

THE PRINCIPLES OF COMMUNICATION OF ARTISTIC FORMATS IN DIGITAL MEDIA

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Communication between artistic, literary formats and the viewer has been problematic since the last century. At that time, viewers were given a limited amount of active action. They could look, listen, and react to art in

physical space. Now it's already possible to broadcast what you hear or see to social media, or vice versa. At first, museums, galleries, theatres and other creative formats refused to integrate the latest digital media into their spaces, but that has changed over time. So much research has shown that it brings the viewer and art closer together.

Today, Facebook Instagram, Facebook and YouTube act as the most popular digital media platforms. Communication between art and the public on the Internet comes to the fore: a large proportion of viewers visit websites, personal profiles, groups on social networks, etc. before going to a performance, a book forum or a gallery. And they do it at least once a month: more than 80% of the audience visits social media pages. They even post information about their art life on social networks.

With the proliferation of digital means of communication there are changes in everyday life, in established cultural hierarchies and in the way people interact. The system of forming cultural experience as a whole is changing. Art has become involved in this process, widening the possibility for the viewer to participate. Communication involves the dialogue as a basic element of communication. Dialog in digital art is quite active and effective – the viewer becomes a participant of the creative process, he can choose the way of perception, to contribute something of his own to the interactive work, and thus turn into a co-author.

Among Ukrainian digital media, one should mention such art groups and institutions as “UZAHVATI” — a company that creates theatrical projects outside the theatre space. It is an impressive theatre that takes place with a high degree of immersion in the action (the audience hand in or turn off their phones, receive headphones and the necessary equipment). The theatre transcends stage structures and builds a special highly emotional connection with the audience [3].

Examples of their communication are Instagram pages where posts (pictures) published in the same stylistic form (photos with white frames) under which performances are described using metaphorical artistic texts (metaphors, comparisons, rhetorical questions, etc.). They also publish “call to action” – call on people to visit the website and buy tickets; use personal hashtags (#DIALOGY, #uzahvati etc.); put announcements of performances in stories and allow people to watch rehearsals or backstage at performances; publish viewers' videos on IGTV.

It is impossible not to think of a literary communication format such as the “Book Forum — Lviv Publishers' Forum”. In their communication strategy they primarily target book lovers. They can hardly be called professional readers, because in our country there is a problem with the demand for reading and therefore their circle is very limited. In order to

increase the festival's readership, the organizers are resorting to experimental formats. To take an example: in 2019, the festival was divided into thematic clusters, making it easier for visitors to find interest groups and better navigate through the program, and making it clearer to the organizers which topics are relevant to guests. The festival organizers cooperate with television, media, radio, online media and print publications. However, a large proportion of readers come thanks to media work on Facebook and Instagram. [1]. Before the 26th Book Forum, the organizers focused on outdoor advertising in the city center. And in 2018, for the first time, several Lviv trams were branded in the festival's colors, and QR-code stickers were placed in the trams themselves, to which extracts of book novelties and stories about "Forum" were strung. Subscribers actively "caught" the trams and tagged them on Instagram with the hashtag #readtramway (#читайтрамвай).

Thus, digital art is a type of creative activity in which works are created and modified with the help of programming languages and computer programs. The main medium of their existence is the digital, virtual environment, which has expanded the ways of all kinds of artistic communication [2].

Digital art, as a specific form of contemporary creativity, corresponds to the main concept of contemporary art: the main thing is the process, not the result. The creation of an art object in digital format combines traditional visual techniques with the possibilities of the latest technology, resulting in a work that has the features of artistic imagery and embraces the interactive immersion of an outside observer with an unpredictable setting to change the original author's idea.

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