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Cross-cultural communication Digital art

The term 'digital art' was first used in the 1980s in connection to an early computer painting program. It is a method of art-making that lends itself to a multimedia format because it can be viewed in many different ways, including on TV, on the Internet and on computers. In short, digital art is a sort of merger between art and technology [5].

Since digital art originally appeared in America, a lot of terms and programs were borrowed by Russian artists. For example, the Russian art community uses program "Adobe Illustrator", that was created by American company "Adobe Inc.", to create their work. Moreover, most of the terms which are used by Americans, are used by artists from Russia as well, such as "commissions", "request", "trade". For example, a "commission" means the act of requesting the creation of a piece, often on behalf of another, artwork may be commissioned by private individuals, by the government, or businesses [7]. Thanks to borrowings, Russian artists can easily communicate with English ones and collaborate.

The most popular online art community featuring artwork and photography is DeviantArt, which was created in America, is used in many countries, including Russia. Founders said that they believed that art was for everyone, and they were creating the cultural context for how it was created, discovered, and shared and their team was made up of diverse and talented individuals from all over the world [1]. At the moment, this is the most famous platform for artists, where they have an opportunity to communicate with each other in English language for trade or commissions, despite different countries. The website is also divided in small group on specific topic (drawings with animal, photos from Russian popular places, portrait drawings).

Social media turns communication into interactive dialogue, allowing for the creation and exchange of providing a structure for people to get organized, exchange and collaborate. Social media allow for interaction on a global scale, make it possible for users to add content or commentary and to form groups quickly. At the moment, some of the social media tools with which Russia and America are most familiar are: online social networks (Facebook, MySpace, etc.), blogs, micro-blogs (Twitter, etc.), sharing sites (YouTube, Flickr, etc.), podcasts, wikis (Wikipedia, etc.) and widgets/apps such as those available for mobile devices [6, p.13]. They help bring audiences to performances and to artworks by matching art to people who are looking for it, they provide a platform to create art and to engage in debate and dialogue around communities of interest and they give organizations tools to listen to the public and build arts awareness.

In conclusion, it is important to say, that there is the value of art, especially, digital art, which can be found in many artworks that have universal appeal. Digital art is a relatively new direction in art, that is why the most active interaction between America and Russia is taking place at this moment, which is associated with the interplay of new methods of art and terms, which are used worldwide. These pieces communicate feelings and ideas that are universally perceivable and enchant the sensitive observer, and can influence the affairs of nations by bringing into relief ennobled visions that draw together imagination, intuition, and objectivity [4].

Литература

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