

chapter

3

Culture Stimuly

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People manifest beliefs, beliefs represent culture. Culture of certain communities, or even from one generation to the next, defines the originality or character of people of the world. Accumulation of knowledge, experience, language, attitudes, religion, values, hierarchies and material objects distinguishes one group of people from another. Influencing stimulus can be many, including observation of natural ecological and environmental factors, particularly from species of animal and plant, or even the advancement of technology by time.

Nowadays, photo sharing has been the most common and in-trend activity among Generations Y and Z. Overloaded with imagination and creativity, interpretation of artistic images is now limitless. One subject may be captured from different angles and styles, making visual marketing as one of the cheapest and fastest ways of income generation. This new modern culture has also allowed transparency and independency of events around the world, be it beautiful or ugly, to be shared promptly without any filtering or screening.

Colourful events and celebrations like a masquerade bring joy and fun to certain societies of the world. They will disguise pretentiously; heavily in the mood of seeking self-freedom and surprise. Originated from European countries, an aura of glamour, mysticism and mystery surround the participated crowd while masquerading with different styles of bird feathered head gears and masks. Unique elements that are arranged and positioned exquisitely, signify different symbols and purposes, making head gears and masks still relevant to modern culture.

Love is a universal language that the blind can see and the deaf can hear. Love and romance among birds can truly spellbind the observers. Their body signs and gestures allow us to learn how to be compassionate but perseverant at the same time, towards one another. Nature is, indeed, a good storyteller. Take a moment to stop and stare. Fascination can come even by seeing the affection between two birds.

While bird entanglement is fun to watch, so does the entrapment of wild jungle fowl. This nondestructive technique, which is famous among the Malays and Orang Asli, demands the trapper to be sturdy and endure with the behaviour and sensitivity of the decoy, and the “cocky” wild fowl subject. It can be a great outdoor activity and even has a potential to be commercialised for ecotourism.

Children’s self-expression can be seen through drawings using birds as an example subject matter. A study done on forty urban and rural schoolchildren reveals a distinct rendition of birds, between female and male children, thus expands our understandings on the complexity of children’s imagination. We might ask ourselves whether our kids have been given the most conducive environment, for knowledge seeking and social development, to allow them spreading their wings wide enough for their future endeavours.

Whether we realize or miss, whether we are an observant or an ignorant, our daily activities which arouse wonder or curiosity, are shaping ourselves, into one community, one society, one nation or one people of the world. Culture might evolve through time, but birds will always stay as inspiration.

(16.11.2015)new