09 NEW MEDIA ART

(1990–NOWADAYS)

KEY
for English lesson
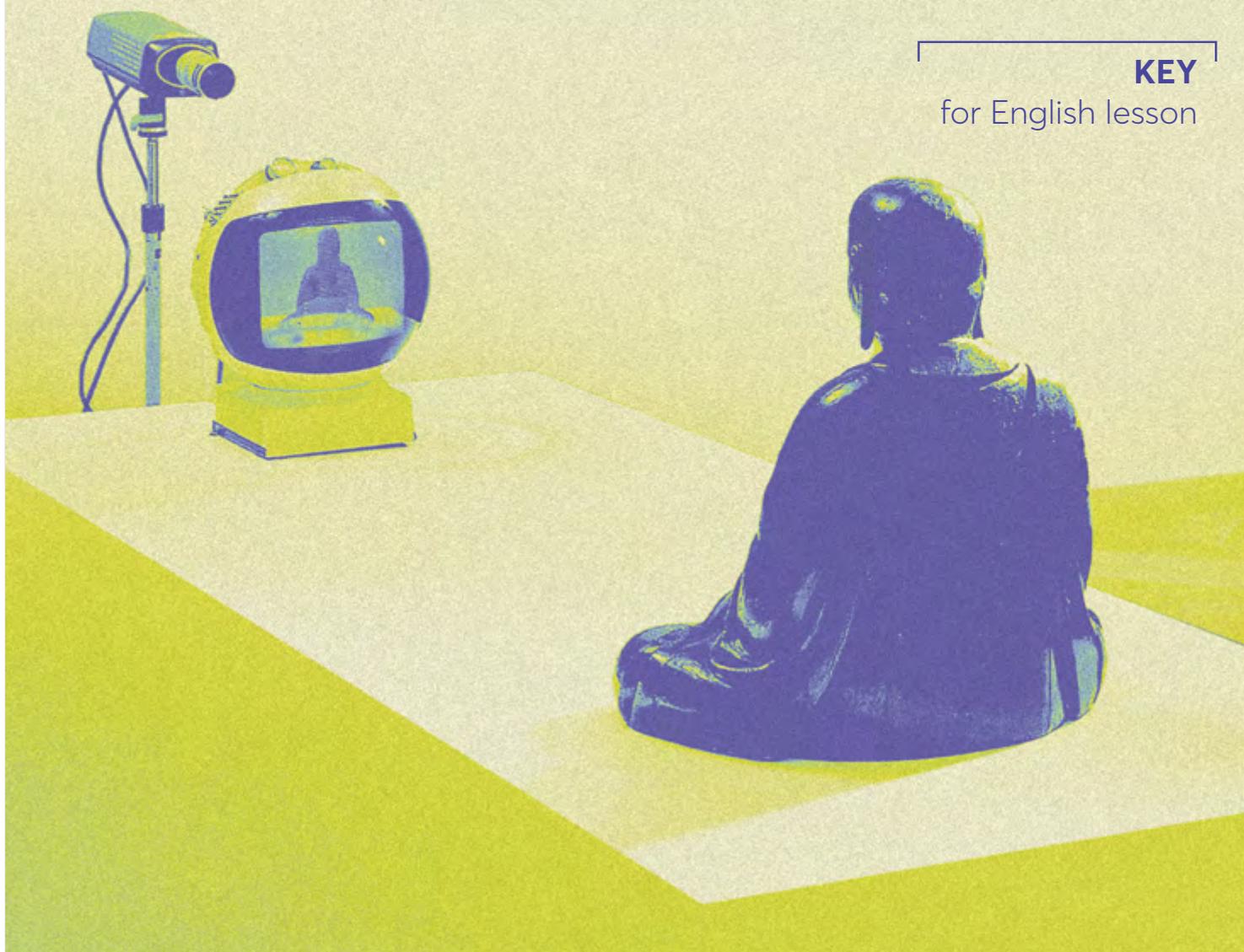
LISTENING

KEY Listening Worksheet on New Media Art

VOCABULARY PREPARATION:

1. **Interactivity - C.** The ability of a user to influence or engage with an artwork

2. **Algorithm - A**. A set of rules a computer follows to solve problems

3. **Augmented Reality - D.** A blend of digital elements with real-world environments

4. **Immersive Experience - E.** A deep, engaging sensory experience

5. **Digital Aesthetics - B.** A style or approach influenced by digital tools and techniques

6. **Generative Art - F.** Art created using algorithms that generate patterns and images

7. **Machine Learning - G.** A branch of AI where systems improve through experience

8. **Data Visualization - H.** Representing complex information through visual elements

9. **Mixed Media - I.** Combining multiple artistic mediums in one work

10. **Real-Time Processing - J.** Processing and updating digital content as events unfold

WHILE-LISTENING ACTIVITIES:

1. Comprehension Questions:

- **What is the main argument of the speaker?**
  The speaker argues that New Media Art, which integrates technology and art, transforms society by making art more interactive, engaging, and dynamic.

- **How does the speaker describe the impact of AI in New Media Art?**
  AI allows artists to create works that can evolve over time, challenging traditional ideas of authorship and artistic creation.

- **What role do interactive installations play in modern art?**
  Interactive installations allow the audience to engage with and influence the artwork, blurring the line between the artist and the viewer.

- **According to the speaker, how do artists challenge traditional art through technology?**
  Artists challenge traditional art by using technology to create works that involve real-time data processing, interactivity, and artificial intelligence, which change the way art is created and experienced.

2. Fill in the Blanks:

- "New Media Art is an evolving field that integrates **technology, creativity,** and **interactivity."**

- "Through the use of AI, artists can create works that challenge the idea of **authorship.**"

- "Interactive installations change the way people **experience** and **interact with art.**"

- "Artists use digital aesthetics to explore **form and expression."**

- "The fusion of **art** and **technology** allows artists to create more engaging experiences."

- "Machine learning enables artists to create works that evolve based on **audience input.**"

- "One key principle of New Media Art is **interactivity,** which allows audience participation."

- "Generative art relies on algorithms to create **patterns** and **images.**"

POST-LISTENING ACTIVITIES:

1. Summary & Discussion:

(Example)

The TED Talk discusses how New Media Art combines technology and creativity, focusing on interactive installations, artificial intelligence, and generative art. The speaker emphasizes the transformative role of AI in art, allowing for dynamic, evolving works that challenge traditional concepts of art. Interactive art also plays a major role, as it invites audience participation, making art a collaborative experience. Through these innovations, New Media Art is pushing the boundaries of how art is made, experienced, and understood.

2. Creative Task:

(Example)

As a New Media artist, I would design an interactive installation using augmented reality (AR). The artwork would allow visitors to use their smartphones to view digital elements that overlay physical sculptures, transforming the artwork in real time based on the viewer's movements and gestures. The audience would engage by interacting with the AR elements, making the piece evolve differently for each viewer.

LISTENING 2

KEY Listening Worksheet Key

BEFORE LISTENING:

1. Discussion Questions

These questions are for discussion and don't have a specific "right" answer. They are meant to engage students and encourage them to share their knowledge and opinions.

2. Vocabulary Preview

- Oscilloscope: A device used to observe and record electronic signals.
- Algorithmic Art: Art created through mathematical formulas or computer programming.
- Augmented Reality: A technology that overlays digital content on the real world.
- Non-Fungible Tokens (NFTs): Digital assets that represent ownership or proof of authenticity, often used in digital art.

These words are explained within the context of the video.

DURING LISTENING:

Task 1: Fill in the Gaps

1. stone, wood
2. oil
3. 70
4. oscilloscope
5. Cybernetic Serendipity

Task 2: True or False

6. **False** – Digital art actually started before the 21st century.
7. **True** – The pioneers were often mathematicians, engineers, and scientists.
8. **False** – AI-generated art existed earlier, in the 1970s.
9. **True** – Warhol worked on digital pieces in the 1980s.
10. **False** – It took time for digital art to be accepted in traditional art venues.

AFTER LISTENING:

Task 3: Multiple Choice Questions

11. **b)** In the 1960s

12. **b)** Cibernetic Serendipity

13. **b)** Georg Nees

14. **b)** An oscilloscope

15. **b)** Commodore Amiga 1000

16. **c)** The availability of personal computers

17. **b)** AI is used to create autonomous artworks

18. **b)** Crypto art

19. **c)** It allows for easier viewer engagement and interaction

20. **c)** It has accelerated the growth and popularity of digital art

TASK 4: DISCUSSION

1. These discussion questions don't have a fixed "right" answer but encourage students to express their views based on the video and their own opinions about digital art, NFTs, and technology's role in art creation.

<div style="color:olive">▉</div>

READING

Answer Key

1. VOCABULARY MATCH

	Word	Definition
a	Futurist	3. Someone who expresses the ideas and possibilities of the future.
b	Atone	5. To change someone's views dramatically, especially to more extreme views.
c	Dictatorial	4. A powerful influence or control by someone with authority.
d	Radicalize	5. To change someone's views dramatically, especially to more extreme views.
e	Medium	6. A method or channel of communication (e.g., TV, art).
f	Anarchic	7. Uncontrolled, chaotic, and without order.
g	Manipulate	2. To control or influence something, especially in a way that's clever or deceptive.

2. TRUE OR FALSE

1. Nam June Paik was born in Seoul, Korea, in 1932. (T)
2. Paik's works were mainly calm and simple in design. (F)
3. (His works were energetic, filled with humour, and sometimes chaotic.)
4. Paik saw television as a tool for communication and democracy. (T)
5. Paik was influenced by John Cage, a composer who believed in random sound. (T)
6. Paik became a famous artist only after creating "TV Buddha." (F)
   (Paik had significant recognition before "TV Buddha," but this work helped secure financial stability.)

3. SHORT ANSWER QUESTIONS

1. What kind of family and education did Nam June Paik have when he was young?

- Paik came from an affluent family and received an elite education. He was trained as a classical pianist and steeped in the Western canon.

2. How did Paik's views on technology differ from the conventional use of TV in his time?

- Paik saw television as a dictatorial medium that could control ideas. He wanted to challenge the one-way transmission of media by allowing people to interact with it and "talk back" to the TV.

3. How did Paik's work challenge the way audiences interact with media?

- Paik's work encouraged viewers to actively participate with the technology. For example, he allowed audiences to manipulate TV signals and images rather than just passively watch them.

4. Describe one of Paik's most famous works and explain why it was important.

- "TV Buddha" (1974) is one of Paik's most famous works. It features a Buddha statue watching itself on television. This work was important because it blended spirituality with modern technology, symbolizing Paik's fascination with the interaction between the sacred and the electronic age.

5. How did Paik's personal history and background influence his art?

- Paik's experiences with Japanese occupation, exile, and his education in Western ideas influenced his resistance to authoritarianism and his interest in the potential of media and technology to foster democratic interaction.

4. DISCUSSION QUESTIONS

1. How do you think Paik's ideas about the use of technology in art are relevant today?

- Paik's ideas are highly relevant today because technology and media are even more pervasive in daily life. His desire for people to actively engage with media, instead of passively consuming it, resonates in today's world of social media and interactive technologies.

2. Paik used television as a medium to express his ideas. Can you think of other modern forms of media that artists use today to communicate their messages? Explain.

- Today, artists might use platforms like YouTube, Instagram, video games, virtual reality, or social media to express their ideas. These platforms allow for more direct, interactive engagement from the audience, much like Paik wanted with his use of television.

5. LANGUAGE FOCUS: PAST SIMPLE VS. PRESENT SIMPLE

1. Paik studied music history in Germany before moving to the United States.

2. Paik created "TV Buddha" in 1974, one of his most famous pieces.

3. He had a difficult time in his early life due to the Japanese occupation of Korea.

4. Paik was influenced by avant-garde music and artists like John Cage.

5. The documentary shows a more personal side of Paik's story.

6. CRITICAL THINKING

1. **Nam June Paik's personal history and struggles, such as his experience with authoritarianism, exile, and his search for belonging, were integral to his work. His art often challenged traditional forms of communication and the role of technology in society. His reflections on his past helped him conceptualize technology as a tool for empowerment and self-expression, rather than just passive consumption. This made his work unique, as it was influenced by both the digital revolution and his personal journey.**

SPEAKING

KEY

PART 1: VOCABULARY AND CONCEPTS

1. Match the words with their definitions

1. **Interactive – b.** Art that involves the viewer's active participation

2. **Digital Art – a.** Art made using computers or digital technologies

3. **Virtual Reality – c.** Technology that creates an artificial environment that the user can interact with

4. **Augmented Reality – d.** A medium where digital information is overlaid on the physical world

5. **Artificial Intelligence – e.** Machines or programs that can perform tasks that would normally require human intelligence

2. Use the words above in sentences

- **Interactive:** The museum has an interactive art installation where visitors can control the colors and shapes on a digital screen.

- **Digital Art:** Many artists today use software like Photoshop and Procreate to create digital art.

- **Virtual Reality:** The new exhibition lets visitors experience ancient civilizations through virtual reality.

- **Augmented Reality:** Some museums use augmented reality apps to provide extra information about artworks when you point your phone at them.

- **Artificial Intelligence:** Some artists are experimenting with artificial intelligence to generate unique paintings and sculptures.

PART 1: VOCABULARY AND CONCEPTS

A. The Nature of New Media Art and Design

1. **What makes new media art different from traditional art forms like painting or sculpture?**

   - New media art is different because it often relies on technology, digital tools, and interaction. Unlike a painting that you simply look at, some new media artworks require audience participation or exist only in digital form.

2. **How can technology, such as VR or AI, be used to create art?**

    • Artists can use VR to create immersive 3D environments where viewers feel as if they are inside the artwork. AI can generate new patterns, compose music, or even paint in the style of famous artists.

3. **What do you think is the role of interactivity in new media art?**

    • Interactivity makes the audience an active participant in the artwork. It allows people to engage, explore, and even change the art, making each experience unique.

B. The Impact of Technology on Art

1. **How do you think new media art reflects changes in society or culture?**

    • New media art reflects modern life by addressing topics like social media, AI, surveillance, and climate change. For example, some artists use digital tools to explore how technology affects privacy and identity.

2. **How does the use of the internet and social media influence how new media art is created and shared?**

    • The internet allows artists to reach a global audience instantly. Social media platforms like Instagram and TikTok make it easy for digital artists to showcase their work and gain recognition.

3. **Do you think new media art can make a statement about the dangers or benefits of technology? Why?**

    • Yes, many new media artists critique technology by showing its risks, like digital addiction or AI bias. Others celebrate its possibilities by using it to create innovative experiences.

C. Future of New Media Art and Design

1. **What do you think the future of new media art might look like?**

    • In the future, new media art may integrate AI, blockchain, and even brain-computer interfaces, making art more personalized and interactive.

2. **How do you think new technologies like artificial intelligence will change the creative process in art?**

    • AI might assist artists by generating ideas, suggesting colors, or even composing music. However, some fear that AI could replace human creativity.

3. **Do you think that new media art can exist in a physical gallery, or is it strictly for online spaces? Why or why not?**

    • New media art can be displayed in both physical and digital spaces. Some galleries now include VR installations and interactive exhibits, but digital art can also exist entirely online.

PART 3: ROLE PLAY/PRACTICE – SAMPLE RESPONSES

A. Interview Practice

- **Student 1 (Curator):** New media art is a form of contemporary art that uses **digital tools, VR, AI, and interactive elements.** It challenges traditional art by engaging viewers in new ways.

- **Student 2 (Visitor):** How does technology influence the meaning of the artwork?

- **Student 1 (Curator):** Technology allows artists to create **immersive experiences** that change over time or respond to the audience. This makes each interaction **unique** and **dynamic.**

B. Group Discussion – Example of a New Media Artist

- **Example:** Refik Anadol – He uses **AI and big data** to create **digital, moving artworks** that change based on real-time information. His work explores the relationship between **human perception and technology.**

PART 4: REFLECTION – SAMPLE ANSWERS

1. **Do you think new media art is more accessible to people than traditional art? Why or why not?**

   - Yes, because it is often available online, and anyone with a smartphone or computer can experience it. However, some high-tech art requires expensive equipment like VR headsets.

2. **In what ways do you think new media art could help raise awareness about global issues like climate change or inequality?**

   - Artists can use interactive data visualizations or VR experiences to show the effects of climate change in an engaging and emotional way.

3. **If you were to create your own new media artwork, what technology or tools would you use, and what message would you want to convey?**

   - I would use AI and augmented reality to create an art piece about the impact of social media on mental health, where viewers can see how online interactions affect emotions in real time.

WRITING

KEY

SAMPLE ESSAYS:

The Evolution and Impact of New Media Art in the Digital Age

New media art is an innovative and evolving form of artistic expression that incorporates digital technologies and interactive tools. Unlike traditional art forms such as painting and sculpture, new media art creates immersive, computer-generated experiences that engage the viewer in unique ways. With the development of technologies like virtual reality, augmented reality, and artificial intelligence, new media art is reshaping how art is created, displayed, and experienced. This form of art has become an important movement within the broader art world, reflecting the growing influence of technology in our daily lives.

New media art differs significantly from traditional art forms in both its process and its outcome. Traditional art forms, such as painting or sculpture, rely on physical materials like paint, canvas, or clay. In contrast, new media art uses digital tools and technologies, allowing artists to create on virtual platforms. Additionally, new media art is often interactive and immersive, meaning that the viewer plays an active role in experiencing the artwork. For example, interactive installations or virtual reality art pieces invite the viewer to engage with the artwork, creating a dynamic experience that traditional art forms cannot provide. The ability to engage with art in such a way is one of the defining characteristics that sets new media art apart.

The technological advancements of the 20th and 21st centuries have been crucial in shaping new media art. The development of computers and digital software has given artists access to powerful tools for creating and manipulating images, sounds, and animations. One of the most significant innovations has been the rise of algorithms and artificial intelligence, which allow computers to generate art autonomously. Virtual and augmented reality have also played an important role, enabling artists to create immersive, three-dimensional environments that engage viewers in ways that were previously impossible. These technological advancements have opened up new possibilities for artistic expression, transforming the art world in profound ways.

Throughout the history of new media art, several key figures have paved the way for the movement. Ben Laposky, a mathematician and draftsman, is considered one of the pioneers of digital art. In the 1950s, he used an oscilloscope to manipulate electronic waves and create abstract digital art. Another notable figure is Georg Nees, who created one of the first publicly displayed pieces of computer-generated art in the 1960s. More recently, artists like Andy Warhol embraced digital technologies in the 1980s, creating works on early personal computers. Today, artists such as Ryoji Ikeda and Davide Quayola continue to push the boundaries of new media art, experimenting with digital tools to create innovative and thought-provoking pieces.

New media art represents a significant shift in the art world, blending technology with creativity to create interactive, immersive experiences. The movement's roots can be traced back to early pioneers like Ben Laposky and Georg Nees, but it has since evolved with the development of cutting-edge technologies such as virtual reality and artificial intelligence. New media art has undoubtedly made a lasting impact on the art world, and its influence will continue to grow as new technologies emerge. As the art world embraces digital innovation, it is clear that new media art will play a central role in shaping the future of artistic expression.

How Technology Shaped the Growth of New Media Art

New media art has emerged as one of the most exciting and rapidly evolving forms of artistic expression. Unlike traditional art, which relies on physical materials like paint or sculpture, new media art incorporates digital technologies such as computers, virtual reality, and artificial intelligence to create innovative artworks. This shift in artistic practices has revolutionized the way art is created and experienced, allowing for greater interactivity and immersive experiences. New media art has not only provided artists with new tools for creation but also transformed the way audiences interact with and interpret art.

The most obvious difference between new media art and traditional art lies in the use of technology. Traditional art is often created using tangible materials such as oil paints, clay, and marble, whereas new media art relies on digital tools and software to produce artwork. Moreover, new media art is often interactive, meaning that viewers can engage with the artwork in real time. This is a stark contrast to traditional art, where the viewer's experience is typically passive. For instance, digital installations or virtual reality exhibits allow viewers to explore and interact with the art in a way that traditional art cannot. The ability to engage with art in such a dynamic manner is one of the key reasons why new media art has garnered so much attention and admiration.

The growth of new media art can be attributed to advancements in technology. In the 1950s, digital technologies were still in their infancy, but artists quickly recognized the potential of computers to create art. Early pioneers like Ben Laposky and Georg Nees experimented with machines and oscilloscopes to create computer-generated art. With the advent of personal computers in the 1980s, artists such as Andy Warhol began creating digital versions of their iconic works, further integrating technology into the artistic process. The rise of artificial intelligence and algorithms has also had a profound impact on new media art, allowing for the creation of art that is generated autonomously by computers. This technology has opened up new avenues for creative expression, and it continues to shape the future of digital art.

Several artists have played a pivotal role in the development of new media art. Ben Laposky, for example, was one of the first to experiment with oscilloscopes to create digital art in the 1950s. His work laid the groundwork for future digital pioneers. Georg Nees is another important figure, as he was one of the first to publicly display computer-generated art in the 1960s. More recently, artists like Ryoji Ikeda and Maurice Benayoun have continued to push the boundaries of new media art, using virtual reality, augmented reality, and AI to create immersive and interactive experiences for viewers. These artists have helped establish new media art as a legitimate and influential art form.

New media art is a revolutionary movement that has reshaped the art world. By integrating technology into the creative process, artists have been able to create interactive, immersive, and innovative works that engage viewers in new ways. The development of new media art has been fuelled by technological advancements, such as personal computers, virtual reality, and AI. As new technologies continue to emerge, the potential for new media art is limitless. It is clear that new media art will continue to play a major role in the future of the art world, influencing both the way art is created and experienced.

VOCABULARY

Answer Key

ANSWERS:

Exercise 1: Match the Term to the Definition

1. B – Augmented Reality
2. D – Algorithm
3. B – Deepfake
4. E – Projection Mapping
5. H – Immersive Experience
6. F – Cybernetics
7. C – AI-Generated Art
8. J – Data Visualization
9. I – Hacktivism
10. A – Generative Art

Exercise 2: Fill in the Blank

11. Immersive Experience
12. Augmented Reality
13. Deepfake
14. Projection Mapping
15. Data Visualization
16. Cybernetics
17. AI-Generated Art
18. Hacktivism
19. Generative Art
20. Algorithm