technocinicism as advancements which brought both marvels as well as concerns.

## Techno-Cynicism

- Techno-cynicism, a prevailing viewpoint in contemporary critical theory, reflects a skeptical and critical stance toward technology's promises and potential.
- This perspective has arisen in response to the rapid and pervasive integration of technology into all aspects of our lives.
- Prominent techno-critics, such as Marshall McLuhan, Adorno, Michel Foucault, Donna Haraway, and N.
   Katherine Hayles, question the utopian narratives often associated with technology, highlighting the dark underbelly of innovation and the unintended consequences that may emerge.



Source: https://www.theepochtimes.com

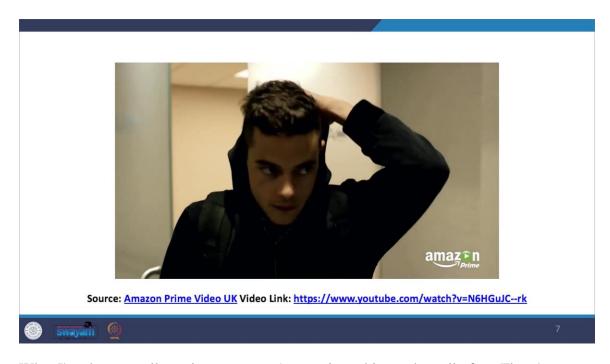


Techno-cynicism, which is a prevailing viewpoint in contemporary critical theory, reflects a skeptical and critical stance towards technology's promises and potential. This perspective has arisen in response to the rapid and pervasive integration of technology into all aspects of our life. Prominent techno-critics such as Marshall McLuhan, Adorno, Foucault, Donna Haraway, and Katherine Hayles, etc., question the utopian narratives often associated with technology and highlight the dark underbelly of innovation and the unintended consequences that might emerge.



They argue that technologies such as social media surveillance systems and automation can lead to privacy infringements, job displacements, and social isolation.

Techno-cynicism is a prevailing theme in modern cinema with filmmakers often exploring the darker side of technology and its impact on society. This perspective has led to thought-provoking narratives that question the role of technology in our lives and its potential for exploitation. While we have briefly explored the concept through the lens of the social network in previous modules, with these newer contexts in mind, today we will be exploring how cinema discusses these ideas to prominent television series Mr. Robot and Black Mirror. Let us begin our discussion by first looking at a trailer for Mr. Robot.



What I'm about to tell you is top secret. A conspiracy bigger than all of us. There's a powerful group of people out there that are secretly running the world.

I'm talking about the guys no one knows about, the guys that are invisible. The top 1% of the top 1%, the guys that play God without permission. And now I think they're following me. Employee number ER28-0652. Just a regular cyber security engineer, but I'm a vigilante hacker by night.

I usually do this kind of thing from my computer, but this time I wanted to do it in person. I started intercepting all the traffic on your network. That's when I noticed something strange. That's when I decided to hack you. Evil Corp, the largest conglomerate in the world.

A monster of modern society. I think you secretly hate it here. No, I love it here. Exciting time in the world right now.

Exciting time. What do you want from me? You sense something wrong with the world. You know it controls you and everyone you care about. You said there was a project. What's the project? What if you could set in motion the largest revolution the world will ever see? What are you talking about? The single biggest incident of wealth redistribution in history.

This is it. Time to shut them down. Their networks are getting attacked. \$13 billion. That's exactly how much they've lost. Who did this? Every record's gone.

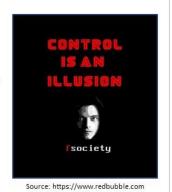
One guy. The whole thing comes down. Oh, hi. Elliot. Just a tech.

We'll continue our discussion based on what we have seen in the trailer, and look at how it relates to the representation of digital deception in the cinematic world.

# Mr. Robot (2015-2019) is a gripping drama series that delves into the life of Elliot Alderson, a brilliant but troubled cybersecurity expert, with a double life as a vigilante hacker. Elliot seeks to dismantle the corrupt corporation E-Corp, as vengeance for his father's death, who was a victim of a toxic spill from the company. He justifies his actions by aiming to liberate the citizens oppressed by the corporation and thus becomes entangled with an underground hacker group called F-Society in his endeavor.

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- While maneuvering through the intricate hacking realm, Elliot battles personal mental health challenges within a society marred by dehumanizing capitalism.
- The show explores themes of identity, control, and the blurred line between reality and illusion in the world of modern communication technology.
  - With its captivating visuals, exceptional cast, intricate storyline, this drama garnered acclaim for its authentic portrayal of computer network security.
- The core concept of the series is compelling, as it portrays the convergence of global capital flows and critiques the dissolution of individual identity in postmodern hyperreality.





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In Mr. Robot, techno-cynicism looms large, serving as a lens through which the series examines the corrosive impact of corporate control, surveillance and exploitation within the digital realm. This cynical viewpoint fuels the show's gritty, subversive narrative questioning the darker aspects of our technology-driven world.

## Techno-Cynicism in a Capitalist Dystopia\*

- Mr. Robot vividly portrays a dystopian society resembling today's reality, primarily set in the New York City of 2015.
- It mirrors a ruthless and dehumanizing capitalism, marked by stark class divisions.
- This digital realm is dominated by new technologies, mobile phones, computers, and social networks, while the internet serves as a tool for pervasive social control, with every online action leaving a trace.



Source: https://cstonline.net

\*Volmar, D. (2017). Far from the lonely crowd: the trenchant techno-cynicism of Mr. Robot. Endeavour, 41(4),



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Furthermore, it is a pseudo-society where people project simulated lives on social media, often concealing illegal activities.

- This society also intensifies alienation as individuals become engrossed in cultural distractions that deter critical reflection on the underlying system shaping their lives.
- Elliot's struggle with F-Society mirrors his inner conflict between action and inaction, power and powerlessness.
- This duality is central to Mr. Robot, as his technical skills make him powerful among the vulnerable.
- Yet, by delving into others' private lives, he perpetuates his cynicism that individuals reflect the same inauthenticity he sees in brands and advertising.





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In the series, F-Society is portrayed as a fictional hacker collective that shares some similarities with the principles of hacktivism associated with the real world Anonymous.

## Anonymous\*

- Known for its iconic Guy Fawkes masks and a distinctive logo, Anonymous emerged in the early 2000s.
- The group's activities are diverse, ranging from cyberattacks and online protests to advocating for freedom of speech, internet privacy, and various political causes.
- While some view their activities as a form of digital activism, others consider them a threat to cybersecurity and stability.
- Mr. Robot parallels F-Society and Anonymous as hacktivist groups confronting corruption, emphasizing digital activism and resistance.



Source: https://www.bath.ac.uk

\*Requeijo Rey, P., and Aladro Vico, E. (2022). The dual hero in late capitalism. Myth' new languages in V for Vendetta and Mr. Robot. Vivat Academia. Revista de Comunicación, 155, 219-239.



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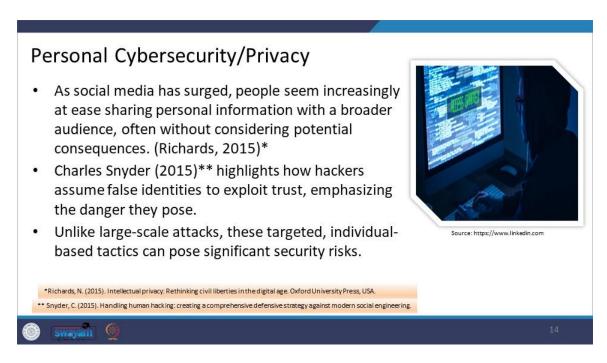
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The first season of Mr. Robot delves into the role of contemporary tech in privacy issues that are prevalent in today's society. Analyzing Mr. Robot for its portrayal of contemporary cyber security and privacy issues enhances our understanding of how media reflects today's social and political landscapes.



Season 1 of Mr. Robot centers on F-Society's quest to dismantle E-Corp and erase user debts. E-Corp, a tech giant, is analogous to real world tech giants and it dominates global finances and technology, facing major security breaches due to the involvement of the F-Society. Andrew Edwards in Digital is Destroying Everything, published in 2015, discusses how our shift to a digital society disrupts industries and poses cyber risks. Critics have pointed out that large corporations gather user data to enhance customer service but at the same time also expose them to cyber risks. It is also seen in F-Society's attack on E-Corp.

Mr. Robot's focus on cyber security extends beyond the corporate world to the realm of private individuals. The show highlights the importance of private cyber security as characters grapple with protecting their personal data and privacy amidst a backdrop of cyber threats and digital vulnerabilities.



As social media has surged and become popular, users seem increasingly at ease sharing their personal information with a broader audience, often without considering potential consequences. In his 2015 work, Charles Snyder highlights how hackers resume false identities to exploit trust, emphasizing the danger they pose.

Unlike large scale attacks, these targeted, individual-based tactics can pose significant security risks. Hackers can also utilize social media as part of their arsenal when choosing a victim and collecting data in order to create a fake persona. Throughout the series, Eliot employs his hacking skills to intrude into the private lives of his friends.

- Elliot manipulates situations to his advantage, using their medical records, correspondence, social media, and banking details.
- In episode 7\* of the first season, in a session with his therapist Krista, Elliot reveals all the personal information he has collected on her.
- He mentions tracking her daily coffee purchases on her credit card for points, notes her unfilled antidepressant prescriptions, and admits to monitoring her through her webcam.
- Elliot also monitors his best friend Angela's communications to gain insights into her life.



Elliot imagines his co-workers wearing intimate detail he's found out about themaround their necks. Source: https://www.reddit.com

\* "eps1.6 vlew-s0urce.fiv". Mr. Robot: Season 1 (US 2015). Universal Studios Home Entertainment, 2015.



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Thus, the series highlights the perpetual necessity for diligent measures in safeguarding digital lives within our progressively interconnected world.

While Mr. Robot delves into the world of cyber security and corporate malfeasance with a focus on hacktivism and the personal turmoil of its protagonist, Black Mirror takes a broader perspective. Let us take a look at a trailer that suggests what the anthology is all about.



Here, where the past, present, and future all coexist on the same timeline. A reminder that the future is not some distant glimmer, but a bright light shining in your eyes.

This is the future we are in right now. Where our phones are the first things that we touch when we wake up, the last thing we touch before falling asleep. Radiant, seductive screens we so lovingly, endlessly gaze upon. Much like you are doing right now. Welcome to a future where our true reflection is only revealed once the screen goes dark.

Welcome to the darkness. I hope you find it enlightening.

Black Mirror does cast a wider net in comparison to Mr. Robot and examines how technology affects everything from relationship to politics, making it a thought-provoking exploration of our increasingly tech dependent world.

# Black Mirror\* Black Mirror is a British anthology series that explores the dark and thought-provoking facets of technology and its impact on society. The series consistently challenges the idealistic narratives surrounding new media and communication technologies. Each standalone episode peels back layers of digital optimism to reveal the often unsettling and dystopian underbelly of our hyperconnected world. It underscores the potential for newer technologies to have dark, often unforeseen consequences, inviting

Black Mirror is a British anthology series that explores the dark and thought-provoking facets of technology and its impact on society. The series constantly challenges the idealistic narratives surrounding new media and communication technologies. Each stand alone episode peels back layers of digital optimism to reveal the often unsettling and dystopian underbelly of our hyper connected world. It underscores the potential for newer technologies to have dark, often unforeseen consequences inviting viewers to contemplate their ethical complexities.

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\* Brooker, C., Jones, A., & Arnopp, J. (2018). Inside Black Mirror: The Illustrated Oral History. Random House

For example, the dangers of social media are one of the themes thoroughly explored in this thought-provoking series. This anthology goes deeper into the parallels of modern technology emphasizing how it can be a double-edged sword. Three episodes, Nose Dive, National Anthem and Hated in the Nation provide compelling illustrations of how social media can have far reaching and often detrimental consequences on individuals and society.

# The Dangers of Social Media

- In Nosedive, the dangers of social media are manifested in a society where people obsessively rate each other using a smartphone app.
- These ratings determine an individual's social status and opportunities.
- The central character, Lacie, is obsessed with raising her social rating to access a luxury apartment complex for high-rated individuals.
- However, as her obsession grows, her journey reveals the shallow nature of this image-obsessed society.
  - This episode critiques how social media pressures individuals to conform to societal norms, eroding genuine human connections.



Source: https://www.imdb.com



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In Nose Dive, the dangers of social media are manifested in a society where people obsessively rate each other using a smartphone app. These ratings determine an individual's social status and opportunities. The central character Lacey is obsessed with raising her social rating to access a luxury apartment complex for high rated individuals. However, as her obsession grows, her journey reveals the shallow nature of this image-based society, and this episode critiques how social media pressurizes individuals to conform to societal norms, eroding genuine human connections.

Where the episode Nose Dive satirizes the shallowness of a society driven by social media ratings, National Anthem tells about the consequences of public opinion manipulation in the political realm.

- National Anthem explores the dangers of social media through the lens of politics and public perception.
- When a British princess is kidnapped, the abductors demand that the Prime Minister engages in a bizarre act on live television.
- The episode highlights how social media fuels a morbid curiosity, further complicating the moral dilemma of the government and the public's desire for instant gratification through the media.
- It serves as a warning about the dangers of sensationalism, clickbait, and the potential manipulation of public opinion in the digital age.



Source: https://www.imdb.com



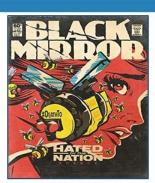
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Clickbait is content whose main purpose is to attract attention and encourage visitors to click on a link to a particular webpage. While it can be an effective way to generate traffic and engagement, it can also be deceptive and contribute to the spread of misinformation or may tend to annoy readers.

Black Mirror continues its exploration of the dark side of social media in Hated in the Nation. The episode discusses the consequences of situations when online hate and mob mentality take center stage.

- In Hated in the Nation, the episode scrutinizes the pitfalls of social media-driven mob mentality.
- When robotic bees are hacked to carry out targeted assassinations, a Twitter hashtag allows users to vote on who should be the next victim.
- The story dissects the role of online anonymity in enabling cruelty and its real-life consequences.
- This episode serves as a warning about the potential consequences of online hate speech, emphasizing the destructive power of social media.



Source: https://www.imdb.com



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Another aspect explored in Black Mirror is the profound impact of constant surveillance enabled through social media on its addictive users. The danger it poses in the context of an individual life are exemplified through episodes like Shut Up and Dance and Archangel.

## Surveillance

- Shut Up and Dance is a chilling exploration of the ramifications of invasive surveillance and online coercion.
- The episode introduces Kenny, an ordinary young man whose life spirals into a nightmare when he's blackmailed into committing a series of illegal acts, all while being relentlessly monitored by an anonymous adversary.
- The story takes several unexpected twists, leading to a shocking and unsettling conclusion that leaves viewers questioning the <u>ethics of digital vigilantism and the</u> <u>power of technology to manipulate individuals.</u>



Source: https://www.imdb.com



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Here we witness the dark consequences of personal data being weaponized and exploited as the protagonist's world unravels under the constant gaze of digital eyes.

On the other hand, Archangel focuses on personal privacy within the family dynamic.

- In Arkangel, a worried mother, Marie, chooses Arkangel, an experimental tech, to monitor her daughter, Sara.
- It lets her observe Sara's life, censor emotions, and vital signs.
- In a world where parents can track every move and experience of their children through the Arkangel device, the episode raises crucial questions about privacy and the potential harm that extreme surveillance can cause to individual development and autonomy.
- The technology initially aims to protect, but its insidious nature becomes apparent as it stifles the daughter's growth and understanding of the world.



Source: https://en.wikipedia.org



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In Archangel, a worried mother, Mary, chooses an experimental tech with the name Archangel to monitor her daughter, Sarah. It lets her observe Sarah's life, censor her emotions and vital signs. In a world where parents can track every move and experience of their children through the Archangel device, the episode raises crucial questions about privacy and the potential harm that extreme surveillance by parental authority can cause to individual development and autonomy of a child. The technology initially aims to protect, but its insidious nature becomes apparent as it stiffles the daughter's growth and her understanding of the world.

These narratives lead us to contemplate how surveillance affects individuals on a broader scale and the intricate balance between protection and autonomy in the digital age.

Furthermore, Black Mirror tackles the omnipresence of algorithms in our lives and the consequential erosion of personal freedom and authentic human connection.

## Algorithms

- In Hang the DJ, the audience is thrust into a world where romantic relationships are determined by an allencompassing algorithm.
- Inspired by Spotify, the writers envisioned a system providing relationship playlists, laying the foundation for the episode's unique concept and storyline.
- The central characters, Amy and Frank, use the dating app "The System," which dictates who they date and for how long.
- The app promises to find them the ultimate compatible partner but forces them into relationships with varying durations, ranging from mere hours to years.



Source: https://www.pinterest.com



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In Hang the DJ, the audience is thrust into a world where romantic relationships are determined by an all-encompassing algorithm. Inspired by Spotify, a popular musical app, the writers have envisioned a system providing relationship playlists, laying the foundation for the episode's unique concept and storyline. The central characters, Amy and Frank, use the dating app, The System, which dictates who they date and for how long. The app promises to find them the ultimate compatible partner but forces them into relationships with varying durations ranging from mere hours to years.

While the episode initially unfolds, as is standard critique of modern dating apps like Tinder and their effects on human connection, it soon evolves into a more profound exploration of the far-reaching implications of algorithm-driven lives.

- Amy and Frank, who share a deep connection during their assigned time together, question the validity of the System and rebel against it.
- Hang the DJ encapsulates the critique that algorithms have permeated the most intimate aspects of our lives.
- By reducing complex human relationships to a mathematical formula, technology dictates our choices and constrains our freedom.
- The episode highlights the absurdity and dehumanizing nature of such an existence, where personal agency is superseded by algorithmic determinism.



Source: https://www.buzzfeed.com



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Amy and Frank, who share a deep connection during their assigned time together, question the validity of the system and rebel against it. Hang the DJ thus encapsulates the critique that algorithms have permitted the most intimate aspects of our lives. By reducing complex human relationships to a mathematical formula, technology dictates our choices and constraints our freedom. The episode highlights the absurdity and dehumanizing nature of such an existence where personal agency is superseded by algorithmic determinism.

This critique extends to our own world where algorithms wield enormous influence over our daily lives, from the content we see on social media to the job opportunities we encounter.

In conclusion, the exploration of digital deception in cinema reveals the dynamic relationship between technology, storytelling and human nature. Through the lens of various films and series, we witness the powerful impact of deception on our lives, both on and off the screen.

## Conclusion

- As technology continues to evolve, our understanding of truth and reality is constantly challenged.
- These cinematic narratives serve as cautionary tales, urging us to remain vigilant and critical in the digital age.
- Whether it's the mind-bending twists of Black Mirror or the techno-cynical world of Mr. Robot, these stories offer profound insights into the human condition and the ever-shifting landscape of modern deception.



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As technology continues to evolve, our understanding of truth and reality is also being constantly challenged. These cinematic narratives serve as cautionary tales, urging us to remain vigilant and critical in the digital age. Whether it is the mind-bending twists of Black Mirror or the technocynical world of Mr. Robot, these stories offer profound insights into the human condition and the ever-shifting landscape of modern deception.

As viewers, we are left with a heightened awareness of the potential consequences of our digital actions and a reminder that the boundary between illusion and reality is not as distinct as it once seemed. In the next module, we will continue with our discussion on the dangers of modern communication with cyberbullying, which is one of the most significant aspects of digital deception in today's communication.

Thank you.