

A Study on the Blogs Conducted with Visual Art Approach in Taiwan: Using Seven Bloggers as Examples

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Summary

The rapid development of digital technology has enabled 'blog' that features efficiency, convenience, and zero-capital to become an emerging art presentation field in the contemporary art world. It has also fulfilled the meaning of an era in which "everyone can be an author". In Taiwan, "blogs conducted with visual art approach" have become a debouched field that requires both the bloggers creativity and the recruited audiences' energetic participation. As a result, the artistic creation displayed on blogs not only breaks down the barrier between fine art and popular art, but also reflects the value of art from the view of the general public.

Under the visual culture trend, art educators in Taiwan emphasize on "the aesthetics experience of daily life". The approach of "visual culture art education" stresses on a moderate drift of focus from the so-called "master pieces" to the "subjects' self-reflection on their daily life". For instance, television programs, computer games, shopping experiences, are all part of the subjects' daily live; thus they provide a more vivid aesthetic experience when compared to traditional art curriculum. For subjects, the art-creating experience, that is called from the aesthetics experience of daily life possessed a rhizomatic character, which permits unexpected audience to haphazard participation and response. In addition, the experiences subjects gained from traditional art curriculum tend to provide

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“arborescent” knowledge through vertical and linear connections with decided value. Having said that, just as a piece of traditional art work shares an intimate bond with its creator, so should the work displayed in a blog conducted with visual art approach. What then, is the creative experience of the bloggers who conducted their blogs by visual art approach? And what are the mechanisms of blogs conducted via these approaches? How is the blog network managed? Furthermore, what are the roles these bloggers’ art learning context played when operating their blogs while using visual art approach? All these are questions this research intends to answer.

Furthermore, addendums as the bloggers’ and their interactions with visitors, characteristics and spirits of the blogs generated under the Internet mechanisms are also probed into. In order to achieve the research objective, three pilot studies were conducted, and seven artistic bloggers on free blog platforms were selected as research subjects. Close observation, interviews, and document analysis were used as research tools, and research period was close to a year. Four conclusions were drawn as the followings.

1. Blog authors were influenced both by the enlightenment of key figures and the constraints of social environment. The results indicate that factors such as illumination of the popular culture, support and impact of key figures, and the enlightenment and constraints under the development of different social environment are influential to the cultivation and constraints of bloggers in the development of blogs with visual art contents. When asked to recall art learning history, almost every research subject has one or more key figures, parents, teachers, or people who inspired his/her art making motive. Regardless of the key figures’ identity, they played an enlightened role within the research subjects’ art learning history.
2. The creative processes of blogs were constructed both by the authors and the audiences. The research results show that a hypertext multi-directional artistic creation was presented by the blog conducted with visual art approach. The multi-directional creative model on blog makes artistic creation a game while ‘people share collectively.’ Within the blogs conducted with visual art approach, the bloggers displayed their works to recruit audiences’ attention. In order to increase the level of attention, the bloggers must on the one hand provide their audiences with inspired images and information, while on the other, modify their work based on the

audiences' requests and suggestions. Consequently, an inter-subjective image of interaction presented between blog authors and visitors is formed. Through this 'highly interactive' creative mechanism, there is an 'inter-subjective' image of interaction and emotional exchange between the authors and the audiences.

3. The blog authors experience an internal and external growth. The research results indicated that in order to gain audiences' attention, as well as to fulfil the bloggers' creative motives, bloggers who conduct their blog by visual art approach would shape their 'blog-self' in order to demonstrate the blog's performance. The 'blog-self' acts as host thus invites and interacts with audiences. Such act is encouraged by the borderless nature of the cyber world; bloggers are able to animadvert their 'blog-self' from an observer's view-point. As previously mentioned, the bloggers who administered visual art approach experience an internal and external growth; in the creation of blog art between the virtual and the reality, such an experience has become the momentum for self-growth for bloggers, and also provided opportunities for them to re-shape their value of existence thus reconstruct consciousness autonomously.
4. The mere essence of "daily-ness" and "world orientation" the blogs conducted using visual art approach exhibited functioned as a useful bridge to the general public. The research results show that because every member within a blogosphere can participate in the blog art making process, every one of them possess the right to speak in the world of 'blogs'. Furthermore, blogs conducted with visual art approach display the essence of "daily-ness" and "engagement". Under such atmosphere, the creation and appreciation of blog art reflects the inclination of the public, and that is very different from that in the traditional art world.

Based on the above conclusions, several suggestions are proposed: enlighteners of artistic creation, visual art bloggers, contemporary artistic creation field and follow-up studies. It is expected that in the era of rapid expansion of public culture, people's consciousness within the process of creation and appreciation of art could be reinforced, thus their personal value towards art could be constructed through the creation of blogs using visual art approach.

Keywords: blogs conducted with visual art approach, blog-self, blog-making, visual culture, art education

