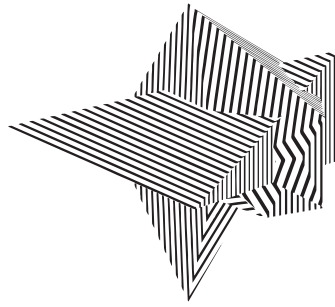


GOING DIGITAL:
INNOVATION IN ART, ARCHITECTURE,
SCIENCE AND TECHNOLOGY

BOOK OF ABSTRACTS

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BOOK OF ABSTRACTS

Daliborka Mihajlović.⁴²

THE INFORMATION AGE OF IMAGE, ITS SUBJECTION TO POLITICAL, CONSUMER FORMS OF CULTURE AND INTERACTION OF IMAGE AND TEXT IN CONTEMPORARY MEDIA

The attached study uses analysis as the main method to examine the influence of image through mass media in culture, and its role in social mobility and relocation of visual arts. From a philosophical standpoint, this study questions the fact that image becomes a universal model for transcending language barriers and that it has a great influence on socio-political changes, and changes in the psychological structure of an individual. It is my intention to use empirical-analytical method to analyse the questions of the development of civilization and the necessity of reaching image culture and overall visualization for the purpose of what we now call virtualization. I question the rhetoric of image without the influence of the textual, linguistic part. This study basically relies on the research of W.J.T. Mitchell and his question: "What does image actually want" and the fact that mass media use images as their primary tool. The research also deals with the amount of influence global culture and the omnipresence of certain images and symbols of the popular, politicized consumerist culture have on the boundaries of social affiliation and on the declining significance of language spoken by certain social groups.

Key words: image, language, politics, society, globalization, philosophy, text, typography, information.

Born in 1980. Currently accepted for doctoral studies HBK Braunschweig, Germany. Master Communication Arts Visual argumentations HBK Braunschweig, Germany. Graduated at the Faculty of Applied Arts in Belgrade. Worked at different author and cooperative projects within Kibitzfersta international organization for artistic communication between German speaking artists and artists from the east Balkan staying in Germany. Team work on the visual and topographic identity of the Project Häuser, Vögel, Reisen exhibition, Halle Sale, Germany. Worked on the project as an Illustrator Erberkässe award nominee Düsseldorf. DAAD scholarship for master studies at HBK Braunschweig, Germany. Attended school of Illustration, Italy. Personal and group exhibitions in Serbia and Germany.

Ivana Bajšev.⁴³

THE INFLUENCE OF GLOBALISATION AND THE NEW MEDIA ON LEARNING

Contemporary, so called "digital" culture, brings about some important spheres of life. Exponential growth of available and desired information and learners into a crucial and a dominant position of great responsibility constantly adjust to the changes in social environment, with the highly contemporary technological solutions, and ever more complex and uneffect of these transitions onto all aspects of human life and work is coming. Such intensity and unpredictability of changes are causing the emotions that are radically reflected in the educational system. Information society great amounts of new knowledge in which the processing and the learning based on contemporary technological solutions and the methods of information communication technology, integrated into schooling system and teaching of possibilities that can modify learning and improve the possibility of teaching. Internet, its expansion, at the moment when it has completely become a distance learning concept marks a great saving in both time and funds on using contemporary computers and communication technology educational programmes through electronic means, most often via the Internet encourages pupils to practically work with various technologies. This information about the object of their learning, but also acquire additional information about using different technologies. All that enables them to reach a mandatory for the 21st century. Education is the essential link of a social transfer the knowledge necessary for the successful and efficient participation and development. The key for effective planning and projecting, while the balance between the educational needs and the technical possibilities

⁴² Ph.d Student -Hochschule für Bildende Künste, Braunschweig Germany
Daliborka Mihajlović, Meštrovićeva 35/5, 11010 Belgrade
daliborkamihajlovic@yahoo.com

Danica Stolica ⁴⁴

THE PERFORMATIVITY OF CYBERSPACE

Ivana Bajšev, born on June 11, 1990, in Novi Sad, received her BA degree in pedagogy at Faculty of Philosophy, University of Novi Sad, in 2013. In 2014, she received her MA degree in the same field, with the GPA of 10.00, she enrolls to doctoral studies and is hired by the Faculty as a graduate student instructor. Her research is mostly focused onto the connection of information-communication technologies and education. So far, she published a paper entitled "The influence of Facebook onto the everyday life of high school pupils", and her two papers have been accepted for publication in the "Pedagoška stvarnost" professional journal. She is constantly working towards her further professional and scientific development.

⁴⁴ MA Ivana Bajšev, University of Novi Sad, Faculty of Philosophy, Department of Pedagogy, Fruškogorska 33, Novi Sad, Serbia
ivanabajsev@gmail.com

In this paper I shall analyse the performative features of the cyberspace. I will focus on the changes in the time-space paradigm produced by digital procedures and digital interface-vision as *haptic spatiality*, while a long time ago Marina Zivadinov's theorem of the "acoustic space" (initiated in the age of electronic media) – linear-successive observation is now replaced by digital, simultaneous which leads to the appearance of extended observation and profound of temporal-spatial paradigm. The digital image is processual, conscious explains "computer-generated aesthetics is closer to that of processual phenomena within the audiovisual regime." Observation of the cyberspace teach us how to relate and/or create a sensual (haptic) relation clicking on a portion of the image, zooming, initiating different opera connections, etc.) and how to adapt to a new sensory experiences. For a Zivadinov's Cosmokinetic Cabinet Noordung Theatre performance 'in which, as Marina Grzinic elaborates: "Zivadinov inspects the kinetic technologies and elaborates on issues of simulation, simulacrum and cybernauts. The time-and-space paradigm takes on a central role in the problem of the *subject* as an actor and performer (...)" *within the cyberspace* become a terminal, a final location of numerous networks', a transposition agent, who is presenting and performing the reconstruction of the present current global structure of database.