TECHNO-SYMBIOSIS PRODUCTION APPROACH

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ABSTRACT
Throughout history, theatre has been shaped by the influences of different eras, cultures, and prevailing ideologies. From the traditional approaches of Aristotle and Brecht to the advent of multimedia, theatre has evolved and adapted. This paper examines the techno-symbiosis production approach as a novel template that embraces the director's creative vision while leveraging the advancements of technology in the modern age. By outlining the various processes involved, this paper explores the benefits of this approach, including wealth generation, increased collaboration, enhanced accessibility, and improved performance quality.
Keywords: *Techno-symbiosis, Approach, Production and Directing.*

1. Introduction

The production process is a crucial determinant of the quality and impact of performances in the entertainment sector. It is within this process that directors and other collaborators in the theatre invest their efforts in the preparatory experience, particularly through rehearsals. Engaging in rehearsals allows entertainers to generate believable performances that satisfy the audience and their own creative curiosity. This dynamic relationship between audience and performers forms the basis of Edward Wright's definition of theatre as a means of communication between performers and spectators.

The nature of theatre as an art form necessitates that it is a reflection of its era, age, and culture. This guiding principle empowers directors to craft believable and creative productions that are in line with the dominant ideology, prevailing age, and recurring culture. Throughout history, directors have played a pivotal role in shaping and moderating the artistic and managerial processes of performance culture. Prominent figures such as David Garrick and Wolf Von Goethe made significant contributions by altering the production experience to achieve artistic unity. This laid the foundation upon which the Duke of Saxe-Meiningen developed his pioneering work in artistic synthesis, earning him the title of "father of modern directing." Through his efforts with the Meiningen Players, he championed the harmonization of contributions from various collaborators, treating all characters and actors equally, including supernumeraries and star actors or superstars.

The rise of Marxism during the mid-19th century, as espoused in the writings of Karl Marx and Friedrich Engels, advocating for equality and the intentional dismantling of class structures in pursuit of a communist society, profoundly influenced Bertolt Brecht to develop the Epic Theatre or Brechtian production techniques. Similarly, Jerzy Grotowski developed the Poor Theatre as a reflection of the minimalist ideology of the time, while Vsevolod Meyerhold's Biomechanics and Constructivism aligned with the industrial revolution era's emphasis on substituting manual labor with mechanized efforts. In addition to these examples, other production styles emerged, such as Antonin Artaud's Theatre of Cruelty and Max Reinhardt's Eclecticism, each deriving from societal influences, ideological movements, and the social perceptions of their respective periods. Alongside these, indigenous and adapted production styles emerged, including multimedia, tele-theatre, and cinematic theatre, all influenced by societal factors and the prevailing ideologies of their time.

It is within this context that the growing influence of digital technology and the online/cyber landscape on human existence has prompted the development of the Techno-Symbiosis production experience. This response acknowledges and incorporates the impact of digital technology and online platforms, recognizing their value and potential in shaping contemporary theatrical productions. The Techno-Symbiosis approach responds to the

demands of the age, adapting and integrating technological advancements into the production process to meet the evolving needs and expectations of contemporary audiences.

Theatre Directing, Digital Technology and Social Media: A Complimentary Discourse

Defining theater as a whole is challenging due to its complex nature and varied applications. As Chris astutely points out, attempting a holistic definition becomes a daunting task;

> There is not one definition which has not been seriously questioned or argued against. The idea of theatre is too wide to be caught in a single statement or in some recipe-like descriptions, especially when theatre is thought of as a phenomenon including all kinds of performative activities. (3)

This suggests that the expansive nature of theater encompasses various dimensions affiliated with its concept. The term 'theater' encompasses a communication process centered around entertainment. In fact, theater and entertainment are inseparable, as entertainment is the indispensable essence of theater. Hubberman, Pope, and Ludwig offer valuable insights on the ways art, and specifically theater, generates value for society. According to their research;

> Entertainment, because art can be fun, intriguing, funny and sad, providing pleasure. Exaltation, because art can provide transcendent experiences. It can facilitate religious and spiritual feelings. Economics, because art helps circulate capital and provide jobs. And edification, because art is one of the main ways people learn about their own cultures, histories, values, language, self, (qtd. in Jaffe, 2).

Theater productions often rely on directors for interpretative harmonization. Directors are the experts in harmonizing, interpreting, and coordinating performances within the space. In 'The Art of Directing in Contemporary Theatre,' Smith delves into the crucial role of directors in theater productions. He examines the multitude of techniques and approaches employed by directors to bring a play to life on stage, emphasizing that their expertise lies not only in instructing actors but also in interpreting the script, making artistic choices, and ensuring a cohesive and captivating experience for the audience. By conducting insightful interviews with renowned directors, Smith provides a valuable exploration of their creative processes, the challenges they face, and their unique visions. Ultimately, Smith concludes that effective directing requires a combination of vision, collaboration, and strong communication skills.

Emily's work in "The Director's Role in Shaping Performances: A Comparative Study" takes a deep dive into the multifaceted role of directors in shaping performances. In her research, she conducts a comparative study involving various directors, meticulously analyzing their influence on the entire creative process. This includes critical aspects such as casting decisions, rehearsal techniques, and staging choices. By examining specific case studies, Emily skillfully highlights the profound impact of directing on actors' performances and the overarching artistic vision of a production. She passionately argues that the choices and guidance provided by directors play a pivotal role in shaping the interpretation and overall impact of a play when it's brought to life on stage. One of her key takeaways underscores the importance of strong leadership, collaboration, and a profound understanding of dramatic texts in achieving successful directing. This not only resonates with experienced directors but also serves as invaluable advice for aspiring theater professionals looking to make their mark in the industry.

Another scholar whose contribution is relevant is Rebecca Smith. Her contribution offers a fascinating historical perspective on the evolution of directing theory. In her article, she conducts a thorough analysis of influential theatrical movements and various directing methodologies, which allows her to trace the development of directing as a discipline over time. Rebecca's work dives deep into the contributions of key figures in theater history, such as Stanislavski, Brecht, and Grotowski. She explores how their innovative ideas have left a lasting impact on contemporary directing practices. One of her key arguments is that the evolution of directing theory mirrors broader cultural shifts and has significantly influenced how directors approach their craft in the present day. Her comprehensive review not only

provides valuable insights into the theoretical foundations of directing but also offers essential historical context, helping us better understand the rich history behind this vital aspect of theater.

Speaking of digital technology, it is absolutely right that it's having a profound influence on various professions. Its dominant presence in our daily lives is undeniable. The term "digital technology" encompasses a wide range of technologies and tools that rely on digital data and electronic devices to function. Techopedia, a reliable source for tech-related definitions, describes it as:

> Digital technology refers to the use of digital systems, including computers, software, and networks, for various purposes, such as communication, data processing, and information storage." This definition encapsulates the broad scope of digital technology and its transformative impact on virtually every aspect of our lives, including how we create, communicate, and consume information. (Techopedia 1).

Digital technology has indeed had a transformative impact on both the business and entertainment sectors. Embracing digital technology has allowed businesses and entertainment industries to enhance their production and distribution capabilities, thereby increasing their value and capacity. The concept of digital technology is well defined by the Open University in their document titled "Understanding Digital Technology." According to their definition, digital technology involves the use of digitized information and electronic devices to perform tasks, solve problems, and enhance human capabilities. It encompasses the conversion of analog data into a digital format and the subsequent processing and manipulation of that data using algorithms and mathematical operations. One of the key benefits of digital technology is its ability to empower individuals and organizations to store, transmit, and process vast amounts of data more efficiently (1).

Furthermore, it enables new forms of communication, collaboration, and innovation. The advancements in digital technology have opened up a world of opportunities for businesses and entertainment companies to reach wider audiences, improve efficiency, and foster creativity.

By leveraging digital technology, businesses can streamline their operations, automate processes, and deliver products and services more effectively. In the entertainment industry, digital technology has revolutionized content creation, distribution, and consumption. It has provided artists and content creators with new platforms to showcase their work, while also enabling audiences to access and enjoy a wide range of digital content from the comfort of their own homes. Overall, the integration of digital technology has become essential in today's fast-paced and interconnected world. It has become a catalyst for progress and innovation, offering tremendous opportunities for growth and transformation. As technology continues to evolve, it is crucial for businesses and entertainment industries to stay ahead of the curve and embrace digital advancements to remain competitive and meet the evolving needs of their audiences.

The ideology surrounding digital technology is indeed multifaceted and encompasses a range of perspectives and beliefs. In the article "The Ideology of the Digital Age: A Critique" published in The Cyber Journal of Applied Ethics, the authors critically examine the ideology associated with the digital age, specifically focusing on issues related to technology-driven advancements. The ideology of digital technology is rooted in the belief that technology has the potential to significantly improve human lives, increase efficiency, and drive progress. It encompasses principles such as open access to information, connectivity, interoperability, data privacy, and the democratization of knowledge. This ideology recognizes both the opportunities and challenges that arise from the widespread use of digital technology in society. While there are numerous benefits to digital technology, such as increased convenience and connectivity, it also raises ethical considerations. Privacy, security, and the digital divide are some of the ethical issues that come to the forefront. The ideology of digital technology acknowledges the importance of addressing these challenges and incorporating ethical frameworks into the development and application of technology.

One particular aspect of the ideological usage of digital technology is captured by Arthur Cole, a technology writer, in his article "Exploring the Potential of Digital Twins: Revolutionizing Enterprise Operations of All Sizes." Cole defines a digital twin as a virtual representation of a real object, which could be as simple as a product or as complex as a manufacturing process. Digital twins can also serve as representations of theoretical entities like potential customers or emerging markets. The goal is to closely mirror these objects or systems in a digital environment and then subject them to various external influences to observe and understand their responses. The concept of digital twins holds immense potential in multiple industries, allowing for simulation, analysis, and optimization of real-world objects and systems in a virtual space. By creating digital replicas and subjecting them to different scenarios, organizations can gain insights, make informed decisions, and improve operational efficiency.

Overall, the ideology surrounding digital technology encompasses various beliefs and perspectives, seeking to harness its transformative power while also addressing the ethical implications and challenges that arise. It is an ongoing discussion and exploration as technology continues to advance and shape our lives.

Social media is indeed a dominant concept in our techno-symbiotic production experience. It has transformed the way we connect and communicate, offering online platforms and websites that enable users to create, share, and engage with content while connecting with others. Social media platforms provide virtual spaces for individuals, communities, businesses, and organizations to interact and share information in various forms. Users can share text posts, images, videos, links, and more, allowing for diverse and dynamic modes of communication. Some of the popular social media platforms that you mentioned include Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, Snapchat, and WhatsApp.

The report by the Pew Research Center on the impact of social media provides valuable insights into the influence of these platforms on society. The report delves into various aspects, examining trends in social media usage and exploring both the positive and negative effects it has had on individuals and communities. One of the key areas of impact highlighted in the report is communication. Social media has revolutionized the way we connect with others, enabling real-time interaction, instant messaging, and the ability to share updates with a wide network of friends and followers. It has also provided a platform for marginalized voices to be heard and for communities to come together around shared interests. The report also highlights the role of social media in shaping the consumption of information. With the abundance of news and content available on these platforms, people now have access to a wide range of perspectives and sources. However, it also poses challenges in terms of verifying the authenticity and reliability of information, as misinformation and disinformation can spread rapidly. Additionally, social media has transformed social interactions, allowing people to form and nurture relationships, join online communities, and participate in discussions on various topics. These has both positive and negative implications, as it can foster connections and support, but also contribute to issues such as cyberbullying, harassment, and the pressure to present an idealized version of oneself. Understanding the impact of social media on society is crucial in navigating its effects and maximizing its potential benefits while addressing its challenges. The insights provided by the Pew Research Center report contribute to a broader understanding of the changing landscape of communication and social dynamics in the digital age.

On Techno-Symbiosis

The techno-symbiosis production approach was developed in 2017 as part of a PhD thesis titled "Techno-Symbiosis Directing Approach and the Survival of Live Theatre in Nigeria." The thesis recognized the profound influence of digital technology and the online space, particularly social media, on human existence. This realization led to the recognition of the importance of incorporating digital technology and social media into the practice of live theatre.

Initially conceptualized as a production style, the techno-symbiosis approach utilizes technology and the social media space to create, prepare, and distribute live productions to audiences. It represents a mutually beneficial relationship between technology and humans, working together to achieve desired outcomes. What was originally seen as a directing approach has now expanded to encompass production processes in general.

The techno-symbiosis production approach is not limited to specific initiators but can be utilized by anyone involved in the production. It emphasizes the collaboration between humans and technology, leveraging their respective strengths and weaknesses to bring performances to life. A typical techno-symbiosis production involves the integration of online platforms, social spaces, and manual human efforts to develop, prepare, and distribute live theatre performances.

Stages of Techno-Symbiosis Production Approach

Development and Choice of Idea/Script

The Techno-Symbiosis production approach is a creative process that begins with the development and selection of a central idea. This approach leverages the power of technology and the online/social media space to source dominant and topical ideas. By actively engaging with the social space, producers can initiate discussions and pose relevant questions that lead to the emergence of the desired idea. Alternatively, they can conduct extensive online research, utilizing search engines and social media platforms to identify and explore topics that align with the production concept. This approach enables directors and producers to acquire the necessary script without the need for extensive physical travel or traditional library research. With just a simple click of a button, directors and producers can access and develop the required script through a wide range of social media platforms and online resources. These platforms offer a vast array of scripts, ranging from established plays to emerging new works, providing a treasure trove of creative material. By utilizing digital tools and platforms, the production team can efficiently explore a diversified pool of scripts, ensuring that the selected piece aligns with their artistic vision. Furthermore, the Techno-Symbiosis approach empowers the production team to collaborate and explore creative possibilities remotely. With the aid of technology, team members can seamlessly share ideas, concepts, and scripts across different geographical locations. Online platforms facilitate real-time collaboration, allowing directors, producers, and other creative to exchange feedback, refine ideas, and make informed decisions that shape the overall production. This virtual interconnectedness eliminates the need for physical proximity, making it easier for professionals from different parts of the world to contribute to the creative process. In addition to script development, the Techno-Symbiosis approach offers a multitude of opportunities for visual and design elements. Online platforms provide access to a vast collection of visual resources, from images and videos to graphic designs and digital art. This abundance of digital assets enables designers and creative teams to effectively communicate their vision, experiment with different aesthetics, and enhance the overall visual appeal of the production. Furthermore, the power of social media platforms plays a crucial role in marketing and promotion. Through targeted advertising, social media campaigns, and strategic online engagements, production teams can effectively reach their target audience and build anticipation for the upcoming show. Social media platforms allow for direct interaction with the audience, enabling real-time feedback, generating excitement, and fostering a sense of community around the production. Overall, the Techno-Symbiosis production approach revolutionizes the creative process by capitalizing on the vast potential of technology and the online space. It streamlines the acquisition of scripts, facilitates collaboration among team members, expands creative possibilities, and enhances marketing and promotion efforts. By embracing this approach, directors and producers can harness the power of technology to enhance creativity, efficiency, and engagement throughout the production journey.

Script Development and Sourcing

Once the idea is selected, the Techno-Symbiosis approach offers a streamlined process for script development and sourcing. By harnessing digital tools and platforms, the producer, along with the director and other stakeholders, can effectively create, customize, or adapt the script to meet the specific requirements of the production. With the aid of online platforms and software, collaboration becomes seamless, enabling real-time editing and the sharing of script drafts among team members. This promotes efficient communication, allowing ideas and feedback to flow easily within the production team. The digital space becomes a hub for cooperative script development, eliminating the need for time-consuming physical meetings or exchanges. Moreover, the online realm presents a treasure trove of scripts that can be readily accessed and utilized. Digital repositories encompass an extensive range of options, encompassing both traditional and contemporary works. This wide selection empowers the production team to choose scripts that resonate with their artistic vision, providing flexibility and creative freedom to bring their unique interpretation to the material. By taking advantage of the technological advancements in script development, the Techno-Symbiosis approach not only ensures a more efficient and collaborative process but also expands the horizons of script sourcing. The team can tap into the digital space to explore scripts from diverse cultures and perspectives, enriching the creative possibilities of the production. In essence, the Techno-Symbiosis approach optimizes the process of script development and sourcing through digital tools and online platforms. It enables seamless collaboration, real-time editing, and easy access to a wide array of script options. By embracing this approach, the production team can effectively shape the script to suit their vision, fostering creativity and enhancing the overall quality of the production.

Online Collaboration and Rehearsals

Once the script is established, the Techno-Symbiosis approach empowers the production team to engage in seamless online collaboration and rehearsals. Utilizing video conferencing tools, virtual rehearsal platforms, and other digital communication channels, the director can interact with the cast, crew, and other collaborators remotely. Through these digital avenues, the director can effectively exchange ideas, fine-tune performances, and explore creative possibilities, all without the need for physical presence in the same location. This enables the team to overcome geographical barriers and take advantage of the diverse talent available, regardless of their location. Online rehearsals offer the flexibility of scheduling, allowing participants to join from different time zones and geographical regions. The virtual nature of online rehearsals also promotes accessibility and inclusivity within the production process. It eliminates the constraints of physical proximity, making it easier for individuals who may face limitations due to distance, mobility, or other factors to participate fully. Whether it's actors, designers, or technicians, remote participation provides opportunities for a more diverse range of talents to contribute to the production. In addition to fostering collaboration and inclusivity, online rehearsals offer benefits in terms of convenience and efficiency. Participants can rehearse from the comfort of their own spaces, saving time and resources spent on travel. This allows for more focused and productive sessions, as individuals can delve into their roles without the distractions of physical logistics. The Techno-Symbiosis approach, with its online collaboration and rehearsal capabilities, not only adapts to the demands of the modern world but also enhances the creative process. It enables the exploration of artistic ideas, the refinement of performances, and the fostering of a cohesive vision, all while overcoming traditional limitations imposed by physical distance.

Digital Production Elements

Multimedia Components Incorporating multimedia components like video projections and digital imagery is like adding a whole new dimension to storytelling. It allows creators to transport the audience to different worlds and eras, enhancing the narrative in a visually captivating way. Think about how powerful it is to see historical events or futuristic landscapes come to life on stage through multimedia

Interactive Elements Interactive elements take audience engagement to a whole new level. With digital technology, you can create interactive experiences where the audience becomes part of the story. Imagine a play where the viewers can make choices that impact the outcome or even control certain aspects of the performance. It's like a choose-your-own-adventure brought to life.

Virtual Sets Virtual sets are a game-changer. They offer unparalleled flexibility in stage design. Want to switch from a medieval castle to a futuristic spaceship in the blink of an eye? With digital technology, you can! This dynamic stage design allows for seamless transitions and adds a wow-factor that was previously unimaginable.

Sound Design and Music Composition Digital tools have also transformed sound design and music composition. Composers and sound designers can create intricate and immersive soundscapes, perfectly synchronized with the action on stage. It's like having a live orchestra and a team of Foley artists at your disposal, all controlled digitally.

Audience Experience Ultimately, all these digital production elements contribute to an enriched audience experience. It's not just a show; it's an immersive journey. The combination of multimedia, interactivity, dynamic sets and stunning soundscapes creates an unforgettable performance that leaves the audience in awe. It's worth noting that many of these advancements have been made possible by the rapid development of computer graphics, virtual reality, and audio processing technologies. These tools have opened up endless possibilities for creators in the entertainment industry. So, whether you're a performer, a director, or simply an enthusiastic audience member, Techno-Symbiosis production is taking the world of entertainment to new heights. It's an exciting time to be a part of this creative revolution!

Online Promotion and Distribution

Online Promotion Online promotion is like the backstage pass to the digital age of entertainment. It's where you build excitement and anticipation for your production. Social media platforms, websites, and streaming services are your best friends here. You can use these channels to not only showcase snippets of your performance but also to create a sense of community around your project. Social Media: Platforms like Instagram, Twitter, and TikTok are fantastic for sharing visually appealing teasers and engaging with your audience in real-time. You can run contests, polls, and live Q&A sessions to get the audience involved even before the curtains rise. Websites: Having a dedicated website for your production is like having your own digital theater. You can share in-depth information about the show, cast, and crew. Plus, it's an excellent place to sell tickets or offer exclusive content to your fans.

Online Distribution Digital distribution is like sending your performance on a world tour without leaving your home base. Platforms like YouTube, Netflix, or even your own website, you can make your production accessible to a global audience. Streaming Platforms: If you choose to partner with streaming services, your production can become available to a vast audience instantly. Viewers can watch your show at their convenience, which can significantly expand your reach. Accessibility: Online distribution breaks down geographical barriers. People from different corners of the world can experience your production without the need for physical travel. This not only broadens your audience but also contributes to a more diverse and inclusive fan base.

Building Anticipation One of the coolest aspects of online promotion is building anticipation. You can share behind-the-scenes glimpses, interviews with the cast and crew, and even involve the audience in discussions about the creative process. This interactive approach generates excitement and buzz, making your production a topic of conversation long before the opening night. In a nutshell, online promotion and distribution are the digital magic wands that bring your Techno-Symbiosis production to a global stage. They create a bridge between your creativity and a worldwide audience, making your work accessible, engaging, and unforgettable.

2.   Conclusion

From our study on Techno-Symbiosis production approach it is obvious that

embracing technology throughout our study, we've delved into the various stages of this innovative approach. It's incredible to see how technology has become an integral part of every step in the production journey. From brainstorming ideas and scripting to collaborating online and incorporating digital elements, it's a testament to how the entertainment industry has evolved.

It has also been observed that one of the most significant advantages of the Techno-Symbiosis approach is how it streamlines the production process. With the aid of digital tools and online platforms, tasks that used to be time-consuming and resource-intensive can now be accomplished more efficiently. This not only saves valuable time but also allows for more creativity to flourish. And as such, the integration of digital elements and online promotion and distribution enables productions to reach a global audience. It's no longer limited to a local theater; your work can be enjoyed by people from all around the world. This inclusivity and accessibility are at the core of the Techno-Symbiosis philosophy.

In essence, Techno-Symbiosis is a creative revolution in the entertainment industry. It empowers creators to explore new horizons, engage with audiences in unprecedented ways, and deliver unforgettable experiences. It's a fusion of art and technology that opens doors to endless possibilities. So, whether you're a seasoned professional or just starting your journey in the world of entertainment, embracing the Techno-Symbiosis production approach can lead to exciting adventures and groundbreaking performances. Cheers to the future of entertainment, where technology and creativity go hand in hand!

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"The Ideology of the Digital Age: A Critique" - Cyber Journal of Applied Ethics: This scholarly article critically examines the ideology of the digital age, addressing issues related to technology-driven.