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# The Role of Modern Artistic Media in Cultural Discourse with Emphasis on Globalization

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**ABSTRACT**

**Objective**: The contemporary world is characterized by the emergence of new media, marking an era in which media has become an indispensable component of human existence. In today's society, the pervasive presence of novel communication technologies has bestowed significance upon various facets of life. Notably, new forms of artistic media hold a crucial position in the realm of art education and the advancement of culture. Modern artistic media, encompassing video art, layout, photography, conceptual art, digital art, performance art, and more, play a particularly pivotal role in the realms of education, presentation, and the introduction of artistic works and culture within society. This research endeavors to examine the role of new artistic media in cultural education and the promotion of urban society, aiming to address the following question: How do new artistic media contribute to cultural education and the advancement of urban society? The objective of this article is to enhance our understanding of modern artistic media and evaluate their efficacy within the realm of education and culture in society.

**Methods**: Employing a descriptive-analytical research method, this study relies on library and documentary sources for data collection.

**Results**: The findings indicate that, facilitated by technological advancements and the ability to reproduce artworks, new media possess the potential to exert a significant impact on education and culture within society. This research can serve as a valuable tool in increasing the visibility and public awareness of new artistic media, thereby fostering improvement within urban societies.

**Conclusions**: By recognizing the capabilities of new artistic media, we can progress towards the production and development of culture, education, and the overall prosperity of society.

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## Introduction

The dissemination of a message requires utilization of an interface and a channel, known as the media; thus, the media emerges as a pivotal element in shaping meaning (Wischhof et al., 2005). The selection of a medium is essential for textual objectification. Consequently, technology and emerging media serve as conduits for materializing the ideas and perspectives of artists; thus, the media plays a crucial role in shaping and materializing these concepts, offering audiences an artistic expression with political, social, or cultural implications (Jamei et al., 2021). Broadly, media encompasses entities that store data in various formats or facilitate information transmission. Any form of information and its transmission means fall under the umbrella term of media. Artistic media comprises diverse art forms such as painting, photography, video, and sound art (Yang & Min, 2020). In the early 1960s, artworks predominantly revolved around painting and sculpture. However, Cubist, collage, Futurist, and Dadaist movements challenged this dichotomy, with photography vying for recognition as an art form. During the early 20th century, Braque and Picasso's incorporation of everyday objects like newspapers and ropes in their paintings signified a shift towards expanding canvas content beyond conventional painting (Bailey et al., 2008). This departure from traditional norms paved the way for 20th-century artists like Malevich, Tatlin, Pollock, and Richard Prince, who create abstract works digitally before executing them on canvas (Raiygani et al., 2023). Artists in painting and sculpture gradually departed from established practices by incorporating a variety of new materials into their creations.

Picasso and Braque, as previously mentioned, integrated ready-made objects and trinkets symbolizing everyday life into their artworks, resulting in a shift from objective representation to personal expression. The incorporation of new technology intermediaries during this period aimed to convey novel meanings and attitudes towards time and space, marking a distinctive characteristic of the art of that era. The dominant feature during these years was "Empiricism," stemming from a relentless pursuit of innovation and an enduring fascination with new phenomena. The rapid advancement of technology in this period manifested in the widespread expansion of artistic endeavors beyond the confines of traditional painting and sculpture, along with the almost unanimous inclusion of everyday objects in the realm of art (Bashar & Ardalani, 2023).

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Art rooted in technology, emerging from innovations outside the realm of art such as photography, film, video, and virtual reality, has propelled the field into a domain once monopolized by engineers and technicians. Consequently, contemporary art witnessed the introduction of new materials and media, derived from technological progress, as artists embraced these advancements and sought active participation in the evolving landscape. Exploring and reshaping the potentials of new media from critical and technological perspectives became a common practice. Conversely, the notion that artworks could arise from theoretical challenges in defining and conceptualizing art played a pivotal role in shaping contemporary creations.

Marcel Duchamp's groundbreaking approach, mirroring actions taken half a century ago with his initial series of ready-made objects, sparked theoretical discussions on the essence of artistic objects and their differentiation from ordinary ones (Filipovic, 2013). Coined by Duchamp, the term "ready-made" denoted objects stemming from mass production that, upon selection and acquisition, were presented as art pieces (Buskirk & Nixon, 1996). Through the "ready present," viewers were prompted to contemplate the distinctiveness of an artwork amidst a multitude of objects (Shamili & Motlemi, 2023). Commencing in 1913, Duchamp deliberately selected objects unrelated to art and not intended as artworks, transforming them into art pieces through his endorsement. Embracing these objects as art challenged the notion that an object's artistic value hinged on its aesthetic quality or the artist's craftsmanship, thereby challenging the conventional understanding of the artistic process. The realm of modern art has been significantly shaped by conceptual art, given that most contemporary creations possess a conceptual dimension necessitating an intellectual foundation for their inception. Conceptual artworks not only convey ideas but also embody the expressive character of the artist behind their creation. Based on it, The objective of this article is to enhance our understanding of modern artistic media and evaluate their efficacy within the realm of education and culture in society.

## Materials and Methods

This study employs a descriptive-analytical research method to investigate "The Role of Modern Artistic Media in Cultural Discourse with Emphasis on Globalization." The methodology is structured to offer insights into the multifaceted relationship between modern artistic media and cultural discourse within the framework of globalization. The descriptive-analytical approach

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adopted in this study entails systematically examining and interpreting existing information, theories, and empirical evidence pertaining to the role of modern artistic media in cultural discourse. This approach facilitates a nuanced analysis of various dimensions such as the impact of globalization on artistic expression, the dissemination of cultural narratives through different media forms, and the evolving dynamics of cultural identity in a globalized context. The primary mode of data collection for this research is through library and documentary sources. These sources encompass a wide range of scholarly literature, theoretical frameworks, historical documents, critical analyses, and empirical studies related to modern artistic media and cultural discourse. By leveraging these sources, the study aims to draw from a rich pool of knowledge and perspectives, enabling a comprehensive understanding of the subject matter.

Data analysis in this research involves synthesizing information gathered from diverse sources to identify patterns, trends, and critical insights relevant to the research objectives. Through a rigorous analytical process, the study aims to discern the complexities inherent in the relationship between modern artistic media and cultural discourse, shedding light on both overarching themes and nuanced perspectives.

Ensuring the validity and reliability of findings is integral to maintaining the credibility of this research. To enhance validity, multiple sources of information are cross-referenced and triangulated to corroborate key findings and minimize bias. Additionally, adherence to established research methodologies and rigorous analytical techniques contributes to the reliability of the study's conclusions.

Ethical principles, including integrity, transparency, and respect for intellectual property rights, underpin the conduct of this research. Proper attribution and citation of sources are paramount to acknowledging the contributions of previous scholarship and maintaining academic integrity. Moreover, efforts are made to ensure that the portrayal of cultural narratives and artistic expressions respects the dignity and authenticity of diverse cultural identities.

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## Results

### New art media

With the emergence of novel media, there has been a transformation in the essence of contemporary human existence. The role of communication and media has become exceedingly central in the modern world and is pivotal in driving these transformations. The characteristics of this media, including technology, rapidity, accessibility, and ease of use, have reshaped human communication in a novel and distinctive manner. Contemporary art is also under the influence of media as a tool for communication in the present-day society. To gain a deeper comprehension of contemporary art as a mode of communication and expression in today's context, it is imperative to acknowledge the impact and magnitude of media influence on this form of art. In the current era, art is being disseminated more than ever through various media channels, necessitating an evaluation and examination of the media landscape during this period. In recent times, parallel to the advancements in communication and media platforms that have significantly impacted society, extensive research and analysis have been undertaken on new media. The term 'new media' encompasses more than just novel tools or methods for disseminating text and images through diverse operating systems, as these tools could simply be viewed as 'new technologies' without a specific definition; Hence, the concept of new media pertains to media that stands apart from traditional forms due to its distinctive attributes (Fehevvari, 2000).

The innovative artistic media have introduced fresh modes of communication in the dynamic interchange between art and culture. By merging art with inventiveness and originality, one can navigate a realm governed by reason and precision. Moreover, the media can effectively convey its message to the audience through unique approaches, as there are as many methods of artistic expression as there are art forms, each with its own distinct style and manner of expression; Consequently, it is essential to identify the appropriate method and tool for artistic expression based on the audience's preferences and context (Abedini, 2023). Interaction stands as a fundamental principle in defining the essence of new media. The communication mediums, which form the basis of contemporary visual and media culture, have superseded traditional modes of communication. Traditional media predominantly revolve around mass communication on a large scale, involving dissemination from one entity to many. New media, leveraging rapid information sharing, exploit the potential for simultaneous exchange of cognitive experiences, thereby

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transforming communication into a many-to-many form. The term 'new media' is not restricted to a specific timeframe; Rather, criteria such as interactivity, digitization, and collaborative attributes are pivotal in its classification.

**Culture**

Culture is a multifaceted and ever-evolving concept that holds diverse interpretations among individuals. The term "Farhang" originating from Persian initially denoted drawing, but later encompassed notions such as knowledge, etiquette, intellect, and more. Webster's dictionary defines culture as a complex array of human behaviors encompassing thoughts, lifestyles, language, deeds, and artistic creations rooted in the capacity of human beings to impart and perpetuate knowledge to subsequent generations. Culture embodies a system of convictions, practices, ideas, traditions, and principles that regulate a community, epitomizing its way of life and exerting influence on numerous social, economic, and political facets. It epitomizes the conventional conduct within a society and significantly influences the conduct of every individual, often subtly. Essentially, culture can be viewed as a compilation of beliefs, practices, and values within a society, serving as a medium of interaction and communication among its members, facilitating the exchange of experiences, thoughts, and viewpoints.

The optimal scenario for nurturing the cultural identity of a society involves its members, while upholding their autonomy and cultural heritage, assimilating beneficial aspects and harmonizing them with their values from diverse customs and cultures. This entails the ability to interconnect past customs and culture with present ones, recognizing that as time progresses, societies and circumstances evolve as well. These novel circumstances necessitate fresh approaches and conduct that may not always align with historical traditions. Urbanization, for instance, has undergone substantial transformations due to population growth and mechanization, necessitating novel strategies to address these shifts. Persisting in outdated practices in such contexts is not conducive. Consequently, cultural imposition, particularly from industrial powers, becomes increasingly conspicuous, potentially leading to imperfect imitation within society due to inadequate groundwork. It is more advantageous to consciously acknowledge these transformations, as those attuned to the direction of change can leverage it to their benefit. Anthropologically, culture is

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defined as the manner in which emotions, thoughts, and actions are articulated, embraced, and practiced by individuals and groups within a society.

**Cultural changes**

Social transformation is a gradual and protracted procedure due to the acquisition of numerous effective factors from integration and collaboration. It is widely held by many scholars that altering social norms represents the optimal approach for instigating substantial societal transformations, a task demanding considerable time and forbearance. The alteration of cultural dynamics ensues with shifts in individuals' intrinsic cognitions. Enhancements in the external frameworks of society or the implementation of corrective measures are imperative to mitigate misconduct. The cultivation of a positive and enduring cultural shift, along with the refinement and enhancement of communal conduct, necessitates the utilization of three complementary mechanisms. Primarily, heightening audience awareness through educational endeavors; secondly, employing advertising campaigns to inspire the audience; and lastly, enacting protective and regulatory legislations. Of paramount significance is the domain concerning the alteration of individuals' internal cognitions towards a particular phenomenon or behavior, a domain predominantly influenced by educational initiatives. Education encompasses any form of communication designed to induce voluntary alterations in the audience by imparting information and delineating the advantages of procedural modifications. This educational process can be imparted to youngsters through educational institutions and schools or disseminated via advertising mediums, which possess the capacity to target diverse strata and expedite the pace and reach of transformations (Taheri & Afzaltousi, 2023).

**Interrelationship between culture and education**

Culture, being the most imperceptible and conspicuous aspect of human existence, owes its invisibility to its intrinsic nature intertwined with the established value system within an individual's life. It can be contended that values constitute the fundamental core of culture, shaping all behaviors and conditions of both the individual and society. Culture, akin to the soul in a body, fundamentally sustains and animates societal life. Its omnipresence throughout social life implies that culture permeates every facet and component of society, with human activities invariably intertwined with cultural influences. The recycled values inherent in culture play a pivotal role in restoring an individual's value, status, and decision-making processes in various circumstances.

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Particularly in contemporary times, human life is intricately linked to the phenomenon of culture more than ever before. The culture of each nation serves as a hallmark of its distinctiveness and autonomy. Initiating a shift in societal culture necessitates meticulous and comprehensive planning, as the establishment of a new culture is a complex and enduring process. Culture stands as a significant factor in nurturing and showcasing the innate talents of individuals within society. Every human society boasts a unique culture that has evolved over time, embodying the essence of that particular community. Culture encompasses the innovations, ideologies, and perspectives of a society's members, guiding their thoughts and actions while laying the groundwork for societal advancement. To effectuate a positive and enduring transformation in societal culture, a triad of complementary strategies is indispensable. Primarily, raising awareness among the populace through education, secondly, inspiring them via advertising, and lastly, enacting preventative and protective legislations (Mohammadi et al., 2023).

If the culture of a society exhibits a greater degree of homogeneity and cohesion, the phenomenon of acculturation among individuals will occur profoundly, leading to a convergence in behavioral patterns among the society's members. Culture is a learned and acquired phenomenon. The transmission of culture involves the intergenerational passage of cultural elements through educational means. Each successive generation acquires its cultural knowledge and subsequently imparts it to the next generation, incorporating the modifications that occur within their respective epochs. Cultural transmission serves to sustain the continuity of culture. In essence, unless the forces driving cultural change and evolution are robust and influential, individuals within a society will resist and challenge cultural transformation, with education, as a key determinant of culture, being capable of facilitating the accurate transference of cultural values. Education represents a process through which individuals become acquainted with a culture, rather than through formal study. Consequently, education embodies a cultural practice that has evolved over time, intricately linked with the beliefs and principles inherent within a culture (Azmodeh, 2017).

## Discussion

Cities can be perceived as a cultural/physical complex shaped by the requirements, actions, and conduct of the inhabitants. Individuals behave in accordance with their personal or collective

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needs, showcasing distinct behavioral patterns. The urban environment, along with its various zones, serves as a stage or vessel for a wide array of activities. These spaces, depending on their characteristics and attributes, imprint a lasting impression on the psyche, consequently influencing the actions and particularly the conduct of the populace, transforming said spaces into unique locales in the minds of individuals, each possessing its own identity and ambiance. Through the utilization of contemporary media resources, the dissemination of art goes beyond traditional venues such as museums and galleries, enabling broader outreach and more impactful communication of content (Farazmand et al., 2023).

Cultural education elevates the level of visual comprehension among the audience, who, while appreciating the art, find reflections of themselves within it, thereby incorporating it into their daily lives. If such occurrences are facilitated by novel artistic mediums and cultural education within society, there is potential for the proliferation of art and culture; a phenomenon bound to exert direct and indirect influences on various societal domains, fostering advancements and the fortification of urban communities. These media possess significant dynamism and sway in bolstering societal prosperity, serving as valuable and efficient instruments for public education, particularly in the realm of art, enhancing public awareness and comprehension of art to foster advancement within urban communities.

These outcomes are attributed to the multifaceted nature and diversity inherent in these contemporary art forms. Throughout the present study, it was observed that modern media, with the aid of technological advancements, through the ability to replicate artworks and through the collaborative and participatory processes, can wield substantial influence on education and culture within society. This inquiry can be leveraged to heighten public interest and understanding of modern art media, contributing to the enhancement of urban communities. By recognizing the potential of modern art media, strides can be taken towards the advancement and cultivation of culture, education, and societal prosperity.

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**Data availability statement**

The original contributions presented in the study are included in the article/supplementary material, further inquiries can be directed to the corresponding author.

**Ethics statement**

The studies involving human participants were reviewed and approved by ethics committee of Islamic Azad University.

**Author contributions**

All authors contributed to the study conception and design, material preparation, data collection and analysis. The author contributed to the article and approved the submitted version.

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**Conflict of interest**

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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