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APPLICABILITY OF VISUAL ARTS IN THE AGE OF GLOBALIZATION

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Abstract

This research article focuses on the relevance of visual art in the age of globalization. It also depicts the visual culture as an inevitable genre to enhance the humanities through arts. The digitization of arts through technology in terms of painting, photography, film, dance and sculpture is knocking the door of globalization in order to flourish the significance of arts in the modern world. The article varies the arts and other humanities on the basis of their contribution in revealing and reflecting the social norms and values. Similarly, the research moves around the matter of interconnectedness between arts and other humanities since commercialization of arts has created an immediate and superficial satisfaction. It focuses on the ethics of visual culture and the must values it should carry on to reveal in the global world as arts belong to all particular geography or locality equally. The influence of media technology has been a milestone to internalize the visual arts under the umbrella of visual culture. The article explores the significance of the visual culture in the age of globalization whether it serves the humanity through its aesthetic value or not.

Key Words: Visual Culture, interconnectedness of arts with other humanities, values revealed and reflected, digitization of arts and painting

Introduction

Visual culture is one of the interdisciplinary genres explores the humanities through different visual forms of arts. It helps the readers and critics widen the value of local arts to the global world too. Unlike other branches of humanities, visual literacy has also the objective to reveal the human values and social norms through its forms and contents but the core difference between other humanities such as philosophy, theology, psychology and literature, and visual arts is that the former reflects the issues and problems of the society where as the latter concerns the issues through non-verbal language but more significantly than them.

The research article focuses on the relevance of visual arts in the age of globalization since the massive grow of visual communication and social media have already turned this world into a small village. Primarily, the visual arts functions as a means of communication to offer the viewers to understand the relation of arts to human values by observing in-depth each of the major artistic media. A keen analysis and framework is required from the subject matter, form, and content. Painting and photography focus our eyes on the visual appearance of things. The matters of visual art and communication are significantly influenced by the development of technology, diffusion of means of communication and rapid development of consumption society. As Mustafa Gunay asserts; 'along with the consumption society, serious changes started to occur in the interpretation and usage of art. Among the visual communication arts, absolutely the most important issue is the graphic design. The most prominent function of graphic design is to realize the introduction of a certain message or product by using visual expressions (5). In the age of globalization and consumption, visual communication creates an exact feeling and emotion without using a certain language but it draws our sense to the message or product in terms of visual expression. Visual expression stands for economy of the words which is considered to be a powerful tool to supply the frame work for sincere criticism and analysis.

Concerns and Issues

Visual arts serve the humanity in multiple dimensions; painting and photography focus our eyes on the visual appearance of the objects and sculpture exposes the texture, masses and shapes of things

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and architecture refines our perception of spatial relationship internally and externally. Literature, theater, cinema, and video convinces us to be more conscious of the human condition, among other ideas. Music also deepens our sense perception and understanding and dance reflects our gesture and sensitivity in revealing the human capacity in relation to the culture and religion too. The broad perception of intellect is required to understand and analyze the arts as it has helped synthesize the complexities of arts and their interactions with importance of various types. Visual arts as a broad faculty of humanity has come a long way with the impact of new technology in terms of the globalization of the art. It not only expands the information and message of the work of art but it equally increases the number of the audience in the universal form. The more the new technique is used the wider and larger its range becomes. So technology enhances everybody to be a part and parcel of the art. Grace Cho, in the critical analysis of visual culture, argues:

Technology is bringing us art from around the world. Think, for example, of the growing interest in the art of Latin America, which until recently has been largely ignored by the major museums, galleries and patrons. And as technology's continues to open new pathways, I believe women artists will gain much more of the stature and recognition that have been withheld from them for so long. (3)

Technology entirely assists in new ways to paint, sculpt, and design by presenting new resources and new ways of consuming old materials. Some artists specially women are shrinking paper fibers and gluing them down on paper, canvas, boards or other surfaces to create new kinds of images and add a new dimension to the visual experience.

Visual culture aims to explore the various forms of art in the age of globalization since globalization is a highly discussed issue in the postmodern era. Globalization can be described as the process fuelled by, and resulting in, increasing cross-border flows of goods, services, money, people, information and culture. Thus, this means that there is more travel and tourism, immigration, investment, trade and on the whole a creation of a universal set of values.

The word "globalization" common in contentious public debates, means different things to different people. Some interpret "globalization" to mean the global reach of communications technology and capital movements, some think of the outsourcing by domestic companies in rich countries, and others see globalization as a byword for corporate capitalism or American cultural and economic hegemony. Visual culture also can't be unbiased by globalization as it brings every quality local products into the main stream media and business through technology. Indeed, the study of visual arts has often been seen as alike to the theory of the image where the history of art is concerned with painting, drawing and engraving. The advocates of visual culture claim that well recognition of arts is essential to be advertised via photographs in magazines, on advertising hoarding boards, films, television and other technologies of mass production using the most recently digital videos. it doesn't only bring the new trend of digitization in the art but it preserves and flourishes the traditional concerns of art where history has been seen as culturally elitist. Matthew Rampley in the introduction of 'visual Culture' focuses on the aesthetic beauty of arts since visual culture begins with the human body, with bodily adornment and the language of bodily gesture as he advocates; 'most of these practices are usually absent from the account of visual culture, with their focus on the mass media of photography, television, film and the internet (qtd in Martin and Jacobus2). Matthew Rampley is of the opinion visual culture in the age of globalization and technology is diminishing the aesthetic value of arts.

On the other hand, in certain countries, globalization of visual culture has also had positive effects and misunderstanding among the culture has been reduced. Integrated National Economies Globalization results in increased integration and interconnectedness between different countries. Therefore, now, due to globalization, many developed and developing countries are trading and sharing their visual arts to promote each other by using the technology. Furthermore Former U.S. Secretary of Education

Arne Duncan once advocated that arts should not be distinguished in terms of the process of making art; ‘whether is it written, performed, sculpted, photographed, filmed, danced, or painted—prepares children for success in the workforce not simply as artists, but all professions’ (December 15 2017). The version of the Secretary is quite relevant in the age of globalization where technology and art are well conjugated and the influence of technology is increased highly and importance of keeping the aesthetic values of arts well and alive is a must.

Unlike other humanities visual culture has come to be dominated by certain theoretical approaches in order to develop the critical analysis and commentaries on the given visual arts. Various critics are credited to develop the methodology to study the visual paintings and arts .As Rampley mentions the name of the critics:

Lacanian notion of gaze; Louis Althusser’s notion of interpellation; Walter Benjamin’s conception of aura fetishism, and technology; semiological conceptions of meaning and representation; the feminist writing of Julia Kristeva, Judith Butler, Luce Irigaray and Barbra Litchen Berg Ettinger; the postcolonial writings of Gyatri Chakravorty Spivak and others.(3)

The aforementioned theories are relevant to explore the visual culture on the basis of principal method so that the critics can make their research studies fact although the authors and critics mentioned above concern themselves with mainly visual images. There are other dimensions to the idea of visual culture and its connection with the idea that the visual image has become central to the contemporary cultural practice in the west.

Similarly, the course of study of visual communication and visual art is highly prioritized from school to university level’s students, the voice of collecting and rising fund in advancing the area study and moreover to bring the children and youths to encourage to perform and practice the art to serve the humanity as in her opinion Cho asserts:

A presidential commission looking at the state of American schools concluded that funding for arts education is “on a downward trend” thanks to widespread budget constraints and an increasing emphasis on high-stakes testing. The result, the report said, is that “just when they need it most, the classroom tasks and tools that could best reach and inspire students — art, music, movement and performing — are less available to them.(7th Dec, 2017)

Globalization can be described as the process fueled by, and resulting in, increasing cross-border flows of goods, services, money, people, information and culture and arts. Thus, this means that there is more travel and tourism, immigration, investment, trade and on the whole a creation of a universal set of values. The word "globalization" common in contentious public debates, means different things to different people. Some interpret “globalization” to mean the global reach of communications technology and capital movements, some think of the outsourcing by domestic companies in rich countries.

Moreover, the effect of globalization has fallen in terms of economic order on the mono-capitalist corporations .Visual arts has also interconnected with the economic issues and serves the humanities by reflecting the certain issues and circumstances of the creators. For instance the painting ‘Echo of Scream’ by Siqueiros, a famous Mexican muralist, fought during reflected during the Mexican revolution and possessed a powerful political sensibility much of which found its way into his art. In the early modern period global visual culture has been appeared in the issues of tragic accidents like hijacked airplanes fly into the buildings as a result the horror photo graphs and videos of torture and execution take place in the visual communication .It is quite a paradoxical identity of visual culture that the existence of it is everywhere or nowhere at the same time. As Nicholas Mirzoeff asserts; ‘the paradox of visual culture is that it is everywhere and nowhere at once .We live in a world saturated with screens, images and objects ,all demanding that we look at them. Work is mediated by screens and demands the virtuous skills of a performing artists’ (37). Scholars of visual culture are convinced that all media are essentially mixed and they deny the term visual medium or media .The

term visual culture is considered to be more academic and universal when the goal of the scholars is to get what W.J.T. Mitchell calls “the visual construction of the social field” (qtd in Martin and Jacobus 37). Religion creates a demarcation gap between gender, race, language and geography but visual culture is not an object based field that endeavors to establish a decolonial lineage for the enigmatic union of war, economy, religion, environment and globalized visual media.

In the age of universal presence of media visual culture is everywhere whether that is screened about war or natural disaster on computers, game consoles, ipods, handled devices and televisions. The impact of globalization on the visual culture has tremendous positive effects. On the one hand it extends the value of the arts through the visual communication devices. The visual arts are ways to explore feelings and emotions through different medium such as painting, drawing, photography and sculpture and they can also be interpreted in different ways particularly depends on the audience who are viewing them. The rapidly rise of digital technology has enhanced the visual spectacle used in viewing the cinema. The conditions of viewing the cinema in the dark room has been a deep rooted psychological process on the part of viewer. The viewer of Television has also distinct experience from the cinema though there is no specific difference exists to each other. The more the application of medium in the field of visual culture the narrower the world becomes in the field of arts. It is quite relevant to say that visual artists are the integral Part of global society where we live, read and hear about people and events that impact us all the time. Visual culture involves the things that can't be expressed by words alone and it helps us understand the world around us and know the crucial role of visual culture. In fact visual culture is fascinated in exhalation only when it becomes vision beyond psychological and neurological process but the vision of broader understanding of the human. So it can be pursued that vision is never singular but involves all the senses and modes of psychology as Nicholas Mirzoeff further claims; ‘sight is never experienced in the pure state as something that might be called visual but always rendered as vision, involving not just sensory data but the modulating frames of psychology, whether in terms of conscious or unconscious mind’ (40). Although this argument is over a millennium old but it commenced the modern revolution with Arab optics instead supposed vision as an active world making in which fragmentary sensory data are combined to see the world metaphorically and literally. Visual culture in the global perspective has been considered a much paradoxical issue in the beginning of the nineties since it didn't cover the issue of the people equally. with a somewhat different focus, Martha Rosler pointed out the dangerous burdens of representing a cheerful globalizing multicultural culture industry; ‘from the perspective of an industry which is driven by the dictates of fashion and the arrival of identity politics, multiculturalism in the art world means no more than the inclusion of a fringe group of producers who stir up public interest with their novel glance’ (qtd in Rampley 5). The age of globalization is ultimately the age of powerful economy and technology so the critics should preserve the aesthetic values of the arts by their proper understanding and fair judgment.

The research article moves around the issue of visual arts and their relevance in the age of globalization the supporters of 'globalism' claim that globalization is positive for the economic welfare of the majority including the poor. They say that globalization is a pre-condition for prosperity of all. However, it is argued that the political character of globalization distorts the economic development and hurts the poor. As Gautam Sen in his essay, "Is globalization cheating the world's poor?" claims, ". . . not only are the poor ignored, they are the victims of various forms of discriminations in the market place because they only possess a weak political voice" (3). These types of discriminations occur because the politicization of markets primarily benefits the powerful and acts against the interest of the poor, especially those in the developing countries.

For some other critics, globalization means a kind of cultural imperialism. They argue that globalization is the work of the west as markets set western rules for economic activity. It seems that one kind of western state has taken hold around the world by controlling information flows and shaping the global consciousness of people. Another problem with globalization is that, market is the driving force in globalization. So, it is sure to bring inequality by creating winners and losers. Similarly, loss of local autonomy may cause economic disparity, environmental degradation and epidemics. Frank

J. Lechner and John Boli in 'General Introduction' of their book, "The Globalization Reader", define globalization as "the process by which capitalism expands across the globe as powerful economic actors, seek profit in a global market and impose their rules everywhere" (4). This definition seems to be plain but it also challenges the process and mission of visual art in the age globalization.

In the age of globalization many countries face various problems basically the issue of environmental degradation, economic loss, global warming, war, slavery and so on. Other humanities such as philosophy, theology and anthropology are found to be only reflecting the cause and effects of the issue in particular countries. The multimedia and technology via visual arts reveal the problem as common or universal one. As humanity is a broad range of creative activities and studies that are usually contrasted with mathematics and pure science because in the humanities strictly objective or scientific standards are typically ignored. That is why it is the relevance of visual art to study history, psychology, philosophy, theology and other humanities; music, art, culture, dance in relation to reveal the human values. It is considered that humanities include subject rather than art; then how is humanity distinguished from arts? The question is essentially asked to the critics and the students in order to approach the visual culture scientifically as in the essay *The Arts And The other Humanities* Jacobus and Martin assert; 'artists are humanists. But artists differ from the other humanists primarily because they create works that reveal values. Artists are sensitive to the important concerns of their societies. That is their subject matter in the broadest sense. They create artistic forms that clarify these values' (98). The writers stand on the very complex question in which rigorous objective standard of the humanities ultimately conclude that the other humanists like historians, philosophers, and theologians reflect the social values by studying the values as given.

Conclusion

Visual culture, in the age of globalization and digitization is an integral part of society that should be saved and studied to reveal the harmony of human values. It is quite relevant because it allows us to apprehend and preserve the history and understand the world around us to develop interconnectedness with others. The visual arts; film, drama, dance, music, literature, photography, painting and sculpture have been used as tool for self-expression since human beings arrived in the conscious existence. In modern time abstract expressionism has also become popular because it enables artists to bring color and life even in a grave situation. Visual arts try to reveal the social and human values and establish the relationship among other branches of humanities too. Thus the researcher concludes that visual culture contains and accepts all philosophies by reflecting the values of the society.

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