

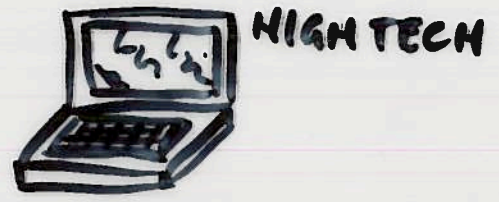
# THE INFORMATION AGE

INDUSTRIAL AGE

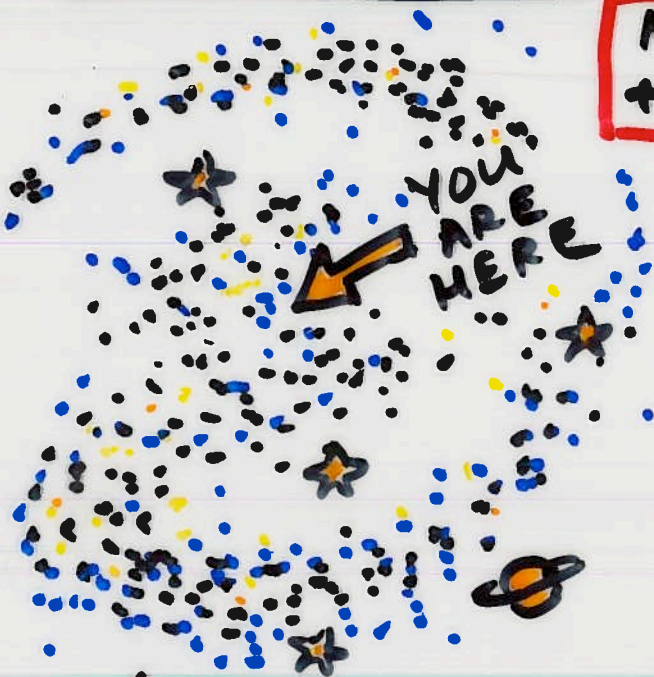


MAJOR SHIFT  
20THC

INFORMATION AGE



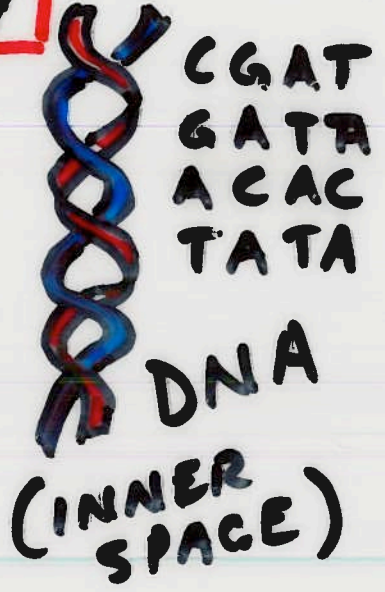
NEW SCIENCE + TECHNOLOGY



UNIVERSE IS MASSIVE (OUTER SPACE)



EARTH AS GLOBAL VILLAGE





MAN ON THE MOON



VIETNAM WAR



1ST IRAQ WAR



BROADCAST TELEVISION 1950s →



MAJOR CORPORATIONS HAD COMPUTERS IN 1960S. (ROOMS FULL OF REFRIDGERATOR-SIZE MACHINES)

PERSONAL COMPUTERS A NEW IDEA 1980s



INTERNET BEGINS TO CHANGE OUR WORLD MID 1990S.

KA-POW

INFORMATION EXPLOSION!

# FEATURES OF ELECTRONIC MEDIA + COMMUNICATION IN THE INFORMATION AGE

★ COMMUNICATION IS IMAGE-ORIENTED



★ NON-LINEAR

★ PRODUCT/MESSAGE CAN BE SACRIFICED TO PROCESS AND MEDIUM

★ All information + images treated as equivalent

Like how politicians speak in sound bites b/c it is good for T.V.



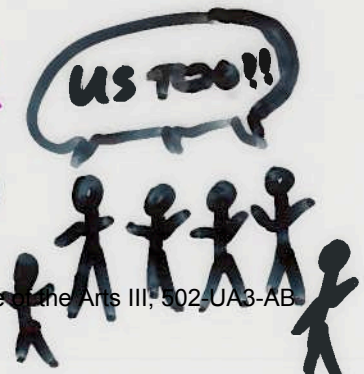
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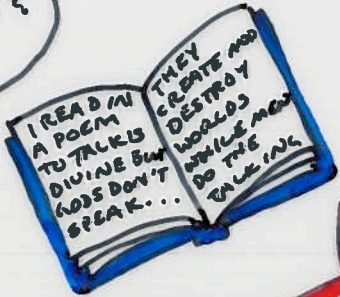


★ BRINGS PEOPLE TOGETHER



# LITERATURE IN THE INFORMATION AGE

You MEAN FOLKS STILL READ?



You bet! Pass me another book!

## POSTMODERN LITERATURE

"metafiction"  
fiction about fiction

← Shakespeare

Hindu  
Greek  
Myth

MASH-UP  
↑  
IKEA catalogue

← Ad slogan  
← National Anthem

Chocolat!



### Magic Realism

- LOTS OF LATIN AMERICAN WRITERS
- FANTASTIC ELEMENTS MIXED WITH REALISM

When she cries it rains flowers.



TO INFINITY AND BEYOND!

VERY POPULAR POST SPUTNIK (U.S./U.S.S.R. Space Race)

### LITERATURE OF Social Conscience

- DEALS WITH SOCIAL ISSUES -
- Violence, ecological disaster, racial conflict, homelessness, gender inequality...

# ART IN THE INFORMATION AGE

OVERWHELMING DIVERSITY IN  
STYLES AND TECHNIQUES

POP

POP

POP

• POP ART!

• TOTAL ART

• ASSEMBLAGE

• GEOMETRIC ABSTRACTION, OP, MINIMAL,  
KINETIC AND NEON ART

• NEW REALISM

• NEW EXPRESSIONISM

• SOCIAL CONSCIENCE  
ART



# NEW IDEAS IN Philosophy AND Science

(HARD TO UNDERSTAND - JUST KNOW THEY EXIST!)

**STRING  
THEORY**  
(not yet proven)

**HUMAN  
GENOME  
MAPPING**  
locating genes  
+ identifying functions

**POSTMODERNISM**

Uh-oh. This is  
the one you are  
likely to run into  
again if you keep  
studying arts/humanities.

**MORE ABOUT POSTMODERNISM  
ON THE NEXT PAGE ...**

**Chaos THEORY**

PHYSICS  
ASTRONOMY  
MATH  
BIOLOGY  
COMPUTER SCIENCE

There are underlying  
patterns?

**LANGUAGE  
THEORY**

(PHILOSOPHY!)

- WITTGENSTEIN
  - DERRIDA
  - FOUCAULT
- (language shapes thought)

# POSTMODERNISM!

BACK IN  
THE DAY

↳ ORIGINALLY USED TO MEAN "AFTER MODERNISM"

**NOW** REFERS TO THE STATE OF  
THINGS IN LATE 20TH C

REACTION  
AGAINST  
MODERNISM?



NEW  
KIND  
OF  
MODERNISM?



MOSTLY  
HAPPENS  
IN THE  
WEST.



HOW  
CAN I  
BE A  
POSTMODERN  
ARTIST?

FUTURE  
ARTIST  
OF  
GLOBAL  
VILLAGE

- BORROW PRE-EXISTING TEXT + IMAGES
- MIX STYLES
- MIX SUPERFICIAL + PROFOUND (HOMER SIMPSON + PLATO?)
- BE AWARE OF HOW "REALITY" IS PROCESSED BY MASS COMMUNICATION
- MAKE STUFF FOR THE PEOPLE (NOT JUST ELITES)
- SEE ART AS AN INFORMATION SYSTEM (NOT JUST AESTHETICS)
- GO FOR PARODY, WHIMSY, PARADOX, IRONY, the ENIGMATIC