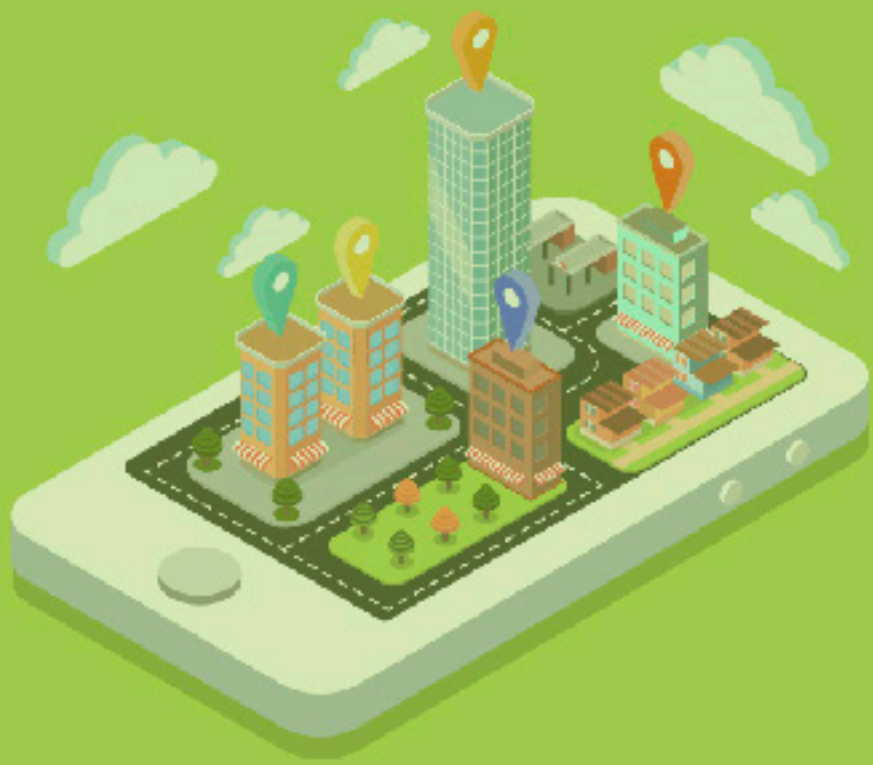




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The Social Media City: Recentering Significances for Today's Urban Exteriors That Influence Publics Based on Social Interests

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ABSTRACT

Urban development has been achieved primarily through initial construction and expansions to grow the local economy, alter street patterns, and beautify the city. However, today's cities are concerned with guaranteeing the occupants' social activities, externalizing the individual's or communal internals for social agreements in art, advertising, and communication. The exteriors of buildings have become a tool for architects to seek social attention; they suffer from the aggressive installation and replacement of panels, murals, and signs, aligned with city trends and social interests. Liberalism supports the social activities of one's ideas and community. On the other hand, the law regulates the urban exteriors from reckless and unhealthy activities. The main concern of the major cities that have fully loaded their streets now should be how to manage the urban exteriors, as well as reduce the life cycle costs and support the common value of investments. maintenance. A social media city with liberal activity can challenge the well-being of the city through reckless behavior, visual distractions, and excessive maintenance costs. This study analyzed how to create a social media city that exhibits an urban exterior, fostering common interests through human activity.

INTRODUCTION

Social media is a communication tool for publicizing sources to read the creator's what, when, and where it happens by a simple mechanism and to form the social agreement. (Nadaraja, Yazdanifard, 2013) Cities foster social consensus and marketing by focusing outward posting activity, just as we do social media on smartphones and applications: posts, deletions, selfies, street activity, and cultural attention. Major cities in countries reinforce the homogeneity of the streetscape through billboards, wallpaper, and manipulated expressions to address consensus issues and showcase cultural trends through media. (Nowghabi, Talebzadeh, 2019) These activities provide an opportunity to promote urban intellectuality while installing and replacing street covers according to different interests at various times. Therefore, it is necessary to discuss the urban activities that are imposed on the way to becoming a social media city, and how to regulate them through social awareness and legal enforcement, rather than banning them outright.

LITERATURE REVIEW

In Vitruvius's 'Ten Books on Architecture,' it is explained that in antiquity, the exteriors of buildings were intended to depict common concerns such as military victories, heroes, and theories. In ancient times, buildings were constructed with concrete and stone exteriors to ensure longevity, and maintaining structures through the concept of "upkeep" became a priority for urban heritage. (L'Héritier, 2018) Before modern era, the conventional role of urban exteriors was to symbolize collective success and protect internal residents. Today, however, streets

and communities recognize that urban exteriors serve a commercial function by generating revenue, contributing to advertising and street beautification. (Wasserbauer, 2023) The essence of urban exteriors has been converted into uses and functions for the public today. This journal has studied the considerations that must be taken into account when designing streets to achieve the goal of urban well-being.

MATERIALS AND METHODS

The confinement of the spatial research area includes any major cities that encourage socio-commercial activities in the city's exterior, such as streets and building exteriors, concerning the upkeep of the city and humanity. The keywords study performed with the artificial intelligent applications by applying it to the abstract; it found these keywords, architecture, liberal, lawful, disoriented from the regularity of words about the urban exteriors. (Figure 1) This research will find the exteriors on the streets flipping their usages from its practicality which have been permanently built to represent the builder's spirituality, historicity and religiosity by referring the literatures from master pieces and prominent architect's articles. Media and municipal codes are cited as the source for political reactions to the exterior activities, law enactment alongside of exterior activities.

RESULTS AND DISCUSSIONS

Over the centuries, the exteriors of buildings have employed hollowing techniques and have expressed spirituality in exterior parts, thereby conveying the builder's identity to the public since antiquity. (Vitruvius,

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2014) During the medieval period until the 14th century, the development of the town, intended to bolster social boundaries, established building exteriors along the streets and around the town walls, delineating the townships for control and defense, as well as private and public areas. (Stalley,1999) It is arguable, but in Asian streets in the Middle Ages, people began spontaneously externalizing their culture through formless exteriors and conducting street activities for rituals and commerce. The religious agent's orthodoxy and yearning for Christ had led them to express the belief and historical significance of the Church's exterior for the disciples' legacies and faith in permanent forms. (Reston, 2015) The communist parties and activists used the murals to spread their ideology. (Hemingway, 2010) Since the modern era, the city has struggled with aggressive activities under liberalism, self-orienting tools of intent, content, and media to address propaganda, communication, and attention. Nowadays, the city regulates urban activities within designated sites for lawful purposes related to social well-being and sustainability.

(Table 1)

Architecture

Recentring its significance of upkeep – In today's cities, social interests that vary over time are revealed in architectural activities on the exteriors, besides the signs bolted and fastened on building façades, masonry side walls, street covers, and even driveways by brushing, wall coverings by advanced materials, and street paintings. (Katkar, 2024) Since postmodernism focused on the world of thoughtful individuals, urban exteriors have challenged social consensus by publishing the thoughts of social actors for marketing, social propaganda, and media dissemination, demanding timely installation, painting, and replacement rather than permanency. (Britannica, Zhang, Hu, 2019) This differs from the conventional use of historical exteriors, which expressed social significance over time by converting the practicalities. Moreover, the study finds that street commercials are the business holder's most preferred strategy for marketing results. (Katkar, 2024) However, the streets disadvantage themselves through visual distractions for pedestrians and drivers, leading to city hierarchies prioritizing economic profit by demeaning the constructed developments and disrupting the rhythm of architectural elements on exteriors. These socio-architectural activities embody urban conditions for marketing and social consensus, evolve with immediate technology to accommodate installation and replacement trends driven by social interest, and articulate the significance of the city as maintenance for a lifecycle, not merely construction for development. As maintenance, the Roman Empire already conducted upkeep of its architectural activities, including the construction of new structures and building programs. (L'Heritier, 2018) How to upkeep the architectural elements exteriors, pavement, building walls, decorations exposed to public became the most considered issue to enhance the technology, to

nurture the social intellectuality, and to fulfill the lifecycle satisfaction for builders. The developers of today's city seek to save initial construction costs for buildings by using cladding and a standard construction system. However, the consideration of these developers focused on maintenance costs for the lifecycle beyond the initial construction. (Obradović, 2024) Media also focuses social attention on the aftermath, such as reconditioning costs and processes, exteriors and streets after installing murals, and commercial billboards for socio-commercial activities. (congress.gov) The significance of today's urban exteriors has recentered from ancient practices such as ensuring the longevity of structures and protecting residents to maintenance.

Liberal

Promoting activities for aestheticism – Human activities to externalize the intellectuals had led to aestheticism flourishing in various forms of art, as a methodology for solving internal problems by expressing externals through media. Art activities had been performed on the exteriors and interior spaces of most European cities since antiquity; however, the authorities of the Church checked liberal activities of artists by forging their works and intentions until the pre-modern period. Since 1970, this artist has stood out in externalizing their thoughts with freely chosen media. (Zhang, Hu, 2019) Even in the era, it selected building materials for beauty and dignity, and as a language to communicate with the public, reflecting people's interest in society. Social regulations to accommodate the ideology started from pre-Cold War periods, the city exteriors were adorned with murals and posters to promote social propaganda, which was bi-flown alongside education. Obviously, liberalism is associated with a social background that accepts the arts and intellectuals in urban environments. Since postmodernism recentered the world on thoughtful individuals, building exteriors have challenged social agreements by posting up social agents' thoughts for marketing, social propaganda, and media amplification, and by calling out the maintenance of urban exteriors rather than their permanency. (Britannica) Eventually, externalizing the individual's internals has been mobilized more liberally than in the pre-modern periods; all activists benefit from a social environment that supports their internals outside the city, provided they obtain legal permission. (Sigregar, 2011) Nowadays, all the constitutional entities for these activities, intent, content, and media can be decided by the activists.

Lawful

human well-beings under Regulation – City regulations should maintain a balance between the installation of facades, markings, murals, and signage that announce activities and promote human well-being within the city. The activity externalizing the one's internal may plunge the permanency of exteriors, and it pays for maintenance and reconditioning. The problem is that social trends

should be promoted as a chance of externalizing the opinions, intellectuality, and arguments for social consent. A well-managed social media city has social contributions for humanity flowing through its urban exteriors.

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